

RADIO

ANNUAL

TELEVISION

YEAR BOOK

1957

SHOWS RATE

TIONALLY!

PULSE* REPORTS!

*TELEPULSE MULTI-MARKET SURVEYS

AUG. 1956

22-MARKET AVERAGE

17.8

SEPT. 1956

22-MARKET AVERAGE

17.9

AUG. 1956

14-MARKET AVERAGE

16.8

SEPT. 1956

14-MARKET AVERAGE

17.8

AUG. 1956

21-MARKET AVERAGE

16.1

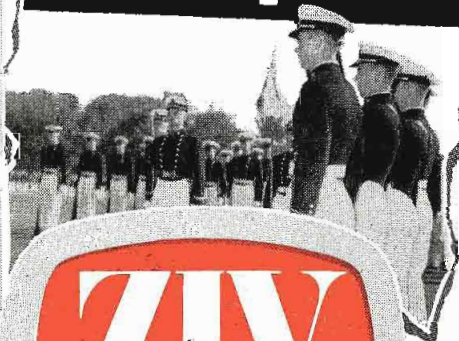
SEPT. 1956

19-MARKET AVERAGE

17.3

NOW! READY!
ZIV'S NEXT BIG
RATING
WINNER!

"MEN OF
Annapolis"





DENNIS JAMES

Representatives

WM. MORRIS AGENCY

RADIO DAILY
TELEVISION DAILY

presents the

1957

TWENTIETH ANNUAL EDITION

RADIO ANNUAL

and

TELEVISION YEAR BOOK

CHAS. A. ALICOATE

Editor-in-Chief

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RADIO DAILY CORP., 1501 Broadway, New York 36, N. Y.



advertisers
who
look
for
lightning-fast
results
are

SOLD

**ON
SPOT**

**Capital Airlines and its agency, Le
Edwin Ryan, are Sold on Spot as a basic
advertising medium.**

To get its fast-growing Viscount service off and winging in a new market, Capital Airlines relies on Spot Radio. Ten days before a new Viscount flight schedule goes into operation, Capital opens full blast with a six-week saturation schedule. A hard-hitting, year-round campaign follows, precision-timed to reach the businessman who must travel. Early in the morning, late in the afternoon, early *and* late in the evening, Spot *sells* the businessman on the economy, luxury and speed of Capital's Viscount flights.



Left to right:
 Sam Hunsaker, Acct. Exec.,
 Lewis Edwin Ryan Adv.;
 Joel S. Daniels, Jr., Adv. Mgr.,
 Capital Airlines;
 James W. Austin, V.P., in charge of
 Sales & Traffic, Capital Airlines;
 William J. Green, Director Radio-TV,
 Lewis Edwin Ryan Adv.;
 Marty Pollins, Radio Sales
 Representative, NBC Spot Sales

Sells? In July, 1955, Capital inaugurated a new Viscount service between Washington and Chicago. By October, 1956, they had *tripled* the service and zoomed from *less than 20% to more than a 50% share of a greatly-expanded market!* In Washington, and in Chicago, as in every on-line city served by NBC Spot Sales, Capital uses NBC Spot Sales-represented stations.

Here's how James W. Austin, Capital's Vice-President in charge of Sales and Traffic, sums it up:

"Capital's problem is to sell seats and to sell them right now, to cover the market completely and to provide the flexibility

we need in each market. Spot Radio is a 'must' in our advertising program."

If you're looking for lightning-fast results for your product or service, look to . . .



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 NEW YORK—WRCA, WRCA-TV
 SCHENECTADY-ALBANY-TROY—WRGB
 PHILADELPHIA—WRCV, WRCV-TV
 WASHINGTON—WRC, WRC-TV
 MIAMI—WCKT
 BUFFALO—WBUF

CLEVELAND—WHX
 LOUISVILLE—WAVE, WAVE-TV
 CHICAGO—WMAQ, WNBQ
 ST. LOUIS—KSD, KSD-TV
 DENVER—KOA, KOA-TV
 SEATTLE-TACOMA—KOMO, KOMO-TV
 LOS ANGELES—KRCR
 PORTLAND, ORE.—KPTV
 SAN FRANCISCO—KNBC
 HONOLULU—KOU, KONA-TV

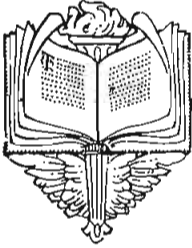
FOR WORLD-WIDE NEWS ...
FOR CLEAR, COMPREHENSIVE
COVERAGE ...

A P

FOR
RADIO and TELEVISION

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

Foreword



WITH this volume RADIO-TELEVISION DAILY presents to the radio and television industry and the field of electronics THE RADIO ANNUAL and TELEVISION YEAR BOOK of 1957. Backed by twenty years of intensive effort and the complete support and co-operation of every branch of the industry, this book has become universally recognized as the standard guide and reference work of the electronic field.



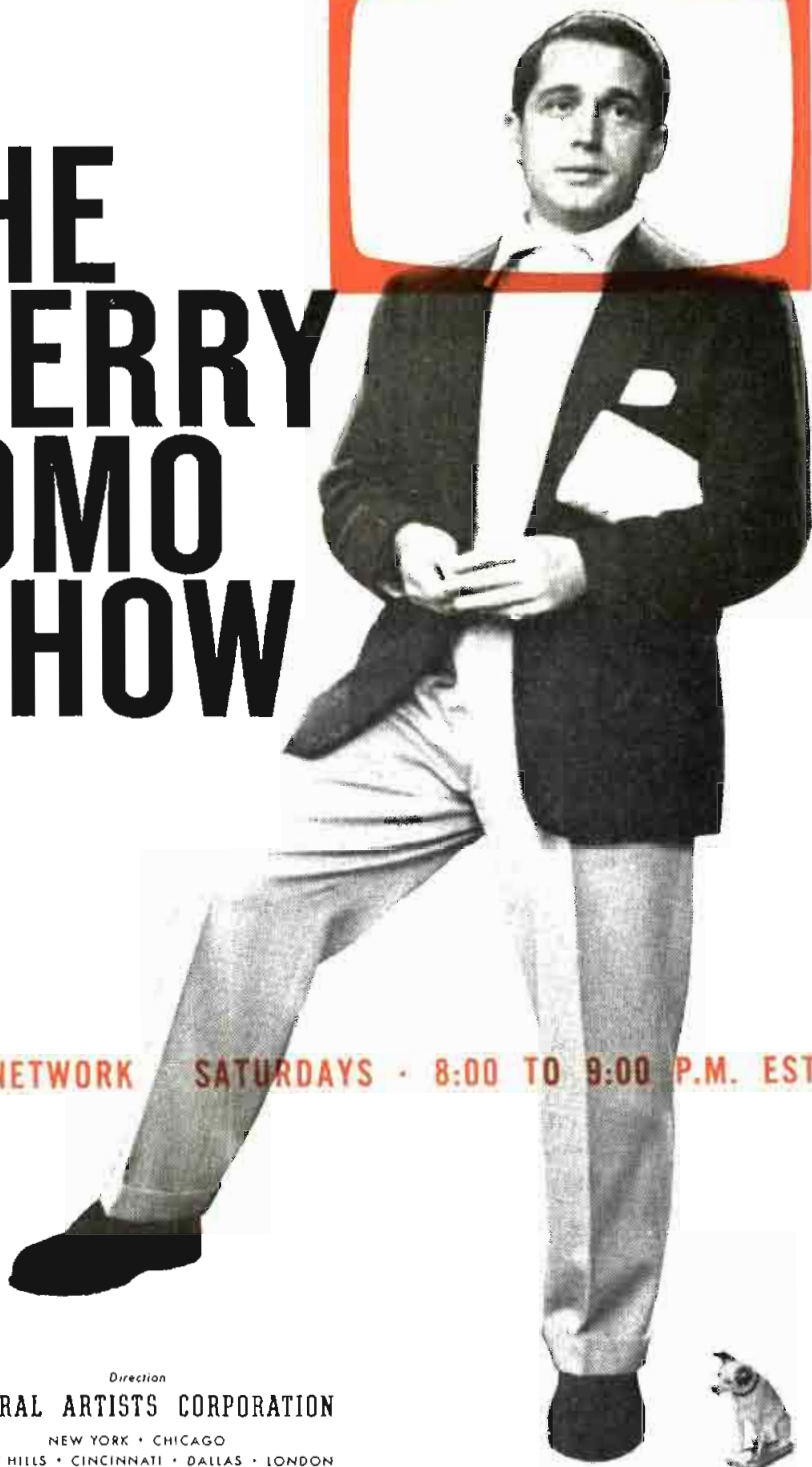
GLANCING backwards for the moment we see nineteen hundred and fifty-six as the greatest milestone in the many years of progress in this great industry. With its tremendous stations everywhere, its enormous investments, its millions and millions of viewers and listeners, its international prestige and its wholesome force for good, radio and television compellingly stands today as the giant of the amusement and public service kingdom. Color on TV for more general use is just over the hill and it is not unlikely that a third dimension will be knocking at the door soon.



TO those from every corner of the country and every branch of broadcasting who have contributed and co-operated in the compiling of statistics and information in the following pages, RADIO-TELEVISION DAILY is indeed grateful.

Chas. A. Alicoate.
Publisher

THE PERRY COMO SHOW



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



Direction
GENERAL ARTISTS CORPORATION

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



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1957

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*"The Symbol of
Quality Musical Commercials"*



**GOLDSWAN
PRODUCTIONS, INC.**

Always on the 

730 5th Avenue
New York 19, N. Y.

Circle 7-3380

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

BULOVA
WATCH
TIME"



This . . . the world's most famous commercial time signal was first heard in 1927! It became the announcement most familiar to the radio audience . . . just as today Bulova is seen most often on television.

The first commercial announcement ever made on television — 2 P.M., July 1, 1941, over WNBT, New York, was also sponsored by BULOVA. Now — Bulova has over 96 million spot impressions weekly; almost 114 million impressions on the Jackie

Gleason Show and other top network programs!

As a pioneer user of radio and television spots, Bulova salutes the stations which have served it so well, and wishes them continued prosperity!

B · U · L · O · V · A
WATCH COMPANY, INC.

Bulova Park, N. Y.

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"LES PAUL & MARY FORD AT HOME"



LES PAUL & MARY FORD "AT HOME" TV SHOW

GAC

Capitol
RECORDS

Gibson Guitars

Personal Management
GRAY GORDON-MEL SHAUER
TEmpleton 8-2746

37 WEST 57th STREET
NEW YORK 19, N. Y.

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SONNY JAMES

Personal Manager:

Ed McEmore
Riverside 8-4374

Cadiz & Industrial Blvd.
Dallas, Texas

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माडुर्ण का अर्था तो सेवा है।

« مودرن » یعنی خدمت۔

MODERN oznacza służbę.

MODERN quiere decir servicio.

MODERN bedeutet Dienst.

MODERN betekent dienst.

MODERN veut dire service.

МОДЭРН значит службу.

MODERN significa servizio.

MODERN is cool, man.

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味
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務
で
す

No matter how you say it,
MODERN means SERVICE!

At MODERN, service means doing *your* job the way you want it done . . . and all under one roof.

If *your* job is:

- PRINT PROCUREMENT
- TELEVISION SPOT COMMERCIAL FILM TRAFFICK
- ASSEMBLING TV FILM PROGRAMS
- FILM STORAGE
- SPONSORED INDUSTRIAL FILMS FOR TELEVISION
- TELEVISION FEATURE FILM TRAFFICK
- DISTRIBUTION OF LIVE TELEVISION PROGRAM PROPS, SLIDES & RADIO ELECTRICAL TRANSCRIPTIONS

Call or write MODERN TELESERVICE, Inc., at any of its three offices.

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New York 17, N. Y.
OXford 7-2753

237 East Ontario St.
Chicago 11, Ill.
DElaware 7-3761

3450 Wilshire Boulevard
Los Angeles 5, Calif.
DUnkirk 4-2511

Modern Teleservice, Inc.

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Nothing —
but nothing
outsells
good old radio!

OUR ADVERTISERS HAVE *proved* ~~KNOWN~~ IT FOR YEARS

WIP

610 KC

PHILADELPHIA

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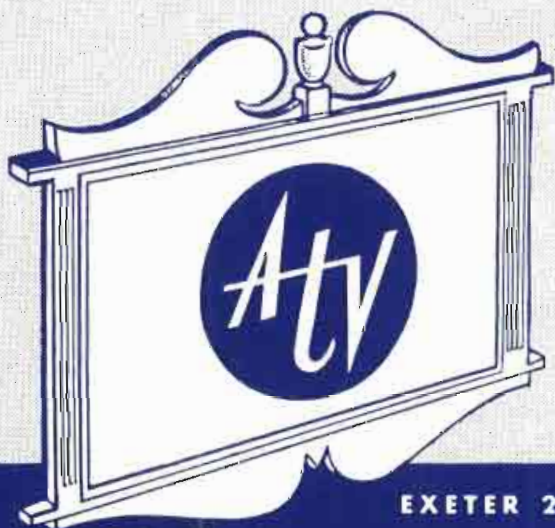
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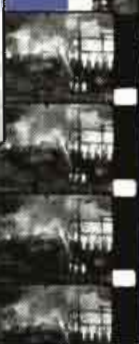


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FCC REPORTS ON RADIO-TV INDUSTRY FINANCIAL FIGURES

Financial figures for the radio-television industry released by the Federal Communications Commission indicate a continued increase in total revenue. Combined radio and television profits in 1955 are reported at 48.5% above the preceding year. Among the interesting financial particulars reported, though, is the fact that the four nationwide radio networks and three regional radio networks (including nineteen owned and operated stations) had total revenues 11.6% below that of 1954. The total of the country's other radio stations reported a revenue increase of 3.9%.

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO¹ AND TELEVISION BROADCAST SERVICES 1954-1955

Service	1955	1954 (\$ Millions)	Percent Increase or (Decrease) in 1955
Total Broadcast Revenues			
Radio	\$ 453.4	\$ 449.5	0.9
Television ...	744.7	593.0	25.6
Industry Total	\$1,198.1	\$1,042.5	14.9
Total Broadcast Expenses			
Radio	\$ 407.4	\$ 407.7	(0.1)
Television	594.5	502.7	18.3
Industry Total	\$1,001.9	\$ 910.4	10.1
Broadcast Income (before Federal Income Tax)			
Radio	\$ 46.0	\$ 41.8	10.0
Television	150.2	90.3	66.3
Industry Total	\$ 196.2	\$ 132.1	48.5

¹ Includes AM and FM broadcasting.

Note: 1955 regional data cover the operations of 4 nationwide networks and 3 regional networks, 2,704 AM and AM-FM and 38 independent FM stations. 1954 data are for the same networks and 2,555 AM-FM and 43 independent FM stations. 1955 TV data cover the operations of 4 networks and 437 stations; (3 networks after September 15, 1955 when Du Mont ceased network operations). 1954 data are for 4 networks and 410 stations.

Best Wishes
From



Guy Lombardo
and
His Royal Canadians

25 Consecutive Years At The Roosevelt Hotel
50,000,000 Decca Recordings
TV-Won Industry Award For
"Best Non-Network Music Film Series"
An MCA-TV Film Syndication Presentation

Analysis of U.S. Stations in Operation

AM Stations

1956	Licensed & Operating	CP's	Total Authoriza- tions
January 1	2824	111	2935
February 1	2834	120	2954
March 1	2841	123	2964
April 1	2858	115	2973
May 1	2872	118	2990
June 1	2890	118	3003
July 1	2896	124	3020
August 1	2922	119	3041
September 1	2939	112	3051
October 1	2958	106	3064
November 1	2969	121	3090
December 1	2987	121	3108

FM Stations

January 1	540	17	557
February 1	538	16	554
March 1	539	13	552
April 1	536	12	548
May 1	534	13	547
June 1	532	15	547
July 1	530	16	546
August 1	530	19	549
September 1	525	20	545
October 1	527	19	546
November 1	528	20	548
December 1	528	22	550

TV Stations

January 1	482	108	590
February 1	484	105	589
March 1	485	106	591
April 1	488	109	597
May 1	489	114	603
June 1	495	112	607
July 1	496	113	609
August 1	499	116	615
September 1	507	113	620
October 1	507	113	620
November 1	509	114	623
December 1	511	117	628

Source: FCC



RETMA Figures on Radio and Television Set Factory Shipment—1956

	<i>AM-FM Radio</i>	<i>Table Models, Over \$15 AM-FM, FM</i>	<i>TV, UHF Tuner</i>	<i>Other TV</i>
January	995,519	14,835	83,344	527,921
February	984,317	17,346	74,758	446,389
March	1,070,877	15,995	74,123	482,994
April	928,598	15,074	43,134	359,176
May	864,776	14,653	40,496	225,088
June	1,006,514	18,218	76,954	446,420
July	730,477	8,367	84,062	500,113
August	872,029	21,107	98,777	555,704
September	1,398,170	22,850	120,020	881,571
October	1,368,890	25,457	124,857	720,710
November	1,428,717	19,901	107,199	511,657
December	1,665,416	22,832	99,260	492,472

HOPE

A black and white advertisement for the 1957 Chevrolet. The central focus is a close-up portrait of a man with short, dark hair, wearing a light-colored suit jacket, a white shirt, and a dark tie. He is looking directly at the camera with a serious expression. The background is slightly blurred, showing what appears to be an office or indoor setting. The overall aesthetic is classic and professional.

1957

CHEVROLET

NETWORK TELEVISION GROSS TIME CHARGES

Network Television

	<i>Nov. 1956</i>	<i>Nov. 1955</i>	<i>% Change</i>	<i>Jan.-Nov. 1956</i>	<i>Jan.-Nov. 1955</i>	<i>% Change</i>
American	\$ 6,619,109	\$ 6,496,236	+ 1.9	\$ 70,026,679	\$ 45,091,856	+55.3
Columbia	19,866,463	16,866,314	+17.8	203,124,982	171,931,960	+18.1
DuMont	3,102,708	..
National	17,678,312	15,489,279	+14.1	170,305,798	147,373,918	+15.6
Total	\$44,163,884	\$38,851,829	+13.7	\$443,457,459	\$367,500,442	+20.7

1956 Network Television Totals

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January	\$ 6,382,046	\$ 17,820,455	\$ 14,695,116	\$ 38,897,617
February	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,688,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,420
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
August	6,842,292	19,430,748	16,323,549	42,596,589
September	5,673,910	18,399,872	14,889,920	38,963,702
October	6,878,183	20,446,755	18,150,520	45,475,458
November	6,619,109	19,866,463	17,678,312	44,163,884
December	6,699,450	20,395,400	17,666,721	44,761,571
Total	\$76,726,129	\$223,520,382	\$187,921,123	\$488,167,634

Effective September 15, 1955, DuMont Television Network changed from a national network to a local operation.

Source: Publishers Information Bureau, Inc.

BEST WISHES



MR. TELEVISION

MONTHLY COMPARISON OF NATIONAL SPOT RADIO TIME SALES

	1956*	1955†	% Change
January	\$10,758,000	\$ 9,031,000	19.1
February	11,643,000	9,384,000	24.0
March	12,349,000	10,756,000	14.8
April	10,278,000	9,828,000	4.6
May	12,396,000	9,631,000	28.7
June	11,791,000	9,238,000	27.6
July	10,719,000	8,474,000	26.4
August	11,207,000	8,707,000	28.7
September	11,683,000	10,004,000	16.8
October	16,004,000	12,231,000	30.8
November	16,708,000	12,286,000	36.0
December	13,386,000	10,830,000	23.6
<hr/>			
Total for the Year	\$149,921,000	\$120,400,000	24.5

* Revised estimates.

† Final figures for year.

Index, National Spot Radio, October 1956, 143.2, using 1954 FCC figures as base year.

Source: Station Representatives Association, Inc.



Liberace


George Liberace!



Political Campaign Costs on Radio-TV

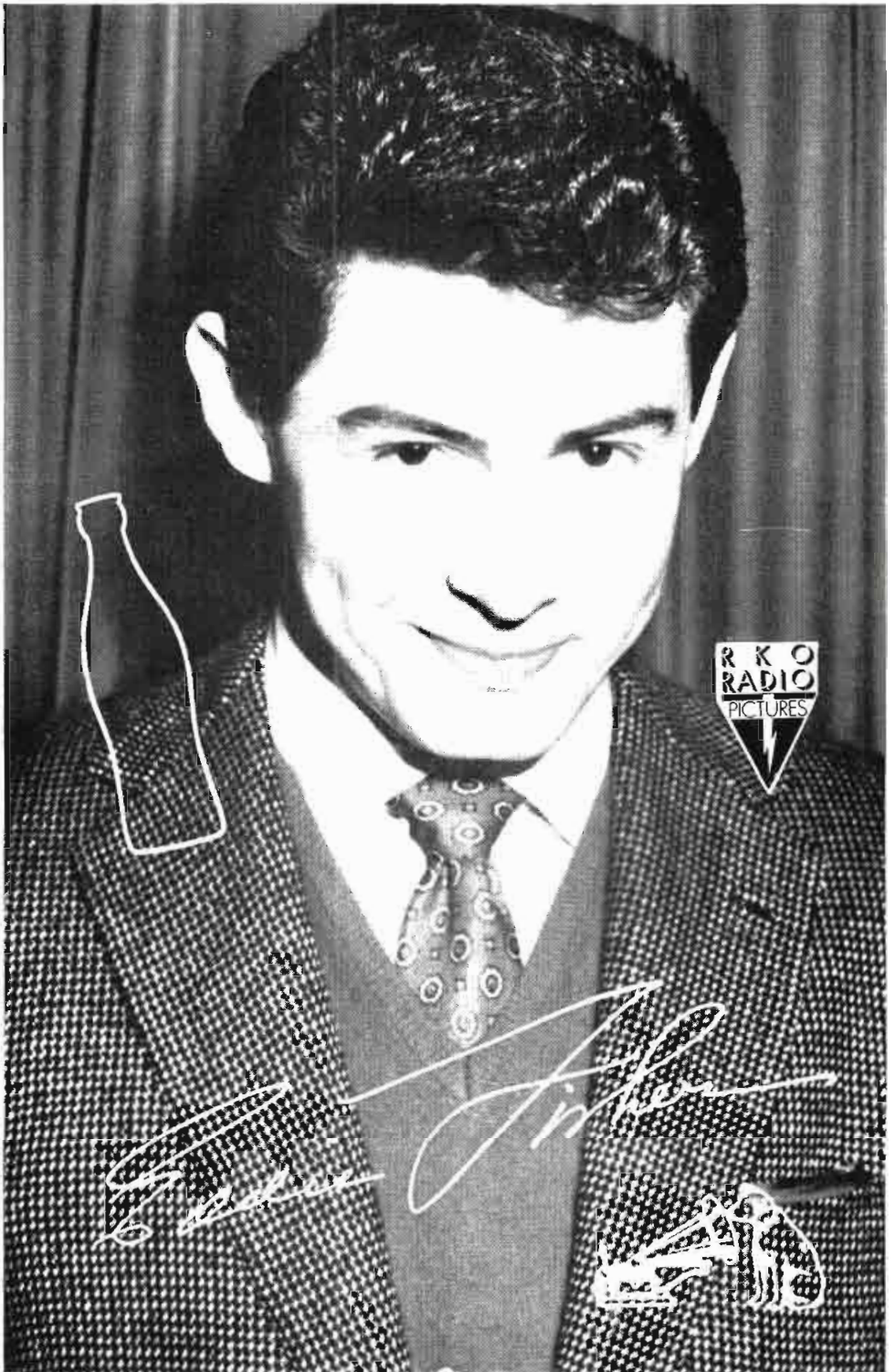
<i>Network</i>	<i>Democrats</i>	<i>Republicans</i>	<i>Free Time</i>	
			<i>D.</i>	<i>R.</i>
ABC-TV	\$ 288,461	\$ 170,682	15 min.	15 min.
ABC Radio	38,874	19,070	15	15
CBS-TV	495,455	916,148	180	228
CBS Radio	93,818	66,110	247	260
NBC-TV	413,525	646,243	400	471
NBC Radio	26,647	49,694	323	439
Mutual Radio	16,956	9,771	15	0
Non-Network (TV)	1,549,000	2,004,000
Non-Network (Radio)	1,196,000	1,500,000
			(Networks only)	
Totals	\$4,118,736	\$5,381,718	19 hrs., 55 min.	23 hrs., 40 min.

Source: Senate Privileges & Elections Subcommittee Report.

Political Campaign Costs on Radio-TV by State

<i>State</i>	<i>Radio</i>		<i>TV</i>	
	<i>Dem.</i>	<i>GOP</i>	<i>Dem.</i>	<i>GOP</i>
Alabama	\$ 3,050	\$ 1,658	\$ 5,522	\$ 292
Arizona	17,657	10,802	39,672	14,854
Arkansas	6,494	2,597	7,545	1,635
California	82,946	77,074	116,357	181,592
Colorado	22,179	28,350	15,030	33,293
Connecticut	22,321	47,517	26,663	38,676
Delaware	6,128	10,430	3,320	4,495
Florida	26,686	18,169	46,610	37,606
Georgia	18,158	1,898	11,938	6,214
Idaho	10,659	11,055	7,765	14,821
Illinois	90,849	87,454	101,143	105,089
Indiana	26,569	45,980	58,455	80,025
Iowa	28,121	25,643	23,215	20,650
Kansas	16,862	22,093	25,495	31,993

(Continued on Page 45)



Political Campaign Costs on Radio-TV by State

<i>State</i>	<i>Radio</i>		<i>TV</i>	
	<i>Dem.</i>	<i>GOP</i>	<i>Dem.</i>	<i>GOP</i>
Kentucky	26,698	22,362	15,902	23,040
Louisiana	11,220	9,534	16,160	15,859
Maine	4,548	4,847	5,634	9,103
Maryland	19,707	22,535	25,317	35,036
Massachusetts	41,475	58,217	54,063	97,358
Michigan	43,608	91,771	87,988	171,173
Minnesota	38,454	41,533	41,032	42,080
Mississippi	1,370	1,258	3,134	1,299
Missouri	30,478	20,668	42,110	37,435
Montana	24,104	28,981	11,607	14,482
Nebraska	5,747	4,163	4,782	9,871
Nevada	8,090	9,133	9,962	10,589
New Hampshire	1,195	3,378	924	6,132
New Jersey	7,148	24,110	4,544	1,860
New Mexico	26,931	20,470	28,974	18,657
New York	71,303	110,075	133,158	96,200
North Carolina	7,895	5,559	5,405	6,548
North Dakota	6,059	8,859	14,393	13,582
Ohio	45,426	91,142	46,544	160,391
Oklahoma	12,622	11,149	16,864	23,983
Oregon	53,195	73,008	55,090	59,599
Pennsylvania	77,950	92,729	124,316	162,402
Rhode Island	6,581	4,576	23,119	13,381
South Carolina	3,193	669	6,135	850
South Dakota	8,591	10,565	13,144	13,986
Tennessee	7,363	12,959	8,566	19,329
Texas	43,250	60,658	46,012	108,219
Utah	4,384	13,441	7,711	22,929
Vermont	2,208	2,615	2,202	4,942
Virginia	10,196	14,535	5,441	9,846
Washington	55,084	47,898	85,482	65,315
West Virginia	28,355	41,063	22,876	17,959
Wisconsin	11,886	36,296	22,487	53,478
Wyoming	3,504	7,168	1,233	1,288
District of Columbia	1,415	8,630	6,658	15,042

Source: Senate Privileges & Elections Subcommittee Report.



R. R. Isom

FCC Report on Broadcast Revenues of FM Stations

<i>Item</i>	<i>1955 Number of Stations</i>	<i>Amount (\$ Millions)</i>	<i>1954 Number of Stations</i>	<i>Amount (\$ Millions)</i>
-------------	--	---------------------------------	--	---------------------------------

Total FM Broadcast Revenues

FM Stations Operated by :

AM licensees :

Reporting no FM revenues	332	—	355	—
Reporting FM revenues	123	\$0.9	130	\$1.1
Non-AM licensees	38	1.0	43	0.8
Total FM Stations	493	1.9	528	1.9

Total FM Broadcast Expenses

FM Stations Operated by :

Non-AM licensees	38	\$1.4	43	\$1.4
Industry Total	—	(1)	—	(1)

FM Broadcast Income (before Federal Income Tax)

FM Stations Operated by :

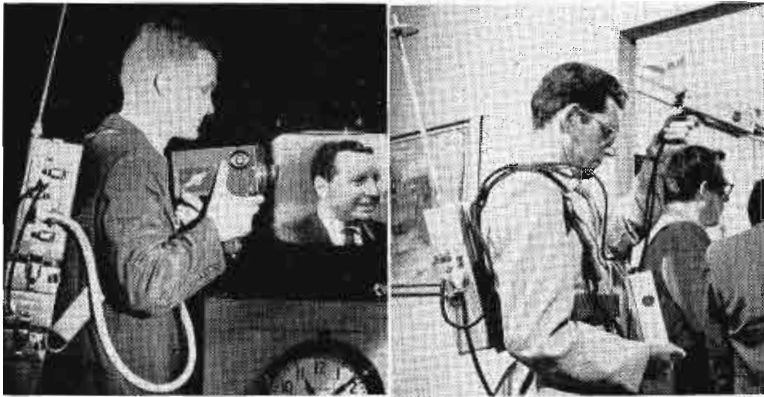
Non-AM licensees	38	(0.4)	43	(0.6)
Industry Total	—	(1)	—	(1)

() Denotes loss.

(1) In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.



SIGNIFICANT DEVELOPMENTS IN TV BROADCASTING—1956-1957



A prime technical development of the past several months has been the employment of miniature-sized TV equipment. Shown above, left, is the CBS INTEC French developed portable which weighs 36 pounds including power supply, generator, and transmitter. At the right, the RCA portable TV station with a four pound camera and a 15 pound transmitter.



A major story of the year has been television's fight to gain entry to court-room hearings, from which cameras have ordinarily been barred. Above, Gabe Pressman, roving reporter for WRCA-TV, New York, leaving New York City Council hearings after protesting the exclusion, and attempting to remain.



JIMMIE DURANTE

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

FAILURES OF ADVERTISING AGENCIES

1934-1956

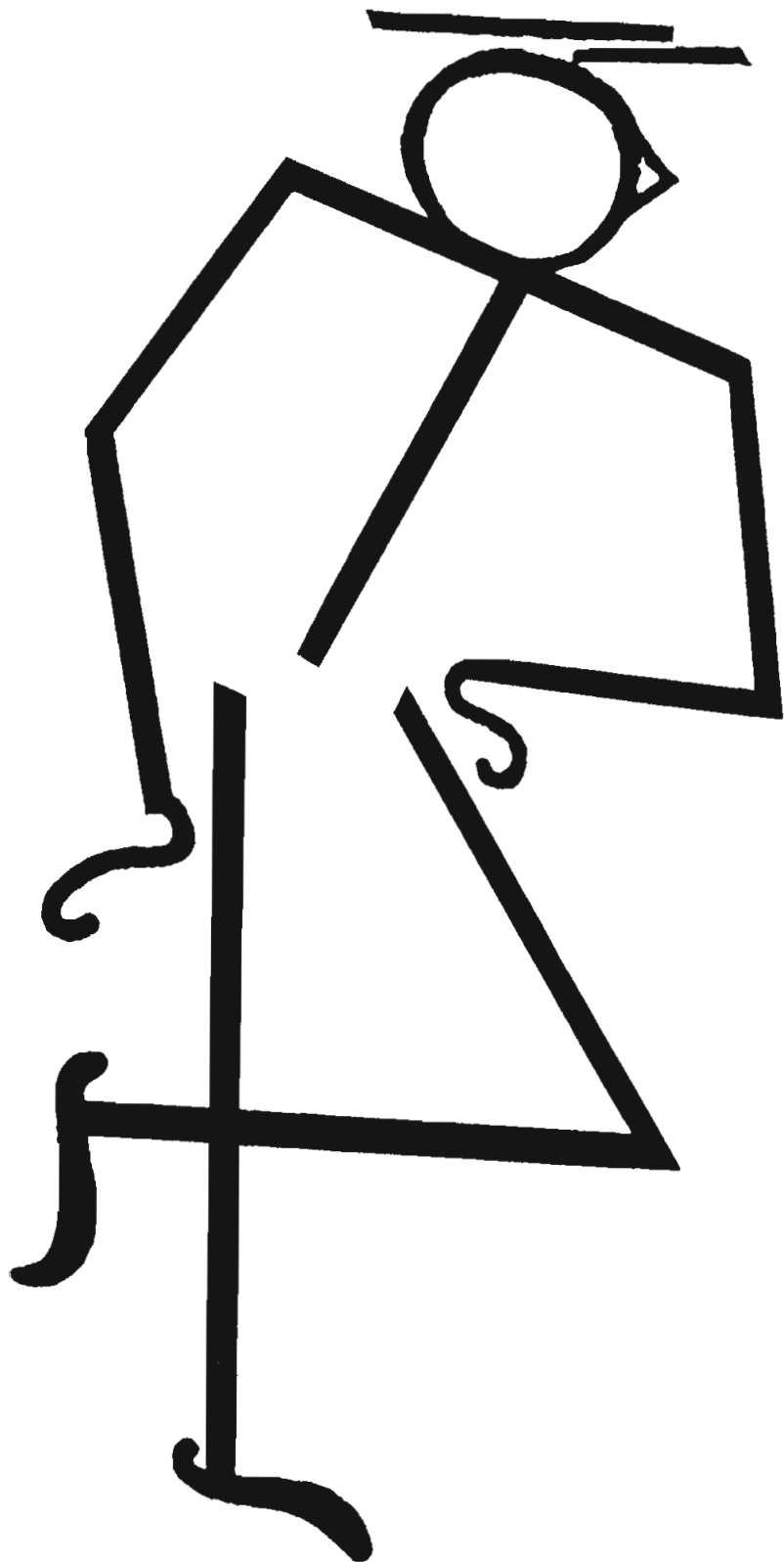
<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1934	52	\$1,061,000
1935	32	1,218,000
1936	22	418,000
1937	16	297,000
1938	34	284,000
1939	46	414,000
1940	43	1,056,000
1941	16	205,000
1942	19	130,000
1943	6	111,000
1944	—	—
1945	1	4,000
1946	6	145,000
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,265,000
1955	31	815,000
1956	32	1,519,000

Comparative Failure Trends

	<i>Percentage Change Number</i>	<i>1955-56 Liabilities</i>	<i>Av. Liability Per Failure in 1956</i>
Total Businesses, All Lines.....	+16	+25	\$44,356
Total Commercial Services.....	+18	+33	39,162
Advertising Agencies	+ 3	+86	47,469

Source: Dun & Bradstreet, Inc.

N.B. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.



JACKIE GLEASON ENTERPRISES



JACK LESCOULIE

announcer for

JACKIE GLEASON
DAVE GARROWAY
BUICK

The
DANNY THOMAS
Show

ABC-TV

FCC Outlines Some Current Developments and Problems



By
GEORGE C.
McCONNAUGHEY
Chairman
Federal Communica-
tions Commission

(1) *Brief Survey of Broadcasting*
IN the broadcast field AM stations now total 3,125, of which 3,005 are on the air. Commercial FM station authorizations have decreased to 554, with 529 operating. However, the number of non-commercial educational FM authorizations has risen to 141, of which 125 are in operation.



Commercial TV station authorizations now total 631 (426 VHF and 205 UHF). Of this number, 472 commercial TV stations are on the air (382 VHF and 90 UHF). In addition, 38 stations (all UHF) which went off the air still retain operating authorizations. TV stations holding construction permits number 121 (77 UHF and 44 VHF). These figures do not include new TV translator stations, of which 21 have been authorized to extend TV service to remote areas and five are already functioning. Of 46 noncommercial educational TV station grants (27 VHF and 19 UHF), 23 are on the air (18 VHF and 5 UHF).

Over 90 percent of the population is now within range of at least one TV station, 76 percent can receive two or more TV stations, and 60 percent can get three or more TV stations. More color TV programs and color TV sets are available.



In order to make UHF transmission more compatible with that of VHF, the Commission has initiated an immediate research and development program to increase the coverage of UHF stations, is acting on proposals to eliminate local VHF channels in UHF areas and, at the same time, assign more VHF outlets to other localities. Also, it is considering the possibility of ultimately shifting all or a geographical proportion of TV operation to the UHF band. Proposals for "boosters" and "subscription" TV service, and extended authority over community TV systems, are also receiving its attention.

The Commission expects to complete its special study of radio and TV network broadcasting by June 30, 1957.

(2) *Problems of the Commission in 1957*

The close of last year found the Commission head-on with many problems posed by the growth of the nation's electrical communication facilities. They extend beyond broadcasting to other services bursting at the seams and interests demanding space in crowded parts of the spectrum.

New techniques may make it possible to double-up on some popular frequencies, while

new equipment holds promise of operating on still higher bands. However, the complicated problems involved in "single sideband," "split channel" and "over-the-horizon" transmission, as well as extension of the microwave facilities, require exacting engineering consideration.



At the same time, the mushrooming of transmitters coupled with the mounting popularity of electronic gadgets is causing an unprecedented amount of interference which is difficult to control.

In broadcasting, the AM band is so congested that only small local daytime-only stations seem able to shoehorn in. Commercial FM continues to lose stations numerically. In trying to help resolve UHF problems in TV, the Commission is deluged with conflicting deintermixture and other proposals which further complicate the situation.

Competition and interference considerations require one out of every three applications for new TV and AM stations go to hearing.



Also, court dictum now requires the Commission to hear, with priority, practically all protests to grants made without hearing. This not only bogs down the Commission's processes but holds up new services to the public.

If Commission procedures are considered slow, this is due largely to the extra steps that higher authority requires it to take. The FCC is saddled with more procedural time-consuming requirements than any other Federal agency. In particular, it needs relief from a 1952 amendment to its act which goes far beyond standard government procedure by precluding the Commission from consulting its own staff experts on problems involved in certain proceedings.

Despite a workload that has doubled and become more complex in the past few years, the Commission personnel remains numerically unchanged and overworked.

But whether or not the Commission is able to catch up with its work schedules, there is every indication that the electrical communications industry will, in practically every line, continue its present high rate of expansion and development.



MEL ALLEN

Exciting Future Of Broadcasting Is In Impact On American Thought



By
HAROLD E.
FELLOWS
President & Chairman
of the Board
N.A.R.T.B.

I'M sure it should be my design in this article to talk about the various accomplishments and problems of the National Association of Radio and Television Broadcasters during 1956 and to make some prediction of our program for the future.

However, I should like to take the liberty at the outset of making a few general comments about broadcasting itself, in both its video and aural aspects.



The most dramatic evidence of what television means to America is the estimated 1,481,570,000 home hours viewed each week by the public during the past year. And radio has reached such a point of saturation that people now listen not only in every room of their homes, but in cars, in their places of business, in their outdoor activities—in fact, everywhere they go.

Public comprehension of the vital role of both radio and television was enhanced by the observance of separate national weeks for each medium in 1956 and we hope this year's celebrations — May 5-11 for Radio and September 22-28 for TV — will be even more successful.

In the production sense, the past year has been a rich one indeed — bringing us again the national political conventions and the subsequent coverage of the campaigns themselves, and, in early 1957, by the inauguration.



The truly stupendous effect of this instrument of political life of today and tomorrow is rather difficult for any of us to comprehend. Television and radio today have dispelled some of the "fog" and the electorate's capacity to choose on the basis of merit—both in the case of candidates and issues—has been enhanced immeasurably.

In retrospect, we saw quite an advance in the field of entertainment during 1956. Some particularly fine Hollywood films have reached the home screen, adding to the riches television offers the public. Surely this new source of programming will give impetus to continued improvement in the "live" product. Competition has been a keystone in progress in this nation from time of genesis, and I don't doubt that this same factor will hold true in television broadcasting, as we know from experience that it did in radio.

We have seen the names of people in our own family of activity emblazoned in the headlines of our own trade papers — those who, in the background, have contributed so

much to the objectives toward which we aspire.

During the past year, the National Association of Radio and Television Broadcasters, representing an all-time high of 2,126 members, seemed to attain a better understanding of its industry's principles and plans in a very significant place — on Capitol Hill in Washington. The various hearings that were conducted by the Senate Interstate and Foreign Commerce Committee and the House Judiciary Committee and others, served only — although they seemed to be perhaps aggravating at the moment — to shed light that reflected some glory on the industry. I believe they helped us more than they hurt us.



In 1956 we saw organized TASO — the all-industry effort to contribute some practical analysis to the problem of full service in television, all of this at the suggestion of the Chairman of the Federal Communications Commission, the Honorable George C. McConaughy. TASO represents at the least a healthy evidence of industry cooperation with government — and at the most, we hope, a step in the direction to the solution of one of the most difficult problems broadcasting has ever faced.



There have been numerous "background" conferences between the Association and its executive personnel with broadcasters on such diverse subjects as music licensing, public relations, news broadcasting, standards and ethics, copyright, legislation, and even such subjects as changing the name of the Association back from the NARTB to the NAB. All of these conferences, leading eventually to recommendations to the policy-setting boards of the Association and the subsequent adoption of procedural plans, reflect the serious purpose of men working together.

We look forward to 1957 and the succeeding years as times of excitement and great development in both radio and television, and those of us at NARTB are happy that in some way we have a part in this adventure that lies ahead.



Robert Q. Lewis

Exclusive Management
Ashley-Steiner, Inc.

Press Relations
Solters, O'Rourke & Sabinson

FCC Report on Broadcast Revenues, Expenses, and Income — 1954-1955

<i>Item</i>	<i>1955</i>	<i>1954</i> <i>(\$ Millions)</i>	<i>Percent Increase or (Decrease) 1955</i>
<i>Total Broadcast Revenues</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 78.3	\$ 88.6	(11.6)
Other radio stations ²	375.0	361.0	3.9
Total	\$453.3	\$449.6	0.8
<i>Total Broadcast Expenses</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 72.4	\$ 80.4	(10.0)
Other radio stations ²	335.0	327.3	2.4
Total	\$407.4	\$407.7	(0.07)
<i>Broadcast Income (before Federal Income Tax)</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 5.9	\$ 8.2	(28.0)
Other radio stations ²	40.0	33.7	18.7
Total	\$ 45.9	\$ 41.9	9.5

¹ Includes the operations of 21 network owned stations in 1954 and 19 network owned stations in 1955.

² Includes 2,577 AM, AM-FM or Independent FM stations in 1954 and 2,724 in 1955.



JIMMY NELSON — DANNY O'DAY
HUMPHREY HIGSBYE

and

FARFEL

PERSONAL MANAGEMENT

LOUIS W. COHAN

7 WEST 24th ST.

NEW YORK, N. Y.

WA 9-0670

DIRECTION

Press Representative:

Ted Nelson Assocs.

730 - 5th Ave. — N.Y.C.

CI 6-8470



Automobile Radio Set Sales—1956

January	519,648	July	198,565
February	437,611	August	198,037
March	478,272	September	349,790
April	299,253	October	547,818
May	282,611	November	609,139
June	296,256	December	840,359
Total		5,570,409	

Source: RETMA figures

Department of Commerce Report on Broadcast Industry Wages

	Average Employee Income	Total Employee Income	Expenditures Radio-TV Set Repairs	No. Engaged Radio-TV Production
1955	\$6,333	\$465,000,000	\$664,000,000	74,000
1954	6,029	430,000,000	600,000,000	72,000
1953	5,889	379,000,000	533,000,000	65,000
1952	5,559	355,000,000	476,000,000	61,000

I'VE GOT MY EYE ON YOU!



DICK STARK

Exclusive Representative
MARTIN GOODMAN
65 West 54th St.

Photo By
Hans Namuth

1957—A Year of Opportunity and of Great Success for Radio



By
DONALD H.
McGANNON
President
Westinghouse Broad-
casting Company, Inc.

OPPORTUNITY, they say, knocks but once. This certainly doesn't seem to be the case with radio, where opportunity's knock is sounding loud and clear for 1957.

Radio, which represented the beginning of the electronic era, responded so vigorously to the first knockings of opportunity that it became the focal point of entertainment within the home, and developed a public taste for entertainment and education to a degree never before known. Radio set density and penetration reached phenomenal heights, and its ability to sell goods and services contributed in large measure to the expansion of the entire national economy.



Then along came television, which took over the living room and scored so heavy an emotional impact that many are still convinced that it has started radio on the way out—though the fact is that radio is bigger today, in terms of advertising dollars spent and of sets in use, than it was in its so-called heyday a decade ago. In 1945, at the end of wartime and before there was any national television set density, broadcasting industry leaders felt they never had it so good, with a gross revenue for the year of \$425,000,000. In contrast, in 1955, when radio broadcasters in many cases complained of the great inroads made by television, radio's gross revenue was \$121,000,000 higher than the 1945 level. The 1956 figures are not in as of this writing, but the estimate is that they will be approximately the same as the 1955 gross.



But radio has taken on a new and far more personal form, and in that transformation the feature act and the highly produced show have given way to programming designed not so much for the listening of family groups but to entertain, inform and serve the individual. Radio has become the companion medium that goes with us everywhere, to the beach or the playground, to the summer cottage or on a Sunday drive. It goes with us to the beach chair in the back yard, to the work bench, to the garage. The changing character of radio listening is demonstrated by the continuing high sales figures for radio sets, with particular emphasis on portables and automobile radios underscoring the medium's role as a personal companion. And the changing character of radio listening is demonstrated further by the steady decline in audi-

ence for network programming and the corresponding decline in network revenues, in contrast with the increase in audience for locally-originated programming and the climb in local and national spot business.



For our part, we at Westinghouse Broadcasting Company have taken action during 1956 to make the most of the profound changes that have taken place and are taking place in radio. After many months of research and study, discussion and consideration, we arrived at a decision to operate our WBC radio stations locally, without network affiliation. In the light of our history of pioneering in the establishment of networks, and of our long and happy associations, this was a difficult decision, but one we felt was necessary. It is still too early for a mature appraisal of the results of our move, but such indications as we have up to now are favorable. October 1956, for example, was the best month, in gross billings, in the entire history of WBC radio. Westinghouse further indicated its faith in the future of the new radio by its purchase of WIND, Chicago, one of the nation's great independent stations.



We intend to continue to explore every new method we can devise to give better service to the people of our principal and surrounding communities, recognizing the difficulty of finding the middle course that will accomplish the noble while attracting ever larger audiences. We cordially invite and urge others in radio broadcasting to join with us in thinking and planning and dreaming—and acting—toward the greater future of radio.

Broadcasters can give radio and broadcasting a greater prestige and position through the service the medium can render. With thoughtful, resilient and, above all, enthusiastic planning, I am absolutely convinced that 1957 can and will be for radio . . .

A year of challenge;

A year of great success;

A year of opportunity;

A year in which we will bring a new dimension to radio.



SID CAESAR

CARL REINER



HOWARD MORRIS

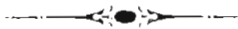
EARL WILD

PIANIST-COMPOSER

CI. 6-3225

117 W. 58 St.

Rep. Genia Cherkassky



WILLIAM LEWIS

TENOR

SINGING STAR

"CAESAR'S HOUR"

CI. 6-3225

117 W. 58 St.

Rep. Genia Cherkassky

ALL-AMERICAN FAVORITES OF 1956

TELEVISION

MAN OF THE YEAR

PERRY COMO

WOMAN OF THE YEAR

DINAH SHORE

DRAMATIC SHOW OF YEAR

PLAYHOUSE 90

COMEDY SHOW OF THE YEAR

PHIL SILVERS SHOW

MUSICAL SHOW OF YEAR

PERRY COMO SHOW

COMMENTATOR OF YEAR

EDWARD R. MURROW

DOCUMENTARY OF YEAR

SEE IT NOW

QUIZ SHOW OF YEAR

\$64,000 QUESTION

SPORTCASTER OF YEAR

MEL ALLEN

COLOR PROGRAM OF YEAR

JACK AND THE BEANSTALK

BEST FILMED SERIES

PROJECT 20

CHILDREN'S SHOW OF YEAR

MICKEY MOUSE CLUB

VARIETY SHOW OF YEAR

ED SULLIVAN SHOW

VOCALIST OF THE YEAR

MALE—PERRY COMO

FEMALE—DINAH SHORE

RADIO

BOB HOPE

PAULINE FREDERICK

CBS RADIO WORKSHOP

JACK BENNY

VOICE OF FIRESTONE

ROBERT TROUT

UN TASK FORCE

YOU BET YOUR LIFE

MEL ALLEN

BEST NEW PROGRAM IDEA

NBC BANDSTAND

BEST TRANSCRIBED SERIES

BIOGRAPHIES IN SOUND

NO SCHOOL TODAY

BREAKFAST CLUB

MALE—EDDIE FISHER

FEMALE—GISELLE MacKENZIE

SONG HIT OF YEAR

CANADIAN SUNSET

FRIENDLY PERSUASION



Monday - Friday	"The Tennessee Ernie Ford Show"	NBC-TV
Thursday	"The Ford Show"	NBC-TV
Everyday	Capitol Records	

1956 NETWORK NEWS SELECTIONS

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

— ABC RADIO AND TV —

- 1—Crack in the Iron Curtain; de-stalinization, unrest in USSR and satellites; crisis in Hungary and Poland.
- 2—Middle East crisis, all inclusive, nationalization, invasion.
- 3—Desegregation in South.
- 4—Personal victory of President Eisenhower.
- 5—Andrea Doria sinking.
- 6—Contracting air space as denoted by Grand Canyon collision.
- 7—Business boom in U. S.
- 8—Marine training accident at Parris Island.
- 9—Don Larsen's perfect game.
- 10—Kelly-Rainier Wedding.

— CBS RADIO —

- 1—Revolt in the satellite countries.
- 2—Suez crisis.
- 3—Political conventions.
- 4—President's decision to seek re-election.
- 5—Campaigns and election.
- 6—Andrea Doria-Stockholm collision.
- 7—Desegregation in the South.
- 8—United Nations in crisis.
- 9—Weinberger kidnapping.
- 10—Kelly-Rainier wedding.

— CBS-TV —

- 1—Middle East Crisis.
- 2—Revolt in the Soviet Satellite states in Europe.
- 3—Role of United States in the Middle East and satellite crises.

- 4—President Eisenhower's illness and his decision to run again.
- 5—Presidential campaigns and President Eisenhower's re-election.
- 6—Sinking of the liner Andrea Doria.
- 7—Grace Kelly wedding.
- 8—Integration in the South.
- 9—Don Larsen's perfect no-hit game in the World Series.
- 10—The commercial air disaster over the Grand Canyon.

— MBS —

- 1—Conventions and elections.
- 2—Year long situation in Middle East, culminating in attack.
- 3—Both weddings of year, Margaret Truman and Grace Kelly.
- 4—Sinking of Andrea Doria.
- 5—Desegregation in South.
- 6—Decision by Ford Motor Co. to put stock on open market.
- 7—Steel strike.
- 8—Communist attacks on Stalinism including revolts.
- 9—Don Larsen's no hitter.
- 10—Olympic games.

— NBC RADIO AND TV —

- 1—Desegregation in South.
- 2—President's operation.
- 3—Andrea Doria sinking.
- 4—Conventions and elections.
- 5—Action in Egypt.
- 6—Hungary crisis.
- 7—Grace Kelly wedding.
- 8—Don Larsen's no-hitter.
- 9—Grand Canyon plane crash.
- 10—De-Stalinization Movement.



JAN MURRAY

"TREASURE HUNT SHOW" — ABC-TV

Management:
WILLIAM MORRIS AGENCY

TOP TEN RADIO-TV NEWS EVENTS OF 1956

RADIO-TELEVISION DAILY's *selections of the top 10 news events of 1956, covered by radio and TV follows:*

- 1—President Eisenhower's decision to run for office.
- 2—Campaign and Elections.
- 3—Andrea Doria sinking.
- 4—Desegregation in South.
- 5—Don Larsen's perfect World Series game.
- 6—Revolt in satellite countries.
- 7—Kelly-Rainier Wedding.
- 8—Grand Canyon air collision.
- 9—Middle East crisis.
- 10—DeStalinization movement in USSR.

Outstanding Broadcasts

- ABC RADIO—Metropolitan Opera broadcasts.
- ABC TV—"Omnibus" history of Musical Comedy.
- CBS RADIO—"Christmas Sing With Bing."
- CBS TV—"Secret Life of Danny Kaye."
- NBC RADIO—"Biographies in Sound."
- NBC TV—"A Night to Remember."
- MBS—Account of Blocking of Suez Canal.



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

FCC Reveals Growth of Broadcasting

Editor's note: In its 22nd annual report to Congress, released late in 1956, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. The following chart shows Commission statistics from 1949 to 1956:

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
1956	197	18	389	2,871	25	2,896	124	3,020
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	44	6	525	15	540	12	552
1956	31	37	10	549	11	530	16	546
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
1956	13	4	5	126	0	126	10	136
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
1956	60	25	128	186	310	496	113	609
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
1956	7	0	11	1	19	20	21	41

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.

**MICKEY
ROONEY**

**Personal
Management:
RED DOFF**

Color Television Takes Shape As A Reality For RCA In 1957



By
DAVID SARNOFF
Chairman of the Board
Radio Corporation of
America

THROUGHOUT 1956 many statements were made publicly about the position of color television in the United States. Some of these were made by well-intentioned people interested in the progress of a new art and the promise of a new industry. Others were made by those whose objective is to retard the progress of color television in order to serve their short-term purposes. In every pioneering industry there are those who prefer to see the other fellow undertake the risks of initial investments and do the spade work while they watch and wait. Sometimes they even try to impede the progress of the pioneer.



For RCA, which has pioneered in worldwide radio communications, in radio broadcasting, in black-and-white television, in electronics and compatible color, such man-made roadblocks do not represent a new experience. We recall, for example, that when RCA pioneered and established black-and-white TV, there were those in the industry who labelled us as "Televisionaries" and the head of one company asserted publicly that "television is economically so unsound that it will never succeed." As late as 1946, an officer of the same company testified before the Federal Communications Commission, "We are not making and do not plan to make any black-and-white receivers." But several years later, after RCA had demonstrated, beyond peradventure, the great success of TV and that the public embraced it eagerly, these same folks jumped on the bandwagon.



History often repeats itself, and I suspect that the same pattern will emerge in color TV as did in black-and-white TV. Today, we hear arguments in some quarters that it will be years before color can reach the stage of profitable operations. Moreover, some other irresponsible statements have been made that in its efforts to establish and promote color television as a new and regular service to the public, RCA in 1956 poured untold millions of dollars into this undertaking. I feel that the interests of the industry generally would be constructively served if the record of the actual facts of the situation were made public. Accordingly, here is the record, and here are the facts.

RCA introduced, for the first time, simplified large-screen 21-inch compatible color TV receivers for the Fall of 1955. During the remaining few months of that year, a small quantity of these sets was produced and sold;

the major portion was sold in 1956. By the end of last year we had sold and delivered 102,000 of these 21-inch color sets. During this period we also sold and delivered color picture tubes, color components and equipment. The total factory billing price of all these color sales amounted to approximately \$58,000,000.

After accounting for last year's costs of color developments and improvements, the extra costs of training personnel, of advertising and promotion campaigns involved in launching a new product and service, and the costs of providing color programs on the air, the net loss (after Federal taxes) of all RCA color activities for 1956 amounted to approximately \$6,900,000. This is certainly a reasonable expenditure to lay the foundation for a business that promises substantial profits in the near future.



This year will witness acceleration on all fronts of color TV as a new dimension in entertainment, education, news and sports, as well as advertising and merchandising.

RCA's goal for color television in 1957 is to produce and sell 250,000 color sets, to double the number of color programs on the air, to attract sponsors to the new and productive medium, and to encourage others in the industry to enter the field. Barring unforeseen circumstances, we expect, on this volume to earn, during the second half of 1957, a modest profit on the color sets and color tubes we sell. Thereafter, profits from operations in all branches of color TV should be substantial.



RCA is firmly convinced that color television will provide a greater and more interesting service to the public, a profitable business for broadcasters, manufacturers, distributors and dealers, and a rewarding medium for advertisers. The future of television is in color.

For 1956, the RCA volume of business totaled approximately \$1,125,000,000 — an increase of about six per cent over 1955. This was the second time in its 37-year history that RCA exceeded the one billion dollar figure.



MIMI BENZELL

Personal Management:
WALTER GOULD

OXford 7-3129

Growth of Television Film Built On Imaginative Leadership



By
FREDERIC W. ZIV
Chairman of
the Board
Ziv Television
Programs

THERE is one thing we at Ziv TV have learned to expect in the telefilm industry—it is the kind of dynamic business that isn't going to stand still for anyone. Our thinking and our planning must grow as the industry grows, and be prepared to meet challenges we would not have dreamed of a few seasons ago.

For example, we have set a \$12,500,000 production program of telefilms for syndication and network release in 1957. Part of this, of course, is continuing production this year on our telefilm series now on the air, such as "West Point," "Men of Annapolis," "Dr. Christian" and "Highway Patrol."



However, we realize that we must constantly plan and create new forms of telefilm entertainment. New programs, like "Harbor Command" starring Wendell Corey, are due to go into production, and altogether a total of 10 pilot films are on the drawing boards or in various stages of preparation.

Although we accept production of this scope as being part of our regular business, we occasionally remember—with something of a shock, I will admit—that a production program of the size we anticipate this year is the kind of production spending that was going on in the entire television industry combined just a few short seasons ago.



Production quality is not a lucky accident. Last year, to maintain a consistent quality level, we found we had to increase our telefilm production budgets an over-all average of 27%, as compared with budgets for similar situations the previous year.

Chiefly, these stepped-up costs to us, as producers, have come about through extra location costs of housing, transportation, overtime and residual payments to crews and talent, and the stepped-up prices of the raw materials of film production.

The ranks of our personnel, particularly creative film makers and technicians, is constantly growing. Last year, the number of members in the Ziv TV employee family swelled by nearly one-fourth. Outstanding producer-director-writer teams joined forces with us bringing their valuable fund of production know-how and special skills gained in years of TV and motion picture work. Our plans call for continued expansion of our creative staffs.

Our growth has been one of diversification, too. We now produce telefilms, and market them, to an astonishingly wide variety of customers. We sell to national advertisers, for placement on TV networks and major regional campaigns. We sell to regional advertisers. We sell to purely local firms who demand the utmost in program quality for use at the local level. We sell to stations, who in turn offer programs to their own lists of advertisers.



And, we market our telefilms, largely voiced with special sound-tracks in foreign languages, overseas. We have found that audiences in foreign lands have much in common with our U. S. audiences—they want to be entertained on TV. That's why we've found widespread acceptance for Ziv TV shows in such countries as Great Britain, France, Italy, Belgium, Monaco, West Germany and Switzerland in Europe; in Japan, the Philippines and Australia in the Orient; and to Mexico, Cuba, Guatemala, San Salvador, Venezuela, Dominican Republic, Puerto Rico, Brazil and Argentina in the Latin and South American areas.

There has been plenty of competition, as there is in any healthy business activity. But we feel the competition has served a strong purpose for us in sharpening our creative thinking, and creative marketing of our film product.



We are optimistic about the challenges facing our industry today. There is evidence that multi-market telefilm advertisers, those in the national and regional brackets, will spend more than \$125,000,000 for syndicated telefilms and telefilm time slots this year, with millions more due to be spent by purely local advertisers seeking the same high program quality. We are confident that we will play a major role in such telefilm plans.

At the same time, we are increasingly aware of the responsibilities that come with such an important role. You must keep raising your standards, setting new objectives, striving for better methods to create better film products to maintain a leadership position.

**Hearty Congratulations to
LAWRENCE WELK
and His Television Sponsors
DODGE and PLYMOUTH!**



**"The LAWRENCE WELK Show . . . by far the outstanding buy.
... A virtual give-away! . . . reaches a big audience . . . (even)
more conspicuous for efficiency (direct sales results)!"**

Billboard's FIRST A.R.B. Cost Per Thousand Survey Covering Men, Women and Children (January 26, 1957, edition)

(HOMES-DELIVERED CATEGORY)

FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes . . . \$1.10
FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers . . . 1.12
FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers92

(COMEDY, VARIETY & MUSIC SHOWS)

FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes \$1.10
FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers . . . 1.12
FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers92

(AUTOMOTIVE & PETROLEUM SPONSORS)

FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes \$1.10
FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers . . . 1.12
FIRST . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers92

GABBE, LUTZ, HELLER & LOEB

Personal Management

1626 N. Vine Street
Hollywood 28, Calif.
Phone: HOLlywood 9-1993

119 West 57th Street
New York, N.Y.
Phone: Circle 5-7998

Television Sales Challenge Leaves Plenty Of Room For Wise Choice



By
NORMAN E. CASH
President, Television
Bureau of Advertising

THERE'S no guesswork in television, only change.

In this expanding economy, up-dating, trend-discerning and fact-analyzing are the handmaidens of research, and if they are to keep the pace they must be prepared to accept the new, the hitherto unknown and—yes, even the unexpected. This is the attitude and approach we at TvB have brought, and are continuing to bring, to the Bureau's projects, and much of our findings have demonstrated that yesterday's dogma is not necessarily today's fact, nor will a current truism be tomorrow's dictum.



Yet, much of what is already known and documented is useful. Accumulated knowledge gives perspective to the present and affords a signpost for the future. Applied to advertisers' media selection, the practical use of this philosophy has served to take the element of chance out of TV. With what is known, the productive purpose of providing a base for decision is at hand; with the constant addition of new information, a signpost pointing the direction for more effective use of the medium is assured.

Since 1949, when commercial TV really got off the ground, advertisers' investments indicate that *choice* of TV is a matter of "which direction" rather than 'why.'



The choice (happy title) is as far removed from chance as the first dollars invested in 1949 are from the booming bucks of 1956 . . . and the projection for '57 is ample confirmation that this is truly choice without chance.

Here's how it stacks up:

In network, starting with 1949 (in terms of millions of dollars) the "choosers" invested: \$29; \$85; \$180; \$256; \$320; \$422; \$540; \$640 . . . and we figure on \$720 million in '57. (Would you like to be an advertiser using network facilities who, when using

other media found his sales plateauing, and after his first introduction to TV increased his sales by 300 per cent? We refer to the TV endorsement by Revlon).

In spot, again starting from 1949 (in millions): \$9; \$31; \$70; \$94; \$145; \$207; \$260; \$325 . . . and in '57 it'll probably go to 389 million. (If you're further interested in the power of spot, we commend you to the successes of such brands as Lestoil, Viceroy, Kools, Robert Hall, Rayco and the omnipresent Tea Council).

In local, here's that story, in millions: \$19; \$55; \$81; \$103; \$140; \$180; \$224 . . . and we look to \$366 million in '57.

Summing up this felicitous trio, from 1949, we find these totals (in millions): \$57; \$170; \$332; \$453; \$606; \$809; \$1,025 . . . and an estimated \$1,475 million for '57.



You will note that local hasn't, as yet as many "choosers" as the other two (there are notable exceptions, leaders in their fields and markets such as Montgomery Ward, Sears Roebuck, Sibley's of Rochester). That's only because they haven't caught up with what the others know. But they're learning, and TvB is devoting energy and time to further this education. In fact, we're so bullish about local, we're figuring the greatest percentage increase (36 per cent) for 1957 over 1956 will be in that area.



To recap: almost 5,000 national and regional advertisers will have used television . . . and the more we know and learn about the medium, the less we know of *any* risk for the advertiser. This is about as fortuitous a setting for sales as man has ever devised.



Julius La Rosa

Statistics Reveal Growth of Radio-TV in Latin America



By
A. M. MARTINEZ
Executive
Vice-President
Caribbean
Networks, Inc.

IN the relative short period of one year, the radio and television industry in Latin America has taken huge steps. There seems to be a revival of radio at hand and television is fast getting to be a big brother.

For the first time in several years, Latin America showed a substantial increase of radio homes—20% more radio homes over 1955, or about 2,250,000 new homes which never had a radio set previously. In general terms the increases were greater in countries like Argentina (1,850,000), Brazil (3,838,000), Colombia (470,000), Cuba (1,100,000), Dominican Republic (98,000), Guatemala (68,500), Mexico (1,125,000), Nicaragua (69,000), Puerto Rico (440,000), Salvador (225,000) and Venezuela (500,000) where television has been doing well. All in all, there are some 11,500,000 radio homes today. The number of new radio stations has increased but only by 8%—the reverse of previous years when the number of radio stations increased rapidly.

The television picture is very sketchy at this writing but is summarized below:

Country	Stations	TV Homes
Argentina	1	70,000
Brazil	6	316,000
Colombia	3	50,000
Cuba	9	260,000
Dominican Republic	1	8,000
El Salvador	1	8,500
Guatemala	2	8,000
Mexico	10	230,000
Nicaragua	1	3,000
Puerto Rico	3	156,000
Uruguay	1	1,000
Venezuela	6	85,000

Of these 44 stations, 4 started in 1950, 4 in 1951, 7 in 1952, 6 in 1953, 6 in 1954, 5 in 1955 and 12 started in 1956. So you can see that 1956, compared with any previous year, showed an increase of more than 100%. At this stage there are 1,200,000 television homes concentrated in a few markets.

In the matter of radio and television programs, the following percentage figures will show, on the basis of one month's programming, the differences among 3 countries picked at random:

Radio Programming — Percentage

	Cuba	El Salvador	Panama
Adventure	—	—	7.7
Comedy	7.3	2.8	2.6
Disc Jockies	—	1.2	2.6
Drama—Soap Opera	36.7	30.2	35.2
Popular Music	13.5	52.8	29.8
News	15.2	3.8	12.0
Variety	17.6	1.2	6.7
Quiz	—	3.6	.4
All others	9.7	4.4	3.0
	100.0	100.0	100.0

Television Programming — Percentage

	Cuba	El Salvador	Puerto Rico
Adventure	—	4.8	1.4
Comedy	6.9	—	1.4
Children	3.2	22.2	7.4
Cooking	6.4	—	5.3
Drama	12.8	7.2	3.9
Educational	4.3	—	—
Long Feature Films	12.1	44.4	31.3
News	16.5	7.1	3.5
Quiz	5.3	—	3.5
Sports	12.2	3.2	1.8
Western Films	—	1.6	9.2
Variety	16.5	7.9	26.0
All others	3.8	1.6	5.39
	100.0	100.0	100.0

It is estimated that the radio and television budgets for 1957 are in the neighborhood of \$49,000,000—an increase of 25% over 1956. Of this total, 59% is allocated to radio and 41% to television. Because of television's tremendous impact, and the fact that the advertiser can reach between 6 and 8 people per home, the budgets for 1957 show the larger increase.



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

Public Relations

Commercial Tie-Ups

ART RUSH, INC.

A. L. RACKIN

ROY ROGERS ENTERPRISES

357 No. Canon Drive — Beverly Hills, California

Progress in Solving Problems Is Marked by CBC in 1956



By
E. L. BUSHNELL
Assistant
General Manager
Canadian Broadcasting
System

BBROADCASTING in Canada has progressed, in 1956, through what may prove to be its biggest year.

As this country enters its 21st year of national network broadcasting, it has a service which reaches a population scattered over one of the largest countries in the world. Ninety-five percent of the population of roughly 16,000,000 is within range of national radio service and about 86 percent is now within range of Canadian television.

This has been no easy job, and it has been complicated by the fact that Canada is a two-language country. We have five networks: Trans-Canada and Dominion in English-language radio; the French radio network, and the English and French television networks.



These networks, very similar to those in the United States, are made up of publicly-owned CBC stations and privately-owned stations, with the CBC operating the networks. The operations require public money in addition to advertising revenue because of the size of the country and the costs of program production in two languages. Another complication is that Canada, which invented the world system of time zones, has six of them to contend with—two more than the United States.

It is against this background that we are proud to record the following progress: at the beginning of 1956, 77 percent of all Canadians were within range of Canadian TV. We closed the year, as mentioned above, with about 86 percent. Forty-seven percent of all Canadian homes had television sets a year ago. Today more than sixty percent of Canadian households own television. The total number of TV sets in use in Canada today is 2,680,000, of which 650,000 were purchased by Canadians during 1956.



In radio the figures eclipse those for television. During the past year 675,000 radios were sold in Canada, an increase of 65,000 over 1955.

Television, which is barely more than four years old in this country, now is available in every sizeable centre. There are 41 television stations. This number is necessary to reach a population which might be reached by one station alone in a centre such as New York City. Such is the challenge of TV in this country.

The past year saw the extension of the

microwave network westward as far as Winnipeg—making possible instantaneous transmission to 18 stations from Winnipeg to Quebec City—as well as the linking together of four stations in the Maritimes.



In programming, too, it was a year of change and development. Canadians watched the first television coverage of a Canadian political convention. Experienced gleaned from coverage of U. S. political conventions helped make it a striking success. Canada's football classic, the Grey Cup Game, which a year before came to central Canada from Vancouver by courtesy of U. S. network facilities, this year went from Toronto to Vancouver by the same route.

In radio, Canadians saw the first major change in programming in several years as CBC program planners adjusted network radio to meet its new role alongside television. The Canadian system involves cooperation with privately-owned stations, which assist in obtaining national distribution for CBC-produced programs.



While this was going on, the CBC marked twenty years of national network broadcasting on November 2nd, 1956. We feel that the accomplishments of Canadian broadcasting in 1956, and indeed over the past twenty years, reflect the interest of Canadians everywhere in their national system. But the year will be remembered more for one important event than for all its physical development in Canadian radio and television.

This event was the Royal Commission on Broadcasting, which sat throughout the greater part of the year. The three-man commission, headed by R. M. Fowler, President of the Canadian Pulp and Paper Association, held sessions in all regions of Canada, visited the United States and studied European systems. We feel it is significant that we should have this long and careful look at some of the problems confronting us in radio and television at a time when both media are developing so rapidly all over the world.



JONATHAN WINTERS

The Jonathan Winters Show
NBC-TV

Exclusive representative Martin Goodman
65 W. 54th St., N. Y.

Problem of Prime Time Slots For Syndicated Film Discussed



By
DAVID V. SUTTON
Vice President in Charge
MCA TV Film Syndica-
tion Division

ALTHOUGH syndicated film had another successful year in 1956, the impression continues to exist that the securing of good availabilities for syndication is impossible or too difficult to justify the results. It is not our contention that this phase of syndicated TV is especially easy, but I believe all of us would subscribe to the theory that no facet of the industry is free from complications.



It is a myth that prime time for syndicated film programs cannot be obtained. Our experience has proved that prime time is available in many markets. It remains only for the advertising agency, working closely with the program distributor, to make an all-out effort to line up the desirable evening hours. Like every other type of total push, it can and does pay off. The results of prime playing time are so significant saleswise to the sponsor and the station that it is worth the extra effort to secure good time.

MCA TV recently introduced a new half-hour film series for syndication, "State Trooper," which was purchased by Falstaff Brewing Corp. for 71 markets covering 28 states from Florida to California. Its agency, Dancer-Fitzgerald-Sample, paying no heed to idle trade talk, set about lining up the best time available on the stations involved. It succeeded in nailing down better than 91% Class A time in all of its markets. Sixty-five of these time segments fell into the 7:30-10:30 p.m. category, and six were placed in 6:30-7:00 and 7:00-7:30 p.m. slots, which are also considered prime time in many markets.



This fine schedule is not to be considered an isolated case. Agencies also have been able to secure prime time for such other syndicated favorites as "Soldiers of Fortune," "The Rosemary Clooney Show," "Dr. Hudson's Secret Journal," "Man Behind the Badge" and "The Adventures of Kit Carson," to name a few. Other syndicators, as well, have enjoyed good programming schedules with many of their outstanding shows.

The clearing of prime time for any type of television program is, of course, a real problem for agencies and stations alike. The competition for coveted time is strongly influenced by the networks' placement of high-rating, expensive programs and by outstanding feature films.

So the problem is indeed a real one, but it is certainly not an insurmountable one. Just

how Dancer-Fitzgerald-Sample went about securing 91% "A" time must remain their secret, but there are certain evident techniques which might bear retelling at this point:

1. An agency has a better chance to win prime time if it offers a station a solid 52 weeks of programming. Common sense will tell us that a 13-week contract, which pulls a show off the air perhaps at the very time when it is building up its viewing audience, is not wise prime-time programming.



2. Other things being equal, a higher quality show has a greater chance to snare good viewing time than a quickie with its poor production values and down-beat rating potential. It is the responsibility of the producer to make sure that the product which he produces is of such quality that it can play against the stiffest competition in preferred time. Most stations face their greatest competition during the prime time period.



3. A half-hour syndicated show, with total family appeal, and which meets the requirements of long contract and high quality, is a good bet for station acceptance in the best time. These filmed programs show consistent high ratings even when slotted against much-ballyhooed feature pictures, in marginal time. In more desirable time slots, they do even better. In Houston, to quote one example, the November (1956) ARB showed the syndicated "Rosemary Clooney Show" scoring 21.8 in a 6:30-7:00 p.m. time period to rank third among all syndicated film shows. "City Detective," aired from 8:00-8:30 p.m., ranked first among all syndicated film shows with a rousing 43.7 in Pensacola, according to the same survey. The same program, in its *third* run, ranked third among all syndicated film shows in Chicago with a 14.3 in a 9:30-10:00 time segment.

Every situation, of course, presents its own problems. However, the securing of prime time does not have to be one of the big ones. If you're willing to go out and do something about it, it can be done.

NOW **TV** AND **TOPS** AGAIN!



"JOE"

THE

**AMES
BROS.**

Show
on Film



"VIC"

"GENE"

205 STATIONS

205 CITIES

205 REASONS

why the AMES BROS.
have been TOP
VIEWING through-
out the nation!



"ED"

Exclusively **RCA VICTOR RECORDS**

Personal Management
BILL FICKS

CARTB Expands, Plans For Future Along With Canadian Broadcasting



By
T. J. ALLARD
Executive Vice-President
Canadian Assn. of
Radio & Television
Broadcasters

THE year 1956 was the busiest in C.A.R.T.B.'s 32 year old history. Our radio membership went up 6.6% and our television membership 12%, so that our association now represents 145 of the 160 independently-owned and operated radio stations and 28 of the 31 independently-owned and operated television stations in this country.



The most significant event in 1956 for the Canadian broadcaster were the hearings of the Royal Commission on Broadcasting, a government-appointed, three-man Commission which travelled across Canada, from spring until fall, hearing briefs concerning the future of Canadian radio and television broadcasting. The recommendations of the Commission were scheduled to be laid before the government some time in March, 1957.

In its briefs to the Commission, C.A.R.T.B.'s main requests were for: (1) the establishment of a separate regulatory board to ameliorate the situation whereby the government-owned Canadian Broadcasting Corporation is both competitor with, and regulator of, the non-government broadcasting stations; (2) the immediate licensing of non-government television broadcasting stations in all areas of Canada, including the main metropolitan centres which are now reserved exclusively for government-owned television; and (3) permission to form private networks.



The Canadian Association of Radio and Television Broadcasters was encouraged both by the press support we received for our case and by the number of organizations, Chambers of Commerce, Boards of Trade and women's groups, which endorsed our case in their own briefs before the Commission. Support was especially strong for our contention that television stations, operated by private enterprise, should be allowed to open in areas served at present only by the CBC television system.

The separate regulatory body was also endorsed by a good many organizations and individuals on the grounds that the existing situation where the CBC not only acts as

competitor for the same business and audience, while being subsidized by the government, but also acts in the capacity of judge and jury in decisions concerning the licensing and operating of privately-owned stations, and controls the only national networks allowed in Canada, is undemocratic.

As supplements to its briefs, C.A.R.T.B. also submitted to the Commission the results of polls taken by independent research organizations which showed that over 57% of voters favoured the separate regulatory board and that the government-owned TV monopoly was frowned on by 77.8% of the population.



The Association also presented a brief to the Gordon Commission, a commission exploring Canada's economic future. The point was made before this latter commission that Canadian broadcasting could expand enormously, in the way that U. S. broadcasting has expanded, if government-imposed shackles were removed.

The Sales and Research office in Toronto expanded its research and statistical material supplied to agencies, advertisers, reps and stations this year, and has also undertaken negotiations with the main broadcast measurement organizations with the view to improving statistics in this field. The Television Seminar, inaugurated last year and due to be repeated annually from now on, was also a big success. Out of this Seminar, for one thing, came the initial plans for the C.A.R.T.B. Television Sales office which will be opened in Toronto early in 1957.



Canada has now reached the point of 96.7% radio saturation and about 80% TV saturation, but Canadians are still buying both radio and television sets at record rates. In 1956, Canadians bought 536,000 new radios and 484,800 new television sets.



Richard
Boone

Tuesday, June 19, 1956
Radio Daily - Television Daily

TV Reviews

"Lux Video Theatre" NBC-TV, Thursdays "A House Of His Own"

(Reviewed in Hollywood)
Executive producer — Stanley Quinn;
Producer — Cal Kuhl; Director — Norman
Morgan; Unit Manager — Larry Fielder;
Teleplay by — Loring Mandel; Story editor
— Richard McDonagh; Musical director —
Rudy Schrage.

● Possibly the best show NBC TV
dramas presented on TV, "A House of
His Own," proved a most auspicious
launching of the "Summer Preview
Series."

This Loring Mandel story, under
option by Paramount Pictures, was
a sensitive and provocative presen-
tation of a contemporary problem—
that of judgment and condemnation
by press and public opinion—
action resulting from understanding
and due process of law.

No one facet of production stood
out. It was a blending of artistic and
technical skill to achieve a thor-
oughly satisfactory dramatic expe-
rience.

A new Richard Boone, unencumbered
by scope, gave a moving performance
as the brilliant and bitter man, impris-
oned for 36 years for a crime com-
mitted at the age of 17, who has
consistently been recommended for
parole and as consistently been
blocked by the efforts of a civic-
minded do-gooder, enacted with
finesse and credibility by Mabel Al-
bertson.

Feature Film Library Releases Prove Challenge to Programmers

THE year 1956 saw the sudden release of a tremendous number of major studio feature films for television use. As a result, public interest in feature films is at an all-time high, and the feature bonanza must rate as one of the top industry stories of the year.

Proper use of feature film libraries demands a "new look" in the basic framework of feature film utilization new methods of editing and cutting, new concepts in show-casing, elevated standards of production and commercial insertion. In short, purchasers of this new quality product have found it wise to reappraise their feature film programming from start to finish.



During the past six months, Triangle has purchased four major film packages released for television—the RKO, 20th Century Fox, MGM and Warner Brothers rosters. The utilization of this property to its best advantage required a new perspective on feature films—one in keeping with the quality of these outstanding features.

Owning the rights to a film library of this scope is not unlike suddenly acquiring rights to the services of Perry Como, Bob Hope, Jackie Gleason and Walt Disney. With such a roster of attractions we would have to throw out the old philosophy of "fit the product to the availability" and set about revising our basic scheme of programming and product handling to gain the full measure of value inherent in what we have bought.



We are dealing with a product finer than any ever before offered on local television. These films represent the best work of an entire industry for a period of twenty-five years. We can transpose them to television *only* if we are absolutely consistent in our treatment of them. We cannot afford to dissipate the values of a good product with haphazard handling, or with old techniques devised for the inferior features of yesterday's TV.

Operational patterns which have been developed have guided the program development of all four Triangle television stations. A careful analysis of the programming of feature films before the purchase of these major libraries revealed the need for revisions. What was adequate programming policy for the old films was inadequate to meet the demands of the new. Lack of prime

By ROGER W. CLIPP
Vice President
Radio and Television
Division
Triangle Publications,
Inc.



time slots for features, scheduling of features in fringe time periods, and the excessive editing required to fit the films into a standard format were all out of step with current needs.

We decided that our top executives would benefit from an education in the needs of the product. For several weeks our key personnel devoted long hours to film previewing and "skull sessions" analyzing the basic issues of the problem and drafting concrete proposals for revamping the program day to fit the new needs. Out of these sessions came four basic decisions that form the heart of the Triangle feature policy.



First: Wherever possible, use prime weekend time for feature display. Saturday evening and Sunday afternoon shows were scheduled and their consistently high ratings have justified this invasion of what was once considered "network only" time.

Second: Lengthen the programs. Most of the really fine films in the library are too long to fit into a "regular" 90 minute format without excessive editing. Our weekday features were extended to 120 minutes, evening films are run complete to conclusion. In those few periods on the schedule where no more than 90 minutes is available, only shorter films are scheduled.

Third: Advance the start of the nighttime films to an earlier hour. Where feature films were once programmed only to extend the program day, good features draw big audiences, and are handicapped by an 11:15 or 11:30 PM start. Our films starts have now been moved into the formerly "untouchable" 10-11 PM time period.



Finally: Re-run policy. Since the film library is not a transient thing, but rather something which will figure heavily in operations for ten years or more, proper exposure sequence is important. If the same films are repeated too frequently, the impact of the films is lost. Naturally the films are run in a preference sequence, with the more valuable time periods getting first call on top films.

Complete facilities for :

television

theatrical

commercial

industrial

films

motion picture center

846 north cauenga boulevard

hollywood 38. california

Desilu

Desi Arnaz, President

IAAB Plays Active, Vital Role in Latin American Broadcasting



By
RICARDO VIVADO
President
Inter-American Ass.
of Radio Broadcasters

IAAB represents the private and free radio broadcasting of the American Continents. It is formed by the Associations, Chambers and Federations of Radio Broadcasters existing in the countries of the Continents, from Canada and the United States down to those in the extreme south, which, in turn, comprise nearly five thousand radio and television stations.

Its aims, among several, are to defend the principles of democracy, in particular those relative to freedom of speech and of information, and the system of private and free enterprise for radiobroadcasting; to promote the broadcasters' collaboration with activities of public interest; to contribute towards raising the cultural level of the people through technical perfection and better programs and the intellectual and artistic exchange between all broadcasters of America; to establish norms of professional ethics to be upheld by all people participating in broadcasting.



IAAB has intervened before the governments of Argentine, Costa Rica and Paraguay in connection with matters of high interest. Before the first, asking for return of radiobroadcasting to private hands; before the second, to ask for the issue of concessions to private individuals for the installation of TV stations; and before the third, to request the release of a broadcaster and lifting the closure of his station. It has addressed the recently elected Presidents of Ecuador and Bolivia, to offer its cooperation and technical assistance, in order that radio broadcasting in these nations may have the necessary liberty, adequate structures and means to develop and perform the corresponding mission of public interest.



On the 4th of October, "Radio Day", IAAB celebrated its 10th anniversary, as it was founded on this same day in 1946 in Mexico City. The activities of the past ten years show that IAAB is an institution with solid principles and a perfectly cemented existence, which will be called upon to have

a valuable influence in the progress of continental radio broadcasting and in the unification and the realization of its ideals of perfection and of service to the people.



IAAB's Central Office publishes a monthly news bulletin which is distributed to the associations, so that they may issue it to their stations, and is editing pamphlets with the same purpose. Three have already been distributed: "Private and Free Radiobroadcasting for the Argentine", which contains a memorial presented by IAAB to the President of the Argentine, his excellency Pedro E. Aramburo; "Freedom of Information in the Countries of America", in which a chapter from the report of the Board at its meeting in Lima is reproduced on this matter; the texts of the Constitution of the countries of the Americas on freedom of thought; and President Eisenhower's speech at the 1955 Convention of NARTB "Broadcasting Stations Must Have a Soul" advises on the management of a radio station. There is another pamphlet in the press on guidance for the organization of broadcasting associations, and two more shortly ready for publication.



The organization has maintained active, cooperative contact with the U.N., OAS and UNESCO. It was invited by OAS to send a special observer to the Inter-American Tourist Convention, which took place in San José de Costa Rica in April of 1956, and by UNESCO to participate in the conference on educational films for TV held in Tangiers and Paris.

IAAB is in full activity and preoccupied with its 5th General Meeting held in the first days of May of this year, which will mean a new impulse and a decided advance.



Burr Tillstrom's
KUKLA, FRAN
and OLLIE



with Fran
Allison

Produced by BEULAH ZACHARY

Directed by LEWIS GOMAVITZ

Assistant to Burr Tillstrom—JOSEPH LOCKWOOD

Music by CAESAR GIOVANNINI

Increased Telefilm Product Gains Advertisers' Approval



By
JOHN L. SINN
President
Ziv Television
Programs

WHEN we began to produce and distribute television film shows just a few short years ago, we had two objectives in mind—to create top-quality film programming, and to do all we could to aid advertisers who wanted flexibility in their TV campaigns.

The ratings we've scored on first-run shows and rerun films tell the story of audience acceptance of our programs in over 300 cities in this country.



Telefilms are now established as a basic part of the means at advertisers' disposal for reaching huge audiences with a minimum of circulation he doesn't need or want.

We are happy and proud to have on our client roster, which now stands at over 2,800 by the way, many of the blue-chip names in the advertising field: Proctor & Gamble, Chesterfield, Schaeffer Pen, National Biscuit Co., Pabst Blue Ribbon, Pet Milk, Budweiser Beer, Sealy Mattress, Swift & Co., Raleigh Cigarettes, General Cigar, Emerson Drug and many more regional advertisers such as Fuller Paint Co., Ohio Oil Co., Olympia Brewing, Kroger Stores and Ballantine Brewing.

Many of these advertisers are using spot-placed telefilms to solve specialized marketing problems they face. It may be a question of boosting a sagging sales curve in a particular area that is lagging behind others. It may be a question of reinforcing advertising impact already at work in a market, or series of markets, where magazine readership is low or a network show is carried in poor time on a delayed basis. It may be a test campaign to launch a new product, and to test new commercials, within the frame of a first-rank show that commands large and loyal audiences.



But many advertisers have bought telefilms for large regional or near-national spreads—such as the recent purchase by Hamm Brewing of our "Harbor Command" series for 55 markets, the Carnation Milk-Fuller Paint purchase of "Men of Annapolis" for some 20 West Coast markets, the P. J. Ballantine renewal of "Highway Patrol" for the Eastern seaboard—for another reason. To these advertisers, the syndicated telefilms they've bought are not supplementing anything; they are the primary spearhead of major advertising campaigns involving millions of dollars in program costs, time charges, and promotional budgets.

To meet this steady demand, we are undertaking our biggest production program, one that is budgeted at \$12.5 million. We feel this alone is a tremendous vote of confidence in the outlook of the television film industry, and in the outlook for choice time periods on top stations in which advertisers can air their telefilm programs.



One of the backstage secrets of the success of our telefilms with advertisers and audiences alike, we feel, is the fact that each Ziv TV teleseries launched in the syndication market in the past several seasons has been accompanied by an extensive merchandising campaign. These pre-planned, blueprinted campaigns are being used increasingly; a recent checkup showed that a gain of over 40% had been scored in their use.

Even the best telefilm show is on a starvation diet if it has to exist in a promotional vacuum. Our advertisers have made sizable audience gains by utilizing Ziv-created merchandising aids, which range from window, store and lobby displays, to posters, carcards, mailers, giveaways, premiums and contests. By even the most conservative estimate, nearly 20,000,00 viewers are being reached each week all over the country with the total weight of promotional campaigns being put behind all of the Ziv TV shows.



We've noticed another trend in the last season or two which seems to clinch the case for advertiser acceptance of syndicated telefilms. There has been a noticeable swing toward purchasing of telefilms directly by major agencies and advertisers, until nearly 70% of our billings are with clients or their agencies—even though there have been striking gains made in the sale of telefilms to local stations of all sizes.

There is a broad pattern in all this. Television advertisers have gained considerable experience in the past decade. They have tested, watched, and measured TV. The important role of telefilm advertising in the plans of all categories and sizes of advertisers is a tribute to the high scores won by telefilms in media evaluation.

these are **RALPH EDWARDS' TV SHOWS**



"THIS IS YOUR LIFE"

Ralph Edwards, Creator,
Producer, Narrator
NBC-TV Wednesday, 10 P.M. E.S.T.

"TRUTH OR CONSEQUENCES"

Bob Barker, Emcee
NBC-TV Monday through Friday
11:30 A.M. E.S.T.

"IT COULD BE YOU"

Bill Leyden, Emcee
NBC-TV Monday through Friday
12:30 P.M. E.S.T.

Available Immediately

"PLACE THE FACE"

"FUNNYBONERS"

"FORTUNE UNLIMITED"

"END OF THE RAINBOW"

this is **RALPH EDWARDS**

Understanding Woman's Place in Broadcasting Means Profits



By EDYTHE FERN
MELROSE
President
American Women in
Radio and Television

THERE are many places in the radio and television industry where women are seriously needed if we are to remain in a strong and prosperous position in the advertising world. The technical phases involving the sending of signals belong to the world of men. But how deeply have you thought about the receiving end of this dynamic advertising and its true relation to the woman's world?



Let's start out with things you already know, such as—"In 1954 women spent 236.5 billion dollars as purchasing agents for families. The purchases included everything from food to clothing, housing, recreation, medical care, cars, etc." (Fortune Magazine—"What Makes Women Buy.") TvB's survey states—"Women who shop for Food Have A BILLION-DOLLAR REACH . . . with more women between the age of 25-to-45 watching television than any other member of the family". What they prefer seeing is listed, with Women's Participating Programs one of the top five. But, there follows: "Comparatively smaller number of facts can be reported concerning these since fewer women's shows were available for sale". That was in 1954 and already it's '57. What's happened to women's programs since then sounds like a requiem!

Women's programs provide only one of the important places where women are needed in our industry, but, it's so important, let's continue to discuss it. Sending forth a strong signal to gain coverage is man's first concern and investment. Regardless of cost, investment has no value unless people dial that station's specific signal. So, man's first, and constant aim, is to win people for his signal.



But sheer numbers of people is never enough. Who is doing the dialing? Is this a potential purchaser? Sponsors reach the end of fiscal years. Here is where they must talk in terms of dollars, not exposures; profits, not merely people. Does your signal deliver merely people—or do the purchasing agents tune in for your signal? Can they, do they, spend money in response to desires and decisions sent out as information and suggestions via your signal, or the signal you may have used as an advertiser or time buyer?

Let's look at these potential "Pocketbook People" we hope we have on the receiving end. They are women. And look inside their pocketbooks there are billions for buying.

Doesn't all this make woman's place in this industry very simple? Plus her need and contribution in the normal, clerical field, she is invaluable in every facet of this industry which creates ideas, plans advertising campaigns, writes copy, produces programs or talks through our media as person-to-person to purchasing agents in skirts.



This is '57—a year when we must run our own industry by winning back the loyalty and purchasing power we may have lost because we failed to fulfill our mission in this media. There is great need for providing programs and information which women will find exciting, interesting, and dramatic because the programs help put a bit more interest, excitement and drama into their own lives.

As employees, women, with intelligence, aptitude, vision and imagination, can attract and help hold the billion-dollar purchasing agents.



Spend just one day studying a competitive medium. Study the woman's section of a good newspaper, the top magazine, then study the personnel. Those sections for women are colorful, exciting and have strong attraction for women, and they are planned by women. Good money was paid for it because the advertiser was convinced women, with ideas to spend, were turning those pages for ideas they found interesting, informative, exciting and persuasive.

Smart men must learn to work with women on the trial and error method just as they do when hiring men. If one woman didn't work out, don't throw up your hands and say, "We tried it." Shift, change, consult and advise until the entire organization is helping handle the problem. However, select a woman who talks like a woman, thinks like a woman (with good sense), who can help interpret women and one who still has retained sufficient glamour to inspire other women (and men). There's unlimited opportunity to place women in your industry where they can help you make unlimited money.



Lee Graham

"Freedom" Committee Fights for Access to Public Information



By
ROBERT D. SWEZEY
Chairman, Freedom
of Information
Committee
N.A.R.T.B.

FOR many practical broadcasters, I am afraid the phrase "freedom of information" has a remote and academic ring. As a matter of fact, however, the work of the NARTB Freedom of Information Committee is of basic and immediate importance, for in certain respects the success of that work will actually determine the future stature of radio and television. It is perfectly obvious that unless radio and television secure, with the particular tools of their trade, access to courtroom and legislative proceedings, public hearings, and the like, which is equal in all respects to that accorded the printed media, they will be precluded to a large degree from doing the type of things they actually do best—the coverage of events of paramount importance as they occur.



Radio and television have a very fair and sympathetic argument. All they are asking is that they be given an equal break with other media. If they fail to obtain this, they will operate under a tremendous handicap in the news and special events field.

I have been impressed with the number and diversity of forums in which this question of equal access has arisen—Capitol Hill, state legislative proceedings, courts of all degrees, municipal councils, directors' and trustees' meetings of educational and other public institutions.

Much progress was made during 1956. One of our principal areas of dispute is with Canon 35 of the Judicial Ethics of the American Bar Association, which has been adopted in some twenty states and which provides categorically that television and radio, along with news cameras, are calculated to interfere with an orderly court procedure, and therefore should be barred. Successful demonstrations have now been made, in several states, of the possibility of the completely orderly and unobtrusive operation of radio and television equipment under actual trial conditions. This entire issue was effectively argued before the Supreme Court of Colorado, and the right of access established for the broadcasters in that state.



We have still to contend with a close-minded attitude on the part of some of the judiciary. This was recently illustrated in a San Diego County Court when the judge threatened to cite a station for contempt for interviewing discharged witnesses, and attempted to bar television personnel from

taking notes in the courtroom. A California Appeals Court ruled that the TV people might take notes at any public hearing so long as their actions do not interfere with orderly conduct of the proceedings before the court or its officers.

There is still hope that a Committee established several years ago, but recently reorganized, composed of representatives of the American Bar Association and of news media may be helpful in eliminating or satisfactorily amending Canon 35 to remove the wholly unfair and unwarranted restriction upon radio and television coverage.



The position of radio and television with respect to equal access to legislative sessions and committee hearings seems to be somewhat better established and recognized. There are now some sixteen states at least which permit us general access. Within the last few weeks the members of the Texas legislature voted 140 to 4 in favor of a rule change permitting radio coverage, live and recorded, and television coverage, live and film, of its proceedings, including sessions of the House and meetings of its Committees.

In each case in which progress has been achieved, it has been largely due to the work of local broadcasters who have promptly taken the action indicated.



It is a little disheartening to encounter decisions such as that recently made by a city council to permit no further broadcasting of its meetings because "members might make embarrassing grammatical errors." It is even more alarming to have a governor, in this particular instance the governor of my adopted state of Louisiana, place a complete ban on all radio and television reporters at his press conferences. Over a period of weeks the restriction has been alleviated to the extent that we can now take full notes and silent film. These situations merely serve to point up the importance and immediacy of our problem. There is but one answer—wherever there is a closed door or a closed mind we must work patiently and insistently until it is opened to us. Ultimately, I am sure we will win.



THE WORLD

The NBC Radio Network's "HOT LINE" Service, now in operation, gives new stature to radio news coverage. An open line, linking NBC Radio Central to every affiliate, is ready throughout the broadcast day. When news breaks anywhere in the world, immediate notice clears all stations automatically, to bring NBC Radio audiences instant word.

The NBC Radio Network brings the nation another exclusive service: NETWORK NEWS ON THE HOUR. Not just a rehash of wire services, each broadcast carries fresh news—live, direct reports by NBC correspondents around the world,

ON A NEW "HOT LINE"



on-the-spot coverage of important local stories by Network Associate newsmen at NBC's affiliates. Throughout the entire week, the first five minutes of every hour keep America on top of the news.

The "HOT LINE" Service and NEWS ON THE HOUR form a one-two news punch that make the NBC Radio Station in every market THE source for swift, reliable, complete news coverage. This is the combination that is giving listeners more reason than ever to keep tuned through the day to NBC Radio.

Advertisers were quick to recognize the value of this vital development. Bristol-Myers purchased half of all the NEWS ON THE HOUR broadcasts; Brown and Williamson took the other half—to make one of the biggest radio network sales in years.

The dynamic energy of NBC Radio can generate sales for you, too. Your NBC Radio Network representative will tell you how. Call him today.

NBC RADIO NETWORK
a service of 

Radio and Television

TELEPHONE NUMBERS

in New York

AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	MEtrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	FReepart	9-1400
WHLI	OLYmpia	8-1100
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WKBS	PLanear	6-6700
WLIB	MOument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WRCA	Circle	7-8300
WNEW	PLaza	3-3300
WNYC	WHitehall	3-3600
WOR	LONGacre	4-8000
WOY	Circle	5-7975
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
WBFM	LEXington	2-4927
WNRG	Ncw Rochelle	6-0800
WHLI-FM	IVanhae	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	LAKawanna	4-1100

TV Stations

WABC-TV	SUSquehanna	7-5000
WABD	LEhjah	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.	PL	3-4250
B'air-TV, Inc.	TE	8-5800
Guy Bolam	MURray Hill	5-1300
The Bolling Co., Inc.	PLaza	9-8150
The Bronhom Co.	MURray Hill	2-4606
Bren-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-McKinnoy, Inc.	PLaza	9-3747
Forjac & Co., Inc.	JUDson	6-3100
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	MURray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	PLaza	9-4460
Robt S. Keller, Inc.	WA	4-6599
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bestig Co.	MURray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
John H. Perry Associates	MURray Hill	7-5047
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
William G. Rambeau Co.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
Yonard, 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.	PL	7-5700
Badger & Browning & Hersey, Inc.	Circle	7-3719
Ted Bates & Co.	JUDson	6-0600
Balten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Franklin Bruck Advertising Corp.	Circle	7-7660
Bryan Houston	PLaza	7-6400
Leo Burnett	MURray Hill	8-9480
Colkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	ORegon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	BRyant	9-0445
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin, Wasey & Co., Inc.	OX	7-4500
William Esty & Co.	OXford	7-1600
Faote, Cone & Balding	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	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Charles W. Hoyt Co., Inc.	MURray Hill	2-2000
Duane Jones Co., Inc.	MU	7-0270
Kastor, Farrell, Chesky & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0750
Konvan & Eckhardt, Inc.	MURray Hill	8-5700
Abbott Kimball Co. Inc.	YU	6-7800
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacMonus, John & Adams	PLaza	9-3221
Marschalk & Proff Co.	TE	8-8030

J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	JUdson	6-3400
Emil Mogul Co., Inc.	TE	8-7100
Morey, Humm & Warwick, 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	6-5400
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
St. George & Keyes	YU	6-7575
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-Telecasting	PLaza	5-8354
Editor & Publisher	BRyont	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	PL	7-2800
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	PL	5-3990
Columbia Artists Management, Inc.	CIRCLE	7-6900
Consolidated Concerts Corp.	COLumbus	5-3580
Frank Cooper Associates	PL	1-0725
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	PLaza	1-1930
NAPA	CIRCLE	7-8194
Professional Music Men, Inc.	COLumbus	5-7362
SESAC, Inc.	JU	6-3450
Song Writers' Protective Assn.	CIRCLE	6-2536
Station Representatives Assn.	MURray Hill	5-4141
Writer's Guild of America	PLaza	7-3317

Radio-TV Programs 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	LO	8-3100
American Institute Food Products	JUdson	6-7600
Audio-Video Recording Co.	PLaza	7-3091
Borry & Enright	TEmpleton	2-8600
Basch Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Advtg. Service	MURray Hill	2-0777
The Bruce Chopman Co.	WISconsin	7-9244
Cineffects, Inc.	CIRCLE	6-0951
Coastal Recording Co.	CIRCLE	6-3900
Louis G. Cawan, Inc.	PLaza	9-3700
Frederic Damrau, M.D.	PLaza	5-3638
Gordon M. Day Productions	OREgon	9-3595
Decco Records, Inc.	COLumbus	5-2300
Roy DeGroot, Consultants, Inc.	MURray Hill	7-6865
Empire Broadcasting Corp.	PLaza	9-4500
Allen A. Funt Radio Productions	JUdson	6-5227
Gole, Inc.	PLaza	7-7100
General Artists Corp.	CIRCLE	7-7543
John E. Gibbs & Co.	PLaza	7-5959
Horry 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-Warh 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
Pyramid Productions, Inc.	PLaza	1-0430
Radio Artists Corp.	MURray Hill	8-0940
Radia Features of America	JUdson	2-5130
Reemock Enterprises, Inc.	CIRCLE	6-7300
Reeves Sound Studios, Inc.	OREgon	9-3550
Rockhill Radio	PLaza	9-7979
Bernard L. Schubert, Inc.	MURroy Hill	8-0940
SESAC, Inc.	JU	6-3450
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
Transfilm, Inc.	JUdson	2-1400
United Press Associations	MURray Hill	2-0400
Thomas J. Valentino, Inc.	CIRCLE	6-4675
Chick Vincent Co.	ELdorado	5-0734
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
Frederic 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

WAAB	..	RAndolph	6-1932
WAIT	..	FRanklin	2-0660
WBBM	..	WHitehall	4-6000
WBEZ	..	DEarborn	2-7801
WCFL	..	MOhawk	4-2400
WCRW	..	EASgate	7-6860
WEAW	..	AMbassador	2-1128
WEDC	..	CR	7-4100
WGES	..	SAcramento	2-1700
WGN	..	Michigan	2-7600
WHFC	..	CLiffside	4-7411
WIND	..	WHitehall	4-2170
WIJD State	2-5466
WLS Monroe	6-9700
WMAQ Superior	7-8300
WMBI	..	Michigan	2-157U
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
Forje & Co.	..	DElaware	7-1874
Free & Peters, Inc.	..	FRanklin	2-6373
Headley-Reed Co.	..	FRanklin	2-4686
George P. Hollingbery	..	DEarborn	2-6060
H-R Representatives	..	RANdolph	6-6431
The Katz Agency Central	6-7343
Robt. S. Keller, Inc. State	2-5096
Joseph Hershey McGillyra, Inc. State	2-5282
Everett McKinney SU	7-9052
Robert Meeker Associates, Inc. Central	6-1742
National Broadcasting Co. Superior	7-8300
John E. Pearson Co. State	2-7494

John H. Perry Associates	..	HARRison	7-4008
Edward Petry & Co., Inc.	..	WHitehall	4-0011
William G. Rambeau Co. ANdover	3-5566
Paul H. Raymer Co. Superior	7-4473
Sears & Ayer, Inc. Superior	7-8177
Walker Co.	..	ANdover	3-5771
Weed & Co.	..	WHitehall	4-3434
Adom Young, Jr., Inc.	..	ANdover	3-5448

Advertising Agencies

Aubrey, Finloy, Marley & Hodgson, Inc.	..	Financial	6-1600
N. W. Ayer & Son, Inc.	..	ANdover	3-7111
A. N. Baker Adv. Agency Inc.	..	FRanklin	2-8895
8BDGO Superior	7-9200
Bcaumont & Hohman	..	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-Mirhoun Inc.	..	DElaware	7-7553
Dancer-Fitzgerald-Sample	..	Financial	6-4700
W. B. Doner & Co.	..	DEarborn	2-4674
Doremus & Co. Central	6-9132
Erwin Wasey & Co.	..	RANdolph	6-4952
Foote, Cone & Belding Superior	7-4800
Albert Frank-Guenther Law, Inc.	..	DEarborn	2-6424
Goodkind, Joice & Morgan, Inc. Superior	7-6747
Gordon, Best, Co., Inc. State	2-5060
Grant Advertising, Inc. Superior	7-6500
Henri, Hurst & McDonald, Inc.	..	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	..	DElaware	7-5480
H. W. Kostar & Sons Advertising Co. Central	6-5331
MacFarland, Aveyard & Co.	..	RANdolph	6-9360
Malcolm-Howard ANdover	3-0022
Maxon, Inc.	..	WHitehall	4-1676
McCann-Erickson Webster	9-3701
Arthur Meyerhoff & Co.	..	DElaware	7-7860
C. L. Miller Co. Central	6-1640
Needham, Louis Brorby, Inc.	..	WHitehall	4-3400
Olian & Bronner, Inc. State	2-3381
O'Neil, Larson & McMahan	..	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
R Jack Scott	..	WHitehall	4-6886
Russel M. Seeds Co.	..	WHitehall	3-2133
Tatham-Laird, Inc.	..	HARRison	7-3700
J. Walter Thompson Co.	..	MOhawk	4-6700
Wade Advertising Agency State	2-7369
Weiss and Geller	..	WHitehall	3-2100
Young & Rubicam	..	Financial	6-0750

Radio-TV Program and Transcription Cos.

Louis G. Cowan & Co.	..	RANdolph	6-2022
Columbia Records, Inc.	..	WHitehall	4-6000
Decca Records, Inc.	..	MOhawk	4-4800
Feature Productions	..	Michigan	2-6015
McL Gallant & Assoc.	..	DElaware	7-5216
L. S. Toogood Recording Co. Central	6-5275
William Morris Agency	..	WHitehall	3-1744
Jewell Radio & TV Productions	..	MOhawk	4-5757
Herbert S. Laufman	..	RANdolph	6-4086
Jules Power Prod.	..	DElaware	7-7422

Radio and Television

TELEPHONE NUMBERS

in Chicago

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
Walter Schwimmer Co.	FRanklin	2-4392
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
Capitol, 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	DEcatur	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 Dic.)	DIstrict	7-1260
Westinghouse Radio Stations	STERling	3-0903

AM Radio Stations

WARL	KENmore	6-9000
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	REDwood	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	State	7-3619
KABC	NORMandy	3-3311
KFAC	WEbster	8-0161
KFI	DUNkirk	2-2121
KFOX	NEVada	6-7868
KPOP	DUNkirk	8-2345
KFWB	HOLLYwood	3-5151
KGER	NEVada	6-4774
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
KDAY (Santa Monica)	HOLLYwood	9-5111
KPOL	WEbster	8-2345
KRKD	HOLLYwood	5-2181
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KUTE (Glendale)	CLitrus	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	NO	3-3311
KFAC-FM	WEbster	8-0161
KNX-FM	HOLLYwood	9-1212
KRKD-FM	MADison	5-2121
KWKW-FM (Pasadena)	RYon	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	8-3000
KTLA	HOLLYwood	9-3181
KTTY	HOLLYwood	2-7111

Networks

American Broadcasting Company (Television Center)	NORMandy	3-3311
American Broadcasting Company (Radio Center)	HOLLYwood	2-3141
Columbia Broadcasting System	HOLLYwood	9-1212
CBS-Radio	HOLLYwood	9-1212
CBS Television—Television City	WEbster	8-3000
Mutual-Don Lee Broadcasting System	HOLLYwood	2-2133
National Broadcasting Company	HOLLYwood	9-6161

Station Representatives

American Jewish Broadcasting	BRodshow	2-7931
AM Radio Sales Co.	HOLLYwood	5-0695
Avery-Knodel, Inc.	DUNkirk	5-6394
Wolter Biddick Co.	Richmond	9-6184
Best, H. L. F.	OLive	5-8326
John Blair & Co.	DUNkirk	7-1333
Blair-TV, Inc.	DUNkirk	1-3811

Bolling Company, Inc.	BRodshow	2-0544
The Branham Co.	WEbster	1-1551
Broadcast Times Sales	HOLLYwood	5-1755
Birke Stuart	OLive	2-1313
Burn-Smith Co., Inc.	DUNkirk	2-3200
CBS-Radio Spot Sales	HOLLYwood	9-1212
Cowling, Charles	HOLLYwood	5-2453
Farje & Co.	MADison	6-8329
Grill-Perna	DUNkirk	7-4388
W. S. Grant Co.	HOLLYwood	3-7194
Headley-Reed Co.	HOLLYwood	7-1480
H-R Representatives Inc.	HOLLYwood	7-1480
The Katz Agency	DUNkirk	5-6284
King, Frank & Co.	DUNkirk	5-6213
Meeker Co.	HOLLYwood	2-2351
Tracy Moore	HOLLYwood	2-2351
NBC-KRCA Spot Sales	HOLLYwood	9-6161
Oakes, Harlan G., Associates	DUNkirk	2-3200
Lee F. O'Connell Co.	OLympia	2-1313
Pascnoll, Barton, Co.	HOLLYwood	9-3946
John Pearson Co.	DUNkirk	7-4388
Peters, Griffin, Woodward, Inc.	HOLLYwood	9-1688
Edward Petry Co.	TUCKer	3171
Radio TV Representatives, Inc.	OLympia	5-7597
Wm. G. Rambau Co.	HOLLYwood	5-2453
Paul H. Raymond	HOLLYwood	2-2376
Venard, Rintoul, McConnell	DUNkirk	8-4151
Video Views	HOLLYwood	3-4179
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	3-3114
Ad Associates	WEbster	3-7501
Ad Larson	NORMandy	4-6652
Admar Service Adv.	Thornwell	8-0708
Advertising Engineers Corp.	MUTual	5039
Advertisers Production Agency	Richmond	9-7761
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	Richmond	9-2404
Atherton Advertising Agency	OLive	3-2246
ATN Service Adv.	WEbster	8-4323
Ayer, N. W., & Son, Inc.	HOLLYwood	3-4871
Baldwin, Ben, Adv. Agency	HOLLYwood	2-0908
Banning Co.	DUNkirk	8-3456
Barnes Chase Co.	DUNkirk	4-1193
Barnes, John, & Assoc.	HOLLYwood	3-0387
Baron, Richard, Co.	HOLLYwood	2-5657
Bates, Ted., & Co.	HOLLYwood	9-2161
Baus & Ross Co.	DUNkirk	8-1107
Batten, Barton, Durstine & Osborn (Hollywood)	HOLLYwood	9-7337
(Los Angeles)	WEbster	1-1234
Beaumont & Hohman, Inc.	MADison	9-2676
Beckman, Hamilton & Associates	OLive	3-0910
Bejach, Leo Adv.	CRestview	4-4555
Bellford, Ed, Agency	POplar	6-4334
Bell, Howard, Advertising	PLEasant	3-2339
Bennett, Harry, Adv. Agency	DUNkirk	7-8371
Benton & Bowles, Inc.	HOLLYwood	4-9151
Borghoff Associates, Inc.	OLive	5-7536
Besel Advertising	AN	3-5121
Bishop & Assoc. Inc.	NORMandy	2-1158
Blach Advertising Agency	HOLLYwood	2-5668
Bogerts, The	HOLLYwood	3-6871
Boyd, John R., Co.	LUDlow	9-1644
Bowes, Chas. Adv. Co.	DUNkirk	1-3881

RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES

Bozell & Jacobs, Inc. BRadshaw 2-2081
 Brand, Michael, Assoc. CRestview 6-2991
 Broadcasting Advertising BRadshaw 2-4840
 Brooke, Smith, French & Dorrance
 of the Pacific Coast, Inc. MUtual 8154
 Brooks Advertising Agency HOLLYwood 4-1158
 Brown, Byron H., & Assoc. OLYmpia 3-2320
 Buchanan & Co., Inc. OLIve 2-0810
 Bull, Frank & Co. HOLLYwood 5-4195
 Burnett, Leo, Co., Inc. HOLLYwood 4-7374
 Buxton, Erwin RYan 1-5541
 California Adv. Agency HOLLYwood 3-3189
 Calkins, Holden, Inc. WEBster 6-5145
 Calvert & Perry GRanite 2-9544
 Campbell-Ewald Co. DUNkirk 9-1334
 Caples Co., The DUNkirk 7-4255
 Carlson, Milton, Co. DUNkirk 8-9464
 Carson-Roberts Inc. BRadshaw 2-8366
 Case, Roger T., Assoc. HEmlow 7-3503
 Castor & Assoc. OLEader 2-1315
 Citizen Advertising Agency, Inc. VAndyke 2463
 Clark, Darwin H., Co. MADison 5-2441
 Cloward, Velma, Advertising DUNkirk 4-2558
 Collard, Clark, Adv. Agency DUNkirk 7-3388
 Cole, Fischer & Rogow CRestview 6-3195
 Cole, Val Advertising Agency CRestview 5-8462
 Compton Advertising, Inc. HOLLYwood 9-8107
 Consolidated Adv. Directors CRestview 6-4012
 Cormier, Ray, Adv. HOLLYwood 2-1217
 Crank Cheat, Co. HOLLYwood 3-5128
 Culbertson, Robert C. Adv. OLIve 5-8514
 Culp, Earl R., Co. DUNkirk 2-8406
 Cunningham & Walsh, Inc. CRestview 4-7241
 Dancer-Fitzgerald-Sample, Inc. HOLLYwood 2-3256
 D'Arcy Adv. Co. DUNkirk 5-3171
 Davis, Charlie, Advertising AXminster 3-5508
 Davis-Harrison-Simmons, Inc. HOLLYwood 3-7101
 Dennis, Robt., Adv. CLEVELand 5-6367
 Donald, Dick, Adv. DUNkirk 8-2371
 Doyle, Dane & Bernbach DUNkirk 8-2233
 Dazy & Eastman Adv. RIchmond 9-7091
 Durstine, Roy S., Inc. DUNkirk 8-3411
 Dreyfus Co. Adv. OLIve 5-8255
 Ebberts, Dan, Adv. Serv. LUDlow 7-9161
 Edwards, Adv. Agency, The OLIve 5-7850
 Ehlert, Grace MADison 6-2221
 Eisaman-Johns, Advertising CRestview 1-5196
 Enterprise Adv. Agency MADison 6-3392
 Empire Adv. Corp. OLIve 3-2764
 Erwin, Wasey, & Co., Ltd. WEBster 1-1211
 Fagan, O. K. Advertising Agcy. VAndyke 2192
 Fairtax, Inc. OXnard 4-5270
 Fehlman, Warren P. Adv. Co. OXnard 4-5270
 Foote, Cone & Belding (Hollywood) HOLLYwood 9-6265
 Foote, Cone & Belding (Los Angeles) MADison 9-3611
 Gardner, H. M., & Assoc. OLIve 5-7620
 Geissinger, W. B., & Co. WEBster 3-7178
 General Advertising Agency, Inc. HOLLYwood 3-5128
 Gerstenkorn, Henry Co. DUNkirk 7-4285
 Gill Clifford Agency OLIve 5-8388
 Glasser-Gailey, Inc. DUNkirk 4-2141
 Glenn Advertising, Inc. WEBster 3-9369
 Goldstone, Tobias CRestview 6-1071
 Gonda, Francis D., Adv. Agency HOLLYwood 2-6017
 Goodman, Anderson Advertising WEBster 8-3993
 Gregory-House, Inc. HOLLYwood 4-7511
 Guerin-Johnstone Advertising DUNkirk 5-1788
 Guild, Bascom & Bonfigli HOLLYwood 9-8217
 Hadlock & Associates HOLLYwood 2-6731
 Harrington-Richards WEBster 3-5577
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 Heintz & Co., Inc. MADison 9-3181
 Hicks & Griest DUNkirk 5-1721
 Hill, Don MI 5149
 Hixson & Jorgensen, Inc. DUNkirk 8-3121
 Hoel, John D., Adv. Agency RYan 1-7131
 Houston Adv. Services Co. DUNkirk 9-4171
 Howard, Bob Advertising Agency CRestview 6-1829
 Hubley Adv. Agency DUNkirk 2-2366
 Hunter & Wilhite Advertising HOLLYwood 4-4191
 Irwin Co., Inc. BRadshaw 2-5455

Irwin, Howard & Associates DUNkirk 8-1219
 Johnson, J. Howard MADison 5-8044
 Juneau, C. B., Inc. OLIve 3-1770
 Kaufmann, Hans E., & Co. HOLLYwood 3-3800
 Keane, Raymond, Adv. Agcy., Inc. WEBster 3-9221
 Keefer, Ray & Assoc. ANGelus 1-6141
 Kelloga, Edward S., Co. DUNkirk 7-5213
 Kelso, M. H., & Co. DUNkirk 2-2072
 Kenyon & Eckhardt, Inc. HOLLYwood 3-2101
 Killingsworth Co., Inc. DUNkirk 5-6111
 Klitten, Martin R., Co., Inc. DUNkirk 7-8396
 Landsdale, The Company DUNkirk 5-2007
 Lawrence Co., The BRadshaw 2-5820
 Lennen & Newell, Inc. CRestview 1-7221
 Lenz, J. M., Advertising WEBster 6-1682
 Little & Co. DUNkirk 9-1267
 Logan, Dudley L., Adv. DUNkirk 2-8471
 Mack-Wharton, Advertising WEBster 8-5187
 MacManus, John & Adams, Inc. WEBster 3-9569
 Mann Advertising Co., Inc. DUNkirk 2-1179
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 Marto, Walter, Adv. Agcy. SYcamore 6-2239
 Mayers Co., Inc., The DUNkirk 8-2111
 Mayne Charles H., Co. OLIve 3-0990
 Mays & Co., Advertising TRinity 8534
 McCann-Erickson, Inc. (Los Angeles) DUNkirk 5-3301
 McCreery, Walter, Inc. BR 2-2168
 McElroy Advertising Agency RIchmond 9-2047
 McHugh-Cather Co. BRadshaw 2-0233
 McKee, Burns Advertising HOLLYwood 7-4218
 McLain, W. R. & Associates NOrmandy 3-8209
 McNeill & McCleery HOLLYwood 4-7252
 Meany, Phillip J., Co., Adv. MIchigan 3601
 Meehl, Michael, Adv. RYan 1-8017
 Meltzer, Richard, Adv. WEBster 8-2993
 Meyerhoff, Arthur A., Agency CRestview 4-6863
 Miner, Dan B., Co. DUNkirk 8-3301
 Moody, Thomas, & Associates DUNkirk 2-0544
 Mooge-Privett, Inc. WEBster 6-7243
 Morgan, Raymond R., Co. HOLLYwood 3-4194
 Mottl & Siteman Adv. Agcy. WEBster 8-6288
 Mullens, Earl HOLLYwood 7-6318
 Neale Advertising Association HOLLYwood 1-9955
 Needham, Louis & Brorby, Inc. HOLLYwood 2-2391
 Nelson Advertising Service DUNkirk 7-8368
 Newman, Mike, & Assoc. DUNkirk 9-6649
 Olen, David, Advertising OLIve 5-7290
 Pardee Co., The HOLLYwood 2-7306
 Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.) LB 6-1259
 Patton, George Advertising HOLLYwood 2-0841
 Perrett Co., The MUtual 2388
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 Raymond, J. W. Adv. Agcy. RIchmond 7-5391
 Raymond, Larry Co. WEBster 6-8125
 Ringer, Lee, Advertising WEBster 3-8131
 Robin, Lee & Arnold CRestview 4-5853
 Robinson, Elwood J., Adv. MUtual 6293
 Roche-Eckhoff & Lee OLIve 5-7670
 Rockett-Lauritzen REpublic 4-2106
 Ross, Charles, Adv. Agency HOLLYwood 2-1184
 Ross, Ellsworth, Inc. DUNkirk 8-3608
 Ross, Roy, Inc. HOLLYwood 9-6263
 Ruthrauff & Ryan, Inc. DUNkirk 8-0571
 Scholtz Advertising Service MIchigan 2396
 Schurrer, Lou, Adv. HOLLYwood 3-3800
 Scott, M. B. Inc., Advertising CRestview 4-7585
 Sebrell, J. B. Adv. Agcy. MADison 6-9397
 Seeds, Russel M., Co., Inc. CRestview 4-7613
 Shane, Leonard, Agency, The CRestview 9-2258
 Sheldon, Lisle Adv. HOLLYwood 3-2366
 Shelley, James P. WEBster 8-2077
 Sieck, H. Charles, Inc., Ltd. BRadshaw 2-6403
 Simmons, Dean WEBster 1-1311
 Smalley, Levitt & Smith MUtual 5336
 Smith & Ganz, Inc. Adv. OLDfield 2-4151
 Speer Advertising Agency RIchmond 7-9626
 Stahl, Charles N. Adv. Agency HOLLYwood 2-7344
 Stebbins, Barton A., Adv. DUNkirk 8-8131
 Stebbins, Hol, Inc. RIchmond 9-5317
 Steller, Millar & Lester, Inc. DUNkirk 7-5377

Stodel Adv.	HOLLYWOOD	9-7163
Straus, J. M. & Co.	Dunkirk	3-5072
Stromberger, LaVane & McKenzie	Dunkirk	5-2211
Sudler Co.	BRadshaw	2-3438
Sullivan Stauffer Colwell & Bayles, Inc.	HOLLYWOOD	4-2119
Swafford & Co.	BRadshaw	2-2781
Toggart & Young	WEBster	3-8108
Thompson, J. Walter, Co.	WEBster	3-7201
Tilds & Cantz Advertising	HOLLYWOOD	2-1157
Tullis Co., Inc., The	HOLLYWOOD	2-6333
Universal Advertising Agency, Inc.	HOLLYWOOD	4-8218
Von der Boom, Hunt, McNaughton, Inc.	Dunkirk	2-6203
Van-Scott, Inc.	Dunkirk	9-2300
Victor, A. J. Company	AXminster	4-7555
Wade, Geoffrey Adv. Agency	HOLLYWOOD	4-7457
Waldman, Harvey & Associates	Richmond	7-5241
Webster, R. W., Adv.	MADison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser, Marty	CRestview	5-4535
Welsh, Hollander & Coleman	Dunkirk	9-1171
Wessells, George M., Company	WEBster	6-7668
West-Marquis Inc.	MADison	9-2214
Western Advertising Agency	WEBster	8-2681
Westwood, Tom Adv. Agcy.	CH	5-5051
Wildor, Alvin	WEBster	8-2781
Williams, Dallas & Sons	HOLLYWOOD	2-6396
Willis, Horry G., & Assoc.	Chapman	5-3325
Wynne-Alexander Advertising Agency	PY	1-2319
Youna, M. M. Adv	HOLLYWOOD	2-2684
Young & Rubicam, Inc.	HOLLYWOOD	9-2731

Radio-TV Programs and Transcription Cos.

Alexander Film Co.	HOLLYWOOD	9-7396
American Broadcasting Co.	HOLLYWOOD	2-3141
Bates, Bill	HOLLYWOOD	3-6436
B & B Recording Studios	PLea-sant	6-0949
Bob White Productions	WEBster	5-5398
Bonded TV Film Service, Inc.	CRestview	4-5847
Cascade Pictures of Calif., Inc.	TEXas	0-4520
Cheshire & Associates	HOLLYWOOD	9-4580
Columbia Records, Inc.	BRadshaw	2-5411
Commodore Productions	BRadshaw	2-4701
Cooley Spade Enterprises	Stanley	7-7970
Crosby, Bing, Enterprises	BRadshaw	2-2771
Custom Recorders	Stanley	7-2557
Dudley, Television Corp.	CRestview	1-7258
Eccles Recordings, Inc.	HOLLYWOOD	4-8351
Electro-Vox Recording Studios	HOLLYWOOD	5-2189
Fairbanks, Jerry, Inc.	HOLLYWOOD	2-1101
Five-Star Productions	HOLLYWOOD	3-4807
General Artists Corp.	CRestview	1-8101
General Television Enterprises Inc.	HOLLYWOOD	5-4146
Gibson, Grace, Radio Prods.	HOLLYWOOD	9-4580
Gray, Joanne, TV & Radio Prods.	CRestview	4-5720
Guedel, John, Radio Productions	WEBster	6-6291
Hollywood Central Recording Studios Inc.	HOLLYWOOD	3-2131
Johnson, Ed Film Co	HOLLYWOOD	2-5566
Mar-Gregor, C. P., Sound Studios	Dunkirk	4-4191
Marquis, Arnold, Productions, Inc.	CRestview	6-8796
MCA-TV	SUNset	3-8894
M-G-M Radio Attractions	TEXas	0-3311
Music City	HOLLYWOOD	9-8211
Patin, Ray, Productions	HOLLYWOOD	2-1147
RCA, Victor Division	HOLLYWOOD	4-5171
Radio Recorders, Inc.	HOLLYWOOD	3-3282
Reynolds, Stuart Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLLYWOOD	4-3183
Rocket Pictures, Inc.	HOLLYWOOD	7-7131
Ross, Jack	HOLLYWOOD	9-4019
Rourke, Jack, Productions	HOLLYWOOD	3-7178
Sande, Robert	Stanley	7-2382
Screen Gems, Inc.	HOLLYWOOD	2-3111
Snader Telescriptions Corp.	CRestview	4-6651
Song Ads	HOLLYWOOD	5-6181
Steffner, Wayne, Prods.	HOLLYWOOD	3-4173
Stevens, J. G., Inc.	HOLLYWOOD	4-8361
Stokey, Mike, Productions	HOLLYWOOD	2-1241

Studio & Artists Recorders	HOLLYWOOD	4-8241
Sutherland, John, Prods., Inc.	Dunkirk	8-5121
Telefilm, Inc.	HOLLYWOOD	9-7205
Telexip Corp.	HOLLYWOOD	4-7391
TV Spots	HOLLYWOOD	5-5171
TecVee Co., The	BRadshaw	2-1376
Television Guild Productions	HOLLYWOOD	9-2895
Thomas Co., The	HOLLYWOOD	4-6564
Tuchman, Harris, Productions	WEBster	6-7189
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Vitapix Corporation	CRestview	1-7191
WRS Recording Lab.	HOLLYWOOD	5-1454
Wendelken, Dick Productions	HOLLYWOOD	5-9207
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Wiley, Fletcher, Prods.	HOLLYWOOD	9-1212
World Broadcasting System	OLdfield	4-2800
Wright, Carter, Enterprises, Inc.	HOLLYWOOD	9-0944
Ziv, Frederic W., Co.	OLdfield	4-2800
Ziv Television Programs, Inc.	OLdfield	4-2800

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Affiliated Artists' Agency	CRestview	4-5915
Ainsworth, Helen	CRestview	62062
Allied Casting	HOLLYWOOD	3-7124
Alvarado, Carlos	CRestview	57203
American Federation of Radio and Television Artists	HOLLYWOOD	4-5125
Artigue, Louis	CRestview	6-4652
Artists Management Co.	CRestview	4-4963
or BRadshaw	2-4531	
Artists, Ltd.	CRestview	67015
Auer, Miles, Bohm	HOLLYWOOD	9-1691
Bender-Ward	OLympia	2-1465
Bergerman, Stanley, & Co.	CRestview	6-9667
Bernie, Herman	CRestview	50117
Brandis, Bob, Agency	HOLLYWOOD	5-6978
Business Administration Co.	CRestview	67071
Candelario's, (Santa Fe, N. Mex.)		2-1391
Charney, William B.	HOLLYWOOD	9-1131
Columbia Artists Management	MADison	62327
Cooper, Ray	CRestview	69769
Stanley Cowan, Inc., 9163 Sunset—B.	Hills	
CRestview	6-3103	
Darrow, Agency	GRanite	2-9514
Demling, Gus	CRestview	12161
Deuser, Lewis J.	CRestview	19134
Doak, Virginia	BRadshaw	2-6211
Draesemer, Isabelle, Agency	HOLLYWOOD	4-1782
& WEBster	5-1759	
Edington-Cloutman Agency	CRestview	4-5141
Fame Agency, 8208 Sunset—L. A. 46	HOLLYWOOD	5-2254
Famous Artists	CRestview	15222
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
Gold, Sid	CRestview	4-7247
Goldstone, Jules	CRestview	51191
Goldstone Tobias	CRestview	61071
Gordon-Molson	CRestview	16111
Gregory Assis.	OLeander	5-7538
Green, Ivan	CRestview	45129
Greshler, Abner	CRestview	45339
Grossman, Milton M., Agency	CRestview	6-6163
Halliburton, Jeanne	CRestview	5-5575
Hamilburg, Mitchell	CRestview	54171
Herdan-Sherrell	CRestview	15236
Hershon, Red, Agency	CRestview	46381
Herzbrun, Walt	CRestview	64157
H.I.T. Agency	CRestview	1-3132
Howard, Sam, Agency	CRestview	4-7367
Hyde Agency	HOLLYWOOD	2-0426
Ingersoll, George Agency	HOLLYWOOD	7-0862
Irwin, Lou	CRestview	1-7131
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Jackson, EdithHollywood 7-0155
 Jacobson, VernonCRestview 52545
 Jaffe AgencyCRestview 66121
 Katz, Fred, AgencyCRestview 6-3189
 Kohner, PaulCRestview 15165
 Lance, Leon O.CRestview 66014
 Lauren, J. W. Agency.....HOLLYWOOD 7-5087
 Lazar, IrvingCRestview 56153
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 Leonard, FredHOLLYWOOD 4-7546
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 Levee, SidCRestview 66285
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 Messinger, LiliCRestview 5-8541
 Meyers, WalterCRestview 18161
 Mishkin AgencyOLive 20944
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 Ochs, AlHOLLYWOOD 96470
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 Ryan, FrankCRestview 14627
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 Seamen, Geo.HOLLYWOOD 21161
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 Shauer, M. A.CRestview 11103
 Shaw-Glenn AgencyCRestview 5-8582
 Sherman, EdwardCRestview 50186
 Shiffrin, WilliamCRestview 17261
 Short, AntrimCRestview 54137

Shurr, LouisCRestview 11116
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 Snitzer, Lou-Fritschi, Al, Inc.....HOLLYWOOD 9-6271
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 Swanson, H. N.CRestview 15115
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Billboard Publishing Co.HOLLYWOOD 9-5831
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 Hollywood ReporterHOLLYWOOD 4-7411
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RADIO-TV DAILYHOLLYWOOD 9-3951
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 SponsorHOLLYWOOD 4-8089
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 VarietyHOLLYWOOD 9-1141

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 Facts ConsolidatedOLive 3-3114
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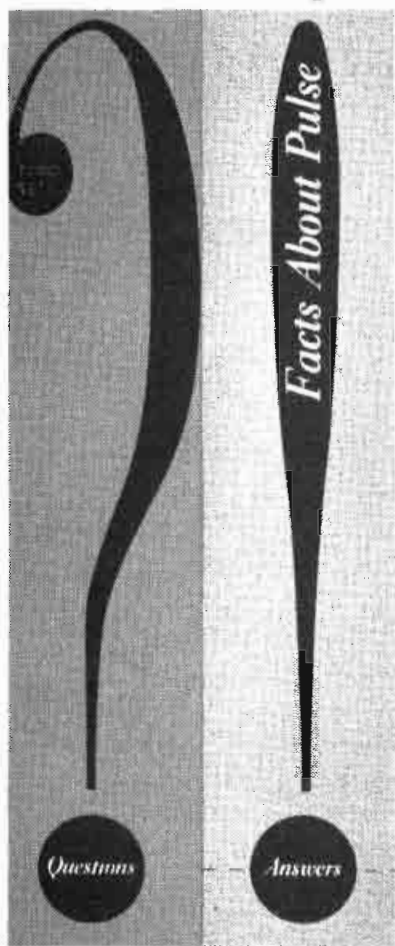
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234 S. Garfield, Los Angeles, Calif.
Phone: CUmberland 3-3149

A. S. BENNETT—CY CHAIKIN, INC.

65 E. 55th St., New York, N. Y.
Phone: PLaza 1-0190

CROSSLEY, S-D SURVEYS, INC.

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Phone: PL 7-5560

ELLIOTT-HAYNES LTD. (Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GERard 1144
1500 St. Catherines St., W., Montreal, Que.
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(Executive Office)
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Phone: MUrray Hill 8-2290
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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

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

ALFRED POLITZ RESEARCH, INC.

527 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.

730 Fifth Ave., N. Y. 19, N. Y.
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 4-2742

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

N. C. RORABAUGH CO.

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Phone: MUrray Hill 6-2193-4

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Phone: MUrray Hill 4-2068

DANIEL STARCH AND STAFF

Boston Post Rd. & Beach Ave.
Mamaroneck, N. Y.
Phone: MAMaroneck 9-5400
101 E. Ontario St., Chicago 11, Ill.
Phone: DELaware 7-2888

TRENDEX, INC.

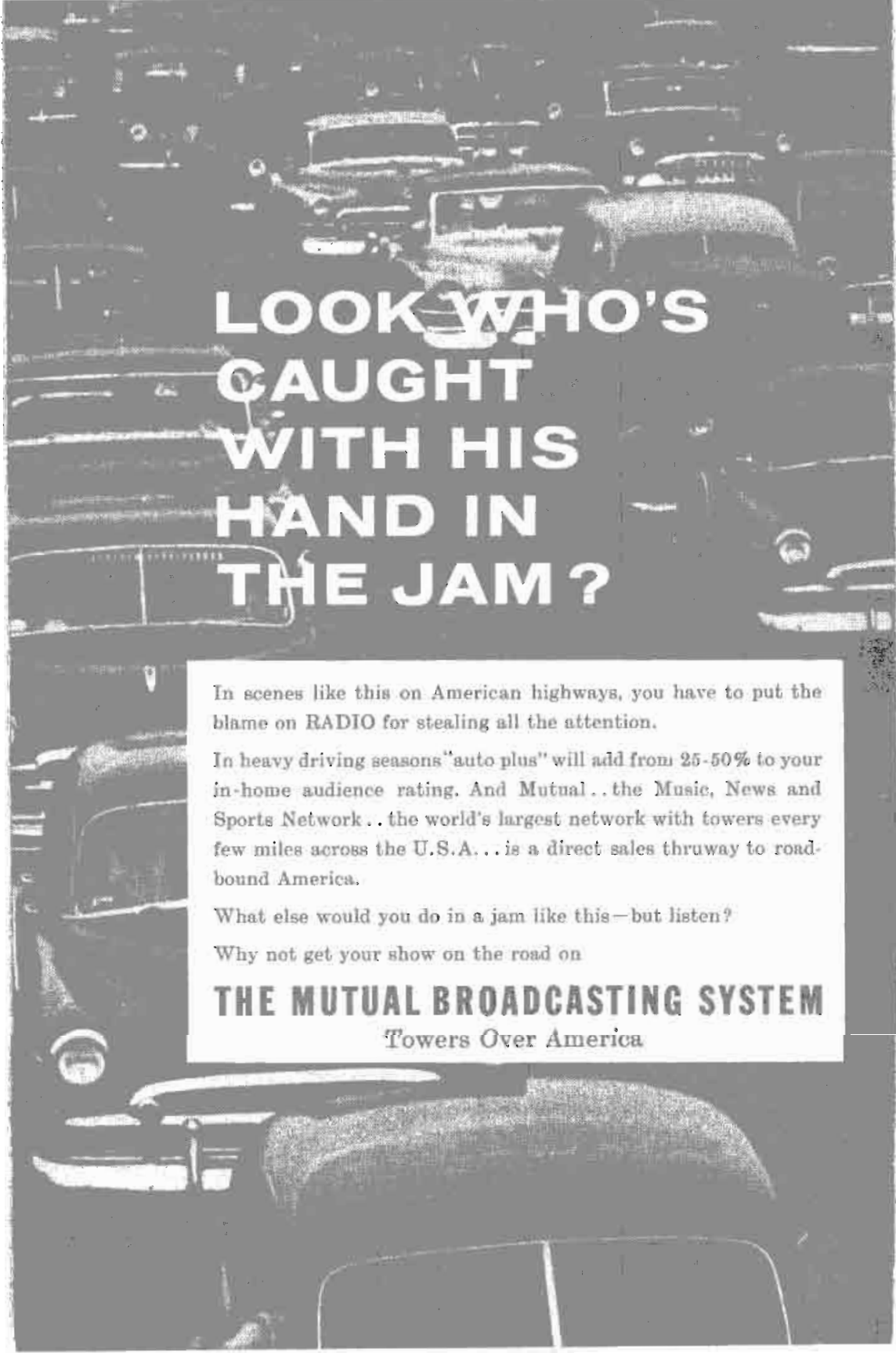
535 Fifth Ave., New York 17, N. Y.
Phone: MU 2-1182

VIDEODEX, INC.

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

J. A. WARD, INC.

8 W. 40th St., New York 18, N. Y.
Phone: BRyant 9-3845



**LOOK WHO'S
CAUGHT
WITH HIS
HAND IN
THE JAM?**

In scenes like this on American highways, you have to put the blame on RADIO for stealing all the attention.

In heavy driving seasons "auto plus" will add from 25-50% to your in-home audience rating. And Mutual...the Music, News and Sports Network...the world's largest network with towers every few miles across the U.S.A...is a direct sales thruway to road-bound America.

What else would you do in a jam like this—but listen?

Why not get your show on the road on

THE MUTUAL BROADCASTING SYSTEM
Towers Over America

Feature Film Releases Cause New Attitudes in TV Programming



By
MICHAEL M.
SILLERMAN
Executive Vice President
Television Programs
of America, Inc.

THAT sage philosopher, Goodman Ace, once made a pungent observation to the effect that "Time wounds all heels." I have often thought that this is much more than a typically Ace-high play on words; it's an acutely discerning comment on the inevitability of right landing right side up.



All this comes to mind looking back at the past year during which feature films hit television with so much force, so much force, in fact, that there were more dire prognosticators around than unanswered questions in the "\$64,000 Question" vault. These prognosticators predicted, variously, the end of syndicated TV film, a stampede of advertisers cancelling all other media so they could climb on the feature film band wagon, the end or at least a sharp curtailment in live programming by the networks, and an unending parade of film buyers to the cashiers' windows of feature film distributors, with said film buyers plunking down large stacks of boodle and pleading to be sold more and more features.

Of course, none of these things has happened. This supply of pre-1948 feature films has been introduced in an orderly manner. But, just in the event any one needs to be reminded, the networks have continued programming live as before, and indeed, are making plans for even more lavish, high-budgeted shows. New syndicated film properties are being produced as they have been for ten years or so with millions budgeted for the purpose. Advertisers—local, regional and national—have continued investing not only in every kind of medium, but in the wide diversity of buys available in TV—programs, spots, participations, time signals, weather reports, station breaks, and of course, the new supply of feature films. Please note, the line reads new supply of feature films—not new feature films, which they most assuredly are not.



For in all the excitement attendant upon the deluge of features finally being made available to TV, it seems to me that several important points have been overlooked. Perhaps the most important is that these feature films would, of necessity, be programmed in time previously allotted for the old, old feature films. In most instances, this has been true and will continue to be true. Another is that no one program type in TV can meet the needs of all clients—any one-dish diet becomes boring. But just as some advertisers

use black and white magazine space, others use color spreads; others use one page units and others short one column inserts, so do the needs of TV advertisers vary in every instance. Some need their own exclusive program, affording maximum sponsor identification, merchandising and promotion. Others need alternations, supplementary spot campaigns or participations in feature films. Television is an amalgam of various kinds of programs and powerful sales devices—thus its marked success. Feature films are part of that amalgam, but so is every other program type.



But, while feature films didn't up-end TV as so many forecast, they did contribute in other ways. They injected an additional source of program supply, and hastened the departure of some outmoded properties. They centered attention anew on film programming and they gave television, as a medium, something new to talk about. All this is salutary in a business which requires new blood and new ideas constantly, and where program longevity most often is a fraction of what it was in radio. Furthermore, feature films helped in sharpening the competitive phases of programming (although it doesn't seem that it could get more competitive) thus accounting for budget increases for new shows, both by the networks and the film producers. Both the public and advertisers are benefiting.

Another consequence of the opening of the feature film vaults was to refine the quality of feature film TV shows. Both film buyers and the audience became more selective. In the case of TPA, this helped, dramatically and new interest centered on our own feature films, the Edward Small package. Presumably, it's the fact that quality begets quality.

Undoubtedly, new program forms will be introduced to TV within the near future, just as has happened since the start of broadcasting. These new program forms, and all those we know now, will last and be successful just so long as they observe the age-old entertainment maxim—"The show's the thing." Or, as Goodman Ace might say, "Time cancels all flop shows."

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



WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



ENTERTAINMENT

Theatre
Arts
Books

**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

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

Hearst Metrotone News, Inc.

New York—450 West 56th Street.....PLaza 7-4120

Executives

Exec. Vice-President.....C. B. Stratton
Production Director.....William T. Montague
News Editor.....Marshall P. Davidson

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
Television Sales Manager.....Robert H. Reid

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

North American 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

United Press Associations

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

Executives

President & General Manager.....Frank H. Bartholomew
V.P. & General European Mgr.....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

“HEY, JEANNIE!”



JEANNIE CARSON

COAST-TO-COAST

SATURDAY NIGHTS, 9:30

CBS-TV

Feature Films Have Revolutionary Impact On TV Spot Selling



By
FRANK M. HEADLEY
President
H-R Television, Inc.

TELEVISION history will record 1956 as the year of the great feature film breakthrough. The considerable impact feature film is having on the entire television industry is no longer news, but the far-reaching effects and long-range ramifications of this new programming force is still to be fully realized, and I might add, difficult to predict.

All of the major American motion picture studios save Paramount (and it is on the brink) are saturating the airwaves with hundreds of pre-1948-vintage features, and the clicking of the TV dials echoed by the clicking of the audience survey comptometers add up to solid audiences all across the country for the big name movies.



As stations in almost all markets bought and scheduled more and more good feature film (increasingly in prime time), old programming and time-buying formulas were scrapped and new techniques created to fit the changing times. Although the stir caused by the feature film revolution is being felt by all facets of the industry, nowhere is the impact more pronounced than in national spot.

Perhaps the one most important ramification of the feature-film breakthrough is the fact it has increased competition among television stations—especially in markets having three or more stations. In effect, therefore, it has tended to minimize the differences between network affiliations. Until the past year, independent TV stations in all but the largest markets had to fight hard to keep themselves in the black. Today, because of the advent of feature films, such properties, if well run, can look forward to increasing profit taking.



There are three basic sales plans for offering feature films on a national spot basis: 1) the saturation sale, in which the station runs a single feature for the better part of a week, and the advertiser is sold a participation in each showing of the film, 2) as a spot carrier, in which a new feature is scheduled each evening, 3) on a sponsorship basis, in which an advertiser is sold the entire time period in which the top-grade features are run.

1) There are many variations of the saturation sale. Some stations run the same film twice during the same day or same evening, or even on a back-to-back continuous basis. All of the saturation plans are based on accumulation of unduplicated audiences,

and the resulting high cumulative weekly ratings.

2) As a spot carrier, in which a new feature is scheduled each evening, the movies must successfully compete with the network shows against which they are pitted, and must come up with equal or better ratings. That they can do this has been amply demonstrated. For example, during a single week in November 1956, according to A.R.B., KBET-TV, Sacramento, ran three features which dominated the market in their time periods, outrating such top network offerings as "Robert Montgomery Presents," "The Lawrence Welk Show," and "This is Your Life."



3) The third sales plan, the sale of the entire feature film time period to a single sponsor, has its share of proponents. Although the over-all cost is higher, this plan has appeal for multi-product sponsors. In addition, there is widespread belief that full sponsorship of a feature film program has prestige value by identifying sponsors with first-rate motion pictures. Finally, this plan offers merchandising tie-ins with dealers and distributors and guarantees impact through repetition.

Good feature films constitute good programming, and as such provide benefits to stations, representatives, advertisers and networks. Advertisers, particularly have gained, and in numerous respects. Film programs enable advertisers to purchase minute participations in time periods having "class A" ratings. Furthermore they afford a vehicle for attracting an all-family audience with a high adult composition.



However, feature films have their drawbacks, too. Package costs are high, and most stations find they must expend extensive air time in airing multiple showings. Furthermore, all packages contain many more "B" and "C" features than three to four stars, and the total supply of features is limited. However, the immediate future is extremely bright, and the long-range view is not exactly dim, either.

Entertainment Productions, Incorporated



\$64,000 Question

Conversation

Giant Step

Down You Go

The Big Surprise

Stop The Music

\$64,000 Challenge

Quiz Kids



HARRY FLEISCHMAN, *President* **STEVEN CARLIN**, *Executive Producer*

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



Large Negro Market Attracts Increasing Industry Attention



By
EDITH DICK
Station Manager
WWRL, New York City

NEGRO radio, with a vast buying audience of nearly 17,000,000 persons and with over \$15,000,000 annual income to spend, is attracting increasing attention from broadcasters, advertisers, and agencies, alike.

This huge audience offers a market greater than all of Canada with per capita income higher than the Canadians.



Census Bureau figures reveal one out of every ten Americans is a Negro; that the Negro population is increasing faster than the white; and the Negro income level has been increasing notably faster than the white. Study the Negro market and you will discover that New York City's nearly 1,300,000 Negro population exceeds the entire population of Pittsburgh, Boston, St. Louis or San Francisco.

Just as the Negro population has increased so has its ability to buy more and better things. Over 91 per cent of Negroes able to work are employed. Negroes today are building bigger homes, buying higher priced cars, wearing better clothes and enjoying more luxuries.

In New York City, it is estimated, Negroes spend \$250,000,000 annually on food, nearly 10 per cent own their own homes, more than 50 per cent use bottled beer, while 56 per cent of the men and 46 per cent of the women smoke cigarettes.



A recent survey revealed over 700 stations nationwide are broadcasting some type of Negro programming while 220 stations direct part or all of their broadcasts to the Negro audience. Nationally, 95 per cent of Negroes have radios. In New York City, Negro set ownership approaches a saturation 98 per cent.

National advertisers have recognized the growing importance of the responsive Negro market and are using it in greater numbers and with increasing frequency. Three years ago about 100 national advertisers utilized Negro radio. Today, between 300 to 400 national advertisers are beaming their messages to this huge specialized market. And for specific reasons: it gets an audience, it convinces them and it sells them. Negro listeners, advertisers have learned, are more responsive, more brand conscious and more loyal to advertisers than the average audience.

Specialized programming directed toward the Negro market can pay off in audience ratings and business for the independent sta-

tion which must compete against high-budgeted, star-studded television and network radio shows. Pulse surveys have revealed more Negroes listen to WWRL than the network, big name personalities and shows. Likewise, the surveys disclosed, more Negroes listen to WWRL's "Dr. Jive" disc jockey show than to broadcasts of New York's three major baseball teams combined. WWRL's Negro programs pull thousands of letters weekly without giveaway gimmicks.



Negroes are intensive radio listeners and deeply loyal to Negro-appeal stations and their personalities. The station which seeks to appeal to the Negro audience must know and understand the Negro. A record library and a Negro disc jockey alone won't create a business bonanza and a pyramiding Pulse.

WWRL, which in 1940 pioneered Negro broadcasting in New York City, utilizes appealing personalities, carefully selected music, special events, newscasts of interest to and about the Negro, women's shows, forums on timely Negro issues, and local and national sports news about Negroes. WWRL, and its personalities, take an active sincere interest in the welfare, growth and betterment of the Negro community it serves. WWRL's "Dr. Jive" serves as "Mayor" of Harlem, elected in a popularity contest, and leads the fight against juvenile delinquency. Its performers appear at Negro benefit shows, aid charity causes and serve on community drives.



In addition to offering the advertiser a large, responsive audience, WWRL backs sponsors with an intensive merchandising and promotion program. This includes program advertisements in Negro newspapers, floor displays, window posters and shelf tapes in drug stores, groceries and supermarkets in Negro communities; appearances by station personalities at store promotions, direct mail promotion to store outlets, testimonials by WWRL performers, plus a Negro merchandising staff; all utilized to help keep the sponsors' products moving off the store shelf.

ROBERT MONTGOMERY

Presents

THE JOHNSON'S WAX PROGRAM

and

THE MENNEN HOUR

NBC — TELEVISION

MONDAYS — 9:30-10:30 PM EST

PGW—"Project Information" and Univac to Spur Spot Industry



By RUSSEL
WOODWARD
Exec. Vice President
Peters, Griffin,
Woodward, Inc.

AT Peters, Griffin, Woodward, Inc., we have never been too concerned with "what has been" as much as we have with "what will be." Our sights are set on the tomorrow of our business—not the yesterday.

With this outlook foremost in mind, PGW, during a record-shattering year for overall National Spot appropriations, launched a number of projects designed more for the representative field as a whole rather than Peters, Griffin, Woodward, in particular. We have spent a good portion of our business years enhancing and furthering the representative field and not just our own activities because we firmly believe that one is only as good as the other. We like to think of our growth as a reflection of the growth of the whole Spot Broadcasting business. Our projects, innovations, ideas, and strides are designed primarily with that in mind.



One such project during the past year was our PGW—"Project Information." This giant project was based on 114 different studies of market conditions resulting in separate market and station references for every radio and television station represented by PGW. The project was, and is currently being, distributed to advertising agencies and advertisers across the nation.

PGW's "Project Information" is a continuation of the company's policy of providing unusual service in behalf of the Spot Broadcasting industry to both advertisers and station clients.



Of the quarter million printed materials in our "Project Information", some are designed for the use of agency media departments, some for account executives and plans boards, and some for marketing and advertising managers.

PGW—"Project Information" for radio and television is an encyclopedia of market data containing both "Market" and "Station" stories, each featured by the latest reliable station contour maps, pictures, and all types of sales figures. Other features include individual market weather conditions, college

enrollments, a listing of all retail outlets, and a list of competing broadcasting stations as well as pertinent information on local newspapers.



We like to think too of another PGW giant stride conceived during the past year. After months of joint study between Peters, Griffin, Woodward, Inc., and Remington Rand engineers, an electronic system, utilizing the principles of the famed Univac, will store information on programs, availabilities, and rates for both radio and television. When this kind of information is required for an advertiser or advertising agency, the electronic system automatically and immediately reproduces the answers. Jones Scovern, Vice President of Peters, Griffin, Woodward, Inc., who directed the research and study leading to the development of the electronic system, summed up the reasons why PGW took the automation initiative: "Spot Radio and Spot Television today represent a very important part of the advertiser's budget, and as radio and television representatives, it is incumbent upon us to provide complete, accurate information at the earliest possible moment. Some years ago PGW developed standard availability confirmations and schedule change forms, as well as a simplified method of handling broadcast contracts. While these have been very successful, the growth of spot radio and spot television poses new problems. The duplication of typing information from one form to another, and checking for accuracy, consumes many hours of secretarial time—work that will be done automatically—electronically".



As a result of this pioneering work of expanding information, and introducing engineering electronics into the needs of the broadcasting industry, by Peters, Griffin, Woodward and Remington Rand, other station representative firms will have the planning, experimentation, and experience available to them.

Lever Brothers Company

PRESENTS ON TELEVISION

FOR 1957 EVENING ENJOYMENT —

LUX VIDEO THEATRE

- ★ Live from Hollywood
- ★ In Color
- ★ Hour-long
- ★ Top Stars
- ★ Famous Movie
- ★ Stories

THURSDAYS
on **NBC**

ON TRIAL

- ★ Action Drama in the Courtroom
- ★ Starring Joseph Cotten

FRIDAYS
on **NBC**

SIR LANCELOT

- ★ The Knights of the Round Table
- ★ Exciting, Colorful Stories
- ★ Action-packed

MONDAYS
on **NBC**

FOR 1957 DAYTIME ENJOYMENT —

THE GARRY MOORE SHOW

Mondays — Wednesdays —
Fridays on **CBS**

ART LINKLETTER'S HOUSE PARTY

Mondays — Wednesdays —
Fridays on **CBS**

BUSINESS

ADVERTISING AGENCIES

PERSONNEL LISTINGS

RADIO SPONSORS

TELEVISION SPONSORS

AGENCY TIMEBUYER

BIOGRAPHIES

1957

ETHEL MERMAN · JOHN CASSAVETES ·
 HUME CRONYN · JOHN KERR ·
 CAMERON MITCHELL · JAMES
 GREGORY · BIFF
 Mc GUIRE · MACDONALD CAREY ·
 RALPH BELLAMY · PAT O'BRIEN ·
 EVERETT SLOANE · JACK WARDEN ·
 PHILIP ABBOTT · LOIS
 SMITH · JACKIE COOPER ·
 EVELYN VARDEN · VIRGINIA
 VINCENT · MARK RICHMAN ·
 LISA DANIELS · NORMAN LLOYD ·
 GEORGANN JOHNSON · GYPSY
 ROSE LEE · FRANCHOT TONE ·
 ARNOLD MOSS · BENNYE
 GATTEYS · JIMMY BOYD ·
 THEODORE BIKEL · WILLIAM LEMASSENA

*These are the compelling talents who helped make 1956
such a successful year for Television's finest entertainment.*



U. S. STEEL HOUR · Produced by the THEATRE GUILD

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 1957 revealed these percentage increases:*

	<i>Jan. '56</i> <i>Per Cent</i>	<i>Apr. '56</i> <i>Per Cent</i>	<i>July '56</i> <i>Per Cent</i>	<i>Oct. '56</i> <i>Per Cent</i>
UNITED STATES TOTAL.....	74	75	76	78
REGIONS:				
Northeast	86	88	88	88
South	61	63	64	68
North Central	77	77	79	80
Mountain & Southwest.....	60	60	62	65
Pacific	74	74	76	77
CITY SIZE:				
Farm	51	53	54	57
Under 2,500	63	64	67	69
2,500 to 50,000.....	62	62	65	66
50,000 to 500,000.....	80	80	82	83
500,000 and Over.....	89	89	89	90
TOTAL FAMILY INCOME:				
Upper Fourth	86	86	87	89
Next Fourth	81	82	85	86
Next Fourth	75	75	76	77
Lowest Fourth	54	56	58	59
EDUCATION OF FAMILY HEAD:				
Grade School	67	68	70	71
High School	82	82	83	85
College	79	79	79	81
SIZE OF FAMILIES:				
1 & 2 Members.....	66	67	69	70
3 Members	77	78	81	83
4 & 5 Members.....	84	84	85	86
6 Members & Over.....	74	74	74	74
AGE OF HOUSEWIFE:				
Under 35 Years.....	81	81	82	84
35 thru 44 years.....	79	79	82	84
45 Years & Over.....	67	68	70	71
PRESENCE OF CHILDREN:				
5 Years & Under... ..	80	80	81	83
6-12 Years	82	82	83	84
13-20 Years	76	76	78	80
No Children	68	63	70	71

Source: Market Research Corporation of America.



“CLIMAX!” AND “SHOWER OF STARS”

TOPS IN TV DRAMA AND VARIETY

Now in its third 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 • DESOTO • CHRYSLER • IMPERIAL

Network, Agency, or Indie Packager for TV Production?



By
BARTON A.
CUMMINGS
President
Compton Advertising,
Inc.

THERE is no neat and easy answer to the perennial question—which is preferable, an agency, network or independently produced program? That was the position taken by Lewis H. Titterton, who is in charge of TV programming at our agency when I discussed the matter with him. Together we took a nostalgic look at the history of radio programming which demonstrated clearly that in the early days the networks produced practically all programs, in the next period the agencies took over the bulk of the work, but in the heyday of radio in the late 1930's and post-war 1940's networks took a back seat while agencies shared most of the programming with independent package producers.



In the relatively short span of television we have seen an even greater fluctuating change in emphasis. Again in the earliest days the great bulk of programs were produced by networks with the agencies rather rapidly increasing their share of the work. However, the immensely greater expense of television programming over that of radio and the problem of absorbing into the agencies the vast number of new people necessary to handle agency-produced programs soon caused the mushrooming of the independent package producers.

Because competition is stimulating and healthy in the program field as in any other, and because there is room for all comers as sources of original program ideas, we believe that agencies, networks and packagers can jointly provide better programming than could any single one if it were to dominate the field to the exclusion of the others. Currently this agency is providing for its clients all three kinds of television programs. What to us is most important is effective control where possible over the costs and quality of a program, regardless of its origin.



A network controlling facilities is in a position to experiment with new patterns and new and rewarding channels. The fact that a network has numerous potential sponsors for any one show it develops makes bold and imaginative new programming possible. The networks can and do create the large programs which require multiple sponsorship and for this reason cannot be produced by the agencies.

The independent packager, working in an

intensely competitive field and with limited network time periods available for the launching of his programs, has the difficult task of creating exciting ideas while molding them along fairly traditional lines.



There are times when neither the network nor the packager has a program that satisfies the specific advertising or merchandising needs of an advertiser. When this is the case, it is obviously the duty of the agency to create such a program. If the program by its nature is complex and requires a substantial staff, it is always possible for the agency to arrange to have the program packaged by one of the competent package producers. Where this is done the agency, knowing every item in the budget in just as much detail as though the program were agency-produced, can effectively fight the battle of spiralling program costs.



Where an advertiser through its agency buys one or more segments of a network package of which other segments are sponsored by other advertisers, it is obviously impossible for any one agency to exercise legal right of approval over all arrangements of the show. Where, however, an agency buys a complete package for one of its clients it is in most cases possible to obtain effective control, not in order to place a heavy hand on or to impede the imaginations of the creative people associated with the program, but by objective criticism to improve and sharpen a program's material.

We believe from experience that there is not only room for the three sources of shows, but there is a real necessity for all and that the earlier the agencies can work with the networks and package producers during the period when a show is in its planning stage, the better the results will be.

AMERICAN-STANDARD
*Plumbing Fixtures,
 Heating-Cooling Equipment*
 "Home"†

THE AMERICAN TOBACCO COMPANY
Lucks Strike Cigarettes
 "Your Hit Parade"†*
 "The Jack Benny Program"†

"Private Secretary"†* starring
 Ann Sothern

ARMSTRONG CORK COMPANY
Resilient Floors
 "Armstrong Circle Theatre" †

BRISTOL MYERS COMPANY
 "Bon" "Deodorant" "Crushes"
 "Alfred Hitchcock Presents" ††

"Arthur Godfrey and His Friends"††
 "Arthur Godfrey Time"††*
 "Garry Moore Show"††*
 "Playhouse 90"††*

CAMPBELL SOUP COMPANY
 "Lassie"†
 "On Trial"†

DE SOTO-PLYMOUTH DEALERS
 OF AMERICA
 "You Bet Your Life"†* starring
 Groucho Marx

E. I. DUPONT DE NEMOURS & CO. (INC.)
 "DuPont Theater"

GENERAL ELECTRIC COMPANY
 "The General Electric Theater"†
 "Chevyenne"†

THE B. F. GOODRICH COMPANY
 "Life-Saver" "Labelless Tires"
 "The George Burns & Gracie Allen
 Show" †

GENERAL MILLS, INC.
*Betty Crocker Mixes, and Other
 General Mills Products*

"Bon" Crosby Show
 "Garry Moore Show" ††
 "Valiant Lady"†
 "Giant Ship"†
 "Lone Ranger"†

LEVER BROTHERS COMPANY
 "Ar" Linkletter & House Party"††*
 "On Trial"†

REVLON PRODUCTS CORP.
 "Satin-Seal," "Touch-and-Glow,"
 "Lipsticks and Lipvarnishes," and
 "Nail Enamel"
 "The \$64,000 Question"
 "The \$54,000 Challenge" †

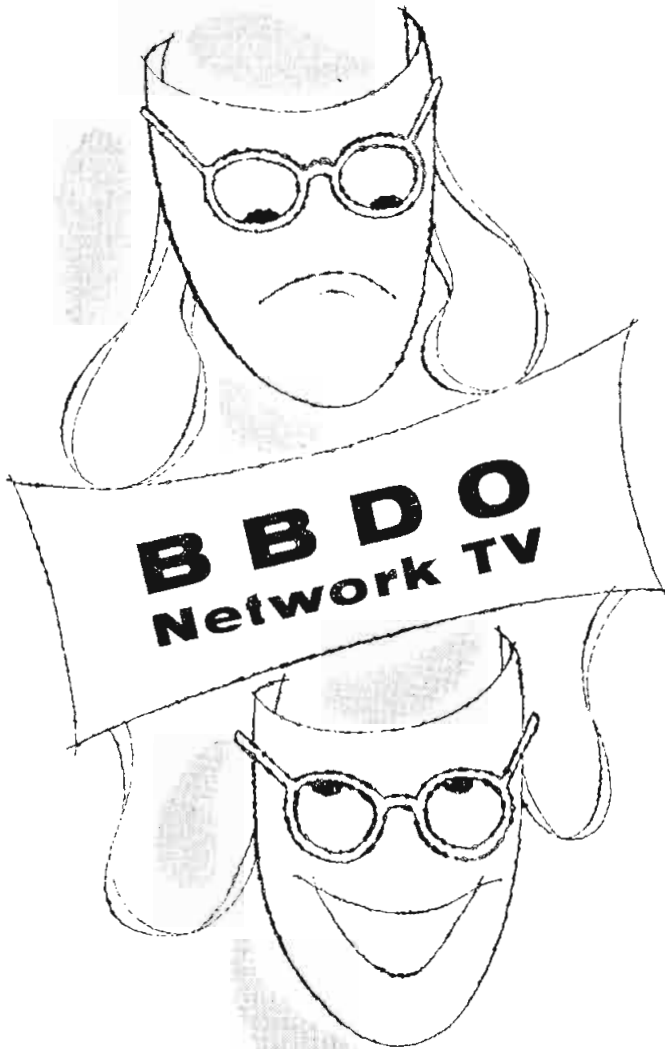
UNITED STATES STEEL CORP.
 "United States Steel Hour"††

VICK CHEMICAL COMPANY
Vicks Products Division
 "The Big Story"††
 "The Jonathan Winters Show"†

VITAMIN CORPORATION
 OF AMERICA
 "The Steve Allen Show"††
 "Today"††
 "Tonight"††

WILDROOT COMPANY, INC.
 "Wildroot Cream-Oil Hair Tonic"
 "The Adventures of Robin Hood"††

*Alternate weeks †† Segment
 † Participating



B B D O ADVERTISING

BATTEN, BARTON, DURSTINE & OSBORN, INC.
 NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT
 HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • SEATTLE • TORONTO

Advertising Council Boasts Fine Public Service Record



By
GORDON C. KINNEY
Director of Radio and
Television, The Adver-
tising Council, Inc.

THE past year, in the area of public service broadcasting and advertising, was perhaps the most eventful and significant in over a decade. Certainly, it was The Advertising Council's biggest peacetime year. The volume of advertising contributed by advertising media and advertisers to public service projects reached the total of \$149,069,000 as against the 1955 total of \$120,000,000. Not since World War II has public service advertising reached such a high point.



And during this year broadcasters and their advertisers — local, regional and national — gave *more* support to *more* public interest information projects than they had in any previous year. They mounted the largest Register And Vote Campaign in history and closed 1956 by conducting the tremendously effective Hungarian Emergency Relief Campaign—all the while giving forceful assistance to 14 other vital public interest programs and 46 additional causes. This record includes only Advertising Council projects, and does not include hundreds of purely local community projects which radio and television stations assisted generously in their localities.



Network and regional advertisers alone contributed in 1956 a total circulation of 10,612,353,000 radio and television home impressions to those campaigns supported by the Council (in 1955 the total was 6,174,667,000). These 10½ billion home impressions resulted from sponsored programs only. The additional circulation contributed by local stations and by network sustaining shows easily would double this figure. These estimates are based on ratings of individual programs, provided to the Council free by The A. C. Nielsen Company. A home impression is one message heard once in one home.

While the scope of this public service is impressive, fortunately the *campaign results* also are impressive—results of which broadcasters can be proud.

Here are but a few such results registered in 1956:

The ACTION campaign stimulated 13,200 individual requests for assistance. Sponsors of the BETTER SCHOOLS campaign reported 12 to 15 thousand local citizens committees working for better schools. Four years ago there were 17,

PTA membership totals 10,130,000, an increase of 720,718 over the year before.

The HUNGARIAN EMERGENCY RELIEF campaign successfully reached its goal of 5 million dollars for the Red Cross and 1½ million CARE.

The annual average of forest fires in recent years was 300,000. In 1956 it dropped to 166,000. The area burned dropped from 30,000,000 acres to 8,000,000 acres.



In 1952 the enrollment of volunteers as plane spotters in the Ground Observer Corps was under 90,000. Today it is 400,000. In addition a million men and women have been trained as observers. In the 1956 drive, the Red Cross raised \$84,950,756 and achieved a membership of 24,000,000 people.

Two million \$1 packages have been sent to hungry people as a result of the CARE Food Crusade.

The greatest total vote in history was cast in 1956 — 62,118,936, as compared with the 1952 total of 61,351,919. A total of 80,158,364 registered in 1956, an increase in registration of 4,578,579 over 1952.

During the ten years the Council has assisted on the STOP ACCIDENTS campaign, the traffic accident death rate per 100 million vehicle miles was reduced from 11.3 to a low of 6.3. Although selling U. S. Savings Bonds is an up-hill fight, holders of U. S. Savings Bonds reached an all-time high the past year. 40 million Americans now own E and H bonds worth 41 million dollars.



From all indications the public relations of the Council, and through it the public relations of broadcasting, of advertising and of business, continue to forge ahead. Whereas, not too many years ago, certain groups in America—educators, clergymen and perhaps physicians — were critical of "advertising", today these very groups form perhaps the loudest cheering section for the mass communications media.



ON-TARGET TELEVISION



KUDNER AGENCY, INC.

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

ADVERTISING AGENCIES

RADIO ACCOUNTS

TV ACCOUNTS

PERSONNEL

1957

THE FIRST HUNDRED MILLION DOLLAR YEAR



A couple of months ago a milestone was passed when McCann-Erickson TV-Radio billing hit a rate of a hundred million dollars annually. A glance at the accompanying charts shows that this covers every radio and TV network, hundreds of local stations—every kind of programming—every type of commercial. Like all agencies, and most people, we like to set ourselves goals. Probably it was one of our goals to be the first to reach the hundred million mark in this field—but right now there's only time to thank the many people responsible for having done it. The networks and stations who have done so much to bring these media to their present high point of effectiveness . . . the producing outlets and the talent agencies who have contributed so much to the quality of our product.

McCann-Erickson, Inc.

Network and Regional TV Programs

NIGHTTIME

Special Programs
Cinderella
Great Sebastians, The
Mayerling
Mr. Broadway
Romeo and Juliet
Ruggles of Red Gap
Shower of Stars

One Hour

Climax
Disneyland
Jackie Gleason Show
Robert Montgomery Presents
Studio One
Warner Brothers Presents
Wednesday Night Fights

Half Hour

Adventures of Jim Bowie
Crunch and Des
Death Valley Days
Dragnet
Esso Golden Playhouse
Gale Storm Show, The
Lone Ranger
National Biscuit
Theatre
Noah's Ark
Texas in Review

Quarter Hour

Coke Time
Esso Reporter
Powerland U.S.A.
Sohio Reporter

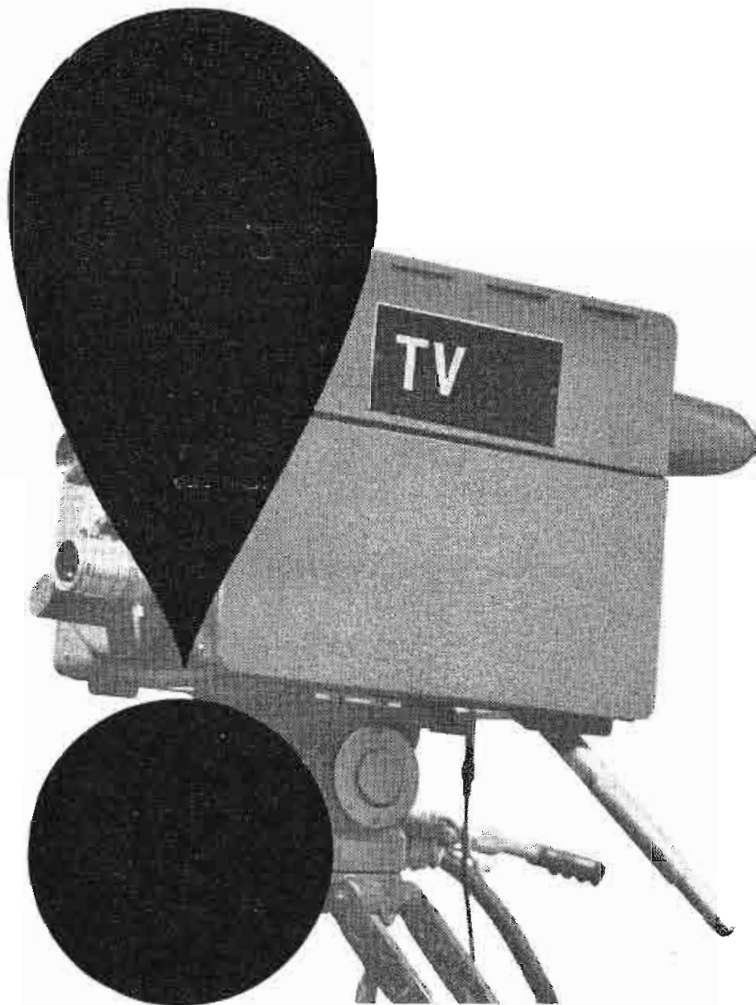
DAYTIME

Half Hour
Lone Ranger
Sky King

Quarter Hour

Bob Crosby
Don McNeil
Garry Moore
Home
House Party
It Could Be You
Mickey Mouse Club
Ohio Story
Our Miss Brooks
Queen For A Day
Tennessee Ernie
Ford
Today
Valiant Lady

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



Clients using other than Network Programs:

TELEVISION

American Safety Razor Corp.
 American Trust Co.
 Bell Brand Foods, Ltd.
 Bulova Watch Co.
 California Packing Corp.
 California Spray Chemical Corp.
 California Wine Association
 Chesebrough-Pond's Inc.
 Chrysler Division
 Cleveland Electric Illuminating Co.
 Coca-Cola Bottling Companies (Various Cities)
 Columbia Records, Inc.
 Cowles Magazines, Inc.
 Columbus & Southern Ohio Electric Co.
 Esso Standard Oil Company
 Gray Drug Stores, Inc.
 Liggett & Myers
 Lincoln Bank & Trust Co.
 Lucky Lager Brewing Company
 Mead-Johnson & Co.
 The Mennen Company

Milk Foundation, Inc.
 National Biscuit Company (Various Products)
 National Lead Co.
 The Nestlé Company, Inc. (Various Products)
 Ohio Bell Telephone Company
 Pacific Power & Light Company
 Rival Packing Co.
 S. O. S. Company
 Southern California and Southern Counties Gas Companies
 Standard Oil Company (Ohio)
 Stegmaier Brewing Co.
 Swift & Company (Various Products)

RADIO

Allied Chemical & Dye Corp. Barrett Division
 American Safety Razor Corp.
 American Trust Co.
 Bulova Watch Co.
 California Packing Corp. (Del Monte)

California Spray Chemical Corp.
 California Wine Association
 Central Vermont Railway
 Chesebrough-Pond's Inc. Chrysler Division
 Cleveland Electric Illuminating Co.
 Coca-Cola Bottling Companies (Various Cities)
 Columbia Records, Inc.
 Esso Standard Oil Co.
 Gray Drug Stores, Inc.
 The Halle Bros. Co.
 Hampden Brewing Co.
 Humble Oil Co.
 Liggett & Myers
 Lucky Lager Brewing Company
 Lyon Tailoring Inc.
 Manufacturers Trust Company
 Mead-Johnson & Co.
 The Mennen Company
 The Milnot Co.
 National Biscuit Company (Various Products)
 National City Bank of Cleveland
 The Nestlé Company, Inc. (Various Products)
 Norwegian Cannery Assoc.

Ohio Bell Telephone Company
 Pacific Power & Light Company
 Rival Packing Co.
 Seeck & Kade, Inc.
 S. O. S. Company
 Southern California and Southern Counties Gas Companies
 Standard Oil Company (Ohio)
 Stegmaier Brewing Co.
 Swift & Company
 Tidy House Products Co.

*the best in Sunday evening
entertainment*

NBC-TV 9-10 P.M., E.S.T.

*Aluminum Company of America
presenting*

**THE
ALCOA
HOUR**



Fuller & Smith & Ross, Inc.
ADVERTISING

ADVERTISING AGENCIES

— AGENCY RECOGNITION SYMBOLS —

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

A. D. ADAMS ADVERTISING

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

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

AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland, Calif.
 Phone: Higate 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.

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. (Tarahell 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, Brazil 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.

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

AAAA—ABP—ABC—ANPA—APA—NOAB
 Pres.-Treas.....William Hart Adler
 Vice Pres.....Thorpe E. Wright
 Vice-Pres.....A. B. Stone
 V.P., Art Director.....Leslie Meyers
 Time Buyer.....Alidor Belskis
 Publicity Director.....Ben Graves
 Asst. to Pres.....John J. Petrie
 Media Director.....Betty Sickinger

Branch Office

101 Park Ave., New York, N. Y.
 Manager.....J. G. Berens
Radio Accounts: Aladdin Industries, Inc., (Lamps, Vacuum bottles, Kerosene Products), Nashville, Tenn.

TV Accounts: Aladdin Industries, Inc.; Conlon-Moore Corp., (major appliances), Chicago.



YOUNG & RUBICAM, INC.
ADVERTISING

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



ADMASTERS ADVERTISING, INC.

15th & New York Ave., N.W.
Washington 5, D. C.
Phone: District 7-0551

President.....John E. Waterfield
Secretary.....E. H. Bell

AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.

Phone: RIttenhouse 6-7810

AAAA—ABC—ABP—ANPA—AFA

Senior Partner.....H. H. Kynett
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., (Carbure-
tor Cleaner); Stephano Bros., (Cigarettes);
Wolf's Head Oil Refining Co., (Motor Oil);
First Camden National Bank & Trust Co.,
Camden, N. J.; Girard Trust Corn Ex. Kk.,
Philadelphia, Pa.; Spaulding Bakeries, Inc.,
Binghamton, N. Y.; Sunshine Packing Corp.
(Frozen Foods); North East, Pa.; Exide Au-
tomotive Div. (Batteries), Philadelphia;
Campbell Chain Co. (Auto Tire Chains),
York, Pa.; Fels and Co. (Laundry Products),
Philadelphia, Pa.; Carling Brewing Co.
(Mid-Atlantic Territory), Cleveland, Ohio.

TV Accounts: Booth Bottling Co., Phila-
delphia, Pa.; Mrs. Paul's Kitchens, Inc., Phila-
delphia; Spaulding Bakeries, Inc., Bingham-
ton, N. Y.; Exide Automotive Div. (Batter-
ies) Philadelphia; Campbell Chain Co.,
York, Pa.; Fels and Co., Philadelphia; Car-
ling Brewing Co. (Mid-Atlantic Territory),
Cleveland, Ohio.

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: \$336,152.47.

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.....Joan Brutus

Radio Accounts: Carpenter Oil Co. (Gas,
Oil & Automotive Products); Evans Lau-
dry; Glaser's Provision's Co., Inc. (Prepared
Meat Products); T. H. Maenner Co. (Real
Estate); Merchants Biscuit Co.; Omaha Pub-
lic Power District (Public Utility); P. F.
Peterson Baking Co., Omaha, Cedar Rapids,
Davenport, Des Moines; Tekseed Hybrid Co.
(Hybrid Corn); U. S. National Bank; Fair-
mont Foods Co. (Dairy, Frozen Foods);
Woodmen Accident Co. (Insurance); Lin-
coln, Nebr.; Commercial Savings & Loan
Assoc.; Dundee Presbyterian Church; Gere-
lick Motors; George H. Lee Co. (Poultry
Remedies); Securities Acceptance Corp.;
Sidles Conditioned Air Co.; Uncle Sam
Breakfast Foods Co.

TV Accounts: Fairmont Foods Co. (Dairy
Products & Frozen Foods); Merchants Bis-
cuit Co. (Cookies and Crackers); Omaha
Public Power District (Public Utility);
Paxton & Vierling Steel Co. (Industrial
Steel Products); P. F. Petersen Baking Co.
(Pastries) Omaha, Cedar Rapids, Davenport,
Des Moines; Tekseed Hybrid Co. (Hybrid
Corn); Sidles Conditioned Air Co. (Air-
Conditioning Equipment); U. S. National
Bank; Woodmen Accident Co. (Insurance),
Lincoln, Nebr.; Commercial Savings & Loan
Assoc., Omaha; O. A. Cooper Feeds (Live-
stock Feeds), Humboldt, Iowa; T. H. Maen-
ner (Real Estate); Nebraska-Iowa Electrical
Council; Uncle Sam Breakfast Food Co., all
Omaha.

ALLIED ADVERTISING AGENCIES

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

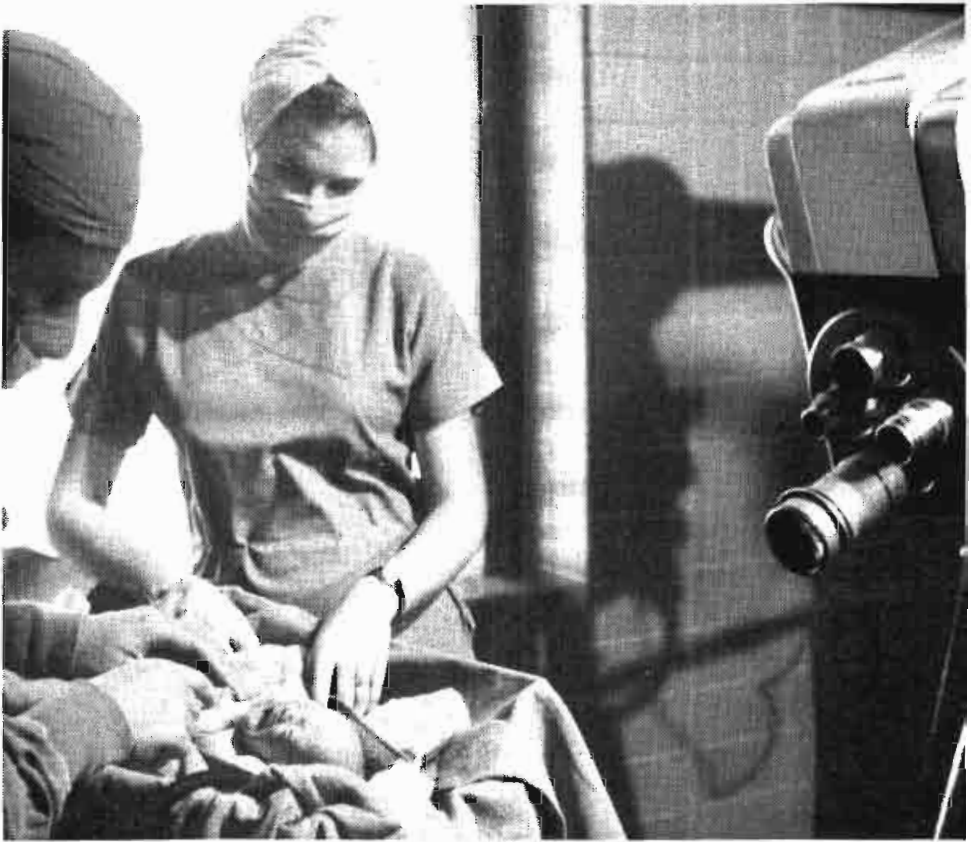
President, Gen. Mgr.....W. Fehr Gardner
Radio-TV Director.....Stuart Heinemann
TreasurerMaxine Blankenship
Art Director.....Jack Robins
Account Execs.....Dick Gardner, Milton
Hoffman

Radio Accounts: Arden Farms (Dairy
Products); Gold Furniture Co.; Pavo de
Grande, Inc. (Turkeys); Dr. F. E. Campbell
(Dental Services); West Pico Furniture Co.
(Furniture); First Nazarene Church; United
Sporting Goods; Calif. Record Distributors,
Pacific Hi-Fi House (Electronic Equipment),
all Los Angeles, Calif.

TV Accounts: Gold Furniture Co.; Prid-
ham Davis (Optometrist); Arden Farms
(Dairy Products); Pavo de Grande (Tur-
keys); Westons 909 Garage, Globe Dept.
Stores, Dr. F. E. Campbell (Dental Services),
West Pico Furniture Co., Bowles & Co. (Real
Estate), all Los Angeles, Calif.

ANDERSON & CAIRNS, INC.

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



Unable to breathe adequately, this premature baby must have oxygen administered into its lungs. New methods like this are keeping infants as tiny as 1 pound 8 ounces *alive and able to develop naturally*.



TELEVISION: from the premature babies' nursery, Baltimore's Sinai Hospital

THIS TELECAST described the new methods which are helping to save premature babies.

This is one of a series dealing with new medical techniques in the treatment of mental disease, diabetes, and so on.

These telecasts come from medical schools and hospital research centers.

To make these broadcasts possible, the schools and hospitals, obviously, have had to see the educational value of the series. Their sympathy with the purposes of the series has led them, with the American Medical Association, to

give their wholehearted co-operation.

To be of value, of course, these programs have had to be *authentic* portrayals of the new techniques under discussion. The doctors, the nurses, the patients—*all are real*.

"Medical Horizons," as this television series is called, was developed with CIBA Pharmaceutical Products Inc. by the J. Walter Thompson Company to meet very special and professional problems. *It is produced and directed by J. Walter Thompson Company.*

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco,
Los Angeles, Hollywood, Washington, D.C., Miami

Chairman of the Bd. T. Hart Anderson, Jr.
 President John A. Cairns
 Exec. V.P. Thomas Vohs
 Treasurer Abraham Fisher
 Vice Pres., Radio-TV Victor Seydel
 Assistant Ann Burkholder
 Producer Frank Lowe

Radio Accounts: Aborn Coffee, Union Carbide & Carbon (Dynel Div.); New York, N. Y.; Dow Corning Corp. (Silicone Division), Midland, Mich.; Wynn Oil Co., Mineola, N. Y.; Alderney Dairy, Newark, N. J.; Seeman Bros. (White Rose Tea); National Home Furnishing Show, N. Y. C.

TV Accounts: C. H. Masland & Sons, (Rugs and Carpets), Carlisle, Pa.; Associated Bulb Growers of Holland; Aborn Coffee, New York, N. Y.; Wynn Oil Co. (Friction Proofing) Mineola, N. Y.; Nat'l. Home Furnishings Show; Seeman Bros. (White Rose Tea) N. Y. C.

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.
 Phone: OLive 3-2246

AAAA-ABP-ANPA-APA

Owner Alfred A. Atherton
 Media Dir. Alice Asdour

Radio Accounts: Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

TV Account: Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.
 Phone: OREGon 9-5055

ABP-ANPA-AFA

President J. W. Atherton
 Vice-President Lester Stone
 Secy.-Treasurer Z. A. Torok
 Vice-Pres., Dir., Copy & Plans. J. D. Molnar
 Vice-Pres., Radio Dir. & Talent

Buyer J. P. Atherton
 Media Director Huhert Sweet
 Research Director Jay Schiller
 Marketing Director William Updegraff

Branch Office

Conecourse Bldg., Toronto, Ont., Canada
 V.P., Gen. Mgr. William McDonald

ATLANTIC ADVERTISING COMPANY

220 West 42nd St., New York 36, N. Y.
 Phone: LONGacre 5-2674

PPA

Partners Murry E. Cohen, Irving H. Glick
 Art Dir. M. Charles
 Production Mgr. Don Williams
 Space Buyer Wm. Silverstein
 Acct. Executives Irving H. Glick, Murry E. Cohen, Wm. Silverstein, Albert Coleman

AUBREY, FINLAY, MARLEY & HODGSON, INC.

230 N. Michigan Ave., Chicago 1, Ill.
 Phone: FINancial 6-1600

AAAA-ABC-ABP-ANPA

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 Vice-Presidents Robert C. Marley,
 Joe H. Serkowich, Kenneth Hill

Director of Media Gene Fromherz
 Asst. to Media Director Margaret Nelson
 Radio-TV Time Buyer Pat Kral

Radio Accounts: International Harvester Co. (Farm Equipment Div.); International Mineral & Chemical Co. (Potash Div.); Terry Foods, Inc.; Illinois Farm Supply Co. (Fertilizer, Feed, Petroleum), Williamson Candy Co. (Oh Henry!), all Chicago.

TV Accounts: Illinois Farm Supply Co.; Terry Foods, Inc. (Frozen Prepared Beef Prod.) Williamson Candy Co. (Oh Henry!).

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
 Phone: LOmbard 3-0100

ANPA-ABP-ABC

Chairman of Board H. A. Batten
 President Warner S. Shelly

Radio-TV Department

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-5700

Vice-Pres. & Dir. of
 Radio-TV James E. Hanna
 V.P., Radio-TV Plans T. J. McDermott
 Programming &

Production T. H. Calhoun
 Copy Chief John W. Esau
 Radio-TV Research H. L. Smith, Jr.
 Film Production G. D. Gudebrod
 Radio-TV Traffic Joseph Battaglia
 Broadcast Media George McCoy
 Sports C. W. Wilds
 Chief Time Buyer R. S. Bunbury
 Time Buyers P. F. Kizenberg, E. Oglet,
 J. N. Sinnot, H. Hartwig, F. McClafferty,
 V. Ritter, W. Millar, I. Ziegler, S. Israel,
 A. Randall.

Branch Offices

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-5700

Vice-President John D. Upton
 920 Stutler Office Bldg., Boston 16, Mass.
 Phone: HUbbard 2-4970

Vice President E. Craig Greiner
 135 S. LaSalle St., Chicago 3, Ill.
 Phone: ANdover 3-7111

Vice-President Allen R. Memhard, Jr.
 Radio-TV Prod. James E. Robertson
 4170 Penobscott Bldg., Detroit 26, Mich.
 Phone: WOODward 5-3322

Vice-President John Garherson
 714 Taft Bldg., Hollywood 28, Calif.
 Phone: HOLLYwood 3-4871

Manager Glenhall Taylor
 235 Dillingham Bldg., Honolulu 16, Hawaii
 Phone: 50-3681
 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,

J. M. MATHES

I N C O R P O R A T E D

260 MADISON AVENUE

NEW YORK 16, N. Y.

SERVING
IN TELEVISION,
RADIO AND
MOTION PICTURES

- Bakelite Company, Division of Union Carbide and Carbon Corporation
- Bates Fabrics, Inc.
- Bermuda Trade Development Board
- Brown Company
- Canada Dry Ginger Ale, Inc.
- Carbola Chemical Company, Inc.
- Judson Dunaway Corporation
- Economics Laboratory, Inc.
- Luden's, Incorporated
- Northam Warren Corporation
- The Pure Food Company, Inc.
- Union Carbide and Carbon Corporation
- Wagner Baking Corporation

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., Michigan Bell Telephone Company, Plymouth Cooperative Advertising Program, Seabrook Farms Company, Sheffield Farms Company, Tasty Baking Company, United Air Lines, Avis Rent-A-Car System, Ohio Oil Co., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Polk-Miller Products Corp., Hamilton Watch Co., Phillip Morris Co.; Gordon Baking Co.; Plymouth Factory Cooperative Adv. Pgm.; Sealtest Supplee Div., Nat'l. Dairy Products Corp.

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, 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 Company, Plymouth Cooperative Advertising Program, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Seabrook Farms Co., SeaPak Corp., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Johnson and Johnson, The First Penns-Banking & Trust Co., Sheffield Farms, Phillip Morris Co.; Gordon Baking Co.; Plymouth Factory Coop. Adv. Pgm.

AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston, Texas

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 Account Executive.....Alston P. Cameron
 Account Executive.....Charles H. Lewis
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 Art Director.....Roger I. Helm

Radio Accounts: Black-Brollier, Inc. (Concrete Building Materials), Houston, Texas; Henke & Pilot, Inc. (Chain Supermarkets), 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; 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; Bank of the Southwest, Houston, Tex.; Merchants Nat'l. Bank, Port Arthur, Tex.; C. B. Delhomme (Boat Sales & Service), Houston.

TV Accounts: Henke & Pilot Supermarkets, Houston, Texas; Rheem Manufacturing

Co. (heaters, air conditioners, ranges), 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; Bank of the Southwest, Houston.

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 Radio Comm. & Traffic.....Marj Bell
 1557 MacKay St., Montreal, Que.

Phone: Plateau 3959

Manager.....John Hull
 Production.....T. V. M. Holloway

Radio Accounts: General Foods, Ltd.; Adams Brands Sales, Ltd.; Frigidaire Products of Canada, Ltd.; The Carnation Co., Ltd.; Pharmaco, Inc. (Feen-a-mint); Supreme Drug, Ltd. (Poligrip and Poli-dent); Manufacturers Life Inc. Co.; Canadian Canners Ltd.

TV Accounts: Frigidaire Products of Canada, Ltd.; Adams Brands Sales Ltd.; General Foods, Ltd.; Canadian Canners Ltd., Canadian Kodak Co., Ltd.; Carnation Co. Ltd.; Pharmaco, Inc. (Feen-a-mint); Kaufman Rubber Co.; Magic Popcorn Co.; Supreme Drug Ltd. (Polident & Poligrip)

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...and the best will
come back to you.”**

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But Queen For A Day
has been doing all right for nearly
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 Evans, Donald G. Cutler, John T. Murphy
Accounts: Coast Fisheries Div. of Quaker
 Oats Co. (Puss 'n Boots Cat Food) Wilming-
 ton, Calif.; Whitehall Pharmaceutical Co. (Jo-Cur
 Wave Set Lotion, Heather Rouges) New
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 and Chain-Wide Adv. in all Media) New
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 Malcolm Barney, Charles L. Wells, Ted
 Higinbotham, Gordon Davis
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 Bank, Buffalo; Crystal Beach Transit Co.,
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 TV-Radio Director..... E. C. Jones
 Copy Assistant..... D. Kogler
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 op (Milk, Cheese, Ice Cream), New York.
 N. Y.; General Electric (Community Relations),
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 dle Co. (Candles), Syracuse, N. Y.; A. V.
 Smith Co. (Peas, beans), Marcellus, N. Y.;
 National Pet Foods (Kalico Kat cat food),
 Marcellus, N. Y.; Haberle Brewing Co.,
 Syracuse.
TV Accounts: Dairymen's League Co-op
 (Milk, Cheese, Ice Cream), New York City;
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Relations), Syracuse, N. Y.; Haberle Brew-
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 3450 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DU 4-1193
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Radio-TV Accounts: Qualitee Dairy Prod-
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 ration (Aircraft Parts), San Diego Gas &
 Electric Co. (Public Utility), J. Jessop and
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 Hollywood 28, Calif.
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 Sunny Cane Sugar), New York, N. Y.; Ana-
 hist Co., Inc. (Cold Preparations), Yonkers
 2, N. Y.; Brown & Williamson Tobacco Corp.
 (Viceroy Cigarettes, Kool, Life, Tube Rose
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 (Carter's Little Liver Pills, Nair, Arrid Super
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 After-Shave Lotions, Palmolive Shampoo,
 Colgate Dental Cream, Colgate Baby Line,
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 N. J.; Continental Baking Co., Inc. (Wonder
 Bread, Hostess Cakes), New York, N. Y.;
 Fleischmann Distilling Corp. (Whiskies and
 Gin), New York, N. Y.; Grocery Store Pro-
 ducts Co. (Kitchen Bouquet, B in B Mush-
 rooms, Cream of Rice), West Chester, Pa.;
 Food Manufacturers, Inc. (M & M's Confec-
 tions, Uncle Ben's Converted Rice), Newark,
 N. J.; Dromedary Co., Division of National
 Biscuit Co. (Dromedary Cake Mixes), New
 York, N. Y.; Minute Maid Corp. (Frozen
 Fruit Juices), New York, N. Y.; Morton
 Packing Co. (Morton's Frozen Pies), Louis-
 ville 2, Ky.; Snow Crop Division, Minute
 Maid Corp., (Frozen Fruit Juices and Food
 Products), New York, N. Y.; Standard
 Brands, Inc. (Royal Desserts, Royal Baking
 Powder, Royal Gelatin, Blue Bonnet Margar-
 ine, Pets Food Div.—Hunt Club, Walter
 Kendall Fives, Old Trusty); Whitehall Phar-
 macal Co. (Anacin, Buffered Anacin, Buf-
 fered Aspirin, Compound W., Substance "D,"
 Freezone, Heet Liniment, Hopper Clay Pack,
 Outgro, Preparation H, Primatene, Sperti
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 Phone: HOLLYwood 2-6723
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 120 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 7-1122

V.P. in Chg.....J. G. Motheral
 White-Henry-Stuart Bldg., Seattle 1, Wash.
 Phone: ELIott 5500

Manager.....W. G. Fitzsimons
 160 Bloor St., Toronto 5, Ont.
 Phone: WALnut 4-3780

Radio & TV Accounts: American Home, American Institute of Men's and Boy's Wear, American Radiator & Standard Sanitary Corp., American Safety Razor, American Tobacco Co., Armstrong Cork, Bristol Myers, California Oil, Campbell Soup, Con Edison, Continental Can, Curtis Circulation Co., Saturday Evening Post, Holiday, Ethyl, First National City Bank, General Baking, G. E. Live Better Electrically, G. E. Institutional, General Mills, International Salt, Lever Bros., National Cranberry, National Gypsum, N. Y. Telephone, Oneida, Penick & Ford, Philco Corp., Readers Digest, Revlon, Schaefer, Schenley, United Fruit, U. S. Steel, Vicks Chemical, Boston 5 Cent Savings Bank, 1st National Bank of Boston, New England Coke, Shreve, Crump & Low, Southern New England Telephone, Stearns Co., Bausch & Lomb, Marine Trust, J. R. Wood, Barcalo, Niagara Mohawk, Pfeiffer's Foods, Wildroot, Libby, McNeill & Libby, Westclox, B. F. Goodrich, Timken, DeSoto, Rexall Drug, V.C.A., Cream of Wheat, Doughboy Industries, F & M Savings Bank, Gamble-Skogmo, Hormel, Iron Mining, DuPont, Minnesota Mining, Northern Pacific, Northrup King, Northwestern Bell, Rapinwax, Scott-Awtwater, Toro Manufacturing, Fort Pitt Brewing, Sea Breeze, Cling Peach, MJB, Pacific Gas & Electric, Pacific Telephone & Telegraph, Spreckels Sugar, Standard Oil of California, Sunlite Bakery, Bank of America, Peter Hand Brewery, Ladies Home Journal.

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TV Accounts: Quaker City Chocolate & Confectionery Co., Inc., Phila., Pa.; Phila. Dairy Products Co., Inc.; General Electric (TV, Elec. Blankets, etc.), Philadelphia, Pa.; J. Frank & Sons (Soft Drink Bottlers), Philadelphia, Pa.; C. F. Simonin's Sons, Inc., Philadelphia, Pa.; Blue Magic, Inc. (Liquid Starch), Philadelphia.

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OwnerHarold Bean
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TV Accounts: Sutton Sales Co. (Appliances); Atkinson & Co. (Real Estate); Radio Equipment Co.; Instantwhip, (Dessert Topping); Indianapolis Nash; Marott Shoe Store (Retail Shoes).

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 Gen. Production Mgr.....H. Fetterhoff
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 Media Director.....John L. Sperling
 Radio & TV Dir.....Dorothea Hassler

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

TV Accounts: Curtis, Stephens, Embry Co., Inc. (Shoes); Polly-Betts Undies; Willson Sun Glasses; Fairy Silk Mills (Lingerie); Maier's Bakery, Reading, Pa.

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 1741 Ivar Ave., Hollywood 28, Calif.

Manager.....F. J. Scharrer
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 val Tours, Inc. (Tours in England), N. Y. C.

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 Manufacturing Co.; Pepperell Manufacturing
 Co.; Norwich Pharmacal Co.; French Govern-
 ment Tourist Office; Diamond Match Co.;
 Mutual Life Insurance Co. of N. Y.; Conti-
 nental Oil Co.

TV Accounts: American Express Co.; Gen-
 eral Foods Corp.; Procter & Gamble Co.;
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 facturing Co.; Norwich Pharmacal Co.; Car-
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 Tourist Office; Diamond Match Co.; Conti-
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 Secretary.....Diane C. Berghoff
 Prod., Art Dir.....Per Henriksen
 Media Dir.....Jeanne Shaeffer
 Publicity, Research Dir.....Pat Dunn

Radio Accounts: Produce Equipment Co.,
 Alladin Plastics; Baby Line Furniture Corp.;
 California Maple, (Wood Products); Horns-
 by & McKinley Co. (Metal Housewares) all
 Los Angeles; Klasco Products Co. (Deodor-
 ants), Downey, Calif.; Pride Products (Juv-
 enile Products) Glendale, Calif.; Stanley
 Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp.
 (Shutters), D. Fernmon & Co. (Brassieres),
 Los Angeles, also mail order accounts.

TV Accounts: Alladin Plastics (House-
 wares); Baby Line Furniture Corp.; Horns-
 by & McKinley Co.; Klasco Products; Pride
 Products Co.; Stanley Chevrolet; Jaysie Mfg.
 Corp.; D. Fernmon & Co.

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Radio Accounts: Coyne Electrical School
 (Trade School), Chicago; Milner Products
 Co. (Pine-Sol, White Wave, Perma Starch,
 Milner Household Cleaner & Gala Powder
 Bleach), Jackson, Miss.; Helene Curtis In-
 dustries, Inc. (Suave, Men's Suave Creme
 Shampoo, Beauty Shop Supplies & Equip-
 ment), Chicago; General Finance Loan Co.,
 Chicago; Maybelline Co., Chicago; Consoli-
 dated Royal Chemical Corp.

TV Accounts: Florsheim Shoe Co., Chi-
 cago; Helene Curtis Industries, Inc., Chi-
 cago; Maybelline Co., Chicago; Milner Products
 Co., Jackson, Miss.

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Assoc. Art Director.....Milton Kimmel
Production Mgr.....Paul Kutner
Dir. of Publicity.....Jae Gewirtzman
Media Director.....Lee Frankel
Research Director.....Alfred E. Byra
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Donald Josephson, Cornell Freudenthal,
Mort Hock, Fred Golden, Philip Solomon,
Alfred Byra, Barbara E. Jones.

Radio Accounts: Merkel, Inc. (Meat) Jamaica, N. Y.; Temple Frosted Foods (Chinese Foods) Brooklyn, N. Y.; L. B. Darling Co. (Frozen Meats) Worcester, Mass.; Barbizon (School of Modeling) New York, N. Y.; Gold King (Frozen Shrimp) Thunderbolt, Ga.; Warner Bros. (Movies)

TV Accounts: Gold King, Merkel, Inc., Barbizon, Temple Frosted Foods, Warner Bros.

BEN B. BLISS COMPANY, INC.

The Penthouse, Times Tower, Times Square
New York 36, N. Y.
Phone: BRyant 9-5228
ABP—APA

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Radio Dir.....S. Marsten
TV Consultant.....Sidney Morse
Media Dir.....R. L. Orton
Copy Chief.....Martin Kawaller

Radio Accounts: State of New York, Saratoga Springs Authority, (Geyser Sparkling Water, Saratoga SPA Health Resort); Eastern Wine Corp. (Chateau Martin Wine); Schapiro K kosher Wine Co., (Kosher Wine); Martin Beverages; William R. McCoo Co., Inc. (Falernum Almond Syrup); Du-Ev Chemical Products Co. (Degreaser Detergent); Amno-Lan, Inc. (Bonnie Lanolin Ammonia).

TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Eastern Wine Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

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Design Dir.....M. H. Silten
Media, Research Dir.....R. S. Liptak
Media Buyer.....Christina Muirhead
Production Mgr.....Maida Rector

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1060 Bishop St., Honolulu, Hawaii

PresidentForeman Thompson
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BOONE & CUMMINGS

3003 Louisiana, Houston 6, Tex.
Phone: JACKson 8-5577
ABP

Partners.....Malcolm Cummings,
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Radio-TV Director.....Lauri Schutt
Radio Accounts: DeMontrond Buick; First City National Bank, Straus-Frank (Worthington Air Conditioners); Danburg's (Dry Goods & Appliances); Southwestern Savings & Loan, Loew's State Theatre; Sharpstown (New Homes); South Main State Bank, Palms Shopping Center, all Houston, Tex.

TV Accounts: DeMontrond Buick, First City National Bank, Straus-Frank, Dexter Diaper, Southwestern Savings & Loan, Pahus Shopping Center, Sharpstown, Loew's Theatre, Lakewood Heights (Vacation Lots), all Houston, Tex.

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TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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Manager.....Bert Bremson
 340 North Rodeo Drive, Beverly Hills, Calif.
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Radio & TV Accounts: Mutual of Omaha; Brandeis Store, Omaha; United Gas Corp., Houston; Storz Brewing Co., Omaha; Skinner Mfg. Co., Omaha.

ARTHUR BRAITSCH ADV.

15 Westminster St., Providence 3, R. I.
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Radio Director.....Arthur Braitsch
 Secretary.....Roherta A. Rodgers
 Time Buyer.....John A. Lorimer
Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Strand Theater, Weybosset Markets, White Pontiac Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).
TV Accounts: White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
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Pres.-Radio Dir.....J. Carson Brantley
 Tcasurer.....A. R. Monroe
 Production.....June Brantley
Radio Accounts: Carolina Beverage Corp. (Cheerwine), Isehour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. (Cosmetics), Free Enterprise Train, (National Train Tour), Salisbury, N. C.; Banna Co. (Banatol), Salisbury, N. C.
TV Account: Carolina Bev. Corp. (Cheerwine), Isehour Brick & Tile, Banna Co., All Salisbury, N. C.
 Estimated Radio Billings: \$130,000.00

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
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 ABP—ANPA—ABC

President.....R. C. Breth



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Radio Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; D. J. Murray Mfg. Co. (Unit Heaters), Wausau, Wis.; Essential Products Co. (Overhead Garage Doors), Little Chute, Wis.; Unit Structures, Inc. (Laminated Rafters) Peshtigo, Wis.

TV Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; Greenheck Bros. Mfg. Co. (Kaddy Kooler), Schofield, Wis.; Essential Products Co., Berlin Chapman Co., Berlin, Wis. (Overhead Garage Doors), Little Chute, Wis.

Estimated Radio & TV Billings: \$20,000.

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Radio Accounts: Int'l Breweries, Inc.; Mullins Mfg. Corp. (Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The Ironite, Inc., Int'l Breweries, Inc.

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 SecretaryBarbara Vosburgh

Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

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 Phone: COLumbus 5-1004

Manager.....F. E. Egan
Radio Accounts: Oldsmobile Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.
TV Accounts: AC Spark Plug Div., Gen. Motors Corp. (Spark Plugs Oil Filters, Fuel Pumps, etc.), Flint, Mich.; Oldsmobiles Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.; Harrison Radiator Div. (Radiators, defrosters, heaters, thermostats, car air conditioning systems, etc.), Lockport, N. Y.; Hyatt Bearing Div. (Hy-Roll Bearings, etc.) Harrison, N. J.; New Departure Div. (Ball Bearings, bicycle coaster brakes, etc.) Bristol, Conn.; Saginaw Steering Gear Div. (Power and manual steering gears, etc.) Saginaw, Mich.

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Radio-TV Prod.....Allen Black

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Phone: HOLlywood 3-8392

Manager.....Howard Blake
Radio Accounts: Coty, Inc. (Cosmetics),
New York City; Rad White Crystal Bleach
(Household Products), New York City;
Sitrue, Inc. (Paper Products) New York
City; North American Accident Insurance
Co., Newark, N. J.; Yonkers Raceway, Yon-
kers, N. Y.; Roosevelt Raceway, Westbury,
N. Y.

TV Accounts: Coty, Inc., Rad White Cry-
stal Bleach, Sitrue, Inc., Yonkers Raceway,
Roosevelt Raceway.

BUCHANAN & CO.

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McEvoy, Albert Van Brunt
Time Buyer.....Mildred Ingvall
Prod. Mgrs.. Murray Cooper, E. G. Koehler
Sec'y-Treas.....A. Grace Barrett
Radio-TV Dir.....Nat Strom

Branch Offices

451 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLYmpia 2-0810

Vice Pres.....Frank O'Brien
235 Montgomery Street, San Francisco
Acct. Exec.....John McNeely

Radio Accounts: Tidewater Oil Co., New
York, N. Y., San Francisco, Calif.; Reynolds
Metals Co. (Farm Building Products, Alum-
inum Foil) New York, N. Y.; Air France
(Airline) New York, N. Y.; United Para-
mount Theatres Corp. (Motion Pictures)
New York; Western Airlines, Los Angeles,
Calif.; Wilbur Clark's Desert Inn (Resort)
Los Angeles; Paramount Pictures (Motion
Pictures) Los Angeles.

TV Accounts: Reynolds Metals Co. (Alum-
inum) New York; Tidewater Oil Co., New
York, San Francisco; Western Airlines, Los
Angeles; United Paramount Theatres Corp.;
Paramount Pictures, Los Angeles, Calif.

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Phone: ATLantic 2125

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Ptr., Dir. Radio-TV—J. Adam Reinemund

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Phone: MUrray Hill 8-9480

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1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 4-7374

Manager.....Wendell Williams

Radio Accounts: Harris Trust & Savings
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Mixes) Minneapolis, Minn.; Pure Oil Co.
(Gasoline, oil, lubricants, tires, batteries and
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(Washers, dryers, ranges, refrigerators) New-
ton, Iowa; Motorola, Inc. (Radio and Tele-
vision Sets, phonographs) Chicago; Camp-
bell Soup Co. (Frozen soups, Franco-Ameri-
can Products, Quality campaign, Tomato
juice) Camden, N. J.; Philip Morris, Inc.
(Marlboro Cigarettes) New York; Proctor
& Gamble Co. (Camay, Joy, Lava, Jif Pea-
nut Butter, Secret Deodorant) Cincinnati,
Ohio; Pabst Brewing Co. (Pabst Blue Rib-
bon Beer, Eastside Old Tap Lager, Old Tank-
ard Ale) Chicago, Ill.; Eastside Brewery,
Los Angeles, Calif.

TV Accounts: Bauer & Black; Brown Shoe
Co. (Air Step, Buster Brown, Life Stride,
Naturalizer, Pedwin, Risque, Robin Hood,
Roblee, Westport) St. Louis, Mo.; Kellogg
Co. (Cereals and dog food) Battle Creek,
Mich.; Pillsbury Mills (Baking Mixes) Min-
neapolis, Minn.; The Pure Oil Co. (Gasoline,
oil, lubricants, tires, batteries and accesso-
ries) Chicago; Blue Jay Products, Chicago;
Campbell Soup Co. (Frozen Soups, Franco-
American Products Quality Campaign, To-
mato Juice) Camden, N. J.; Commonwealth
Edison Co., Chicago; Green Giant Co. (Peas,
cream style corn, Niblets Brand Whole Ker-
nel Corn, Mexicorn, Kounty Kist Brand
Peas and Corn) LeSueur, Minn.; Harris
Trust & Savings Bank, Chicago; The Hoover
Co. (Vacuum cleaners, floor polishers, small
appliances) N. Canton, Ohio; The Maytag
Co. (washers, dryers, ranges, refrigeration)
Newton, Iowa; Motorola, Inc. (Radio and
TV sets, phonographs) Chicago; Chas. Pfizer
& Co. (Animal Health Products) Brooklyn,
N. Y.; Philip Morris, Inc. (Marlboro Cigar-
ettes) New York, N. Y.; Proctor & Gamble
Co. (Camay, Joy, Lava, Jif Peanut Butter,
Secret Deodorant) Cincinnati; Atchison, To-



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Mougey, Nick Popa, Walter Seifert, Robert
Staley, Martha Sullivan, Staff Taylor, Her-
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Radio Accounts: August Wagner Breweries; City National Bank & Trust; Dollar Federal Savings; Farm Bureau Co-op of Ohio (Feeds, fertilizers, gas, oil, appliances); Lazarus Basement (Department Store); T. Marzetti Co. (Salad Dressings); Buckeye Foods Co. (Potato Chips); Glick's Furniture; Ohio State Fair, all Columbus, Ohio

TV Accounts: August Wagner Breweries, Dollar Federal Savings, Lazarus Basement, Marzetti's, Ohio State Fair, Buckeye Foods, all Columbus, Ohio; Styron-Beggs Co. (Cough Syrup), Newark, Ohio; Marble Cliff Lumber Co.; Majestic Paint; Nationwide Insurance Agents, all Columbus, Ohio.

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136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

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Exec. Vice-President.....Edward F. Chase
William H. Ganiek, Joseph Wallace, Eugene MacArthur

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Radio-TV Dir.....Harold Cabot, Jr.

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

Phone: PLaza 5-6900

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Phone: York 5145

Vice Pres.....Harry W. Witt
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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.; 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.; New York Stock Exchange.

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General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-6200

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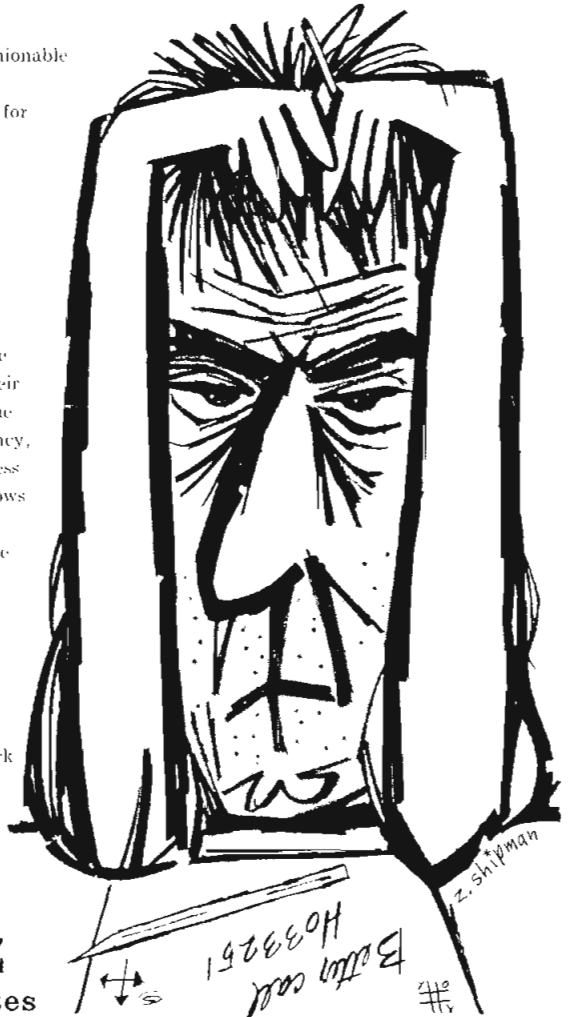
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 Phone: HOLlywood 9-2931
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 Account Exec. for Radio, TV.. Willard Hanes
 441 Vine St., Cincinnati 2, Ohio
 Phone: MAIn 1-0500
 Manager.....James E. Desebaugh
 1700 Broadway, Denver 2, Colo.
 Phone: TABor 5-5231
 Manager.....Richard H. Katerndahl

Radio Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Motors Acceptance Corp.; General Retail Corp., Div. of General Shoe Corp.; Goehel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

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 Dir.....Ernest P. Andrews
Radio Accounts: Charmin Paper Mills
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 Mo.; Land O'Lakes Creameries (Dairy Pro-
 ducts) Minneapolis, Minn.; The Larsen Co.
 (Canned Foods) Green Bay, Wis.; John Mor-
 rell & Co., Red Heart Div., (Dog, Cat Food),
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 Nash-Finch Co. (Canned Foods) St. Paul,
 Minn.; Northern States Power (Electric
 Power and Prod) Minneapolis, Minn.;
 Northwestern National Bk. (Banking Ser-
 vice) Minneapolis, Minn.; F. H. Peavey &
 Co. (Feeds), Minneapolis; Pillsbury Mills,
 Inc. (Flour, Refrigerated Products, Feeds)
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 Stamps) Dayton, Ohio; Zinsmaster Baking
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 awaka Rubber & Woolen Mfg. Co. (Clothing)
 Mishawaka, Ind.

TV Accounts: American Dairy Assn.
 (Product Adv. & Merchandising) Chicago;
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 Falls, S. Dak.; Gold Seal Co. (Glass Wax,
 Wood Cream, Snowy Preventive Bleach)
 Bismarck, N. Dak.; Theo Hamm Brewing Co.,
 St. Paul, Minn.; Kemps Ice Cream Co. Min-
 neapolis; The Kroger Co. (Grocery Pro-
 ducts) St. Louis, Mo.; Land O'Lakes Cream-
 eries (Dairy Products), Minneapolis; Malt-
 O-Meal Co. (Hot Wheat Cereal) Minneap-
 olis, Minn.; Midwest Wine Co., St. Paul,
 Minn.; Mishawaka Rubber & Woolen Mfg.
 Co. (Clothing), Mishawaka, Ind.; John Mor-
 rell & Co., Red Heart Div. (Dog and Cat
 Food) Chicago; Nash Coffee Co., St. Paul,
 Minn.; Nash-Finch Co. (Canned Foods) St.
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 tric Power and Products), Minneapolis;
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TV Accounts: D'amico Fifth Ave., (Beauty Consultant)

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Art Director.....Bob Lee
Media Dir.....Hy Crandall
Time Buyer.....Sally Luchs
TV Director.....Fred Ladd
Radio Accounts: Wall-Tex Co. (Wall fabric) Brooklyn, N. Y.; Charles Antell, Inc. (Men's hair products) Baltimore, Md.
TV Accounts: Charles Antell, Inc. Hanovia Chem. & Mfg. Co., (health lamps), Miracle Adhesive Corp.

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Phone: 6-4942
ABP—SNPA

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Secy.-Treas. & Art Dir.....John Goss
Radio & TV Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

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Media Dir.....Jackson L. Parker

Branch Offices

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

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Radio Accounts: Sundial Shoe Co., Manchester, N. H.; Better Home Heat Council (Oil Heat), Boston, Mass.; Bassick Co. (Casters)

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James Robertson Hotel, Nashville 3, Tenn.
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Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal, Nashville Transit Co.

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ANPA

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Comptroller.....Gertrude Clements
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Accounts: Belcher Oil Co., Florida National Bank & Trust Co., Jewish Floridian, Maule Industries, Inc., Radio Station WIOD, Ponce Products (Cement), Chemical Research Corp., Miami Diaper Service, El Comodoro Hotel, Urney Hotel, U-Steer It, Inc., All Miami, Fla.; Milwaukee Beverages, Inc., Milwaukee, Wis.

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Time Buyer.....Robert Kelly
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V.-P. & Dir. Radio-TV

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V.-P. Chg. Radio-TV Dept.....Storrs Haynes
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Branch Offices

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Phone: HArrison 7-6935

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744 N. Fourth St., Milwaukee 3, Wisc.
Phone: BRoadway 1-9475

Manager.....Richard M. Davis
8733 Sunset Blvd., Los Angeles 46, Calif.
Phone: CResview 4-7548

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Phone: GARfield 1-4854

V.P., Mgr.....Norman E. Mork
Equitable Bldg., Hollywood 28, Calif.
Phone: HOLlywood 9-8107

ManagerJames Pollak
Radio & TV Accounts: The Allis-Chalmers Mfg. Co.; American Can Co.; M. K. Goetz Brewing Co., (Country Club Beer); The Goodyear Tire & Rubber Tire Co.; New York Life Insurance Co.; Personal Products Corp. (Yes Tissues); Phelps-Dodge, Copper Prods. Corp.; The Procter & Gamble Co.; Kelly-Springfield Tire Co.; The Socony Mobil Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee).

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Radio & TV Dir.....Daune J. Miller,
Eugene F. Novak

Radio Accounts: Frontier Oil Refining Co., Div. Ashland Oil & Refining Co.; Hospital Service Corp. of Western New York, (Hospital & Surgical Plans); Manufacturers and Traders Trust Co. (Banking Services); WGR Corporation, (Station WGR-Radio & TV); Keebler Biscuit Co. (Cookies, Crackers), Buffalo, N. Y.; Westfield Maid Cooperative Assn. (Grape, Tomato Juice), Westfield, N. Y.; Metropolitan Chevrolet Dealers Assn., Buffalo, N. Y.; O'Keefe Brewing Co., Ltd., Toronto, Ont.

TV Accounts: Art Metal Construction Co. (Steel Office Furniture, Visible Index Systems, Filing & Indexing Supplies); Frontier Oil Refining Co., Div. Ashland Oil & Refining Co., Inc.; Hospital Service Corp. of Western N. Y. (Hospital & Surgical Plans); Manufacturers & Traders Trust Co., Morrison Steel Products, Inc. (Mor-Sun Furnaces, Roly-Door Steel Garage Doors, Carry-All Truck Bodies); WGR Corp. (Station WGR-Radio & TV); Keebler Biscuit Co. (Cookies, Crackers), Buffalo, N. Y.; Westfield Maid Cooperative Assn. (Grape, Tomato Juice), Westfield, N. Y.; Metropolitan Chevrolet Dealers Assn., Buffalo, N. Y.; O'Keefe Brewing Co., Toronto, Ont.

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 Production Mgr.....Mildred Nelson
 Acct. Executives.....Roscoe A. Smith
 Victor Kaufman, Kay Shinn, Harold C. Dixon, Gordon Bennett, James Shulz
Accounts: Buckley-King Funeral Ser.; Douglas Fir Plywood Assn.; Fuel Oil Service Co.; Harmon, F. S. Mfg. Co.; Kirk, G. R. Co.; KTNT-TV, Tacoma, Wash.; Laucks Laboratories Inc.; Northwest Syndicate; Pacific First Federal Savings & Loan Assn.; Puget Sound National Bank; St. Paul & Tacoma Lbr. Co.; Silver Springs Brewing Co.; Tacoma Savings & Loan Assn.; Tribune Publishing Co.; United Pacific Ins. Co.; Ward Smith Inc.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
 Phone: CA 73456
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 Gen. Mgr.....Charles Huey
 Copy Chief, Radio-TV Dir..Wm. H. Holchak
 Media Dir., Time Buyer....Bernice Cullen
 Art., Prod. Mgr.....E. E. Ogilvie
 Public Relations Dir.....Ernie Brant
Radio Accounts: Express-Publishing Co.; Perry Shankle Co. (Wholesale Distr.); Hoffman-Hayman Coffee Co.; Lone Star Brewing Co.; Interstate Theatres; Studer Photo Co.; H. E. Butt Grocery Co.; Sommers Drug Stores; Mode O'Day (Ladies Ready to Wear); Security Finance Co.; Quaker Oats Co.; Pioneer Flour Mills.
TV Accounts: H. E. Butt Grocery Co.; Hoffman-Hayman Coffee Co.; Express-Publishing Co.; Interstate Theatres; Pioneer Flour Mills; Security Finance Co.; Sommers Drug Stores; Studer Photo Co.; Lone Star Brewing Co.

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 TV Director.....J. Kirkconnell
 Radio Bestg. Dir.....Paul Stern
 Art Director.....R. Rivers
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Radio Accounts: ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Brooks Clothing, Philadelphia; Badder & Snoke (Shoes) Philadelphia; Colonial Fuel Covering, Philadelphia; Fox Petroleum Co. (Fuel Oil) Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Mort Co. (Hardware), Almonesson, N. J.; Sunset Beach (Amusement Park) Almonesson, N. J.; Tappins (Jewelry) Newark, N. J.; Day Stores (Clothing) New York, N. Y.; Viking Theatre, Philadelphia; Van Sciver Co. (Furniture) Philadelphia; Xcel Products Co. (Metal Storm Sash, Metal Awnings) Philadelphia.

TV Accounts: Jim Brady Shoes, Philadelphia, Pa.; Export Import Clothing, Chester, Pa.; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Tappins Jewelry Stores, Newark, N. J.; Thornton-Fuller Co. (Automobiles) Philadelphia, Pa.; Viking Theatre, Philadelphia; Xcel Products Co., Philadelphia.
Estimated Radio & TV Billings: \$350,000.

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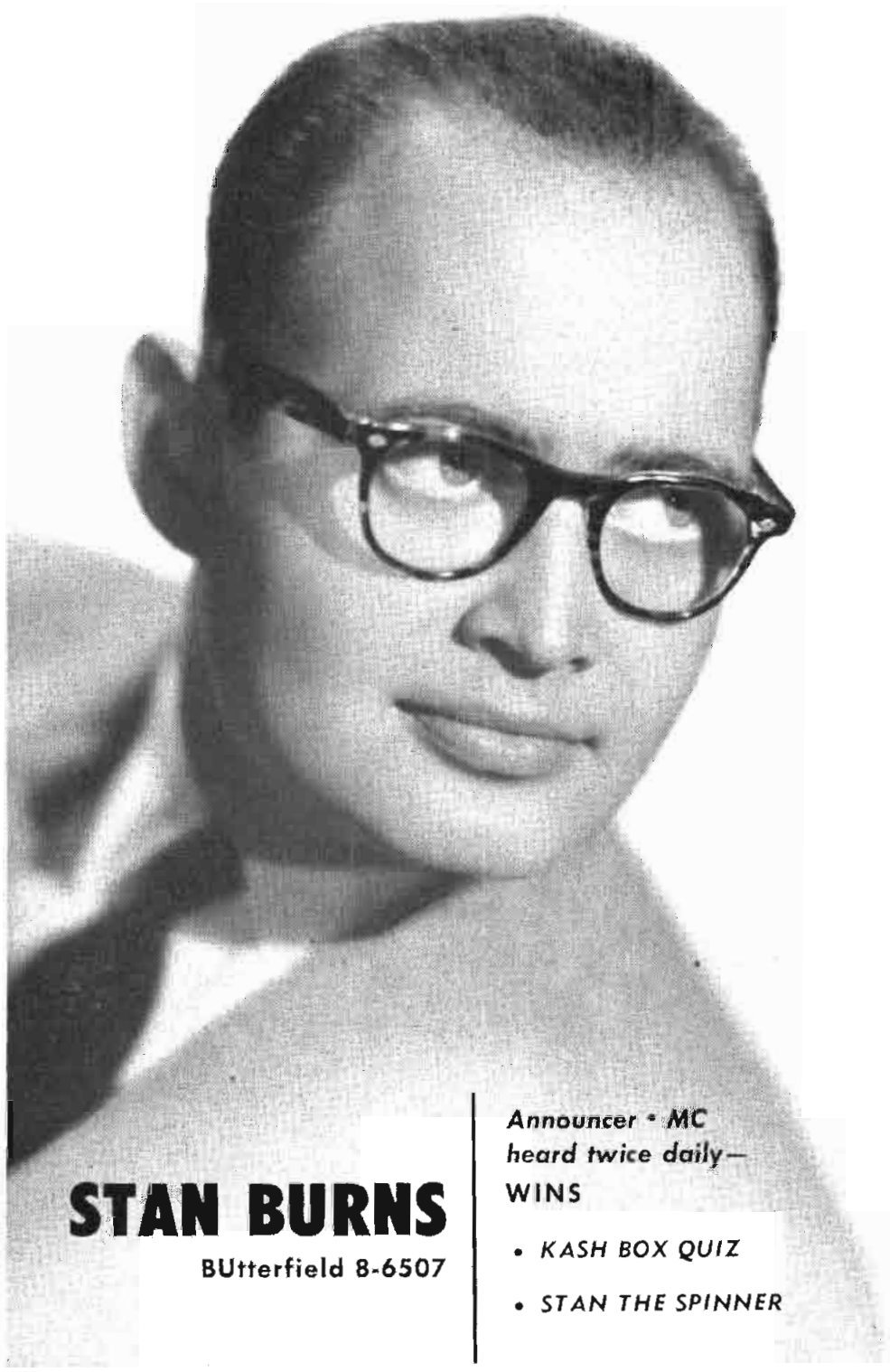
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Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing) Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Security Trust Co., Wilmington, Del.; Group Hospital Service, Inc. (Blue Cross) Wilmington, Del.
Estimated Radio Billings: \$40,000.

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 Phone: BRoadway 6-3500
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TV Accounts: Milwaukee Gas Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Aluminum Goods Mfg. Co. (Mirro 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.; Heinemann Dairy

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 Phone: MURray Hill 3-4900
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TV Accounts: Colgate-Palmolive Co. (Super Suds); Sunshine Biscuits, Inc. (All

Products); Narragansett Brewing Co. (Beer & Ale); A. T. & T. (Yellow Pages); J. A. Folger & Co. (Coffee); Chase Manhattan Bank; Eversharp, Inc.; Brooklyn Gas Co.; Smith-Corona (Typewriters).

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Radio Accounts: Hershel Calif. 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; Calif. Dairy Industry Advisory Board, Sacramento; Sacramento; Milk Council; Pacific Intermountain Express, San Francisco.

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gram & Sun (Newspaper), New York, N. Y.;
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Shoes.

TV Accounts: Burlington Mills, Inc. (Bur-
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TV Accounts: Revlon Products, Inc. (Medicated Silicare, Sun Bath, Baby Silicare), New York; Chas Pfizer & Co. (Candettes), Brooklyn, N. Y.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Casco Products Corp. (Steam Irons, Heating Pads), Bridgeport, Conn.; Century Brewery Corp. (Regent Beer), Norfolk, Va.; Flav-r Straws, Inc., New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wear-ever pens & pencils), N. Bergen, N. J.; Ave Marie Institute (Blue Army), Washington, N. J.

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TV Accounts: American Lead Pencil Co., Hoboken, N. J.; Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Hess Brothers Dept. Store, Allentown, Pa.; Hnnter Douglas Aluminum Corp. (Venetian Blinds), New York, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Mission Appliance, Hawthorne, Calif.; New Haven Railroad, Boston, Mass.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revel, Inc. (Hobby Kits), Venice, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On-Drugs, Los Angeles, Calif.

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TV Accounts: Wine Advisory Board of California, San Francisco; Alemite Co. of

Northern California, San Francisco; White Rock Co. (Dietonic Beverages), Los Angeles, Calif.; Lady's Choice Foods, Inc., San Francisco; Roman Meal Co., San Francisco; Mason, Au & Magenheimer, New York; Doyle Packing Co. (Strongheart Dog Food), New York; John Wilkins Coffee Co. (Instant Coffee), New York.

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Estimated Radio Billings: \$20,000.

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TV Accounts: Adler Shoes for Men,
N. Y. C.; Empire Plastic; Vim Radio & Tele-
vision (Appliances), N. Y. C.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
Phone: ALPine 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA
President.....C. J. Freiburger
Vice President.....Anne Freiburger
Robertson, Robert Lochrie
Sec'y & Treas.....Doris R. Fleischer
Prod. Mgr.....Virginia Murry
Radio Accounts: American Beauty Maca-
roni Co. (macaroni products), Denver;
Central Bank & Trust Co. (banking), Den-
ver; Associated Grocers of Colo. (groceries),
Denver; Colorado Potato Flake Co. (potato
chips), Denver; Guardian Savings & Loan
Ass'n. (savings & loan), Denver; Toner's,
Inc. (peanut butter), Denver; Vincent Syrup
Co. (syrups) Denver; Central Bank & Trust
Co. (banking), Denver; Gus' Butter Maid
Bake Shop (bakery goods), Denver.

TV Accounts: Beatrice Foods (dairy prod-
ucts), Denver; Central Bank & Trust Co.
(banking), Denver; Zefer Products (salad
dressings), Denver; American Beauty Maca-
roni Co. (macaroni products), Denver;
Gus' Butter Maid Bake Shop (bakery goods),
Denver; B. K. Sweeney Mfg. Co. (Distribu-
tors), Denver.

FRIEND-REISS ADVERTISING

221 W. 57 St., New York, N. Y.
Phone: PLaza 7-8030

Partner, Administration.....B. M. Reiss
Partner, Creative Divisions.....Harold Reiss
Partner, Development.....Lee Friend
Art Director.....Martin Graber
Media Director.....A. Louis Goldfarb
Production Manager.....Julius Brown
Radio-TV Director.....Edward Ratner

Branch Offices

Kemper Bldg., Syracuse, N. Y.
Phone: SYracuse 3-3181
Manager.....George Ball
Assistant Manager.....Claude Parton
22 Elizabeth St., Utica, N. Y.
Phone: UTtica 4-2155
Manager.....George Ball
Radio Accounts: Cameo Curtains, Inc.,
New York, N. Y.; Levolor Lorentzen, Inc.
(Venetian Blinds), New York, N. Y.; Krug
Baking Co., Jamaica, N. Y.; Greenwood
Foods, Inc. (Packaged beets & relish, Har-
vard beets, Sweet'n Sauerkraut), Waterloo,
N. Y.; DeJur Amsco Corp. (Photographic
Equipment) Long Island City, N. Y.; Shirt-
craft Inc. (Shirts and Airman jackets) New
York, N. Y.; Lafayette Radio, New York.



TV Accounts: Cameo Curtains, Inc. (Curtains Draperies); Levolor Lorentzen, Inc.; DeJUR Amseo Corp.; Shirtercraft Co.; Toy Guidance Council, Inc. (Educator Toys), New York.

FRITZ, JIMMY & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.
Phone: HO 3-3251

Managing Partner.....Jimmy Fritz
Secretary.....Marion Vaughn
Account Exces.....H. A. Helm, David Cunn
Production.....Don Cordray

Radio Accounts: Advance Muffler Service, Compton, Calif.; Citizens Filing Service (Land), Hollywood; McDaniel's Markets, Los Angeles; Wilshire Federal Savings, Los Angeles; Valley Ford (Auto), Burbank, Calif.; Pasadena Firemen's Fund (Entertainment), Pasadena; Century Oldsmobile, Van Nuys, Calif.; Stansbury Buick, Burbank; Paine & Co. (Potato Chips), Los Angeles.

TV Accounts: Citizens Filing Service, McDaniel's Markets, Valley Ford, Pasadena Firemen's Fund, Holt Motors (Dodge-Plymouth), Los Angeles; Stansbury Buick, Phil Hall Buick, Hollywood; Maunch-Davis Buick, Los Angeles.

Estimated Radio-TV Billings: \$216,000.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: Liberty 2-6110
ANPA—APA—PPA

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Doudero, Raymond E. McLaughlin
V.P., Radio & TV Dir., Harvey P. Newcomb
V.P., Production Manager, Harold E. Besson
Radio & TV

Time Buyer.....Virginia M. Fairweather
Space Buyer.....Anna V. Turner
Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Boston, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Co. (Fuel Prods.), Cambridge, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Boston, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Boston Nash Dealers (Automobile Service), Boston, Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700

AAAA ABP ANPA APA -NOAB—PPA
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President (N. Y.).....R. E. Allen
Secretary-Treasurer.....C. C. Reidenbaugh
Exec. V.P., Mgr. (Cleveland).....J. C. Maddox

Media Dept. Mgr. (Clvd.)...W. G. Chalkley
Asst. Treas., Media Dept. Mgr.

(Chicago).....C. W. Billingsley
Film Visual Dept.
(Cleveland Office).....David Adam
Dir., Radio-TV.....Tom Slater

Branch Offices

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600

Vice-Pres. & Mgr.....R. Nicholson
105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041

Chm. Exec. Comm. & Mgr.....E. J. Lauesen
Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Div., Carrier Corp. (Gas Heaters), Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-Williams Co. (Paint), Sterling-Lindner-Davis Co. (Dept. Store), American Greetings Corp. (Publishers), American Society for Metals, Central National Bank, Chicago & Eastern Illinois R.R., Jack & Heintz (Precision Equipment).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Sterling-Lindner-Davis Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7393

Pres., Radio Time Buyer.....Norman Furlieb
Vice-President.....Irving J. Gottlieb
Art Director.....Edwin R. Swaback
Act. Exces.....Nat Roth, Lon Shaw, Rose Rodriguez

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

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Central 1-3200

President.....Charles E. Claggett
Sec. & Treas.....H. S. Gardner, Jr.
V.P. Chg. Radio-TV.....William Fisher

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000

Vice-President.....Roland Martini
Radio Accounts: Pet Milk Co. (Evaporated milk, instant Pet Nonfat Dry Milk, Justo); Anheuser-Busch, Inc. (Busch Bavarian Beer); Ralston Purina Co. (Feeds and Dog Chow); Southwestern Bell Telephone Co.; Union Electric Co. of Missouri; First National Bank; St. Louis Independent Packing Co. (Ham, Table-Ready Meats, Bacon); Barton Manufacturing Co. (Shoe Polish); Wabash Railroad; Procter & Gamble (Dun-

can Hines Cake Mixes), all St. Louis, Mo.
TV Accounts: Pet Milk Co. (Pet Evaporated Milk, Instant Pet Nonfat Dry Milk, Pet-Ritz Frozen Pies); Monsanto Chemical Co.; First National Bank; Procter & Gamble; Barton Manufacturing Co.; Eli Lilly Co.; Union Electric Co.; Anheuser-Busch, Inc. (Busch Bavarian Beer); St. Louis Independent Packing Co.; Ralston Purina Co.; Wabash Railroad; Southwestern Bell Telephone Co., all St. Louis, Mo.

GAYNOR COLMAN PRENTIS & VARLEY, INC.

400 Madison Ave., New York 17, N. Y.
 Phone: PLaza 5-5750

President Paul Gaynor
 Exec. Vice Pres. John J. Ducas
 Vice Pres. Leslie B. Cort
 Treas. & Media Dir. Edwin J. Marra
 Creative Director. Alan Slatter
 Art Director. Charles Carl
 Publicity Director. F. D. Walker
 Production Manager. George J. Cisneros
 Traffic Manager. Harry Shearman
 Account Executives. Richard D. Falcon,
 Paul V. Higgins, John Halloran, Thomas Darge, Richard Logan, Arthur Larsen

Accounts: All American Engineering Co., Wilmington, Del.; American Moninger Greenhouse Co., Brooklyn, N. Y.; J. & E. Atkinson, Ltd., New York; Austenal, Inc., New York; Automatic Switch Co., Orange, N. J.; B. G. Corp., Ridgefield, N. J.; British European Airways, New York; Brush Aboe, New York; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Coleford, England; Crowley's Milk Co., Binghamton, N. Y.; Thomas A. Edison, West Orange, N. J.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; General Electric Co., Cincinnati, Ohio; Gibraltar Tourist Bureau, Gibraltar; J. Goddard & Sons, New York; Institute of the Aeronautical Sciences, New York; Jaeger Co., New York; Lines Brothers, London; Liquidometer Corp., Long Island City, N. Y.; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; J. A. Maurer, Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Precision Film Laboratories, New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Social Research, Chicago; Stonco Electric Products Co., Kenilworth, N. J.; Vertol Aircraft Corp., Morton, Pa.; Universal Leaseways System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York; Witco Chemical Co., New York.

GEARE-MARSTON, INC.

(Subsidiary of Ruthrauff & Ryan)
 22nd & Locust St., Philadelphia 3, Pa.
 Phone: LOcust 4-3551
 AAAA-ABC-ABP-ANPA

President. Norman W. Geare
 V.P., Creative Dir. James B. Briggs
 Vice President. Horace D. Nalle

V.P., Dir. of Service. Karl L. Gauck
 V.P.-Media Director. Frank C. Murphy
 Secretary. William G. Huckel
 Treasurer. Elizabeth A. Heath
 Art Director. Richard G. Cummins
 Production Manager. Jesse A. Plumley
 Research Director. George E. O'Connor
 Radio & TV Dir. Frederick C. McCormack
 Radio & TV Time Buyer. Joan O. McCrea

Branch Office

420 Lexington Ave., New York 17, N. Y.
 Phone: LExington 2-0880

Vice-President. Charles S. O'Donnell
Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.; American Cyanamid Co. (Food Industry Div. "Acronize") New York; Bachmann Brothers, Inc. (Solarex Sun Glasses), Philadelphia; Caloric Appliance Corp. (Gas Ranges), Philadelphia; Personal Products Corp. (Jonny Mop Div., Disposable Toilet Cleaners) Milltown, N. J.; Lawn-Boy (Rotary Powered Mowers) Lamar, Mo.; Firetabs Corp. (Charcoal Briquettes) Bala-Cynwyd, Pa.; E. K. Tryon Co. (Hardware Wholesale Distributor), Philadelphia.

TV Accounts: American Cyanamid Co.; Caloric Appliance Corp.; Personal Products Corp.; Lawn-Boy; Pennsylvania Salt Mfg. Co.; Strawbridge and Clothier; E. K. Tryon Co.; Western Saving Fund Society; Valspar Corp. (Paint and Varnish) Philadelphia.

GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
 Phone: PLaza 8-1100

President Budd Getschal
 Exec. Vice Pres. Thomas D. Murray
 Media Director. Gerald Gilbert
Radio & TV Accounts: E. & J. Gallo Winery, Modesto, Calif.; Ludwig, Baumann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Darling Toys, Inc., New York City.

GEYER ADVERTISING INC.

595 Madison Ave., New York 22, N. Y.
 Phone: PLaza 1-3300
 AAAA-ABP-ANPA-ABC

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 President. Sam M. Ballard
 V.P., Sec'y. John R. Geyer
 Treasurer. John R. Kunz
 V.P., Creative Dir. W. M. Mitchell
 V.P., Mktg. Dir. R. C. Robertson
 Vice Pres., Acct. Supervisor. Frank Kearney
 Vice Pres. Winslow H. Case
 Vice Pres. Donald Gill
 V.P. Copy Directors. Edward Zeru,
 A. Vernon Bowen, Whiting Hall
 Vice-Presidents A. LaSala,
 R. P. Wilson
 V.P. & Art Director. A. A. Surin
 V.P., Radio-TV Creative Dir. Ray J. Mauer
 Time Buyers. Elizabeth Powell,
 E. S. Richardson
 Prod. Mgr. LeRoy Emmerich
 Business Manager. D. W. McGuinn

Film Supervisor.....James Harkey
Media Dir.....Lewis H. Hupp

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520

Vice Presidents.....N. Nyland, John Henry
931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145

Vice President & Mgr.....E. G. Frost
Radio Accounts: American Home Foods
(Burnett's Vanilla Extracts), N. Y. C.; American Motors Corp. (Nash cars & Kelvinator Appliances), Detroit, Mich.; Boyle-Midway Div. Am. Home Prod. (Acrowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax, Griffin Shoe Polish); Olivetti Corp. of Am. (Typewriters & Business Machines), N. Y. C.; Paul Masson Vineyards (Wines, Champagnes, Brandy), San Francisco.

TV Accounts: American Home Foods; American Motors Corp.; Boyle-Midway Div. Am. Home Prod.; Paul Masson Vineyards.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444

ABC--ABP--ANPA--AFA--SNPA--APA
NOAB--AAAN

President.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary.....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freidday

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfg. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Finance Corporation (loans), Ardmore & Duncan, Okla.

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 Mfg. Co. (Auto Seats), Ft. Smith, Ark.; Community Finance Corp., Ardmore & Duncan, Public Service Co. of Okla., V-Chek, Inc., Tulsa.

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 7-7896

President.....Charles J. Basch, III
Vice-President.....Leo Berman

Treasurer.....Clarence Schmidt
Sec'y., Radio-TV Dir.,

Time Buyer.....Frances Scott
Radio & TV Time Buyer.....Gloria Lubin
Publicity Director.....Buddy Basch
Rad-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories (No-Lax), New York.

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City 1, Utah

Phone: 4-5516

ABP ANPA--APA--PPA

President-Treasurer.....M. C. Nelson
Senior Vice-President.....Lon Richardson
Vice-President.....Robert E. Rohlfing
Vice-President.....Wendell J. Ashton
Vice President.....J. Y. Tipton
Vice-President.....Herber G. Wolsey
TV-Radio.....Arthur Atack, George Barrus
Secretary.....Marjorie Farrell
Space Buyer.....Esther Cook

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

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., Union Pacific Railroad, First Security Banks.

BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.

Phone: BR 6-5931

ABP ANPA--NOAB--PPA--APA

President.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Dir.....Gerald L. Seaman

Radio Accounts: Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Tractor Group (Farm Tractors & Equipment), Milwaukee, Wis.

GLENN ADVERTISING INC.

304 First Life Bldg., 301 E. 5th St.

Fort Worth 2, Texas

Phone: ED 2-4476

ANPA—ABP—AAAA

President.....Ray K. Glenn
 Exec. Vice Pres.....John H. Stewart
 Vice Presidents.....Merle W. Bell,
 Ward M. Wilcox, Robert O. Holleron, Jr.,
 Duke Burgess
 Secretary.....Grace Gallison

Branch Offices

1725 Republic National Bank Bldg., Dallas,
 Tex.

Phone: RI 6686

V.P., Mgr.....Ward M. Wilcox
 1505 Transit Tower, San Antonio, Tex.

Phone: CA 7-2369

Vice President.....Robert O. Halleron, Jr.
 803 Lovett Blvd., Houston, Texas

Phone: CA 4-2729

Manager.....Rex Potter
 6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-9369

Manager.....Raymond Prochnow

Radio Accounts: Circle D. Foods Co. (Corn Chips Prods.), Dallas; Delaware Punch Co. of America (Beverage), San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Materials), Fort Worth; Gebhardt Chili Powder Co. (Chili Products), San Antonio; Globe Laboratories (Veterinarian Pharmaceutics), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas; Radio Station KITE, San Antonio, Tex.; WBAP-AM-FM-TV, Fort Worth; Texas & Pacific Railway (Transportation), Dallas; Texas Industries (Building Products), Dallas.

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.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.
 Phone: Superior 7-6746

AAAA—ANPA—ABP—APA—PPA—NBP

Chr. of Bd.....Clyde M. Joice
 President.....Donald H. Kemper
 Copy Chief.....Garrick M. Taylor
 Secy. & Media Dir...Florence A. Neighbors
 Treas., Prod. Mgr.....J. Alden Joice
 Vice President.....Henry Nathan

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Nut & Chocolate 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 Nut & Chocolate Co., Wilkes-Barre, Pa.

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 36, N. Y.

Phone: OXford 7-4300

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 Richard H. Hobbs, C. G. Rourke, Joseph T.
 Sloane, M. Craig Spitz, Evelyn Ringrose

Secretary.....Chester A. Priest
 Dir. Radio & Television...Arthur A. Kron
 Dir. Pub. Relations.....Kay Long

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.

GOURFAIN-COBB AND ASSOCIATES

400 N. Michigan Ave., Chicago 11, Ill.
 Phone: WH 4-5230

President.....A. S. Gourfain, Jr.
 Vice President.....Dade Ellison
 Production Manager.....Myron Stewart
 Media Director.....Louise Adams

GRAND & WADSWORTH, INC.

120 E. 56th St., New York 22, N. Y.
 Phone: PLaza 5-4082

ANPA—APA—PPA—ABP—NBP

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 Vice Presidents.....Wm. Eichhorn, Wm.
 Walker, Russell Kolburne
 Sec'y. Media Dir.....Blanche Jampol
 Art Director.....Joseph De Gaetano
 Production Manager.....Sheldon Kolburne

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.
 Phone: Superior 7-6500

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 Exec. V.P. Chg. Cen.

Creative Staff.....Howard A. Jones
 Vice-Presidents.....Valeria T. Feely,
 Carl M. Post, John G. Copeland, W. R.
 Watson, Andrew J. Shepard

Secretary.....Mary Waller Grant
 V.P. & Art Dir.....Loren G. Moore
 V.P., Research Dir.....Kay Sheldon
 Media Director.....Reginald L. Dellow
 Asst. Dir. Radio-TV Media....Fred Norman
 Time Supervisor.....Dene Voigt
 Radio & TV Dir. (Chicago)...Jeanne Ruzek
 Production Mgr.....Harry White
 Chicago Art Dir.....Fleetwood Burt
 Asst. Art Dir.....Albert Fischer
 V.P. Personnel.....Donald C. Turner
 V.P. Operations,

Int'l Div.....Fred Spence
 Copy Group Head.....Wallace Capel
 Acct. Executives.....Will C. Grant,
 Howard A. Jones, W. R. Watson, Andrew
 Shepard, Glen Shears, Carl Post, Fred
 Spence, Donald Matthews, Jack MacDon-
 ald



Branch Offices

711 Third Ave., New York 17, N. Y.
 Phone: ONford 7-5800
 V.P. Chg. N. Y. Office, Lawrence Stapleton
 29th Floor, Guardian Bldg., Detroit 26, Mich.
 Phone: WOODwood 3-9100
 Exec. V.P., Lawrence McIntosh
 2003 Davis Bldg., Dallas 2, Tex.
 Phone: Prospect 8121
 V.P. Chg. Dallas Office, Donald Wagnitz
 Hubman Bldg., Dayton 2, Ohio
 Phone: Michigan 9562
 V.P. Chg. Dayton Office
 & A.J., V. P. Black
 American Bank Bldg., Portland, Ore.
 Phone: CA 2-9609
 Mgr. & Acct. Exec., John A. Giesy
 One Nob Hill Circle, San Francisco 5, Calif.
 Phone: SUtter 1-8121
 V.P. Chg. San Fran. Off., Jack Edward-
 13th St. at Second Ave., S.W., Miami 36, Fla.
 Phone: FRanklin 3-6611
 V.P. Chg. Caribbean Oper., John A. Dey
 Taft Bldg., Hollywood 28, Calif.
 Phone: HO 1-9231
 V.P. Chg. Hollywood Off., Paul I. Bradley
Accounts: Airtemp Div. of Chrysler Corp.;
 Brown & Williamson Export; Coca Cola
 (Foreign), N. Y.; Colgate-Palmolive Ltd.;
 Dodge Brothers Corp. Div. of Chrysler
 Corp.; Drake Hotel; Florida Power & Light
 Co.; Tudent Chemical Co.; UACSA Costa
 Rican Airlines.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
 Phone: WAlnut 2-1303
 ANPA-ABP-ABC-AAAA-APA
 Partner, Jerome B. Gray
 Partner-TV Dir., Edmund H. Rogers
 Partner, Robert W. Graham
 Partners, Sherman G. Landers,
 Russell K. Carter, William B. Edwards,
 Atherton Seeley, David B. Arnold, Thelma
 Beresin, Franklin P. Jones, Granville Wor-
 cell, Albert R. Boehroch
 Radio-TV Dept., Walter M. Erickson
 Production Mgr., Max Irvine
 Media Director, David B. Arnold
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.;
 Telephone Co. of Pa. (Services), Philadel-
 phia; Diamond State Telephone Company
 (Services), Delaware; Lee Tire & Rubber
 Co. (Tires), Conshohocken; 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.;
 Philadelphia Saving Fund Society (Banking
 Services), Philadelphia, Pa.; American
 Chemical Paint Co. (Plant Foods), Ambler,
 Pa.; The Bell Telephone Co. of Penna. (Ser-

vices), Philadelphia; Diamond State Tele-
 phone Co. (Services), Delaware; Charles
 Marchand Company (Hair Rinses), N. Y. C.;
 Philadelphia; Lee Tire & Rubber Co.
 (Tires).

MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.
 Phone: PLaza 9-3640
 ANPA-APA-PPA-ABP
 Pres., Treas., Monroe W. Greenthal
 V.P., Creative Dir., David E. Diener
 Production Mgr., Joseph Boggiano
 Radio & TV Dir., Harvey Schulman
 V.P., Media Dir., Herb Hauser
 Art Directors, Oscar Krauss, Otto Luther
Accounts: Fabian Theatres Corp., N. Y.,
 N. Y.; Fine Arts Theatre, N. Y.; Palladium
 Radio Productions, Inc.; Paris Theatre;
 Rank, J. Arthur, N. Y.; Reade, Walter,
 Theatres, N. Y.; Stanley Warner Cinerama
 Corp., N. Y.; United Artists Corp.; Asso-
 ciated Artists; DCA; Little Carnegie The-
 atre, Sutton Theatre.

GREY ADVERTISING AGENCY, INC.

130 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-3500
 AAAA-ABP-ANPA-APA-NOAB-PPA
 Bd. Chmn., Head Exec. Comm., Lawrence
 Valenstein
 President, Arthur C. Fatt
 Asst. to the Chairman,
 Secretary, Norman J. J. Berger
 President, Arthur C. Fatt
 Exec. V.P., Acct. Supp., Herbert D. Strauss
 V.P. & Radio-TV Dir., Alfred I. Hollender
 V.P., Radio-TV, Hal Davis
 V.P., Mgr. Prod., Ralph Froelich
 V.P., Media Dir., E. L. Deckinger
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 Block, B. I. Brownold, Samuel Dalsman,
 Theo. Kaufman, Ben Laitin, Joseph Lorin,
 Edward Meyer, David Rand, Edmund R.
 Richer, Jules Singer, Jerome Stolzoff, John
 A. Kuneau.

Radio Accounts: Phillips-Jones, Inc. (Van
 Heusen Shirts & Men's Wear), New York,
 N. Y.; Esquire, Inc. (Coronet Magazine);
 Union Pharmaceutical Corp. (Inhinton);
 Anson, Inc. (Anson Men's Jewelry); Asso-
 ciated Products, Inc. (Deodorant Pads);
 Mennen Co. (Mennen Baby Products,
 Quinsana); Radio Corp. of America (RCA
 Victor Records); Gruen Watch Co.; Block
 Drug's Poligrip & Polident; National Broad-
 casting Co.

TV Accounts: Anson, Inc. (Jewelry); As-
 sociated Products, Inc. (Deodorant Pads &
 Pipes); Esquire, Inc. (Coronet Magazine);
 Krueger Brewing Company, Inc. (Beer &
 Ale); The Mennen Company (Quinsana
 Foot Powder & Mennen Baby Products);
 Prince Gardner (Wallets); Campbell Soup
 Co. (Campbell Kids); Jean R. Graef, Inc.
 (Girard Perregaux Watches); Phillips-Jones
 Corp.; Radio Corp. of America; Gruen
 Watch Co.; Block Drug's Poligrip & Poli-
 dent; National Broadcasting Co.; RCA Vic-
 tor Records.

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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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Account Exec.....Norman Vinitzky
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Radio & TV Accounts: Authorized TV (Television Service), Minneapolis; Authorized Agency (Picture Tube Insurance), Minneapolis; Downtown Chevrolet (Automobiles), Minneapolis; Thompson Construction Co. (Homes), Minneapolis; Old Home Creameries (Cottage Cheese, Butter), Minneapolis & Moose Lake; Sesame Lift-A-Dor (Garage Door Operators), Minneapolis, Duluth, Rochester, LaCrosse; Pepsi Cola (Bottling) Twin Cities; Minnesota Bowling Proprietors, Minneapolis.

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Media Dir.....Richard Tyler

Time Buyers.....Jan Brown,
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Branch Offices

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1750 N. Vine Capitol Tower,
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TV Accounts: Ralston Purina Co.; Skippy Peanut Butter, Div. of The Best Foods; Regal Pale Brewing Co.

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Accounts: American Tobacco Co., Stanley Evans, Roi-Tau Cigars; Dunhill, Alfred of London, Inc., New York, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, 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. (Savarin Coffee).

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Radio Accounts: Mohawk National Bank,



Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.; Alvord Glove Co., Mayfield, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Schenectady Savings & Loan Assn.

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Comptroller A. L. Kearns

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.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.; Unit Parts Rochester Corp., 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 Savings & 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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Radio & TV Director John D. Berg
Radio & TV Talent Buyer Jack Leonard
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Branch Office

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

Phone: MUrray Hill 9-8637

Radio-TV Dir. John Berg

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Asst. Dir. C. M. Harrison
Timebuyer M. Martin
Radio Prod. S. Hannah

Branch Office

1510 Drummond St., Montreal, Que.

Phone: HARbour 0131

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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 Cannerns 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); Dack'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: Canadian Cannerns Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Brading Breweries Ltd.; Loblaw's Ltd.; St. Lawrence Starch Co. Ltd.; Visking, Ltd.; Canada Permanent Trust.

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 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.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Seranton Times.

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Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Ace Foods, Inc. (Restaurant & Caterers), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.

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Radio Accounts: Brill Foods (Canned Specialties) Newark, N. J.; Better Heat with Oil Council, New York; Dixie Cup Co. (Paper Cups, plates) Easton, Pa.; Lewyt Corp., (Vacuum Cleaners) Long Island City, N. Y.; Sandura Corp. (Floor, Wall & Counter Cover.) Philadelphia; Servel, Inc. Taylor-Reed Corp. (Q-T Frosting, Cocoa Marsh, Spandy E-Z Pop) Glen Brook, Conn.

TV Accounts: Dixie Cup, Lewyt Corp., Walter Johnson (Powerhouse candy and other candy products) Chicago; Taylor-Reed Corp. Sandura Corp.

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 Art Director.....M. Richard Kaufmann

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 Space Buyer.....Estelle Kahn
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 Joseph P. Quin, Jr., Robert Fine

Accounts: Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyan, New York City; Savoy-Plaza Hotel, New York City; Shirriff's Limited, Toronto, Canada; Vermouth Industries of America, Inc., New York City.

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Radio Accounts: Groggery Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Radio Station WSLR, Roanoke, Va.

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 V.P. Dir. Media H. Dobbertein

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

TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Veto Cream, Veto Spray); Nestle Co. (Nescafe Instant Coffee).

HORTON-NOYES COMPANY

Industrial Bank Bldg.
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 Partner Carroll H. Rickard
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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, Hammers), Collinsville.

Conn.; Nashua Corp., (Paper Packaging), Nashua, N. H.; Crayvac Co. (Food Packaging) Cambridge, Mass.; Rumford Chemical Works (Cleaner) East Providence, R. I.; Westfield Mfg. Co. (Columbia Bicycles), Westfield, Mass.

TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass. The Collins Co.

Estimated Radio-TV Billings: \$125,000.

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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 Products), 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 Golden, Inc. (Golden's Mustard), New York, N. Y.; Monticello Drug Co. (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chinet Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnston, 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 Chinet Paper Plates), New York, N. Y.; Charles Golden, Inc. (Golden's Mustard), New York, N. Y.

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TV Accounts: Lincoln Rochester Trust
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Co. (American Family Flakes), International
Milling Co. (Robin Hood Flour), Union
Starch & Refining Co. (Reddi Starch),
Orange Crush Co.

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Buyer.....Jack B. Peters
Radio, TV Dir., Time Buyer.....H. B. Walsh
Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Pierce's Proprietaries, New York.
TV Account: Hickok Mfg. Co., Rochester, N. Y.

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10 West Chase St., Baltimore 1, Md.
Phone: LE 9-1500

AAAA-ANPA-ABP-APA

Bd. Chairman.....Joseph Katz
V.P. & Treas.....C. M. Harrison
V.P., Mgr.....Morton Salan
V.P. & Art Dir.....George C. Adams
Media Buyer.....Jean Mitchell
Vice President.....Stanley Blumberg
Radio-TV Dir.....Frederick Elrick

Branch Office

Amoco Bldg., 555 Fifth Ave., New York, N. Y.
Phone: MURray Hill 7-0250

Pres.....John T. McHugh
Sr. Vice Pres.....Harry Kullen
V.P. & Radio-TV Dir.....Robert G. Swan
Assoc. Radio-TV Dir.....Richard Katz,
Alice Polver

Radio Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore, Md.; Gibbs & Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore.

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; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Radio Station WTH, Baltimore, Md.; WLEE, Richmond, Va.; WWDG, Washington, D. C.; WFLX-TV, Richmond-Petersburg, Va.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400

ABP-ANPA-APA

General Manager.....Henry J. Kaufman
Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Maurer
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

Chairman of Board.....P. R. Hume
President.....J. T. Nolan, Jr.
Secretary.....H. J. Darby
V.P., Radio-TV Director.....A.A. Radkey

KEILSON CO.

117 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1797

President.....Meyer Keilson
Sec'y-Treas.....P. Keilson
Scripts & Commercials.....Janet Sternberg
Media Dir.....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.

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
V. Chmn. of Bd.Edwin Cox
Sr. V.P., Corporate Service,

Treas.David C. Stewart
Vice Presidents.....Garth Montgomery,
E. W. Newsom, William Green, Donald Maggini, G. Lathrop, G. T. C. Fry, Douglas Coyne, George Oswald, Norman Bertels, Richard Allewelt, Robert Barker, William King, Budd Henmick, William Rienecke, William Berech, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, Robert Cole, John Songhan, Douglas Keys, Peter Stewart, William Weber, Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Lester Swenson, Robert Young, Jr.

Art Manager.....Edward Mante
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV.....J. S. Bealle
Sr. V.P., Mktg. Services.....G. Maxwell Ue

Branch Offices

645 Griswold St., Detroit 26, Mich.
Phone: WOODward 5-0300

Vice Pres., Mgr.....David Gillespie
620 Market St., San Francisco

Mgr., Vice Pres.....Sydney G. Walton
321 Bloor St. E., Toronto, Ont.

Mgr., Vice Pres.....Donald E. Smith
Nat'l. Bank Bldg., Phila. 7, Pa.

Phone: RITtenhouse 6-8020
Equitable Bldg., Hollywood 28, Calif.
Phone: HO 3-2101

V.P., Mgr.....Jack Runyon
795 Peachtree St. N. E., Atlanta 3, Ga.
Phone: TRinity 5-7761

V.P., Mgr.....John Shannon
221 N. LaSalle St., Chicago, Ill.
Financial 6-4020

V.P., Mgr.....Walter Lawrence
Radio Accounts: Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Shell Oil Co. (Institutional); Chase Manhattan Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Institutional Advertising); Pepsi Cola.

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

J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.
Phone: MARKET 3-0007

Owner, Pres.....J. M. Kesslinger
Media Director.....H. C. R. Kesslinger
Research DirectorMitchell Krauss
Account ExecutivesJoseph M. Dietz,
Morton Howard Roth, Paul Weisman
Radio Accounts: Guardian Life Insurance Co., New York City; O. E. Linck Co. (Agricultural Prods.) Clifton, N. J.; Quicke Products, Inc. (Hand Cleaner) Yonkers, N.Y.

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COURT 1-5100
AAAA-ABP-ANPA

PresidentGeorge Ketchum
Exec. V.P., Administration...W. S. Redpath
Exec. V.P., Service.....E. T. Parrack
Radio & TV Dir.....Edgar J. Donaldson
Feature Film Buyer.....Donald L. Fox
Radio-TV Producers....William B. Kroske,
Norton T. Gretzler, Warren C. Rossell
Radio-TV Time Buyer...James L. Shannon

Branch Offices

155 E. 44th St., New York, N. Y.
Phone: MURray Hill 7-5640

Assoc. Dir. Radio-TV...Edmund Anderson
8 E. Long St., Columbus 5, Ohio
Phone: CAPITAL 4-9632

Radio-TV Producer....Melvyn F. Johnston
Radio Accounts: Braun Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Reyer & Bros., Westinghouse Broadcasting Co., all Pittsburgh, Pa.

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., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Pittsburgh Brewing Co.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600

AAAA-ABP-ANPA-APA-NOAB
PresidentAbbott Kimball
V.P.....Lawrence D. Reedy
Chrm. Plans Board, V.P....H. B. LeQuatte
Vice Pres.....H. V. Coughlin
V.P., MediaWm. Engelmann
Radio-TV Time BuyerB. Reid
Prod. Mgr.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

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.,
TV Accounts: Firth Carpet Co., N. Y. C.

LEW KING, VEHON & WOLF, INC.

218 W. Adams, Phoenix, Ariz.
Phone: ALpine 4-5548

President.....Lew King
Vice Pres., Sec'y.....S. E. Vehon
TreasurerGeorge J. Wolf
Radio-TV Dir.Jack Beverage
Copy Chief.....James Silvius
Production Mgr.....Leonard Flake
Radio Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Meham Pontiac, Glendale, Ariz.; Mission Beverage Co., Phoenix, Ariz.; Economy Finance (Finance & Loan) Phoenix, Ariz.; Desert Enterprises (Hotels & Motels) Phoenix, Ariz.

TV Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Lloyds Trailer Sales, J. J. Newberry (Variety Store), Mission Beverage Co., Mort Braver's Radio & TV, Arizona Furniture Store, Karl's Shoe Store, Economy Finance Co. (Loans), all Phoenix, Ariz.

KIRCHER, HELTON & COLLETT, INC.

2600 Far Hills Ave., Dayton 9, Ohio
Phone: WAhnt 3191

AAAA-ABP

Pres.....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
Radio & TV Dir.....Donald R. Lyons
Radio Accounts: Gem City Savings Assn., The Rike-Kumler Co. (Department Store),



The Univis Lens Co. (Glasses, Frames & Lenses); Lowe Brothers Paint Store; Good Housekeeping Shop, all Dayton, Ohio.

TV Accounts: Gem City Savings Assn.; The Rike-Kumler Co.; Jack M. West (Jeweler); The Univis Lens Co.; Lowe Brothers Co.; Good Housekeeping Shop; Gem City Ice Cream Co., all Dayton, Ohio.

Estimated Radio & TV Billings: \$100,000.

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, Atlanta, Ga.

PHILIP KLEIN ADV., INC.

Peun Square Bldg., Philadelphia 2, Pa.

Phone: RI 6-7070

ANPA APA-PPA AAAX

Chairman: Philip Klein
 President: Morton A. Koshland
 Sec'y, Treas.: Herbert Ringold
 Art Dir.: Bert Greenspan
 Copy Chief: Milton Feldman
 Radio Time Buyer:

TV Dir.: Edward Felbin
 Media Dir.: Kay Swart
 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; Art Alliance; Atlas Import & Export Co.; Bamberger, A. J.; Buten, M. & Sons; Co.; Chaim Solomon Cemetery; Cooper Supply; DaZee Hosiery Co.; Distillers Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldban Pharmaceutical Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto (Adult Education School); King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Lucia Brothers & Co. Inc.; Mifflin Chemical Co.; National Mental Health Foundation, Inc.; Oleen Shampoo Co.; Olive Products Co.; Paper-Mate Pen Co.; Penn State Cigar Co.; Pancoast; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Read Drug Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stouhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 1, N. C.

Phone: FR 7-1616

ABC ABP ANPA MA

Owner: Walter J. Klein
 Radio-TV Dir.: Man Burke
 Photography Dir.: Glen B. Moody

Acct. Execs.: Charles L. Moss, Robert N. Buckler, Guy Zwahlen

Branch Offices

17 E. 6th St., New York 17, N. Y.

Phone: Murray Hill 7-8351

Chief Exec.: Charles J. Basch III
 1110 E. Franklin Extension, Chapel Hill, N. C.
 Phone: 8-5675

Chief Exec.: Guy Zwahlen

Radio Accounts: Jesse Jones Sausage Co. (Meat Products) Raleigh, N. C. & Danville, Va.; Maola Milk & Ice Co. (Dairy Products) New Bern, N. C.; M & J Finance Corp. (Auto Finance) Offices in N. C. & S. C.; Roberson's Btg. Beverages (Soft Drinks) Washington, N. C.; Southern Appliances, Inc. (Major Appliances) Charlotte, N. C.; Station WRML-TV, Raleigh, N. C.; Tall Fashions (Ladies Ready-to-Wear Chain) Washington, D. C.; Pilot Life Insurance Co. (Multiple-Line Insurance) Greensboro, N. C.; Textile Workers Union of America (Trades Union) New York, N. Y.

TV Accounts: Jesse Jones Sausage Co. (Meat Products) Raleigh, N. C. & Danville, Va.; Jewel Box Associates (Jewelry Store Chain) Greensboro, N. C.; Maola Milk & Ice Cream Co. (Dairy Products) New Bern, N. C.; American Hardware & Equip. Co. (Hardware & Housewares) Charlotte, N. C.; Carolina Power & Light Co. (Public Utilities) Raleigh & Asheville, N. C.; Belk's Department Stores (Department Store Assn.) Charlotte, N. C.; Thomas & Howard (Food Products) Charleston, S. C.; Blue Magic, Inc. (Easy Monday Starch) Bryn Mawr, Pa.; United Dairies (Dairy Products) Gastonia, Shelby, Statesville, Concord, N. C.; Chimney Rock Park (Attraction) Chimney Rock, N. C.; Southern Appliances, Inc. (Major Appliances) Charlotte, N. C.; Eckerd's Drugs, Inc. (Drug Store Chain) Charlotte, N. C.; Walker-Martin (Major Appliance) Raleigh, N. C.; J. I. Case Co. (Farm Machinery) Charlotte, N. C.; York Drug Co. (Kennedy's Mixture) York, S. C.; Suburban Rulane Gas Co. (Public Utilities) Charlotte, N. C.; North Carolina Dairy Products Assn. (Trade Assn.) Raleigh, N. C.; Marnat Packing Co. (Big Time Dog Food) Bennettsville, S. C.; Virginia Plastics & Chemical Co. (Handiflex mops) Roanoke, Va.; Old World Formulas, Inc. (Grecian Formula No. 16) Chicago; North Carolina Food Dealers Assn. (Trade Assn.) Charlotte, N. C.; Pilot Insurance Co., Greensboro, N. C.; Tussy Cosmetics, Regional (Tussy Cosmetics) New York, N. Y.; Tall Fashions (Ladies Wear) Washington, D. C.; Roberson's Btg. Beverages (Soft Drinks) Washington, N. C.; Geer Drug Co. (Drug Products) Spartanburg, S. C.

EDWARD KLETTER ASSOCIATES, INC.

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

Phone: Plaza 1-1990

President: Edward Kletter
 Exec. Vice Pres.: Daniel Potter

Director.....William C. Keenan
 Dir. Marketing & Research....Philip Agisim
 Print Media Dir.....Thomas A. Doyle
 Art, Production Dir.....Sydney Reich
 Art Manager.....Erno Slovak
 Production Mgr.....Jay Stuart
 Accounting Mgr.....Florence Shapin
 Publicity.....Pearl Sheridan
 Creative Prod., Dir., Live TV Commercials
 Charles M. Boland
 Radio-TV Director.....Don Blauhut
 Radio-TV Manager...Alvin L. Hollander, Jr.
 TV Film Director.....Lloyd Durant
 Radio-TV Media Dir.....Herbert Gruber
 Time Buyer.....Ruth M. Bayer
 Talent Buyer.....Helen O. Lawin
 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.; Serutan Co., Newark, N. J.; San Drug
 Co., Inc., Pittsburgh, Pa.

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

ABNER E. KOHN ADVERTISING

15 Bond St., Great Neck, N. Y.
 Phone: Great Neck 2-8408

President.....Abner E. Kohn
 Vice Pres.....Florence Ziegler

KRUPNICK & ASSOCIATES, INC.

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

ABP—ANPA—APA

President.....Sam Krupnick
 Exec. V.P.....Tom Connelly
 V. P., Creative Dir...Raymond Armbruster
 Secretary-Treasurer.....Edgar Kluge
 Media Mgr.....Fred Wuellner

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
 Phone: MU 8-6700

ABP—ANPA—APA—PPA—AAAA
 ABC—NOAB

Pres., Treas.....J. H. S. Ellis
 Exec. Vice Pres.....Charles R. Hook, Jr.
 Exec. V.P., Copy Chief, William J. Griffin, Jr.
 Sr. V.P., Exec. Dir., Radio,
 TV.....Myron P. Kirk
 V.P. & Copy Chief.....Amedee J. Cole
 Exec. V.P.....Vincent Aiello
 Vice President.....S. R. Kudner
 V.P., Sec'y.....C. M. Rohrabough
 Asst. Sec'y, Controller.....H. R. Titman
 Vice Pres., Acct. Execs.....E. J. Owens,
 Martin Rice, J. J. Cochran, J. W. Millard,
 Fred Zeder

Asst. Dir. Media (Time).....John Marsich
 Mgr. Radio, TV Dept.....A. W. Reibling

Branch Offices

New Center Bldg., Detroit, Mich.

Phone: Trinity 5-5315

Exec. Rep.....John H. Sheldon
 681 Market St., San Francisco 5, Calif.

Phone: GARfield 1-5433

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

Exec-in-Charge.....Thomas J. Pritchard
 Guaranty Bldg., 6331 Hollywood Blvd.

Hollywood 28, Calif.

Phone: HOLlywood 4-2147

Exec-in-Charge.....Edgar C. Kahn
 3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUUnkirk 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.

TV 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 & Klein; Nelson & Co.; Paul
 Brothers Cleaner & Dyers; Penn Upholster-
 ing Co.; Schenuit Tire Co.; Southern Gal-
 vanizing Co.; Tru-Fit Clothes; Washington
 Lumber Co.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
 Phone: SUPERior 7-7940

AAAA

President.....Harold E. Kuttner
 Vice Presidents.....Florence E. Kuttner,
 Chester D. Kuttner, Stanley Kuttner, Mary

Brown

Copy Chief.....Martin Maller
 Art Directors...Forest Lightle, Jane Smith
 Radio TV Director.....Norbert Leeb

Branch Office

130 W. 57th St., New York, N. Y.

Phone: JUDson 6-2358

Office Mgr.....Dina Cohen
Radio Accounts: American Community

Bldrs. (Home Builders) Park Forest, Ill.;

Kimball Hill (Home Builders) Rolling Meadows, Ill.; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Shoppers World (Discount Dept. Store) Chicago; Fidelity Builders (Home Builders) Arlington Heights, Ill.; Ironite (Distributor) Chicago.

TI Accounts: Community Builders (Home Builders & Remodelers) Skokie, Ill.; Capitol Dairy, Chicago; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Ironite (Automotive Ironer Distributor).

Estimated Radio-TV Billings: \$125,000.

LAKE-SPIRO-SHURMAN, INC.

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

PresidentAvron Spiro
Secy-Treas.M. M. Shurman
Radio Time Buyer.....Mrs. L. Simmons
Production ManagerMrs. 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.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantazze Drug Stores, Memphis.

TI Accounts: Plough Inc., Memphis; Hadaeol, Inc., Lafayette, La.; Union Planters Nat'l. Bank, Memphis, Tenn.

LAMBERT & FEASLEY, INC.

130 Park Ave., New York 22, N. Y.
Phone: Murray Hill 3-6161
ANPA APA- PPA NOAB

Pres.Frank W. Mace
V.P., Gen. Mgr.J. L. Johnston, Jr.
V.P., TV-Radio Dir.John Bates

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Driffling Specialties Co.; Lambert-Huhnert Div., of Warner-Lambert Pharmaceutical Co.; Phillips Chemical Co., Pro-Ply-Lac-Tie Brush Co.

LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.
Phone: Hudson 6-0533

OwnerErberto Landi
Media Dir.Rose Peters Gatto
Publicity Dir.Rose George

Radio Accounts: Viello Dairy Farms Co. (Italian Dairy Products), Brooklyn, N. Y.; Alba Drug Products (Vitamin Capsules) New York City; Geo. A. Hornel & Co. (Meat Products-Italian Field) Austin, Minn.; Ferrara Conf. Co. (Italian Candy & Pastries) New York City; Etna Importing Co. (Ciclope Wine) Bronx, N. Y.; Corona Products (Coffee) South Ozone Park, N. Y.; Tolibia Cheese Corp., Fond-du-lac, Wis.; Aqualina Mfg. Co. (Washing Liquids, Bleach, Starch, Blue) Brooklyn, N. Y.; Fontana Hollywood Corp. (Wines) New York, N. Y.; Italian Drug Imp. Co., New York, N. Y.

TI Accounts: Geo. A. Hornel & Co., Alba

Drug Products, Viello Dairy Farms Co., E. Incini & Co. (Italian Bitter) New York City; Fontana Hollywood Corp., Tolibia Cheese Corp., Italian Drug Importing Co., New York City.

Estimated Radio-TV Billings: \$110,000.

PHILIP J. LANE ADVERTISING

75 E. End Ave., New York 17, N. Y.
Phone: RE 7-5577

Owner, Acct. Exec. Philip J. Lane
LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: PROspect 1-0300

President.....H. Jack Lang
V.P.-Treasurer.....Fred P. Stashower
Vice-Pres. & Secy.....Alvin B. Fisher
Vice-President.....Martin J. Cohn
Manager.....John D. Cronce
Asst. Mgr.....David J. Stashower
Chief Time Buyer &

Field Service Mgr.....Garry C. McKelvey
Asst. Time Buyer.....Helen F. Dwyer
Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (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); Union Savings & Loan Co., Yellow Cab Co., all Cleveland, Ohio; Stouffer's Frozen Foods, Cleveland, Ohio; Sugardale Provision Co., Canton, Ohio.

TI 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; Sugardale Provision Co. (Meats) Canton, 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. Treasurer.....Fred Winter
Secretary.....Mary Kyak
Copy Chief.....John H. Jameson
Media Director.....George A. Bolas
Asst. Media Director.....George E. Stanton
Media Supervisors.....Jack Ragel,
Roy A. Boyer, John Singleton
Print Media Managers.....Sheila Sullivan,
Philip Gore, Annette Malpede

Broadcast Media Mgrs.....Harold Bennett,
Donald Grasse, Mary Rodger, Leone Leisberg, John Deacon
Radio, TV Dir., Comm. Prod.Dan Ryan
Merchandising Director.M. J. O'Connor
Publicity Director.Fred Tamke
Production Manager.....Eldon Rolfsen
Creative Research Director, Dr. Don Kanter

T. Casey, A. Cruttenden, Howard Gorman,
W. Leary.

Branch Offices

595 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;
General Mills, Inc., Kix, Trix, Surechamp),
Minneapolis; Parker Pen Co. (Parker "51,"
"21," Jotter Ball Point Pens, Liquid Lead
Pencils, Desk Sets, Superchrome Inks and
Quink), Jancsville, Wis.; 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-Soft
Touch Lipstick), Chicago; The Wander
Co. (Ovaline), Chicago; Wiedemann, Geo.,
Brewing Co. (Wiedemann's Beer), New-
port, 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

Space Buyer.....E. V. Righter

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

Acct. Execs.....Herschel M. Brown,
James C. McDonough

Radio Accounts: Phila. Electric Co. (Light
& Power), Crawford Clothes, Inc., Schmidt's
Beer & Ale, RCA Home Appliances &
Electronics.

TV Accounts: Sylvan Seal Milk Co.
(Milk), Schmidt's Beer & Ale, Philadelphia,
Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

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

Phone: MURray Hill 2-5400

ANPA—APA—PPA—AAAA—NOAB

ABC—ABP

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Exec. Vice-Pres.....Thomas C. Butcher

Sr. Vice-Pres., Management Acct.

Supvr.....Walter M. Swertfager

Sr. V.P., Exec. Art Dir.....Richard Mancini

Sr. V.P., Radio-TV Dir.....Nicholas E. Keesely

Sr. V.P., Acct. Supvs.....Gordon D. Cates,

Thomas H. Lane, Henry W. Lowe, L. E.

Miller, C. L. Smith, Jackson Taylor

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V.P., Media Dir.....Anthony DePierro

Sr. V.P., Marketing.....Daniel E. 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

V.P., Radio-TV Business

Mgr.....Francis C. Barton, Jr.

V.P., Comm. Prod.....Anthony J. Pan

Branch Offices

308 N. Rodeo Drive, Beverly Hills, Calif.

Radio & TV Accounts: American Airlines,
Chicopee Mills, AD, Colgate Instant Barber,
Shave, Deodorant Beauty Bar Soap

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.

Phone: CRoton 1-3444

Pres.....Austin C. Lescarbourea

V.P., Treas.....Stanley A. Lescarbourea

Secretary.....Fred P. Donati

Publicity Dir.....Frances Howe

Secretary.....Miriam Lescarbourea

Radio Accounts: Aerovox Corporation

New Bedford, Mass.; Clarostat 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 Instruments), Clif-

ton, N. J.; Henry L. Crowley & Co. (Pow-

dered Iron Cores and Steatite Parts), West

Orange, N.J.; Industrial Instruments (Elec-

trical Test Instruments), Jersey City, N. J.;

Hudson Wire Company, Ossining, N. Y.;

Technical Appliance Corp. (TV Antennas),

Sherburne, N. Y.; Sealectro Corp. (Teflow

Insulators and Terminals), New Rochelle,

N. Y.

**LEWIN, WILLIAMS & SAYLOR
INCORPORATED**

130 E. 59th St., New York 22, N. Y.

AAAA—ABP—ANPA

Phone: MURray Hill 8-6200

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President.....Sidney Matthew Weiss

Exec. V.P.....W. T. Pollock

Sr. Vice Presidents.....J. P. Brodie,

A. Green, A. Kaplan

Branch Office

11 Commerce St., Newark 2, N. J.

Phone: MI 3-3200

V.P.....Leonard Newsteder

Radio Accounts: Costa Ice Cream Co.,

Newark, N. J.; Newark Packing Co. (Aster

Peanut Candy) Newark, N. J.; Forstner, Inc.

(Jewelry) Irvington, N. J.; Norman M.

Morris Corp. (Omega Watches) New York,

N. Y.; Linguaphone Institute (Linguaphone)

New York, N. Y.

TV Accounts: Newark Packing Co., School

of Speedwriting, New York, N. Y.; General

Slicing Machine Co., Walden, N. Y.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.

Phone: Federal 9-7286

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Secretary.....Wm. A. Dobson



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 Research and Media Dir. Robert L. Sturgis
 Prod. Manager Roger Jolicœur
 Copy Director Judd L. Meester
 Vice President Robert L. Sturgis
 Art Director John K. Henry
Radio Accounts: G. W. Sugar (Sugar),
 Minneapolis, Minn.; Red Owl Stores (Groceries),
 Hopkins, Minn.; The Farmland 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 Mfg.), Minneapolis, Minn.;
 The Lavis Co. (Mouthwash), Minneapolis,
 Minn.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
 Phone: JA 43032

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 Partner, Media Dir. Sarah Williams
 Public Relations Richard Hodges
 Account Executives John K. Outley,
 Clay Seofield, Chuck Shields

Time Buyers Pam Tabberer,
 Sherry Phillips, Barbara Aree

Branch Offices

595 Madison Ave., New York 17, N. Y.
 Phone: PLaza 9-6120

Manager Helen Gordon
 701 Security Federal Bldg., Columbia, S. C.
 Phone: 44458

Mgr. Caldwell Withers
Radio Accounts: National NuGrape Com-
 pany (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. Lay & Company (po-
 tato 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.

Estimated Radio & TV Billings: \$985,000.

LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.
 Phone: WHitchell 3-1755

President Fred Livingston
 Vice President Paul Faltysek
 Treasurer Sherry Thorne
 Account Executives William J. O'Brien,
 Annette Shapiro, Louis Livingston

Branch Office

501 Madison Ave., New York, N. Y.
 Phone: PLaza 3-1703

Executive-in-charge Richard Bernstein
Estimated Radio & TV Billings: \$116,000.

LIONEL & SIMONS, INC.

6125 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 2-7129

President Lionel Fink
 Vice President J. L. Simons
 Art Director David Blower
 Art Supervisor Paul Lee
 Copy Chief Rita Burton
 Sr. Acct. Exec. Robert Reese
 Officer Mgr. Jacqueline Rose
Radio Accounts: Empire Furniture Co.,
 Los Angeles, Calif.; Allied Furniture Co.,
 Los Angeles, Calif.; Barry's Jewelers, Cal-
 Bilt Upholstery Co., Los Angeles; Hud-
 son's Jewelers, Los Angeles.

TV Accounts: CalBilt Upholstering Prods.,
 Los Angeles; Hudson's Jewelers, Los An-
 geles; Ed-Len Rug Cleaners, South Gate,
 Calif.; Orne (Sun Tan Lotion) Hollywood,
 Calif.

W. E. LONG CO.

(Independent Bakers' Cooperative)
 183 W. Randolph St., Chicago 1, Ill.
 Phone: RAndolph 6-4606

President C. Frank Summy, Jr.
 Gen. Mgr. E. E. Hanson
 Advtg. Dir. Wm. Goodman
 Dir. of Radio & TV David R. Hayes
 Asst. Dir. John Pesich

Radio Accounts: Amrhein's Bakery, Inc.,
 Springfield, Ill.; Mrs. Boehm's Bakery, San
 Angelo, Tex.; Butter Krust Baking Co.,
 Sunbury, Pa.; Carpenter Baking Co., Mil-
 waukee, Wis.; Cotton Bros. Baking Co.,
 Montpelier, Vt.; Dietzen's Bakeries, Ander-
 son, Ind.; Fluhrer Bakeries, Inc., Medford,
 Ore.; Fuchs Baking Co., So. Miami, Fla.;
 Gardner Baking Co., Madison, Wis.; Gase
 Baking Co., Saginaw, Mich.; Gunzen-
 hauser Bakery, Lancaster, Pa.; Haller's Eagle
 Bakery, Inc., Altoona, Pa.; Holsum Baking
 Co., Roswell, N. M.; Holsum Bakery,
 Ft. Wayne, Ind.; Holsum Bakers, Tampa,
 Fla.; Holsum Baking Co., Harlingen, Tex.;
 Jamestown Baking Co., Jamestown, N. Y.;
 Lee Baking Co., Victoria, Tex.; Master
 Baking Co., Mt. Vernon, Ill.; McGough
 Bakeries Corp., Birmingham, Ala.; Nickle-
 Bakery, Navarre, Ohio; Silver Loaf Baking
 Co., Spokane, Wash.; Franco-Superior Bak-
 ing Co., San Diego, Calif.; Old Homestead
 Baking Co., Denver, Colo.; Star Baking
 Co., Colorado Springs, Colo.

TV Accounts: McGough Bakeries Corp.,
 Birmingham; Carpenter Baking Co., Mil-
 waukee; Fuchs Baking Co., So. Miami, Fla.;
 Old Homestead Bread Co., Denver, Colo.;
 Phoenix Holsum Bakery, Phoenix, Ariz.
Estimated Radio & TV Billings: \$150,000.

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.
 Phone: TRinity 2-9694
 AAAA ABP- ANPA

Partners.....Robert C. Lowe, Jr., John H. Stevens
 Vice President.....Jules Clyde Gerding
 Art Director.....J. D. Hawkins
 Production Mgr.....O. L. Shelley
 Media Director.....Audrey Jones
Radio Accounts: White Provision Co. (Cold Cuts, Wieners, Sausage); Roman Cleanser Co. (Bleach), both Atlanta, Ga.
TV Accounts: Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; Electric Sales & Service (Necchi-Elna Sewing Machines), White Provision Co.; Carrier Atlanta Corp. (Air Conditioners) all Atlanta, Ga.
Estimated Radio-TV Billings: \$65,562.93.

LUCKOFF & WAYBURN PRODUCTIONS

320 W. Lafayette Blvd., Detroit 26, Mich.
 Phone: Woodward 2-0707
 ABP—ANPA

President, Treas.....Louis H. Luckoff
 Vice President.....Leon S. Wayburn
 Secretary.....Robert Goldfarb
 Dir. Radio-TV & TV Time Buyer
 Alan E. Luckoff
 Media Dir., Radio Time Buyer...Edith Rose
 TV Time Buyer.....Donald DeCook
 Radio-TV Time Buyer....Georgia Harrison
Radio Accounts: State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Simmons & Clark Jewelers, Detroit Times, United Shirt Distributors, all Detroit, Mich.; Triangle Furniture, Royal Oak, Mich.
TV Accounts: State Sample Dept. Store, Detroit Times, Meyer Jewelry Co., Gordon-Chapman (Grenadier Mattress); Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Koolvent Awnings, Gage Oldsmobile, all Detroit.

Estimated Radio & TV Billings: \$1,050,000.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
 Phone: ANdover 3-1888
 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.....Fred Kleine, Kenneth Mason, Clifford Schaible, J. E. Chapman, George Rink, Ralph Whiting.
 V.P., Time Media Dir.....Jane Daly
 Time Buyer.....Ruth Babick
Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.
TV Accounts: The Best Foods, Inc., W. F. 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, Acct. 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 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.
TV Accounts: Wise Potato Chip Co. (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: EMpire 4-2451
 AAAA—ABP—ANPA—APA

President.....W. D. Lyon
 Vice President.....R. B. Creswell
 Acct. Execs.....R. P. Zirbel, R. H. Schubert
 Media Dir.....R. P. Ames
 Radio-TV Dir.....Robert D. Colburn
 Radio & Time Buyer.....Eileen Burns
Branch Office
 373 Orpheum Electric Bldg., Sioux City, Ia.
 Phone: 8-5545

Manager.....H. Don Carlos
Radio Accounts: Ames Incross (Hybrid Chicks), Des Moines, Iowa; Better Homes & Gardens (Magazine) Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies) Dubuque, Iowa; First National Bank, Sioux City, Iowa; Guaranty Bank & Trust Co., Cedar Rapids, Iowa; Home Town Dairies, Iowa City, Iowa; Hotel Roosevelt, Cedar Rapids, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; Rockford Brick & Tile Co., Rockton, Iowa; Kay Dee Feed Co. (Farm Feeds) Le Mars, Iowa; Wells Blue Bunny Co. (Dairy) Le-Mars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Peterson Furniture Co., Cedar Rapids, Iowa; United Hagie Hybrids (Hybrid Seed Corn) Des Moines, Iowa.

TV Accounts: Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Peterson Furniture Co., Cedar Rapids, Iowa; Tolerton-Warfield (Food Brokerage) Sioux City, Iowa; John B. Turner Co. (Morticians) Cedar Rapids, Iowa; Wells Blue Bunny (Dairy) LeMars, Iowa; The Gerkin Co. (Hardware) Sioux City, Iowa; Whink Products (Household Aids) Eldora, Iowa.

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Robert Bullen, Robert Byars, George Stokes
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 Research Director. William Bradley
 Media Director. A. S. Trude, Jr.
 V.P., Radio-TV Dir. J. C. Shelby
 Asst. Radio-TV Dir. W. B. Goodrich
 Prod. Mgr. W. E. Christopher
Radio Accounts: Stewart-Warner Corp.,
 Memite Corp., Chicago, Ill.; Drewrys Ltd.,
 U. S. A. Inc. (Beer); Heidelberg Brewing
 Co., Tacoma, Wash.; Zenith Radio Corp.
 (Hearing Aids) Chicago.

TV Accounts: Drewrys Ltd., U. S. A. Inc.
 (Beer & Ale), South Bend, Ind.; Stewart-
 Warner Corp., Alemite Division, Chicago,
 Ill.; Heidelberg Brewing Co. (Beer & Ale),
 Tacoma; Standard Knitting Mills (Health-
 knit), Knoxville; Martin-Senour Paints,
 Chicago.

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 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
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 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: CEntral 5-3111

Vice Pres. W. F. Harrison
Radio & TV Accounts: Aluminum Goods
 Ltd., British & American Motors (Canada)
 Ltd., Broadhurst Lee Co., Ltd., Canada Dry
 Limited, Canada Paint Co., Ltd., Canadian
 Bank of Commerce, Canadian General Elec-
 tric Co., Capilano Brewery, 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., Martin-Senour Co.,
 Ltd., Mutual Life Assurance Co. of Canada,
 Valley's Ltd., O' Cedar Co. of Canada, Sher-
 win Williams Co. of Canada Ltd., Standard
 Brands Ltd., Tuckett Ltd., Henry K. Wam-
 pole & Co., Ltd., Zero Manufacturing Co.,
 Ltd., Dominion Stores Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.
 Phone: Midwest 6-1000
 ANPA—AAA—ABC—NOAB—PPA
 APA

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 V.P., Asst. to Comm. Frank T. Skinner
 V.P., Sec'y., Asst. Treas. Leo A. Hillebrand
 V.P., Gen. Mgr. Fred J. Hatch
 V.P., Media Dir. Elmer W. Froehlich
 Radio-TV Time Buyer. C. N. Campbell
 V.P., Dir. of Radio-TV. Henry C. 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. Mgr. Henry G. Fownes, Jr.
 Media Director. Roger C. Bumstead
 Time Buyer. Dorothy Hanley
 1632 Russ Bldg., San Francisco, Calif.
 Phone: GARfield 1-4746

Manager. Jack Holmes
 6399 Wilshire Blvd., Los Angeles 48, Calif.
 Manager. Robert Guggenheim
 Phone: WE 3-9569

MacManus, John & Adams, of Canada, Ltd.
 600 University Ave., Toronto 2, Ont.
 Phone: EMpire 2-1366

V.P., Manager. Leslie S. McMahon
Radio Accounts: Pontiac Motor Division,
 Pontiac, Mich.; Cadillac Motor Division,
 Dearborn, Mich.; Dow Chemical Co., Mid-
 land, Mich.; Gerrity-Michigan Corp., Adrian,
 Mich.

TV Accounts: Pontiac Motor Div., Pontiac,
 Mich.; Cadillac Motor Car Div., Detroit,
 Mich.; Dow Chemical Co., Midland, Mich.

**MALCOLM-HOWARD
 ADV. AGENCY**

203 N. Wabash, Chicago, J. Ill.
 Phone: Andover 3-0022

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 Art. Director. Arthur Anderle
 Copy Chief. William Bent
 Radio-Time Buyer. Evelyn Burke
 Publicity Director. Stewart Sherling
 Radio-TV Dept. Alden Richman,
 Dale Kocirik, Edw. Drucker

Radio Accounts: Holland- (jewelry), Chi-
 cago; Roller Derby, N. Y. C.

TV Accounts: Courtesy Motors, Chicago;
 Mages Sporting Goods, Chicago; Leo Rose
 Co. (clothing), Chicago; Rubin's (apparel),
 Chicago; Holland, Inc. (jewelry), Chicago;
 Associated 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 6, D. C.
 Phone: ME 6-0360

President. J. G. Manchester
 Vice Pres., Art Dir. Richard P. Elst

Radio-TV Dir.....Richard T. Williams
Radio Accounts: American Sta-Dri Co. (Paint), Brentwood, Md.; 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. (Masonry Paint), Brentwood, Md.; Capitol Frito Co., Bethesda, Md.; W. S. Pope & Sons, (Cheese), Philadelphia, Pa.; National Fruit Product Co., Inc., (Applesauce), Winchester, Va.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

MARKS-AIKEN COMPANY, INC.

110 W. 40th St., New York 16, N. Y.
 Phone: LA 4-3895

ABP

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 Production Mgr.....Ira Bernstien
 Art Director.....Pete Costanza

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.
 Phone: PLaza 3-5924

ABP-ANPA

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 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.

MARTIN CO., THE., ADV.

201 N. Wells St., Chicago 6, Ill.
 Phone: DE 2-5910

ABP-APA

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 Exec. V.P.....Richmond M. Lloyd
 V.P., Copy.....N. E. Anderson
 V.P., Radio-TV.....E. J. Lewinski
 V.P., Public Relations.....O. L. McDonald
 Acct. Execs.....M. T. Martin, Richmond Lloyd, Orville McDonald, E. J. Lewinski, Norman Anderson, L. W. Roush, W. M. Wider

Chamber of Commerce Bldg., Nashville, Tenn.
 Office Manager.....Dick Bransford
 310 W. Liberty St., Louisville, Ky.

Space Buyer.....LaVerne Busey
 2102 Jackson St., Dallas, Tex.

Space Buyer.....Laura Smith
 3920 Lindell Blvd., St. Louis 8, Mo.

Office Mgr.....Robert Moldafsky

MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.
 Phone: JUDson 6-4270

ABP

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 Exec. V.P.....Bruce Marchin
 Secretary.....Gloria Marchin
 Treasurer.....Ruth Weltman
 V.P., Art Dir.....Charles Jefferson
 Copy Chief.....Ed Jacobson
 Media Dir.....Rose Hoanzl

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
 Phone: LEXington 2-7450

ABP-ANPA-AFA-ABC

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 Treasurer.....A. E. Cox
 Secretary.....D. R. Hathaway
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V.P., Dir. of Radio & TV....Read H. Wight
 Asst. Dir. Radio-TV....Richard S. Jackson
 Time Buyer.....Edna S. Catcart
 V.P., Publ. Dir.....Arthur Monroe
 V.P., Media Dir.....Douglas Hathaway

Radio Accounts: Brown Co. (Paper Products) Boston, Mass.; Canada Dry Ginger Ale, New York; Carbola Chemical Co. (Carbola Paint, CCC Insecticide, Triple 20 Plant Food, Carbola Fly Bait), Natural Bridge, N. Y.; Judson Dunaway Corp. (Delete, Vanish), Dover, N. H.; Northam Warren Corp. (Cntex Lipstick, Nail Polish, Odorono) Stamford, Conn.; Pure Food Co. (Develed Chicken, Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Economics Laboratory (Soilax) New York, N. Y.; Union Carbide & Carbon Corp. (6-12 Insect Repellent) New York.

TV Accounts: Canada Dry Ginger Ale, New York; Carbola Chemical Co. (Paint, Insecticide, Fly Bait, Triple 20 Plant Food), Natural Bridge, N. Y.; Economics Laboratory (Soil-Off) New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops) Reading, Pa.; Northam Warren Corp., Stamford, Conn.; Pure Food Co. (Westchester Boned Chicken) Mamaroneck, N. Y.; Union Carbide & Carbon Corp. (Institutional) New York, N. Y.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
 Phone: BRoadway 6-7181

ABP-ANPA-AFA-NOAB

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 Vice-Pres.....Edward G. Ball
 Bdcjs. Media Dir.....J. E. Severson
 Time Buyer.....Robert Geary
 Exec. Adm.....Walt E. Krueger
 Sec.-Treas.....Ralph W. Henkel

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
 Phone: GASpee 1-4456-4457

ABP-ANPA

President.....Joseph M. Finkle



ADVERTISING AGENCIES



Vice-Pres./Treas. Archie M. Finkle
 Radio Director Sylvia Ovalles
 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

President Lou R. Maxon
 Vice-President Searle Hendee
 Treasurer W. J. O'Neil
 Secretary G. Reginald McKiel
 Radio & TV Dir. Edwin Wilhelm

Branch Offices

12 E. 53rd St., New York 22, N. Y.
 Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr. M. E. Mahoney
 664 N. Rush, Chicago 11, Ill.
 Phone: WHitehall 4-1676

Vice President L. Martin Krautter
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 Receiver Dept.)
 Bridgeport, Conn.; Hotpoint, Inc. (appli-
 ances), Chicago, Ill.; Pfeiffer Brewing Co.,
 Detroit, Mich.; Gillette Safety Razor Co. of
 Canada, Ltd., Montreal, Que.; Jacob Schmidt
 Brewing Co., Detroit, Mich.; Griesedieck
 Bros. Brewery Co., St. Louis, Mo.

McCANN-ERICKSON, INC.

185 Lexington Ave., New York, N. Y.
 Phone: OXford 7-6000

AAAA ABP ANPA APA NOAB PPA
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 President Marion Harper, Jr.
 Sr. V.P., Treas., Chrm. Finance Comm.

Frank White

Sr. Vice Pres. C. A. Posey
 Sr. Vice Pres. &

Creative Dir. John H. Tinker, Jr.
 V.P., chg. Radio-TV George Haight
 V.P., chg. Media William C. Dekker
 Vice Pres. & Treas. Wilbert G. Stilson
 Vice Pres. & Asst. Treas. Dixon R. Griswold
 Secretary Benjamin Holme, Jr.
 Asst. Secy. Marjorie B. Middlebrook
 Vice Presidents (N. Y.) Frederick
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 Breen, Donald G. Cathoun, Sidney W.
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 Grafer, Alberta Hays, Farish A. Jenkins,
 Daniel W. Keefe, Alton Ketchum, Ralph
 B. Koser, Thomas P. Losee, Hugh A.
 Mitchell, Florence A. Richards, Alfred J.
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 W. Howard Chase, John F. McClure, Neal
 Gilliatt, S. L. Meulendyke, Edward B.
 Noakes, Dorothy B. McCann, Theodore
 Bergmann, Peter A. Cavallo, Jr., Earl H.
 Ellis, Richard Farrieker, David J. Hop-
 kins, Lausing B. Lindquist, Myron Mc-

Donald, John H. O'Toole, Jr., Wallace
 Rigby, Stuart Watson, Ferd Ziegler
 V.P., Mgr., N. Y. Office Rudyard C. McKee
 V.P., Chm. Creative Plans Bd.

Donald Armstrong, Jr.

Branch Offices

200 Berkeley St., Boston 16, Mass.

Vice Pres.-Mgr. Watson M. Gordon
 335 Euclid Ave., Cleveland 11, Ohio
 Vice Pres.-Mgr. Robert W. Dailey
 647 Griswold St., Detroit 26, Mich.

V.P., Mgr. Paul Foley
 900 Lovett Blvd., Houston 6, Texas

Vice Pres. Mgr. Joseph B. Wilkinson
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1031 Gibraltar Life Bldg., Dallas 1, Texas
 Manager Bill Sansing
 318 S. Michigan Ave., Chicago 4, Ill.

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 Vice-Presidents Robert J. Brewster,

Frederick O. Britton, Thomas Batman,
 William Kinnaird, Howard A. Heller, Wal-
 ter C. Krause, Chester L. Posey, A. W.
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1410 Heyburn Bldg., Louisville 2, Ky.
 111 Sansome St., San Francisco 4, Calif.

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Vice-President John M. Bridgman,
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 ence Hestorff, Frederick H. McCrea

3325 Wilshire Blvd., Los Angeles 5, Calif.
 V.P.-Mgr. Reg. W. Twigg

V.P.s. J. Neil Reagan, Wm. Conine
 310 Public Service Bldg., Portland 4, Ore.

Manager T. N. Tracy

International Division

612 Fifth Ave., New York 19, N. Y.
 Phone: JU 6-3100

Chairman Robert E. Healy

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-
 not Company, National Biscuit Company,
 Ohio Bell Telephone Co., Pacific Power &
 Light Co., S.O.S. Company, Southern Cali-
 fornia & Southern Counties Gas Companies,
 Standard Oil Company (Ohio), Stegmaier
 Brewing Co., Swift & Company, Nestle Co.,
 (Quik, Ever Ready Sweet Milk Cocoa, Semi-
 Sweet Morsels, Cookie Mix, Gravey Mix,
 White Sauce Mix), Mennen Co. (Foam Shave
 Alta 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 Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Chrysler Division, Cowles Magazines, Inc., Derby Foods, Inc., Gray Drug Stores, Inc., Lincoln Bank & Trust Co., Lucky Lager Brewing Company, National City Bank of Cleveland, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Power & Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics) Nat'l Biscuit Co.

MARSCHALK & PRATT

Division of McCann Erickson
460 Park Ave., New York 22, N. Y.
Phone: TEmpleton 8-8030
ABP—ANPA—APA—PPA—ABC—AAAA
NOAB

Chairman.....William E. Berchtold
President.....S. L. Meulendyke
Senior Vice President.....S. H. Giellernp
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Vice Presidents..E. George Cloutier, Eugene J. Cogan, Arthur J. Kemp, Martin Koehring, Jesse H. Lide, William C. Munro
V.P., Radio-TV.....Russ Johnston
Assoc. Dir. Radio-TV...Glen A. Bammann
Radio Accounts: International Nickel Co. (Institutional) New York; Asphalt Institute (Asphalt roads and highways) College Park, Md.; Newport News Shipbuilding & Dry Dock Co. (Shipbuilding, ship repair), Newport News, Va.; Coca Cola Bottling Co. of New York.

TV Accounts: Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" paints) New York; Newport News Shipbuilding & Dry Dock Co., Newport News, Va.

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
Radio Time Buyer.....Virginia White
Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood; Fad Nylons (Hosiery) Beverly Hills, Calif.; Pardee Phillips Const. Co. (Homes) Los Angeles, Calif.; Sunset Mortgage Co., Sherman Oaks, Calif.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
Phone: KIngsley 6-1130
ABP—APA—PPA—NBP
President.....J. Robert Mendte

Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....Dennis McClatchey
Art Director.....Andrew Audet
Copy Chief.....Mariel Haggerty
Radio Accounts: J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.; Krylon, Inc. (Spray Enamels) Norristown, Pa.; Venice Maid Co. (Spaghetti Sauces) Vineland, N. J.

TV Accounts: J. Bird Moyer Co., Wilson Lines, Riverview Beach Park, Krylon, Inc., Venice Maid Co., Finnaren & Haley Co. (Chain of Paint Stores) Philadelphia.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
Phone: UN 1-2634
ABP

Pres., Treas.....George T. Metcalf
Exec. V.P.....Walter Hyland
V.P., Sec'y.....Sheldon Spencer
Prod. Mgr.....Allan Campbell
Art Dir.....David Bond
Copy Chief.....Frank Jones
Act. Exec.....Robert O. Meehan,
J. T. Metcalf, Jr., Walter Hyland, Sheldon Spencer, E. L. Wanner, G. Van Eck

Accounts: The James Hanley Co. (Beer & Ale), Providence, R. I.; Taunton Municipal Lighting Plant (Electricity), Taunton, Mass.; Arnold-Hoffman & Co.; Ashworth Bros., Inc.; Babhitt Steam Specialty Co.; Bently Knitting Machinery Organization, Inc.; Circular Tool Co.; Cold Spring Bleachery; Coto-Coil Co.; Cottrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; Phalo Plastics Corp.; Premiere Thread Co.; Riggs & Lombard, Inc.; Sargeant & Wilbur, Inc.; Sentry Co.; Synthetic Yarns, Inc.; Taunton Municipal Lighting Plant; Technic Inc.; Universal Converting Corp.; Wardell Braiding Machine Co.; WJAR-TV, Providence; Wood, J. W. Elastic Web Co.

TV Accounts: James Hanley Co. (Export Beer & Hanley Ale).

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.....Allen Bethe
Dir. of Radio & TV.....S. L. Novy
Radio-TV 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.

301 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUckick 3-3301

AAAA ABP ANPA ABC

President.....J. C. Morse
Vice-Presidents.....I. M. Greer,
Hildred Sanders, Richard Glover, Andrew
Carpenter, Arthur Trask, Sherman Slade,
Fred Kaplan

Secretary-Treasurer.....M. R. Sweeney
V.P. in Chg. Radio & TV.....Hildred Sanders
Asst. Radio & TV Directors.....Albert B.
Buffington, James Andrews

Time Buyers.....Kay O-strander, Sylvia Schultz
793 Market St., San Francisco, Calif.
Phone: YUkon 2-1103

Exec. in Chg. Charles Walden
Radio & TV Accounts: American Beauty
Macaroni; Buick Dealers Association; Bu-
Tay Products, Ltd. (Rain Drops, George,
Diaper Sweet); Freeman's Canned Fresh Foods
(Fish); Thrifty Drug Stores, Inc. (Drug
Store Chain); Clifton's Cafeterias; Green
Spot, Inc. (Orange Drink); Interstate Baker-
eries Corp. (Bread); Von's Grocery Co.
(Supermarket); Kerr Glass Corp. (Canning
Equipment); Santa Fe Vintage (Wines);
Liner Packing Co. (Meats); James O. Welch
Co. (Candy); Hoffman TV (Television
sets); Buena Park Mutual Homes. All Lo-
Angeles.

EMIL MOGUL CO., INC.

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

Phone: TEmpleton 3-7100

ABP -ANPA -PPA

Bd. Chmn., President.....Emil Mogul
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V.P., Creative Dir., Air Media

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V.P., Creative Dir., Print Media

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V.P., Exec. Act Dir.....William Jacoby
V.P., Drugs, Toiletries, Cosmetics Div.

Richard Lockman
Sr. Vice President.....Edward Klein
Dir. Media & Research.....Joel J. Martin
Dir. Publ. Relations.....Harry Chapparon
Account Executives.....Harold Balk,
Murray Cross, Bernard Kramer, Miledalm
D. Mogul, Joseph Rapaport, William Sham-
broom, Lawrence Wisser, Wm. Conover

Accounts: Adam Hat Manufacturers, New

York; Berolio Import Co. (Berio & Fran-
cesconi Olive Oil) New York; Ferber Corp.
(All-writer Pens & Pencillttes) Englewood,
N. J.; Gem Oil Corp. (Edible Oils) Brook-
lyn, N. Y.; Gold Medal Candy Corp. (Bon-
omo's Turkish Taffy, Bonomo's Peanut Brit-
tle, Cocilana Cough Nips) Brooklyn, N. Y.;
Gradiaz, Annis & Co. (Gold Label Cigars)
Tampa, Fla.; Knomark Mfg. Co. (Esquiro-
Shoe Polishes) Brooklyn, N. Y.; Luria
Engineering Co. (Prefabricated Steel Bldgs.)
New York; Monarch Wine Co. (Mauische-
witz, Gold Ribbon Wines) Brooklyn, N. Y.;
Park & Tifford Distillers Corp. (P & T
Reserve, P & T Reserve, P & T Private Stock,
Peychaud Cordials, Dry Monopole Cham-
pagne, Fintex, Wines) New York; Rayco Mfg.
Co. (Auto Seat Covers) Paterson, N. J.;
Reclon Products (Silken Net, Aquamarine
Shampoo, Lotion, Spray Mist, Revlon
Deodorant Stick) New York; Ronzoni Mac-
aroni Co. (Spaghetti & Macaron Products &
Spaghetti Sauce) Long Island City, N. Y.;
Stone-Tarlow Co. ("Elevators" Shoes) Brock-
ton, Mass.; Barney's Clothes (Men's & Boys'
Clothing) New York; National Shoes (Lau-
dily Shoe Chain) New York; Rayco Auto
Seat Covers (Auto Seat Covers) Paterson,
N. J.

CHESTER C. MORELAND CO.

1101 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-Presidents.....B. I. Schurman, Carl Press,
Maldon Sheridan

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 & WARWICK, INC.

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

Phone: LO 4-2240

ABP -ANPA -APA -AAAA -PPA

NBP -NOAB

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V.P. & Mgr. Utility & Home

Appliance Dept.....Albert W. Humm
V.P., Chmn. Plans Bld.....J. R. Warwick
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V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir.....Walter J. Andree
Radio & TV Dir.....W. L. Wernicke
Time Buyer.....Kathryn Shanahan
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

Publicity.....Warren Cox
Production Manager.....Paul Silardi

Radio Accounts: Sinclair Refining Co.,

Richfield Oil Corp. of N. Y., Holland House Coffee.

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

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Vice-President.....J. Paul McKinney
Art Director.....Wm. Martin
Time Buyer.....Terri Brady

Branch Office

260 California St., San Francisco 11, Calif.
Phone: EX 7-0426

V.P., Manager.....Porter Anderson
Palmolive Bldg., Chicago 11, Ill.

Rep.....Goodkind, Joice & Morgan Co., J. A. Folger & Co., 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

President.....J. Patterson
Export V.P.....C. O. Sloane
Domestic V.P.....R. A. Dearth
Treasurer.....J. A. Riedell
Media Dir.....O. E. Christy
Radio, TV Time Buyer.....R. A. McArdle
Export Media Mgr.....Aurora Blando
Dir. of Radio-TV Prod.....S. Lyon
Group Prod. Mgrs.....W. W. Williams,
C. Wright, D. Wheatley

Group Art Directors.....P. Zangas,
E. P. Ellis, W. Boege

Art Studio Dir.....S. Maltzman
Account Executives.....Reg Coghlan,
R. Short, E. Eads, R. Andrews, E. J. Rowland,
Rolt Smith

Radio and TV Accounts: Vick Chemical Co. (Vick Products), Prince Matchelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: 3-7544

ABP—ANPA—APA—PPA—NBP—NOAB
Pres., Acct. Suprv.....Arthur S. Cotins
Exec. V.P., Dir. Creative Services

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V.P., Treas.....L. B. Reigler
V.P., Sec'y.....Harry T. Duffy
Media Dir.....Mrs. L. B. Mang
Production Manager.....Fred Michel
V.P., Merch. Director.....R. Del Dunning
Account Executives.....L. B. Reigler,
Geo. P. Hodges, Robert F. MacFarland,
Harry T. Duffy

Radio Accounts: Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Sarah Coventry, Inc. (Costume Jewelry) Newark, N. J.

TV Accounts: Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey But-

ter Products Corp. (Honey-Butter), Ithaca, N. Y.; Sarah Coventry, Inc. (Costume Jewelry), Newark, N. Y.; Procino-Rossi Corp. (Macaroni, Spaghetti & Egg Noodles) Auburn, N. Y.; Agricultural Insurance Co. (Property Insurance), Watertown, N. Y.

MOSS ASSOCIATES, INC.

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.....Florence Ellis
Radio & TV Dir.....Betty Math

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.

Phone: FINancial 6-3481

ABP—ANPA—APA—NOAB

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,
C. W. Muench, R. T. Hickman, Robert Moore, Weldon Yocum

Branch Office

2102 Jackson, Dallas 1, Texas

Phone: RAndolph 2554

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.; Monarch Brewing Co.; Chicago, Ill.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Toffenetti Restaurants, 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; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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

Phone: MURray Hill 9-6835

AIAA

President.....Thomas W. Hughes
Vice-Presidents.....Joseph W. Madden,
Walter Kelly

Art Director.....Anthony Saris
Radio & TV Director.....James G. Zea

Radio and TV Accounts: Borden Co.,

Esterbrook Pen, H. J. Heinz Lambert Co.,
Lever Brothers (U.S.), Quaker Oats 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 Director.....E. R. Lagerwall
Prod. Mgr.....Samuel Boyd,
Lawrence W. Alpaugh

Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann,
John M. Handley, John M. Keil, Alfred
Burnham, Howard Heinsius

Accounts: America House; Centriline
Corp.; Chatham Mfg. Co.; Cosby Brush &
Import Co. Inc.; Flower City Charcoal 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.; White Turkey; Woodside Mills Inc.;
Zenith-Codley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: WHitchall 4-3400

AAAA—ANPA—ABP—APA—ABC

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. Anvyl
V.P. Chg. TV-Radio Prog.....Alan Wallace
Pub. Rel. Dir.....Wm. Miner

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
Phone: HOLlywood 2-2391

Mgr.Michael Gradle
730 Fifth Ave., New York 19, N. Y.

Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell
V.P., Media Dir.....Gordon Vanderwarker
880 Bay St., Toronto, Ont., Canada

V.P. & Mgr.....John A. Willoughby
Radio Accounts: Campbell Soup Co.; S.
C. Johnson & Son, Inc.; S. C. Johnson & Son,
Ltd.; Kraft Foods Co.; Morton Salt Co.;
People's Gas, Light & Coke Co.; Phenix
Foods Co.; Quaker Oats Co.; Wieboldt
Stores, Inc.; Wilson & Co, Inc.; Household
Finance Corp.; Monsanto Chemical Co.;
State Farm Insurance Cos.; Kraft Foods Co.
Ltd.

TV Accounts: (Same as above, with the
exception of Morton Salt Co.)

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

President.....Ralph A. Nelms
Secretary.....Annabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox
TV Director.....Alta V. Howell
Radio Accounts: Wilson Bros. Mfg. Co.
(Hooked Rug Materials), Springfield; Wilke
Laboratories (Poultry & Livestock Reme-
dies), West Plains; Independent Stave Co.
(Wood Products), Lebanon; Reynolds Mfg.
Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

Phone: FRanklin 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W. Wark
TV Time, Space Buyer.....Tillie Reinig

Radio Transcription Production Accounts:
General Electric Company, Electronics Divi-
sion (G. E. Radios and TV Sets), Syracuse,
N. Y.; Saratoga Association (Racing Associa-
tion), Saratoga & New York, N. Y.; Gen-
eral Electric Company, Appliance Division
(Refrigerators, Stoves, etc.), Bridgeport,
Conn.; National Dairy Products Corp. (Seal-
test Dairy Prods.), Borden Watch Company
(Watch Manufacturer), New York, N. Y.;
Marcus Breiers' Sons (Sports Clothing),
Mohawk Carpet Mills, Inc. (Rug & Carpet
Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Com-
pany, 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.; WROW, WROW-TV, Albany,
N. Y.

Television Film Production Accounts:
Pepsi-Cola Company (Soft Drink Mfrs.),
New York, N. Y.; Saratoga Association (Rac-
ing Association), New York & Saratoga,
N. Y.; Mohawk Carpet Mills, Amsterdam,
N. Y.

Television Accounts (Time): William W.
Lee & Co. (Save-the-Baby), Watervliet, N. Y.;
Saratoga Association (Racing Association),
Saratoga & New York, N. Y.

**NEWMAN, LYNDE & ASSOCIATES,
INC.**

1628 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9721

ABP—ANPA—APA—PPA

Pres., Acct. Exec.....Hunter Lynde
V.P., Copy Chief.....David E. Robeson
Secv. Public Rel. Dir.....Ronald G. Sercombe
Radio-TV Dir., Time Buyer.....John Hopkins

Radio Accounts: 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—APA
 Chmn. of the Bd.....William H. Weintraub
 PresidentElkin Kaufman
 Exec. V.P., Chrm.

Plans Bd.....Norman B. Norman
 V.P., Secretary.....Eugene Kummel
 V.P., Treas.....B. David Kaplan
 V.P., Radio & TV.....Walter Craig
 Senior V.P.....John Davenport Scheuer
 V.P., Copy Director.....Richard Bowman
 V.P., Marketing Dir.....John B. Morris
 V.P., Fashion Coordinator,

Copy Director.....Kay Daly
 Vice President.....Richard Bouton
 V.P., Prod. Mgr.....William Zerweck
 Mgr., Print Media Dept.....George Coleman
 General Mgr.....Roselou Flanagan
 V. P., Broadcast Media Dir.....Reggie Schnebel
 Operations Supervisor.....Ronald R. Mullins
 Group Copy Supervisors.....Adrian Bryan
 Courie, Harriet Pirk, Paul Carey, Florence
 St. George

TV-Radio Production Suprv..Sheldon Platt
 Print Media Dir.....Eugenie C. Stampler
 Space Buyer.....Martin Prager
 Executive Art Dir.....Robert Smith
 Art Director.....Constance Valesey
 Time Buyer.....Jeanne Sullivan
 TV Art Director.....Benjamin Colarossi
 Account Executives.....H. G. Bissinger,
 Richard Bouton, Warren Fales, Chester
 Herzog, David Luxner, L. J. McGrady, Rob-
 ert Russell, Gerald Shapiro, James M.
 Shivas, Thomas T. Stafford, E. L. Whitney

Branch Offices

8733 Sunset Blvd., Los Angeles, Calif.
 Phone: CRestview 6-6129

ManagerJohn Christ
 608 Madison Ave., Toledo 4, Ohio
 Phone: CHerry 4-2593

ExecutiveL. J. McGrady
 ManagerGeorge Paneff

Radio & TV Accounts: Democratic National
 Committee, Washington, D. C.; G.H.P.
 Cigar Co., New York; Hudson Pulp & Paper
 Corp., New York; Ronson Corp., Newark,
 N. J.; Seeman Bros., (Air-Wick, Nylast)
 New York; Selchow & Righter Co., New
 York; Speidel Corp., Providence, R. I.;
 Warner-Lambert Pharmaceutical Co., Lam-
 bert-Hudnut Div. (Sportsmen Toiletries)
 Morris Plains, N. J.; Willys Motors, Toledo,
 Ohio.

Estimated Radio & TV Billings: \$9,650,000.

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.
 Phone: WHitehall 4-5030

President.....Don P. Nathanson
 Exec. Vice Pres.....Cyrus H. Nathan
 TreasurerHarold 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 Accounts: The Toni Co.
 (Charm Kurl Home Permanent, Deep Magic
 Facial Cleansing Lotion, Prom Home Per-
 manent and End Curl Prom, Silver Curl,
 New Ventilated Spin Curlers, Toni Home
 Permanent and Tip Toni, Tonnette Child-
 ren's Home Permanent) Chicago; Eng-
 lander Co., Inc. (Mattresses), Chicago; Lan-
 vin Parfums, Inc. (Arpege, My Sin Perfumes
 and associated products) New York.

R. T. O'CONNELL COMPANY

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

Phone: PLaza 3-5412

ABP—PPA—APA—AAAA

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

AAAA—ANPA

PresidentDavid Ogilvy
 Sr. V.P., Treas.....Shelby H. Page
 Sr. V.P.....James J. McCaffrey
 Sr. V.P., Acct. Sup.....Herbert W. Warden
 Vice Pres.....Charles Strauss
 Sr. V.P., Copy Chief.....Judson H. Irish
 V.P., Chg. Prod.....David Margaretten
 V.P., Art Dir.....Rollin C. Smith, Jr.
 Radio-TV Dir.....Phillip L. Tomalin
 TV-Radio Acct. Execs.....Richard Simon,
 David Evans

Radio Production Mgr.....Rex Coston
 TV Production Mgr.....Anthony Rizzo
 Media Dir.....Emerson Elliott
 Business Mgr.....Evelyn Ward
 Casting Dir.....Tina Smith
 Art Director.....Robert Patterson

Radio Accounts: Lever Bros. (Dove, Good
 Luck) New York, N. Y.; Pepperidge Farm
 (Bread) Norwalk, Conn.; Diamond Crystal
 (Salt) St. Clair, Mich.; Pepsi Cola (Schwep-
 pes Quinine Water) New York, N. Y.; Tetley
 Tea Co. (Tea) New York, N. Y.; Philhar-
 monic-Symphony Society of New York (Sub-
 scription Tickets, Single Tickets) New York,
 N. Y.; Melville Shoe Corp. (Thom McAn
 Shoe) New York, N. Y.

TV Accounts: Lever Bros. (Dove, Good
 Luck, Lucky Whip) New York, N. Y.; Arm-
 strong Cork (Cushiontone) Lancaster, Pa.;
 Helena Rubinstein (Reduce-Aids, Nudit,
 Colortone Shampoo, Naildress) New York,
 N. Y.; Melville Shoe Corp. (Thom McAn
 Shoes) New York, N. Y.; Pepsi Cola
 (Schweppes Quinine Water) New York,
 N. Y.; Diamond Crystal (Salt).

Estimated Radio-TV Billings: \$4,500,000.

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
Partners.....G. C. Helleckson,
Ward W. Olmstead, John K. Mortland
Radio-TV Dir.....B. G. Morison
Producers.....Ned W. Axt, Diane E. Synn
Time Buyer.....W. T. Way
Radio Accounts: Avochem, Inc. (Softize Fabric Conditioner); 1st Nat'l Bank of Minneapolis; Hotel Leamington; North Am. Life & Casualty Co.; Northland Milk 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.; Boutells (Furniture & Appliances), Minneapolis; Clover Leaf Creamery, Minneapolis; Donaldson Co. (Killer Kane) St. Paul, Minn.; Fort Dodge Laboratories (Vet. Pharmaceutics M.L.V.) Fort Dodge, Iowa; Sears, Roebuck & Co.; Waterbury Heating Supply Co. (Furnaces) Minneapolis, Minn.

TV Accounts: Avochem, Inc. (Softize Fabric Conditioner); Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington; Northland Milk Co.; The Waterbury Co., all Minneapolis, Minn.; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Waterbury Htg. Supply Co. (Furnaces), Minneapolis, Minn.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8950

ANPA-ABC-ABP-AFA

President.....Robert W. Orr
Vice-Pres.....Eldon Sullivan
V.P., Marketing,
Research.....Donald Johnstone
Adm. V.P., Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergmann
Radio Accounts: Andrew Jergens Co. (Jergens), Cincinnati, O.; Nat'l Guard Bureau, Washington, D. C.; Cinzano, Inc., New York; Rockwood & Co., Brooklyn, N. Y.
TV Accounts: Andrew Jergens Co.; Nat'l Guard Bureau; Rockwood & Co.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

President.....W. Wallace Orr
V.P. & Asst. to Pres...George J. Kerrigan, Jr.
Sec'y & Treas.....Willard W. Hughes
Art Dir.....Wellington H. Kashner
Copy Chief.....R. Joseph Kuklich
Space & Time Buyer.....Greta Dunsmore
Radio Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens (Motel) Atlantic City, N. J.; M. A.

Bruder & Sons, Inc. (Paint Mfr.) Philadelphia; Stanwood Gardens (Real Estate Development) Philadelphia; Swanwyck Estates (Real Estate Develop.) Wilmington, Del.; Harry F. Mitchell Co. (Garden Supplies) Philadelphia.

TV Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens, Atlantic City, N. J.; Monte Carlo Beach Motels, Atlantic City, N. J.; M. A. Bruder & Sons, Inc. (Paint Mfr.) Philadelphia.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: DR 1-7230

ABP-ANPA-APA-FAAG

President.....Merritt Owens
Art Dir., Prod. Mgr.....Tom Horan
Account Executives.....Merritt Owens,
Robert Edwards, Frank Lisee
Radio Accounts: Inter-State Building & Loan Assn., Kansas City.
TV Accounts: Zephyr Ventilated Awning Co., Kansas City, Kans.; Feld Chevrolet (Cars & Trucks), Kansas City.

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.
Phone: MUrray Hill 7-4090

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.....Irving Ginsberg
Radio Time Buyer.....Betty Silon
Media Dir., Space Buyer.....Irving Krouse
Research Dir.....Jay Dresner
Pub. Dir.....June Rutkofsky
Acct. Executives.....David E. Winnick,
Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Peter Frenkel, Elias Schonberger.

Accounts: Downs, Grace; Furniture Specialties Corp.; Klein & Teicholz; Modern Maid Products Co.; Orenstein, N. & Son; Overhead & Modernfold Door; Seminole Furniture Corp.; Stainless Food Equipment Co. Inc.; Wagner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: ELiot 1401

AAAA-ANPA

Chrm. of Board.....Wm. H. Horsley
President.....Trevor Evans
Vice Presidents.....George Griffiths,
Milton Foland
Secretary.....Frank Horsley
Treasurer.....Calvin W. Franklin
Radio-TV Dir., Talent Buyer.....Grant Merrill
Media Dir., Time Buyer.....Gertrude M. Nyman

ManagerMartin Boss
715 Cascade Bldg., Portland, Oregon
Phone: CApitol 2-1021

V.P., Manager.....Milton A. Foland
48 Second St., San Francisco 5, Calif.
Phone: DOuglas 2-6947

ManagerHarvey Strobusch
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), Wash. State Fruit Commission, Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Lang & Co. (Gold Shield Coffee) Seattle, Wash.; Nalley's, Inc., (Praise Salad Dressing) Tacoma, Wash.; Oil Heat Institute of Washington, Seattle.

TV Accounts: Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; Carstens Packing Company; Montag, Inc.; Lang & Co.; Oil Heat Institute of Washington.

PARIS & PEART

370 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 9-2424
ABP—ANPA—APA—PPA—ABC—NOAB
NBP

President.....A. G. Peart
Exec. V.P., Treas.....J.A.H. Rehm
Sec'y., ComptrollerThayer Durell
Marketing, Research Dir.....H. L. Mooney
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Vice Presidents..W. F. James, G. M. Cleland
Acct. Executives.....A. A. Bindrim,
W. F. Byrne, F. S. Ferry, D. C. Kreinik,
D. C. Porteous, R. E. Walsh, W. J. De-
Stefan, G. R. Gibson, J. C. Holme, K. E.
Lee

Time Buyer.....Virginia Burke
Plans Board Dir.....Maurice A. Umans
Copy Director.....Dorothy Parker
Media Dir.....W. M. Synnnes
Accounts: A & P Coffee Div.; A & P Nat'l Bakery Div.; Business Organization, Inc., N. Y.; Colonna, J., Bros.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Ice Cream Novel-
ties Div.; Joe Lowe Corp.; Kannengiesser & Co.; MCA-TV, Ltd., N. Y.; Nakat 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 Disin-
fecting Co.; White House Milk Co., Inc.; Woman's Day Inc.; Anderson, Clayton & Co., Dallas, Tex.; Breakstone Bros., Div. of Nat'l Dairy Products Corp. New York; Bremer Broadcasting Corp. (WATV), New-
ark, N. J.; No-Cal Corp., Brooklyn, N. Y.; Producers Distributors Agency, New York; Radio Rubber Corp., New Brunswick, N. J.; Vanity Fair Paper Mills, New York; Reming-
ton Rand Div. of Sperry Rand Corp., New York; Remington Rand Electric Shaver Div.

of Sperry Rand Corp., Bridgeport, Conn.; Remington Rand Univac Div. of Sperry Rand Corp., New York.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUKon 6-7795
ANPA

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—ABC—ABP—AFA

Chr. Exec. Committee.....Harry Peck
Chairman of Board.....Sidney Garfield
PresidentHarry Krawit
Exec. V.P.....Norman Mack
Vice Presidents.....Sidney Alexander, John Schuman, Herman Stolley

SecretaryLee Lessen
Media Dir.....Frieda Weiss
TV, Radio Dir.....Sylvan Taplinger
Time Buyer.....Russ Alben
Radio Accounts: Howard Store Corp. (Clothes) Brooklyn, N. Y.; Van Munching & Co. (Heineken's Beer) New York, N. Y.; Bruns, Nordenman & Co. (Stocks & Bonds) New York, N. Y.

TV Accounts: U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; D'Orsay Sales Co. (Intoxication Perfume) New York, N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
Phone: RA 6-7923
ABP—ANPA—AAAA—AFA—ABC

President.....Earl R. Perrin
Vice-President, Sec'y.....Donald L. Paus
Asst. to Pres.....Linnea Vanderlaag

Branch Office

730 Fifth Ave., New York 19, N. Y.
Phone: PL 7-6120

PHILLIPS-RAMSEY CO.

304 Ivy, San Diego 1, Calif.
Phone: BELmont 4-6401
APA—NBP—TAAN

Chairman.....W. L. Phillips
President.....Charles C. Ramsey
Vice Pres.....James Holloway
Sec'y.-Treas.Herbert Fredman
Media Director.....Robert L. Phillips
Radio-TV Dir.....Mrs. Orva W. Huff
Radio Accounts: Silver Gate Savings & Loan Assn., First National Bank, Alsynite Co. of America (Translucent Fiberglass Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Community Chest of San Diego; Mrs. Conkling's Bakery; Food Basket (Supermarket Chain); Severin Building Co.; Walker Scott Corp. (Department Store); Hazard Concrete Products Co.

TV Accounts: Alsynite Co. of America. Food Basket. Silver Gate Savings & Loan Assoc., Walker Scott Corp., Golden Tulip Foods, Lion Clothing Co., all San Diego.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: Capitol 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, Jack D. Mitchell,
Sam Rikkin, Louis Pitluk

Copy Chief.....Harvey Christiansen
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.; Roegelien Provision Company (Baron Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1188 S. Moorfield Rd., Los Angeles 19, Calif.
Phone: HOLLYWOOD 5-0580

Owner, Sales Mgr.,.....Irwin T. Porter
Partner, Time Buyer.....Gertrude T. Porter
Account Executive.....Jean Norab

Radio Accounts: Wright Carpet, Inc., Los Angeles; Resnik Bros. (Automobile Repairs) Los Angeles; Ackerman Cosmetics (Creams, Lotions, etc.) Los Angeles; Keys Meat Market (Butcher) North Hollywood; Pecks Model Agency, Hollywood, Calif.; Prekut Homes (Building Contractors) Los Angeles; Kenosha Transport Corp. (Automobile Transportation) Los Angeles; Angelus Furniture Co., Los Angeles, Calif.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
Phone: GR 1-5775

ANPA—NOAB—PPA—ABP

Chrm. of Board.....R. J. Potts
President.....J. B. Woodbury
Vice Pres.....E. A. Warner,
C. C. Tucker, C. L. Robinson, Al Coleman,
G. E. McGill, John K. Barton
Sec'y Treas.....C. C. McMillan
Radio-TV Dir.....William J. Brewer
Radio-TV Acct. Dies.....Gene Dennis,
Al Christy

File 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, TV Account: Falls City Brewing Co.

Inc. (Falls City Beer), Louisville, Ky.

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7725

PPA

President.....J. G. Proctor
V.P. & Acct. Exec.....Ray Hanna
Secretary.....M. S. Proctor
Art Dir. & Prod. Mgr.....M. Sholle
Accounts: Addis Co.; Allied Purchasing Corp.; British Continental Sales Co.; Chauncey Woolen Mills; Fairchild Sons; Fouke Fur Co.; Fredrica Furs Inc.; Freed's Fur Shop; Hausman M. & Sons; Horne, Joseph Co.; Joske's of Texas; Lovenson Co.; Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Prestless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Titcher-Goettinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES

17 East 15th Street, New York City
Phone: MUrray Hill 7-0204

ABP

President.....Les L. Persky
Exec. V.P., Gen. Mgr., Lester J. Blumenthal
V.P., Acct. Supv.....Harold L. Tuers
Art Director.....Allen G. Davis
TV Production Mgr.....Frank D. Jacoby
Publicity Director.....Ruth Davis
Time Buyer.....Mort Reiner
Acct. Exec.....Lester Blumenthal, N. R. Lorman, Harold Tuers

Radio Accounts: Strauss Stores Corp., N. Y. & Conn. (Auto Accessory Chain).

TV Accounts: Roto-Broil Corp. of America (rotisseries); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment).

CHARLES O. PUFFER ADVERTISING

75 E. Wacker Dr., Chicago 1, Ill.
Phone: Financial 6-0519

ABP APA

President.....Charles O. Puffer
Art Director.....Henry Garcia
Prod. Mgr.....Gloria Bakken
Publicity Dir.....Jack Hess
Acct. Executives.....Charles O. Puffer,
Lloyd Kuehn, Jack Hess

Accounts: Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malt-ing 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. Naeckel
Vice-President.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Media Director.....Dorothy L. Parsons

Acct. Executives....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, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Stations KGLO, WTAD; Rolscreen Co.; Sawyer Biscuit Co. (Western Div.); Station WOC, Tri-City Bcstg. Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: JACkson 7-1179

President.....Wilbur W. Randall
Acct. Exec.....Donald R. Schively
Art Director.....Robert I. Berger
Radio & TV Director.....Florence F. Grady
Radio Accounts: Stackpole Moore & Tyrøn (Clothing), Hartford, Conn.; Hoffman Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.
TV Accounts: Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

REACH, YATES & MATTOON, INC.

720 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-7676

AAAA-ABP-ANPA-APA-NBP-NOAB
PPA

Bd. Chrm., Pres.....Chas. Dallas Reach
Exec. V.P.....Harold H. Black
V.P., Radio & TV Dir.....Norman Gladney
V.P., Art Dept.....L. L. Schultz
Media Dir.....Richard B. Gordon
Production Mgr.....Frank Sharpe
Acct. Execs.....Harold H. Black, Frederick O. Perkins, Stephen Holdempf, Jr.

Branch Office

69 Washington St., Newark 2, N. J.
Phone: MArkEt 3-5100

Pres.Francis R. Risley
Radio Accounts: Larus & Brother Co., Inc. (Edgeworth Pipe Tobacco, Holiday Pipe Tobacco), Richmond, Va.; International Latex Corp. (Playtex Baby Products, Playtex Living Gloves), N. Y., N. Y.; Philadelphia Coke Co., Phila., Pa.; Personal Finance Co. of N. Y.; New Jersey Bell Telephone Co., Newark, N. J.; Dugan Bros. (Bakers), Newark; Beneficial Management Corp., Newark; Koppers Coke Co., Kearney, N. J.

TV Accounts: 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: FEderal 9-0071

ABP-ANPA-APA-NOAB-PPA-NBP
Chrmn. of Bd.....E. E. Sylvestre
President.....Wayne Hunt
Exec. V.P.....R. W. Stafford
Sec'y.....Mary Gale
Treasurer.....L. J. Beltrand
Vice-Presidents.....J. H. Sarles,
Helen A. Brown, 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
Radio-TV Prod. Mgr.....Wm. S. Shepherd
Time Buyer.....H. Wendell Eastling
Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc., Minneapolis
Brewing Co.

TV Accounts: Art Instruction, Inc., General Mills, Minneapolis Brewing Co., Pacific Gamble Robinson Co., Minneapolis.

Estimated Radio-TV Billings: \$3,925,000.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHItchall 4-7440

ABP-ABC-AFA-ANPA-AAAA

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-APA-NAAN

President & Treas.....Harry I. Reingold
Art Director.....George Wilson
Production Manager.....Rulleffe 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-APA-NOAB

President.....Emil Reinhardt
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Cecil Webb, Jr.
Media Dir.....Adeline Schow
Acct. Exec.....Bernard Blake
Radio Accounts: Walter N. Boysen Company (Paints) Oakland and Los Angeles.



Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Radio Station KROW, Oakland, Calif.; Par-T Pak Beverages (Soft Drinks), Oakland; Pacific Tire Co., Oakland; Spreckel-Russell Dairy Co., San Francisco & Burlingame; Yami Yogurt Distr., San Bruno, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Yami Yogurt Distr., Burlingame; KCRV, Inc. (TV Station) Sacramento, Calif.

E. W. REYNOLDS LIMITED

151 University Ave., Toronto Ont., Canada
Phone: Empire 2-2381

Chairman of Bd. Edward W. Reynolds
President C. Warren Reynolds
Vice Pres. N. Stuart Walton
V.P., Radio-TV H. E. Karpus
Vice Pres. H. D. R. Newby
Time Buyer Helen Anderson

Branch Office

1140 St. Catherine's St., W., Montreal, Quebec
Phone: UN 6-1775

Manager R. G. Elvin
Radio & TV Accounts: General Mills (Canada) Ltd. (Baking Products & Cereals); Nestle (Canada) Ltd. (Quik, Evap. Milk, Maggi Bouillon); Dairy Farmers of Canada (Dairy Products); Eversharp, Inc. (Razors and Pens); Fleers Bulbule Gum; R. M. Hollingshead Co. (Auto Additives); Honey Dew Coffee Shops (Restaurants); Hunt's Bakery Ltd. (Baked Goods); Mutual of Omaha (Insurance); Silhouette Products, Ltd. (Cosmetics); Sisman Shoe Co. (Shoes); Willards Chocolates (Candy), all Toronto.

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
AAA

Chrmn. of the Bd. Fletcher D. Richards
Vice Chrmn. of Board Bradley A. Walker
President Eugene I. Harrington
Spot Time Buyer James M. Kelly
Vice Presidents Ernest A. Gray,
Ellsworth D. Hill, John Craft, John Hamm,
Sandford Smith, Kenneth Young
V.P., Dir. Research John E. Shepherd
Secy., Treas. Duane W. Beurmann
Network Time Buyer, Stat. Rel.,
Program Dev. Keith Shaffer

V.P., Dir. Radio-TV Seymour J. Frolick

Branch Offices

221 N. La Salle St., Chicago, Ill.
Phone: Financial 6-3385

Manager George T. Jahne
550 Sherbrooke W., Montreal, Que.
Phone: Avenue 3-4191

Manager William F. Walsh

**HARRINGTON & RICHARDS: Division of
F. D. Richards, Inc.**
256 Sutter St., San Francisco, Calif.
Phone: EXbrook 2-6025

Manager Alfred E. Smith
5816 Wilshire Blvd., Los Angeles, Calif.
Phone: WEbster 3-5777

Manager Greacen Mitchell
Radio Accounts: United States Rubber Co. (Tire Div., Footwear Div.), U. S. Royal Golf Balls, International Div., Chemical Div., New York; MacMillan Petroleum Corp. (Royal Scot Div.) Los Angeles, Calif.; Morris Plin Co. of Calif., San Francisco; American Machine & Foundry (Bowling Equipment, Pin-spotters, Roadmaster Bicycles, DeWalt Power Tools), New York; Avoset Co. (Qwip Whipped Cream) Los Angeles; National Sugar Refining Co. (Quaker Cane Sugars) New York; Bank of California, San Francisco; Eastern Air Lines and Colonial Air Lines, Div. of EAL, New York; Squirt Beverage Co., Beverly Hills, Calif.; Waterman Pen Co., Seymour, Conn.; Western Pacific Railroad Co., San Francisco.

TV Accounts: United States Rubber Co. (International Div., Tire Div., Footwear Div., Textile Div., Chemical Div., Mechanical Goods Div.) New York; American Machine & Foundry Co., Avoset Co., Eastern Air Lines & Colonial Air Lines, Div. of EAL; Squirt Beverage Co., Waterman Pen Co.

M. EVANS RICHMOND ASSOCIATES

127 So. 22nd St., Philadelphia 3, Pa.
Phone: LOcast 7-1674-5

Pres. & Radio Time Buyer

M. Evans Richmond

Art Director Frank Cartwright
Production Mgr. D. Blaine

Branch Office

230 Boylston St., Boston 16, Mass.

Yuca Vine Bldg., Hollywood 28, Calif.
TV, Radio Office Morey K. Reiss

DAN RIVKIN ADVERTISING

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner Dan Rivkin

Radio Accounts: Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Mosk-in Clothes, Ford Optical Co., Ismak Rug Mills.

W. S. ROBERTS, INC.

1101-05 Fox Bldg., Philadelphia 31, Pa.
Phone: RIttenhouse 6-3763

ABB

President Wilmer S. Robert
V.P., Radio & TV Franklin S. Roberts

Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); Irones Co. (Ironing Board Covers), all Philadelphia, Pa.; Corleto Buick, Inc., Philadelphia; McKean Chevrolet, Philadelphia; Whitehill Distributors (Garbage Disposals); The Critic (Mail Order Gifts), Philadelphia; General Electric Appliances Co.

TV Accounts: Broad Motors (Ford Dealer); Philadelphia Gas Works (Utility); Bryant Air Conditioning Corps. (Heating Equip., Air Conditioning), All Philadelphia, Pa.; General Electric Appliances Co.

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MURRAY Hill 2-3175
 ANPA—APA—PPA

President.....Robert Power Reimers
 Vice Presidents.....Leon Kelley, M. W. Nichols
 V.P., Media Dir.....John K. Lucken
 Secretary.....Jac M. Wolff
 Prod. Mgr.....Sidney Menchel
 Art Director.....Hugh Ryan
 Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, John Yeargain

**MARSHALL ROBERTSON
 ADVERTISING AGENCY**

1550 Speer Blvd., Denver 4, Colo.
 Phone: KE 4-6268
 ABC—ANPA

Pres., Partner.....Marshall G. Robertson
 Sec.-Treas., Partner.....Mary A. Robertson
 V.P., Acct. Exec.....John Eby
 Radio Manager.....Margaret Pierson
 TV Manager.....Jack Helling
 Art Director.....Lavern Everson
 Account Executives.....R. W. McWilliams, James H. Briggs

Radio Accounts: City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; Elcar Fence Co., Denver; Elitch's Gardens (Recreation Park) Denver; First National Bank of Englewood, Englewood, Colo.; Fontius Shoe Store, Frumess Jewelry Co., Grayson's Apparel, TV Station KTVR, Lindner's Pkg. & Prov. Co. (Meat Products); Miller's Super Markets (Groceries); O'Meara Motor Co. (Automobile Sales); Pioneer Saving Stamps, Star Bakery, Walden Heating Co. (Heating Appliances); Weicker Storage Co. (Moving and Storage), all Denver, Colo.

TV Accounts: Cassidy Hicks Wallpaper Co., Clinton Aviation, Colorado Seed Co., Cottrell's Clothing Store, Dale Dance Studios, Elcar Fence Co., Elitch's Gardens (Recreation Park); First National Bank of Englewood, Frumess Jewelry Co., Grayson's Apparel, Lindner's Pkg. & Prov. Co., Miller's Super Markets, O'Meara Motor Co., Pioneer Saving Stamps, Star Bakery, Walden Heating Co., Weicker Transfer & Storage Co.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MÜtual 6293
 ABP—ANPA—ABC

President.....Elwood J. Robinson
 Exec. Vice-President.....Melvin A. Jensen
 Secretary.....Eola E. Gass
 Vice Presidents.....David R. Fenwick, John Haynes
 Radio, TV Dir.....Lee Laufer
 Media Dir.....R. C. Neuman

Radio-TV Accounts: Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden Grove, Calif.; Pioneer Savings & Loan Assn., Los Angeles, Calif.; Wilco Co. (Clear-ex Glass Cleaner), Los Angeles, Calif.

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; Gerity-Michigan Corp. (Dishwasher), Adrian, Mich.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power; Los Angeles, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.; Wilco Co. (Foaming Clearax, Bif Insecticides).

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
 Phone: RANdolph 6-9760

ANPA—ABP—APA—NBP—PPA—ABC
 President.....J. P. Roche
 Treasurer.....D. J. Kelly
 V.P., Acct. Supp.....Walker B. Sheriff
 Vice-Presidents...S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, M. F. Williamson, W. H. Savin, George Lyman, James M. Cleary, R. H. Stracke, Frank Hakewill

Radio, TV Director.....Kirby Roche
 Acct. Exec.....E. C. Olson

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach), Stewarts Private 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.....Robert Spencer, Gerald Addis, Edw. Lovinger

Radio Director.....Trina Shuchat
 Art Director.....Patricia Boyd
 TV Director.....Ira Segall
 Film Director.....Sue Wurtzburg
 Production.....Helen Wurtzburg

Radio Accounts: Western Tire Auto Stores (Dept. Store); Fizz-Up (Beverage); Chicago Furniture Mart; Kay-Den Beauty Salon; Roxy Rug Co., all Chicago.

TV Accounts: Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; All Star Motors (Automobiles); Leader Pontiac; Fizz-Up; Chicago Furniture Mart; Glen Motors; Nortown Oids, 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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Exec. V.P. Mgr.....Ray H. Reynolds
Asst. Treasurer.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-President.....Robert L. Headen

Branch Offices

InsurOmedie Bldg., Dallas 1, Tex.

Exec. V.P. & Mgr.....R. E. Brooks
903 McGee St., Kansas City 6, Mo.

V.P. & Mgr.....R. S. Brigham
Radio Accounts: Butterfield Canneries
(Canned Fruits and Vegetables), Muncie,
Ind.; Little Crow Milling Co. (Coco Wheats
Cereal), Warsaw, Ind.; KMBC, Brest, Co.

TV Accounts: T. W. Burleson & Son
(Honey), Waxahachie, Texas; 1st Nat'l Bank
in Dallas, Dallas, Texas; Butterfield Canneries
(Canned Fruits and Vegetables), Muncie,
Ind.; Little Crow Milling Co. (Coco Wheats
Cereal), Warsaw, Ind.; S. E. Mighton Co.
(Doggie Dinner Dog Food), Bedford, Ohio.

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal, Can.

Phone: University 6-9471

ABC ANPA

Bd. Chrm., Pres.....Russell C. Ronalds
Exec. Vice-President.....F. deB. Walker
Sec'y., Treas.....Angus Ahern
V.P., TV, Radio Dir.....Peter Golick
Media Dir.....R. M. Gleeson

Branch Offices

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Exec. V.P., Manager.....R. J. Avery
409 Petroleum Bldg., Edmonton

Alberta, Can.

Phone: 2-8356

Manager.....W. A. Bishop

WILLIAM GANSON ROSE, INC.

1330 William-on Bldg., Cleveland 14, O.

Phone: TOWER 1-6177

Pres., Treas., Radio Dir.

William Ganson Rose

Vice-Presidents...Frank Pelton, L. C. Brown
Production Mgr.....Joan Burke

Radio Accounts: Higbee Co., Mass. Mutual
Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 West 10th St., New York 36, N. Y.

Phone: JUdson 2-3550

ABP—ANPA—APA

President.....Irl W. Rose, II
V.P., Gen. Mgr.....John A. Boule
V.P., Media Director.....G. M. Rundbaken
Production Manager.....Ethel Whelan
Radio-TV Dir.....Channing Hadlock

Radio Accounts: Bankers Trust Co., New
York, N. Y.; H & M Packing Co. (Coronet
Prune Juice), Brooklyn, N. Y.; Noxon, Inc.

(Metal Polish), New York, N. Y.; Amore,
(Mince Meat & Plum Pudding), Philadel-
phia, 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 Pharmaceutical Co., Astoria, L. I., N. Y.

ROSENGARTEN & STEINKE, INC.

433 Union Ave., Memphis 3, Tenn.

Phone: JACKson 7-4566

APA ABP AAAA

President.....Norton Rosengarten
Exec. Vice Pres.....Lynn Steinke

Copy Chief.....W. L. Chesman
Radio-TV Dir.....Jay Scott

Accounts: Air Temperature, Inc. (Heating
& Air Conditioning) Memphis, Tenn.;
American Distilling Co., Pekin, Ill.; Barzizza
Bros., (Food) Memphis, Tenn.; Black &
White Stores, Memphis, Tenn.; Briling
Cafeterias, Memphis, Tenn.; Burling, Nat.
Packing Co. (meat packers) Memphis,
Tenn.; Kraus & Co. (Cleaners) Memphis,
Tenn.; Layne & Bowler, Inc. (Wells and
Pumps) Memphis; Marl Metal Mfg. Co.
(Dinette Furniture) Memphis; Memphis
Furniture Co.; Memphis Publishing Co.;
Mills-Morris Co. (Distributors) Memphis;
Sanitary Bag & Burlap Co. (Panhandler Pot
Holders) Memphis; Southern Leather Co.,
Memphis; Stewarts, Inc. (Food Products),
Memphis; WHBQ, WHBQ-TV, Memphis,
Tenn.

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. Supr.....William Gerstenberger,
Wm. W. Shaul

Secretary.....Erwin H. Haas
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
V.P., Dir. Prod. Analysis.....Kenneth S. Loring
Personnel Dir.....George Macier
Librarian.....Florence Armstrong

Branch Offices

122 East 42nd St., New York 17, N. Y.

Phone: MURray Hill 7-2944

Acct. Executive.....John Roche
1680 North Vine St., Hollywood 28, Calif.

Phone: HOLLYwood 9-6263

Vice-Pres. Maurice G. Vaughn
 Ross Roy of Canada, Ltd.
 410 Canada Trust Bldg., Windsor, Ont.
 Phone: Clearwater 6-2371

Vice Pres. Harold J. G. Jackson
Accounts: Aseptic-Thermo Indicator Co.;
 Chrysler Corp. of Canada, Ltd.; Chrysler
 Corp., Parts Div.; Chrysler Div., Chrysler
 Corp.; DeSoto Div., Chrysler Corp.; Dodge
 Division, Chrysler Corp.; Eljer Div., Murray
 Corp.; Export Div., Chrysler Corp.; Honey
 Co.; Modern Homes Corp.; Murray Corp. of
 Am.; Plymouth Div., Chrysler Corp.; Pre-
 pared Products Co., Inc.; Servel, Inc., Air
 Conditioning Div.

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: PLaza 9-1800

Chairman of Board. William Ruder
 President David Finn
 V.P., Operations. Paul B. Zucker
 V.P., Administration. Felix Kaufman
 Account Group Suprvs. Charles Lipton,
 Robert Fleisher
 Dir., Creative Services. Richard Weiner
 Dir., Communications. William Cahn
Accounts: Bettinger Corp.; Borgenicht,
 Jack; Gibraltar Corrugated Paper Co. Inc.;
 Inskip, J. S.; Ruder Brothers.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
 Phone: BAKER 5-7900

APA—NBP—AAAA—ABP—ANPA—PPA
 President. C. L. Rumrill
 Treas. H. R. Hanson
 Exec. V.P. G. M. Prince
 Vice Presidents. N. A. Gallagher,
 J. R. VanArsdale, C. N. Gleason, F. F.
 Harned, W. T. Jensen, B. W. Jones, J. S.
 Warren, Jr.

Secretary. G. G. Wallington
 Radio-TV Director. Dorian St. George
 Asst. Grace M. Danelo

Radio Accounts: Community Savings Bank,
 Rochester, N. Y.; Genesse Valley Union
 Trust Co., Rochester, N. Y.; Kordite Co.
 (Polyethylene Plastics) Macedon, N. Y.;
 Symonds Farms (Frozen Food) Utica, N. Y.;
 Fanny Farmer Candy Shops, Rochester,
 N. Y.; Eastman Kodak Co. (Photo Supplies
 & Serv.) Rochester, N. Y.

TV Accounts: Otto Bernz Co. (Torches,
 Campstoves, Lanterns) Rochester; Brighton
 Place Dairy, Rochester; Community Savings
 Bank, Rochester; Eastman Kodak Co.,
 Rochester; Endicott Johnson Co. (Shoes),
 Endicott, N. Y.; Fanny Farmer Candy Shops,
 Rochester; Genesse Valley Union Trust Co.,
 Rochester; Kordite Co., Macedon, N. Y.;
 Richardson Corp. (Fountain Fruits & Syrups)
 Rochester; Stromberg Carlson Co. (Elec-
 tronic equipment) Rochester, N. Y.; Sym-
 onds Farms (Frozen Food) Utica, N. Y.

Estimated Radio & TV Billings: \$365,000.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.

Phone: REgent 6-3521
 AAAA—ABP

President Lowe Runkle
 Vice-Presidents Roger Pishny,
 Howard Neumann, Monty Mann.

Radio, TV Director. Martin H. Fuller
Radio Accounts: Cain's Coffee Co. (Coffee,
 Tea, Spices); Local Federal Savings and
 Loan; Liberty National Bank (Banking);
 Kerr-McGee Oil Industries, Okla. Gas &
 Electric Co.; Meadow Gold Dairy; Dulauey
 Distributing Co. (Appliance Distributors);
 Air Products (Distributors), Okla. City.

TV Accounts: Cain's Coffee Co. (Coffee,
 Tea, Spices); Liberty National Bank (Bank-
 ing); Southwestern Bell Telephone (Tele-
 phone Service), Oklahoma City; Oklahoma
 Publishing Co. (Newspapers); Consolidated
 Gas (Gas Utility), Oklahoma City, Okla.;
 Safeway Stores, Okla. City; Superior Feed
 Mills, Meadow Gold Dairy, Kerr-McGee Oil
 Industries, Oklahoma Gas & Electric Co.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 6-6400

AAAA—ABC—ABP—ANPA—APA—NOAB
 PPA

Chrmn Exec. Comm. F. Barry Ryan, Jr.
 Chrmn. of the

Bd. Paul E. Watson (Chicago)
 Vice Chrm. of Bd. Robert Watson
 President. F. Kenneth Beirn
 V.P., Sec'y-Treas. J. Lewis Ames
 V.P., Dir. of Radio & TV. George Wolf
 V.P., Radio & TV

Copy Chief. Douglas MacNamee
 Suprv. of Film Prod. Philip Feld
 TV Art Dir. Ken Haverstick
 Bus. Mgr., Radio-TV Dept. Havis Medwick
 V.P., Media Dir. Daniel M. Gordon
 Prod. Supervisors. Dorothy Rivers, Ted Storb
 Mgr., Time Buyers. Vincent DeLuca
 Time Buyers. Mary Dowling,
 Edward Sherinian

Radio-TV Writers. Louis deMilhau,
 Marianne Zeamer

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
 Phone: FInancial 6-1833

Exec. V.P. H. B. Groseth
 Exec. V.P. R. W. Metzger
 V.P., Manager. William W. Watson
 V.P. Dir. of Radio-TV. George B. Anderson
 Production Manager. Jerry Sperling
 Dir. of Sales Training, Visual

Comm. Don Durian
 V.P., Chief Time Buyer. Holly Shively
 Time Buyers. Irene Hess, Edmund Kasser
 Carew Tower, Cincinnati 2, Ohio
 Phone: GARfield 1-5800

Manager. Alex G. Pappas
 1412 Main St., Dallas 2, Texas
 Phone: RIVERSide 6453

Manager. Alex G. Pappas
 7430 Second Boulevard, Detroit 2, Michigan
 Phone: TRInity 4-2200

Exec. V.P. Tod Reed



5615 Tammin St., Houston 4, Texas
 Jackson 4-7531
 V.P., Manager.....Theodore F. Keady
 3440 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUnkirk 8-0371
 V.P. & Pacific Coast Mgr....John H. Weiser
 Dir., Radio-TV.....Edward E. Simmons
 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: MIdway 5-7711
 Manager.....William M. Amundson
 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
 840 National Press Bldg., Washington 4, D. C.
 Phone: EXecutive 3-6730
 V.P., Manager.....Donald J. Wilkins
Radio Accounts: Addit Co. (Addit) Detroit, Mich.; Allied Florists Assn. of Illinois (Florists) Chicago, Ill.; Apparatus Distributors (G.E. Distributor) New York, N. Y.; Arthur Murray School of Dancing (Dancing Instruction) New York, N. Y.; Blue Cross-Blue Shield (Hospital & Medical Insurance) St. Paul, Minn.; Bon Ami Co. (Jet Bon Ami) New York, N. Y.; Climalene Co. (Climalene) Canton, Ohio; Ed James Buick Co. (Automobiles) Los Angeles, Calif.; Erickson Petroleum Corp. (Gas & Oil Operation) Minneapolis, Minn.; Frito New York, Inc. (Fritos, Chee-Tos, Ta-Tos) New York, N. Y.; Frito Tri-State Corp., Philadelphia, Pa.; Frito Wisconsin, Inc., Monroe, Wis.; First National Bank of St. Paul, St. Paul, Minn.; General Electric Supply Co. (Distributor of Appliances) Houston, Tex.; Janney, Sempfle, Hill & Co. (Paints & Hardware) Minneapolis, Minn.; Kenton Pharmaceutical Co. (Sal-Fayne) Cincinnati, Ohio; Lewis-Howe Co. (Tums) St. Louis, Mo.; Nalley's Inc. (Mayonnaise, Salad Dressing) Seattle, Wash.; Pacific Coast Paper Mills of Washington, Inc. (M-D Tissue) Seattle, Wash.; Pacific Finance Corp. (Loans) Los Angeles, Calif.; Puget Sound Power & Light Co. (Utility) Seattle, Wash.; Red Top Brewing Co. (Red Top Beer) Cincinnati, Ohio; Safeway Stores, Inc. (Skylark Bread) San Francisco, Calif.; Seattle-First National Bank, Seattle, Wash.; Staley, A. E. Mfg. Co. (Sta-Puf, Sta-Flo) Decatur, Ill.; Sunheat Fuel Oil, Philadelphia, Pa.; Sun Oil Co. (Blue Sunoco Gasoline) Philadelphia, Pa.; Texas State Optical Co. (Opticians & Optometrists) Beaumont, Tex.; Wrigley, Wm., Jr., Co. (Double-Mint Gum) Chicago, Ill.
TV Accounts: Addit Co. (Addit) Detroit, Mich.; American Home Products Corp., Whitehall Pharmaceutical Div. (Neet) New York, N. Y.; Apparatus Distributors (G.E. Distributor) Brooklyn, N. Y.; Blue Cross-Blue Shield (Hospital & Medical Insurance) St. Paul, Minn.; Bon Ami Co. (Jet Bon Ami)

New York, N. Y.; Brown & Williamson Tobacco Co. (du Maurier Cigarettes) Louisville, Ky.; Climalene Co. (Climalene) Canton, Ohio; Ed James Buick Co. (Automobiles) Los Angeles, Calif.; Erickson Petroleum (Gas & Oil Operation) Minneapolis, Minn.; Frito Co. (Fritos, Chee-Tos, Ta-Tos) Fritos of Cleveland, Barberton, Ohio; Frito New York, Inc., Mamaroneck, N. Y.; Frito Tri-State Corp., Philadelphia, Pa.; Frito Co., Western Div., Los Angeles, Calif.; Fritos Wisconsin, Inc., Monroe, Wis.; General Electric Supply Co. (Distributor of Appliances) Houston, Tex.; Gulf States Utilities Co. (Utility) Houston, Tex.; Janney, Sempfle, Hill & Co. (Paint & Hardware) Minneapolis, Minn.; Kenton Pharmaceutical Co. (Sal-Fayne) Cincinnati, Ohio; Lewis-Howe Co. (Tums) St. Louis, Mo.; Lone Star Gas Co. (Natural Gas Service, Gas Appliances) Dallas, Tex.; Nalley's, Inc. (Mayonnaise, Tang Salad Dressing, Canned Meat Products) Tacoma, Wash.; Red Top Brewing Co. (Red Top Beer) Cincinnati, Ohio; Safeway Stores, Inc., Fairfax Baking Co. (Skylark Bread) San Francisco, Calif.; Seattle First National Bank (Banking) Seattle, Wash.; Serta Associates, Inc. (Mattresses & Box Springs) Chicago, Ill.; Staley A. E. Manufacturing Co. (Sta-Flo, Sta-Puf) Decatur, Ill.; Sun Oil Co. (Blue Sunoco Gasoline) Philadelphia, Pa.; Texas State Optical Co. (Optometrists and Opticians) Beaumont, Tex.; TV Time Foods, Inc. (TV Time Popcorn) Chicago, Ill.; Wrigley, Wm., Jr., Co. (Doublemint Gum) Chicago, Ill.

LEWIS EDWIN RYAN ADVERTISING

726 Jackson Place, N. W., Washington, D. C.
 Phone: REpublic 7-7606

AAAA-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,
 Walter Kerwin, James Gould, Samuel Patterson
 Art Directors.....James W. Steele
 William R. Clifford
 Dir., Radio-TV.....William J. Green
 Copy Chief.....Louise S. Coble
 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

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 Exec. Vice-President.....George B. Pampel
 Secy., Treas.....S. M. Sackheim
 Copy Chief.....Anne Green
 Art Director.....Arthur Singer
 Production Manager.....Bernard Spiro
 Media Director.....William Galker
 Account Executives.....Murray Hirsch,

Bernard Cooper, William Pitts, George B. Pampel, Glenda Sullivan, Ted Breining
Radio Accounts: The Antoyre Co. (Kitchen & Bathroom Accessories) New York; Peter Pan Foundations (Brassieres & Girdles) New York; Mother's Food Products (Gefilte Fish), Newark, N. J.; Nationwide Insurance (Auto, Fire, Life Insurance) Columbus, Ohio; Chauquin, Inc. (Wines, Cognac) Morrisville, Pa.

TV Accounts: Peter Pan Foundations, New York; Emenee Industries, Inc. (Musical Toys), New York, N. Y.

ST. GEORGES & KEYES, INC.

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

Phone: YUKON 6-7575

AAAA-ABP-ANPA-ABC

President.....Stanley J. Keyes, Jr.
 Vice-Pres.-Art Director...Alfred A. Anthony
 Acct. Executives...Marshall Murphy, Sydney Huntley, Roy Williams, John Lawton
 Production Manager.....William Korcak
 V.P., Media Dir.....James J. Freeman
 V.P., Public Rel. Director...Torrey Stearns

Branch Offices

1004 No. Charles St., Baltimore 18, Md.

Phone: PLaza 2-0809

Manager.....Roy Williams
Radio Accounts: Davison Chemical Co., Div. of W. R. Grace & Co. (Fertilizers), Baltimore, 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-ABC

President.....Walker Saussy
 Vice Presidents.....Joseph Shields, Jr., D. W. Ziegelasch

Radio Time Buyer.....Stanley Starr
 Acct. Executives.....Jules Robert, Wallace Dorion, Jr.

Secretary.....Dorothea Schlesinger
 Treasurer.....Alvin C. Camus
 Production Mgr.....Donald Levy
 Art Director.....J. J. Wolf, Jr.
 Radio-TV Dir.....John Browne

Radio Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees); L. A. Frey & Sons, (Meat Products) Henderson Sugar Refinery, New Orleans; Hiheruia Homestead (Bldg. Loan & Savings) New Orleans.

TV Accounts: American Brewing Co., Miami, Fla.; Elmer Caudy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; Hibernia Homestead (Building Loans); White Bros. (Jewelry Store); General Electric Supply Co.; L. A. Frey & Sons (Meat Products), New Orleans & Lafayette, La.

FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.

PLaza 1-2156

President.....Frank B. Sawdon
 Vice-President, Media Dir.....Jerry Bess
 Time Buyer.....Tom Mannos
 Radio-TV Production.....Jack Wilcher
 Coordinator.....James Hackett

Branch Office

8721 Sunset Blvd., Hollywood, Calif.

Phone: CRestwood 4-7585

Office Manager.....M. B. Scott
Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Radio Station WIND, Chicago.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.

SCHECK 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).

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.

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.

Phone: MUrray 7-8294

President.....Joseph P. Schneider
 Exec. V.P.....Alfreda Walsh
 Secretary.....Philip Nemiroff
 Prod. Mgr.....Mark Barry
 Space Buyer.....Margaret Cassidy

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 17, Calif.
Phone: Michigan 2396
ABP—ANPA

Owner.....T. D. Scholts
Radio-TV Dir.....Kenneth C. Higgins

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4813-4-5
ABP ANPA—AFA ABC

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.....Roger M. Shea

Radio Accounts: Gladding's, 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; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence; Providence Retail Trade Board (Chamber of Commerce); California Artificial Flower Co., Providence, R. I.; Johnson & Wales Business School, Providence; Monogram Shop (Monogramming, Gifts) Providence; R. F. Provision Co. (Meat Packer) Johnston, R. I.; William H. Harris (Furrier) Providence, R. I.

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.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 3-2133
ANPA—APA—PPA

President.....Freeman Keyes
Exec. Vice Pres.....Harry H. Maus
Vice 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, Jesse Livermore, Don Reed
Sec. Treas.....E. V. Owen
Time Buyer.....Merle Myers
Radio-TV Director.....R. B. Young
Dir. Film Prod.....Alan Lee

Branch Offices

121 Monument Circle, Indianapolis 9, Ind.
MElrose 5-1361

V.P. in Chg.....Paul Richie
118 S. Robertson Blvd., Los Angeles, Calif.
Phone: CRes-tvlew 1-7613

Vice Pres. in Chg.....Lou 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 & Pabasonex), Fort Wayne, Ind.; Lanolin Plus (Cosmetics).

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.; Topco Assocs. (Canned Foods), Chicago; Lanolin Plus.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP

President.....Edward Shapiro
Vice-President.....Leonard Goldsmith
Secretary.....H. 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.

JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.
Phone: MOhawk 4-6323
ANPA

President & Treas.....John W. Shaw
Vice-Presidents.....David E. Guerrant,
P. L. O. Smith, Sigmund E. Seaman,
Norman R. Anderson

Secretary.....Robert C. Milner
Time Buyers.....Robert A. Landers,
Isabel McCauley

Radio Accounts: Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dorneyer Corp. (Electric Appliances-Power Tools); Lumbermens Mutual Casualty Co. (Insurance); Quaker Oats Co. (Corn Goods, specialty products); Webcor, Inc. (Enceps, Tape Recorders, Diskchangers) all Chicago.

TV Accounts: Colgate-Palmolive Co., Dorneyer Corp.; Quaker Oats Co., Webcor, Inc.

SILTON BROTHERS, INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP ANPA IAAE, PPA

President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
V.P., Media Dir., Radio-TV

Producer.....Earle W. Hoffman
V.P. Art.....Andre B. Paquette
Time Buyer.....Marie E. Kachinski

Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance); New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain); Luby Chevrolet Co.; Magee's (Appliance Dealer), all Boston, Mass.

TV Accounts: Craftsman Insurance Co., New England Provision Co.; The Barcolene Co.; Elm Farm Foods Co.; Magee's; Luby Chevrolet Co.; Penobscot Shoe Co.

Estimated Radio & TV Billings \$750,000.

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
Phone: 62-1691
SNPA—ANPA—APA—NOAB—ABP
FAAG

Partners.....Milton Simon, H. N. Gwynn
Art Prod. Mgr.....Carlos Gordon
Radio-TV Accounts: American Snuff Co.,
Donald Furniture Co., The HumKo Co., Rob-
bilio & Cuneo (Ronco Foods), American
Tea & Coffee Co.; WMC, WMCT, Memphis,
Tenn.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—ABP

Partners.....Leonard N. Simons,
Lawrence J. Michelson
Prod. Mgr.....Arthur H. Copland
Account Exec.....Richard N. Hughes
Art Director.....Al Sielaff
Radio-TV Dir., Time Buyer.....George J. Hill
Radio Accounts: Cunningham's Drug
Stores (Drug, etc.), Keopplinger Bakery
(Baked Goods), Krun-Chee Potato Chips
(Potato Chips), (Pretzels), Marshall Drug
Company (Drugs), Cleveland, Ohio; Benja-
min Rich (Real Estate), Sealy Mattress Co.
(Mattresses), Taylor's Inc. (Dodge-Ply-
mouth), Detroit, Mich.; Velvet Peanut Prod-
ucts (Peanut Butter); E & B Brewing Co.
People's Outfitting Co. (Dept. Store); Dos-
sins Food Products (Pepsi-Cola); General
Electric Supply Co. (Appliances); Guardian
Savings & Loan; Lasky Furniture; City Bank,
Detroit, Mich.; Leo Adler Co. (DeSoto-Ply-
mouth); Mohawk Lumber Co., Detroit,
Mich.; Lix (Cough Formula), Detroit;
Stone's Jewelers, Detroit; Schmidt's (Beer),
Detroit; Wrigley's Super Markets, Detroit;
Arkay (Prepared Foods); Wrigley Markets;
Gold Bell (Gift Stamps); Epps Four Great
Stores (Sporting Goods).

TV Accounts: Cunningham's Drug Stores
(Drugs, etc.); Dossin's Food Products (Pep-
si Cola); Keopplinger Bakery (Baked
Goods); Krun-Chee (Potato Chips); Peo-
ple's Outfitting Co. (Dept. Store); Sealy
Mattress Co. (Mattress Mfg.); Taylor's Inc.
(Automotive); Velvet Peanut Products (Pea-
nut Butter); E & B Brewing Co.; Hanson
Chevrolet; Leo Adler Co. (DeSoto-Ply-
mouth); Mohawk Lumber Co.; Wrigley's
Super Markets; City Bank, Detroit, Mich.;
Lix.

Estimated Radio-TV Billings: \$1,150,000.

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
JUNiper 4-2163
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, Maurice H.

Byrne
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
Acct. Executives.....Ronald P. Taylor,
Robert E. Quaid, W. C. Sutherland, R. M.
Jenkins, E. V. Hudson, Jules A. Petrenes,
J. J. Matelan, R. K. Pearson, William D.
Morrissey, Charles McClelland

**SON DE REGGER ADV. AGENCY
INC.**

321 Eleventh 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 3-4789
Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Media Dir.....Theresa Kalashian
Acct. Exec.....Robert F. Hayward
Radio Accounts: Peoples Savings Bank,
Mechanics Natl. Bank, Smith & Fyfe, Inc.
(Ice Cream) Worcester.

**RAYMOND SPECTOR COMPANY,
INC.**

445 Park Ave., New York 22, N. Y.
Phone: MURray Hill 8-4407
ABP—ANPA—APA—PPA

President, Treas.....Raymond Spector
Client Service.....Bert Schwartz
Art Director.....Irving Trabich
Production Manager.....Bernard Luden
Research Director.....Charles Goldberg
Radio-TV Director.....Diek 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, Acct. Exec.....William Spitz
Art Director.....Frederic Berg
Copy Chief.....Madeline Clark
Production Mgr.....Diane Davis
Space & Time Buyer.....Martha Mathews
Radio-TV Dir., Acct. Exec....Harry J. Accurso



Radio Accounts: Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Molhican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

TV Accounts: Beddin Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Corp.; Hotel Syracuse; Ononadaga Supply Co., Inc. (Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spectator-Genesee Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., (Greeting Cards), Syracuse; Syracuse Glass Co.; Syracuse National Shows, Inc.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

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

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811
CAAA CDNPA

President.....G. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
Gen. Mgr. & Sec.-Treas.....W. H. Reid
Radio-TV Director.....T. R. Hart
Time Buyer.....E. McCullagh

Branch Office

3105 Addington Ave., Montreal, Quebec
Phone: WA 0341

Co. Mgrs.....D. McCrimmon, J. Randle
Radio-TV Dir.....P. E. Corbeil

Radio-TV Accounts: Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fab Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (CAB Product-) Peterboro, Ont.; Kimberly-Clark Prod. Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coult's Co., Ltd. (Hallmark Greeting Cards) Toronto, Ont.; The Tea Council (Tea) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; B. F. M. Ltd. (Colibri Lighters) Montreal, Que.; McCormicks Biscuit Co. (Biscuits) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; John Ingles Co., Ltd. (White Goods) Toronto; Lehu & Fruk, Ltd. (Lysol) Toronto; Dorothy Gray, Ltd. (Cosmetics) Toronto; Lesquen-

dier Ltd. (Cosmetics) Toronto, Ont.
Estimated Radio-TV Billings: \$1,500,000.

BARTON A. STEBBINS ADVTG.

3112 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-3131
ABP ANPA AAAA

Owner.....Barton A. Stebbins
Acct. Executives.....A. W. Gudelman,
Nat. Jeffras, Judd Graham
Time Buyer.....A. W. Gudelman
Radio Accounts: Vitalba Corp. (Brewster's Food Supplement) Roseda, Calif.; Certified Grocers of Calif. (Royal Host, Perfect Host, and Guest coffees) Los Angeles, Calif.; Old Fashion Products (Foster's Freeze) Compton, Calif.

TV Accounts: Certified Grocers of Calif.; Old Fashion Products; Signal Oil Co. (Gasoline) Los Angeles, Calif.

STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: REdmond 9-5317
PPA ANPA ABP APA AAAA ABC
NBP

President.....Hal Stebbins
Vice Presidents.....Paul Winans, Robert Laws
Sec. Treas.....Edna Page Aekerman
Art Dir.....Jack Eipper, Jack Vibber
Prod. Mgr.....M. Seluknocht
Acct. Execs.....Harvey Hickman, Richard Lewis, Margot Stevens

STERLING ADV. AGENCY

535 5th Ave., New York 17, N. Y.
Phone: MURray Hill 7-3400
ANPA PPA ABP

Chr. Bd. Pres.....S. M. Brown
Treasurer.....Herbert Goldsmith
Media Director.....Alfred B. Ulow
Radio Accounts: Milium Division, Deering, Milliken & Co. (Lining Material); Fashion-orama Mgt. Corp. (Fashion Exposition) both New York, N. Y.

TV Accounts: Milium Division, Deering, Milliken & Co.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: DUMbar 1-5600

AAAA ABP ANPA APA- PPA NOAB
Chrmn. of Board.....William Z. Burkhardt
VP, Sec. & Copy Chief.....Ronald S. West
Pres. Dir. of Contact, Joseph D. Nelson, Jr.
Exec. V.P., Treas.....C. Thomas Martin
Time Buyer, Art Dir.....Robert Helmich
Television Director.....Gary Lee
Penn. Mer. Radio-TV.....Robert Huber

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 Schantz
Prod. Mgr.....Norman Ludlow
Office Manager.....Janet Thomas

Radio and TV Accounts: Harry Forman Cl.

Radio and TV Accounts: Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; 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; Snyder's Seat Covers, 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
Publicity Dir.....William McMorro

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 Clan Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

477 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-1600

ANPA-APA-NOAB-PPA-NBP-AAAA
President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....S. Heagan Bayles
Vice-Pres., Secy.....John P. Cohane
Vice-Pres.....Ralph Smith
Vice-Pres. & Treas....T. Newton Weatherby
Vice-Pres.....Lloyd W. Baillie
V.P. & Copy Chief.....Joseph Leopold
V.P. & Media Dir.....Francis Minehan
V.P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....Mary A. Ayres
Vice-Pres.....Herbert A. Vitriol

Vice-Pres.....A. K. Spencer
Vice-Pres.....Luther H. Wood
Vice-Pres.....Maitland Jones
Vice-Pres.....John H. Hosch, Jr.
Vice-Pres.....Ida S. Raisback
Vice-Pres.....Barrett Welch
Vice-Pres.....William M. Spire
Vice-Pres.....Horace Hagedorn
Vice-Pres.....Joseph Hardie
V.P., Research Dir.....Timothy J. Healy
V.P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed
V.P., Network Operations.....George Frey
V.P., TV-Radio Pgn. Dev..Robert W. Ballin

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-2119

Vice-Pres. &
TV-Radio Dir.....John Van Nostrand
Assistant.....John G. Cole
Accounts: American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Pyclope Tooth Brushes); Blue Coal Corp. (Blue Coal); Carter Products (Arrid Cream Deodorant, Rise Instant Lather); J. H. Filbert, Inc. (Mrs. Filbert's Margarine, Mayonnaise and Salad Dressing); Gunther Brewing Co. (Gunther Premium Dry Beer & Ale); Hudnut Sales Co. (Cosmetic Div., DuBarry Preparations, Hudnut "Light and Bright"); Junket Brand Foods Div., Chr. Hansen's Laboratory (Junket Rennet Powder & Tablets, Quick Fudge & Frosting Mix, Danish Dessert, Freezing Mix, Sherbet Mix, Fondant Mix); Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co. (Richard Hudnut Quick Home Permanent, Pin-Quick, Children's Quick, Enriched Creme Shampoo, Creme Rinse, Rinse 'n Set); V. La Rosa & Sons (Macaroni, Spaghetti Sauces, Pizza Pie Mix, Prepared Italian Food Specialties); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum); Noxzema Chemical Co. (Noxzema Skin Cream, Brushless Shave Cream, Suintau Lotion); Smith Brothers (Cough Drops & Cough Syrup); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Pharnacal Co. (BiSo-Dol Mints, BiSoDol Powder, InfraRUB).

TALAD CORPORATION

730 Fifth Ave., Suite 1901, New York 19, N. Y.
Phone: COlumbus 5-3550

PresidentCharles Bernard
Sec'y-Treas.Philip R. Leeds
Art Director.....Leonard Kessler
Asst. to Pres.....Rita Hughes
Radio Account: Superior Insurance Plan.



J. WALTER THOMPSON COMPANY

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

Phone: MUrray Hill 3-2000

AAAA-ABP-ANPA-APA

Chairman.....Stanley Resor
 Vice Chairman.....Henry C. Flower, Jr.
 Vice Chairman.....Samuel W. Meek
 President.....Norman H. Strouse
 Dir., Radio-TV.....Dan Seymour
 V.P. & Dir. of Media.....Arthur A. Porter
 Adm'n., Radio-TV.....John F. Devine
 TV Group Heads.....Robert E. Buchanan,
 Storrs Haynes, Al Morrison
 Associate Media Dir.....Alvin Dreyer,
 James O. Luce, Anne Wright, Gerald Ver-
 non, Richard Jones, Jack Green

Branch Offices

410 No. Mich. Ave., Chicago, Ill.

Phone: MOhawk 4-6700

Vice Pres., Mgr.....George C. Reeves
 Radio-TV Mgr.....John E. Mosman
 Media Dir.....John de Bever
 535 Griswold St., Detroit, Mich.
 Phone: WO 2-8890

V.P., Mgr.....John L. McQuigg
 Radio-TV Acct. Suprv.....Donald Thorburn
 Radio-TV Rep.....Eldon Hazard
 6399 Wilshire Blvd., Los Angeles, Calif.
 Phone: WE 3-7201

V.P., Mgr.....Cornwell Jackson
 220 Miracle Mile, Coral Gables, Fla.
 Phone: Miami 83-5487

Manager.....Eugene Austin
 320 California St., San Francisco, Calif.
 Phone: GA 1-3510

V.P., Mgr.....Harry A. Lee
 Time Buyer.....Frances Austin
Radio Accounts: Joseph Schlitz Brewing
 Co., Pharma-Craft Corp.; Mentholatum, Shell
 Oil Co., Chun King Sales, Inc., Scott Paper
 Co., Murine, Panagra, Ford Div., Ford Motor
 Co., Ward Baking Co.

TV Accounts: Giba Pharmaceutical Prod.,
 Inc., Pan American, Johns-Manville, Alu-
 minum Ltd., Lever Bros., Standard Brands,
 Inc., Mentholatum, Blue Cross, Blue Shield,
 Scott Paper Co., Chesebrough-Pond's, East-
 man Kodak, Kraft Foods Co., Ford Div.,
 Ford Motor Co., Bril'o, Seven-Up, Joseph
 Schlitz Brewing Co.

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
 Vice-Pres.....F. Haas, F. Nye

Radio Accounts: J. W. Beardsley'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.; Filler 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 (Jer-
 sey Jill Eggs), Lakewood, N. J.; Terry Candy
 Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas

Phone: RI 8-4744

AAAA-ABP-ANPA-AFA

President.....Morris Hite
 Exec. Vice-Pres.....Clay W. Stephenson, Jr.
 Media Dir.....Ernestine Parker
 Radio-TV Director.....Lawrence E. DuPont

Branch Office

2332 W. Holcombe, Houston 25, Texas

Phone: MO 7-3306

1501 Canal St., New Orleans 16, La.

Canal 9278

Radio Accounts: Borden Co. (Southern
 District); Duncan Coffee Co., Houston; Im-
 perial Sugar Co., Sugarland; Burrus Mill &
 Elevator Co. (flour), Dallas; Adleta Com-
 pany, Dallas; Reserve Life Insurance Co.,
 Dallas; Frito Co., Dallas, Texas; American
 Brewing Co. (Beer), New Orleans, La.;
 Radio Stations, WFL, New Orleans, La. &
 KRLD, Dallas, Tex.

TV Accounts: Borden Co. (Southern Dis-
 trict); Duncan Coffee Co., Houston; Im-
 perial Sugar Co., Sugarland; Kings Candy
 Co., Ft. Worth; Haggar 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

Accounts: Bernheimer, D. F., & Co.;
 Colonial Boat Works; Dyson Shipping,
 N. Y.; Emery, John S. Co.; Fi-hetti Bros.;
 General Register Corp.; Haeuser Shellac Co.
 Inc.; Jadov, B. Inc.; K & W Products Corp.;
 Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic
 Steamship Line; 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

Exec. Dir.....Albert G. Wade, II
 General Manager.....Paul McCluer
 Senior Acct. Exec.....Robert E. Dwyer
 Acct. Exec.....Lawrence W. Davidson
 Research Dir.....Gordon Norberg
 Art Director.....J. B. Hoopes
 Dir. Radio Pgm's.....P. C. Lund
 Media Director.....Louis J. Nelson

Space, Time Buyer.....David S. Williams
 Dir. of Network TV Pgms.....Jack Farnell
 Dir. of TV Film Dept.....Booth Luck

Branch Offices

Wade Advertising Agency, Inc.
 6381 Hollywood Blvd., Hollywood 28, Calif.
 Phone: H0ollywood 4-7457

Exec. Vice Pres.....Robert E. Dwyer
 Vice Pres.....Snowden Hunt, Jr.
 Vice Pres.....Forest F. Owen, Jr.
 Director, Radio-TV Oper.....Edgar Pierce
 10 East 49th St., New York, N. Y.
 Phone: PLaza 5-4156

Eastern Radio, TV Dir...Henry J. Opperman

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., (Bactine) Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco; Joe Maggio; Greene & Henkle; National Van Lines; Paper Products Co.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, One-A-Day Brand) Vitamins, Elkhart, Ind.; Albertoculver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., (Bactine) 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 & ASSOC. CO.

Talbot Bldg., Dayton 2, Ohio
 Phone: HEMlock 5542

AAAA-ABP-APA-PPA-ANPA
 CAAN

PresidentHugo Wagenseil
 Vice President.....Paul B. Willis
 Vice President.....W. H. Ford
 Radio Director.....F. R. Harwood
 V.P., Creative Dir.....Harley C. Case

W. S. WALKER ADVERTISING CO.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.
 Phone: GRant 1-1900

ABP-ANPA

President.....C. P. Richardson
 Exec. V.P.....F. L. Newmeyer, Jr.
 Vice Presidents.....A. F. Young,
 Norman Burk

Sec'y-Treas.....George Luchik
 Radio-TV Dir.....Robert B. Stevens

Radio Accounts: Aunt Hannah's Bakery (Food Products) Pittsburgh, Pa.; Sterling Oil Div. of Quaker State Oil Refining Corp. (Gas & Oil) Emlenton, Pa. & St. Marys, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Milk and Ice Cream) Uniontown, Pa.;

Pittsburgh Coke & Chemical (Insecticides) Pittsburgh, Pa.; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh, Pa.; Blackstone Corp. (Laundry Equipment) Jamestown, N. Y.; Niagara Therapy Mfg. Corp. (Massage Equipment) Adamsville, Pa.

TV Accounts: Aunt Hannah's Bakery, Sterling Oil Div. of Quaker State Oil Refining Corp., Blackstone Corp., Niagara Therapy Mfg. Corp., I. N. Hagan Co., Pittsburgh Coke & Chemical, Allegheny Ludlum Steel Corp., Disco Div. of Pittsburgh Consolidation Coal Co.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
 Phone: MURray Hill 5-8950

ABP-ANPA-PPA

President.....Norman D. Waters
 Vice Presidents...Bliss Woodward, Marvin Sherres
 Secretary.....Elaine L. Waters
 Space Buyer.....Bernard Beallor
 Production Mgr.....Herbert Jacobs
 Office Manager.....Mimi Luden
 Art Director.....Robert Bergman
 Mechanical Art.....Robert R. Brown
 Account Execs.....Norman Waters,
 Bliss Woodward, Leonard Koven, Marvin Sherres, Roy Friedlander
 Paris, France, 1 Ave. Franco-Russe
 ManagerFaith 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, 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; Relaxacior Sales Co.; Mason & Hamlin Piano Co.; Modell Jewelers; Michaels Brothers (Dept. Store), Schane Pontiac Corp., Sonotone of New York; Big 4 Buick



Dealers: Radio-TV Training Assn.: Nat'l. Home Study School; Zenith Radio Corp. Tri-State Buick Dealers Assn., all New York, N. Y.

TV Accounts: Sachs Quality Stores; Vinu Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizer; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center; Dale Dance Studios; Davega Stores; Monarch Buick Co.; Zenith Radio Corp. of N. Y.; Schaue Pontiac Corp., 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-AFA

President.....H. Paul Warwick
Vice-Presidents.....Henry Legler,
S. O. Youngheart, Arthur Deerson, Thomas
H. Shanley, C. E. Staudinger

Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir...Robert Steen, Joe Gratz

Radio Accounts: Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Ex-Lax, Inc. (Chocolated Laxative) Brooklyn, N. Y.; Williams Baking Co. (Bread and Baked Goods) Scranton, Pa.

TV Accounts: Ex-Lax, Inc. (Laxative), Brooklyn, N. Y.; Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Schick, Inc. (Electric Shavers) Lancaster, Pa.

Estimated Radio & TV Billings: \$6,350,000.

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
Phone: LOcust 3-1570

President.....G. S. Wasser
Vice Pres.....E. J. Laughlin
Media Director.....Harry Anderson
Art Dir.....A. S. Ziaukas
Radio, Television Director.....Alvin Roth
Acct. Execs.....Owen Daley, Paul LeBoeuf
Copy Chief.....Sally Kohl

Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; City Products Corp. (Ice), Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; Timken Silent Automatic Div. of Scaife Co. (Furnaces) Oakmont, Pa.; Morrison & McCluan (Frozen Foods) Pittsburgh, Pa.

WATTS, PAYNE-ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: DIAMond 3-8108

AAAA

Chairman of the Board.....Don Watts
Pres., Treas.....Oscar 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 Coordinator.....Larry Bettis
Radio-TV Copy Writer.....Sally Milstead
Radio-TV Traffic.....Carolyn Johns
Radio-TV Director.....Don Mitchell

Radio Accounts: Oklahoma Tire & Supply Co., Mid-West Chevrolet, Prather's Prescriptions, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Watts, Plumbing & Electric, Bell Oil & Gas, Hawks Dairies, Angel's Drive-In, Commonwealth Life Ins., Downtown Tulsa, Unlimited, Brown-Dunkin Dept. Store, Tulsa, Okla.

TV Accounts: Oklahoma Tire & Supply, Mid-West Chevrolet, Bell Oil & Gas, Mason's Furniture & Appliance, Jitney Jungle, (Grocery Chain); Hanna Lumber Co., Burt's Ice Cream, Okla. Natural Gas, all Tulsa, Okla.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
Phone: LO 5-6462

President.....M. A. Weiss
Sec'y., Treasurer.....Andrew Weiss
Art Director.....Trudy Kadisch
Production Mgr.....Irwin Bogin
Media Director.....Audrey Bernfeld
TV Director.....Bernard Schiff
Acct. Execs.....M. A. Weiss, Andrew Weiss,
L. Sturms, Vi Porte

EDWARD H. WEISS & CO.

London Guarantee Bldg.
360 N. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-7252

President.....Edward H. Weiss
Exec. Vice Pres.....Irving D. Auspitz
V.P., Dir. of Media.....Jack Bard
V.P., Copy Dir.....Byron A. Bonenheim
V.P., Acct. Supvr.....Bernard J. Gross
Dir. Motivation

Research.....Mary Jane Grunsfeld
V.P., Acct. Supvr.....Robert Harris
V.P., Acct. Supvr.....Jerome Joss
V.P., Creative Dir.....Lee King
V.P., Sec'y., Radio-TV Dir.,
Acct. Supvr.....Marvin L. Mann
V.P., Acct. Supvr.....Kenneth Murison
Treas., Business Mgr.....Ernest Stern

Branch Office

460 Park Ave., New York, N. Y.

Accounts: American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); Autopoint Co. (Ballpoint Pens); James B. Beam Distilling Co. (Jim Beam Bourbon, Beam Bottled in Bond Bourbon, Beam's Pin Bottle Bourbon); Clear Springs Distilling Co. (Baranof Vodka, Bhukov Vodka, Chateaux Vodka, Chateaux Flavore \ddot{d} Vodkas, Dark Eyes Vodka, Ph. Boilieux Brandy); John B. Canepa Co. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Kings Men; Lentheric, Inc.; Jose Escalante & Co.; General American Transportation Corp.; Parker Kalon; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Manhattan Soap Co.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Selby Shoe Co.; The Solvents & Chemical Group; Visking Co.

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

WESLEY ASSOCIATES, INC.

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

Phone: ELdorado 5-2680

ABP—ANPA—PAP—NBP—PPA—NOAB
President.....Leland G. Wesley
Exec. V.P.....Lindsay Fairweather
Chm. Plans Bd.....Atherton Pettingell
Vice President.....LeGrand L. Redfield
Art Director.....C. A. Rathkopf
Fashion Art Dir.....G. Heller
Prod. Mgrs...Herman Hecker, Ed Fitzgerald
Media Dir.....Jos D. Knap Jr.

WESTERN ADVERTISING AGENCY, INC.

4848 Wilshire Blvd., Los Angeles 5, Calif.

Phone: WEBster 8-2681

APA—ABP—NOAB

President.....Edward E. Keeler
Vice Presidents.....William Willson,
C. M. Grove
Sec'y.Frederick Botsford
Prod. Mgr.....Leo Carillo
Media Dir.....Norrine Freeman

WEXTON COMPANY, INC.

11 East 47th St., New York, N. Y.

Phone: MU 8-4050

ABP—ANPA

PresidentLarry Schwartz
Vice Presidents.....Ted Gravenson,
Ed Greenberg
Secy.-Treas.Howard Wechsler
Acct. Supervisor.....George Gilbert
Radio-TV Dir.....Larry Schwartz
Radio Accounts: W. Gobel (Hummel Fig-
urines), Bavaria.

TV Accounts: Burndy Engineering Co. (Electrical Products), Norwalk, Conn.; Metal Foil Products Mfg. Co., (Broil-A-Foil Trays) Linden, N. J.; O'Quin Charcoal Sauce, N. Y. C.

Estimated TV Billings: \$200,000.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.

Phone: DELaware 7-8000

AAAA—ABC—ABP—ANPA

PresidentLarry Wherry
Vice Presidents.....Bruce A. Baker,
Louis E. Tilden, Clifford Bolgard, Charles
A. Wilcox
Dir. of Radio & TV.....Louis E. Tilden
Media Dir.....Gordon Hendry
Vice Pres., Creative Dir....James D. Nevins
Radio Accounts: American Investment Co. of Ill. (Loan Corp.), St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling (Flour), Chester, Ill.; Manhattan Coffee Co., St. Louis, Mo.; Kerr-McGee Oil Industries, (Deep Rock Oil) Oklahoma City, Okla.; Carling Brewing Co. (Black Label Beer) Cleveland, Ohio; Chevrolet Dealers Assn. of Greater St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.
TV Accounts: American Investment Co. of Ill.; Chevrolet Dealers of Greater St. Louis; Manhattan Coffee Co., Carling Brewing Co., Miller Products Co. (Insect Repellent), all St. Louis, Mo.; Kerr-McGee Oil Industries, Oklahoma City, Okla.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.

Phone: CHEstnut 1-6380

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
Asst. Radio-TV Dir....Herbert P. Halpern
Vice Pres., Acct. Exec.....Walter Winius
Vice Pres.....William H. Austin

WOODWARD & BYRON, INC.

50 West State St., Westport, Conn.

Phone: CAPITAL 7-9554

Ch. of Bd., Treas.....Mark B. Byron
 Pres., Media Dir.....Van Lear Woodward, Jr.
 Vice Pres.....Thomas F. Cosgrove
 Secretary.....John Boyd
 Pub. Rel. Dir.....Thomas McNeil
 Vice Pres.....Edw. Wade

WYATT ADVERTISING AGENCY

401 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, Radio Dir.....A. J. Lewis
 Acct. Execs.....Tim Collins

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 9-5000

AAAA

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. Sergenian
 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
 V.P., Mgr., Radio-TV Pub.....Harry Rauch
 V.P., Mgr. Copy Dept....John B. Rosebrook
 V.P., Dir. Int'l. Div.....Lorimer B. Slocum
 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 Langhoff
 Mgr. of Radio-TV Oper....D. Y. Bradshaw
 V.P., Dir. Copy, Radio-TV

Com's.....George H. Gribbin
 V.P., Dir. Radio-TV

Commercials.....Charles Feldman
 V.P., Asst to Pres.....Thomas Lapham
 Vice-Presidents.....Milford Baker,
 Harry B. Carpenter, George B. Dippy, J.
 Brook Emory, Jr., Frank L. Henderson,
 Alexander Kroll, A. Gardiner Layng,
 Walter K. Nield, William L. Shinnick,
 Walter R. C. Washburn, Edward Bood,
 Robert Clayton, Montagu G. Miller, Ben-
 nard Pagenstecher, Paul Richardson, Louis-
 P. Weil, J. P. Wilkerson, Thomas W. Clark,
 H. Kierstead, Randolph McKelvey, Wil-
 liam D. Thompson, Thomas Cox, Douglas
 Murphey, Edgar Van Winkle.

Branch Offices

333 No. Michigan Ave., Chicago I, Ill.

Phone: FINancial 6-0750

V.P., Mgr.....Eldon E. Smith

V.P., Mgr.....John F. Whedon

645 Griswold St., Detroit 26, Mich.

Phone: WOODward 1-0067

V.P., Mgr.....Aldis P. Butler
 6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-2731

V.P. Radio-TV Dir.....Walter Bunker

120 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-1838

V.P., Mgr.....Edward A. Merrill, Jr.

611 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 6-7641

V.P., Mgr.....Jack W. Smock

Radio Accounts: Thomas J. Lipton, Inc.;
 Piel Bros., Inc.; General Foods Corp.; Gen-
 eral Electric Co.; Gulf Oil Corp.; Procter &
 Gamble Co.; American Home Foods, Inc.;
 Metropolitan Life Insurance Co.; Bristol-
 Myers Co.; Duffy-Mott; Calso Water Co.;
 Union Oil Co.; Simoniz Co.; Borden Co.;
 Drackett Co.; General Cigar Co., Inc.; Hunt
 Foods, Inc.; Singer Sewing Machine Co.;
 Time Inc.; P. Lorillard Co.; American Bak-
 eries Co.; Johnson & Johnson; Northern
 Paper Mills; 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.; Sanforized
 Div. of Cluett, Peabody & Co., Inc.; Drack-
 ett Co.; Hunt Foods, Inc.; Remington-Rand,
 Inc.; American Bakeries; Time, Inc.; North-
 ern Paper Mills; Kaiser Aluminum Co.;
 Metropolitan Life; National Shawmut Bank;
 Lincoln Div. of the Ford Motor Co.; Ham-
 mond Organ Co.; Calso Water Co.; W. P.
 Fuller Co.; United Vintners; Union Oil Co.;
 Simoniz Co.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

Owner.....M. A. Yount
 Acct. Executive.....M. John Yount
 Production Mgr.....Richard A. Lewandowski
 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

565 5th Ave., New York 17, N. Y.

Phone: PL 3-8340

ABP

Radio & TV Accounts: TV Programs of
 America, The Katz Agency.

WHO'S WHO
in
**AD AGENCY
TIME BUYERS**

**BIOGRAPHICAL SKETCHES
OF SOME OF THE TOP-
LEVEL TIME BUYERS**

1957

SULLIVAN, JEANNE, head time buyer at Norman, Craig & Kummel, Inc. B., 1924, New York, New York. Single. Entered agency field in 1943 at Duane Jones, as secretary. Promoted to time buyer post in 1945. She moved to Wyatt & Schuebel in 1951 as head time buyer. Left agency with Miss Schuebel in April, 1956, for Norman, Craig & Kummel as head time buyer. Member of Radio and Television Executives Society.



LINDEN, HEINZ, time and space buyer, Benton & Bowles, Inc., B. 1923, Berlin, Germany. Attended Marburg University, LL.B., 1948. Entered the agency field in 1953 at Benton & Bowles as a trainee. In 1954 he moved to the media analysis group. The same year Linden became assistant print buyer and was made print buyer in 1955. He became time and space buyer in 1956. Services: Crest Toothpaste.



SCHUBERT, GENEVIEVE, time buyer, Compton Advertising, Inc. B in N.Y.C. Single. Attended Columbia University Evening Session. Entered Badger, Browning & Hersey Advertising Agency in 1945 as estimator. She moved to Ted Bates & Co as time buyer in 1949, and switched to Compton in 1951 as time buyer. She services Nehi Corp., Remington-Rand & Sterling Brewers now.



WASSERMAN, ANITA, time buyer at Lawrence C. Gumbinner Advertising Agency, Inc. B., New York City. Attended Hunter College, B.A., 1948. Single. Did free-lance writing for radio. In 1947, was associated with Worldwide Broadcasting Foundation. Joined Gumbinner in 1949 as secretary. Became an assistant time buyer. In 1953, was named time buyer. Accounts serviced are Chap Stick, Q-Tips, Sacramento Tomato Juice, Rottan Cigars, and Filter Tip Tareyton Cigarettes.



ZEMLOWITZ, JEAN, media director and time buyer at Birmingham, Castleman & Pierce, B. 1930, N. Y. C., N. Y. Attended City College, BBA, 1951. Single. Entered Lewin, Williams & Saylor, 1951 as copy typist. Then she progressed to traffic manager and finally copywriter. She moved to Ritter, Sanford & Price as copy chief in 1954, and in 1956 came to Birmingham, Castleman & Pierce as media director.



BRAY, JACK T., time buyer at Cunningham & Walsh, Inc. B., 1931, Bronx, N.Y. Attended Fordham University, B.A., 1952. Single. Entered agency field in 1956 as assistant buyer at Benton & Bowles. At one time Bray was a page at NBC. Following 10 months association with B&B, he joined Cunningham & Walsh as a time buyer on their new account, Texaco. Also services Chase Manhattan Bank, N.Y. Daily News, Narragansett Beer, Pax Lawn Mower, & Brooklyn Union Gas.



GONSIER, IRA, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc. B. 1928, New York City. Attended CCNY, BS, 1949, New York University, M.A., 1951. M. Nora Lowenthal, 1952; Children, Amy Lee, 1955. Entered agency field in 1951 as research assistant at The Biow Co. Moved to Harry B. Cohen in 1952 as estimator, then assistant time buyer



then time buyer. In 1956, switched to SSC&B as a time buyer.

LA MONTAGNE, A. LEO, time buyer at Product Services, Inc. B. 1925, Boston, Mass. Attended University of Chicago. Single. Entered agency field in 1954 at Product Services, Inc., in research department. Became an estimator in 1955, and was promoted to time buyer in 1956. Primarily buy time for Dermagne and Tintair. LaMontagne currently resides in Manhattan. Resided in various countries, including France, England, and Mexico, where he attended various schools.



DUCEY, JAMES J., media buyer at Cunningham & Walsh, Inc. B. 1926, Bronx, N. Y. Attended St. Johns Univ., B.A. 1950. M. Anna Marie Smith, 1954. Entered agency field with William Esty in 1952 as assistant buyer. In 1954, joined Cunningham & Walsh as media buyer. Services Brisk and Super Suds, both Colgate products; also serv-



ices C. R. Squibb and Folgers Coffee. Served in U.S. Navy, 1954-1956.

HACKETT, JAMES J., time buyer at Frank B. Sawdon, Inc. B., 1929, New York City. Attended Swarthmore College. M. Joan Parkins, 1954; children, Dennis Reynolds, 1957. Entered agency field in 1953 at Cecil, Presbrey & Co., as media trainee. Following association with organization, Sept., 1953, joined Sawdon as radio-TV coordinator. Services Robert Hall Clothes. Served in U.S. Army, 1950-1952 as corporal. Member of Delta Upsilon, college fraternity.



CLAPP, ROGER H., time buyer at Benton & Bowles, Inc. B., 1928, Scarsdale, New York. Attended Amherst College, B.A., 1954. M. Patricia Townshend, 1954. Entered agency field in 1954, when he came to Benton & Bowles in the mail room. In May, 1955, he moved to media analysis as an assistant time and print buyer, and the following year, was



named time buyer on Regular Maxwell House Coffee, Yuban and Bliss.

SUREN, STEPHEN M., time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc. B. Brinkerton, Pa. Attended University of Kentucky, and graduated from University of Illinois, B.A., 1940. M. Clara Szauter; children, Barbara Ann, 1956. Entered agency field in 1947 at SSC&B in checking department. Moved to estimating department in 1948, became head estimator in 1950. The following year, was named time buyer.



SPRAGUE, JEREMY D., time buyer at Cunningham & Walsh, Inc., B., New York City. Attended Columbia University, B.A., 1955. Single. Entered agency field in 1949 in mail room at Compton. He became radio-TV estimator while there, then joined media research and was promoted to time buyer. In 1954 he joined



Cunningham & Walsh as time buyer. Sprague served in the U.S. Navy, 1951-1952, petty officer. Member of New York Athletic Club.

STEARNS, JAN. G., time buyer at Doyle Dane Bernbach, Inc. B., 1917, Bangor, Me. Attended Greenbriar College. M. Luellen L. Stearns, 1957. Entered broadcasting in 1943, at W M A S, Springfield, Mass. In 1945 went to Harold Cabot, Boston ad firm, to set up radio department, followed by TV. Became media dir. at Cabot in 1951. Left in 1952 to go to Sherman Marquette, which later became Bryan Houston. Joined present agency in 1955.



ZUVER, RICHARD. time buyer at Compton Advertising, Inc. B., 1931, Massillon, Ohio. Attended Trinity College, class of 1955. Single. Zuver entered the agency field in 1954, at Young & Rubicam, Inc. where he was located in the merchandising department. The following year, he moved to Compton in media statistics. He worked as an assistant time



buyer, and in 1956, was named time buyer handling Ivory Soap, and Dash Detergent accounts.

O'DEA, THOMAS J., time buyer at Sullivan, Stauffer, Colwell & Bayles. B. 1930, New York City. Attended New York Univ, M. Joan Cook, 1954; children, Noreen, 1955, Eileen, 1956. Entered agency field in mail room of Wm. Esty, 1949. In 1951 was associated with U.S. Air Force, until 1952. Rejoined Esty as media coordinator. Became network time buyer in 1953-1954. From 1954-1956, did spot time buying. Joined SSC&B in 1956.



WALSH, JOHN JR., time buying manager, D. P. Brother Advertising Agency. B., 1922, Detroit. Attended University of Detroit, and Sacred Heart Seminary College, B.A., 1945. M. Marjorie Convery, 1950; children, Elaine, 1951, Terrence, 1955. Jane, 1956. Walsh was first affiliated with the Maxon Advertising Agency, as an assistant to the media director in the agency's Detroit office. He spent nine years as assistant to the media director, and joined D. P. Brother, 1956.



KANE, MARTIN T., manager of broadcast of media. Ogilvy, Benson & Mather, Inc., B. 1921, Stamford, Conn. Attended Dartmouth. B.A., 1943. M. Marie Naphen, 1949; children, Thomas, 1950; Peter, 1953; Elizabeth, 1955; William, 1956. Entered advertising at Ruthrauff & Ryan as assistant buyer, 1948. Moved to McCann-Erickson in 1950 as time buyer and two years later became a time buyer to Ogilvy, Benson & Mather. Made a manager in 1955.



RICHARDSON, EDWARD S., time buyer at Geyer Advertising Agency, Inc., B. 1922, Denver, Colo. Attended CCNY, BBA, 1949. M. Estelle Barash, 1946; children, Kerry, 1950, Scott, 1954. Entered agency field in 1950 in accounting dept. at James A. Coveny, Inc. Moved to W. Earl Bothwell, 1951 in accounting dept. in 1952, to Geyer Adv. as an estimator,



then space buyer. In July, 1956, made a space and time buyer.

DE LUCA, VINCENT T., manager, media time buying division, Ruthrauff and Ryan, New York. Attended Manhattan College, BBA, 1951. M. Ann Harnaga, May 1954; children, Rosanne. DeLuca entered broadcasting at Kenyon and Eckhardt in 1951. His other time buying experience includes employment at Foote, Cone and Belding in 1953 and in 1954 he entered Cecil and Presbrey Advertising Agency. Services the Flav-r Straws, Sun Oil Co. and New Jet Bon Ami accounts.



DEKKER, WILLIAM C., vice president and director of all media, McCann-Erickson Inc., New York Home Office. Attended Univ. of New Hampshire, B.A., 1933; married, 3 children. Joined McCann-Erickson in 1943 to form Central Radio Dept., after serving with Procter and Gamble, New York Herald Tribune and Ted Bates Inc. Made director of



radio time and station relations in 1949; director of all media in the home office, 1952.

BESS, JERRY, V.P. in charge of radio & TV at Frank B. Sawdon, Inc., B., 1921, South Orange, N. J. Attended Indiana University, B.S., 1943. M. Jean Abelson, 1948; children, John, 1951, Andrea, 1953. Served in U.S. Army 1943 - 1946, First Lt. pilot in air force. Following discharge, went to Louis G. Cowan, Inc. In 1947, he joined Sawdon as time buyer. Member of Radio & Television Executives Society.



LAMBERT, DAVID L., time buyer at Benton & Bowles, Inc. B. 1924, Washington, Pa. Attended University of Pennsylvania (Wharton), B.S., 1949. Joined Benton & Bowles in 1954 after various associations with manufacturers. He worked in Benton & Bowles' media research department and became assistant media buyer in 1956.



Lambert was made a full time and space buyer in 1956. Services Parliament Cigarettes, Benson & Hedges Cigarettes & Association of Am. Railroads.

CATHCART, EDNA, time buyer at J. M. Mathes, Inc. B., New York City. Widow; children, Mrs. James R. Hutchins, 1927. Entered agency field at Young and Rubicam in station relations department as secretary in 1934. Three years later, joined J. M. Mathes as secretary, working with radio director. In 1942, was promoted to time buyer. Handles all radio and television time buying for all J. M. Mathes accounts. Member of RTES.



RATNER, EDWARD, radio-TV director of Friend-Reiss, B. 1924, Brooklyn, N. Y. Attended New York University, B.A. 1948. M. Frances Granoff, 1947; children, Debra Anne, 1952, Linda Joan, 1955. Has had varied career in writing. Entered advertising as radio-TV copy chief at Product Services, Inc. Lives in Jersey City. Is member of Radio Writers



Guild and director of Metropolitan Advertising Men



SIMPSON, JEAN L., radio-TV time buyer for Doyle, Dane and Bernbach, B. 1926, Passaic, N. J. Oberlin College, B.A., 1947. M. John E. Crocco, 1952. Entered agency field in 1950 at Anderson, Davis & Platte, continuing after merger as Anderson & Cairns. She is a member of Radio-Television Executives Society. Handles spot radio, spot



TV and network TV. Her outside interests lie mainly in the field of architecture, her husband's profession.



JONES, EVELYN LEE, business manager and head time buyer radio-TV departments, Donahue & Coe, Inc. B. 1910, Baltimore, Md. Attended Rochester University, Columbia University, M. Charles Reed Jones, 1934. Handled advertising, publicity, exploitation for independent motion picture companies 1933-1942. Joined Donahue & Co in 1943,



worked as copy writer. Shifted to radio-TV department in 1946. Publicity chairman, 1953. Board of directors 1954-56 of Advertising Women of New York, Inc. Prior to joining the agency, she was at City Hall as Civilian Defense Volunteer Aide to the late Fiorello H. LaGuardia.

MARSICH, JOHN P., ass't media director in charge of radio-TV time buying at the Kudner Agency, 575 Madison Ave., N. Y. Attended New York University, B.S. in Business Administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940 serving through 1949 with 3 year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. He served in that capacity until August of the same year, when he joined Kudner Agency.



GLADNEY, NORMAN, V. P. in charge of TV and radio, Reach, Yates & Mattoon, Inc. B. Sept. 5, 1922, New York City. Attended New York Univ. M. Marion Sonder, 1948, children, Jeffery and Liza. Entered broadcasting as a radio announcer for WLIB, New York City. From there he went to WITB, Baltimore, then to WWDC, Washington, D. C. Served as director of TV and radio sales promotion for the Bulova Watch Co. until May, 1956 when he joined Reach, Yates & Mattoon, Inc.



DAY, ROBERT W., vice president in charge of radio & television, head time buyer, Albert Frank-Guenther Law, Inc. B. 1917, Springfield, Mass. Attended Harvard University, B.A. 1939. M. Joan Thompson, 1939; children, Carolyn, 1941, Susan, 1943, Robert W., 1945, Linda, 1951. Entered advertising in 1942 with Broadcast Advertising, Boston, U. S. Navy, 1942-45; Advertising Manager, John Hancock, 1945-49; H. B. Humphrey, New York, 1949-50; Albert Frank-Guenther Law, 1950-57.



REINER, MORT, time buyer at Product Services, Inc., B., 1926, New York, N.Y. Attended Syracuse University, B.S., 1950. Single. Entered agency field in 1950 at Pedlar and Ryan, Inc., in media department. Became an assistant time buyer and left agency in 1952 for the Biow Co. Joined Biow as assistant time buyer. Left there in Nov., 1955 for Product



Services, Inc. as time buyer. Services Glamorene, Tintair and Continental Wax.

GORDON, ROSANNE, time buyer at Product Services, Inc. B., 1928, New York, N. Y. Attended New York University, 1949. Single. Entered broadcasting at Headley-Reed Co., 1949. Left in 1954 for Franklin Bruck Agency. In 1955, moved to Street & Finney, Inc., as assistant time buyer and estimator. Left in 1956 for Television Advertising Associates, Inc. as time buyer. Joined Product Services, Inc., in Feb., 1957. Handles Tint-air and Dermagene.



BAER, NORMAN, radio-TV director & time buyer, Lewin, Williams & Saylor, Inc. B., 1926, New York City. Attended Cornell Univ., University of Missouri and New York Univ., B.A., 1946 (NYU). M. Jo Bernstein, 1949; children, Ellen, 1953. Entered broadcasting in 1948 as writer for DuMont Television Network. Did free lance work until 1952. Went into



packaging business with Jerry Gross, and was radio-TV dir. at Hilton & Riggio. In 1956, he came to his present position.

BERLA, PETER A., time buyer at Benton & Bowles, Inc., B. 1930, Newark, N. J. Berla attended Cornell University, receiving a B.A. degree in 1952. Single. He entered the advertising agency field in 1954, in the research department at Benton & Bowles. Two years later, in 1956, he moved to the media department as a time and space buyer. Served as a first lieutenant in the U.S. Air Force, from 1952-1954.



HUGHES, GORDON R., time buyer, Marschalk & Pratt. B. 1931, New York, N. Y. Attended Columbia University, B.S., 1953. Single. Entered broadcasting in 1953 at Ruthrauff & Ryan. Came to Marschalk & Pratt in February, 1956. He services Coca-Cola Bottling Co., Bulova Razor and Mennen Stick Deodorant accounts. In 1951, Hughes was



employed in the mail room at Ruthrauff & Ryan while continuing his studies at night. At R & R he was a member of RTES.

ZIEGLER, ISABEL, time buyer at N. W. Ayer & Son, Inc. B., Bayonne, N. J. Attended Simmons College, B.S., 1950. Single. Entered agency field in 1950 at J. Walter Thompson as a secretary. Was then promoted to estimator and assistant buyer. In 1951, moved to the Biow Co., as estimator and assistant buyer. Was later promoted to time buyer. Left Biow in March, 1956 for N. W. Ayer. Services Philip Morris, Inc.



ROSS, ALICE, radio-TV time buyer, Franklin Bruck Adv. B. London, England. Attended Columbia University, B.A. 1932. M. Harry J. Alderman, 1946; entered agency work at Lawrence C. Gumbiner Agency in 1937; then to Franklin Bruck as space buyer in 1943; left in 1945 for book business and a year later returned to advertising at Joseph Katz. Came to



Franklin Bruck in 1953. Services Coty, Struth Tissues, Charles Chester Shoes, North American Accident Insurance, Artistic Cards, Fashion Frocks, Rad Bleach.

GERSTLE, JUSTIN T., media buyer at Benton & Bowles, Inc. B. 1930, New York, N.Y. Attended Yale University, B.A., 1951. Single. Entered agency field in 1952, working in the mail room at Benton & Bowles. Six months later, he moved into the agency's store research department. In April, 1954, he moved to media dept. as an assistant time buyer. In July, 1955, was named time buyer. Account handled now is Procter & Gamble's Tide.



DAVIS, HAL, time buyer, Compton Advertising, Inc. B. 1925, Newburgh, N.Y. Attended Marietta College, B.A. 1949. M. Jeanne Rothschild, 1950; children, Wendy Jean, 1952, Gregory Joseph, 1955. Entered advertising as time buyer for Benton & Bowles, 1949-50. Served as time buyer for Doherty, Clifford, Steers & Shenfield, Inc., 1951-



53; came to the Erwin Wasey Agency in 1953-56. Joined Compton Advertising, Inc. in 1956.

PETERS, LEONORA F., time buyer at N. W. Ayer & Son, B. Edinburgh, Scotland. M. Charles Peters, 1947; entered agency field in 1946 as estimator at Kastor, Farrell, Chesley & Clifford. Became an assistant time and space buyer. Moved to Biow Co. in 1951 as estimator and assistant time buyer. Was promoted to time buyer. Left in July, 1956 and in Dec., 1956, joined Ayer as assistant on Philip Morris Account.



MULLIGAN, BERTRAND F., head time buyer at Compton Advertising, Inc. B. 1925, Staten Island, N.Y. He attended University of Miami. M. Thelda Cordani, 1955. Entered broadcasting as an announcer with radio stations. He served in Sales Service Department of the American Broadcasting Co., New York, and joined Compton Advertising, Inc. in



1953, and became the head time buyer in February 1957.

LIDDEL, ROBERT, time buyer at Compton Advertising, Inc. B. 1929, Washington, D. C. Attended University of Virginia, B.A. 1952. M. Virginia Sheaff, 1952; children, Robert, Jr., 1956. Entered broadcasting at Compton in 1952 as media research clerk. Became a time buyer in January, 1954. Services the Comet, Crisco, Drene and Duz accounts for Procter & Gamble.



BRADY, JONATHAN, media buyer, Fuller & Smith & Ross, Inc. B. 1925, New York City. Attended Columbia University. M. Mary Leech, 1951; entered agency work in 1944 at Federal Agency, then to BBDO and Cunningham & Walsh as media buyer. Joined Wilding Picture Prod. as sales executive. Moved to Fuller & Smith & Ross in 1956. Services Alu-



minum Cooking Utensil, Borden Co., Commercial Solvents, Grumman Aircraft, Westinghouse, Hercules Powder. Belongs to Amateur Comedy Club.

PETTICK, BEN, time buyer at Product Services, Inc. B. 1916, New York City. M. Selma Persky, 1942; children, Barbara, 1946, Norah, 1947, Donna, 1956. Entered agency field in 1954 in the research department at Product Services, Inc. He was named time buyer in 1956 and is still working in research. Served U. S. Army, 1941-1945. Pettick resides with his family in Fresh Meadows, N. Y.



GALKER, WILLIAM, media director and time buyer at Ben Sackheim, Inc. B. 1925, Brooklyn, N. Y. Attended Brooklyn College and Long Island Univ., B.A., 1948. Single. Entered advertising field in 1952 in production at Ben Sackheim. Became traffic manager at the agency in 1953; moved to space and time buyer in 1955. Later became media director. Member of Alpha Mu Sigma, college fraternity, and Long Island University Alumni Association.



GRIFFITH A. HUNDLEY, director radio and TV, Doremus & Co. B. 1929, Buena Vista, Va. Attended Virginia Military Institute, Columbia University, BFA, 1956. M. Charlotte B. Burford, 1951; children, Lizabeth, 1956. Korean War, 1950-53, Coast Guard. Entered advertising at Doremus. Member Radio-TV Executives Society, Sons of the American Revolution; is a Boy Scout Master. Hobbies are photography, amateur hi fi, flying, carpentry.



O'LEARY, TIMOTHY J., head time buyer at Calkins & Holden, Inc. B. 1930, New York City. Attended Fordham University, B.S., 1954. M. Isabelle Smaldone, 1955. Entered agency field in 1949 as office boy at William Esty. In 1951, moved to Esty's media department as assistant buyer, later becoming time buyer. In 1954, joined Calkins & Holden as head time buyer. Professional member of Ben Duffy Chapter of Alpha Delta Sigma, advertising honorary.



ERHARDT, WARREN R., media buyer, Fuller & Smith & Ross, Inc., B. 1924, Milwaukee, Wis. Attended Marquette University, Milwaukee, Wis. Ph.B., 1950. M. Selma Gerber, 1957. Worked in publicity and public relations for legitimate theaters from 1950-54. Entered advertising at Fuller & Smith & Ross in the media department. Services Alcoa Steamship, Commercial Solvents Corp., Hewitt-Robins Co., Inc., Tile Council of America, Commercial Factors Corp., Package Machinery Co., Westinghouse X-ray. Interests include legitimate theater.



OSTRANDER, KAY, time buyer for Dan B. Miner Company in Los Angeles, went to work as a secretary for McNeil & McCleery 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,



Hilly Sanders, offered her the job as time buyer for the agency.

POWELL, ELIZABETH, time buyer at Geyer Advertising Agency, B. New York City. Attended the University of Toronto, B.A. Single. Entered agency field in 1940 as secretary at Duane Jones. In 1942 joined the Biow Company as assistant time buyer. Joined BBDO as time buyer in 1946 went to the Humphrey Company in 1948 as time buyer, then to the Geyer Company in 1950



FULTON, MILDRED, broadcast supervisor for McCann-Erickson's Bulova Watch Company, has served in the same capacity for 10 years. M. George G. Backus. Mildred moved with Bulova from the Biow Company to McCann-Erickson in January 1955. 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. She moved to New York in 1945 to work with Free & Peters.

GLYNN, THOMAS J., supervising buyer. J. Walter Thompson. B. 1927, Queens Village, Long Island, N. Y. Attended St. John's University in Brooklyn, BBA, 1950. M. Fairlie Fraser, 1951; child Barbara Jeanne, 1953. Entered agency work in 1950 at J. Walter Thompson in traffic dept., market research, then buying, Service Ford Motor Co. account. Member of RTES, St. John's Alumni Club. Golf, music, interior decorating, woodworking. Lives in Westport, Conn.



GEFFERT, JAMES T., time buyer at Cunningham & Walsh, Inc. B. 1930, Hazleton, Pa. Attended Pennsylvania State Univ., B.A., 1952. Single. Entered agency field in 1954 as clerical assistant to the creative director at Dowd, Redfield & Johnstone, Inc. Moved to media department as estimator and assistant space buyer. Left in 1956 for Cunningham and Walsh as space and time buyer.



Member of Beta Kappa Phi, and Alpha Delta Sigma, professional ad honorary.

BURBECK, JOSEPH G., time buyer, Compton Advertising, Inc. B. 1931, Bayshore, L. I. Attended Dartmouth College, B.A. 1953. Single. Served in U.S. Navy 1953-55. Joined Compton Advertising, Inc. in 1955 starting in media statistics, working up to assistant time buyer and finally time buyer. Services Big Top Peanut Butter and Peanuts, Ivory Flakes, Duncan Hines Cake Mixes. Sailing, skiing and golf are his hobbies.



PEARSON, TONI, time buyer at Parker Advertising, Inc. B. 1923, Sunol, Neb. Attended George Washington University. Children, Glenn Edwards, Jr. Entered Agency field in 1946 at Kal, Erlich and Merrick Advertising, Washington, D. C. Became radio-TV director for Alvin Epstein in 1949. Joined Advertising Consultants in 1954. Came to New York to Parker Advertising.

Buys time for Sun'n Soil, Scott Mitchell House, Benton Typewriter, Lobex Corporation.



GAVIN, JOE, media buyer at Cunningham & Walsh. B. 1927, Parsons, Pa. Attended Seton Hall Univ., B.S., 1951. M. Joan Burke, 1951; children, Thomas, 1953, Michael, 1955, Joseph, 1956. Entered agency field in 1950 as office boy at Franklin Bruck through 1953, moving up from office boy to time buyer. Moved to Cunningham & Walsh in 1953 as time buyer. Service Sunshine Biscuits, Smith-Corona.



WEIDER, ETHEL, head time buyer of Compton Advertising, Inc. B. 1917, New York, N. Y. Served as time buyer and supervisor of time buying section at the Biow Advertising Agency from 1945-56. Joined Compton Advertising, Inc., as head time buyer in 1956. Services Gleem and all Procter and Gamble products in Canada. Special interests

are reading and theater.



PRANZO, GARY, time buyer at Cunningham and Walsh, Inc. B. 1932, Brooklyn, N. Y. Attended CCNY, B.B.A., 1955. M. Rose Meci, 1955. He entered agency business in Feb., 1956 as an estimator for Cunningham & Walsh, In Jan., 1957 he was named time buyer at the organization. Pranzo served in U.S. Army 1953-1955 as corporal. He majored in advertising at CCNY.



FROST, ALICIA B., media buyer for St. George & Keyes, Inc. B. 1920, Plainfield, N. J. Entered advertising in 1946 with Spitzer & Mills in Toronto. Employed in their public relations office. Miss Frost joined Platt-Forbes Agency (now Platt, Dyson & O'Donnell, Inc.) working in the media department from 1948-51. Entered similar capacity at

Ruthrauff & Ryan in 1951. In 1953 she joined St. George & Keyes working up to present position of media buyer.



DALTON, PETER J., time buyer at Benton and Bowles, Inc. B. 1929, New York City. Attended University of Pennsylvania (Wharton), B.S., 1951. M. Joan Potter, 1956. Entered advertising agency field in 1952 in the mail room of Benton and Bowles. Later he moved to the Store Audit Research Department in 1953. He then moved to media department in media analysis in 1954. He became time buyer in 1956. Services Ivory Snow.



GREIG, HUMBOLDT J., head time buyer at C. J. La Roche & Co. B. 1906, Boise, Id. Attended University of Oregon, B.A., also Univ of Washington Law School. M. children: Gail, 1937. Came to La-Roche & Co. from WIBG, Philadelphia, where he was vice president. Prior to this he was president and general manager of Eastern Radio Corp., in Reading,



Pa. Was sales manager and assistant to president for network division of DuMont TV, 1948-1949.

RITTER, VAL C., time buyer at Cunningham & Walsh. B. 1926, New York City. Attended Hofstra College, B.S., 1951 M. Priscilla Oster, 1956. Entered agency field in 1951 as media coordinator at William Esty. Left in 1953 to Dancer-Fitzgerald-Sample as an assistant time buyer. Became time buyer at D-F-S. In 1955, left to go to N.W. Ayer & Son as time buyer. Stayed at D-F-S until March 1, 1957. Services Folger Coffee.



SACHS, JEROME M., time buyer at Doyle Dane Bernbach, Inc. B. 1927, New York, N. Y. Attended CCNY B.B.A., 1955. Single. Entered agency field in 1945 with J. D. Tarcher Co. Stayed at agency until 1950, assuming various posts. Served in U.S. Army, 1951-1952. Joined Cecil & Presbrey, Inc. in time buying division, 1953-1954. In 1955, moved to Franklin



Bruck as time buyer. In the same year, joined present agency as time buyer.

PICKETT, RICHARD, radio-TV buyer. Foote, Cone & Belding B. 1929, New York, N. Y. Attended Fordham University, B.A., 1952. Single. Pickett began his career in February, 1953 at William Esty Agency as a time buyer. In July 1955 he left Esty to join Foote, Cone & Belding as time buyer. Accounts serviced are Lever Brothers and Savarin Coffee. Hobby is boating.



GAYSTER, NAT, TV time buyer, Ted Bates & Co. B. 1926, New York City. City College of New York, B.B.A., 1951. M. Roberta Sherr, 1953. Children, Elaine, 1954. Entered agency work in 1947 with Ruthrauff & Ryan in accounting department working as asst. dept. head of estimating. Left in 1952 to The Biow Co. as radio-TV time buyer, leaving in



1956 to join Ted Bates as time buyer. Services Whitehall Pharmacal company. Likes golfing.

RASMUSSEN, BERNIE, manager of broadcast media, Fuller & Smith & Ross B. 1919, Brooklyn, N. Y. Attended Fordham University, B.S. 1940 M. Mary Dooley, 1946; children, Paul, 1947, Catherine, 1950, John, 1953; Steven, 1954; James, 1957. Entered agency work in 1946 with Ruthrauff & Ryan as asst. time buyer, becoming business mgr. of radio-TV dept. Came to Fuller & Smith & Ross in 1952. Services Alcoa, Hercules Powder, Sherwin-Williams, Linen Thread Co., Commercial Solvents Corp., Edison Electric Institute.



ISRAEL, SOL, time buyer at N.W. Ayer & Son. B. 1930, New York, N. Y. Attended City College of N.Y., B.B.A., 1957. M. Bea Yasnoff, 1951; children, Steven, 1955. Entered agency field 1953 with Biow Co. as a research analyst. Promoted to assistant time buyer. Left in 1956, for N.W. Ayer as time buyer. Now services Armour, Avis Rent-A-Car, and Electric Companies of America Adv. Program.



GLATZER, ROBERT A., time buyer at Ben Sackheim, Inc. B. 1932, New York, New York. Attended Haverford College, B.A., 1954. Single. Entered agency field in March, 1956 at Ben Sackheim as a trainee. Became Ben Sackheim's assistant in May, 1956, and was named time buyer in Sept., 1956. Handles Peter Pan Foundations, Inc., Nationwide Insurance Co., American Cyanamid Co., Burlington Mills, Inc., Autoyre Division of Ekco Productions Co.



SINNOTT, JEANNE, time buyer at N.W. Ayer & Son, B. 1930, New York, N. Y. Attended Our Lady of Good Counsel College, B.S. 1951. M. John J. Sinnott, Jr., 1956. Entered broadcasting, 1951, Paul H. Raymer Co., moved to Blair TV in 1954; joined N.W. Ayer as time buyer in 1955. Handles Whitman Chocolates, Yardley of London, Gen. Electric Telechron Clock Div., Insurance Co. of N. Am., Hamilton Watch, Charles Hires Co., First Penn Co. for Banking & Trust



SISK, JOHN J., Jr., radio-TV time buyer, J. Walter Thompson. B. 1929, New York City. Attended Iona College, New Rochelle, N. Y. B.A. 1951. Single. Started at Al Paul Lefton Agency in 1952 as a time buyer, leaving there in 1954 to Kudner Agency as time buyer, then moved to J. Walter Thompson in Oct. 1956. Services Lever Brothers, New York Athletic Club, Iona College Alumni Assn., Baseball.



SIMMONS, PENELOPE, radio-tv time buyer, Foote, Cone & Belding. B. New York City. Attended New York University. Widow. children, John Simmons; Patricia Gardini; John Campbell; Entered advertising in 1935 with Federal Advertising Agency as buyer, and remained until 1952. In June 1952 joined Foote, Cone, & Belding as time buyer. Works on Imperial Spreez, Clairol. Interested in crocheting, hiking, and her grandchildren.



MARSHALL, FRANK, time buyer, J. Walter Thompson Co. B. 1924, Paterson, N. J. Attended Holy Cross College, Worcester, Mass., B.S., 1948. M. Lois Metcalf, 1953; children, Kevin, 1955; Richard, 1956. Started agency work at J. Walter Thompson in 1951 as time buyer. Services Aluminium of Canada, Atlanta Sales, Blue Cross, Blue Shield, Ciba Pharmaceutical, Francis I. DuPont, Johns-Manville, Owens-Illinois, U.S. Lines Co., W. F. Young, Inc. Member of RTES.



DIAMOND, LYNN, 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 Tintan.

CLARK, PAUL, radio-TV time buyer, Foote, Cone & Belding, B 1928, Jamestown, N. Y. Attended Alfred University, Alfred, N. Y., B.A., 1953. M. Polly Griffen, 1954, children, Elliot, 1955. Entered agency business in 1953 at Mc-Cann-Erickson as time buyer. In August 1956 went to Foote, Cone & Belding as time buyer. Services TWA, General Foods, Rheingold, and Watchmakers of Switzerland. Hobbies are golf, tennis and photography



HIRSCH, DANIEL, media supervisor and time buyer, Sullivan, Stauffer, Colwell & Bayles B. 1930, New York City. Attended Columbia College, B.A. 1951, Columbia University, M.B.A., 1954. Single. In 1951 entered agency work with The Biow Company in research, merchandising and media. In 1953-1956 for the Harry B. Cohen Agency as time buyer. In 1956



he came to Sullivan, Stauffer, Colwell & Bayles. Services Gunther Brewing Co., Best Foods, Inc., Whitehall Pharamcal Co.

SINNOTT, JACK, radio-TV time buyer, Ted Bates & Co., Inc. B. 1927, Terrytown, N. Y. Attended University of Miami, (Fla.) B.A., 1951 M. Jeanne Nolan, 1956. Entered agency work in March, 1951 at BBDO in mail room advancing to time buyer. In 1953 to Benton & Bowles as time buyer, then joined Ted Bates in 1955 as time buyer. Services Kool Cigarettes, Tube Rose Snuff. Member of CARTA, and Young Republican Club.



FOR COMPLETE ADVERTISING AGENCY LISTINGS OF PERSONNEL, ADDRESSES, TELEPHONE NUMBERS AND RADIO AND TV ACCOUNTS, SEE PAGE 135

Agency's Production Role Is Many-Sided Challenge



By MARION
HARPER, JR.
President,
McCann-Erickson, Inc.

WE ALL know that good television has several well-established sources. Whether a program is produced by an advertising agency, a package producer, or a network is, in our judgment, secondary to the question: What program and production standards will provide the most effective vehicle for our clients' sales? Our concern with programming is that simple.

Television sponsors enjoy gratifying results with programming from all three sources. None has a monopoly in quality and effective programming.



Television does, of course, present uniquely complicated and specialized challenges. Its programming involves one of the most speculative areas in all business investment—namely, show business. The very clichés, “hottest thing in show business,” or “box-office poison” (which may be applied to the same personality or format within a period of months) indicate the unpredictability of public taste. As in any art or entertainment form, there is no sure-fire formula in television.

Moreover, while investors in other forms of show business profit from a show's popularity alone, the television sponsor must depend upon more than popularity. Through both program and commercial he must create a favorable image for his company, which will be translated into actual sales.

It is such considerations as these which compel a responsible agency to take all possible steps to see that television is employed on the sponsor's behalf with the greatest expertness and economy, whatever the program source. As the agency with the largest commitment in television, we regard this as basic.



A reflection of this policy at McCann-Erickson is that Terence Clyne, Vice President in Charge of Television, is also chairman of the Plans Review Board. In this dual role, he is able to bring a broad perspective to the client's specific requirements, and to the best uses of television to meet them.

Under his leadership we have carried out a program of developing both staff and facilities to serve our clients' needs with self

sufficiency. The result is an assembly of talent capable of conceiving, planning, building, writing, and producing all kinds of television shows.

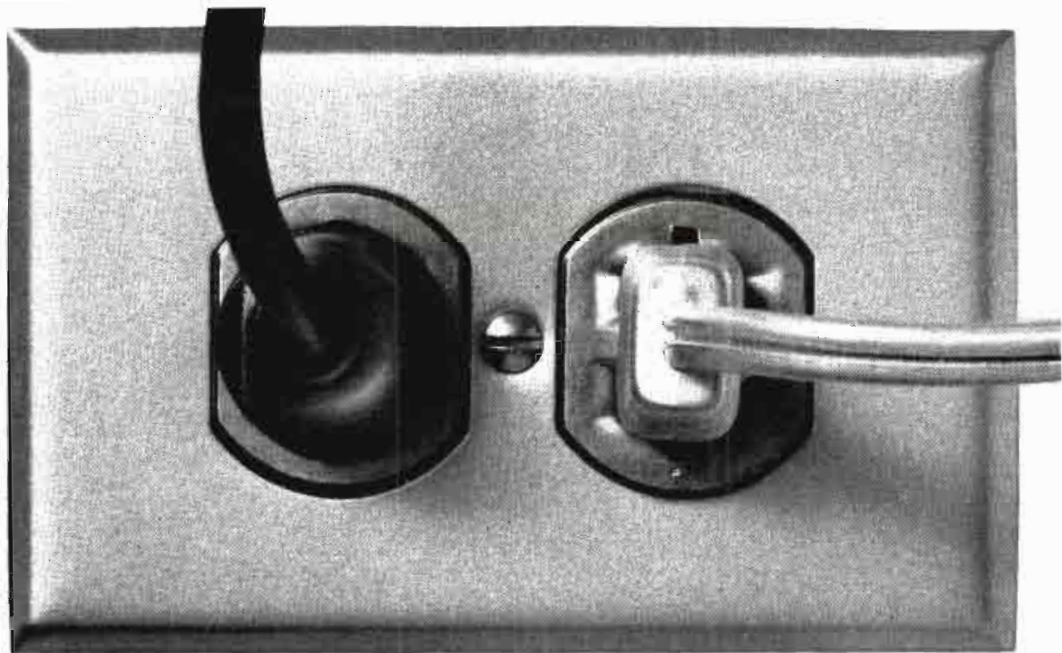
The criterion of sales development requires that an agency have competence not only in programming, but in other major areas of television: appraisal of all kinds of television properties; evaluation of network, national spot, and local television; and the whole specialized field of producing commercials. All these areas require specialized and skilled staff.



Our interest in television is as strong in the international as in the domestic field. Here we have even greater responsibility for competence in all phases of television, since the medium is so new in most countries beyond our borders. In many cases, complete agency service is required from starting date to air-time, not just to insure sales effectiveness, but simply to get a program on the air. Already, we have had gratifying success in Latin America, where television has found an immediate welcome. In the British Isles, despite a non-commercial tradition, we have made encouraging progress; as we have on the European continent, where commercial television is just beginning.



In all this activity, our purpose remains the same: to employ television, as we employ all other media, in a way that will bring the best return on our clients' investment. We have no ambition for a “corner” on the programming provided for our clients. We believe that healthy and vigorous competition for programming excellence between networks, agencies, and package-producers should be encouraged. We believe it can lead to advances both in programming and in economy—and make television an ever better and more effective sales-development instrument for our clients.



why

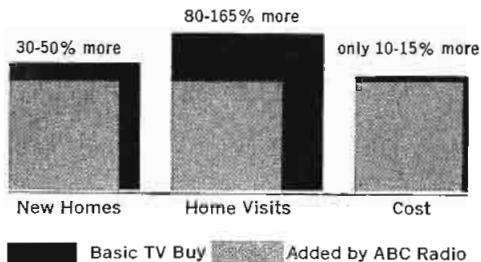
two?

One is for television...one is for radio. They go together. Most homes have both — and use both.

They sell together, too. These days you don't use television to reach one audience and radio to reach another. Most of the time they're selling to exactly the same prospects...but at different times, in different ways. Today, radio and television are a team.

That's why today's Nielsen-minded TV advertiser has come more and more to consider, in conjunction with his basic TV buy, the ideally complementary medium of network radio. He sees in network radio not the "old" medium of "filling in where TV isn't" (a fast-shrinking 21% of U. S. homes), but a "new" medium that **adds** important audience in terms of TV homes not otherwise reached by the basic TV

properties and **adds** important frequency and multiple-home visits to those homes reached by TV. For example, special Nielsen duplication analyses show what ABC Morning Radio or ABC Weekend Radio add in one month to a prime TV franchise*:



That's why today the new medium for television advertisers is network radio!

*Based on actual duplication analyses of ABC Radio and representative TV shows — Studio One, Groucho Marx, Lawrence Welk, Robin Hood, Alfred Hitchcock, Do You Trust Your Wife?, etc. Special analysis of your TV franchise on request.



CANADIAN ADVERTISING AGENCIES

Following is a List of CARTB Sanctioned Advertising Agencies

Agency	Address	City	Phone	Radio-TV	Broadcast
Aikin, Earl, Ltd.	35 Hayden Street	Toronto	WA. 2-3138	Time Buyer	Dept. Director
Ardel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	MA. 6541	Phyllis Judson	Ken Wright
	37 James Street S.	Hamilton	JA. 7-9284	Don DeNike	Don DeNike
Associated Broadcasting Co. Ltd.	1139 Bay St.	Toronto	WA. 4-1111	Jim Elliott	Martin Maxwell
Atherton & Currier, Inc.	109 Adelaide St. W.	Toronto	EM. 3-5418	Eleanor Austen	Eleanor Austen
Baker Advertising Agency, Ltd.	1315 Yonge St.	Toronto	WA. 4-2101	Dick King (Radio)	Jack Horler
				Don Farrow (TV)	
Batten, Barton, Durstine & Osborn Inc.	1557 Mackay St.	Montreal	HA. 9247		Roger Lack
Bennett & Northrop, Inc.	169 Bloor St. E.	Toronto	WA. 4-3787		S. Ramsey Lees
Bingham, John McKenney, Ltd.	Maritime Life Bld.	Halifax	3-8164	Llewellyn Lewis	Llewellyn Lewis
	32 Front Street W.	Toronto	EM. 2-2641	McCrae J. Cooper	McCrae J. Cooper
	4643 Cavendish Blvd.	Montreal	WA. 5032	Stan Lorrman	Stan Lorrman
	541 William Street	Preston	DL. 3-4464	E. Gordon Lowen	E. Gordon Lowen
	257 Osborne St.	Winnipeg	422564	Ronald A. Kearns	Ronald A. Kearns
Bleasdale Advertising, Ltd.	1664 West Broadway	Vancouver	CE. 4154	Harry Bleasdale	Harry Bleasdale
Breithaupt, Milsom Ltd.	1104 Douglas Street	Victoria	2-6741		D. L. Breithaupt
Brooks Advertising, Ltd.	44 Eglinton Ave. W.	Toronto	HU. 1-5251	Roy Partridge	Roy Partridge
Brown and Mitchell Ltd.	21 Dundas Square	Toronto	EM. 8-2396	Elwyn Marton	Elwyn Marton
Burnett, Leo Co. of Canada, Ltd.	735 Davie St.	Toronto	TA. 7277	John Maxwell	James B. McRae
Burns Advertising Agency, Ltd.	133 Richmond St. W.	Toronto	EM. 6-5801	Ralph Novek	Ralph Novek
	1247 Guy Street	Montreal	FI. 5257	Arnold Clare	Robert McCausland
	556 Yonge St.	Toronto	WA. 2-6698	John Heaton (Radio)	S. W. Caldwell
Caldwell, Spence Agency	447 Jarvis Street	Toronto	WA. 2-2103	Doc Savage (TV)	
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/W'y Chambers	Winnipeg			
	615 Dominion Bank Bld.	Vancouver	TA. 1938	K. L. Johnson	K. L. Johnson
Cardon, Rose Ltd.	1231 St. Catherine St. W.	Montreal	PL 9581	Bob Howe	Norman Cardon
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA. 4-2505	Earl Box	Bob Howe
Cockfield, Brown & Co., Ltd.	Canada Cement Bld.	Montreal	UN. 1-1771	Cam Logan	Wm. B. Hannah
	185 Bloor St. E.	Toronto	WA. 4-5492	John Burke-Gaffney	Wis McQuillin
	Electric R/W'y Chambers	Winnipeg	923538	Geoff Holloway	John Burke-Gaffney
	1164 Melville St.	Vancouver	PA. 1111	Nan Frazer	Geoff Holloway
Collyer Advertising, Ltd.	822 Dominion Sq. Bld.	Montreal	UN. 6-3411		Nan Frazer

Copeland, Don H. Advertising, Ltd.	442 Sherbourne St.	Toronto	WA. 2-5969	(Mrs.) Vera Copeland
Crombie Advertising Co., Ltd.	391 St. James Street W.	Montreal	MA. 5246	Vic Gray
	24 King Street West	Toronto	EM. 4-7204	Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.)	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Nunns
Denne, A. J. & Co., Ltd.	90 King St. W.	Toronto	EM. 4-3444	Ralph McKeown
Desbarats Advertising Agency	489 Leguachetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats
Dominion Broadcasting Co.	4 Albert Street	Toronto	EM. 3-3383	Hal B. Williams
Erwin Wasley of Canada, Ltd.	610 Church Street	Toronto	WA. 1-5187	Bruce Gale
George Ferguson Assoc. Ltd.	985 Sherbrooke St. W.	Montreal	AV. 8-8102	G. R. Ferguson
Ferres Advertising, Ltd.	63 Duke Street	Hamilton	JA. 9-1116	E. Boyd Heaven
Foote, Cone & Belding, Canada, Ltd.	80 Richmond St. W.	Toronto	EM. 2-2686	H. R. Hutchins
Foster Advertising, Ltd.	149 Alcorn Avenue	Toronto	WA. 4-4681	Alex Mackay
				Mary Newton
				Charlotte Toupin
Gibbons, J. J., Ltd.	Sun Life Bld.	Montreal	UN. 6-7901	Charlotte Toupin
	165 McDermot Avenue	Winnipeg	922151	
	46 St. Clair Avenue E.	Toronto	WA. 4-8391	Walter Reeves
	Dominion Sq. Bld.	Montreal	UN. 6-5805	Rupert Burdick
	272 Main Street	Winnipeg	927373	Bruce Johnston
	1840 McIntyre St.	Regina	3-2787	R. P. Wilson
	513 8th Avenue West	Calgary	2-5437	Bill Bell
	206 Petroleum Bld.	Edmonton	2-7512	Tom McMillan
	1533 West Pender St.	Vancouver	PA. 0157	(Mrs.) Hazel Bakes
	651 Church Street	Toronto	WA. 4-7364	Jack Reynolds
Gislason-Reynolds, Ltd.	207 W. Hastings St.	Vancouver	PA. 3474	T. H. Goodwin
Goodwin Advertising Ltd.	90 Richmond St. W.	Toronto	EM. 3-3396	J. G. Wren
Grant Advertising (of Canada) Ltd.	1324 Sherbrooke St. W.	Montreal	MA. 7515	P. Petel
	78 Charles St. W.	Toronto	EM. 8-7081	H. J. Pollock
Grosberg, Pollock & Gwartman Ltd.	7 King Street East	Toronto	EM. 6-0731	Bob Amos
Hayhurst, F. H. Co., Ltd.	1510 Drummond Street	Montreal	HA. 0131	Marcel Dubuc
	57 Bloor Street West	Toronto	WA. 2-5125	John Chilman
Heggie Advertising Co., Ltd.	353 St. Nicholas	Montreal	PL. 4131	B. E. Rioux
Huot, J. E. Publicitee Lee.	35 Hayden Street	Toronto	WA. 4-3753	Pat Hennessy
Hutchins Advertising Co. of Canada, Ltd.	407 Barrington Street	Halifax	3-9373	I. M. MacLeod
Imperial Advertising, Ltd.	631 Spadina Avenue	Toronto	WA. 4-6671	(Mrs.) Vera Percival
Industrial Advertising Agency, Ltd.	94 Yonge Street	Toronto	EM. 3-2438	Evan Morton
Jarvis, Albert, Ltd.	1265 Stanley Street	Montreal	UN. 6-4806	George Temple
	447 Main Street E.	Hamilton	JA. 2-1155	Gordon Hinch
Kelley, Russell T. Co., Ltd.	480 Leguachetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats
	1455 West Georgia St.	Vancouver	PA. 9174	M. Tyler
	80 King St. W.	Toronto	EM. 3-8314	Lloyd Hefford
Kenyon & Eckhardt, Ltd.	255 Davenport Road	Toronto	WA. 4-8481	John Holden
Locke, Johnson & Co., Ltd.	1178 West Pender St.	Vancouver	TA. 6221	William E. Bellman
Lovick, James & Co., Ltd.	800 Bay Street	Toronto	WA. 3-9887	S. B. Hayward

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
	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'l'y Chambers 1240 West Pender St. 200 Bloor Street East	Winnipeg Calgary Regina Edmonton Montreal Toronto Montreal Ottawa Winnipeg Vancouver Toronto	931629 24445 37570 24072 UN. 6-8391 EM. 4-0231 UN. 6-9751 5-4301 926321 MA. 6268 WA. 2-2133	John Hart Leslie White George R. Bothwell Dave McMaster Mary Moran Larry Trudel W. F. Harrison E. P. Thomson John Hoyland Shirley Carter (Radio) Greg Paul (TV) Gabby Langlais (Radio) Mary Kaye (TV)	John Hart Leslie White George R. Bothwell Dave McMaster Hugh Horler Larry Trudel W. F. Harrison E. P. Thomson John Hoyland Alan B. Cullimore Larry Dampier W. E. McCauley Austin Moran
Maclaren Advertising Co., Ltd.	1980 Sherbrooke St. W.	Montreal	GL. 6121		
McCauley-Knight Ad. Agency	6 Adelaide St. E. Huron & Erie Bldg. 147 University Ave. Dominion Sq. Bldg. 173 Portage Ave. 1198 West Pender St. 153 St. Clair Ave. W. 1175 Bay St.	Toronto London Toronto Montreal Winnipeg Vancouver Toronto Toronto	EM. 6-3939 44528 EM. 3-7004 UN. 6-7941 935541 MA. 2161 WA. 4-6681 WA. 2-4864		
McCracken, W. A., Ltd.	Bank of Commerce Bldg. 371 Richmond St. 1510 Drummond St. 47 Fraser Ave. 250 Portage Ave. 591 Burrard St.	Windsor London Montreal Toronto Winnipeg Vancouver	CL. 2-7297 3426 MA. 4152 KE. 3561 923491 MA. 3284	(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	A. E. McGregor, F. J. Deaville Glen Smith Andy McGuire Bill Mills Wilf Charland Keith Chase Don MacMillan Andy Brown John Cummings Eddie Gould Gerald Wren E. Maloney M. Tyler Michael Jackson Wib Perry
McGregor-Deaville Advertising	112 1 Bay Street, 209 Shaldo Bldg. 1455 West Georgia St. 464 Yonge Street 222 Simcoe Street	Toronto Calgary Edmonton Vancouver Toronto Toronto	WA. 4-5736 692370 44910 PA. 9174 WA. 4-3708 EM. 6-9266		
McGuire Advertising, Ltd.					
McKim Advertising, Ltd.					
Muter, Culiner, Frankfurter & Gould, Ltd.					
Nattall & Maloney, Ltd.					
O'Brien Advertising, Ltd.					
Orr, William R., Ltd.					
Otto, Robert & Co. (Canada), Ltd.					

Paul-Pheilan, Ltd. 380 Victoria Street
 Payeur-Publicite 639 8th Avenue
 Toronto
 Pennell, Margaret Advertising 81 Queen St. W.
 Toronto
 Plant, Elton M., Co. 303 Bartlett Bldg.
 Windsor
 Poyntz, Alford R. Advertising, Ltd. 95 King St. E.
 Montreal
 4109 St. Catherine St. W.
 Toronto
 Purkis, Thornton, Ltd. 1200 St. Denis St.
 Montreal
 Quebec Advertising Agency 1290 St. Denis St.
 Toronto
 Reynolds, E. W., Ltd. 355 King St. W.
 Montreal
 1440 St. Catherine St. W.
 Montreal
 Ronalds Advertising Agency, Ltd. Keefer Bldg.
 Toronto
 108 Peter St.
 Toronto
 Ross Roy of Canada, Ltd. 409 Petroleum Bldg.
 Edmonton
 Schneider Cardon, Ltd. Canada Trust Bldg.
 Windsor
 2024 Peel St.
 Montreal
 501 Yonge St.
 Toronto
 Sills, Allan R. & Co. 137 Wellington St. W.
 Toronto
 Smith, R. C. & Son, Ltd. 380 Victoria St.
 Toronto
 Spitzer & Mills, Ltd. 40 King St. W.
 Toronto
 3405 Addington Ave.
 Montreal
 Stanfield, Harold F., Ltd. Dominion Square Bldg.
 Montreal
 67 Richmond St. W.
 Toronto
 Stevenson & Scott, Ltd. 1260 University Ave.
 Montreal
 100 Adelaide St. W.
 Toronto
 402 West Pender St.
 Vancouver
 Tandy Advertising Agency, Ltd. 20 Carlton St.
 Toronto
 Thompson, J. Walter Co., Ltd. 602 Dominion Sq. Bldg.
 Montreal
 600 University Ave.
 Toronto
 Thompson-Peterson Advertising
 Agency, Ltd. 215 Victoria St.
 Toronto
 913 Sun Life Bldg.
 Montreal
 1175 Bay St.
 Toronto
 Vamplew Advertising 1440 St. Catherine St. W.
 Montreal
 Vickers & Benson, Ltd. 110 Church St.
 Toronto
 Walsh Advertising Co., Ltd. 1787 Walker Rd.
 Windsor
 44 King St. W.
 Toronto
 660 St. Catherine St. W.
 Montreal
 Whitehall Broadcasting, Ltd. 1510 Drummond St.
 Montreal
 Willis Advertising 220 Richmond St. W.
 Toronto
 A. D. Wood Advertising 620 Eighth Ave. W.
 Calgary
 Young & Rubicam, Ltd. 660 St. Catherine St. W.
 Montreal
 44 King St. W.
 Toronto

P. E. Giguere
 Mary Barrer
 E. M. Plant
 Bob Poyntz
 Maurice Lalonde
 Gladys Race
 Jack Philton & M. Seni
 Henry Karpus
 Hal Tingle
 Jerry Lodge
 Bob Stampleman
 Doug Loney
 Art Bishop
 Carl E. Hassell
 Monty A. Isaacs
 Gordon Allen
 Allan R. Sills
 G. Alec Phare
 Susie McCullagh
 Pauline Goyette (Radio)
 Paul Corbell (TV)
 Ernie Smith
 Olive Jennings
 Sheldon Lodge
 Burf Kaye
 Roy Hunter
 Mary-Ellen Freeborn
 Ron Kirkwood
 Phyllis Sivell
 David Fenn
 Thomas Vamplew
 Henault Champagne
 (Mrs.) Laura Jensen
 (Mrs.) Muriel Murray
 Jean Monte
 Wilf Charland
 Victor C. Snack
 Helen Quinn
 Doreen Dunlop

George Vale
 E. M. Plant
 Maurice Lalonde
 Gladys Race
 Henry Karpus
 Hal Tingle
 Peter Golick
 Doug Loney
 Art Bishop
 Carl E. Hassell
 Monty A. Isaacs
 Gordon Allen
 Allan R. Sills
 G. Alec Phare
 Ralph Hart
 Paul Corbell
 Ernie Smith
 Olive Jennings
 Sheldon Lodge
 Burf Kaye
 Roy Hunter
 A. C. Haight
 Mariette Mineau
 Frank Flint (Radio)
 John Lingman (TV)
 David Fenn
 Thomas Vamplew
 Henault Champagne
 Leonard J. Kennedy
 (Mrs.) Muriel Murray
 Jean Monte
 Wilf Charland
 Victor C. Snack
 A. D. Wood
 Bill Bytes

EM. 3-6047
 43549
 EM. 4-2079
 CL. 4-1159
 EM. 3-8716
 GL. 4245
 EM. 3-3762
 MA. 9401
 EM. B-6157
 UN. 6-1775
 UN. 6-9471
 EM. 3-0237
 28356
 EL. 6-2371
 MA. 8024
 WA. 4-9779
 EM. 8-6434
 EM. 4-9396
 EM. 6-2811
 WA. 0344
 UN. 6-8741
 EM. 6-5454
 UN. 6-9361
 EM. 3-5773
 PA. 5824
 EM. 3-6362
 UN. 6-6771
 EM. 3-9402
 EM. 8-8091
 UN. 6-9745
 WA. 3-5589
 UN. 67701
 EM. 4-6301
 CL. 6-2671
 EM. 3-3053
 UN. 6-8921
 MA. 4152
 EM. 3-2073
 2-4767
 UN. 6-8941
 EM. 2-2341

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois
Urbana 7-6611, Ext. 3394

OFFICERS FOR 1956 YEAR

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Treasurer

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Region I

Arthur Weld, Jr., Station WAER-FM, Syracuse University, Syracuse 10, N. Y.

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Region IV

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Region V

Robert Schenkkan, Director Radio-TV, University of Texas, Austin, Texas

Region VI

Edwin Adams, Director, School of Communication, University of Washington, Seattle, Washington

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Harold E. Hill, 14 Gregory Hall, Urbana, Ill.

NAEB MEMBERSHIP LIST

Active Membership of the National Association of Educational Broadcasters

ALABAMA

City	Call Letters	Licensee	Executive
Andalusia	WAIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
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. Telecomm. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSDS (FM)	San Diego Jr. College & Vocational School	Paul R. Roman, Program Dir.
San Francisco	KQED (TV)	Bay Area ETY Assn. 165 Post Street	James Day, General Mgr.
Stockton	KCVN (FM)	College of the Pacific	John Crabbe, Dir.

COLORADO

Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
Denver	KRMA (TV)	Denver Public Schools	James Case, Prod. Dir., Mgr.

FLORIDA

Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Brunson, Asst. Dir.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutehey, Director of Radio

GEORGIA

Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir. Radio Ed.
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ILLINOIS

Carbondale	WBTW (FM)	Southern Ill. Univ.	B. C. Robbins, Dir. Bestg.
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)	Elgin Public Schools	E. H. Hoke, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Feddersen, Chrm. Radio-TV
Macomb	WWKS (FM)	Western Ill. State Coll.	Jennette Terrill, Dir.
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 Suizer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Mitchell Gerbick, Manager
Greencastle	WGRE (FM)	DePauw University	Herald T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Betty Barth, Dir. Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WVHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr.
New Castle	WYSN (FM)	New Castle-Henry Twnsp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.

IOWA

Ames	WOI (AM)	Iowa State College	R. C. Mulhall, Mgr.
Ames	WOI (FM)	Iowa State College	R. C. Mulhall, Mgr.
Decorah	KWLC (AM)	Luther College	Esther J. Olson, Dir.
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer

KANSAS

Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV
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NAEB ACTIVE MEMBERSHIP



City	Call Letters	Licensee	Executive
Lawrence	KPKU (AM)	Univ. of Kansas	R. Edwin Browne, 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. Bemmels, Dean of the College
Wichita	KMCW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
KENTUCKY			
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio-TV
Louisville	WPKR (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
Louisville	WFTL (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
LOUISIANA			
Baton Rouge	WLSU (FM)	Louisiana State University	Mrs. Lucile Ruby, Coordinator, Radio-TV
MARYLAND			
Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
MASSACHUSETTS			
Amherst	WMUA (FM)	Univ. of Mass.	Janet P. Nichols, Manager
Boston	WBUR (FM)	University of Boston	Melvin Brodshaug, Act. Chm., Div. Communication Arts
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrm., Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Boston	WGBH (TV)	Lowell Instit. Co-op	Parker Wheatley, Manager
MICHIGAN			
Ann Arbor	WUOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Riekard, 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. Coleman
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, 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	K10M (AM)	Univ. of Minnesota	Barton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Wilford C. Jensen, General Manager
MISSOURI			
St. Louis	KETC (TV)	St. Louis Ed. TV Association	George Atms, Operations Mgr.
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	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 31 Green St.	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	WNYY (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Robert Earle, Dir. of Radio
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
NORTH CAROLINA			
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	

NAEB ACTIVE MEMBERSHIP

City	Call Letters	Licensee	Executive
Chapel Hill Greensboro	WUNC (FM) WGPS (FM)	Univ. of North Carolina Greensboro Public Schools	John Young, Manager 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	WOUJ (FM)	Ohio Univ.	Archie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cinci. TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland Columbus	WBOE (FM) WCBE (FM)	Board of Education Bd. of Educ., City School District	Katherine Matchett John H. Sittig, Dir.
Columbus Columbus	WOSU (AM) WOSU (FM)	Ohio State Univ. Ohio State Univ.	Richard B. Hull, Director Richard B. Hull
Delaware	WLSN (FM)	Ohio Wesleyan Univ.	Gerald Kroeger, Dir., Radio-TV
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, Dir., Educ. Best. Services
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Norman	KETA (TV)	Okl. Ed. TV Authority	John Dunn, Director
Norman	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Norman	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Stillwater Tulsa	KAMC (FM) KWGS (FM)	Oklahoma Ed. TV Univ. of Tulsa	John Woodworth 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	Mrs. Patricia Swenson, Manager
PENNSYLVANIA			
Grove City Philadelphia	WSAJ (AM) WPWT (FM)	Grove City College Philadelphia Wireless Tech. Instit.	Dale O. Smock, Chief Engineer William W. Zerling
Philadelphia	WHYY (FM)	Radio & TV Corp. Metro. Phila. Educ.	R. S. Burdick, Dir.
Philadelphia Pittsburgh Scranton Pittsburgh	WRTI (FM) WDUQ (FM) WUSV (FM) WQED (TV)	Temple Univ. Duquesne Univ. Univ. of Scranton Metrop. Pittsburgh Ed'l TV Station	John B. Roberts, Dir., Radio-TV B. Kendall Crane, Director Rev. Richard F. Grady, S.J., Director 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 Memphis	WUOT (FM) WKNO (TV)	Univ. of Tennessee Memphis Comm. TV Foundation	Kenneth D. Wright, Dir. of Broadcasting Harold Martin, Mnging. Dir.
TEXAS			
Abilene El Paso Houston Houston	KACC (FM) KVOF (FM) KHUF (FM) KHUF (TV)	Abilene Christian College Texas Western College Univ. of Houston Univ. of Houston	Lowell G. Perry Virgil C. Hicks, Radio Instructor
UTAH			
Logan	KVSC (FM)	Utah State Agri. College	Burrell F. Hansen, Director
VIRGINIA			
Norfolk	WMTI (FM)	College of William & Mary	B. C. Dickerson, Head
WASHINGTON			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle Seattle Tacoma	KCTS (TV) KTOW (FM) KTOY (FM)	Comm. TV Service Univ. of Washington Tacoma Public Schools	Loren Stone, Mgr. Ken Kager, Director, Div. of Radio-Television Merle Kimball, Program Mgr.
WISCONSIN			
Madison Madison Madison	WHA (AM) WHA (FM) WHA (TV)	Univ. of Wisconsin Univ. of Wisconsin Wisconsin State Radio Council	H. B. McCarty, Director H. B. McCarty H. B. McCarty, Director
HAWAII			
Honolulu	KUOH (FM)	University of Hawaii	Louis Steed, Dir., Univ. Radio
PUERTO RICO			
San Juan	WIPR (AM)	Oficina de Radio- emision Publica	Francisco Arrivi, Manager

Equipment and Costs for Low Power TV Station

◊

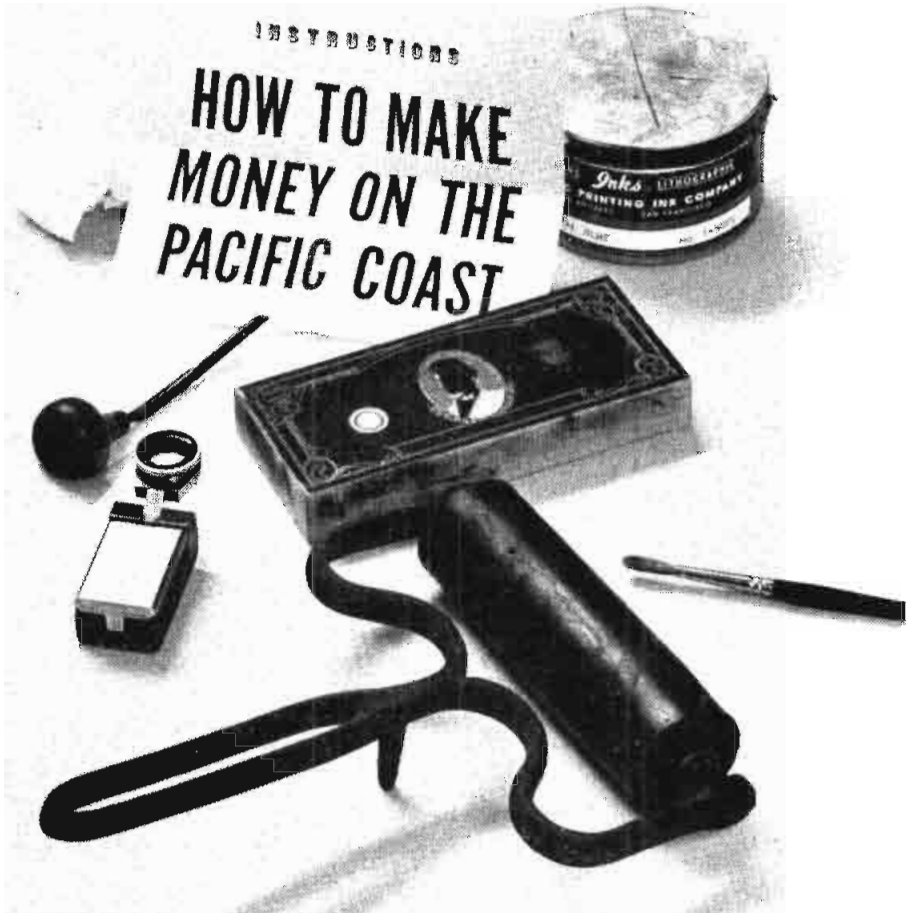
The following material is taken from the hearings, in 1956, before the Senate Committee on Interstate and Foreign Commerce, and refers specifically to Station KINY-TV in Juneau, Alaska. It is typical, however, of many low power TV broadcasting operations.

Item	Quantity	Description	Price
1	1	VST-150 VHF transmitter, 150 watts, specify VHF channel, including 1 set of operating tubes and crystals	\$ 6,450.00
1A	1	Substitute for item 1 if station is to be UHF: UST-150 UHF transmitter, 150 watts, specify UHF channel, including one set of operating tubes and crystals, at \$11,370.....
2	1	AV12-DM demodulator, VHF. Add \$10 for UHF channel, specify channel. Requires 7-inch rack space...	275.00
3	2	Design 611 CBVM Bell-Howell 16 millimeters TV projectors, includes pedestal and remote operation facility, at \$1,995.....	3,990.00
4	1	Gray Telejector, 2 by 2 slide projector.....	695.00
4A	1	Optional substitute for item 4, Selectro-Slide Jr., 2 by 2 slide projector, with 7-inch lens, Spindler & Sauppe, at \$297.....
5	1	VA-19 video clamp amplifier.....	185.00
6	1	2,200 TIC synchronizing generator, for rack mounting, including PS-12C regulated power supply and PS-14 bias power supply. Includes built-in linearity pattern generator. Requires 38½-inch rack space...	2,650.00
6A	1	410-A synchronizing generator, for rack mounting binary counter type, includes built-in power supply. Requires 10½-inch rack space, at \$1,850.....
6B	1	Optional substitute for item 6, 400-B synchronizing generator, portable type, complete at \$1,500.....
7	1	VSTA-4 VHF vee antenna, 1 stacked elements, omnidirectional, 5 decibal power gain, specify VHF channel	1,990.00
7A	1	Substitute for item 7 if station is to be UHF: USTA-8 UHF antenna, 8 stacked elements, omnidirectional, 9 decibel power gain, specify UHF channel, at \$3,590.....
8	2	300-D Vidicon camera chains, portable, at \$4,600....	9,200.00
8A	2	Optional substitute for item 8, 300-D Vidicon camera chains, studio type, at \$1,900.....
9	1	A-069-3 film camera lens, 3-inch, F/2.5.....	88.00
10	1	A-069-1 live camera lens, 1-inch, F/4.5.....	98.00
10A		Optional additional lenses: A-069-2 camera lens, ½-inch, F/1.5 at \$99..... A-069-4 camera lens, 2-inch, F/1.9 at \$88.....
11	1	B-052-1 interconnecting cable, pulse, 1 required per camera chain in excess of 10.....	60.00
12	1	C-077-1 optical multiplexer, complete with stand and single field lens	245.00
13	1	C-081 film camera mounting pedestal.....	120.00
14	1	Gray Telejector mounting pedestal.....	195.00
14A	1	Optional substitute for item 14, slide projector mounting pedestal for item 1A consisting of C-0922 base, C-022 pedestal, and B-541 adapter plate, at \$100

EQUIPMENT AND COSTS FOR LOW POWER TV STATIONS

<i>Item</i>	<i>Quantity</i>	<i>Description</i>	<i>Price</i>
15	1	AVC-L audio-video operating console providing audio, video, and projection switching control, with facilities for handling 4 audio and 4 video inputs with monitor and preview switching, and remote control of 2 film projectors and 2 slide projectors; includes CP-11, CP-14, and CP-15 panels, CH-2B console and audio amplifiers (2 preamps, 1 program amplifier and 1 monitor amplifier).....	2,100.00
15A	1	Video mixing option: Add video fade and lap dissolve facilities, includes conversion of CP-15 to CP-15A by addition of switch row and fader mechanism, 2 VA-18 modular amplifiers for mixing and RA-8 rack mounting chassis (installed in AVC-1 at factory if ordered with AVC-1, otherwise available as a field modification kit), at \$330.....
15B	1	TT-14B 3-speed 12-inch transcription turntable with cabinet, 106SP tone arm, 2 reluctance cartridges and diamond stylii, 602B equalizer, complete.....	350.00
15C	1	Audio preamplifier option: Add preamplifier (5116) and tray (5106) to AVC-1 console for converting high-level input to low-level input; includes operating tubes (installed in AVC-1 at factory if ordered with AVC-1, otherwise supplied as field kit), at \$109.....
16	1	M16A master monitor.....	2,150.00
17	2	PS-12C regulated power supplies for M16A and audio-video amplifiers, requires 10½ inches rack space, at \$280	560.00
18	1	CH-3A console housing with sliders, blower and filter; for M16A master monitor.....	370.00
19	1	CH-2A console housing, flat top, for portable Vidicon camera controls and power supplies.....	160.00
20	1	Relay kit for remote control of slide projector, item 4A, at \$30.....
21	1	PS-13 low-voltage power supply, 24-volt direct current, 5 amperes, requires 7 inches rack space.....	235.00
22	2	K-56 Setchell-Carlson 17-inch picture monitors (camera monitors), at \$199.....	398.00
23	1	K-56S Setchell-Carlson 17-inch picture and sound monitor (announce monitor).....	214.00
24	2	R-1 racks, with rear doors.....	184.00
25	1	A-072-1 camera tripod and friction head, heavy duty.	150.00
26	1	B-030-1 3-wheel dolly.....	45.00
27	1	Senior Colortran lighting kit, code KSR.....	265.00
28	1	TA-3 plug-in meter for checking power supplies and calibrating M16A master monitor.....	60.00
29	2	SP-2 side panels for operating console lineup, left and right, at \$5.....	10.00
30	2	SP-1 side panels for R-1 rack, left and right, at \$14..	28.00
31	1	Hewlett-Packard model 335 E TV station monitor, aural modulation, and aural/visual carrier frequency monitor	2,050.00
32	1	AV12 rebroadcast receiver, VHF. Add \$10 for UHF channel, specify channel.....	225.00
33	2	635 EV microphone dynamic, omnidirectional, at \$41.40	82.80
33A	2	420 EV desk stand for microphone, at \$12.....	24.00
34	—	Towers, on application.....
35	—	Transmission line, on application.....
36	—	Other accessories, on application.....
Total			<u>\$35,811.80</u>

Don Lee's Do-it-yourself Hints



Mutual
DON LEE
1929-1931 1932-1933 1934-1935 1936-1937 1938-1939 1940-1941 1942-1943 1944-1945 1946-1947 1948-1949 1950-1951 1952-1953 1954-1955 1956-1957 1958-1959 1960-1961 1962-1963 1964-1965 1966-1967 1968-1969 1970-1971 1972-1973 1974-1975 1976-1977 1978-1979 1980-1981 1982-1983 1984-1985 1986-1987 1988-1989 1990-1991 1992-1993 1994-1995 1996-1997 1998-1999 2000-2001 2002-2003 2004-2005 2006-2007 2008-2009 2010-2011 2012-2013 2014-2015 2016-2017 2018-2019 2020-2021 2022-2023 2024-2025
RADIO
 1313 North Vine Street
 Hollywood 28, California

DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...

We're talking about the best advertising medium on the Pacific Coast—Don Lee Radio.

In a recent survey Dr. Ernest Dichter asked Pacific Coast merchants which radio network, in their opinion, people listen to most—60% said Don Lee.

Use the Radio Network both merchants and listeners prefer—the nation's greatest regional network—Don Lee.

DON LEE IS PACIFIC COAST RADIO

Represented nationally by H-R Representatives, Inc.



RADIO NETWORKS

AFFILIATED STATIONS
OWNED & OPERATED
STATIONS
EXECUTIVE PERSONNEL
U. S. A. NETWORK MAPS

1957

Resurgence of Network Radio Striking, Yet Understandable



GEORGE COMTOIS
Vice-President, Sales
ABC Radio Network

THE outlook for network radio is so good for 1957 that Dec. 28, 1956 ABC Radio announced an increase in network radio rates effective April 1, 1957.

ABC Radio's decision to raise rates on the segmented programs in our Morning Bloc under the ABC-Dispersion Plan is based on the fact that progress on the road back for network radio can best be accelerated by providing the industry at large with a more accurate reflection of the real worth of a network radio buy in the rates charged for that buy. While the ABC Radio rate increases are modest, they signify the increasing recognition, importance and value of network radio as a national medium.



Radio has passed through a difficult period over the past decade because it has taken advertisers time to discover that \$1,000 spent in 1956 to reach 1,500,000 homes per minute is an even better buy than \$5,000 spent in 1946 to reach 5,000,000 homes per minute. While this may seem to be a very simple thing to "discover," one must remember that the buyer of advertising has traditionally been used to buying something that *assembles* a crowd for him—like the high rated radio show of yesterday and the high rated TV show of today.

In 1956, while fewer crowds were *assembled* at any one time by radio, radio as an individual listening medium *followed* more individuals than ever before—in 47,000,000 homes with radios in 35,000,000 autos with radios, in 142,000,000 individual radio set locations throughout America. With radio rates lowered in keeping with the smaller crowds *assembled*, the point was finally reached where radio was at once broad enough (thanks to the phenomenal continuing growth of set circulation) in minute-by-minute cost to actually enable an advertiser to economically pursue the media man's dream of *following* the individuals wherever they are.



Moreover, this technique of mass penetration and saturation, made possible by the new pattern of radio's cost and circulation today, furthers one of the most important selling techniques of advertising—namely, *repetition*. Not only does the radio advertiser get more homes per minute for less money today than he did ten years ago, he broadcasts his message more often, with greater

frequency than ever before possible for that money. The advertisers who know about radio's change—in *method* of buying and *costs* of buying—are enthusiastic about radio because it is the most successful, economical medium they have ever used. Small advertisers have perhaps been the first to learn about radio's change and new vitality, because their inability to afford TV on a large scale has made them more expert on the use of radio and other media. Also, the small advertiser can usually feel results and trace those results to his use of radio more handily than the large advertiser.



The sheer weight of research evidence brought to bear in network radio's behalf has operated in the past year to saturate the buyers of advertising with the realization of network radio's strength. The demonstrable power of the medium has, in 1956, helped move network radio from the Time buyer's desk to the Plan Board table. Similarly, the advertiser is concerning himself more and more with his radio appropriations and not delegating complete responsibility for "fill-in" coverage. The great thing for network radio has been the growing realization by both agency and advertiser in case after case that with over 75% of all homes now TV-equipped the only way to consider network radio is on the basis of total U.S. homes delivered.



The resurgence of network radio is really not so surprising. Actually, trade opinion on the value of the medium has tended to follow public opinion—which has certainly changed. Advertiser Research has asked TV owners every year since 1949 in a continuing study if they think TV will replace radio and if they think they will continue to listen to radio. In 1949 52% said TV would replace radio. In 1956 only 11% thought so and 89% reported they will continue to listen to radio.

In all areas, on all fronts 1957 will be a year of greater strength for the radio medium, greater progress for networks and greater rewards and advantages for those who make use of its facilities.

A M E R I C A N BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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(A Division of American
Broadcasting-Paramount Theaters,
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7 West 66th Street

New York 23, New York

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William Hamilton	Eastern Program Manager
James McConnochie	Mgr. of Announcing Div.
J. Ward Mitchell	Mgr. of Script

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Continuity Acceptance

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Detroit 26, Michigan

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Special Events & Advertising, Promotion &
Publicity
David Sacks Sales Manager—KGO and KGO-TV
Henry Saroyan Controller & Purchasing Agent
Edward Smith Production Manager
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1735 DeSales Street, N.W.
Washington, D. C.

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7 West 66th Street
New York 23, New York

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Network Radio Suits Needs of Major Advertising Firms



By
ARTHUR HULL
HAYES
President
CBS Radio

THE trend for radio is upward. Almost 14,000,000 new radios were sold last year which indicates that more listeners are listening. More advertisers are buying time. Why? I think the reason is that radio has maintained its unique effectiveness for entertaining, informing and persuading large audiences. Certainly, if the developments of the past year are a reliable barometer, the CBS Radio Network, in particular, has every reason to look forward confidently during the ensuing months.



One of the first principles of advertising is that, in order to be effective, it must be repetitive and it must reach a lot of people. Because the radio medium does fulfill this function, more and more national advertisers are recognizing this fact, and they recognize further that they can secure effective advertising at the right price.

At any given moment, for example, the entire nation-wide audience for radio can be reached only through the use of virtually all of the 2971 commercial AM radio stations deployed across the country. But how many—if any—advertisers can buy time on *all* of these stations on a consistent and repetitive basis? Here, therefore, is where network radio is tremendously advantageous and demonstrates its effectiveness. And this is why, for an increasing number of advertisers, the answer continues to lie in network radio. Although only about 42 per cent of the commercial radio stations are affiliated with networks, these network stations account roughly for about two-thirds of the families listening to week-day, mid-day radio—a formidable percentage figure.



In this area the CBS Radio Network is dominant. CBS Radio's 201 affiliated stations, representing about seven per cent of all commercial stations in the United States, account for more than 26 per cent of the week-day, mid-day listening. This is more than the listening commanded by *any* other network and as much as the listening to the next two networks combined. CBS Radio has retained and has increased its audience domi-

nance because it has maintained the quality of its programs and has not slackened its alertness to listeners' tastes and preferences. This emphasis on the importance of programming is, in fact, the foundation on which CBS Radio has rested from its very beginnings. And attention to programming quality gives advertisers access, not only to larger audiences, but to more responsive ones.



These factors are the basis for the confidence which major advertisers are displaying in radio as a potent selling medium. CBS Radio, for example, can point to a number of tremendously important business organizations which have allocated a sizable portion of their advertising dollar to impressive time purchases on the network. Gross time purchases of a million dollars or more were made by the following in recent months: Colgate-Palmolive, \$3 million; Lever Brothers, \$3 million; Slenderella International \$1 million; Standard Brands, \$1½ million; Scott Paper Co., \$1,000,000. In addition, time purchases from the CBS Radio Network included renewals by such companies as Chevrolet, Delco, Brown & Williamson and the Wm. Wrigley Co. Where such advertisers lead, it is inescapable that others follow. The reason is simple: it's good business to buy radio!



The final barometer of advertising interest in network radio is the fact that, at this writing, 91 per cent of the CBS Radio Network's daytime programming is sold out—an improvement of more than 100 per cent on the status which was reported six months ago.

There can be little doubt about radio's continued growth and vitality. Certainly the developments of the past year seem to be a reliable indicator toward the continued growth and health of radio, both for 1957 and the years beyond.

CBS RADIO



NETWORK



● WKAQ San Juan

CBS, INC.

CBS RADIO DIVISION

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

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Milton Rich.....Manager, Press Relations

KCBS and KCBS-FM

Palace Hotel, San Francisco 5

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KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

Bert West General Manager
Donald Ross Sales Manager
Robert Sutton Program Manager
John Asher Promotion Manager
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Maury Webster Director of Operation

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410 N. Michigan Ave., Chicago 11

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E. H. Shomo Assistant General Manager
James Hensley Sales Manager
Thomas A. Bland Program Director
C. W. Doebler Promotion Manager
Will Garry News Director

WEEL and WEEL-FM

182 Tremont St., Boston 12

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Robert Sinnent Sales Manager
Ken Ovenden Program Manager
Joseph Cullaine Promotion Manager
Charles Ashley News Director

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Milton F. Alliston Eastern Sales Mgr.
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Fred Heywood Sales Promotion Manager

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Thomas Peterson Western Sales Manager

Atlanta Office, 800 Peachtree St.

George R. Swearinger, Jr. Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt Sales Manager

Los Angeles Office, Columbia Square

Roland H. McClure Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson Sales Manager

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William A. Schudt, Jr. V.P. in Charge
Eric Salline Manager

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Presentations
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Naomi Andrews Network Copy Chief
Irving Miller Director, Art Service,
CBS-Owned Stations Promotion
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Network Radio Structure Seen as Filling Manifold Needs



By
JOHN B. POOR
President
Mutual Broadcasting
System

RADIO'S resurgence is the misnomer that's making the rounds.

It is not a resurgence. Dictionaries define the word as a "rising or a tendency to rise." And where radio is concerned that is definitely incorrect.

The phrase that should be used these days is "radio's recognition." For that is what we have today—a recognition by all advertisers that radio is the big medium for flexible and elastic impact on the biggest possible mass audience in the world. And it is done by network radio at a minimum in cost.



This year 1957 actually marks a carry-over of a rekindled interest by national advertisers in network radio's commercial impression impact. This closer attention to network radio's potentials became markedly apparent in 1956 when our own Research Department checked the commercial minute impressions on network radio ordered over a specified period of time that year against a similar period in the preceding year 1955—and showed there was a big increase.

I have constantly harped on the fact that network radio's big problem was the simple fact it was being eclipsed by network television. And, taking my theme from Mark Twain's famed Connecticut Yankee story, I point out these days that network radio's solution to the problem is to remove itself from the picture medium's shadow.

We did that in 1956. And we are setting our sights not to increase that campaign throughout 1957 and the years ahead. We know we're on the right track.



We have many criteria to prove our points. Firstly, last year appliance makers made and sold twice as many radio sets as they did television. As I noted above, last year more and more advertising agencies began counseling clients to spread advertising dollars more sagely by increasing allocations for network radio. We know, too, that now as never before the great American public is a mobile force—constantly on the move via new cars and newer highways.

All these are signs of the times that none of us—whether we be network operators, affiliates or national and regional advertisers—can overlook. Americans are moving out of their homes these evenings. They're traveling. They're attending drive-in theaters and enclosed theaters. They're visiting people. They've stopped hibernating.

And wherever they go there's radio. When these words are printed there will be upwards of 150 million radio sets in use throughout the country. There are more than 40 million radio-equipped cars, trucks and busses. It's the biggest mass audience in the world. And it can only be reached by radio—with network radio most efficient in this process.



There are skeptics who talk down the advantages of network radio. Fortunately, they are few today.

I have seen at first hand that local programming kept strictly on a local level has manifold limitations and is far from the answer to good programming, economically sound and progressive radio programming.

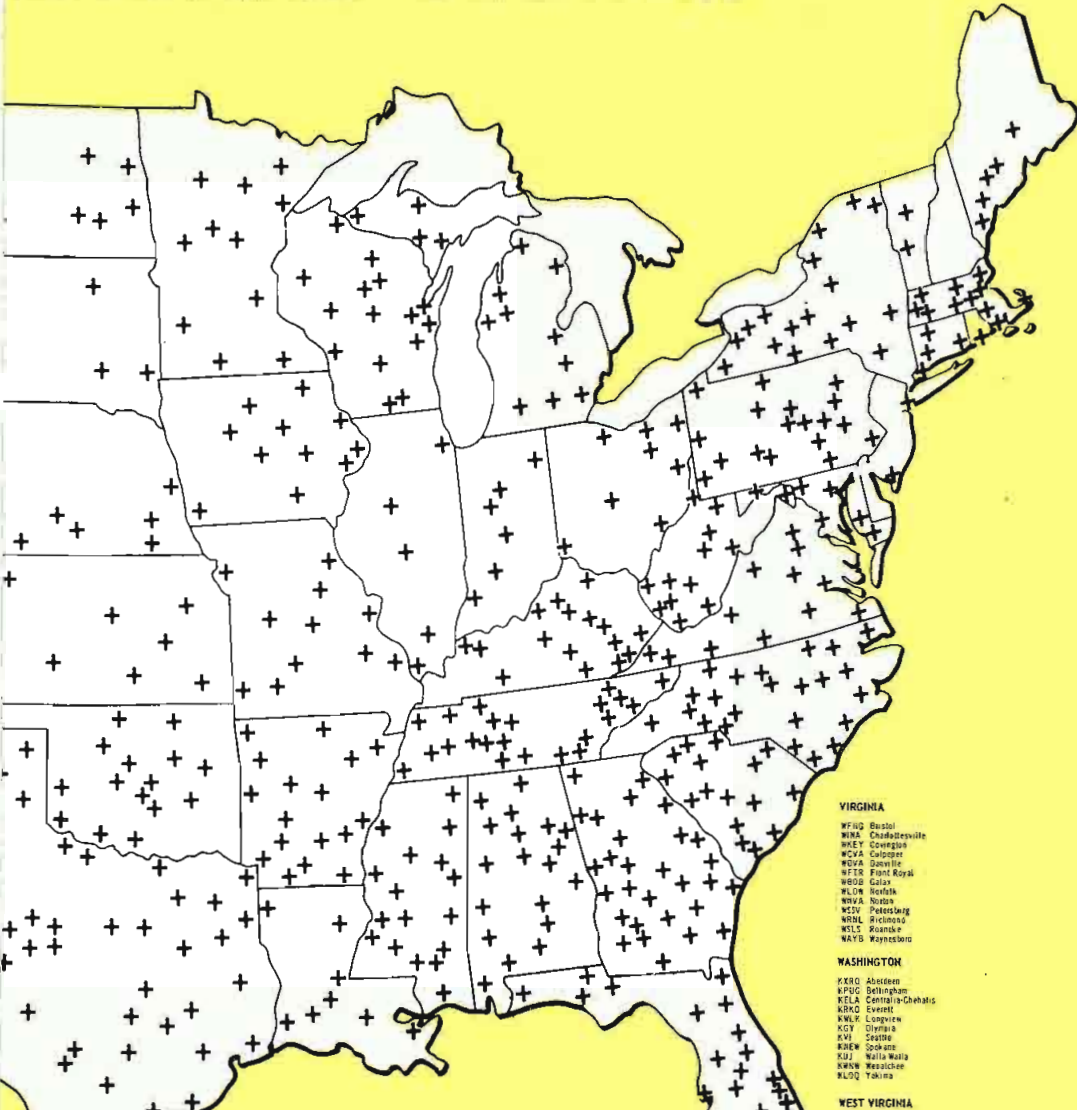


That has to be an interlocking of local interests between the specifics for neighborhoods (areas of 100 to 200 square miles within the radial transmitting distances of average a.m. stations) and local programming and the spectacular, colorful broadcasting that radio listeners have come to depend on these days—the type of interstudded programming that only a network can provide.

Only a network can go round the world—for news where it is actually happening—for events as they actually occur. This is network radio's *big plus*.

And never again in our lifetime will we see it overshadowed.

CASTING SYSTEM



PENNSYLVANIA

- WRTA Altoona
- WCEB Bradford
- WCEZ Erie
- WCMB Harrisburg
- WCLZ Hazleton
- WCRO Johnstown
- WLAN Lancaster
- WDEZ Leola Haven
- WSTT New Castle
- WUPP Philadelphia
- WJAZ Pittsburgh
- WBSB St. Mary's
- WISL Shamokin
- WMAJ State College
- WPKA Washington
- WBST Williamsport
- WDAF Wilkes-Barre
- WBSA York

RHODE ISLAND

- WRAI Providence

SOUTH CAROLINA

- WANS Anderson
- WBCS Bennettsville
- WHAJ Charleston
- WLAT Conway
- WETA Georgetown
- WHSB Greenville
- WCSG Hartsville
- WJOT Lake City
- WDSN Lancaster
- WDXK Orangeburg
- WHRN Rock Hill
- WJAN Spartanburg
- WFDL Sumter
- WALD Waterbury

SOUTH DAKOTA

- KORH Mitchell
- KIKD Sioux Falls
- KWAT Watertown

TENNESSEE

- WLAN Athens
- WACC Chattanooga
- WJZM Clarksville
- WDAZ Cleveland
- WJAM Columbia
- WBEJ Elizabethtown-Johnson City
- WFAK Fayetteville
- WQWV Greenville
- WDLI Jackson
- WRCB Knoxville
- WLSF Lafayette
- WJLM Lewisburg
- WMBT Morristown
- WSDQ Memphis
- WCRK Murfreesboro
- WRAH Nashville
- WATO Oak Ridge
- WTRF Paducah
- WHAL Shelbyville
- WENR Union City

TEXAS

- KVBC Abilene
- KVFL Alpine
- KAMQ Amarillo
- KVET Austin
- KIOX Bay City
- KTAC Big Spring
- KIUX Burger
- KQWD Brownwood
- KOFA Brown
- KEFT Corpus Christi
- KAND Corsicana
- WRK Dallas

- KEPO El Paso
- KEFD Fort Worth
- KWAT Fredericksburg
- KVUL Groesbeck
- KHNT Houston
- KHST Huntsville
- KLEN Kilgus
- KVOZ Lubbock
- KTES Lufkin
- KRID McAllen
- KXVM Mercedes
- KRIC Odessa
- KNEY Palestine
- KPOM Pampa
- KJUN Pecos
- KETE Pecos
- KVOP Pflugerville
- KPAC Port Arthur-Baytown
- KMAC San Antonio
- KSRV Sherman-Denison
- KDNY Snyder
- KDWT Tarrant
- KSTT Sulphur Springs
- KDYP Tarkenton
- KGBS Tyler
- KDVC Victoria
- KWTA Waco
- KDOD Wichita Falls

UTAH

- KVNU Logan
- KLD Ogden
- KGAL Packer
- KQVO Provo
- KALL Salt Lake City

VERMONT

- WTVN Rutland
- WDEV Waterbury

VIRGINIA

- WFUG Bristol
- WBSA Charlottesville
- WREY Charlottesville
- WCCA Copperhill
- WQVA Danville
- WFIR Front Royal
- WROU Galax
- WLOM Norfolk
- WWSA Norfolk
- WZSV Petersburg
- WDBL Richmond
- WTLN Roanoke
- WAYB Waynesboro

WASHINGTON

- KXRC Aberdeen
- KPUG Bellingham
- KELA Centralia-Chehalis
- KRUC Everett
- KWLF Longview
- KCVY Olympia
- KVI Seattle
- KRNE Spokane
- KDJ Walla Walla
- KWVW Wenatchee
- KLDQ Yakima

WEST VIRGINIA

- WKDY Bluefield
- WTFP Charleston
- WMBR Clarksburg
- WLTN Huntington
- WGLN Logan
- KVLU Martinsburg
- WQDR Morgantown
- WJLD Parkersburg
- WETZ New Martinsville
- WQBC Weir
- WBAW Weirton
- WTRX Wheeling-Weirton, Ohio
- WETH Wetzelton

WISCONSIN

- WHDY Appleton
- WDEZ Beaver Dam
- WBEZ Eau Claire
- KFIZ Fond du Lac
- WJPD Green Bay
- WCLD Janesville
- WLCX La Crosse
- WCLW Ladysmith
- WMBT Marshfield
- WTC Madison
- WJGM Medford
- WVVC Rice Lake
- WVBC Wisconsin Rapids
- WFRB Wisconsin Rapids

WYOMING

- KVOC Casper
- KVNO Cheyenne
- KFCB Cheyenne
- KGEE Lander
- KONB Laramie
- KPWR Powell
- KRAL Rawlins
- KRRL Riverton
- KRBY Rock Springs
- KWYO Sheridan
- KRTS Thermopole
- WQOR Worland

MUTUAL BROADCASTING SYSTEM

Executives and Staff
1440 Broadway, New York 18, N. Y.
Telephone: Longacre 4-8000

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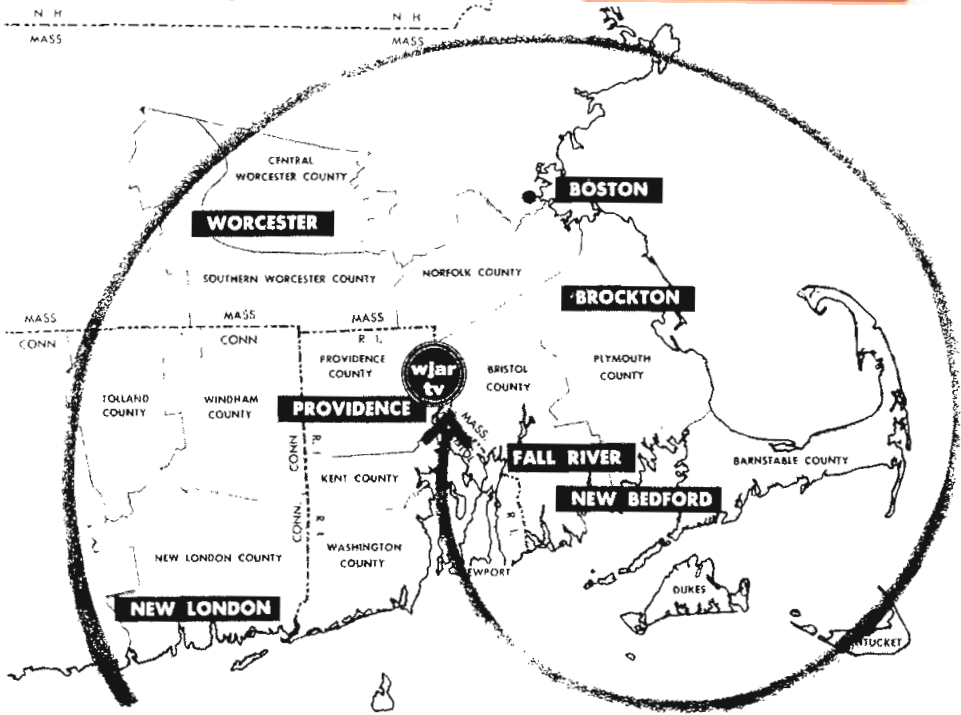
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This is the Southeastern
New England Market... **810,700 Homes!**



WJAR-TV Channel 10
Reaches More of These Homes
Every Day Than Any Other
Television Station*

*A. C. NIELSEN
ACS No. 2 Survey
Spring, 1956
Check your Nielsen for extent
of Channel 10 bonus area

Represented by
WEED Television



PROVIDENCE, RHODE ISLAND
A service of The Outlet Company

Turnabout in the Fortunes of Network Radio Described



By
MATTHEW J.
CULLIGAN
Vice President
NBC Radio Network

THE miraculous turnabout in the fortunes of network radio that has occurred during the past few months is definitely not a matter of luck, the failure of competition, or the charity of advertisers and agencies. It is the result, we at NBC think, of identifiable, measurable causes, all of which contribute in varying degrees. As I see it, there are seven forces which have brought about the greatly improved atmosphere for network radio. You can weigh them according to your own orientation:

1. **Stability of Audience** — Television smashed into radio nine years ago with devastating effect, particularly at night. Night-time radio lost 69% of its audience to television. To a lesser degree, daytime radio was affected. About 27% of radio's daytime audience was lost to television. But happily, the decline in radio audiences was arrested about 18 months ago, and audience levels stabilized for six months, then started a gradual, small increase. Network radio rates, however, declined faster and for a longer period than audience levels, resulting in the phenomenon of an underpriced national advertising medium.



2. **Research**—Leading national advertisers have completed research studies which have had a drastic effect on their thinking. One large soap company conducted a continuing research project over a two-year period and made a discovery which led to their purchase of \$4,000,000 in network radio. Other research is now underway, and we believe the conclusions are inevitable—that as a supplement to an existing campaign, network radio is definitely superior to any other medium—television, print or newspapers.



3. **Merchandisability** — This is an intangible, but it certainly should be considered. For more than six years television has had an almost unique explosive power with elements of the distributive and retailing trade. Almost any television caused excitement among a sales force and the trade. And no radio advertising had much effect in exciting the trade. This feverish excitement has run its course, and television no longer completely dominates the scene.

4. **Economics of Television** — The rising costs of television have militated against continuity for many advertisers. There is considerable concern about the "valleys of forgetfulness" between television exposures. Network radio is being used by bellwether advertisers to bridge the gaps between tele-

vision exposures and print exposures in weekly and monthly magazines.

5. **New Equipment**—A whole new area of service to the public is being opened via new radio equipment—such as the NBC Hot Line Service which restores to the American scene the electronic equivalent of the old newspaper's EXTRA, which was relegated to the graveyard by the speed and flexibility of radio news coverage.



6. **Need for Networks**—In recent months there have been ringing confirmations of the need for radio networks by the people whose opinions really matter. Our NBC affiliates demonstrated this beyond all doubt by accepting a change in network option time, permitting us to take under network option the first five minutes of every hour from 7:00 A.M. to 11:00 P.M. Advertisers and agencies, recognizing network radio as a supermarket way to buy, have shown their support by some recent purchases of network radio.



7. **"Imagery Transfer"**—And finally, a concept . . . "Imagery Transfer," which struck sparks immediately among the best minds in the advertising business. The NBC Radio Network has undertaken a detailed study of "Imagery Transfer" and will shortly publish a book, called "The Scientific Basis for Imagery Transfer." The net effect of Imagery Transfer will be, in my judgment, the acceptance of network radio as a necessary part of any balanced national advertising campaign.

I would like to make three predictions about Network Radio.

1. Network Radio will be with us at least as long as any present major advertising medium—including television, magazines or newspapers.

2. The period between the Fall of 1956 and the Spring of 1957 was the turning point in the trend of Network Radio.

3. New radio audience research will be devised in 1957 which will for the first time illuminate the true audience levels of radio, including portable sets in the home, car radios and out-of-home portables.

NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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Kathryn Cole..... Manager of Information
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Frederick G. Knopfke.. Manager of Sound Effects
Albert W. Protzman..... Supervisor, TV Studio
Technical Operations
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Charles J. Moos.. Manager, Talent and Program
Contract Administration

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Thomas S. Gallery..... Manager of Sports
William McAndrew..... Director of NBC News
Edward Stanley..... Manager of Public Service
Programs
Barry Wood..... Director of Special Events
Arch Robb..... Mgr. of Special Events

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 Sackett Miles Manager, Radio Sales Service and Traffic
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 Thomas S. O'Brien Director, Business Affairs

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 William Buschgen Division Manager, Radio Spot Sales
 George Dietrich Director, Radio Spot Sales
 Mort Gaffin Mgr., New Business & Promotion

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 Frederick E. Acker Business Manager
 Peter Affe Manager, Studio and Film Operations
 William A. Berns Manager, News and Special Events
 Max Buck Director, Advertising, Promotion and Merchandising
 Arthur Hamilton Station Manager
 John R. O'Keefe Publicity Director
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 Stephen White Program Manager

WMAQ, WMAQ-FM, Chicago

Jules Herbeuveau V.P. & Gen. Mgr. WMAQ, WMAQ-FM
 Henry T. Sjogren Assistant General Manager
 John M. Keys Director, Advertising and Promotion
 Leonard Anderson Mgr., Integrated Services
 Chet Campbell Mgr., Press
 Howard C. Luttgens Mgr., Tech. Operations
 Rolland J. Reichert Mgr., Operations
 Edmund Souhami Mgr., Personnel & Legal
 Harry D. Trigg Director of Programming
 Neil Murphy Station Business Manager
 John F. Whalley Dir., Business Affairs & Financial Planning

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France

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Japan-Korea

George Thomas Folster, Nikkatsu Building, Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

Germany

Frank Bourgholtzer, Press Center (American), APO 757, c/o PM, New York, New York.

Rome

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Keystone Web Services Needs Of Hometown And Rural America

THE rich bread basket which makes up Home Town and Rural America is one of the most desirable market places in the nation. Its statistics alone prove that as a market it can scarcely be overlooked as a source of tremendous revenue for advertisers in almost every conceivable field. 28,058,420 radio homes comprise an audience of over 87,000,000 listeners. Included in this group are over 4,000,000 farms where television is not a strong factor. Keystone Broadcasting System covers this vast market with radio service that has a large and loyal following. Keystone Broadcasting System provides the advertiser with access to this market that can be compared to nothing else available to him. Advertisers who have used Keystone are staunch advocates of the power of radio . . . specifically Keystone . . . in Home Town and Rural America.



One of the outstanding advantages of Keystone service to its clients is the ease and simplicity with which large market areas can be covered by the simple writing of an order. Keystone's administrative facilities enable the advertiser to choose sections of the country as he sees fit and Keystone takes over from there. The programming problems and paper work are out of the advertiser's hair because Keystone's services are such that they are almost automatic. With more than 920 stations in the Keystone family, it becomes possible for the advertiser to choose where and how many stations will best fit his particular problem. 90 or 900, according to

By
SIDNEY J. WOLF
President
Keystone
Broadcasting System



the dictates of his merchandising program, Keystone tailors Home Town and Rural America to fit each individual need.



Probably the great plus factor in KBS service is a tremendous extra that is provided by the unusual effort put forth by Keystone affiliates in behalf of merchandising. Time after time advertisers have expressed wonderment at the real "get up and go" of Keystone merchandising. This is no idle statement — Keystone's records are full of merchandising stories that are literally worth their weight in gold . . . and all at the local level where they do the most good. The unusual relationship that Keystone maintains with its affiliates is fertile ground for merchandising growth that we believe is unparalleled in the field.



Yes, Keystone is still growing. Every year sees new members added to the already large family. And new members mean even greater services to Keystone's present customers and future advertisers. Keystone is looking forward to 1957 as a year which will realize an even greater boon to Keystone clients and greater results from rich, enthusiastic Home Town and Rural America and the over 920 Keystone affiliate stations.

KEY TO THE ROAD

ALABAMA

WRFS Alexander City
 WCTA Andalusia
 WANA Anniston
 WEOR Birmingham
 WEBJ Brewton
 WRAG Carrollton
 WKLF Clanton
 WKUL Cullman
 WMSL Decatur
 WXAL Demopolis
 WOOF Dothan
 WULA Eufaula
 WWWW Fayette
 WQWL Florence-Muscle Shoals
 WZOB Fort Payne
 WETD Gadsden
 WGYV Greenville
 WGSV Guntersville
 WRBG Haleyville
 WERH Hamilton
 WBHP Huntsville
 WPBB Jackson
 WWWW Jasper
 WMOZ Mobile
 WMEG Monroeville
 WCRJ Oneonta
 WJHO Opelika
 WPLD Piedmont
 WRFD Roanoke
 WWWW Russellville
 WROS Scottsboro
 WBBB Selma
 WFBF Sylacauga
 WHTB Talladega
 WJDB Thomasville
 WRFB Troy
 WTCJ Tuscaloosa
 WTUS Tuskegee
 WETU Wetumpka

ARIZONA

KCKY Coolidge
 KAWT Douglas
 KCLS Flagstaff
 KDJL Holbrook
 KNDG Nogales
 KRIZ Phoenix
 KOLD Yuma

ARKANSAS

KVRC Arkadelphia
 KBTA Batesville
 KWBZ Benton
 KAMD Camden
 KCQN Conway
 KAGH Crossett
 KDDN De Queen
 KDMS El Dorado
 KXJK Forrest City
 KH0Z Harrison
 KFFA Hefera
 KXAR Hope
 KBHS Hot Springs
 KBTM Jonesboro
 KVIC Little Rock
 KB0K Malvern
 (Formerly KDAS)
 KVSA McGehee
 KTML Marked Tree
 KENA Mensa
 KBAM Monticello
 KTLO Mountain Home
 KOSE Osceola
 KORS Paragard
 KD0N Pine Bluff
 KP0C Pocahontas
 KXRI Russellville
 KWCB Searcy
 KUOA Searcy Springs
 KBRS Springdale
 KWAK Stuttgart

CALIFORNIA

KIPS Bishop
 KPMK Coalinga
 KRDU Dinuba
 KIC0 El Centro
 KBAB El Centro
 (San Diego)
 KOAC Fort Bragg
 KGST Fresno
 KVR Los Angeles
 KGER Lemoore
 KYAS Merced
 KCFE Modesto
 KMOR Orvis
 KPPI Paso Robles
 KAFP Petaluma
 KTOP Porterville
 KBIF Red Bluff
 KVC0 San Luis Obispo
 KSPA Santa Maria
 KPA Santa Paula
 KQ0C Sonoma
 KSHS Susanville
 KTKR Taft
 KTUR Turlock
 KUDU Ventura

KHUB Watsonville
 KAGR Yuba City

COLORADO

KGIV Altusna
 KRLN Canon City
 KVFC Cortez
 KRRI Craig
 KLIH Denver
 KIUF Durango
 KHYJ Fort Lupton
 (Brighton)
 KFTM Fort Morgan
 KBNZ La Junta
 KLMR Lamar
 KLVC Leadville
 KLOV Loveland
 KSLV Monte Vista
 KDZA Pueblo
 KVRH Salida
 KCRT Trinidad

DELAWARE

WSUX Seaford

FLORIDA

WAPG Arcadia
 WTAL Bradenton
 WFLW Clearwater
 WKCO Cocoa
 WVCN Crestview
 WDFC Dade City
 WDFB Delray Beach
 WFBK Fernandina Beach
 WINK Fort Myers
 WARR Fort Pierce
 WGGG Gainesville
 WGLA Hollywood
 WJVB Jacksonville Beach
 (Jacksonville)
 WKWF Key West
 WRWB Kissimmee
 WPC Lake Wales
 WLBE Leesburg
 WNER Live Oak
 WTVS Marianna
 WSBW New Smyrna Beach
 WTMG Ocala
 WPPF Palatka
 WDLF Panama City
 WPRY Perry
 WPLA Plant City
 WFLY St. Augustine
 WTRR Suwanee
 WKXY Sarasota
 WJCM Sebring
 WJTM Stuart
 WMEN Tallahassee
 WEBK Tampa

GEORGIA

WAAG Adel
 WJAZ Albany
 WDEC Americus
 WGAU Athens
 WMGR Bainbridge
 WH0B Baxley
 WM0G Brunswick
 WGRA Cairo
 WCLB Camilla
 WLBB Carrollton
 WBHF Cartersville
 WGAO Cedartown
 WMJM Corder
 WJFS Covington
 WBLJ Dalton
 WPDW Dawson
 WDM Mountain Home
 (Formerly WGLS)
 W0MG Douglas
 WMLT Dublin
 WSGC Elberton
 WBBH Fitzgerald
 WFBF Fort Valley
 WFGG Gainesville
 WKEU Griffin
 WCEH Hawkinsville
 WBGR Jesup
 WLFA Lafayette
 WLAG La Grange
 WMGE Madison
 WFOM Marietta
 WMVG Milledgeville
 WMRE Monroe
 WMGA Moultrie
 WBBN Perry
 WGA Thomas
 WSNL Sandersville
 WFRP Savannah
 WWSN Statesboro
 WSYL Sylvester
 WSET Thomasville
 WTLWA Thomson
 WLET Toccoa
 WJEM Valdosta
 WYOP Vidalia
 WWAY Waycross
 WBBO Waynesboro

WRLD West Point
 WIMO Winter

HAWAII

KILA Hilo
 KAIM Honolulu

IDAHO

KGEM Boise
 KBAR Burley
 (Formerly KBID)
 KOBT Grandville
 KRFI Idaho Falls
 KMLR Moscow
 KWIK Pocatello
 KPST Poston
 KRKX Rexburg
 KSPT Sandpoint
 KLIX Twin Falls

ILLINOIS

WOKZ Alton
 WBYS Canton
 WROY Carou
 WCNH Centralia
 WEIC Charleston
 WITY Danville
 WCRA Effingham
 WFIW Fairfield
 WEB0 Harrisburg
 WJPF Horizon
 WKEL Kewanee
 WPRC Lincoln
 WSMI Litchfield
 WKAI Macomb
 WMDK Metropolis
 WVMC Mt. Carmel
 WJMI Moline
 WVLN Olney
 WPRS Paris
 (Rockford) (See
 Beloit, Wisconsin)
 Rock Island-Moline
 (See Davenport, Iowa)

INDIANA

WB0C Anderson
 WBNI Bloomington
 WLOF Fort Jarr
 WKAM Goshaw
 (Formerly Warsaw)
 WITZ Jasper
 WKTL Kendallville
 WBTS Linton
 WJRC Madison
 WMRI Marion
 WAHU Peru
 WPGW Portland
 WSLM Salem
 WJCD Seymour
 WJVA South Bend
 WTCJ Tell City
 WWVR Terre Haute

IOWA

KASH Ames
 KJAN Atlantic
 KCDC Centerville
 KCHA Chariton
 KCHE Cherokee
 KSIB Cassion
 KFMN Davenport-Book
 Island-Moline-Thiomas
 KDEC Decatur
 KLIL Estherville
 KFAD Fairfield
 KXGI Fort Madison
 KXIG Iowa City
 KRIS Maquoketa
 KLEE Ottumwa
 KJFJ Webster City

KANSAS

KSOIK Arkansas City
 KARE Atchison
 KCRB Chanute
 KNKC Coffeyville
 KBTO El Dorado
 KW0E Emporia
 (Formerly KTSW)
 KMDD Fort Scott
 KIUL Gardner City
 KW0S Gozand
 KAYS Hays
 KW0W Hoke Junction
 KINO Independence
 KJKC Junction City
 KCL0 Lawrence
 KMAN Manhattan
 KNDY Marysville
 KNEK McPherson
 KJRH Meriden
 KLIC Parsons
 KSEK Pittsburg
 KWSK Pratt
 KRSL Russell
 *TGP Topeka

KENTUCKY

WBRT Bardonia
 WCRI Benton
 WLBZ Bowling Green
 W100 Caneyville
 WAIN Columbia
 WCTI Corbin
 WKY Frankfort
 (Cincinnati, Ohio)
 WCPM Glasgow
 WCVN Cynthiana
 WHIR Danville
 WIEH Elizabethtown
 WSMN Harlan
 WKRN Hopkinsville
 WKAY Glasgow
 WFLN Harlan
 WHBN Hazard
 WKIC Hazard
 WSNM Harlan
 WGAH Harlan
 WLRN Lebanon
 WLEX Lexington
 WFMW Morehead
 WWSL Morehead
 WFTM Morehead
 WMIK Morehead
 WNKY Nolin
 WDMY Owensboro
 WSP Parisville
 WPKC Pikeville
 WPKY Potosi
 WPKY Potosi
 WKY Richmond
 WRDS Russellville

LOUISIANA

KBBS Abbeville
 KTRY Bastrop
 WKIK Bogalusa
 WABR Covington
 KBLA De Ridder
 WFPB Hammond
 KCIL Houma
 KLEC Jollyville
 KJEF Leesville
 KLLA Lake Charles
 KAPB Marksville
 KLIC Monroe
 KMRC Morgan City
 KRNC Natchitoches
 KANE New Iberia
 KRBE Opelousas
 KSLD Opelousas
 KRUS Raynaud
 KRSE Sulphur
 KSUL Sulphur
 KRCL Wabeno

MAINE

WAGM Bangor
 WRUM Bangor
 WGHM Scarborough

MARYLAND

WCEM Cambridge
 WAYE Hanover
 (Sedalia)
 WPTX Lexington Park

MASSACHUSETTS

WREB Haverhill
 (Springfield)
 WHIL Millis (Boston)

MICHIGAN

WALM Afton
 WFYC Alton
 WATZ Alton
 WLEW Bad Axe
 WBRN Bay City
 WATT Bay City
 WBBT Bay City
 WFCF Bay City
 WATC Bay City
 WIRB Bay City
 WJMS Bay City
 WJPD Bay City
 WCLA Bay City
 WMTL Bay City
 WMDJ Bay City
 WAGN Bay City
 (Formerly WMAW)
 WFTN Mt. Pleasant
 WBUS Mt. Pleasant
 WMEC Mt. Pleasant
 WADN Pilsbury
 WHLS Port Huron
 WTCM Tropic City

MINNESOTA

KASM Alberta
 KXRA Alexandria
 KBUN Bemidji
 KBMW Brookridge
 WKLC Cloquet

KR0X Crookston
 KJLM Detroit Lakes
 WELY Ely
 WEVE Eveleth
 KOZY Grand Rapids
 C10B International Falls
 K1TF Little Falls
 KNRS Marquette
 KJUL New Ulm
 KRFO Owatonna
 (Formerly KOBK)
 WAVN Stillwater
 (Formerly WSBB)

MISSISSIPPI

WMPA Aberdeen
 WLEE Batesville
 WCGM Bixby-Gulfport
 WBIP Booneville
 W00B Canton
 WCLC Centerville
 WR0X Chickadee
 WCLD Clarksdale
 WCLB Clarksdale
 WCB1 Columbus
 WCM4 Corinth
 WMA6 Forest
 WJPR Greenville
 WCRM Greenwood
 WAGC Grzegorz
 WF0B Hattiesburg
 WMP0 Hattiesburg
 WCP0 Hattiesburg
 WNL4 Indianola
 WK02 Kossuth
 WMBL Laurel
 WMBN Meridian
 WAF6 McComb
 WMOX Meridian
 WMS1 Natchez
 WNAU New Albany
 WSHU Oxford
 WAGC Oshtemo
 WH0C Philadelphia
 WR1J Poytress
 WSS0 Starkville
 WEL0 Terebo
 WBOC Vicksburg
 WAGC Vicksburg
 WR0B West Point
 WAZF Yazoo City

MISSOURI

KBHM Branson
 KGM0 Cape Girardeau
 KWRT Booneville
 KDMO Carthage
 KGHM Cassville
 KCRV Cassville
 KCBH Clarksville
 KCHH Clarksville
 K0KD Clinton
 KRJA Columbia
 KDEX Dexter
 KREI Farmington
 KJCF Festus
 KGM0 Gibson City
 K1PX Kirksville
 K1WT Lebanon
 KTRM Malden
 KNIM Marionville
 KMM0 Moberly
 KEM0 Merrill
 KLR5 Mountain Grove
 KBTN Neosho
 KNEM Nevada
 KW0C Osceola Bluff
 KTRT Rolla
 KSGM Ste. Genevieve
 KSM0 Salem
 KDHO Sedalia
 K1CK Springfield
 KALM Tazewell
 KTTN Trenton
 KLPW Union
 K0K0 Warsawburg
 WREW Warrenton
 KWPM West Plains

MONTANA

KBMV Billings
 KBMN Bozeman
 KB0W Butte
 KDBW Dillon
 KBG5 Great Falls
 KJHJ Havre
 K1AP Helena
 K1E2 Kalispell
 K100 Lewistown
 K100 Lewistown
 KAT1 Miles City
 K1Y1 Missoula
 K1Y1 Shoshone

NEBRASKA

KCOW Alliance
 KBWE Beatrice
 KCSB Chadron

C A S I N G S Y S T E M

KJSK Columbus
KAS Hastings
KGFV Kearney
KLMS Lincoln
K9RL McCook
KODY North Platte
KOGA Ogallala
K9HC O'Neill
K9S Sidney
KAWL York

NEVADA

KFTI Carson City
KRAM Las Vegas
KATO Reno
K9NA Winnemucca

NEW HAMPSHIRE

WMOU Berlin
WJWG Conway
WLNH Laconia

NEW JERSEY

WLDB Atlantic City
WNNJ Newton
WCMC Wildwood

NEW MEXICO

KALG Alamogordo
KABQ Albuquerque
K9AV Artesia
K9VE Arisbad
KJLX Clayton
K9LV Clovis
K9SD Domingue
K9EW El Robbs
K9BE Las Cruces
K9WK Portales
K9LH Roswell
K9IL Silver City
K9HS Truth or Consequences
K9NM Tucumanari

NEW YORK

W9BO Auburn
W9RY Beeville (Rome-
Ulster)
WFLR Dundee
WQSC Fulton
WJOC Jamestown
WLFH Little Falls
WJCL Malone
WJLL Middletown
W9PY Plattsburg
W9BZ Saranac Lake
W9PS Ticonderoga
WDLA Walton

NORTH CAROLINA

WRCS Ahoskie
WABZ Albemarle
W9WR Asheville
W9BB Berlingtown
W9GO Concord
W9CB Dunn
W9DJ Eden
W9CN Elizabeth City
W9AI Fayetteville-
Fort Bragg
W9EO Forest City
W9VQ Fuquay Springs
(Fayette)
WJTC Gastonia
W9MC Goldsboro
W9NC Henderson
W9KP Hendersonville
W9PE High Point
W9NJ Jacksonville
W9LS Kinston
W9WC Laurinburg
W9OE Leaksville
W9RJ Lenoir
W9BY Lexington
W9TS Lumberton
W9MH Marshall
W9AP Monroe
W9IP Mooresville
W9BL Morehead City
W9AQ Mount Airy
W9OW New Bern
W9NC Newton
W9BC No. Wilkesboro
W9SN Raleigh
W9RC Reidsville
W9BT Roanoke Rapids
W9CE Rocky Mount
W9ST Salisbury
W9GP Sanford
W9HS Shelby
W9DE Wadesboro
W9SE Wallace
W9ED Washington
W9CC Waynesville

W9NC Whiteville
WAAA Winston-Salem

NORTH DAKOTA

KDOR Devils Lake
K9DX Dickinson
K9DX Grand Forks
K9EJ Jamestown
K9EM Mandan-Bismarck
(Formerly K9CU)
K9CV Valley City
K9VZ Williston
(Formerly K9WB)

OHIO

W9HP Bellefontaine
W9LE Cambridge
W9ND Canton
W9EX Chillicothe
... Cincinnati (See
Covington, Kentucky)
W9ED Dover
W9HI East Liverpool
W9FB Fostoria
W9EH Gallipolis
W9SR Hillsboro
W9RO Ironton
W9TJ Jackson
W9TW Piqua
W9EC Sandusky
W9CH Washington Court
House
W9ST Wooster
... Youngstown (See
Farrell, Pennsylvania)

OKLAHOMA

K9DA Ada
K9SO Ardmore
K9LR Etowah
K9CD Chickasha
K9SH Cushing
(Formerly K9HP)
K9RH Duncan
K9ED Durant
K9SA Elk City
K9CR Enid
K9AT Frederick
K9YN Gnymon
K9HH Hugo
K9MC McAlester
K9LC Miami
K9IX Muskogee
K9OR Norman
K9BE Oklahoma City
K9BB Okmulgee
K9LH Fairless Valley
K9LO Poteau
K9LS Pryor
K9SH Tri-City
(Wewoka-Seminole
Holdenville)
K9VN Vinita

OREGON

K9WN Ashland
K9AST Astoria
K9BK Baker
K9ND Bend
K9RO Conville
K9SH Eugene
K9OH Hermiston
K9RT Hillsboro
(Portland)
K9LM La Grande
K9LK Lakeview
K9AL Lebanon
K9CM McMinnville
K9MY Medford
K9RV Ontario
... Portland (See
Wewoka-Seminole-
K9DL The Dalles)

PENNSYLVANIA

W9CC Barnesboro
W9FA Charleroi
W9LA Bradock
(Pittsburgh)
W9SR Butler
W9CL Carbondale
(Scranton)
W9SA Charleroi
W9TV Connellsville
W9TR Cory
W9SA Ephrata
W9LE Erie
W9FA Farrell
(Youngstown, Ohio)
W9UN Huntington
W9AO Indiana
W9AP Kane
W9CB Kittanning
W9AK Latrobe

W9RZ Oil City
W9AZ Pottsville
W9AM Pottsville
W9ME Punxsutawney
W9MC Rearing Springs
W9BI St. Marys
W9TS Sayre
W9AJ Slate College
W9BY Waynesboro
W9YC Williamsport
W9OW York

PUERTO RICO

W9DA San Juan

RHODE ISLAND

W9AK Newport

SOUTH CAROLINA

W9AK Aiken
W9NS Anderson
W9BA Barnwell
W9BR Batesburg
W9BU Beaufort
W9CS Bishopville
W9CA Camden
W9AN Charleston
W9RE Cheraw
W9GD Chester
W9DC Columbia
W9DS Dillon
W9AYasley
W9LS Florence
W9GN Gaffney
W9SW Greenwood
W9AB Groer (Greenville)
W9HC Hartsville
W9LM Lancaster
W9AY Millin
W9MY Myrtle Beach
W9DK Newberry
W9ND Orangeburg
W9RH Rock Hill
W9NS Seneca
W9AN Spartanburg
W9FG Sumter
W9CU Union

SOUTH DAKOTA

K9PK Brookings
K9JW Huron
K9XK Pierre
K9SD Sioux Falls
K9AT Watertown
K9NT Yankton

TENNESSEE

W9AR Athens
W9HG Bristol (Bristol,
Tenn.-Va.)
W9FS Chattanooga
W9JM Clarksville
W9RN Columbia
W9HB Cookeville
W9EL Covington
W9EW Crossville
W9KN Dickson
W9DS Dyersburg
W9EM Erwin
W9EK Fayetteville
W9HN Gallatin
W9GR Greenville
W9BT Harriman
W9RI Humboldt
W9XK Jackson
W9KV Knoxville
W9LF La Follette
W9DX Lawrenceburg
W9LR Lebanon
W9LJ Lenoir City
W9JM Lewisburg
W9DX Lexington
W9AP Maryville
W9MT McMinnville
W9CR Morristown
W9NS Murfreesboro
W9AH Nashville
W9LK Newport
W9KE Oak Ridge
W9TR Paris
W9BR Ripley
W9RM Savannah
W9PG South Pittsburg
W9BH Springfield
W9EH Sweetwater
W9JG Tullahoma
W9NK Union City
W9DT Winchester

TEXAS

K9LV Alpine
K9ZI Amarillo
K9BU Athens

K9XN Austin
K9AL Galinger
K9CT Baytown
K9DX Bay City
K9XC Big Spring
K9NL Brady
K9ST Breckenridge
K9WH Brenham
K9BR Brownsville
K9BD Brownwood
K9BN Carrizo Springs
K9CX Childress
K9TA Coleman
W9AW College Station
K9MC Colorado City
K9ND Corsicana
K9IV Crockett
K9XIT Dalhart
K9LK Del Rio
K9NT Denton
K9DD Dumas
K9RC Eastland
K9LF Fallfurias
K9FD Floydada
K9FT Ft. Stockton
K9AF Fredericksburg
K9BR Freeport
K9GA Gainesville
K9UF Galveston
K9CI Gonzales
K9VI Greenville
K9LW Hamilton
K9AN Harford
K9BR Hillsboro
K9AM Huntsville
K9PE Jacksonville
K9XJ Jasper
K9ML Junction
K9RB Kismet
K9CT Lamesa
K9VZ Laredo
K9VW Littlefield
K9RO Longview
K9BA Lufkin
K9MT Marshall
K9MR McCarney
K9SC Midland
K9PR Mineral Wells
K9KM Monahans
K9MP Mt. Pleasant
K9SF Nacogdoches
K9NB New Braunfels
K9RO Odessa
K9GT Orange
K9NET Palestine
K9AT Paris
K9UN Pecos
K9VP Pflugview
K9BP Pleasanton
K9WS Post
K9LI Poth
K9TX San Angelo
K9NY San Marcos
K9NL Samlino
K9EY Seaman
K9VA Sherman
K9AN Sherman
K9NY Snyder
K9WT Stamford
K9ST Stephenville
K9ST Sulphur Springs
K9OX Sweetwater
K9AE Taylor
K9EM Temple
K9FS Texarkana
K9TL Texas City
K9UE Tulsa
K9TB Tyler
K9VU Uvalde
K9VV Vernon
K9VC Victoria
K9EC Waxahatche

UTAH

K9UH Brigham City
K9NU Logan
K9GO Ogden
(Formerly K9PP)
K9AL Price
K9EY Provo
K9SP Salt Lake City
K9EL Vernal
K9UT Toole City

VERMONT

W9SK Montpelier
W9YB Rutland

VIRGINIA

W9KV Blackstone
... Bristol (See Bristol,
Tennessee)
W9NA Charlottesville
W9BR Christiansburg
W9EY Covington
W9VA Culpeper
W9EA Emporia

W9FX Falls Church
W9VU Falls Church
W9FR Front Royal
W9OB Galax
W9MA Getra
W9AP Hopewell
W9EL Lexington
W9BR Lynchburg
W9EY Martinsville
W9VA Martinsville
W9VA Norton
W9SV Petersburg
W9PU Pulaski
W9RC Richlands
W9LF South Boston
W9PM Suffolk
W9BF Virginia Beach
W9NT Warsaw
W9YB Waynesboro
W9NC Winchester
W9VE Wytheville

VIRGIN ISLANDS

W9VI Christiansted
(St. Croix)

WASHINGTON

K9RO Aberdeen
K9JG Bellingham
K9LA Centralia
K9LX Celix
K9LV Colville
... Kirkland (Seattle)
K9LK Consvew
K9EM Mres Lake
K9Y Olympia
K9NP Port Angeles
K9RY Prusser
K9AF Puyallup
K9NE Richland
K9ES Vancouver
(Portland, Oregon)
K9EI Walla Walla
K9EN Wenatchee

WEST VIRGINIA

W9TP Charleston
W9AR Clarksburg
W9NE Elkins
W9CS Fairmont
(Formerly W9VW)
W9LH Huntington
W9KY Keyser
W9VW Logan
W9EM Martinsburg
W9JC Matewan
W9JR Morgantown
W9OD New River
(Wheeling)
W9EW New Martinsville
W9OH Princeton
W9AW Weston

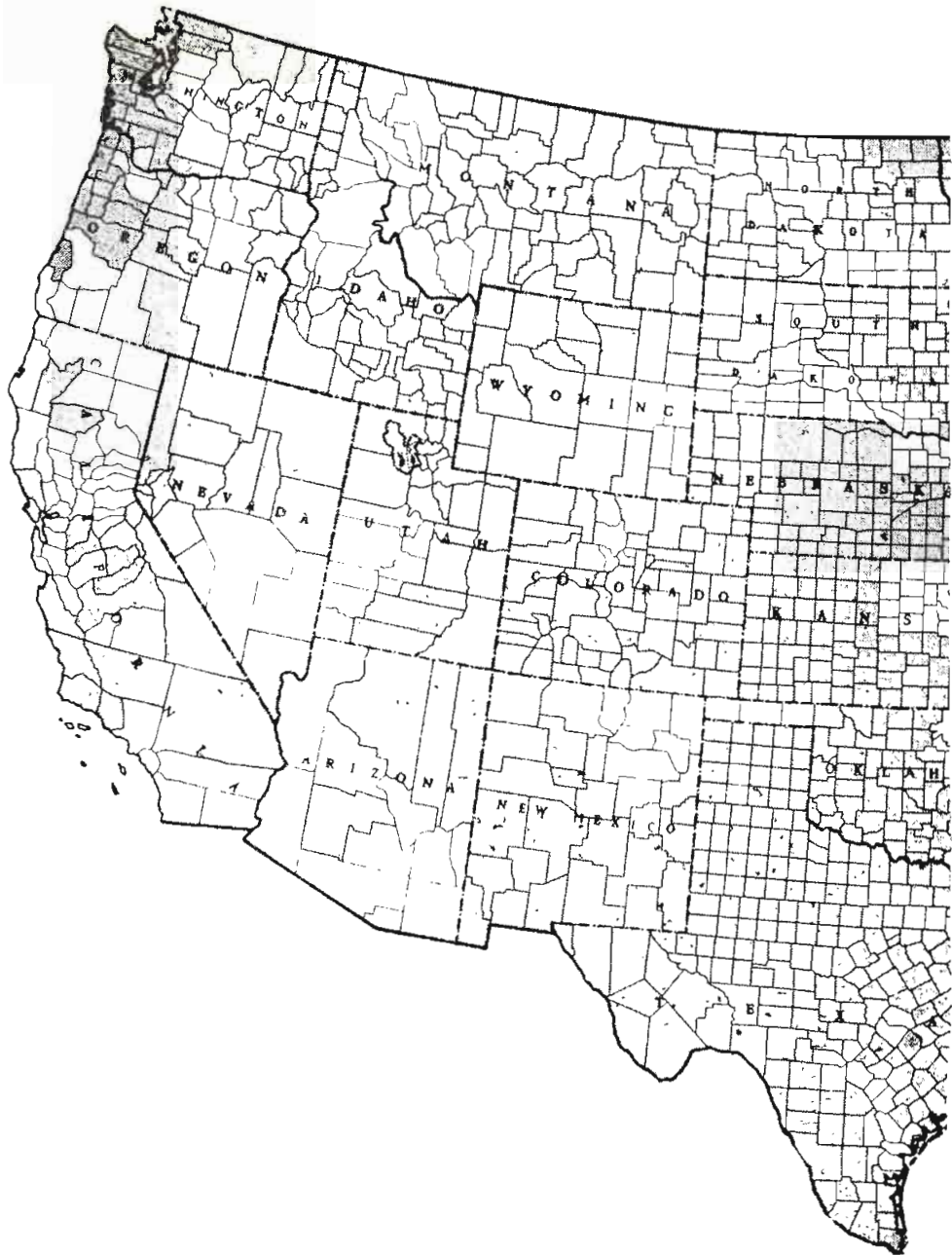
WISCONSIN

W9PY Appleton
W9AT Ashland
W9EL Beloit
... Rockford, Illinois)
W9DJ Green Bay
W9KM Herford
... Janesville
(See Bloit)
W9DL La Crosse
W9DY Ladysmith
W9GM Medford
W9NE Menomonee
W9ME Milwaukee
W9SH Oshkosh
W9PF Park Falls
W9LY Plymouth
W9IZ Poygan
W9DB Reedsburg
W9CO Richland Center
W9CH Shawano
W9OW Sparta
(Formerly W9LJ)
W9PT Stevens Point
W9KW Sturgeon Bay
W9TR Two Rivers
W9TN Watertown
W9UX Wauskesha
W9SA Wausau
W9DX Waupaca

WYOMING

K9TI Casper
K9VO Cheyenne
K9LX Evanston
K9VE Lander
K9WB Laramie
K9PW Powell
K9AL Rawlins
W9NA Rockliff Springs
K9YO Sheridan
K9TR Thermopolis
K9OS Torrington
K9OR Worland

KEYSTONE BROAD



CASTING SYSTEM



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

FOR PERSONNEL SEE PAGE 288

NOW!

Give Your Radio Station the

"World Tailored Personality"

NEW SOUND! NEW COLOR! NEW EXCITEMENT! NEW SALES PUNCH!

EVERYTHING TODAY'S ADVERTISERS
ARE LOOKING FOR!



READ HOW STATIONS
WITH "THE WORLD
PERSONALITY"

SELL AND
SELL AND
SELL!

WSSC

Sumter, S. C.

Grosses **\$3,240.00** in sales to 8 sponsors of "Radio's Voice of Fortune." First 6 weeks of broadcast pay World Service for year.

WWSC

Glen Falls, N. Y.

Reports **\$1,200.00** sale coupling one "Radio's Selling Headline" with World Football Jingles.

WEEK

Peoria, Ill.

Adds over **\$7,500.00** billing monthly with World Time Signal Jingles, Weather Jingles, Radio's Selling Headlines, Bundle of Joy, etc.

WAYB

Waynesboro, Va.

Covers cost of World Service for year with sales of 2 World Jingles.

WCTT

Corbin, Ky.

Grosses **\$2,925.00** from sale of "Voice of Fortune" to 3 sponsors in retail food lines.

WMPS

Memphis, Tenn.

Plough, Inc., owners of WJJD, Chicago, WCOP, Boston, WCAO, Baltimore, WMPS, Memphis, all World Affiliates, report "World paid for itself many times . . . made many sales with jingles!"

TODAY OVER
1000
STATIONS

STAND OUT
 AS RADIO'S
 PROGRESSIVE
 WIDE-AWAKE
 STATIONS...

DOMINATE
 RADIO'S
 VAST
 AUDIENCE...

SELL AND SELL
AND SELL WITH
 THE "WORLD-
 TAILORED
 PERSONALITY"!

"WORLD-TAILORED PERSONALITY" MEANS
COMMERCIAL JINGLES

Tailored for insertion locally of advertiser's name and selling copy!
 Covering scores of advertiser classifications, they **SELL AND SELL AND SELL FOR WORLD STATIONS!**



"WORLD-TAILORED PERSONALITY" MEANS
MUSICAL TUNE-IN JINGLES

Designed to individualize and sell your news, music, sports and service features!
 Your whole town will be whistling and singing these happy rhymes that **SELL AND SELL AND SELL YOUR STATION'S "PERSONALITY"!**



"WORLD-TAILORED PERSONALITY" MEANS
MERCHANDISING IDEAS

including "Radio's Voice of Fortune" . . . "Radio's Selling Headlines" . . . "Sell Sounds and Sound Effects" . . . and many others!
 World's vast array of sensational selling tools —furnished free of extra charge with World Sales & Program Service—**SELLS AND SELLS AND SELLS FOR YOUR STATION EXCLUSIVELY!**

—YOU, TOO, CAN SELL AND SELL AND SELL TO FIND OUT HOW, MAIL COUPON TODAY!

WORLD
SALES AND
PROGRAM SERVICE

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WORLD BROADCASTING SYSTEM, INC.
 488 Madison Ave., New York 22, New York

RUSH full facts on how we can give our stations the **WORLD-TAILORED PERSONALITY** that sells!

INDIVIDUAL
 TITLE
 COMPANY
 ADDRESS
 CITY ZONE STATE

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, N. Y.

Phone: PLaza 7-1460

Noel A. Rhys.....	Vice-President and Eastern Sales Director
Charles A. Hammarstrom.....	Account Executive
Eve Waldo.....	Office Manager
Martin Mills.....	Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-8900

Sidney J. Wolf.....	President
Edwin R. Peterson.....	Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Comptroller
William Wolf, E. Richard Peterson, Jr.....	Account Executives
Blanche Stein.....	Director of Station Relations
Anita Larie.....	Auditor
Jane C. McFadgen.....	Traffic Manager, Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

San Francisco

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

Don Kerwin.....	Account Executive
-----------------	-------------------

SERVICES OFFERED: The Keystone Broadcasting System is a transcription network covering principally hometown and rural America. Keystone services these local radio stations in their programming with transcriptions and makes the stations' time available to national advertisers at an attractive network package price.

At present, there are more than 900 Keystone affiliates located in towns with 10,000 to 250,000 population. Most of these Keystone stations serve areas which are beyond clear reception of metropolitan radio stations and which are beyond television coverage. Based on Nielsen reports, or one-half-millivolt where the Nielsen report is not available, there are over 29,000,000 radio homes in the Keystone Primary Coverage Area.

Agency Tries To Meet Client's Requirements For "Ideal Show"



By
GEORGE HAIGHT
Vice President
and Manager
of TV-Radio
Program Services Div.
McCann-Erickson, Inc.

AMONG advertisers and agencies, television is usually referred to as "the newest sales tool" and along with their employment of this most provocative and effective medium, there are many who say that they have taken on a whole new set of problems. One wonders how new these problems really are.



Our clients look to us for special knowledge of television. They, after all, have complicated problems of their own in the operation of the manufacturing and distributive processes which their products and services require. They cannot be expected to be fully informed in the fields for which we are retained to further and protect their interests. They not only look to us for this service; but they also endow us with, and we willingly accept, the responsibility for the conduct of their television affairs.

At McCann-Erickson this year, we expect to bill more than one hundred million dollars in the broadcast media, the lion's share of which goes to television. Television represents a sizable percentage of our total billing. Some of our clients are spending in excess of 75% of their advertising monies on this influential instrument; and we must be thoroughly prepared to advise, to create, to judge, to estimate, to research and to receive their approbation as well as their disapproval.



These television affairs all add up to basically one thing—"the show." Now, from an advertisers' point of view, what is a good show? The ideal, of course, is the best entertainment possible, at a reasonable cost, capable of charming not only the largest possible audience, but the type of audience that might be induced to buy the advertiser's product. The advertiser today expects his agency to supply him with a show as near as possible to this ideal. And he holds the agency responsible. If the show falters, the advertiser turns to the agency and demands that the show improve. If the show fails, the advertiser wants out. It's as realistic as that.

Since we have the full responsibility for our advertisers' shows, it naturally follows that we must be directly involved with what goes into those shows. Not only do we feel that being on the scene is the best way to protect our clients' investments, but more important we know that we must make gen-

uine, constructive contributions to any and all of our programs. We have had occasion recently to contribute in a very real sense to maintaining the high standards of "*Climax!*," "*Studio One*" and "*Jim Bowie*," to name but three of McCann-Erickson's current television entries in which our professional people have been able to make good use of their program and production experience.



Wherever possible, future shows for which McCann-Erickson is responsible will have a clear definition in contract of the function of the agency in terms of co-creativity. There are times when it is difficult to obtain program production co-control, especially when a popular personality is involved. But more and more as the results come in, we believe that McCann-Erickson's professional contributions will be not only accepted but welcomed.

Of course, it goes without saying that our participation in the production of our clients' programs is by no means a cure-all or guarantee of success. We have had and probably will continue to have an occasional miss. The fact remains, however, that it has been our experience that where we have "co-produced" a show the results have been better than they have been where our participation was limited.



The day may soon come when pilot films, made on speculation and offered on the open market for sale, will be a thing of the past. We have had several discussions with two large film show suppliers on this subject, suggesting that perhaps under the pilot system the cart is before the horse, or the egg before the turkey. Each of these outfits agreed that there is some merit in a new system where the advertiser's marketing problem might be the starting point—with a show created to fit that specific need, less money might be lost.

Famous on the local scene...

STORER BROADCASTING COMPANY



WSPD-TV
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WBRC-TV
Birmingham, Ala.

KPTV
Portland, Ore.

WGBS-TV
Miami, Fla.

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

WAGA
Atlanta, Ga.

WBRC
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WOSB
Miami, Fla.

yet known throughout the nation.

The folks at Knobs Creek, Ky., first knew
Lincoln as a boy who lived in this cabin.
The country knew him later as a great,
warm-hearted President.

Storer, too, had a humble origin... was
known first as the operator of a little 100-watt
radio station in Toledo; but the country
now acclaims Storer Stations as leaders
in their markets; in community service,
in programming and in effective salesmanship.

A Storer station is a *local* station.

SALES OFFICES

625 Madison Avenue, New York 22 • Plaza 1-3940

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

FEDERAL COMMUNICATIONS COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.

Phone: EXecutive 3-3620

Personnel as of February 1, 1957

Commissioners

Chairman

GEORGE C. McCONAUGHEY

(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—DEE W. PINCOCK

T. A. M. CRAVEN

(Term Expires June 30, 1963)

Legal Assistant—ROBERT M. KOTEEN

ROBERT T. BARTLEY

(Term Expires June 30, 1958)

Legal Assistant—MAX D. PAGLIN

Engineering Assistant—

HORACE E. SLONE

JOHN C. DOERFER

(Term Expires June 30, 1961)

Legal Assistant—EVELYN F. EPPLLEY

Engineering Assistant—

JAMES B. McELROY

ROBERT E. LEE

(Term Expires June 30, 1960)

Legal Assistant—

DAVID C. WILLIAMS

Engineering Assistant—

WILLIAM B. CAMPBELL

RICHARD A. MACK

(Term Expires June 30, 1962)

Legal Assistant—H. EARL BARRER

Engineering Assistant—

JOHN E. DOANE

Office Of The Secretary

Secretary

MARY JANE MORRIS

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Annette Hutterly, *Chief*

LIBRARY DIVISION

Helen A. Clark, *Chief*

MESSSENGER DIVISION

John W. Brown, *Chief*

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JAMES D. CUNNINGHAM, *Chief Hearing Examiner*

JAY A. KYLE, *Assistant Chief Hearing Examiner*

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Annie N. Huntting

Hugh B. Hutchison
H. Gifford Irton
Herbert Sharfman
Elizabeth C. Smith

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 HORACE E. SLONE, *Asst. Chief (Engineering)*

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John H. Conlin	Edward C. McKenzie
William S. Davis, Jr.	Donald J. Berkemeyer
Raymond L. Hodges	Charles Frederick
Sarah Ann Mobley	Forest McClenning
Wallace E. Hutton	David W. Warren, Jr.

Engineers

Chester F. Naumowicz, Jr.	Hideyuki Noguchi
George K. Ashenden, Jr.	

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

Robert W. Cox, *Acting Chief*

PERSONNEL DIVISION

Gilbert H. Hatfield, *Personnel Officer*

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Salina M. Lndo, *Asst. Chief*
of Information Branch

REPORTS BRANCH

Eva O. Melton
 Lily M. Marshall

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Virgil R. Simpson, *Assistant Chief Engineer*

John A. Willoughby, *Assistant to the Chief Engineer*

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Edward W. Chapin, *Asst. Chief Engineer*

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Ralph J. Renton, *Asst. Chief Engineer*

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Kenneth W. Miller, *U. S. Supervisor*

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James E. Barr, *Assistant Chief*

Lavelle W. Hughes, *Administrative Assistant*

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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
 (Vacant)
Hearing Branch
 Robert J. Rawson, *Chief*

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Transfer Branch
 Robert H. Alford, *Chief*
Renewal Branch
 Millard F. French, *Chief*
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Control Section
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 Marguerite M. Hubbard,
Asst. Chief
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 Marguerite Van Dyke, *Chief*
AM Branch
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 Herbert M. Schulkind, *Asst. Chief*

ECONOMICS DIVISION

Hyman H. Goldin, *Chief*
 James B. Sheridan, *Acting 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
716 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. McDONNELL

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
507 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. HOLLOWAY
328 P. O. Building
Buffalo 3, New York

21. PAUL R. FENNER
502 Federal Bldg
Honolulu 1, Hawaii

22 ARTHUR T. CLINE, JR.
323 Federal Bldg.
San Juan 13, P. R.

23 HAROLD D. DeVOE
San Juan 13, 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
Eriggs Building
415 22nd St., N. W., Washington D. C.

Safety and Special Radio Services Bureau

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 Marshall S. Orr, *Assistant Chief*
 Ezra Chambers, *Administrative Assistant*

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Daniel H. Arnold, *Chief*

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LAND TRANSPORTATION DIVISION

Glen E. Nielsen, *Chief*

Office of General Counsel

WARREN E. BAKER, *General Counsel*
 EDGAR W. HOLTZ, *Associate General Counsel*

LITIGATION DIVISION

Richard A. Solomon, *Asst. General Counsel*

LEGISLATION, TREATIES AND RULES DIVISION

Charles E. Smoot, *Asst. General Counsel*

Common Carrier Bureau

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 Irene M. Durgin, *Administrative Assistant*
 Charles R. Makela, *Field Coordinator*
 Robert E. Stromberg, *Chief, Office of Accounting Systems*
 Betty Ferro, *Chief, License Branch*

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 E. L. Clinkscaler, *Chief*
Accounting Compliance Branch
 Sydney O'Guin, *Chief*
Rates & Revenue Requirements Branch
 Bernard Strassburg, *Chief*
Depreciation Rates Branch
 Kosmo J. Affanasiev, *Chief*
Domestic Radio Facilities Division
 Arthur A. Gladstone, *Chief*

TELEGRAPH DIVISION

John R. Lambert, *Chief*
Rates & Revenue Requirements Branch
 Martin R. Haven, *Chief*
Services & Facilities Branch
 Ralph D. Jones, *Chief*

INTERNATIONAL DIVISION

Marion H. Woodward, *Chief*
Rates & Revenue Requirements Branch
 Asher H. Ende, *Chief*
Services & Facilities Branch
 John A. Russ, *Chief*

COMMON CARRIER FIELD OFFICES

New York, N. Y., Rm. 604, 90 Church St.—Jack E. Buckley, *Chief*
 St. Louis, Mo., Room 334, 815 Olive St.—Henry G. Gothard, *Chief*
 San Francisco, Calif., 180 New Montgomery St.—Paul Summerhays, *Chief*

Field Engineering and Monitoring Bureau

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 Frank M. Kratokvil, *Assistant Chief*
 John H. McAllister, *Attorney-Advisor*
 Francis Keefe, *Adm. Asst.*

FIELD OPERATING DIVISION

Frank M. Kratokvil, *Chief*

ENGINEERING DIVISION

Floyd W. Wickenkamp, *Chief*

INSPECTION & EXAMINATION DIVISION

Stacy W. Norman, *Chief*

MONITORING DIVISION

Irving L. Weston, *Chief*

NATIONAL ASSOCIATION of Radio and Television BROADCASTERS

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 2-9300

Officers

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 Everett E. Rivercomb
Secretary-Treasurer
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V.P. in Charge of Radio
 Thad H. Brown
V.P. in Charge of Television
 Charles H. Tower
Manager, Employee-Employer Relations
 Robert L. Heald
Chief Attorney
 A. Prose Walker
Manager of Engineering
 Vincent T. Wasilewski
Government Relations

DEPARTMENT EXECUTIVES

Louise K. Aldrich, *Librarian*
 Richard M. Allerton, *Manager of Research*
 Jack Barton, *Manager of Station Relations*
 Frederick H. Garrigus, *Manager of Organizational Services Department*
 Howard H. Bell, *Assistant to the Pres. and State Assn. Coord.*
 Edward H. Bronson, *Director of Television Code Affairs*
 Walter R. Powell, Jr., *Attorney*
 Joseph M. Sitrick, *Mgr. of Information*
 Charles H. Tower, *Manager, EERD*
 Robert L. Heald, *Chief Attorney*
 La Rue M. Courson, *Production Manager*

RADIO BOARD OF DIRECTORS 1957-58

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Herbert L. Krueger	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
Robert B. Hanna	2	New York and New Jersey.
WGY, Schenectady, N. Y.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
George H. Clinton		
WPAR, Parkersburg, W. Va.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
James H. Moore	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WSLS, Roanoke, Va.		
Owen F. Uridge	6	Arkansas, Louisiana, Mississippi and Tennessee.
WCKR, Miami, Florida		
F. C. Sowell	7	Kentucky and Ohio.
WLAC, Nashville, Tenn.		
Robert T. Mason	8	Indiana and Michigan.
WMRN, Marion, Ohio		
Edward F. Baughn	9	Illinois and Wisconsin.
WPAG, Ann Harbor, Mich.		
William Holm	10	Iowa, Missouri and Nebraska.
WLPO, LaSalle, Illinois		
Ben Sanders		
KICD, Spencer, Iowa		



Director	District	States Comprising District
F. E. Fitzsimonds.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KFYR, Bismarck, N. D.		
Robert L. Pratt.....	12	Kansas and Oklahoma.
KGGF, Coffeyville, Kans.		
Alex Keese	13	Texas.
WFAA, Dallas, Texas		
George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
KALL, Salt Lake City, Utah		
William D. Pabst.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KFRC, San Francisco, Cal.		
Robert O. Reynolds.....	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.
KMPC, Los Angeles, Calif.		
Richard M. Brown.....	17	Alaska, Oregon and Washington.
KPOJ, Portland, Ore.		

DIRECTORS-AT-LARGE

Large Stations

John M. Outler
 WSB, Atlanta, Georgia
 John F. Patt
 WJR, Detroit, Michigan

Medium Stations

Cecil B. Hoskins
 WWNC, Asheville, North Carolina
 J. Frank Jarman
 WDNC, Durham, North Carolina

Small Stations

F. Ernest Lackey
 WHOP, Hopkinsville, Kentucky
 William C. Grove
 KFBC, Cheyenne, Wyoming

FM Stations

Edward A. Wheeler
 WEAW-FM, Evanston, Illinois
 Merrill Lindsay
 WSOY-FM, Decatur, Illinois

Network

Don Durgin
 NBC, New York
 Arthur Hull Hayes
 CBS, New York

Charles R. Denny
 NBC, New York
 John B. Poor
 MBS, New York

TELEVISION BOARD OF DIRECTORS 1957-58

Campbell Arnoux
 WTAR-TV, Norfolk, Virginia
 Kenneth L. Carter
 WAAM, Baltimore, Maryland
 William Fay
 WRQC-TV, Rochester, N. Y.
 Ward L. Quaal
 WGN-TV, Chicago, Ill.
 Joseph E. Baudino
 Westinghouse Broadcasting Co., Inc.
 Washington, D. C.
 John E. Fetzer
 WKZO-TV, Kalamazoo, Mich.
 Frank M. Russell
 NBC-TV, Washington, D. C.

Payson Hall
 Meredith Publishing Co.
 Des Moines, Iowa
 Howard Lane
 KOIN-TV, Portland, Oregon
 W. D. Rogers
 KDUB-TV, Lubbock, Texas
 Harold P. See
 KRON-TV, San Francisco, Calif.
 James D. Russell
 KKTU, Colorado Springs, Colo.
 Merle S. Jones
 CBS-TV, New York, N. Y.

WORKING PARTNERS

RADIO



TELEVISION

FRANK HEADLEY, President

DWIGHT REED, Vice President

FRANK PELLEGRIN, Vice President

PAUL WEEKS, Vice President

WE ALWAYS SEND A MAN TO DO A MAN'S JOB

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RANdolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
HOLlywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUKon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
RANdolph 5149

101 Marietta Street Bldg.
Atlanta, Georgia
CYpress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JACKson 8-1601

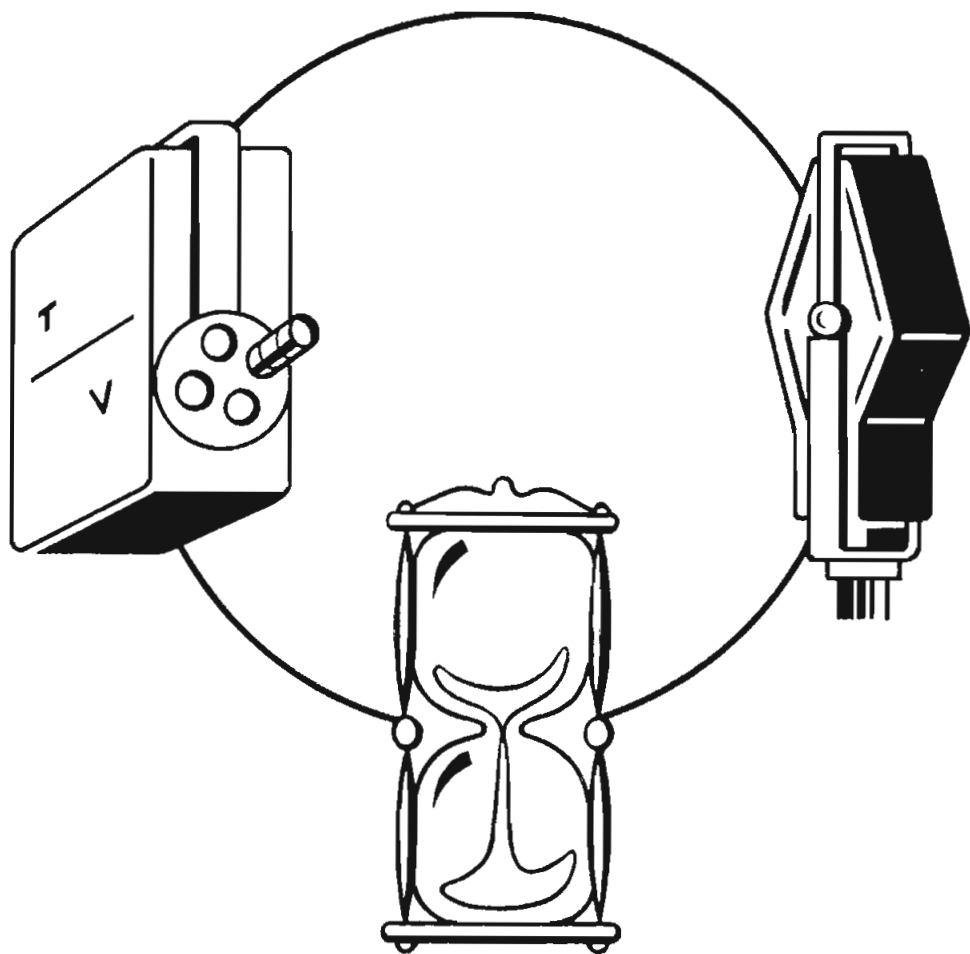
910 Royal Street
Canal 3917
New Orleans, La.

STATION REPRESENTATIVES

~~~~~  
**PERSONNEL & BRANCH OFFICES**  
~~~~~

**FOR REPRESENTATIVE
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Executive-in-Charge.....Richard N. Hunter
 1967 Guardian Building, Detroit 26, Mich.
 Phone: WOODward 1-3555

Executive-in-Charge....Joseph D. Payne, Jr.
 3325 Wilshire Blvd., Los Angeles, Calif.
 Phone: DUNkirk 5-2071

Executive-in-Charge.....Roy Edwards
 720 Roanoke Bldg., Minneapolis 2, Minn.
 Phone: FEderal 3-0519

Executive-in-Charge.....Tcd Adams
 417 Montgomery St., San Francisco 4, Calif.
 Phone: DOUglas 2-2541

Executive-in-Charge.....George Lindman
 Tower Building, Seattle 1, Wash.
 Phone: ELIott 1868

Executive-in-Charge.....Hugh Feltis
HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.
 Phone: FRanklin 2-0016

Owner.....Hal 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

Manager.....Tracy Moore
 260 Kearney St., San Francisco 8, Calif.
 Phone: EXbrook 2-6444

Manager.....John Funk
INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 2-4813

President.....Jack Koste
Branch Offices

228 N. LaSalle St., Chicago 1, Ill.
 Phone: STate 5096

111 N. La Cienega Blvd., Los Angeles 48, Cal.
 Phone: OLeander 5-8326

Park Ave. Bldg., Detroit 26, Mich.
 Phone: WOODward 2-7298

P. O. Box 6102, Atlanta, Ga.
 Phone: EXchange 1490

INTER-AMERICAN PUBLICATIONS, INC.

41 East 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 2-0884

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 Vice-President.....Jose Oviedo
 Secretary.....Frank Navarro

**INTERSTATE UNITED NEWSPAPERS
 —RADIO DIVISION**

545 Fifth Ave., New York, N. Y.
 Phone: MUrray Hill 2-5452

Radio Dir.....Joseph L. Wootton
Branch Office

410 South Michigan Ave., Chicago, Ill.
 Exec-in-Charge.....L. J. Pollard

THE KATZ AGENCY, INC.

477 Madison Ave., New York 22, N. Y.
 Phone: PLaza 9-4460

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 President.....Eugene Katz
 Dir. Research, Prom....D. H. Denenholz
 Treasurer.....Morris J. Beck
 Sales Manager, Radio....Morris S. Kellner
 Director of TV.....Edward Codel
 Sales Mgr. (TV).....Scott Donahue

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Prudential Plaza, Chicago 1, Ill.
 Phone: MOhawk 4-7150

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.
 1321 Fulton Bank Bldg., Atlanta 3, Ga.
 Phone: JACKson 5-1637

Manager.....Keith Byerly
 2006 Bryan St., Dallas 1, Texas
 Phone: RIVERSide 4036

Manager.....D. Rutledge
 Russ Bldg., San Francisco 4, Calif.
 Phone: DOUglas 2-7628

Manager.....Stanley J. Ruelman
 3325 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNkirk 5-6284

Manager.....Richard Hasbrook

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72 Barrow St., N. Y. 14, N. Y.
 Phone: WATkins 4-6599

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 Secretary-Treasurer.....E. B. Wright
Branch Office

228 N. La Salle St., Chicago 1, Ill.
 Phone: STate 2-5096

Manager.....Hooper Jones

KENTUCKY RADIO SALES

1404 Heyburn Bldg., Louisville, Kentucky
 Phone: JUNiper 4-0367

President.....Harry McTigue

KETTELL-CARTER

118 Newbury St., Boston 16, Mass.
 Phone: KENmore 6-1966

Partner.....Elmer Kettell
 Partner.....Marjorie Carter



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551 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 2-8276

President.....A. Lewis King

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507 Statler Office Bldg., Boston, Mass.

Phone: HUBbard 2-6117

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Vice President.....Kay Chille

Office Manager.....Irene Kelleher

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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.....Robert B. Pierce

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

419 Boylston St., Boston 16, Mass.

Phone: COMMONwealth 6-0718

Manager.....Louis J. Borgatti

P.O. Box 127, Bedford, Indiana

Phone: BEDford 9194

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521 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 2-2170

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Vice-president, Radio Dir.....Lou Moore

Vice-president, TV Dir.....Ed Filion

Eastern TV Sales Mgr.....Chuck Standard

Act. Executives.....Dave Grimm, Paul Murray

Sales Prom. Dir.....Vic Piano

Research Dir.....Mini Von Zelowitz

Branch Offices

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

Phone: CE 6-1742

Vice-president.....Carl Jewett

Midwest Sales Dev. Mgr.....Norm Cissna

Account Executive.....Lois Thompson

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

Sales Manager.....Jerry Moore

339 Russ Building, San Francisco 4, Calif.

Phone: YU 6-4940

West Coast Mgr.....Don Pontius

Office Manager.....Lucille Riggs

CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.

Phone: RIVERSide 8-5239

Pres.Clyde Melville

NBC SPOT SALES

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

Phone: CIRCle 7-8300

Director, (TV).....John Reber

Business Mgr.....Anthony C. Krayer

Eastern Radio Sales Mgr.....Larry Surles

Director, Radio Sales.....George Dietrich

Mgr. Represented Stas.....Richard Close

Adv. Prom. Mgr.....Wilbur Fromm

Eastern TV Sales Mgr.....Jack Ryan

Mgr. New Bus., Prom.....Mort Gaffin

Sales Service Mgr.....Caroline Herbert

Sales Dev., Research Mgr.....Daniel Lissance

Director, TV Sales.....Edwin Jameson

Branch Offices

Merchandise Mart, Chicago 54, Ill.

Phone: SUPERior 7-8300

Central Radio Sales Mgr.....Fred Lyons

Central TV Sales Mgr.....John Mulholland

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

West Radio Mgr.....Edward Macauley

TV Salesmen.....R. Anderson, Ken Johnson

Penobscot Bldg., Detroit, Mich.

Phone: WOODward 1-1610

Radio Sales Rep.....William Buschger

TV Sales Representative.....John C. Treacy

1026 South Blvd., Charlotte, N. C.

Phone: CHARlotte 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

Sales Promotion Dir.....Al Alperton

Branch Offices

672 LaFayette Park Pl., L. A. 5, Calif.

Phone: DU 2-3200

Exec-in-Charge.....Harlan Oakes

110 Sutter St., San Francisco, Calif.

Phone: SUTter 1-7971

Exec-in-Charge.....Norman Cunningham

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

Manager.....Harlan Oakes

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

Phone: MURray Hill 5-1300

Manager.....Arthur Gordon

600 Insurance Bldg., San Antonio, Texas

Manager.....Joe Harry

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

Phone: MURray Hill 5-1300

Manager.....Eugene Bernald

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 Phone: DU 2-3200
 Executive-in-charge.....Harlan Oakes
 110 Sutter St., San Francisco, Calif.
 Phone: SUtter 1-7971
 Executive-in-charge....Norman Cunningham

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 ster, Richard T. Allen

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President.....John E. Pearson
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 Bowden, C. P. Stitt, Robert Baird

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
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 3242 W. 8th St., Los Angeles 5, Calif.
 Phone: Dunkirk 5-5084
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 58 Sutter St., San Francisco 4, Calif.
 Phone: DOuglas 2-7159
 Executive-in-charge.....Martin H. Percival
 1410 Northwestern Bank Bldg.,
 Minneapolis, Minn.
 Phone: FEderal 8-5689
 Exec.in-charge.....C. P. Stitt
 Fidelity Union Bldg., Dallas, Texas
 Phone: RIverside 7-3723
 Executive-in-charge.....Tom Murphy
 508 Glenn Bldg., Atlanta, Ga.
 Phone: JACkson 5-2912
 Exec.-in-charge.....Robert Baird

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19 W. 44th St., New York 36, N. Y.
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 SalesmanJohn H. Weir, Jr.

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 ManagerF. W. Thurnau
 12 S. 12th St., Philadelphia 7, Pa.
 Phone: WALnut 2-3555
 ManagerRobert Hitchings
 7-268, General Motors Bldg., Detroit 2, Mich.
 Phone: TRinity 5-1803
 ManagerJ. F. Cole
 411 Glenn Building, Atlanta 3, Georgia
 Phone: MUrray 8-3988
 Manager.....J. D. Whitehead
 233 Sansome Street, San Francisco 8, Calif.
 Phone: YUkon 6-2981
 ManagerW. A. Ayres
 111 N. La Cienega Blvd., Beverly Hills, Calif.
 Phone: OLYmpia 2-1313
 ManagerLee F. O'Connell

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 INC.**

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 Vice Pres.-TV.....Lloyd Griffin
 V.P., Treas.....Jones Scovern
 Ass't. V.P.....Lon A. King

Radio Department

Ass't. Sales Mgr.....John A. Thompson
 New Business Dev...Thomas B. Coleman, Jr.
 Prom., Research Dir....Frank B. Woodruff
 Ass't. to Dir.....Martin V. Zuzulo

TV Department

Eastern Sales Mgr.....John W. Brooke
 Sales Prom., Service.....John F. Hurlbut
 New Business Dev....George C. Castleman

Branch Offices

Prudential Plaza, Chicago 1, Illinois
 Phone: FRanklin 2-6373
 Vice Pres.....John A. Cory
 Midwest Sales Mgr. (Radio)..Arthur Bagge
 Midwest Sales Mgr. (TV)..William Tynan
 Glenn Bldg., Atlanta 3, Ga.
 Phone: MUrray 8-5667
 Manager.....Barton C. Isbell, Jr.
 TV Sales Mgr.....William J. Stubbs
 Penobscot Bldg., Detroit 26, Mich.
 Phone: WOODward 1-4255
 Vice Pres.....William W. Bryan
 TV Sales.....Louis J. Hummel, Jr.
 406 West 7th St., Forth Worth, Texas
 Phone: EDison 6-3349
 Radio, TV Sales.....W. Hal Thompson
 1750 North Vine St., Hollywood 28, Cal.
 Phone: HOLlywood 9-1688
 V.P., West Coast Mgr.....Hal W. Hoag
 TV Sales.....John A. Serrao
 Russ Bldg., San Francisco 4, Cal.
 Phone: SUtter 1-3796
 Radio Sales.....Frank A. Tessin
 TV Mgr.....William A. Exline

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3 East 54th St., New York 22, N. Y.
 Phone: MUrray Hill 8-0200

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 Eastern Sales Mgr.....E. E. Eshleman
 Sales Prom. Mgr.....William Steese
 Asst. Sales Prom. Mgr.....John F. Keiner

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 Eastern Sales Mgr.....Martin Nierman
 Research Mgr.....George Johannessen

Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-0011
 Exec. V.P.....Edward E. Voynow
 Sales Mgr. (Radio).....John Ashenhurst
 Sales Mgr. (TV).....Louis A. Smith
 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 Sieret (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 G. 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.

7 East 17th St., New York 17, N. Y.
Phone: MU 8-4340

PresidentHarry Goodman
Vice President.....Peggy Stone

Branch Offices

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Phone: FI 6-0964

Vice-President.....Edward Nicky
111 No. LaCienega Blvd., Los Angeles, Calif.
Phone: OL 5-7597

ManagerLee O'Connell
233 Sansone St., San Francisco, Calif.
Phone: YUkon 6-2982

Executive-in-Charge.....Wm. Ayres
217 Glenn Bldg., Atlanta, Ga.
Phone: Walnut 3872

ManagerGene Tibbett

RADIO REPRESENTATIVES LIMITED

76 St. Clair Ave., West Toronto 1, Ont., Can.
Phone: Walnut 4-0727

Pres., Gen. Mgr.....T. Gordon Ferris
Sales Exec.....George Schmidt
Radio Sales Mgr.....Bob Munro
TV Sales Mgr.....Bill Stoeckel
Sec., Treas.....Victoria Murphy

Branch Offices

908 Dominion Square Bldg., Montreal, Que.
Canada

Phone: UNiversity 6-8058

Manager.....W. C. Dippie
Lindsay Bldg., Winnipeg, Manitoba, Canada
Phone: 9-6371

ManagerM. J. MacLennan
804 Hornby St., Vancouver, B. C.
Phone: MUtual 3-6131

ManagerEd Hull

RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario
Phone: Empire 6-6680

General Manager.....N. D. Brown

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Phone: Murray Hill 6-5940

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Vice-President.....George W. Kupper
Treasurer.....Mary A. Rambeau
Account Executives....George W. Kupper,
George Olsen, William G. Rambeau

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.
Phone: And. 3-5566

Executive-in-ChargeMary Rudd
1350 No. Highland Ave., Hollywood 28, Calif.
Phone: HOLlywood 4-6017

Executive-in-ChargeEd Lytle
927 Mills Bldg., San Francisco, Calif.
Phone: EXbrook 2-1073

Executive-in-ChargeEvelyn Wiggins
530 Roanoke Bldg., Minneapolis 2, Minn.
Phone: Lincoln 7017

Executive-in-chargeVivian Bulmer

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444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570

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V.P., TV.....Stuart M. Kelly
Promotion & Research....Mitchell DeGroot

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435 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-1473

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Phone: Woodward 3-0764

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1680 Vine St., Hollywood 28, Calif.
Phone: HOLlywood 2-2376

ManagerJohn D. Gale
Russ Bldg., San Francisco 1, Calif.
Phone: Douglas 2-8909

ManagerRay Rhodes
Glenn Bldg., Atlanta 3, Ga.
Phone: JACKson 5-6508

Manager.....Edward D. Brandt
Mercantile Securities Bldg., Dallas, Tex.
Phone: RTverside 5663

ManagerJohn H. Hick

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177-8

President.....B. H. Sears
SecretaryG. E. Allison

Branch Offices

33 West 42nd St., New York, N. Y.
Phone: BRyant 9-1374

Executive-in-ChargeJack Davis
110 Sutter St., San Francisco, Calif.
Phone: YUkon 6-1112

Exec-in-ChargeDaren McGavren
1741 Ivar Ave., Los Angeles, Calif.
Phone: HOLlywood 4-2856

Executive-in-Charge.....Donald J. Quinn



HORACE N. STOVIN & COMPANY

406 Jarvis St., Toronto 5, Ontario, Canada
 Phone: Walnut 4-5768
 President.....H. N. Stovin
 Exec. V.P.....W. D. Byles
 Radio Sales Mgr.....A. C. Harrison
 TV Sales Mgr.....J. L. Raeburn
 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.
 Phone: MU 8-1088

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 Vice President.....Stephen R. Rintoul
 Vice President.....James V. McConnell

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

Exec-in-Charge.....Wilt Gunzendorfer
 Mills Bldg., San Francisco, Calif.
 Phone: GA 1-7950

Exec-in-Charge.....Duncan A. Scott

WAGNER-SMITH ASSOCIATES

280 Madison Ave., New York, N. Y.
 Phone: Murray Hill 4-4244

National Sales Mgr.....Roy V. Smith
Branch Office

830 Securities Bldg., Seattle, Wash.
 Phone: SE 6-6633

West Coast Mgr.....William J. Wagner

WALKER REPRESENTATION CO., INC.

347 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 3-5830

President.....J. Wythe Walker
 Vice-president.....C. Otis Rawalt
 Account Executives...Lionel Colton, George Bingham

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
 Phone: ANdover 3-5771

Manager.....Charles Halteman
 100 Boylston St., Boston, Mass.
 Phone: HUbbard 2-4370

Vice-president.....William Creed
 672 S. LaFayette Park Place, L. A., Calif.
 Phone: DUmkirk 2-3200

Manager.....Harlan Oakes
 110 Sutter St., San Francisco, Calif.
 Phone: SUtter 1-7971

Manager.....Norm Cunningham
 1223 A Mortgage Guarantee Bldg., Atlanta, Ga.
 Phone: ALpine 5084

Manager.....Tom Atkinson

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509 Madison Ave., N. Y. 22, N. Y.
 Phone: MU 8-7550

President.....Grant Webb
 Vice-president.....Edmond P. Ryan
 Dir. of Research.....Frances Sweat

Branch Offices

1302 Cadillac Tower, Detroit 26, Mich.
 Phone: WOodward 1-8290

Manager.....Mabel Lucas
 69 W. Washington St., Chicago 2, Ill.
 Phone: STate 2-3155

Manager.....Warren Knudson
 155 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-6127

Manager.....James Stewart
 8622 Wilshire Blvd., Beverly Hills, Calif.
 Phone: OLeander 5-8998

Manager.....Joseph Turner

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,
 William Codrus, Winston L. Kirby, Philip
 D'Antoni, Joseph Aley, Robert Lobdell
 Sales Prom. Mgr.....Winifred Schaefer
 Publicity.....Mrs. Dorothy Kaufman

Branch Offices

Prudential Plaza, Chicago 1, Ill.
 Phone: WHitehall 4-3434

Executive-in-Charge.....Neal Weed
 1610 Book Bldg., Detroit 26, Mich.
 Phone: WOodward 1-2685

Executive-in-Charge..Daniel W. Bowen, Jr.
 Glenn Bldg., Atlanta 3, Ga.
 Phone: Cypress 4081

Exec-in-Charge.....George Griesbauer
 5331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 2-6676

625 Market St., San Francisco 5, Calif.
 Phone: EXbrook 7-0535

Executive-in-Charge.....Boyd Rippey
 Statler Bldg., Boston 16, Mass.
 Phone: HUbbard 2-5677

Executive-in-Charge.....John G. White
 505 Fifth Ave., Des Moines 9, Iowa
 Phone: CHerry 3-3930

Exec-in-Charge.....Bill Scharton

WEED TELEVISION CORP.

579 Fifth Avenue, New York 17, N. Y.
 Sales Staff.....Bates Halsey, Joseph R.
 Miller, Walter Newton, Mathias O'Gorman,
 David L. O'Shea, Joseph Wells, Theodore
 Wrobel, Sheldon Van Doleu



Traffic Florence Eimer
 Sales Promotion..... Winifred Schaefer
 Publicity..... Mrs. Dorothy Kaufman
 Prudential Plaza, Chicago 1, Ill.
 Vice-president Neal Weed
 Staff..... George Lindsay, Robert
 Lethbridge, Samuel Eadie, Joseph M.
 Fisher, Jr.
 1610 Book Bldg., Detroit 26, Mich.
 Executive-in-Charge..... Bernard P. Pearse
 Glenn Bldg., Atlanta 3, Ga.
 Executive-in-Charge..George L. Griesbauer
 6331 Hollywood Blvd., Hollywood 28, Calif.
 Executive-in-Charge.....Edwin C. Metcalfe
 625 Market St., San Francisco 5, Calif.
 Executive-in-Charge Don Staley
 Statler Bldg., Boston 16, Mass.
 Executive-in-Charge.....Robert R. Reardon
 505 Fifth Ave., Des Moines 9, Iowa
 Executive-in-Charge.....Bill J. Sebarton

**ADAM YOUNG, INC.
 YOUNG TV CORP.**

3 East 54th St., N. Y. 22, N. Y.
 Phone: PLaza 1-4848

President..... Adam J. Young
 V.P. & Sales Mgr.. Stephen A. Machcinski, Jr.
 Ass't. Sales Mgr..... Robert Burke

Branch Offices

Prudential Plaza, Chicago 1, Ill.
 Phone: MICHigan 2-6190

Exec-in-Charge.....William J. Reilly
 6331 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HOLlywood 2-2289
 Exec-in-Charge.....William L. Wallace
 317 North Eleventh 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 2-6617
 Manager Nona Kirby

YOUNG INTERNATIONAL, LTD.

3 East 54th St., N. Y. 22, N. Y.
 Phone: PLaza 5-4848

President..... Adam J. Young Jr.
 Vice-President..... Stephen A. Mann

Branch Offices

Prudential Plaza, Chicago 1, Ill.
 Phone: MICHigan 2-6190

Manager William J. Reilly
 6331 Hollywood Blvd., Los Angeles 28, Cal.
 Phone: HOLlywood 9-0965

Manager..... William L. Wallace
 317 North Eleventh 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

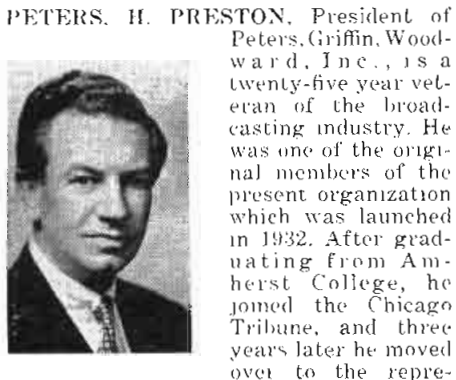
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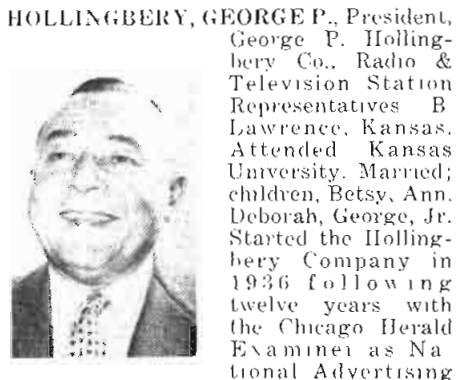
**STATION
REPRESENTATIVE
EXECUTIVE BIOS**

1957



PETERS, H. PRESTON, President of Peters, Griffin, Woodward, Inc., is a twenty-five year veteran of the broadcasting industry. He was one of the original members of the present organization which was launched in 1932. After graduating from Amherst College, he joined the Chicago Tribune, and three years later he moved over to the representative firm. On May 11, 1942 he was named president of Free & Peters, Inc., and in 1956 became president of Peters, Griffin and Woodward, Inc.

PEARSON, JOHN E., President of John E. Pearson Television, Inc. B. 1906, Cape Girardeau, Mo. Attended Central High School, Cape Girardeau, Married, children, Milhe Lou, John Wayne, James Edward. Entered broadcasting as announcer and salesman for KWTO-KGBX, Springfield, Mo in 1932, working simultaneously as freelance newsman and sports writer. Formed John E. Pearson Co in January, 1940 and John E. Pearson Television, Inc. in September, 1953. Member of Greenwich Country Club



HOLLINGBERY, GEORGE P., President, George P. Hollingbery Co., Radio & Television Station Representatives B Lawrence, Kansas. Attended Kansas University. Married; children, Betsy, Ann, Deborah, George, Jr. Started the Hollingbery Company in 1936 following twelve years with the Chicago Herald Examiner as National Advertising Manager. In addition to the headquarters office in Chicago, the company maintains offices in New York, Atlanta, Detroit, Los Angeles, and San Francisco

BLAIR, JOHN P., President of John Blair & Company, B. Chicago, Ill. Attended University of Wisconsin, B.A. 1922. Entered advertising in 1922 with General Outdoor Advertising Company, San Francisco; Joined J. Walter Thompson, San Francisco, in 1926; McGregor & Sollic Transcription Company, San Francisco, in 1931. Formed John Blair & Company in 1933. Blair-TV in 1948, and Blair Television Associates in 1954. President of SRA, 1953-51. Member, University Club of Chicago, Yale Club of New York, Chicago and New York Yacht Clubs.



CARSON, H. R., President, All-Canada Radio Facilities Ltd., Calgary, Alta.; Quality Records Ltd., Toronto, Ont.; V.P. Taylor, Pearson & Carson Ltd., Edmonton, Alta.; Dix Sicks' Breweries Ltd. & Wentworth Radio Bestg Co. Ltd., Hamilton, Ont.; CKWX (Radio) Ltd., Vancouver, B.C.; Island Bestg Co. Ltd., Victoria, B.C. B. 1895, Miami, Manitoba, Canada. M. Anne Staples, 1925; one son, Richard. Engaged in automotive jobbing business, Lethbridge, Alta., 1923-29; V.P., Taylor, Pearson & Carson since 1929.

KATZ, EUGENE, President of The Katz Agency Inc. which his grandfather, Emanuel Katz, founded in 1888. Attended Dartmouth College and Oxford University. M. Florine Klingenstein, 1933; children, Barbara, 1936, John Daniel, 1938. Chief, Bureau of Intelligence, Office of War Information, Overseas Branch, 1943. Succeeded his father, George R. Katz, as president of The Katz Agency, Inc. in 1952. Member and Director of the Station Representatives Association.



RAYMER, PAUL H., President, Paul H. Raymer Co., Inc. B., Beaver Penna., 1896. Cornell University, A.B. 1920. M. Janet Underhill 1922; Children, Janet, 1922. M. Melvina Schulz 1944; children, Victoria Elizabeth 1946, Paul H., Jr., 1948. U. S. Naval Aviator, Commissioned Ensign US NRF 1918. Account executive 1922-29, H. K. McCann Co., now McCann-Erickson, Inc. President, The New Yorkers Co. President and founder special tabloid daily New York morning newspaper "Today-In-New York."



Cann-Erickson, Inc. President, The New Yorkers Co. President and founder special tabloid daily New York morning newspaper "Today-In-New York."

WEED, JOSEPH J., President, Weed Television Corporation. B. 1901, New York, N. Y. B.A., Fordham University, 1923. M. E. Ruth Pedersen, 1935; children, Joseph William, 1936, Mary Elizabeth, 1937, Cornelius John, 1939. Entered advertising with New York American as salesman, 1923. Entered broadcasting in 1933 as national representative of the New England Network. Founded Weed & Company in partnership with his brother, Neal, in 1936. Organized Weed Television Corp. in July, 1953.



YOUNG, ADAM, President of Adam Young Inc., Young Television Corp., Canadian Station Representatives, Ltd., Young International, Ltd. B. 1913, New York, N. Y. M. Margaret Kelly, 1936; children, Richard A., Susan M., Sharon A., Vincent J. Entered broadcasting in 1936 with NBC, working in program and research departments,



and artist service bureau. Radio Director, Kiesewtter, 1936; Sales Mgr., J. H. McGillvra Co., 1937; organized Adam Young Inc., 1944.

HEADLEY, FRANK M., President, H-R Representatives, Inc. and H-R Television, Inc. B. 1908, Webster City, Iowa. Creighton University School of Law, Omaha, LL.B., 1930. M. Ruth Mallery, 1938; children, Frank M., Jr. and Kathryn Mallery. Entered broadcasting as Manager, Radio Division, Kelly-Smith, 1936-39, which became Headley-Reed Co. in 1939. Assumed presidency Headley-Reed, 1939-50; formed H-R firms in 1950. President, SRA.



OBERFELDER, TED, President, Burke-Stuart Co., Inc. B. 1909, Boston, Mass. New York University, 1929. M. Joan Doernberg; children, Judy Ann, 1936. Entered broadcasting with Hearst Radio as Promotion Director, 1934-37. Prom. Mgr. The Philadelphia Enquirer, 1937-41. Dir. Prom. and Publicity WCAU, Phila., 1941-43, and WFIL, Phila., 1943-



45. Joined ABC in 1945 as Manager of Audience Promotion; Elected V.P. in charge of Owned and Operated Stations, 1952; Pres. Burke-Stuart, 1956.

REBER, JOHN H., Director of NBC Spot Sales, B., 1919, New Rochelle, N. Y. Attended Amherst, B.A., 1941 (PBK); M. Helen Vogt, 1942; children, John Vogt, 1943, Gail, 1945, Thomas Hutchins, 1953. Entered broadcasting as programming assistant, later assistant to Director of Television, NBC, 1946-48. Named Program Manager of the then WNBT, 1948-50. Named Sales Manager, WNBT (now WRCA-TV), 1950-52. Became National Manager NBC TV Spot Sales 1952-56.



PETRY, EDWARD, president, Edward Petry & Co., Inc. B. 1896, Brooklyn, N. Y. M. Elizabeth Kehoe, 1923; children, Carol, 1931, Barbara, 1936 Entered broadcasting in 1925 as General Manager of WGL, New York. Joined NBC within the year and in 1926 opened NBC's Chicago office, Account Executive, Addison Vars Agency, 1928, Biow Agency, 1929.



In 1932 he organized Edward Petry & Co., Inc. which under his leadership became the first station representative firm to standardize and maintain station rates.



CHRISTAL, HENRY I., president of Henry I. Christal Company, Inc. which he founded in 1952 as an organization devoting its activities exclusively to radio station representation. He was one of the founding partners in Edward Petry & Co., Inc. and was secretary-treasurer and sales manager from 1932 to 1951. His affiliations prior to 1932 were



Scott-Howe-Bowen, Conde Nast Publications and the Detroit Times. He operates a dairy farm in Yorktown Heights, New York, where he raises prize Guernseys.



BOLAM GUY, President, American Sales & Service Agency; Representative Radio & Teluxembourg, B. 1900, London, England. Naturalized U. S. citizen. Elementary education in England; attended New York University and C.C. N.Y., majoring in radio and films. Married; daughter, Pat. Entered radio in 1925 as salesman for the De Forest



agency; Head of Radio, J. Walter Thompson, London, 1933-41, War service until 1946; Present post since December, 1926.

VENARD, LLOYD GEORGE, President Venard, Rintoul & McConnell, Inc. Entered broadcasting in 1931 as salesman for WGAR, Cleveland. Later appointed Merchandising and Promotion Manager of that station, specializing in local contracts for national food and drug accounts. Joined Edward Petry & Co. in 1939 and remained in the New York office for more than ten years as account executive. Assumed management of O. L. Taylor Co. and served as President until formation of Venard, Rintoul & McConnell, Inc. in 1954.

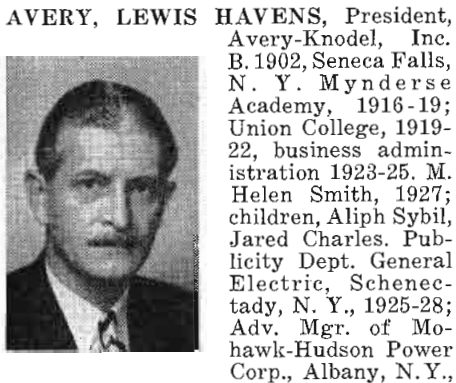


CORCORAN, EUGENE F., President, The Branham Company Mr. Corcoran refers to himself as having been born at the Branham Company. He began with the firm in 1913 as what he terms "glorified office boy." Except for a short absence during World War I, he has known no business life other than with Branham. In his climb from novice to president, he has witnessed the growth of his company from a firm of two offices and several salesmen to an organization with eleven offices and 130 employees.



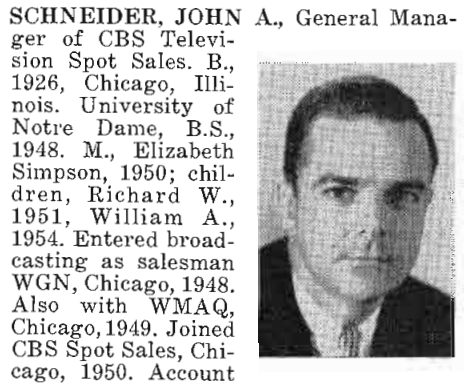
WALKER, J. WYTHE, President, The Walker Representation Company, B. Fayetteville, Ark. Graduated Northwestern University, M. Frances Stone, 1935, children, Prudence, 1938, J. Wythe, Jr., 1945. Entered broadcasting in 1930 as salesman for radio station WBBM, Chicago. In 1940 he formed The Walker Representation Company with branch offices in New York, Chicago, Boston, Atlanta, Los Angeles, and San Francisco. Member, Bonniebraun County Club, Arkansas Historical, Whittling, and Inside Straight Club.





AVERY, LEWIS HAVENS, President, Avery-Knodel, Inc. B. 1902, Seneca Falls, N. Y. Mynderse Academy, 1916-19; Union College, 1919-22, business administration 1923-25. M. Helen Smith, 1927; children, Aliph Sybil, Jared Charles. Publicity Dept. General Electric, Schenectady, N. Y., 1925-28; Adv. Mgr. of Mohawk-Hudson Power Corp., Albany, N. Y.,

1928-30; Copywriter BBDO, 1930; account executive, Buffalo, 1930-32; Dir. Sales Buffalo Bestg. Co., 1932-40; Sales Mgr., Free & Peters, Chicago, 1940-42.



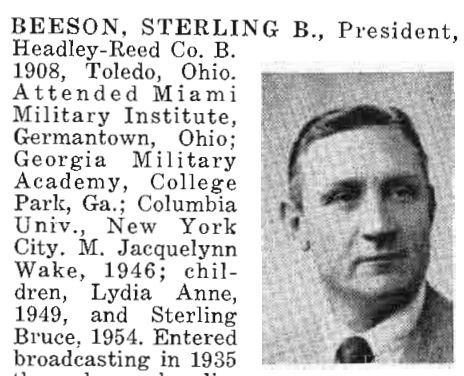
SCHNEIDER, JOHN A., General Manager of CBS Television Spot Sales. B., 1926, Chicago, Illinois. University of Notre Dame, B.S., 1948. M., Elizabeth Simpson, 1950; children, Richard W., 1951, William A., 1954. Entered broadcasting as salesman WGN, Chicago, 1948. Also with WMAQ, Chicago, 1949. Joined CBS Spot Sales, Chicago, 1950. Account

Executive, CBS Spot Sales, New York, 1951-53. Midwestern Manager, CBS Television Spot Sales, 1954. Eastern Sales Manager, Television Spot Sales, 1955.



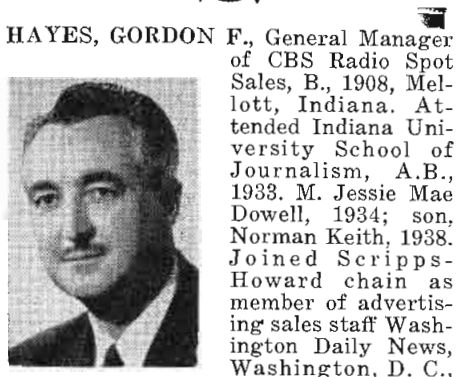
MARTINEZ, A. M., Exec. Vice-President Caribbean Networks, Inc. B. 1901, Mexico City, Mexico. M. Bertha Scharf, 1932; child, Albert Thomas, 1942. Entered advertising in 1925 with Ruthrauff & Ryan, Inc. 1925-27. Wales Advertising Co. 1927-28, Foreign Advertising & Service Bureau, Inc. 1928-29, Millseo Agency, Inc. 1929-32. Pioneered

Latin American radio station representation in 1932 with Conquest Alliance Co. 1932-40, established Radio Division, Melchor Guzmán Co., Inc. 1940-53.



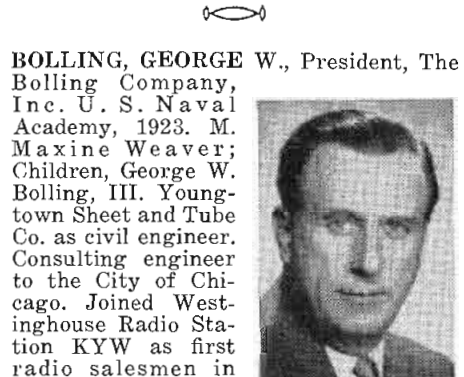
BEESON, STERLING B., President, Headley-Reed Co. B. 1908, Toledo, Ohio. Attended Miami Military Institute, Germantown, Ohio; Georgia Military Academy, College Park, Ga.; Columbia Univ., New York City. M. Jacquelynn Wake, 1946; children, Lydia Anne, 1949, and Sterling Bruce, 1954. Entered broadcasting in 1935 through merchandising

dept. of WXYZ, Detroit. In 1937 he created, wrote and sold programs on freelance basis for WTOL, Toledo. Joined McGillvra, 1939; Headley-Reed, 1941.



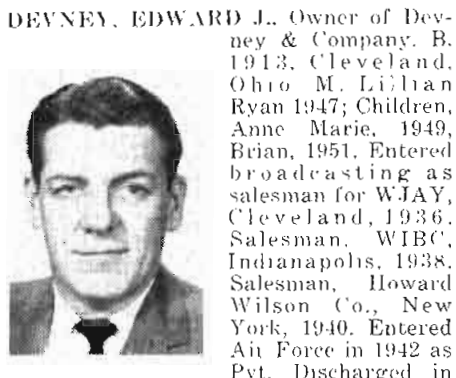
HAYES, GORDON F., General Manager of CBS Radio Spot Sales, B., 1908, Melott, Indiana. Attended Indiana University School of Journalism, A.B., 1933. M. Jessie Mae Dowell, 1934; son, Norman Keith, 1938. Joined Scripps-Howard chain as member of advertising sales staff Washington Daily News, Washington, D. C., 1933-39. Advertising

Manager, Washington Daily News 1939-43. Entered broadcasting as account executive for WTOP, Washington, D. C. 1943-45. Joined CBS Radio Spot Sales, 1945.



BOLLING, GEORGE W., President, The Bolling Company, Inc. U. S. Naval Academy, 1923. M. Maxine Weaver; Children, George W. Bolling, III. Youngtown Sheet and Tube Co. as civil engineer. Consulting engineer to the City of Chicago. Joined Westinghouse Radio Station KYW as first radio salesman in Chicago, appointed commercial manager

of KWY, 1925; Hays-MacFarland Agency, Radio Director; Ass't Gen. Mgr. Michigan Network, 1933; John Blair & Co., 1936-46.

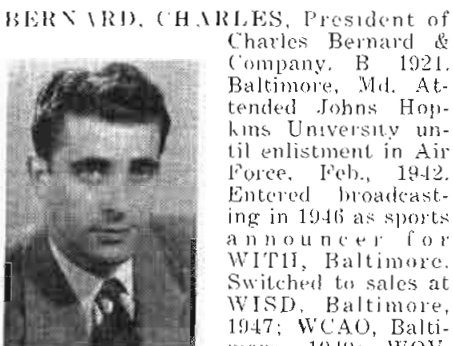


DEVNEY, EDWARD J., Owner of Devney & Company. B. 1913, Cleveland, Ohio. M. Lillian Ryan 1947; Children, Anne Marie, 1949, Brian, 1951. Entered broadcasting as salesman for WJAY, Cleveland, 1936. Salesman, WIBC, Indianapolis, 1938. Salesman, Howard Wilson Co., New York, 1940. Entered Air Force in 1942 as Pvt. Discharged in 1946 as Capt. Eastern Manager of Howard Wilson Co. until joining Headley-Reed as account executive in 1947. Joined William G. Rambeau Co. in 1949 as V.P.



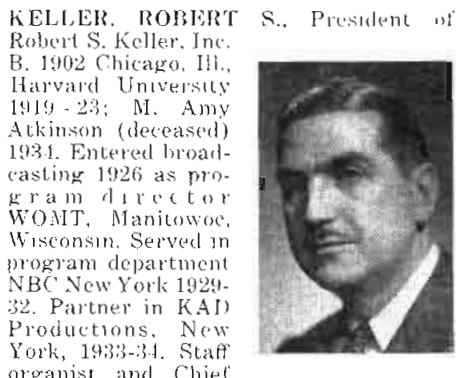
STONE, PEGGY, Vice-President Radio-TV Representatives, Inc. B. 1905 New York, N.Y. Attended Columbia University Extension School. M. 1922. Children, Thomas E., 1923; Greta, 1928; Stephen, 1930. Entered Broadcasting as Secretary to Sam Pickard, V.P. Station Relations, CBS, March, 1929. Later, Assistant in Station Relations until 1938.

Joined Hearst-Radio, Inc., 1938 Vice-President in charge of station relations; later formed Spot Sales; Broadcast Sales. In 1946 joined Taylor-Howe Snowden

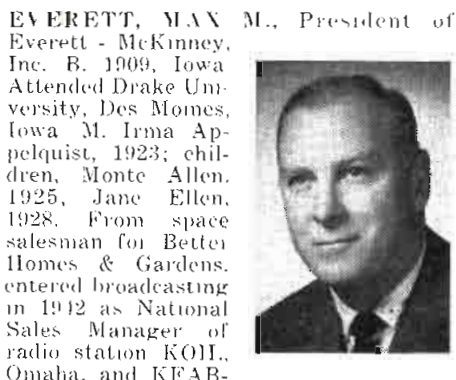


BERNARD, CHARLES, President of Charles Bernard & Company. B. 1921, Baltimore, Md. Attended Johns Hopkins University until enlistment in Air Force, Feb., 1942. Entered broadcasting in 1946 as sports announcer for WITI, Baltimore. Switched to sales at WISD, Baltimore, 1947; WCAO, Baltimore, 1949; WOV, New York, 1950. In

1951 became agent for MCA, then to ABC; later to WINS-Crosley and DuMont Sales. Returned to ABC, 1953-55. In 1956, formed Charles Bernard & Co.



KELLER, ROBERT S., President of Robert S. Keller, Inc. B. 1902 Chicago, Ill., Harvard University 1919-23; M. Amy Atkinson (deceased) 1931. Entered broadcasting 1926 as program director WOMT, Manitowoc, Wisconsin. Served in program department NBC New York 1929-32. Partner in KAD Productions, New York, 1933-34. Staff organist and Chief Copyright WMCA New York 1934-37. Station relations for Associated Music Publishers, Inc. New York 1937-44. Manager Burn-Smith Co., Inc., New York 1944.



EVERETT, MAX M., President of Everett - McKinney, Inc. B. 1909, Iowa. Attended Drake University, Des Moines, Iowa. M. Irma Appelquist, 1923; children, Monte Allen, 1925, Jane Ellen, 1928. From space salesman for Better Homes & Gardens, entered broadcasting in 1912 as National Sales Manager of radio station KOIL, Omaha, and KFAB-KFOR, Lincoln, Nebraska. Joined Edward Petry Company, New York, in 1943; then to J. P. McKinney & Son in 1944 as Managing Director of Radio.



BERNALD, EUGENE, President of Pan American Broadcasting Company. Attended Columbia University, 1929. M. Mary Blanche, children, Mary Ann, Eugene Robert, Edward Arthur, Barbara. Director of Imperial Broadcasting Company, Inter-American News, International Media Company, Active Asia Foundation, American - Korean

Foundation, planning board for government radio stations overseas. Member, Inter-American Association of Broadcasters, World Communications Council.

KOSTE, JACK, President of Indie Sales



Incorporated. B. 1914, New York, N. Y. Attended C.C.N.Y. School of Business. M. Catherine E. Luoma, 1940; children, Peter Lawrence, 1942, Craig Alan, 1947. Entered advertising in 1933 with William Esty & Company; Sales Manager with Spot Sales, Inc., and Forjoe & Company from 1944 to 1949;

Vice President and National Sales Director of the Liberty Network, 1951; Established Indie Sales Incorporated in 1949, serving since then as President.

MALONE, THOMAS F., Vice President,

Canadian Station Representatives, Ltd. B. 1911, Yonkers, New York. Attended Villanova University, B.A. 1933. M. Anne McRae, 1938; children, Suzanne, 1942, Thomas, 1945, Rita, 1952. Entered broadcasting in 1937 as Theater Manager with CBS; joined CBS Sales Department in 1943; became associated with Adam Young, Inc. in 1945. When Adam Young, Inc. organized Canadian Station Representatives, Ltd. in 1954, he was elected Vice President of this corporation.



WEBB, LAWRENCE, Managing Director of Station Representatives, Inc., 101 Park Avenue, New York 17, New York. Native of Ohio, he attended Ohio University. Single. Entered broadcasting with radio station WJW, Cleveland, serving as Office Manager, Treasurer, Assistant General Manager and Vice President from 1940 to 1953. Lawrence served as National Sales Manager for stations WLOK and WLOK-TV, Lima, Ohio from 1953 to 1955. He joined Station Representatives Association, Inc., in 1955.



COOKE, DONALD R., President of Donald Cooke Incorporated. B. 1917, Montreal, Quebec, Canada. Attended Western University, London, Canada, B.A. 1942. M. Mae Cooke; one son, Donald R., 1945. Served as announcer and commercial salesman with radio station WELL, Battle Creek, Michigan, 1944; Account Executive for O'Neil, Larson & McMann, 1945; Account Executive for William G. Rambeau Co., Inc., 1945-46; Formed Donald Cooke Incorporated in March, 1946. Member, RTES.



BREEN, EDWARD J., Partner, Breen & Ward. B. 1922, New York, N. Y. Attended Wharton School, University of Pennsylvania, B.S. 1948; Columbia University Graduate School of Business, M.S., Advertising, 1953. M. Virginia J.; children, John P. Dennis A., Judith A. Naval officer during World War II and Korean conflict. Entered broadcasting as television salesman, Albany, N. Y.; Vice President in Charge of Broadcast Sales, Grant Webb & Company, 1954-56. Member, American Marketing Association.



MEEKER, ROBERT D. C. President of The Meeker Company, Inc. B. 1911, Aurora, Ill. Attended Princeton University, Class of '32. M. Shirley L. Steinman 1939; children, Pamela 1940, Robert D. C. Jr. 1942, divorced 1946. Married Dorothy H. Frost 1947, children, James B. 1951. Entered advertising in research and sales, Metro Group, N. Y., 1934-37. Acc't Exec., Pedlar & Ryan, N. Y., 1936-40. N. Y. sales manager, Lancaster Newspapers, Inc., 1940-42. Founded the Meeker Company in 1946.



RAMBEAU, WILLIAM G., President.



William G. Rambeau Company, first exclusive national station representative. Married; children, Mary Gillogly Rambeau, Mary Lee Rambeau, Mrs. Richard Hough, Mrs. Peter Spoehr. Wholesale Mgr., GM Trucks, Chicago; Ad exec, Class Journal Co., Account Exec., Country Gentleman and Saturday Evening Post; V.P. in

Charge of Sales and Advertising, Warner Electric Brake Corp. Founded William G. Rambeau Company in 1931. Member, Union League Club of New York, Chicago A.C.

KING, A. LEWIS. Attended New York



University. After several newspaper and Wall St. jobs, entered broadcasting in 1925 as salesman for WAAT, Newark, New Jersey, simultaneously operating advertising agency for clients who required service. Later worked in sales at WNEW and WHN (now WMGM), New York. Currently functioning as ad-

vertising agency, station representative, TV film producer, and announcer. Broadcasting half-hour radio and TV program. "Boating with Lew King." Member RTES

BLOOM, JOSEPH. President, Forjoe &



Co., Inc and Forjoe-TV, Inc. B.S., C.C. N.Y.; LL.B., New York University. M. Paoli Bloom, former leading soprano with Philadelphia Opera Company; son, Stephen, 1943. Entered broadcasting in 1936 and established his representation firm in 1938. Clubs include Radio Executive Society, Metropolitan Museum of Art, Mu-

seum of Natural History, Brandeis University Alumni Association, City College Alumni Association. Hobbies, piano, chess, photography.

GUZMAN, MELCHOR. President, Mel-



chor Guzman Company, Inc. B. 1895. Cochabamba, Bolivia. Attended Dakota Wesleyan University, University of Chicago, Northwestern University. M. Carmen D. Guzman; children, Carmen and Ruth. Entered Radio in 1935 and TV in 1950. Member, Rotary Club, International Advertising Association, Radio

Electronics Television Manufacturers Association. Residence, 250 Clinton Road, Garden City, Long Island. Offices, 45 Rockefeller Plaza, New York City.

**TELEPHONE NUMBERS
OF
IMPORTANT STATION REPS
SEE PAGES
100 to 107**

What Happened to the Woman Broadcaster and Her Program?



By
JEAN GIBSON
Radio-Television Daily

NO ONE will deny the television impact of a dancer in a swirling skirt, a chic model in the latest fashion, or a pretty hostess with plunging neckline, cooking in her kitchen. And a sultry-voiced actress still packs evocative punch on the radio.

But what has happened to the woman broadcaster?

Certainly most women broadcasters have talent, poise, and show a well-turned ankle. They have verve and TV-genic features. A surprising number are honest-to-goodness good reporters. Even more are top-rated salesmen.



Female broadcasters have long faced the fact that in their careers the demand on a woman is greater than on a man in the same capacity, especially in the news field. A few women broadcasters are doing an exceptional job of entertaining the female portion of the American public. But a great many more deserve a chance.

For years, the woman broadcaster and her program grew in importance. Nearly every radio station had at least one woman on the air. When television came of age, it too used women and their programs.

What, then, went wrong with this type of show? What made her disappear? Was it the switch many radio stations made to a news and music programming format? Why did TV drop many of its women's shows?

Women's programs succeeded because of their flexibility. They failed because of it too. Almost anything could be used on their program to satisfy advertisers of other shows. Commercials, given in a conversational style, were encouraged to be longer and many more were used than would be tolerated on any other program.



The woman's show also suffered greatly from two labels: 1. woman's program and 2. service program.

To program directors, (some women commentators were guilty too) the words "woman's program" meant only homemaking reports, recipes and sewing hints. Some of these homemaking hints helped the program, but the over-abundance—well that was one of the first mistakes.

A woman listener needs to "get out of the kitchen" even though she is hearing a program while fixing dinner or washing dishes.

Stations underestimated the female audience. The female listeners wanted something besides kitchen shows. They wanted to hear what was going on in the world; they wanted to hear interviews with interesting people — people who have accomplished something, not the station manager's wife who happens to be Mrs. Club Woman and just has to tell about the rummage sale the club is sponsoring. Of course, this cut down on the time Mr. Important could be interviewed.



This brings us to another reason women broadcasters and their programs left the air. Mrs. Club Woman got the air time free of charge as a service from the station. Other women who knew the "right" person at the station got free service announcements on the woman's show. When this was coupled with the ever-present low budget for the program the listeners dropped off.

The thinly disguised commercials, the household hints, the dull interviews tired many women broadcasters. Like Doberman of the Phil Silvers "Sgt. Bilko" show, their complaint was "But Sarge; why does it always have to be me?"

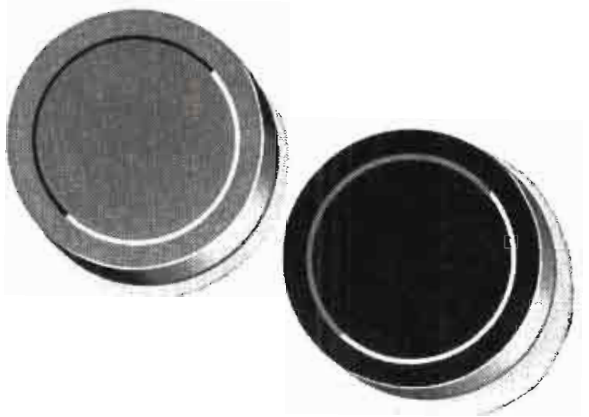
What can be done to bring the woman broadcaster back to the air? Even when she was most popular the "talking woman" was still in the minority. The situation is not hopeless.

First she could build her name by appearing on panel shows, both radio and TV. Or, as many women are doing now, give commercials. She could moderate a quiz or panel show. From here, she would find an easier stepping stone back to a show of her own.



But first she must get a new label for her show, a new approach and face broadcasting with her own special integrity and keep it that way.

Women lost their programs because the approach was wrong and audiences were changed. But never underestimate the power of a woman — especially a woman broadcaster.



WBC buttons up

RADIO

WBZ+WBZA Boston-Springfield—51,000 Watts

KDKA Pittsburgh—50,000 Watts

KYW Cleveland—50,000 Watts

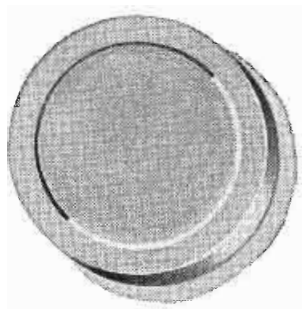
WOWO Fort Wayne—50,000 Watts

WIND Chicago—5,000 Watts

KEX Portland—50,000 Watts

WESTINGHOUSE BROADCASTING

WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC.



the big audiences

TELEVISION

WBZ-TV Boston—Channel 4—NBC

KDKA-TV Pittsburgh—Channel 2—NBC-CBS-ABC

KYW-TV Cleveland—Channel 3—NBC

KPIX San Francisco—Channel 5—CBS

WBC programs for the big audiences, delivers the customers in 7 of the country's biggest markets. That's why no selling campaign is complete without the WBC stations. To complete *your* campaign, call A. W. "Bink" Dannenbaum, WBC VP Sales, MUrray Hill 7-0808, New York.

COMPANY, INC.



ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

ESTIMATED FAMILIES FOR 1957

STATE	Population March 1, 1957 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,174,000	816,000	781,000	172,000	93
ARIZONA	1,113,000	312,000	298,000	188,000	32
ARKANSAS	1,831,000	510,000	504,000	263,000	51
CALIFORNIA	13,923,000	4,467,000	4,420,000	3,986,000	156
COLORADO	1,654,000	493,000	462,000	304,000	46
CONNECTICUT	2,285,000	686,000	660,000	594,000	26
DELAWARE	421,000	124,000	116,000	108,000	8
DISTRICT OF COLUMBIA	871,000	251,000	245,000	223,000	8
FLORIDA	3,990,000	1,148,000	1,124,000	836,000	108
GEORGIA	3,744,000	979,000	952,000	684,000	103
IDAHO	633,000	186,000	177,000	104,000	27
ILLINOIS	9,529,000	2,934,000	2,870,000	2,496,000	88
INDIANA	4,491,000	1,372,000	1,302,000	1,186,000	57
IOWA	2,718,000	840,000	812,000	712,000	51
KANSAS	2,146,000	681,000	662,000	487,000	41
KENTUCKY	3,044,000	835,000	812,000	512,000	64
LOUISIANA	3,052,000	839,000	804,000	576,000	65
MAINE	910,000	264,000	252,000	197,000	19
MARYLAND	2,869,000	792,000	748,000	677,000	30
MASSACHUSETTS	1,841,000	1,449,000	1,420,000	1,298,000	79
MICHIGAN	7,661,000	2,232,000	2,198,000	1,967,000	79
MINNESOTA	3,271,000	955,000	920,000	728,000	50
MISSISSIPPI	2,137,000	552,000	532,000	234,000	61
MISSOURI	4,291,000	1,309,000	1,274,000	1,074,000	73
MONTANA	638,000	198,000	187,000	72,000	30
NEBRASKA	1,428,000	432,000	421,000	317,000	28
NEVADA	247,000	82,000	78,000	42,000	15
NEW HAMPSHIRE	563,000	170,000	168,000	164,000	13
NEW JERSEY	5,566,000	1,664,000	1,658,000	1,470,000	23
NEW MEXICO	855,000	232,000	221,000	98,000	32
NEW YORK	16,195,000	5,055,000	4,998,000	4,748,000	107
NORTH CAROLINA	1,479,000	1,107,000	1,098,000	726,000	121
NORTH DAKOTA	661,000	177,000	171,000	96,000	15
OHIO	9,231,000	2,801,000	2,695,000	2,572,000	82
OKLAHOMA	2,251,000	671,000	658,000	497,000	49
OREGON	1,781,000	567,000	556,000	374,000	58
PENNSYLVANIA	11,160,000	3,632,000	3,584,000	3,018,000	129
RHODE ISLAND	832,000	252,000	244,000	226,000	11
SOUTH CAROLINA	2,387,000	588,000	562,000	398,000	59
SOUTH DAKOTA	701,000	198,000	189,000	108,000	16
TENNESSEE	3,494,000	954,000	905,000	647,000	87
TEXAS	9,088,000	2,626,000	2,575,000	1,911,000	246
UTAH	817,000	226,000	215,000	177,000	21
VERMONT	369,000	107,000	104,000	76,000	13
VIRGINIA	3,693,000	956,000	916,000	743,000	72
WASHINGTON	2,713,000	839,000	824,000	615,000	61
WEST VIRGINIA	1,982,000	535,000	498,000	360,000	14
WISCONSIN	3,806,000	1,109,000	1,100,000	878,000	76
WYOMING	323,000	94,000	91,000	46,000	15
TOTAL	169,859,000	50,298,000	49,070,000	40,285,000	2,795

AMPLITUDE MODULATION STATIONS—AM

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U. S. STATION INDEX  
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| KHMO — Hannibal, Mo.             | 496 | KJNO — Juneau, Alaska        | 666 |
| KHOB — Hobbs, N. M.              | 517 | KJOE — Shreveport, La.       | 460 |
| KHON — Honolulu, Hawaii          | 667 | KJOY — Stockton, Calif.      | 383 |
| KHOZ — Harrison, Ark.            | 363 | KJR — Seattle, Wash.         | 649 |
| KHQ — Spokane, Wash.             | 650 | KJRG — Newton, Kans.         | 446 |
| KHSL — Chico, Calif.             | 368 | KJSK — Columbus, Neb.        | 508 |
| KHUB — Watsonville, Calif.       | 384 | KJUN — Redmond, Ore.         | 578 |
| KHUM — Eureka, Calif.            | 369 | KKOG — Ogden, Utah           | 636 |
| KHUZ — Borger, Tex.              | 616 | KLAC — Hollywood, Calif.     | 371 |
| KIBE — Palo Alto, Calif.         | 376 | KLAD — Klamath Falls, Oreg.  | 576 |
| KIBH — Seward, Alaska            | 666 | KLAK — Lakewood, Colo.       | 388 |
| KIBL — Beeville, Tex.            | 616 | KLAM — Cordova, Alaska       | 666 |
| KIBS — Bishop, Calif.            | 368 | KLAN — Renton, Wash.         | 648 |
| KICA — Clovis, N. M.             | 517 | KLAS — Las Vegas, Nev.       | 511 |
| KICD — Spencer, Iowa             | 443 | KLBM — La Grande, Oreg.      | 576 |
| KICK — Springfield, Mo.          | 504 | KLBS — Houston, Tex.         | 624 |
| KICO — Calexico, Calif.          | 368 | KLCB — Libby, Mont.          | 506 |
| KID — Idaho Falls, Idaho         | 420 | KLCN — Blytheville, Ark.     | 361 |
| KIDO — Boise, Idaho              | 419 | KLCO — Poteau, Okla.         | 572 |
| KIEM — Eureka, Calif.            | 369 | KLEA — Lovington, N. M.      | 518 |
| KIEV — Glendale, Calif.          | 370 | KLEE — Ottumwa, Iowa         | 442 |
| KIFI — Idaho Falls, Idaho        | 420 | KLEM — Le Mars, Iowa         | 441 |
| KIFN — Phoenix, Ariz.            | 359 | KLEN — Killen, Tex.          | 626 |
| KIFW — Sitka, Alaska             | 667 | KLER — Lewiston, Idaho       | 420 |
| KIGW — Alamosa, Colo.            | 385 | KLFT — Golden Meadow, La.    | 457 |
| KIHN — Hugo, Okla.               | 571 | KLFY — Lafayette, La.        | 457 |
| KIHO — Sioux Falls, S. Dak.      | 604 | KLGN — Logan, Utah           | 635 |
| KIHR — Hood River, Ore.          | 576 | KLGR — Redwood Falls, Minn.  | 488 |
| KIJV — Huron, S. Dak.            | 604 | KLIC — Monroe, La.           | 458 |
| KIKI — Honolulu, Hawaii          | 667 | KLIF — Dallas, Tex.          | 619 |
| KILA — Hilo, Hawaii              | 667 | KLIK — Jefferson City, Mo.   | 497 |
| KILO — Grand Forks, N. Dak.      | 557 | KLIL — Estherville, Iowa     | 440 |
| KIMA — Yakima, Wash.             | 651 | KLIN — Lincoln, Neb.         | 508 |
| KIMN — Denver, Colo.             | 386 | KLIR — Denver, Colo.         | 386 |
| KIMO — Independence, Mo.         | 496 | KLIX — Twin Falls, Idaho     | 421 |
| KIMP — Mount Pleasant, Tex.      | 629 | KLIZ — Brainerd, Minn.       | 484 |
| KIND — Independence, Kans.       | 445 | KLKC — Parsons, Kans.        | 446 |
| KINE — Kingsville, Tex.          | 626 | KLLA — Leesville, La.        | 457 |
| KING — Seattle, Wash.            | 649 | KLLL — Lubbock, Tex.         | 627 |
| KINY — Juneau, Alaska            | 666 | KLMO — Longmont, Colo.       | 388 |
| KIOA — Des Moines, Iowa          | 439 | KLMR — Lamar, Colo.          | 388 |
| KIOX — Bay City, Tex.            | 615 | KLMS — Lincoln, Neb.         | 509 |
| KIPA — Hilo, Hawaii              | 667 | KLMX — Clayton, N. M.        | 517 |
| KIRO — Seattle, Wash.            | 649 | KLO — Ogden, Utah            | 635 |
| KIRX — Kirksville, Mo.           | 500 | KLOG — Kelso, Wash.          | 647 |
| KISD — Sioux Falls, S. Dak.      | 605 | KLOH — Pipestone, Minn.      | 487 |
| KIST — Santa Barbara, Calif.     | 381 | KLOK — San Jose, Calif.      | 380 |
| KIT — Yakima, Wash.              | 651 | KLOQ — Yakima, Wash.         | 652 |
| KITE — San Antonio, Tex.         | 631 | KLOU — Lake Charles, La.     | 457 |
| KITI — Chehalis-Centralia, Wash. | 646 | KLOV — Loveland, Colo.       | 388 |
| KITN — Olympia, Wash.            | 648 | KLPM — Minot, N. Dak.        | 558 |
| KITO — San Bernardino, Calif.    | 378 | KLPR — Oklahoma City, Okla.  | 572 |
| KIUL — Garden City, Kans.        | 444 | KLPW — Union, Mo.            | 504 |
| KIUN — Pecos, Tex.               | 630 | KLRA — Little Rock, Ark.     | 363 |
| KIUP — Durango, Colo.            | 387 | KLRS — Mountain Grove, Mo.   | 500 |
| KIVY — Crockett, Tex.            | 619 | KLTF — Little Falls, Minn.   | 486 |
| KIWW — San Antonio, Tex.         | 632 | KLTI — Longview, Tex.        | 627 |
| KIXL — Dallas, Tex.              | 619 | KLTZ — Glcsgow, Mont.        | 505 |
| KIXX — Provo, Utah               | 636 | KLUB — Salt Lake City, Utah  | 637 |
| KIYI — Shelby, Mont.             | 507 | KLUF — Galveston, Tex.       | 623 |
| KJAN — Atlantic, Iowa            | 438 | KLUK — Evanston, Wyo.        | 664 |
| KJAY — Topeka, Kans.             | 448 | KLVC — Leadville, Colo.      | 388 |
| KJBC — Midland, Tex.             | 628 | KLVL — Pasadena, Tex.        | 630 |
|                                  |     | KLVT — Levelland, Tex.       | 626 |

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| KLWN — Lawrence, Kans.       | 445 | KNUJ — New Ulm, Minn.        | 487 |
| KLWT — Lebanon, Mo.          | 500 | KNUZ — Houston, Tex.         | 624 |
| KLX — Oakland, Calif.        | 374 | KNX — Los Angeles, Calif.    | 372 |
| KLYN — Amarillo, Tex.        | 614 | KOA — Denver, Colo.          | 387 |
| KLZ — Denver, Colo.          | 386 | KOAL — Price, Utah           | 636 |
| KMA — Shenandoah, Iowa       | 442 | KOAM — Pittsburg, Kans.      | 446 |
| KMAC — San Antonio, Tex.     | 632 | KOB — Albuquerque, N. M.     | 516 |
| KMAE — McKinney, Tex.        | 628 | KOBE — Las Cruces, N. M.     | 518 |
| KMAK — Fresno, Calif.        | 370 | KOBY — San Francisco, Calif. | 379 |
| KMAN — Manhattan, Kans.      | 446 | KOCA — Kilgore, Tex.         | 626 |
| KMAP — Bakersfield, Calif.   | 368 | KOCO — Salem, Ore.           | 579 |
| KMBC — Kansas City, Mo.      | 499 | KOCS — Ontario, Calif.       | 375 |
| KMBL — Junction, Tex.        | 626 | KOCY — Oklahoma City, Okla.  | 572 |
| KMBY — Monterey, Calif.      | 374 | KODE — Joplin, Mo.           | 497 |
| KMCM — McMinnville, Ore.     | 576 | KODI — Cody, Wyo.            | 664 |
| KMCO — Conroe, Tex.          | 618 | KODL — The Dalles, Ore.      | 575 |
| KMDO — Fort Scott, Kans.     | 444 | KODY — North Platte, Neb.    | 509 |
| KMED — Medford, Ore.         | 576 | KOEL — Oelwein, Iowa         | 441 |
| KMHL — Marshall, Minn.       | 486 | KOFE — Pullman, Wash.        | 648 |
| KMHT — Marshall, Tex.        | 628 | KOFI — Kalispell, Mont.      | 506 |
| KMIL — Cameron, Tex.         | 617 | KOFO — Ottawa, Kans.         | 446 |
| KMJ — Fresno, Calif.         | 370 | KOGA — Ogallala, Neb.        | 509 |
| KMLB — Monroe, La.           | 458 | KOGT — Orange, Tex.          | 629 |
| KMLW — Marlin, Tex.          | 628 | KOH — Reno, Nev.             | 511 |
| KMMJ — Grand Island, Neb.    | 508 | KOHU — Hermiston, Ore.       | 575 |
| KMMO — Marshall, Mo.         | 500 | KOIL — Omaha, Neb.           | 510 |
| KMNS — Sioux City, Iowa      | 442 | KOIN — Portland, Ore.        | 578 |
| KMO — Tacoma, Wash.          | 650 | KOJM — Havre, Mont.          | 506 |
| KMOD — Modesto, Calif.       | 374 | KOKO — Warrensburg, Mo.      | 504 |
| KMON — Great Falls, Mont.    | 506 | KOKX — Keokuk, Iowa          | 441 |
| KMOR — Oroville, Calif.      | 375 | KOL — Seattle, Wash.         | 649 |
| KMOX — St. Louis, Mo.        | 501 | KOLD — Yuma, Ariz.           | 361 |
| KMPC — Los Angeles, Calif.   | 373 | KOLE — Port Arthur, Tex.     | 630 |
| KMRC — Morgan City, La.      | 458 | KOLJ — Quanah, Tex.          | 631 |
| KMUR — Murray, Utah          | 635 | KOLO — Reno, Nev.            | 511 |
| KMUS — Muskogee, Okla.       | 571 | KOLR — Sterling, Colo.       | 389 |
| KMVI — Wailuku-Maui, Hawaii  | 668 | KOLS — Pryor, Okla.          | 573 |
| KMYC — Marysville, Calif.    | 373 | KOLT — Scottsbluff, Neb.     | 510 |
| KMYR — Denver, Colo.         | 386 | KOMA — Oklahoma City, Okla.  | 572 |
| KNAF — Fredericksburg, Tex.  | 622 | KOMB — Cottage Grove, Ore.   | 574 |
| KNAK — Salt Lake City, Utah  | 636 | KOME — Tulsa, Okla.          | 573 |
| KNAL — Victoria, Tex.        | 634 | KOMO — Seattle, Wash.        | 649 |
| KNBC — San Francisco, Calif. | 379 | KOMW — Omak, Wash.           | 648 |
| KNBR — North Platte, Neb.    | 509 | KONE — Reno, Nev.            | 512 |
| KNBX — Kirkland, Wash.       | 647 | KONG — Visalia, Calif.       | 384 |
| KNBY — Newport, Ark.         | 364 | KONI — Phoenix, Ariz.        | 360 |
| KNCK — Concordia, Kans.      | 444 | KONO — San Antonio, Tex.     | 632 |
| KNCM — Moberly, Mo.          | 500 | KONP — Port Angeles, Wash.   | 648 |
| KNCO — Garden City, Kans.    | 444 | KOOK — Billings, Mont.       | 505 |
| KNDC — Hettinger, N. Dak.    | 557 | KOOL — Phoenix, Ariz.        | 359 |
| KNDY — Marysville, Kans.     | 446 | KOOS — Coos Bay, Ore.        | 574 |
| KNEA — Jonesboro, Ark.       | 363 | KOPO — Tucson, Ariz.         | 360 |
| KNEB — Scottsbluff, Neb.     | 510 | KOPR — Butte, Mont.          | 505 |
| KNED — McAlester, Okla.      | 571 | KORA — Bryan, Tex.           | 617 |
| KNEL — Brady, Tex.           | 616 | KORC — Mineral Wells, Tex.   | 628 |
| KNEM — Nevada, Mo.           | 500 | KORE — Eugene, Ore.          | 575 |
| KNET — Palestine, Tex.       | 629 | KORK — Las Vegas, Nev.       | 511 |
| KNEW — Spokane, Wash.        | 650 | KORN — Mitchell, S. Dak.     | 604 |
| KNEX — McPherson, Kans.      | 446 | KORT — Grangeville, Idaho    | 420 |
| KNGS — Hanford, Calif.       | 370 | KOSA — Odessa, Tex.          | 629 |
| KNIM — Maryville, Mo.        | 500 | KOSE — Osceola, Ark.         | 364 |
| KNOC — Natchitoches, La.     | 458 | KOSF — Nacogdoches, Tex.     | 629 |
| KNOE — Monroe, La.           | 458 | KOSI — Aurora, Colo.         | 385 |
| KNOG — Nogales, Ariz.        | 359 | KOSY — Texarkana, Ark.       | 367 |
| KNOK — Fort Worth, Tex.      | 622 | KOTA — Rapid City, S. Dak.   | 604 |
| KNOR — Norman, Okla.         | 571 | KOTN — Pine Bluff, Ark.      | 365 |
| KNOW — Austin, Tex.          | 615 | KOTS — Deming, N. M.         | 517 |
| KNOX — Grand Forks, N. Dak.  | 557 | KOVC — Valley City, N. Dak.  | 558 |
| KNPT — Newport, Ore.         | 577 | KOVE — Lander, Wyo.          | 664 |



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|--------------------------------|-----|-------------------------------|-----|
| KOVO — Provo, Utah             | 636 | KRGI — Grand Island, Neb.     | 508 |
| KOWB — Laramie, Wyo.           | 664 | KRGV — Weslaco, Tex.          | 635 |
| KOWH — Omaha, Neb.             | 510 | KRHD — Duncan, Okla.          | 570 |
| KOWL — Bijou, Calif.           | 368 | KRIB — Mason City, Iowa       | 441 |
| KOXR — Oxnard, Calif.          | 375 | KRIC — Beaumont, Tex.         | 616 |
| KOY — Phoenix, Ariz.           | 360 | KRIG — Odessa, Tex.           | 629 |
| KOYN — Billings, Mont.         | 505 | KRIO — McAllen, Tex.          | 628 |
| KOZE — Lewiston, Idaho         | 420 | KRIS — Corpus Christi, Tex.   | 618 |
| KOZY — Grand Rapids, Minn.     | 485 | KRIZ — Phoenix, Ariz.         | 360 |
| KPAC — Port Arthur, Tex.       | 630 | KRKD — Los Angeles, Calif.    | 373 |
| KPAL — Palm Springs, Calif.    | 376 | KRKO — Everett, Wash.         | 647 |
| KPAM — Portland, Ore.          | 578 | KRKC — Lewiston, Idaho        | 420 |
| KPAN — Hereford, Tex.          | 623 | KRLD — Dallas, Tex.           | 620 |
| KPAS — Banning, Calif.         | 368 | KRLN — Canon City, Colo.      | 385 |
| KPAT — Pampa, Tex.             | 629 | KRLW — Walnut Ridge, Ark.     | 367 |
| KPBM — Carlsbad, N. M.         | 517 | KRMD — Shreveport, La.        | 461 |
| KPDN — Pampa, Tex.             | 630 | KRMG — Tulsa, Okla.           | 573 |
| KPDQ — Portland, Ore.          | 578 | KRMO — Monett, Mo.            | 500 |
| KPEP — San Angelo, Tex.        | 631 | KRMS — Osage Beach, Mo.       | 501 |
| KPET — Lamesa, Tex.            | 626 | KRMW — The Dalles, Ore.       | 575 |
| KPHO — Phoenix, Ariz.          | 359 | KRNO — San Bernardino, Calif. | 378 |
| KPIG — Cedar Rapids, Iowa      | 438 | KRNR — Roseburg, Ore.         | 578 |
| KPKW — Pasco, Wash.            | 648 | KRNT — Des Moines, Iowa       | 440 |
| KPLC — Lake Charles, La.       | 457 | KROC — Rochester, Minn.       | 488 |
| KPLK — Dallas, Ore.            | 575 | KROD — El Paso, Tex.          | 621 |
| KPLN — Camden, Ark.            | 362 | KROF — Abbeville, La.         | 455 |
| KPLT — Paris, Tex.             | 630 | KROG — Sonora, Calif.         | 383 |
| KPMC — Bakersfield, Calif.     | 368 | KROP — Brawley, Calif.        | 368 |
| KPOA — Honolulu, Hawaii        | 668 | KROS — Clinton, Iowa          | 439 |
| KPOC — Pocatontas, Ark.        | 365 | KROW — Oakland, Calif.        | 375 |
| KPOJ — Portland, Ore.          | 578 | KROX — Crookston, Minn.       | 485 |
| KPOL — Los Angeles, Calif.     | 373 | KROY — Sacramento, Calif.     | 377 |
| KPOP — Los Angeles, Calif.     | 372 | KRPL — Moscow, Idaho          | 420 |
| KPOW — Powell, Wyo.            | 665 | KRRV — Sherman-Denison, Tex.  | 632 |
| KPQ — Wenatchee, Wash.         | 651 | KRSD — Rapid City, S. D.      | 604 |
| KPRC — Houston, Tex.           | 624 | KRSL — Russell, Kans.         | 446 |
| KPRK — Livingston, Mont.       | 507 | KRSN — Los Alamos, N. M.      | 518 |
| KPRL — Paso Robles, Calif.     | 376 | KRTN — Raton, N. M.           | 518 |
| KPRO — Riverside, Calif.       | 377 | KRTR — Thermopolis, Wyo.      | 665 |
| KPRS — Kansas City, Mo.        | 499 | KRTV — Hillsboro, Ore.        | 576 |
| KPST — Preston, Idaho          | 421 | KRUL — Corvallis, Ore.        | 574 |
| KPTL — Carson City, Nev.       | 511 | KRUN — Ballinger, Tex.        | 615 |
| KPUG — Bellingham, Wash.       | 646 | KRUS — Ruston, La.            | 460 |
| KQIK — Lakeview, Ore.          | 576 | KRUX — Phoenix, Ariz.         | 360 |
| KQUE — Albuquerque, N. M.      | 516 | KRVN — Lexington, Neb.        | 508 |
| KQV — Pittsburgh, Pa.          | 591 | KRWV — Forest Grove, Ore.     | 575 |
| KRAI — Craig, Colo.            | 386 | KRWS — Post, Tex.             | 630 |
| KRAK — Stockton, Calif.        | 383 | KRXX — Rexburg, Idaho         | 421 |
| KRAL — Rawlins, Wyo.           | 665 | KRXL — Roseburg, Ore.         | 578 |
| KRAM — Las Vegas, Nev.         | 511 | KSAL — Salina, Kans.          | 446 |
| KRAY — Amarillo, Tex.          | 614 | KSAM — Huntsville, Tex.       | 625 |
| KRBA — Lufkin, Tex.            | 628 | KSAN — San Francisco, Calif.  | 379 |
| KRBC — Abilene, Tex.           | 614 | KSBW — Salinas, Calif.        | 377 |
| KRCO — Prineville, Ore.        | 578 | KSCB — Liberal, Kans.         | 445 |
| KRCT — Baytown, Tex.           | 615 | KSCJ — Sioux City, Iowa       | 442 |
| KRDG — Redding, Calif.         | 376 | KSCO — Santa Cruz, Calif.     | 381 |
| KRDO — Colorado Springs, Colo. | 385 | KSD — St. Louis, Mo.          | 503 |
| KRDU — Dinuba, Calif.          | 369 | KSDA — Redding, Calif.        | 377 |
| KRE — Berkeley, Calif.         | 368 | KSDN — Aberdeen, S. Dak.      | 604 |
| KREH — Oakdale, La.            | 460 | KSDO — San Diego, Calif.      | 379 |
| KREI — Farmington, Mo.         | 496 | KSEI — Pocatello, Idaho       | 420 |
| KREL — Baytown, Tex.           | 615 | KSEK — Pittsburg, Kans.       | 446 |
| KREM — Spokane, Wash.          | 650 | KSEL — Lubbock, Tex.          | 627 |
| KREO — Indio, Calif.           | 371 | KSEM — Moses Lake, Wash.      | 647 |
| KRES — St. Joseph, Mo.         | 501 | KSEO — Durant, Okla.          | 570 |
| KREW — Sunnyside, Wash.        | 650 | KSET — El Paso, Tex.          | 621 |
| KREX — Grand Junction, Colo.   | 388 | KSEW — Sitka, Alaska          | 667 |
| KRFC — Rocky Ford, Colo.       | 389 | KSEY — Seymour, Tex.          | 632 |
| KRFO — Owatonna, Minn.         | 487 | KSFA — Nacogdoches, Tex.      | 629 |

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|--------------------------------------------|-----|-----------------------------------------|-----|
| KSFE — Needles, Calif. . . . .             | 374 | KTFI — Twin Falls, Idaho . . . . .      | 421 |
| KSFO — San Francisco, Calif. . . . .       | 380 | KTFS — Texarkana, Tex. . . . .          | 633 |
| KSGM — Ste. Genevieve, Mo. . . . .         | 501 | KTFY — Brownfield, Tex. . . . .         | 617 |
| KSIB — Creston, Iowa . . . . .             | 439 | KTHE — Thermopolis, Wyo. . . . .        | 665 |
| KSID — Sidney, Neb. . . . .                | 510 | KTHS — Little Rock, Ark. . . . .        | 364 |
| KSIG — Crowley, La. . . . .                | 456 | KTHT — Houston, Tex. . . . .            | 625 |
| KSII — Gladewater, Tex. . . . .            | 623 | KTIB — Thibodaux, La. . . . .           | 461 |
| KSIL — Silver City, N. M. . . . .          | 519 | KTIL — Tillamook, Ore. . . . .          | 579 |
| KSIM — Sikeston, Mo. . . . .               | 503 | KTIM — San Rafael, Calif. . . . .       | 381 |
| KSIS — Sedalia, Mo. . . . .                | 503 | KTIP — Porterville, Calif. . . . .      | 376 |
| KSIW — Woodward, Okla. . . . .             | 573 | KTIX — Seattle, Wash. . . . .           | 649 |
| KSIX — Corpus Christi, Tex. . . . .        | 618 | KTJS — Hobart, Okla. . . . .            | 571 |
| KSJB — Jamestown, N. Dak. . . . .          | 557 | KTKN — Ketchikan, Alaska . . . . .      | 666 |
| KSJO — San Jose, Calif. . . . .            | 380 | KTKR — Taft, Calif. . . . .             | 384 |
| KSKY — Dallas, Tex. . . . .                | 620 | KTKT — Tucson, Ariz. . . . .            | 360 |
| KSL — Salt Lake City, Utah. . . . .        | 637 | KTLD — Tallulah, La. . . . .            | 461 |
| KSLM — Salem, Ore. . . . .                 | 579 | KTLN — Denver, Colo. . . . .            | 387 |
| KSLO — Opelousas, La. . . . .              | 460 | KTLO — Mountain Home, Ark. . . . .      | 364 |
| KSLV — Monte Vista, Colo. . . . .          | 389 | KTLU — Rusk, Tex. . . . .               | 631 |
| KSMA — Santa Maria, Calif. . . . .         | 381 | KT LW — Texas City, Tex. . . . .        | 634 |
| KSML — Seminole, Tex. . . . .              | 632 | KTMC — McAlester, Okla. . . . .         | 571 |
| KSMN — Mason City, Iowa . . . . .          | 441 | KTMS — Santa Barbara, Calif. . . . .    | 381 |
| KSMO — Salem, Mo. . . . .                  | 503 | KTNM — Tucumcari, N. M. . . . .         | 519 |
| KSNY — Snyder, Tex. . . . .                | 633 | KTNT — Tacoma, Wash. . . . .            | 650 |
| KSO — Des Moines, Iowa . . . . .           | 440 | KTOE — Mankato, Minn. . . . .           | 486 |
| KSOK — Arkansas City, Kans. . . . .        | 443 | KTOH — Lihue, Kauai, Hawaii . . . . .   | 668 |
| KSON — San Diego, Calif. . . . .           | 379 | KTOK — Oklahoma City, Okla. . . . .     | 572 |
| KSOO — Sioux Falls, S. Dak. . . . .        | 605 | KTOO — Henderson, Nev. . . . .          | 511 |
| KSOP — Salt Lake City, Utah . . . . .      | 636 | KTOP — Topeka, Kans. . . . .            | 448 |
| KSPA — Santa Paula, Calif. . . . .         | 383 | KTOW — Oklahoma City, Okla. . . . .     | 572 |
| KSPI — Stillwater, Okla. . . . .           | 573 | KTRB — Modesto, Calif. . . . .          | 374 |
| KSPO — Spokane, Wash. . . . .              | 650 | KTRC — Santa Fe, N. M. . . . .          | 519 |
| KSPT — Sandpoint, Idaho . . . . .          | 421 | KTRE — Lufkin, Tex. . . . .             | 628 |
| KSRO — Santa Rosa, Calif. . . . .          | 383 | KTRF — Thief River Falls, Minn. . . . . | 488 |
| KSRV — Ontario, Ore. . . . .               | 577 | KTRH — Houston, Tex. . . . .            | 625 |
| KSST — Sulphur Springs, Tex. . . . .       | 633 | KTRI — Sioux City, Iowa . . . . .       | 443 |
| KSTA — Coleman, Tex. . . . .               | 618 | KTRM — Beaumont, Tex. . . . .           | 616 |
| KSTB — Breckenridge, Tex. . . . .          | 616 | KTRN — Wichita Falls, Tex. . . . .      | 635 |
| KSTL — St. Louis, Mo. . . . .              | 501 | KTRY — Bastrop, La. . . . .             | 455 |
| KSTN — Stockton, Calif. . . . .            | 383 | KTSA — San Antonio, Tex. . . . .        | 632 |
| KSTP — St. Paul-Minneapolis, Minn. . . . . | 488 | KTSM — El Paso, Tex. . . . .            | 621 |
| KSTT — Davenport, Iowa . . . . .           | 439 | KTTN — Trenton, Mo. . . . .             | 504 |
| KSTV — Stephenville, Tex. . . . .          | 633 | KTTR — Rolla, Mo. . . . .               | 501 |
| KSUB — Cedar City, Utah . . . . .          | 635 | KTTS — Springfield, Mo. . . . .         | 504 |
| KSUE — Susanville, Calif. . . . .          | 384 | KTUC — Tucson, Ariz. . . . .            | 361 |
| KSUL — Sulphur, La. . . . .                | 461 | KTUE — Tulia, Tex. . . . .              | 634 |
| KSUM — Fairmont, Minn. . . . .             | 485 | KTUL — Tulsa, Okla. . . . .             | 573 |
| KSUN — Bisbee, Ariz. . . . .               | 358 | KTUR — Turlock, Calif. . . . .          | 384 |
| KSVL — Richfield, Utah . . . . .           | 636 | KTW — Seattle, Wash. . . . .            | 649 |
| KSVP — Artesia, N. M. . . . .              | 517 | KTXC — Big Springs, Tex. . . . .        | 616 |
| KSWA — Graham, Tex. . . . .                | 623 | KTXJ — Jasper, Tex. . . . .             | 626 |
| KSWI — Council Bluffs, Iowa . . . . .      | 439 | KTXL — San Angelo, Tex. . . . .         | 631 |
| KSWO — Lawton, Okla. . . . .               | 571 | KTXN — Austin, Tex. . . . .             | 615 |
| KSWS — Roswell, N. M. . . . .              | 519 | KTYL — Mesa, Ariz. . . . .              | 359 |
| KSYC — Yreka, Calif. . . . .               | 385 | KUAM — Agana, Guam . . . . .            | 667 |
| KSYD — Wichita Falls, Tex. . . . .         | 635 | KUBA — Yuba City, Calif. . . . .        | 385 |
| KSYL — Alexandria, La. . . . .             | 455 | KUBC — Montrose, Colo. . . . .          | 389 |
| KTAC — Tacoma, Wash. . . . .               | 650 | KUDL — Kansas City, Mo. . . . .         | 499 |
| KTAE — Taylor, Tex. . . . .                | 633 | KUDU — Ventura, Calif. . . . .          | 384 |
| KTAN — Sherman, Tex. . . . .               | 632 | KUGN — Eugene, Ore. . . . .             | 575 |
| KTAR — Phoenix, Ariz. . . . .              | 360 | KUIN — Grants Pass, Ore. . . . .        | 575 |
| KTAT — Frederick, Okla. . . . .            | 570 | KUJ — Walla Walla, Wash. . . . .        | 651 |
| KTBB — Tyler, Tex. . . . .                 | 634 | KUKI — Ukiah, Calif. . . . .            | 384 |
| KTBC — Austin, Tex. . . . .                | 615 | KULA — Honolulu, Hawaii . . . . .       | 668 |
| KTBS — Shreveport, La. . . . .             | 461 | KULE — Ephrata, Wash. . . . .           | 647 |
| KTCB — Malden, Mo. . . . .                 | 500 | KULP — El Campo, Tex. . . . .           | 621 |
| KTEL — Walla Walla, Wash. . . . .          | 651 | KUMA — Pendleton, Ore. . . . .          | 577 |
| KTEM — Temple, Tex. . . . .                | 633 | KUNO — Corpus Christi, Tex. . . . .     | 619 |
| KTER — Terrell, Tex. . . . .               | 633 | KUOA — Siloam Springs, Ark. . . . .     | 365 |

|                                |     |                             |     |
|--------------------------------|-----|-----------------------------|-----|
| KURV — Edinburg, Tex.          | 621 | KWCO — Chickasha, Okla.     | 570 |
| KUSH — Cushing, Okla.          | 570 | KWDM — Des Moines, Iowa     | 440 |
| KUSN — St. Joseph, Mo.         | 501 | KWED — Sequin, Tex.         | 632 |
| KUTI — Yakima, Wash.           | 651 | KWEI — Weiser, Idaho        | 421 |
| KVFD — Fort Dodge, Iowa        | 440 | KWEM — Memphis, Tenn.       | 610 |
| KVAN — Vancouver, Wash.        | 651 | KWEW — Hobbs, N. M.         | 518 |
| KVAS — Astoria, Ore.           | 574 | KWFC — Hot Springs, Ark.    | 363 |
| KVBC — Farmington, N. M.       | 517 | KWFR — San Angelo, Tex.     | 631 |
| KVCL — Winnfield, La.          | 461 | KWFT — Wichita Falls, Tex.  | 635 |
| KVCV — Redding, Calif.         | 377 | KWG — Stockton, Calif.      | 383 |
| KVEC — San Luis Obispo, Calif. | 380 | KWGB — Goodland, Kans.      | 445 |
| KVEL — Vernal, Utah            | 637 | KWHI — Brenham, Tex.        | 616 |
| KVEN — Ventura, Calif.         | 384 | KWHK — Hutchinson, Kans.    | 445 |
| KVET — Austin, Tex.            | 615 | KWHN — Fort Smith, Ark.     | 362 |
| KVFC — Cortez, Colo.           | 386 | KWHO — Salt Lake City, Utah | 637 |
| KVFD — Fort Dodge, Iowa        | 440 | KWHW — Altus, Okla.         | 569 |
| KVGB — Great Bend, Kans.       | 445 | KWIE — Kennewick, Wash.     | 647 |
| KVI — Seattle, Wash.           | 649 | KWIK — Pocatello, Idaho     | 421 |
| KVIC — Victoria, Tex.          | 634 | KWIL — Albany, Ore.         | 574 |
| KVIM — New Iberia, La.         | 458 | KWIN — Ashland, Ore.        | 574 |
| KVIN — Vinita, Okla.           | 573 | KWIQ — Moses Lake, Wash.    | 647 |
| KVKM — Monahans, Tex.          | 629 | KWIZ — Santa Ana, Calif.    | 381 |
| KVLB — Cleveland, Tex.         | 618 | KWJB — Globe, Ariz.         | 359 |
| KVLC — Little Rock, Ark.       | 364 | KWJJ — Portland, Ore.       | 578 |
| KVLF — Alpine, Tex.            | 614 | KWK — St. Louis, Mo.        | 501 |
| KVLH — Pauls Valley, Okla.     | 572 | KWKC — Abilene, Tex.        | 614 |
| KVMA — Magnolia, Ark.          | 364 | KWKH — Shreveport, La.      | 461 |
| KVMC — Colorado City, Tex.     | 618 | KWKW — Pasadena, Calif.     | 376 |
| KVNA — Flagstaff, Ariz.        | 359 | KWLK — Longview, Wash.      | 647 |
| KVNC — Winslow, Ariz.          | 361 | KWLM — Wilmar, Minn.        | 489 |
| KVNI — Coeur d'Alene, Idaho    | 420 | KWNA — Winnemucca, Nev.     | 512 |
| KVNU — Logan, Utah             | 635 | KWNO — Winona, Minn.        | 489 |
| KVOA — Tucson, Ariz.           | 361 | KWNW — Wenatchee, Wash.     | 651 |
| KVOC — Casper, Wyo.            | 664 | KWOA — Worthington, Minn.   | 489 |
| KVOD — Denver, Colo.           | 387 | KWOC — Poplar Bluff, Mo.    | 501 |
| KVOE — Emporia, Kans.          | 444 | KWOE — Clinton, Okla.       | 570 |
| KVOG — Ogden, Utah             | 636 | KWON — Bartlesville, Okla.  | 569 |
| KVOL — Lafayette, La.          | 457 | KWOR — Worland, Wyo.        | 665 |
| KVOM — Morrilton, Ark.         | 364 | KWOS — Jefferson City, Mo.  | 497 |
| KVON — Napa, Calif.            | 374 | KWOW — Pomona, Calif.       | 376 |
| KVOO — Tulsa, Okla.            | 573 | KWPC — Muscatine, Iowa      | 441 |
| KVOP — Plainview, Tex.         | 630 | KWPM — West Plains, Mo.     | 504 |
| KVOR — Colorado Springs, Colo. | 385 | KWRC — Pendleton, Ore.      | 577 |
| KVOS — Bellingham, Wash.       | 646 | KWRE — Warrenton, Mo.       | 504 |
| KVOU — Uvalde, Tex.            | 634 | KWRF — Warren, Ark.         | 367 |
| KVOW — Littlefield, Tex.       | 627 | KWRL — Riverton, Wyo.       | 665 |
| KVOX — Moorhead, Minn.         | 487 | KWRN — Reno, Nev.           | 512 |
| KVOY — Yuma, Ariz.             | 361 | KWRO — Coquille, Ore.       | 574 |
| KVOZ — Laredo, Tex.            | 626 | KWRT — Boonville, Mo.       | 495 |
| KVPI — Ville Platte, La.       | 461 | KRRW — Guthrie, Okla.       | 570 |
| KVRC — Arkadelphia, Ark.       | 361 | KWSD — Mt. Shasta, Calif.   | 374 |
| KVRH — Salida, Colo.           | 389 | KWSH — Wewoka, Okla.        | 573 |
| KVRS — Rock Springs, Wyo.      | 665 | KWSK — Pratt, Kans.         | 446 |
| KVSA — McGehee, Ark.           | 364 | KWSO — Wasco, Calif.        | 384 |
| KVSF — Santa Fe, N. M.         | 519 | KWTC — Barstow, Calif.      | 368 |
| KVSM — San Mateo, Calif.       | 381 | KWTO — Springfield, Mo.     | 504 |
| KVSO — Ardmore, Okla.          | 569 | KWTX — Waco, Tex.           | 634 |
| KVWC — Vernon, Tex.            | 634 | KWWL — Waterloo, Iowa       | 443 |
| KVWO — Cheyene, Wyo.           | 664 | KWYO — Sheridan, Wyo.       | 665 |
| KWAD — Wadena, Minn.           | 488 | KXA — Seattle, Wash.        | 650 |
| KWAK — Stuttgart, Ark.         | 365 | KXAR — Hope, Ark.           | 363 |
| KWAL — Wallace-Kellogg, Idaho  | 421 | KXEL — Waterloo, Iowa       | 443 |
| KWAT — Watertown, S. Dak.      | 605 | KXEO — Mexico, Mo.          | 500 |
| KWBB — Wichita, Kans.          | 448 | KXGI — Fort Madison, Iowa   | 441 |
| KWBE — Beatrice, Neb.          | 507 | KXGN — Glendive, Mont.      | 505 |
| KWBG — Boone, Iowa             | 438 | KXIC — Iowa City, Iowa      | 441 |
| KWBR — Oakland, Calif.         | 375 | KXIT — Dalhart, Tex.        | 619 |
| KWBW — Hutchinson, Kans.       | 445 | KXJK — Forrest City, Ark.   | 362 |
| KWBV — Colorado Springs, Colo. | 386 | KXL — Portland, Ore.        | 578 |
| KWCB — Searcy, Ark.            | 365 |                             |     |

|                                    |     |                                  |     |
|------------------------------------|-----|----------------------------------|-----|
| KXLA — Pasadena, Calif.            | 376 | WAEU — Mayaguez, P. R.           | 669 |
| KXLE — Ellensburg, Wash.           | 647 | WAEW — Crossville, Tenn.         | 607 |
| KXLF — Butte, Mont.                | 505 | WAFB — Baton Rouge, La.          | 455 |
| KXLJ — Helena, Mont.               | 506 | WAFD — Staunton, Va.             | 645 |
| KXLK — Great Falls, Mont.          | 506 | WAGA — Atlanta, Ga.              | 410 |
| KXLL — Missoula, Mont.             | 507 | WAGC — Chattanooga, Tenn.        | 606 |
| KXLO — Lewistown, Mont.            | 506 | WAGF — Dothan, Ala.              | 353 |
| KXLQ — Bozeman, Mont.              | 505 | WAGG — Franklin, Tenn.           | 607 |
| KXLR — Little Rock, Ark.           | 364 | WAGM — Presque Isle, Me.         | 463 |
| KXLW — St. Louis, Mo.              | 503 | WAGN — Menominee, Mich.          | 482 |
| KXLY — Spokane, Wash.              | 650 | WAGR — Luberton, N. C.           | 551 |
| KXO — El Centro, Calif.            | 369 | WAGS — Bishopville, S. C.        | 598 |
| KXOA — Sacramento, Calif.          | 377 | WAHR — Miami Beach, Fla.         | 403 |
| KXOC — Chico, Calif.               | 369 | WAIM — Anderson, S. C.           | 598 |
| KXOK — St. Louis, Mo.              | 503 | WAIN — Columbia, Ky.             | 449 |
| KXOL — Fort Worth, Tex.            | 622 | WAIP — Prichard, Ala.            | 356 |
| KXOX — Sweetwater, Tex.            | 633 | WAIR — Winston-Salem, N. C.      | 556 |
| KXRA — Alexandria, Minn.           | 484 | WAIT — Chicago, Ill.             | 424 |
| KXRJ — Russellville, Ark.          | 365 | WAJF — Decatur, Ala.             | 352 |
| KXRO — Aberdeen, Wash.             | 646 | WAJR — Morgantown, W. Va.        | 654 |
| KXRX — San Jose, Calif.            | 380 | WAKE — Atlanta, Ga.              | 411 |
| KXXL — Monterey, Calif.            | 374 | WAKN — Aiken, S. C.              | 598 |
| KXXX — Colby, Kans.                | 444 | WAKR — Akron, Ohio               | 558 |
| KXYZ — Houston, Tex.               | 625 | WAKU — Latrobe, Pa.              | 586 |
| KYA — San Francisco, Calif.        | 380 | WALA — Mobile, Ala.              | 355 |
| KYCA — Prescott, Ariz.             | 360 | WALB — Albany, Ga.               | 408 |
| KYES — Roseburg, Ore.              | 579 | WALD — Walterboro, S. C.         | 603 |
| KYJC — Medford, Ore.               | 577 | WALE — Fall River, Mass.         | 470 |
| KYME — Boise, Idaho                | 419 | WALK — Patchogue, N. Y.          | 539 |
| KYNO — Fresno, Calif.              | 370 | WALL — Middletown, N. Y.         | 526 |
| KYNT — Yankton, S. Dak.            | 605 | WALM — Albion, Mich.             | 474 |
| KYOK — Houston, Tex.               | 625 | WALT — Tampa, Fla.               | 407 |
| KYOR — Blythe, Calif.              | 368 | WAMI — Opp, Ala.                 | 356 |
| KYOS — Merced, Calif.              | 374 | WAML — Laurel, Miss.             | 492 |
| KYOU — Greeley, Colo.              | 388 | WAMM — Flint, Mich.              | 478 |
| KYSM — Mankato, Minn.              | 486 | WAMO — Homestead-Pittsburgh, Pa. | 585 |
| KYUM — Yuma, Ariz.                 | 361 | WAMS — Wilmington, Del.          | 394 |
| KYW — Cleveland, Ohio              | 564 | WAMW — Washington, Ind.          | 437 |
| KZIP — Amarillo, Tex.              | 614 | WAMY — Amory, Miss.              | 489 |
| KZUN — Opportunity, Wash.          | 648 | WANA — Anniston, Ala.            | 350 |
| WAAA — Winston-Salem, N. C.        | 556 | WAND — Canton, Ohio              | 559 |
| WAAB — Worcester, Mass.            | 474 | WANE — Ft. Wayne, Ind.           | 433 |
| WAAP — Chicago, Ill.               | 424 | WANN — Annapolis, Md.            | 464 |
| WAAG — Adel, Ga.                   | 408 | WANS — Anderson, S. C.           | 598 |
| WAAT — Newark, N. J.               | 514 | WANT — Richmond, Va.             | 643 |
| WABA — Aguadilla, P. R.            | 669 | WAOK — Atlanta, Ga.              | 410 |
| WABB — Mobile, Ala.                | 355 | WAOV — Vincennes, Ind.           | 437 |
| WABC — New York, N. Y.             | 527 | WAPA — San Juan, P. R.           | 670 |
| WABG — Greenwood, Miss.            | 491 | WAPF — McComb, Miss.             | 493 |
| WABI — Bangor, Me.                 | 462 | WAPG — Arcadia, Fla.             | 397 |
| WABJ — Adrian, Mich.               | 474 | WAPI — Birmingham, Ala.          | 350 |
| WABL — Amite, La.                  | 455 | WAPL — Appleton, Wis.            | 656 |
| WABM — Houlton, Me.                | 462 | WAPQ — Chattanooga, Tenn.        | 606 |
| WABO — Waynesboro, Miss.           | 494 | WAPX — Montgomery, Ala.          | 355 |
| WABR — Winter Park, Fla.           | 408 | WARA — Attleboro, Mass.          | 468 |
| WABY — Albany, N. Y.               | 519 | WARB — Covington, La.            | 456 |
| WABZ — Albemarle, N. C.            | 545 | WARD — Johnstown, Pa.            | 586 |
| WACA — Camden, S. C.               | 598 | WARE — Ware, Mass.               | 473 |
| WACB — Kittanning, Pa.             | 586 | WARK — Hagerstown, Md.           | 466 |
| WACE — Chicopee-Springfield, Mass. | 469 | WARL — Arlington, Va.            | 639 |
| WACL — Waycross, Ga.               | 418 | WARM — Scranton, Pa.             | 592 |
| WACO — Waco, Tex.                  | 634 | WARN — Fort Pierce, Fla.         | 399 |
| WACR — Columbus, Miss.             | 490 | WARU — Peru, Ind.                | 436 |
| WADC — Akron, Ohio                 | 558 | WASA — Havre De Grace, Md.       | 466 |
| WADE — Wadesboro, N. C.            | 555 | WASK — Lafayette, Ind.           | 435 |
| WADK — Newport, R. I.              | 597 | WASL — Annapolis, Md.            | 464 |
| WADP — Kane, Pa.                   | 586 | WATA — Boone, N. C.              | 545 |
| WADS — Ansonia, Conn.              | 391 | WATC — Gaylord, Mich.            | 478 |
| WAEB — Allentown, Pa.              | 581 | WATE — Knoxville, Tenn.          | 609 |

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| WATG — Ashland, Ohio            | 559 | WBIE — Marietta, Ga.                 | 416 |
| WATH — Athens, Ohio             | 559 | WBIG — Greensboro, N. C.             | 548 |
| WATK — Antigo, Wis.             | 656 | WBIP — Booneville, Miss.             | 489 |
| WATM — Atmore, Ala.             | 350 | WBIR — Knoxville, Tenn.              | 608 |
| WATN — Watertown, N. Y.         | 544 | WBIS — Bristol, Conn.                | 391 |
| WATO — Oak Ridge, Tenn.         | 612 | WBIW — Bedford, Ind.                 | 431 |
| WATR — Waterbury, Conn.         | 394 | WBIZ — Ecu Claire, Wis.              | 657 |
| WATS — Sayre, Pa.               | 592 | WBKH — Hattiesburg, Miss.            | 491 |
| WATT — Cadillac, Mich.          | 475 | WBKV — West Bend, Wis.               | 663 |
| WATW — Ashland, Wis.            | 656 | WBLE — Batesville, Miss.             | 489 |
| WATZ — Alpena, Mich.            | 474 | WBLJ — Dalton, Ga.                   | 413 |
| WAUD — Auburn, Ala.             | 350 | WBLK — Clarksburg, W. Va.            | 653 |
| WAUG — Augusta, Ga.             | 411 | WBLT — Bedford, Va.                  | 639 |
| WAUX — Waukesha, Wis.           | 663 | WBLY — Springfield, Ohio             | 567 |
| WAVE — Louisville, Ky.          | 452 | WBMA — Beaufort, N. C.               | 545 |
| WAVI — Springfield-Dayton, Ohio | 567 | WBMC — McMinnville, Tenn.            | 610 |
| WAVL — Apollo, Pa.              | 581 | WBMD — Baltimore, Md.                | 464 |
| WAVN — Stillwater, Minn.        | 488 | WBML — Macon, Ga.                    | 415 |
| WAVU — Albertville, Ala.        | 350 | WBMS — Boston, Mass.                 | 468 |
| WAVY — Portsmouth, Va.          | 643 | WBNI — Boonville, Ind.               | 431 |
| WAVZ — New Haven, Conn.         | 392 | WBNS — Columbus, Ohio                | 564 |
| WAYB — Waynesboro, Va.          | 645 | WBNX — New York, N. Y.               | 527 |
| WAYE — Dundalk, Md.             | 465 | WBNY — Buffalo, N. Y.                | 522 |
| WAYN — Rockingham, N. C.        | 553 | WBOB — Galax, Va.                    | 641 |
| WAYS — Charlotte, N. C.         | 546 | WBOC — Salisbury, Md.                | 467 |
| WAYX — Waycross, Ga.            | 419 | WBOF — Virginia Beach, Va.           | 645 |
| WAYZ — Waynesboro, Pa.          | 594 | WBOK — New Orleans, La.              | 458 |
| WAZF — Yazoo, Miss.             | 494 | WBOP — Pensacola, Fla.               | 405 |
| WAZL — Hazleton, Pa.            | 585 | WBOS — Boston, Mass.                 | 469 |
| WBAC — Cleveland, Tenn.         | 606 | WBOW — Terre Haute, Ind.             | 437 |
| WBAL — Baltimore, Md.           | 464 | WBPZ — Lock Haven, Pa.               | 587 |
| WBAM — Montgomery, Ala.         | 355 | WBRC — Birmingham, Ala.              | 351 |
| WBAP — Fort Worth, Tex.         | 622 | WBRE — Wilkes-Barre, Pa.             | 594 |
| WBAR — Barlow, Fla.             | 397 | WBRK — Pittsfield, Mass.             | 472 |
| WBAT — Marion, Ind.             | 435 | WBRM — Marion, N. C.                 | 552 |
| WBAW — Barnwell, S. C.          | 598 | WBRN — Big Rapids, Mich.             | 475 |
| WBAX — Wilkes-Barre, Pa.        | 594 | WBRO — Waynesboro, Ga.               | 419 |
| WBAY — Green Bay, Wis.          | 658 | WBRT — Bardstown, Ky.                | 449 |
| WBBA — Pittsfield, Ill.         | 429 | WBRV — Boonville, N. Y.              | 521 |
| WBBC — Burlington, N. C.        | 546 | WBRY — Waterbury, Conn.              | 393 |
| WBBC — Flint, Mich.             | 478 | WBSC — Bennettsville, S. C.          | 598 |
| WBBF — Rochester, N. Y.         | 540 | WBSE — Hillsdale, Mich.              | 479 |
| WBBM — Chicago, Ill.            | 424 | WBSM — New Bedford, Mass.            | 472 |
| WBBN — Perry, Ga.               | 416 | WBSR — Pensacola, Fla.               | 405 |
| WBBO — Forest City, N. C.       | 548 | WBT — Charlotte, N. C.               | 546 |
| WBBQ — Augusta, Ga.             | 411 | WBTB — Batavia, N. Y.                | 521 |
| WBBW — Youngstown, Ohio         | 569 | WBTH — Williamson, W. Va.            | 656 |
| WBBZ — Ponca City, Okla.        | 572 | WBTM — Danville, Va.                 | 640 |
| WBCK — Battle Creek, Mich.      | 475 | WBTN — Bennington, Vt.               | 637 |
| WBCM — Bay City, Mich.          | 475 | WBO — Linton, Ind.                   | 435 |
| WBCO — Bessemer, Ala.           | 350 | WBUD — Trenton, N. J.                | 515 |
| WBCR — Christianburg, Va.       | 640 | WBUT — Butler, Pa.                   | 582 |
| WBCU — Union, S. C.             | 603 | WBUX — Doylestown, Pa.               | 584 |
| WBEC — Pittsfield, Mass.        | 472 | WBUY — Lexington, N. C.              | 551 |
| WBEE — South Chicago, Ill.      | 426 | WBVL — Barbourville, Ky.             | 449 |
| WBEJ — Elizabethton, Tenn.      | 607 | WBVP — Beaver Falls, Pa.             | 582 |
| WBEL — Beloit, Wis.             | 657 | WBYS — Canton, Ill.                  | 423 |
| WBEN — Buffalo, N. Y.           | 521 | WBZ-WBZA — Boston-Springfield, Mass. | 468 |
| WBET — Brockton, Mass.          | 469 | WCAE — Pittsburgh, Pa.               | 591 |
| WBEU — Beaufort, S. C.          | 598 | WCAM — Camden, N. J.                 | 514 |
| WBEV — Beaver Dam, Wis.         | 657 | WCAO — Baltimore, Md.                | 465 |
| WBEX — Chillicothe, Ohio        | 561 | WCAP — Lowell, Mass.                 | 471 |
| WBFC — Fremont, Mich.           | 478 | WCAR — Pontiac, Mich.                | 482 |
| WBFD — Bedford, Pa.             | 582 | WCAS — Gadsden, Ala.                 | 354 |
| WBGR — Jesup, Ga.               | 415 | WCAT — Athol, Mass.                  | 468 |
| WBHB — Fitzgerald, Ga.          | 414 | WCAU — Philadelphia, Pa.             | 589 |
| WBHF — Cartersville, Ga.        | 412 | WCAW — Charleston, W. Va.            | 652 |
| WBHP — Huntsville, Ala.         | 354 | WCAX — Burlington, Vt.               | 637 |
| WBIA — Augusta, Ga.             | 411 | WCAZ — Carthage, Ill.                | 423 |

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| WCBA — Corning, N. Y.               | 522 | WCOJ — Coatesville, Pa.     | 583 |
| WCBC — Anderson, Ind.               | 431 | WCOL — Columbus, Ohio       | 564 |
| WCBD — Zion, Ill.                   | 431 | WCOM — Parkersburg, W. Va.  | 655 |
| WCBI — Columbus, Miss.              | 490 | WCON — Cornelia, Ga.        | 413 |
| WCBL — Benton, Ky.                  | 449 | WCOP — Boston, Mass.        | 468 |
| WCBM — Baltimore, Md.               | 465 | WCOR — Lebanon, Tenn.       | 609 |
| WCBS — New York, N. Y.              | 527 | WCOS — Columbia, S. C.      | 599 |
| WCBT — Roanoke Rapids, N. C.        | 553 | WCOU — Lewiston, Me.        | 462 |
| WCBY — Cheboygan, Mich.             | 475 | WCOV — Montgomery, Ala.     | 356 |
| WCCC — Hartford, Conn.              | 391 | WCOW — Sparta, Wis.         | 662 |
| WCCM — Lawrence, Mass.              | 471 | WCPA — Clearfield, Pa.      | 583 |
| WCCO — Minneapolis, Minn.           | 487 | WCPC — Houston, Miss.       | 492 |
| WCCP — Savannah, Ga.                | 417 | WCPH — Etowah, Tenn.        | 607 |
| WCDJ — Edenton, N. C.               | 547 | WCPM — Cumberland, Ky.      | 450 |
| WC DL — Carbondale, Pa.             | 582 | WCPO — Cincinnati, Ohio     | 561 |
| WC DT — Winchester, Tenn.           | 613 | WCPS — Tarboro, N. C.       | 555 |
| WCEC — Rocky Mount, N. C.           | 553 | WCRA — Effingham, Ill.      | 426 |
| WCED — Dubois, Pa.                  | 584 | WCRB — Waltham, Mass.       | 473 |
| WCEF — Parkersburg, W. Va.          | 655 | WCRE — Cheraw, S. C.        | 599 |
| WCEH — Hawkinsville, Ga.            | 415 | WCRI — Scottsboro, Ala.     | 357 |
| WCEM — Cambridge, Md.               | 465 | WCRK — Morristown, Tenn.    | 611 |
| WCEN — Mt. Pleasant, Mich.          | 482 | WCRL — Oneonta, Ala.        | 356 |
| WCFL — Chicago, Ill.                | 424 | WCRM — Elkhart, Ind.        | 433 |
| WCFV — Clifton Forge, Va.           | 640 | WCRO — Johnstown, Pa.       | 586 |
| WCGA — Calhoun, Ga.                 | 412 | WCRS — Greenwood, S. C.     | 601 |
| WCGC — Belmont, N. C.               | 545 | WCRT — Birmingham, Ala.     | 351 |
| WCHA — Chambersburg, Pa.            | 583 | WCRV — Washington, N. J.    | 516 |
| WCHF — Chippewa Falls, Wis.         | 657 | WCRW — Chicago, Ill.        | 424 |
| WCHI — Chillicothe, Ohio            | 561 | WCSC — Charleston, S. C.    | 599 |
| WCHJ — Brookhaven, Miss.            | 489 | WCSH — Portland, Me.        | 462 |
| WCHL — Chapel Hill, N. C.           | 546 | WCSI — Columbus, Ind.       | 433 |
| WCHN — Norwich, N. Y.               | 539 | WCSS — Amsterdam, N. Y.     | 519 |
| WCHO — Washington Court House, Ohio | 568 | WCTA — Andalusia, Ala.      | 350 |
| WCHS — Charleston, W. Va.           | 652 | WCTC — New Brunswick, N. J. | 514 |
| WCHV — Charlottesville, Va.         | 639 | WCTT — Corbin, Ky.          | 450 |
| WCHL — Carbondale, Ill.             | 423 | WCUE — Akron, Ohio          | 558 |
| WCIN — Cincinnati, Ohio             | 561 | WCUM — Cumberland, Md.      | 465 |
| WCJU — Columbia, Miss.              | 490 | WCVA — Culpeper, Va.        | 640 |
| WCKB — Dunn, N. C.                  | 547 | WCVI — Connellsville, Pa.   | 583 |
| WCKI — Greer, S. C.                 | 601 | WCVS — Springfield, Ill.    | 430 |
| WCKR — Miami, Fla.                  | 403 | WCYB — Bristol, Va.         | 639 |
| WCKY — Cincinnati, Ohio             | 561 | WDAD — Indiana, Pa.         | 585 |
| WCLA — Petersburg, Va.              | 643 | WDAE — Tampa, Fla.          | 407 |
| WCLB — Camilla, Ga.                 | 412 | WDAF — Kansas City, Mo.     | 499 |
| WCLD — Cleveland, Miss.             | 490 | WDAK — Columbus, Ga.        | 413 |
| WCLG — Morgantown, W. Va.           | 654 | WDAN — Danville, Ill.       | 425 |
| WCLI — Corning, N. Y.               | 522 | WDAS — Philadelphia, Pa.    | 589 |
| WCLO — Janesville, Wis.             | 658 | WDAY — Fargo, N. Dak.       | 557 |
| WCLS — Columbus, Ga.                | 412 | WDBC — Escanaba, Mich.      | 477 |
| WCLT — Newark, Ohio                 | 567 | WDBF — Delray Beach, Fla.   | 398 |
| WCMA — Corinth, Miss.               | 490 | WDBJ — Roanoke, Va.         | 644 |
| WCMB — Harrisburg, Pa.              | 585 | WDBL — Springfield, Tenn.   | 613 |
| WC MC — Wildwood, N. J.             | 516 | WDBO — Orlando, Fla.        | 404 |
| WCME — Brunswick, Me.               | 462 | WDBQ — Dubuque, Iowa        | 440 |
| WCMI — Ashland, Ky.                 | 449 | WDCF — Dade City, Fla.      | 397 |
| WC MN — Arecibo, P. R.              | 669 | WDCL — Tarpon Springs, Fla. | 407 |
| WCMS — Norfolk, Va.                 | 642 | WD DT — Greenville, Miss.   | 490 |
| WC MW — Canton, Ohio                | 559 | WDEB — Gulfport, Miss.      | 491 |
| WC MY — Ottawa, Ill.                | 429 | WDEC — Americus, Ga.        | 409 |
| WC NB — Connersville, Ind.          | 433 | WDEF — Chattanooga, Tenn.   | 606 |
| WC NC — Elizabeth City, N. C.       | 547 | WDEH — Sweetwater, Tenn.    | 613 |
| WC NH — Quincy, Fla.                | 405 | WDEL — Wilmington, Del.     | 394 |
| WC NR — Bloomsburg, Pa.             | 582 | WDEV — Waterbury, Vt.       | 638 |
| WC NT — Centrolia, Ill.             | 423 | WDEW — Springfield, Mass.   | 473 |
| WC NU — Crestview, Fla.             | 397 | WDGY — Minneapolis, Minn.   | 486 |
| WC NX — Middletown, Conn.           | 392 | WDIA — Memphis, Tenn.       | 610 |
| WCOA — Pensacola, Fla.              | 405 | WDIG — Dothan, Ala.         | 353 |
| WCOC — Meridian, Miss.              | 493 | WDIX — Orangeburg, S. C.    | 602 |
| WCOG — Greensboro, N. C.            | 549 | WDKD — Kingstree, S. C.     | 601 |
| WCOH — Newnan, Ga.                  | 416 |                             |     |

|      |                       |     |      |                          |     |
|------|-----------------------|-----|------|--------------------------|-----|
| WDKN | Dickson, Tenn.        | 607 | WEJL | Scranton, Pa.            | 593 |
| WDLA | Walton, N. Y.         | 543 | WEKR | Fayetteville, Tenn.      | 607 |
| WDLB | Marshfield, Wis.      | 660 | WEKY | Richmond, Ky.            | 454 |
| WDLG | Port Jervis, N. Y.    | 540 | WEKZ | Monroe, Wis.             | 661 |
| WDLP | Panama City, Fla.     | 404 | WELC | Welch, W. Va.            | 655 |
| WDMG | Douglas, Ga.          | 414 | WELL | New Haven, Conn.         | 392 |
| WDMJ | Marquette, Mich.      | 482 | WELL | Battle Creek, Mich.      | 475 |
| WDNC | Durham, N. C.         | 547 | WELM | Elmira, N. Y.            | 522 |
| WDNE | Elkins, W. Va.        | 653 | WELP | Tupelo, Miss.            | 494 |
| WDOB | Canton, Miss.         | 490 | WELP | Easley, S. C.            | 600 |
| WDOG | Chattanooga, Tenn.    | 606 | WELR | Roanoke, Ala.            | 357 |
| WDOG | Marine City, Mich.    | 482 | WELS | Kinston, N. C.           | 551 |
| WDOK | Cleveland, Ohio.      | 562 | WELY | Ely, Minn.               | 485 |
| WDON | Wheaton, Md.          | 467 | WEMP | Milwaukee, Wis.          | 660 |
| WDOR | Sturgeon Bay, Wis.    | 662 | WENA | Bayamon, P. R.           | 669 |
| WDOS | Oneonta, N. Y.        | 539 | WENC | Whiteville, N. C.        | 555 |
| WDOT | Burlington, Vt.       | 637 | WENE | Binghamton, N. Y.        | 521 |
| WDOV | Dover, Del.           | 394 | WENK | Union City, Tenn.        | 613 |
| WDQN | Du Quoin, Ill.        | 425 | WENT | Gloversville, N. Y.      | 523 |
| WDRC | Hartford, Conn.       | 391 | WENY | Elmira, N. Y.            | 522 |
| WDRF | Chester, Pa.          | 583 | WEOA | Evansville, Ind.         | 433 |
| WDSC | Dillon, S. C.         | 600 | WEOK | Poughkeepsie, N. Y.      | 540 |
| WDSG | Dyersburg, Tenn.      | 607 | WEOL | Elyria, Ohio             | 565 |
| WDSM | Superior, Wis.        | 663 | WEPG | South Pittsburgh, Tenn.  | 613 |
| WDSR | Lake City, Fla.       | 401 | WPEM | Martinsburg, W. Va.      | 654 |
| WDSU | New Orleans, La.      | 458 | WERC | Erie, Pa.                | 584 |
| WDUN | Gainesville, Ga.      | 414 | WERD | Atlanta, Ga.             | 411 |
| WDUX | Waupaca, Wis.         | 663 | WERE | Cleveland, Ohio          | 561 |
| WDUZ | Green Bay, Wis.       | 658 | WERH | Hamilton, Ala.           | 354 |
| WDVA | Danville, Va.         | 640 | WERI | Westerly, R. I.          | 597 |
| WDVH | Gainesville, Fla.     | 399 | WESA | Charleroi, Pa.           | 583 |
| WDVM | Pocomoke City, Md.    | 466 | WESB | Bradford, Pa.            | 582 |
| WDWD | Dawson, Ga.           | 413 | WESC | Greenville, S. C.        | 601 |
| WDWS | Champaign, Ill.       | 423 | WESO | Southbridge, Mass.       | 472 |
| WDXB | Chattanooga, Tenn.    | 606 | WEST | Easton, Pa.              | 584 |
| WDXE | Lawrenceburg, Tenn.   | 609 | WESX | Salem, Mass.             | 472 |
| WDXI | Jackson, Tenn.        | 608 | WETB | Johnson City, Tenn.      | 608 |
| WDXL | Lexington, Tenn.      | 609 | WETO | Gadsden, Ala.            | 354 |
| WDXN | Clarksville, Tenn.    | 606 | WETU | Wetumpka, Ala.           | 358 |
| WDZ  | Decatur, Ill.         | 425 | WETZ | New Martinsville, W. Va. | 655 |
| WEAB | Greer, S. C.          | 601 | WEVA | Emporia, Va.             | 640 |
| WEAM | Arlington, Va.        | 639 | WEVD | New York, N. Y.          | 527 |
| WEAN | Providence, R. I.     | 597 | WEVE | Eveleth, Minn.           | 485 |
| WEAR | Pensacola, Fla.       | 405 | WEW  | St. Louis, Mo.           | 503 |
| WEAS | Decatur, Ga.          | 413 | WEWO | Laurinburg, N. C.        | 551 |
| WEAT | West Palm Beach, Fla. | 408 | WEXL | Royal Oak, Mich.         | 483 |
| WEAU | Eau Claire, Wis.      | 657 | WEYE | Sanford, N. C.           | 554 |
| WEAV | Pittsburg, N. Y.      | 540 | WEZB | Birmingham, Ala.         | 351 |
| WEAW | Evanston, Ill.        | 426 | WFAA | Dallas, Tex.             | 620 |
| WEBB | Dundalk, Md.          | 466 | WFAH | Alliance, Ohio           | 558 |
| WEBC | Duluth, Minn.         | 485 | WFAI | Fayetteville, N. C.      | 548 |
| WEBJ | Brewton, Ala.         | 352 | WFAR | Farrell, Pa.             | 584 |
| WEBK | Tampa, Fla.           | 407 | WFAS | White Plains, N. Y.      | 544 |
| WEBQ | Harrisburg, Ill.      | 426 | WFAU | Augusta, Me.             | 462 |
| WEBR | Buffalo, N. Y.        | 522 | WFAX | Falls Church, Va.        | 640 |
| WEBY | Milton, Fla.          | 403 | WFBC | Greenville, S. C.        | 601 |
| WEDC | Chicago, Ill.         | 424 | WFBB | Fernandina Beach, Fla.   | 398 |
| WEDO | McKeesport, Pa.       | 587 | WFBG | Altoona, Pa.             | 581 |
| WEDR | Birmingham, Ala.      | 351 | WFBL | Syracuse, N. Y.          | 542 |
| WEEB | Southern Pines, N. C. | 554 | WFBM | Indianapolis, Ind.       | 434 |
| WEED | Rocky Mount, N. C.    | 554 | WFBR | Baltimore, Md.           | 465 |
| WEEL | Boston, Mass.         | 468 | WFCB | Dunkirk, N. Y.           | 522 |
| WEEK | Peoria, Ill.          | 429 | WFCR | Fairfax, Va.             | 640 |
| WEEU | Reading, Pa.          | 592 | WFDF | Flint, Mich.             | 478 |
| WEEY | Easton, Pa.           | 584 | WFEA | Manchester, N. H.        | 513 |
| WEGO | Concord, N. C.        | 547 | WFEB | Sylacauga, Ala.          | 357 |
| WEIC | Charleston, Ill.      | 423 | WFEC | Miami, Fla.              | 402 |
| WEIM | Fitchburg, Mass.      | 470 | WFGM | Fitchburg, Mass.         | 470 |
| WEIR | Weirton, W. Va.       | 655 | WFGN | Gaffney, S. C.           | 600 |

|                               |     |                                 |     |
|-------------------------------|-----|---------------------------------|-----|
| WFHG — Bristol, Va.           | 639 | WGCM — Gulfport, Miss.          | 491 |
| WFHR — Wisconsin Rapids, Wis. | 663 | WGEA — Geneva, Ala.             | 354 |
| WFIG — Sumter, S. C.          | 603 | WGEM — Quincy, Ill.             | 429 |
| WFIL — Philadelphia, Pa.      | 589 | WGES — Chicago, Ill.            | 424 |
| WFIN — Findlay, Ohio          | 565 | WGET — Gettysburg, Pa.          | 584 |
| WFIW — Fairfield Ill.         | 426 | WGEZ — Beloit, Wis.             | 657 |
| WFKN — Franklin, Ky.          | 450 | WGFS — Covington, Ga.           | 413 |
| WFKY — Frankfort, Ky.         | 450 | WGGA — Gainesville, Ga.         | 414 |
| WFLA — Tampa, Fla.            | 407 | WGGG — Gainesville, Fla.        | 399 |
| WFLB — Fayetteville, N. C.    | 548 | WGGH — Marion, Ill.             | 427 |
| WFLO — Farmville, Va.         | 641 | WGH — Norfolk-Newport News, Va. | 642 |
| WFLW — Monticello, Ky.        | 453 | WGHM — Waterville, Me.          | 464 |
| WFMC — Goldsboro, N. C.       | 548 | WGHN — Grand Haven, Mich.       | 478 |
| WFMD — Frederick, Md.         | 466 | WGIG — Brunswick, Ga.           | 412 |
| WFMH — Cullman, Ala.          | 352 | WGIL — Galesburg, Ill.          | 426 |
| WFMJ — Youngstown, Ohio       | 569 | WGIR — Manchester, N. H.        | 513 |
| WFMO — Fairmont, N. C.        | 547 | WGIV — Charlotte, N. C.         | 546 |
| WFMW — Madisonville, Ky.      | 452 | WGKA — Atlanta, Ga.             | 411 |
| WFNC — Fayetteville, N. C.    | 548 | WGKV — Charleston, W. Va.       | 652 |
| WFNM — DeFuniak Springs, Fla. | 398 | WGL — Ft. Wayne, Ind.           | 433 |
| WFNS — Burlington, N. C.      | 546 | WGLC — Centerville, Miss.       | 490 |
| WFOB — Fostoria, Ohio         | 565 | WGMA — Hollywood-Miami, Fla.    | 399 |
| WFOM — Marietta, Ga.          | 416 | WGMS — Washington, D. C.        | 395 |
| WFOR — Hattiesburg, Miss.     | 491 | WGN — Chicago, Ill.             | 424 |
| WFOX — Milwaukee, Wis.        | 660 | WGNB — Gastonia, N. C.          | 548 |
| WFOY — St. Augustine, Fla.    | 405 | WGNI — Wilmington, N. C.        | 556 |
| WFPA — Ft. Payne, Ala.        | 353 | WGNS — Murfreesboro, Tenn.      | 611 |
| WFPG — Atlantic City, N. J.   | 514 | WGNV — Newburgh, N. Y.          | 526 |
| WFPM — Fort Valley, Ga.       | 414 | WGOL — Goldsboro, N. C.         | 548 |
| WFPN — Hammond, La.           | 457 | WGOV — Valdosta, Ga.            | 418 |
| WFR — Reidsville, N. C.       | 553 | WGPA — Bethlehem, Pa.           | 582 |
| WFRL — Freeport, Ill.         | 426 | WGPC — Albany, Ga.              | 408 |
| WFRM — Coudersport, Pa.       | 583 | WGR — Buffalo, N. Y.            | 522 |
| WFRO — Fremont, Ohio          | 566 | WGRA — Cairo, Ga.               | 412 |
| WFRP — Savannah, Ga.          | 417 | WGRC — Louisville, Ky.          | 452 |
| WFRX — West Frankfort, Ill.   | 431 | WGRD — Grand Rapids, Mich.      | 478 |
| WFTC — Kinston, N. C.         | 551 | WGRM — Greenwood, Miss.         | 491 |
| WFTG — London, Ky.            | 452 | WGRV — Greeneville, Tenn.       | 607 |
| WFTL — Ft. Lauderdale, Fla.   | 398 | WGRY — Gary, Ind.               | 434 |
| WFTM — Maysville, Ky.         | 453 | WGSA — Ephrata, Pa.             | 584 |
| WFTN — Front Royal, Va.       | 641 | WGSM — Huntington, N. Y.        | 525 |
| WFTW — Ft. Walton Beach, Fla. | 399 | WGST — Atlanta, Ga.             | 411 |
| WFUL — Fulton, Ky.            | 450 | WGSV — Guntersville, Ala.       | 354 |
| WFUN — Huntsville, Ala.       | 354 | WGSW — Greenwood, S. C.         | 601 |
| WFUR — Grand Rapids, Mich.    | 478 | WGTA — Summerville, Ga.         | 417 |
| WFVA — Fredericksburg, Va.    | 641 | WGTC — Greenville, N. C.        | 549 |
| WVG — Fuquay Springs, N. C.   | 548 | WGTL — Kannapolis, N. C.        | 550 |
| WFYC — Alma, Mich.            | 474 | WGTM — Wilson, N. C.            | 556 |
| WGAA — Cedartown, Ga.         | 412 | WGTN — Georgetown, S. C.        | 600 |
| WGAC — Augusta, Ga.           | 411 | WGTO — Haines City, Fla.        | 399 |
| WGAD — Gadsden, Ala.          | 354 | WGUY — Bangor, Me.              | 462 |
| WGAF — Valdosta, Ga.          | 418 | WGVA — Geneva, N. Y.            | 523 |
| WGAI — Elizabeth City, N. C.  | 547 | WGVM — Greenville, Miss.        | 491 |
| WGAL — Lancaster, Pa.         | 586 | WGWC — Selma, Ala.              | 357 |
| WGAN — Portland, Me.          | 463 | WGWR — Asheboro, N. C.          | 545 |
| WGAP — Maryville, Tenn.       | 609 | WGY — Schenectady, N. Y.        | 541 |
| WGAR — Cleveland, Ohio        | 562 | WGYV — Greenville, Ala.         | 354 |
| WGAT — Utica, N. Y.           | 543 | WHAB — Baxley, Ga.              | 412 |
| WGAU — Athens, Ga.            | 409 | WHAI — Greenfield, Mass.        | 471 |
| WGAW — Gardner, Mass.         | 471 | WHAK — Rogers City, Mich.       | 483 |
| WGAY — Silver Spring, Md.     | 467 | WHAL — Shelbyville, Tenn.       | 613 |
| WGBA — Columbus, Ga.          | 413 | WHAM — Rochester, N. Y.         | 540 |
| WGBB — Freeport, N. Y.        | 523 | WHAN — Charleston, S. C.        | 599 |
| WGBF — Evansville, Ind.       | 433 | WHAP — Hopewell, Va.            | 641 |
| WGBG — Greensboro, N. C.      | 549 | WHAR — Clarksburg, W. Va.       | 653 |
| WGBI — Scranton, Pa.          | 592 | WHAS — Louisville, Ky.          | 452 |
| WGBR — Goldsboro, N. C.       | 548 | WHAT — Philadelphia, Pa.        | 589 |
| WGBS — Miami, Fla.            | 402 | WHAV — Haverhill, Mass.         | 471 |
| WGCB — Red Lion, Pa.          | 592 | WHAW — Weston, W. Va.           | 656 |
| WGCD — Chester, S. C.         | 599 | WHAY — New Britain, Conn.       | 392 |



|                                                |     |                                           |     |
|------------------------------------------------|-----|-------------------------------------------|-----|
| WHB — Kansas City, Mo. . . . .                 | 499 | WHOP — Hopkinsville, Ky. . . . .          | 451 |
| WHBB — Selma, Ala. . . . .                     | 357 | WHOS — Decatur, Ala. . . . .              | 352 |
| WHBC — Canton, Ohio . . . . .                  | 559 | WHOT — Campbell, Ohio . . . . .           | 559 |
| WHBF — Rock Island, Ill. . . . .               | 430 | WHOW — Clinton, Ill. . . . .              | 425 |
| WHBI — Newark, N. J. . . . .                   | 514 | WHP — Harrisburg, Pa. . . . .             | 585 |
| WHBL — Sheboygan, Wis. . . . .                 | 662 | WHPB — Belton, S. C. . . . .              | 598 |
| WHBN — Harrodsburg, Ky. . . . .                | 450 | WHPE — High Point, N. C. . . . .          | 550 |
| WHBO — Tampa, Fla. . . . .                     | 407 | WHRV — Ann Arbor, Mich. . . . .           | 475 |
| WHBQ — Memphis, Tenn. . . . .                  | 610 | WHSC — Hartsville, S. C. . . . .          | 601 |
| WHBS — Huntsville, Ala. . . . .                | 354 | WHSY — Hattiesburg, Miss. . . . .         | 491 |
| WHBT — Harriman, Tenn. . . . .                 | 607 | WHTB — Talladega, Ala. . . . .            | 357 |
| WHBU — Anderson, Ind. . . . .                  | 431 | WHTC — Holland, Mich. . . . .             | 479 |
| WHBY — Appleton, Wis. . . . .                  | 656 | WHTN — Huntington, W. Va. . . . .         | 653 |
| WHCC — Waynesville, N. C. . . . .              | 555 | WHUB — Cookeville, Tenn. . . . .          | 607 |
| WHCO — Sparta, Ill. . . . .                    | 430 | WHUC — Hudson, N. Y. . . . .              | 525 |
| WHCU — Ithaca, N. Y. . . . .                   | 525 | WHUM — Reading, Pa. . . . .               | 592 |
| WHDF — Houghton, Mich. . . . .                 | 480 | WHUN — Huntington, Pa. . . . .            | 585 |
| WHDH — Boston, Mass. . . . .                   | 468 | WHVF — Wausau, Wis. . . . .               | 663 |
| WHDL — Olean, N. Y. . . . .                    | 539 | WHVH — Henderson, N. C. . . . .           | 550 |
| WHDM — McKenzie, Tenn. . . . .                 | 610 | WHVR — Hanover, Pa. . . . .               | 585 |
| WHEB — Portsmouth, N. H. . . . .               | 513 | WHWB — Rutland, Vt. . . . .               | 638 |
| WHEC — Rochester, N. Y. . . . .                | 540 | WHWL — Nanticoke, Pa. . . . .             | 587 |
| WHEH — Washington, N. C. . . . .               | 555 | WHXY — Bogalusa, La. . . . .              | 456 |
| WHEE — Martinsville, Va. . . . .               | 642 | WHYL — Carlisle, Pa. . . . .              | 583 |
| WHEN — Syracuse, N. Y. . . . .                 | 541 | WHYN — Holyoke-Springfield, Mass. . . . . | 471 |
| WHEP — Foley, Ala. . . . .                     | 353 | WIAC — San Juan, P. R. . . . .            | 671 |
| WHER — Memphis, Tenn. . . . .                  | 610 | WIAM — Williamston, N. C. . . . .         | 555 |
| WHFB — Benton Harbor-St. Joseph, Mich. . . . . | 475 | WIBA — Madison, Wis. . . . .              | 659 |
| WHFC — Chicago, Ill. . . . .                   | 424 | WIBB — Macon, Ga. . . . .                 | 415 |
| WHGB — Harrisburg, Pa. . . . .                 | 585 | WIBC — Indianapolis, Ind. . . . .         | 434 |
| WHGR — Houghton Lake, Mich. . . . .            | 480 | WIBG — Philadelphia, Pa. . . . .          | 589 |
| WHHH — Warren, Ohio . . . . .                  | 568 | WIBM — Jackson, Mich. . . . .             | 480 |
| WHHM — Memphis, Tenn. . . . .                  | 610 | WIBR — Baton Rouge, La. . . . .           | 456 |
| WHIE — Griffin, Ga. . . . .                    | 414 | WIBU — Poynette, Wis. . . . .             | 661 |
| WHIL — Medford, Mass. . . . .                  | 472 | WIBV — Belleville, Ill. . . . .           | 423 |
| WHIM — Providence, R. I. . . . .               | 597 | WIBW — Topeka, Kans. . . . .              | 448 |
| WHIN — Gallatin, Tenn. . . . .                 | 607 | WIBX — Utica, N. Y. . . . .               | 543 |
| WHIO — Dayton, Ohio . . . . .                  | 565 | WICA — Ashtabula, Ohio . . . . .          | 559 |
| WHIP — Mooresville, N. C. . . . .              | 552 | WICC — Bridgeport, Conn. . . . .          | 391 |
| WHIR — Danville, Ky. . . . .                   | 450 | WICE — Providence, R. I. . . . .          | 597 |
| WHIS — Bluefield, W. Va. . . . .               | 652 | WICH — Norwich, Conn. . . . .             | 393 |
| WHIT — New Bern, N. C. . . . .                 | 552 | WICK — Scranton, Pa. . . . .              | 592 |
| WHIZ — Zanesville, Ohio . . . . .              | 569 | WICY — Malone, N. Y. . . . .              | 526 |
| WHJB — Greensburg, Pa. . . . .                 | 585 | WIDE — Biddelford, Me. . . . .            | 462 |
| WHJC — Mclewan, W. Va. . . . .                 | 654 | WIEL — Elizabethtown, Ky. . . . .         | 450 |
| WHK — Cleveland, Ohio . . . . .                | 562 | WIFM — Elkin, N. C. . . . .               | 547 |
| WHKK — Akron, Ohio . . . . .                   | 558 | WIGM — Medford, Wis. . . . .              | 660 |
| WHKP — Hendersonville, N. C. . . . .           | 550 | WIKB — Iron River, Mich. . . . .          | 480 |
| WHKY — Hickory, N. C. . . . .                  | 550 | WIKC — Bogalusa, La. . . . .              | 456 |
| WHLB — Virginia, Minn. . . . .                 | 488 | WIKE — Newport, Vt. . . . .               | 638 |
| WHLD — Niagara Falls, N. Y. . . . .            | 539 | WIKK — Erie, Pa. . . . .                  | 584 |
| WHLF — South Boston, Va. . . . .               | 645 | WIKY — Evansville, Ind. . . . .           | 433 |
| WHLI — Hempstead, N. Y. . . . .                | 525 | WIL — St. Louis, Mo. . . . .              | 503 |
| WHLL — Wheeling, W. Va. . . . .                | 656 | WILD — Birmingham, Ala. . . . .           | 351 |
| WHLM — Bloomsburg, Pa. . . . .                 | 582 | WILE — Cambridge, Ohio . . . . .          | 559 |
| WHLN — Harlan, Ky. . . . .                     | 450 | WILK — Wilkes-Barre, Pa. . . . .          | 594 |
| WHLP — Centerville, Tenn. . . . .              | 605 | WILM — Wilmington, Del. . . . .           | 394 |
| WHLS — Port Huron, Mich. . . . .               | 483 | WILO — Frankfort, Ill. . . . .            | 434 |
| WHMA — Anniston, Ala. . . . .                  | 350 | WILS — Lansing, Mich. . . . .             | 481 |
| WHMP — Northampton, Mass. . . . .              | 472 | WILY — Pittsburgh, Pa. . . . .            | 591 |
| WHNC — Henderson, N. C. . . . .                | 550 | WIMA — Lima, Ohio . . . . .               | 566 |
| WHNY — McComb, Miss. . . . .                   | 493 | WIMO — Winder, Ga. . . . .                | 419 |
| WHO — Des Moines, Iowa . . . . .               | 440 | WIMS — Michigan City, Ind. . . . .        | 436 |
| WHOA — San Juan, P. R. . . . .                 | 670 | WINA — Charlottesville, Va. . . . .       | 639 |
| WHOC — Philadelphia, Miss. . . . .             | 494 | WINC — Winchester, Va. . . . .            | 645 |
| WHOK — Lancaster, Ohio . . . . .               | 566 | WIND — Chicago, Ill. . . . .              | 424 |
| WHOL — Allentown, Pa. . . . .                  | 581 | WING — Dayton, Ohio . . . . .             | 565 |
| WHOM — New York, N. Y. . . . .                 | 531 | WINI — Murphysboro, Ill. . . . .          | 429 |
| WHOO — Orlando, Fla. . . . .                   | 404 | WINK — Ft. Myers, Fla. . . . .            | 399 |

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|-------------------------------------------|-----|-----------------------------------------|-----|
| WINN — Louisville, Ky. . . . .            | 452 | WJHO — Opelika, Ala. . . . .            | 356 |
| WINR — Binghamton, N. Y. . . . .          | 521 | WJHP — Jacksonville, Fla. . . . .       | 401 |
| WINS — New York, N. Y. . . . .            | 531 | WJIG — Tullahoma, Tenn. . . . .         | 613 |
| WINX — Rockville, Md. . . . .             | 466 | WJIM — Lansing, Mich. . . . .           | 481 |
| WINZ — Miami, Fla. . . . .                | 402 | WJIV — Savannah, Ga. . . . .            | 417 |
| WIOK — Tampa-St. Petersburg, Fla. . . . . | 407 | WJJD — Chicago, Ill. . . . .            | 424 |
| WION — Ionia, Mich. . . . .               | 480 | WJL — Niagara Falls, N. Y. . . . .      | 539 |
| WIOU — Kokomo, Ind. . . . .               | 435 | WJMJ — Lewisburg, Tenn. . . . .         | 609 |
| WIP — Philadelphia, Pa. . . . .           | 590 | WJKO — East Longmeadow, Mass. . . . .   | 470 |
| WIPC — Lake Wales, Fla. . . . .           | 402 | WJLB — Detroit, Mich. . . . .           | 477 |
| WIPS — Ticonderoga, N. Y. . . . .         | 543 | WJLD — Birmingham, Ala. . . . .         | 351 |
| WIRA — Fort Pierce, Fla. . . . .          | 399 | WJLK — Asbury Park, N. J. . . . .       | 513 |
| WIRB — Enterprise, Ala. . . . .           | 353 | WJLS — Beckley, W. Va. . . . .          | 652 |
| WIRC — Hickory, N. C. . . . .             | 550 | WJMA — Orange, Va. . . . .              | 643 |
| WIRE — Indianapolis, Ind. . . . .         | 434 | WJMB — Brookhaven, Miss. . . . .        | 489 |
| WIRJ — Humboldt, Tenn. . . . .            | 608 | WJMC — Rice Lake, Wis. . . . .          | 662 |
| WIRK — West Palm Beach, Fla. . . . .      | 408 | WJMJ — Philadelphia, Pa. . . . .        | 590 |
| WIRL — Peoria, Ill. . . . .               | 429 | WJMO — Cleveland, Ohio . . . . .        | 562 |
| WIRO — Ironton, Ohio . . . . .            | 566 | WJMR — New Orleans, La. . . . .         | 459 |
| WIRY — Plattsburg, N. Y. . . . .          | 540 | WJMS — Ironwood, Mich. . . . .          | 480 |
| WIS — Columbia, S. C. . . . .             | 599 | WJMW — Athens, Ala. . . . .             | 350 |
| WISC — Madison, Wis. . . . .              | 659 | WJMX — Florence, S. C. . . . .          | 600 |
| WISE — Asheville, N. C. . . . .           | 545 | WJNC — Jacksonville, N. C. . . . .      | 550 |
| WISH — Indianapolis, Ind. . . . .         | 434 | WJNO — West Palm Beach, Fla. . . . .    | 408 |
| WISL — Shamokin, Pa. . . . .              | 593 | WJOB — Hammond, Ind. . . . .            | 434 |
| WISN — Milwaukee, Wis. . . . .            | 660 | WJOC — Jamestown, N. Y. . . . .         | 526 |
| WISO — Ponce, P. R. . . . .               | 669 | WJOI — Florence, Ala. . . . .           | 353 |
| WISP — Kinston, N. C. . . . .             | 551 | WJOL — Joliet, Ill. . . . .             | 427 |
| WISR — Butler, Pa. . . . .                | 582 | WJON — St. Cloud, Minn. . . . .         | 488 |
| WIST — Charlotte, N. C. . . . .           | 546 | WJOT — Lake City, S. C. . . . .         | 602 |
| WITA — San Juan, P. R. . . . .            | 671 | WJOY — Burlington, Vt. . . . .          | 637 |
| WITH — Baltimore, Md. . . . .             | 465 | WJPA — Washington, Pa. . . . .          | 594 |
| WITY — Danville, Ill. . . . .             | 425 | WJPD — Ishpeming, Mich. . . . .         | 480 |
| WITZ — Jasper, Ind. . . . .               | 435 | WJPF — Herrin, Ill. . . . .             | 426 |
| WIVI — Christiansted, V. I. . . . .       | 671 | WJPG — Green Bay, Wis. . . . .          | 658 |
| WIVK — Knoxville, Tenn. . . . .           | 608 | WJPR — Greenville, Miss. . . . .        | 491 |
| WIVY — Jacksonville, Fla. . . . .         | 399 | WJPS — Evansville, Ind. . . . .         | 433 |
| WIZE — Springfield, Ohio . . . . .        | 568 | WJQS — Jackson, Miss. . . . .           | 492 |
| WIZZ — Streator, Ill. . . . .             | 431 | WJR — Detroit, Mich. . . . .            | 477 |
| WJAC — Johnstown, Pa. . . . .             | 586 | WJRD — Tuscaloosa, Ala. . . . .         | 358 |
| WJAG — Norfolk, Neb. . . . .              | 509 | WJRI — Lenoir, N. C. . . . .            | 551 |
| WJAK — Jackson, Tenn. . . . .             | 608 | WJSB — Crestview, Fla. . . . .          | 397 |
| WJAM — Marion, Ala. . . . .               | 355 | WJTN — Jamestown, N. Y. . . . .         | 525 |
| WJAN — Spartanburg, S. C. . . . .         | 603 | WJUN — Millflintown, Pa. . . . .        | 587 |
| WJAR — Providence, R. I. . . . .          | 597 | WJVA — South Bend, Ind. . . . .         | 437 |
| WJAS — Pittsburgh, Pa. . . . .            | 591 | WJVB — Jacksonville Beach, Fla. . . . . | 401 |
| WJAT — Swainsboro, Ga. . . . .            | 417 | WJW — Cleveland, Ohio . . . . .         | 564 |
| WJAX — Jacksonville, Fla. . . . .         | 401 | WJWG — Conway, N. H. . . . .            | 512 |
| WJAY — Mullins, S. C. . . . .             | 602 | WJWL — Georgetown, Del. . . . .         | 394 |
| WJAZ — Albany, Ga. . . . .                | 408 | WJWS — South Hill, Va. . . . .          | 645 |
| WJBB — Haleyville, Ala. . . . .           | 354 | WJXN — Jackson, Miss. . . . .           | 492 |
| WJBC — Bloomington, Ill. . . . .          | 423 | WJZM — Clarksville, Tenn. . . . .       | 606 |
| WJBK — Detroit, Mich. . . . .             | 477 | WKAB — Mobile, Ala. . . . .             | 355 |
| WJBO — Baton Rouge, La. . . . .           | 456 | WKAI — Macomb, Ill. . . . .             | 427 |
| WJBS — Deland, Fla. . . . .               | 398 | WKAL — Rome, N. Y. . . . .              | 541 |
| WJBW — New Orleans, La. . . . .           | 459 | WKAM — Goshen, Ind. . . . .             | 434 |
| WJCD — Seymour, Ind. . . . .              | 437 | WKAN — Kankakee, Ill. . . . .           | 427 |
| WJCM — Sebring, Fla. . . . .              | 406 | WKAP — Allentown, Pa. . . . .           | 581 |
| WJDA — Quincy, Mass. . . . .              | 472 | WKAQ — San Juan, P. R. . . . .          | 671 |
| WJDB — Thomasville, Ala. . . . .          | 357 | WKAT — Miami Beach, Fla. . . . .        | 403 |
| WJDX — Jackson, Miss. . . . .             | 492 | WKAY — Glasgow, Ky. . . . .             | 450 |
| WJEF — Grand Rapids, Mich. . . . .        | 478 | WKBC — North Wilkesboro, N. C. . . . .  | 552 |
| WJEH — Gallipolis, Ohio . . . . .         | 566 | WKBH — La Crosse, Wis. . . . .          | 659 |
| WJEI — Hagerstown, Md. . . . .            | 466 | WKBI — St. Mary's, Pa. . . . .          | 592 |
| WJEM — Valdosta, Ga. . . . .              | 418 | WKBJ — Milan, Tenn. . . . .             | 611 |
| WJER — Dover, Ohio . . . . .              | 565 | WKBL — Covington, Tenn. . . . .         | 607 |
| WJET — Erie, Pa. . . . .                  | 584 | WKBN — Youngstown, Ohio . . . . .       | 569 |
| WJHB — Talladega, Ala. . . . .            | 357 | WKBO — Harrisburg, Pa. . . . .          | 585 |
| WJHL — Johnson City, Tenn. . . . .        | 608 | WKBR — Manchester, N. H. . . . .        | 513 |
|                                           |     | WKBV — Richmond, Ind. . . . .           | 436 |

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|------------------------------|-----|-------------------------------|-----|
| WKBW — Buffalo, N. Y.        | 521 | WKVA — Lewiston, Pa.          | 587 |
| WKBZ — Muskegon, Mich.       | 482 | WKVM — San Juan, P. R.        | 671 |
| WKCT — Bowling Green, Ky.    | 449 | WKWF — Key West, Fla.         | 401 |
| WKDA — Nashville, Tenn.      | 611 | WKWK — Wheeling, W. Va.       | 656 |
| WKDK — Newberry, S. C.       | 602 | WKXL — Concord, N. H.         | 512 |
| WKDL — Clarksdale, Miss.     | 490 | WKXV — Knoxville, Tenn.       | 639 |
| WKDN — Camden, N. J.         | 514 | WKXY — Scrasota, Fla.         | 406 |
| WKEI — Kewanee, Ill.         | 427 | WKY — Oklahoma City, Okla.    | 572 |
| WKEU — Griffin, Ga.          | 414 | WKYB — Paducah, Ky.           | 453 |
| WKEY — Covington, Va.        | 640 | WKYR — Keyser, W. Va.         | 654 |
| WKGN — Knoxville, Tenn.      | 609 | WKYW — Louisville, Ky.        | 452 |
| WKHM — Jackson, Mich.        | 480 | WKZO — Kalamazoo, Mich.       | 481 |
| WKIC — Hazard, Ky.           | 451 | WLAC — Nashville, Tenn.       | 611 |
| WKID — Urbana, Ill.          | 431 | WLAD — Danbury, Conn.         | 391 |
| WKIK — Leonardtown, Md.      | 466 | WLAF — LaFollette, Tenn.      | 609 |
| WKIN — Kingsport, Tenn.      | 608 | WLAG — LaGrange, Ga.          | 415 |
| WKIP — Poughkeepsie, N. Y.   | 540 | WLAK — Lakeland, Fla.         | 402 |
| WKIT — Mineola, N. Y.        | 526 | WLAM — Lewiston, Me.          | 462 |
| WKIX — Raleigh, N. C.        | 553 | WLAN — Lancaster, Pa.         | 586 |
| WKJB — Mayaguez, P. R.       | 669 | WLAP — Lexington, Ky.         | 451 |
| WKJG — Ft. Wayne, Ind.       | 434 | WLAQ — Rome, Ga.              | 416 |
| WKKO — Cocoa, Fla.           | 397 | WLAR — Athens, Tenn.          | 605 |
| WKLA — Ludington, Mich.      | 481 | WLAS — Jacksonville, N. C.    | 550 |
| WKLC — St. Albans, W. Va.    | 655 | WLAT — Conway, S. C.          | 600 |
| WKLE — Washington, Ga.       | 418 | WLAU — Laurel, Miss.          | 493 |
| WKLF — Clanton, Ala.         | 352 | WLAV — GrandRapids, Mich.     | 479 |
| WKLK — Cloquet, Minn.        | 485 | WLAY — Muscle Shoals, Ala.    | 356 |
| WKLO — Louisville, Ky.       | 452 | WLBB — Carrollton, Ga.        | 412 |
| WKLX — Blackstone, Va.       | 639 | WLBC — Muncie, Ind.           | 436 |
| WKLX — Paris, Ky.            | 454 | WLBE — Leesburg, Fla.         | 402 |
| WKLY — Hartwell, Ga.         | 414 | WLBG — Laurens, S. C.         | 602 |
| WKLZ — Kalamazoo, Mich.      | 480 | WLBN — Mattoon, Ill.          | 428 |
| WKMC — Roaring Spring, Pa.   | 592 | WLBH — Bowling Green, Ky.     | 449 |
| WKMF — Flint, Mich.          | 478 | WLBK — De Kalb, Ill.          | 425 |
| WKMH — Detroit, Mich.        | 477 | WLBN — Lebanon, Ky.           | 451 |
| WKMI — Kalamazoo, Mich.      | 481 | WLBR — Lebanon, Pa.           | 586 |
| WKMT — Kings Mountain, N. C. | 551 | WLBS — Birmingham, Ala.       | 352 |
| WKNA — Charleston, W. Va.    | 653 | WLBT — Bangor, Me.            | 462 |
| WKNB — New Britain, Conn.    | 392 | WLBM — Lancaster, S. C.       | 602 |
| WKNE — Keene, N. H.          | 512 | WLCO — Eustis, Fla.           | 398 |
| WKNK — Muskegon, Mich.       | 482 | WLCS — Torrington, Conn.      | 393 |
| WKNX — Saginaw, Mich.        | 483 | WLCS — Baton Rouge, La.       | 456 |
| WKNY — Kingston, N. Y.       | 526 | WLCX — La Crosse, Wis.        | 659 |
| WKO — Hopkinsville, Ky.      | 451 | WLDB — Atlantic City, N. J.   | 513 |
| WKOK — Sunbury, Pa.          | 593 | WLDI — La Crosse, Wis.        | 659 |
| WKOP — Binghamton, N. Y.     | 521 | WLDS — Jacksonville, Ill.     | 427 |
| WKO — Wellston, Ohio         | 568 | WLDY — Lcdysmith, Wis.        | 659 |
| WKOW — Madison, Wis.         | 659 | WLEA — Hornell, N. Y.         | 525 |
| WKOX — Framingham, Mass.     | 471 | WLEC — Sandusky, Ohio         | 567 |
| WKOY — Bluefield, W. Va.     | 652 | WLEE — Richmond, Va.          | 644 |
| WKOZ — Kosciusko, Miss.      | 492 | WLET — Tocoa, Ga.             | 418 |
| WKPA — New Kensington, Pa.   | 589 | WLEU — Erie, Pa.              | 584 |
| WKPT — Kingsport, Tenn.      | 608 | WLEW — Bad Axe, Mich.         | 475 |
| WKRC — Cincinnati, Ohio      | 561 | WLEX — Lexington, Ky.         | 451 |
| WKRG — Mobile, Ala.          | 355 | WLFA — Lafayette, Ga.         | 415 |
| WKRM — Columbia, Tenn.       | 606 | WLFH — Little Falls, N. Y.    | 526 |
| WKRO — Cairo, Ill.           | 423 | WLBI — New York, N. Y.        | 535 |
| WKRS — Waukegan, Ill.        | 431 | WLIK — Newport, Tenn.         | 612 |
| WKRT — Cortland, N. Y.       | 522 | WLIL — Lenoir City, Tenn.     | 609 |
| WKRZ — Oil City, Pa.         | 589 | WLIP — Kenosha, Wis.          | 659 |
| WKSB — Millford, Del.        | 394 | WLLH — Lowell-Lawrence, Mass. | 471 |
| WKSR — Pulaski, Tenn.        | 612 | WLLY — Richmond, Va.          | 644 |
| WKST — New Castle, Pa.       | 587 | WLMJ — Jackson, Ohio          | 566 |
| WKTG — Thomasville, Ga.      | 418 | WLNA — Peekskill, N. Y.       | 539 |
| WKTL — Kendallville, Ind.    | 435 | WLNH — Laconic, N. H.         | 512 |
| WKTM — Mayfield, Ky.         | 453 | WLOA — Braddock, Pa.          | 582 |
| WKTQ — South Prcis, Me.      | 464 | WLOE — Leaksville, N. C.      | 551 |
| WKTY — La Crosse, Wis.       | 659 | WLOF — Orlando, Fla.          | 404 |
| WKUL — Cullman, Ala.         | 352 | WLOG — Logan, W. Va.          | 654 |

|                                       |     |                                     |     |
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| WLOH — Princeton, W. Va. . . . .      | 655 | WMGW — Meadville, Pa. . . . .       | 587 |
| WLOI — La Porte, Ind. . . . .         | 435 | WMGY — Montgomery, Ala. . . . .     | 356 |
| WLOK — Memphis, Tenn. . . . .         | 610 | WMID — Atlantic City, N. J. . . . . | 513 |
| WLOL — Minneapolis, Minn. . . . .     | 487 | WMIE — Miami, Fla. . . . .          | 403 |
| WLON — Lincolnton, N. C. . . . .      | 551 | WMIK — Middlesboro, Ky. . . . .     | 453 |
| WLOS — Asheville, N. C. . . . .       | 545 | WMIL — Milwaukee, Wis. . . . .      | 660 |
| WLOU — Louisville, Ky. . . . .        | 452 | WMIN — St. Paul, Minn. . . . .      | 488 |
| WLOW — Norfolk, Va. . . . .           | 642 | WMIQ — Iron Mountain, Mich. . . . . | 480 |
| WLOX — Biloxi-Gulfport, Miss. . . . . | 489 | WMIS — Natchez, Miss. . . . .       | 493 |
| WLPM — Suffolk, Va. . . . .           | 645 | WMIX — Mt. Vernon, Ill. . . . .     | 428 |
| WLPO — La Salle, Ill. . . . .         | 427 | WMJM — Cordele, Ga. . . . .         | 413 |
| WLRP — New Albany, Ind. . . . .       | 436 | WMLP — Milton, Pa. . . . .          | 587 |
| WLS — Chicago, Ill. . . . .           | 425 | WMLS — Sylacauga, Ala. . . . .      | 357 |
| WLSD — Big Stone Gap, Va. . . . .     | 639 | WMLT — Dublin, Ga. . . . .          | 414 |
| WLSE — Wallace, N. C. . . . .         | 555 | WMLV — Millville, N. J. . . . .     | 514 |
| WLSH — Lansford, Pa. . . . .          | 586 | WMMB — Melbourne, Fla. . . . .      | 402 |
| WLSI — Pikeville, Ky. . . . .         | 454 | WMMN — Fairmont, W. Va. . . . .     | 653 |
| WLSM — Louisville, Miss. . . . .      | 493 | WMMT — McMinnville, Tenn. . . . .   | 610 |
| WLSV — Wellsville, N. Y. . . . .      | 544 | WMMW — Meriden, Conn. . . . .       | 391 |
| WLTC — Gastonia, N. C. . . . .        | 548 | WMNB — North Adams, Mass. . . . .   | 472 |
| WLVA — Lynchburg, Va. . . . .         | 641 | WMNC — Morganton, N. C. . . . .     | 552 |
| WLYC — Williamsport, Pa. . . . .      | 594 | WMNE — Menomonie, Wis. . . . .      | 660 |
| WLW — Cincinnati, Ohio . . . . .      | 561 | WMOA — Marietta, Ohio . . . . .     | 566 |
| WLYN — Lynn, Mass. . . . .            | 471 | WMOD — Moundsville, W. Va. . . . .  | 654 |
| WMAG — Forrest, Miss. . . . .         | 490 | WMOG — Brunswick, Ga. . . . .       | 412 |
| WMAJ — State College, Pa. . . . .     | 593 | WMOH — Hamilton, Ohio . . . . .     | 566 |
| WMAK — Nashville, Tenn. . . . .       | 611 | WMOK — Metropolis, Ill. . . . .     | 428 |
| WMAL — Washington, D. C. . . . .      | 395 | WMON — Montgomery, W. Va. . . . .   | 654 |
| WMAM — Marinette, Wis. . . . .        | 660 | WMOP — Ocala, Fla. . . . .          | 404 |
| WMAN — Mansfield, Ohio . . . . .      | 566 | WMOR — Morehead, Ky. . . . .        | 453 |
| WMAP — Monroe, N. C. . . . .          | 552 | WMOU — Littleton, N. H. . . . .     | 512 |
| WMAQ — Chicago, Ill. . . . .          | 425 | WMOX — Meridian, Miss. . . . .      | 493 |
| WMAS — Springfield, Mass. . . . .     | 473 | WMOZ — Mobile, Ala. . . . .         | 355 |
| WMAX — Grand Rapids, Mich. . . . .    | 479 | WMPA — Aberdeen, Miss. . . . .      | 489 |
| WMAY — Springfield, Ill. . . . .      | 430 | WMPM — Smithfield, N. C. . . . .    | 554 |
| WMAZ — Macon, Ga. . . . .             | 415 | WMPS — Memphis, Tenn. . . . .       | 610 |
| WMBC — Macon, Miss. . . . .           | 493 | WMRB — Greenville, S. C. . . . .    | 601 |
| WMBD — Peoria, Ill. . . . .           | 429 | WMRE — Monroe, Ga. . . . .          | 416 |
| WMBG — Richmond, Va. . . . .          | 644 | WMRF — Lewistown, Pa. . . . .       | 587 |
| WMBH — Joplin, Mo. . . . .            | 497 | WMRI — Marion, Ind. . . . .         | 435 |
| WMBL — Morehead City, N. C. . . . .   | 552 | WMRN — Marion, Ohio . . . . .       | 566 |
| WMBM — Miami Beach, Fla. . . . .      | 403 | WMRO — Aurora, Ill. . . . .         | 423 |
| WMBN — Petoskey, Mich. . . . .        | 482 | WMRP — Flint, Mich. . . . .         | 478 |
| WMBO — Auburn, N. Y. . . . .          | 521 | WMRY — New Orleans, La. . . . .     | 459 |
| WMBR — Jacksonville, Fla. . . . .     | 401 | WMSA — Massena, N. Y. . . . .       | 526 |
| WMBT — Uniontown, Pa. . . . .         | 594 | WMSC — Columbia, S. C. . . . .      | 599 |
| WMC — Memphis, Tenn. . . . .          | 610 | WMSL — Decatur, Ala. . . . .        | 352 |
| WMCA — New York, N. Y. . . . .        | 527 | WMSN — Raleigh, N. C. . . . .       | 553 |
| WMCD — Welch, W. Va. . . . .          | 656 | WMT — Cedar Rapids, Iowa . . . . .  | 438 |
| WMCH — Church Hill, Tenn. . . . .     | 606 | WMTA — Central City, Ky. . . . .    | 449 |
| WMCK — McKeesport, Pa. . . . .        | 587 | WMTB — Vance, Ky. . . . .           | 455 |
| WMCW — Harvard, Ill. . . . .          | 426 | WMTE — Manistee, Mich. . . . .      | 481 |
| WMDC — Hazlehurst, Miss. . . . .      | 492 | WMTM — Moultrie, Ga. . . . .        | 416 |
| WMDD — Fajardo, P. R. . . . .         | 669 | WMTR — Morristown, N. J. . . . .    | 514 |
| WMDN — Midland, Mich. . . . .         | 482 | WMTS — Murfreesboro, Tenn. . . . .  | 611 |
| WMEG — Eau Gallie, Fla. . . . .       | 398 | WMUS — Muskegon, Mich. . . . .      | 482 |
| WMEN — Tallahassee, Fla. . . . .      | 406 | WMUU — Greenville, S. C. . . . .    | 601 |
| WMEV — Marion, Va. . . . .            | 642 | WMVA — Martinsville, Va. . . . .    | 642 |
| WMEX — Boston, Mass. . . . .          | 468 | WMVG — Milledgeville, Ga. . . . .   | 416 |
| WMFC — Monroeville, Ala. . . . .      | 355 | WMVO — Mt. Vernon, Ohio . . . . .   | 567 |
| WMFD — Wilmington, N. C. . . . .      | 556 | WMYB — Myrtle Beach, S. C. . . . .  | 602 |
| WMFG — Hibbing, Minn. . . . .         | 486 | WMYR — Ft. Myers, Fla. . . . .      | 399 |
| WMFJ — Daytona Beach, Fla. . . . .    | 397 | WNAB — Bridgeport, Conn. . . . .    | 391 |
| WMFR — High Point, N. C. . . . .      | 550 | WNAC — Boston, Mass. . . . .        | 468 |
| WMFS — Chattahoochee, Tenn. . . . .   | 606 | WNAE — Warren, Pa. . . . .          | 594 |
| WMGA — Moultrie, Ga. . . . .          | 416 | WNAG — Granada, Miss. . . . .       | 491 |
| WMGE — Madison, Ga. . . . .           | 415 | WNAH — Nashville, Tenn. . . . .     | 611 |
| WMGM — New York, N. Y. . . . .        | 529 | WNAM — Neenah, Wis. . . . .         | 661 |
| WMGR — Bainbridge, Ga. . . . .        | 412 | WNAR — Norristown, Pa. . . . .      | 589 |

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| WNAT — Natchez, Miss.       | 493 | WOMT — Manitowoc, Wis.      | 659 |
| WNAU — New Albany, Miss.    | 493 | WOND — Pleasantville, N. J. | 515 |
| WNAV — Annapolis, Md.       | 464 | WONE — Dayton, Ohio         | 565 |
| WNAX — Yankton, S. D.       | 605 | WONN — Lakeland, Fla.       | 402 |
| WNBK — Binghamton, N. Y.    | 521 | WONW — Defiance, Ohio       | 565 |
| WNBH — New Bedford, Mass.   | 472 | WOOD — Grand Rapids, Mich.  | 479 |
| WNBS — Murray, Ky.          | 453 | WOOF — Dothan, Ala.         | 353 |
| WNBT — Wellsboro, Pa.       | 594 | WOOO — Washington, D. C.    | 395 |
| WNBZ — Sarcnac Lake, N. Y.  | 541 | WOOW — New Bern, N. C.      | 552 |
| WNCA — Silver City, N. C.   | 554 | WOPA — Oak Park, Ill.       | 429 |
| WNCC — Barnsboro, Pa.       | 582 | WOPI — Bristol, Tenn.       | 605 |
| WNDB — Daytona Beach, Fla.  | 398 | WOR — New York, N. Y.       | 529 |
| WNDR — Syracuse, N. Y.      | 542 | WORA — Mayaguez, P. R.      | 669 |
| WNDU — South Bend, Ind.     | 437 | WORC — Worcester, Mass.     | 474 |
| WNEB — Worcester, Mass.     | 474 | WORD — Spartanburg, S. C.   | 603 |
| WNEL — Caguas, P. R.        | 669 | WORK — York, Pa.            | 595 |
| WNER — Live Oak, Fla.       | 402 | WORL — Boston, Mass.        | 468 |
| WNES — Central City, Ky.    | 449 | WORM — Savannah, Tenn.      | 612 |
| WNEW — New York, N. Y.      | 529 | WORX — Madison, Ind.        | 435 |
| WNEX — Macon, Ga.           | 415 | WORZ — Orlando, Fla.        | 404 |
| WNGO — Mcayfield, Ky.       | 453 | WOSA — Wausau, Wis.         | 663 |
| WNHC — New Haven, Conn.     | 392 | WOSC — Fulton, N. Y.        | 523 |
| WNIX — Springfield, Vt.     | 638 | WOSH — Oshkosh, Wis.        | 661 |
| WNJR — Newark, N. J.        | 514 | WOTR — Corry, Pa.           | 583 |
| WNLA — Indianola, Miss.     | 492 | WOTW — Nashua, N. H.        | 513 |
| WNLC — New London, Conn.    | 393 | WOV — New York, N. Y.       | 537 |
| WNLK — Norwalk, Conn.       | 393 | WOW — Omaha, Neb.           | 510 |
| WNMP — Evanston, Ill.       | 426 | WOWL — Florence, Ala.       | 353 |
| WNNC — Newton, N. C.        | 552 | WOWO — Ft. Wayne, Ind.      | 433 |
| WNNJ — Newton, N. J.        | 514 | WOXF — Oxford, N. C.        | 553 |
| WNNT — Warsaw, Va.          | 645 | WOZK — Ozark, Ala.          | 356 |
| WNOE — New Orleans, La.     | 459 | WPAB — Ponce, P. R.         | 670 |
| WNOG — Naples, Fla.         | 404 | WPAC — Patchogue, N. Y.     | 539 |
| WNOK — Columbia, S. C.      | 600 | WPAD — Paducah, Ky.         | 454 |
| WNOP — Newport, Ky.         | 453 | WPAG — Ann Arbor, Mich.     | 475 |
| WNOR — Norfolk, Va.         | 643 | WPAL — Charleston, S. C.    | 599 |
| WNOS — High Point, N. C.    | 550 | WPAM — Pottsville, Pa.      | 591 |
| WNOW — York, Pa.            | 595 | WPAQ — Mt. Airy, N. C.      | 552 |
| WNOX — Knoxville, Tenn.     | 609 | WPAR — Parkersburg, W. Va.  | 655 |
| WNPT — Tuscaloosa, Ala.     | 358 | WPAT — Paterson, N. J.      | 515 |
| WNRC — New Rochelle, N. Y.  | 527 | WPAW — Pawtucket, R. I.     | 597 |
| WNRG — Grundy, Va.          | 641 | WPAX — Thomasville, Ga.     | 418 |
| WNRI — Woonsocket, R. I.    | 597 | WPAY — Portsmouth, Ohio     | 567 |
| WNRV — Narrows, Va.         | 642 | WPAZ — Pottstown, Pa.       | 591 |
| WNTM — Vero Beach, Fla.     | 407 | WPBB — Jackson, Ala.        | 355 |
| WNVA — Norton, Va.          | 643 | WPBC — Minneapolis, Minn.   | 487 |
| WNXT — Portsmouth, Ohio     | 567 | WPCF — Panama City, Fla.    | 405 |
| WOAI — San Antonio, Tex.    | 632 | WPCO — Mount Vernon, Ind.   | 436 |
| WOAP — Owosso, Mich.        | 482 | WPCT — Putnam, Conn.        | 393 |
| WOAY — Oak Hill, W. Va.     | 655 | WPDM — Potsdam              | 540 |
| WOBS — Jacksonville, Fla.   | 401 | WPDQ — Jacksonville, Fla.   | 401 |
| WOBT — Rhinelander, Wis.    | 652 | WPDR — Portage, Wis.        | 661 |
| WOC — Davenport, Iowa       | 439 | WPDY — Clarksburg, W. Va.   | 653 |
| WOGB — West Yarmouth, Mass. | 474 | WPEN — Philadelphia, Pa.    | 590 |
| WOCH — Mount Vernon, Ind.   | 436 | WPEO — Peoria, Ill.         | 429 |
| WOHI — East Liverpool, Ohio | 565 | WPEP — Taunton, Mass.       | 473 |
| WOHO — Toledo, Ohio         | 568 | WPET — Greensboro, N. C.    | 549 |
| WOHP — Bellefontaine, Ohio  | 553 | WPPA — Pensacola, Fla.      | 405 |
| WOHS — Shelby, N. C.        | 554 | WPFB — Middletown, Ohio     | 567 |
| WOIC — Columbia, S. C.      | 600 | WPFJ — Darlington, S. C.    | 600 |
| WOKE — Oak Ridge, Tenn.     | 612 | WPFY — Park Falls, Wis.     | 661 |
| WOKJ — Jackson, Miss.       | 492 | WPGC — Morningside, Md.     | 466 |
| WOKO — Albany, N. Y.        | 519 | WPGW — Portland, Ind.       | 436 |
| WOKW — Sturgeon Bay, Wis.   | 662 | WPIC — Sharon, Pa.          | 593 |
| WOKY — Milwaukee, Wis.      | 660 | WPID — Piedmont, Ala.       | 356 |
| WOKZ — Alton, Ill.          | 423 | WPIK — Alexandria, Va.      | 639 |
| WOL — Washington, D. C.     | 395 | WPIN — St. Petersburg, Fla. | 406 |
| WOLF — Syracuse, N. Y.      | 542 | WPIT — Pittsburgh, Pa.      | 591 |
| WOLS — Florence, S. C.      | 600 | WPKE — Pikeville, Ky.       | 454 |
| WOMI — Owensboro, Ky.       | 453 | WPKO — Waverly, Ohio        | 568 |

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| WPKY — Princeton, Ky. ....             | 454 | WRIC — Richlands, Va. ....          | 643 |
| WPLA — Plant City, Fla. ....           | 405 | WRIO — Rio Piedras, P. R. ....      | 670 |
| WPLH — Huntington, W. Va. ....         | 653 | WRIS — Roanoke, Va. ....            | 644 |
| WPLM — Plymouth, Mass. ....            | 472 | WRIT — Milwaukee, Wis. ....         | 660 |
| WPLY — Plymouth, Wis. ....             | 661 | WRIV — Riverhead, N. Y. ....        | 540 |
| WPME — Punxsutawney, Pa. ....          | 592 | WRJN — Racine, Wis. ....            | 661 |
| WPMP — Pascagoula, Miss. ....          | 494 | WRJW — Picayune, Miss. ....         | 494 |
| WPNF — Brevard, N. C. ....             | 545 | WRKD — Rockland, Me. ....           | 463 |
| WPNX — Phenix City, Ala. ....          | 356 | WRLD — West Point, Ga. ....         | 419 |
| WPON — Pontiac, Mich. ....             | 482 | WRMA — Montgomery, Ala. ....        | 356 |
| WPOP — Hartford, Conn. ....            | 391 | WRMN — Elgin, Ill. ....             | 426 |
| WPOR — Portland, Me. ....              | 463 | WRNL — Richmond, Va. ....           | 644 |
| WPPA — Pottsville, Pa. ....            | 591 | WRNY — Rochester, N. Y. ....        | 541 |
| WPRA — Mayaguez, P. R. ....            | 669 | WROB — West Point, Miss. ....       | 494 |
| WPRC — Lincoln, Ill. ....              | 427 | WROD — Daytona Beach, Fla. ....     | 398 |
| WPRE — Prairie Du Chien, Wis. ....     | 661 | WROK — Rockford, Ill. ....          | 430 |
| WPRO — Providence, R. I. ....          | 597 | WROM — Rome, Ga. ....               | 416 |
| WPRP — Ponce, P. R. ....               | 670 | WRON — Roncoveverte, W. Va. ....    | 655 |
| WPRS — Paris, Ill. ....                | 429 | WROS — Scottsboro, Ala. ....        | 357 |
| WPRT — Prestonburg, Ky. ....           | 454 | WROV — Roanoke, Va. ....            | 644 |
| WPRY — Perry, Fla. ....                | 405 | WROW — Albany, N. Y. ....           | 519 |
| WPTF — Raleigh, N. C. ....             | 553 | WROX — Clarksdale, Miss. ....       | 490 |
| WPTR — Albany, N. Y. ....              | 519 | WROY — Carmi, Ill. ....             | 423 |
| WPTS — Pittston, Pa. ....              | 591 | WRPB — Warner Robbins, Ga. ....     | 418 |
| WPTW — Piqua, Ohio ....                | 567 | WRR — Dallas, Tex. ....             | 620 |
| WPTX — Lexington Park, Md. ....        | 466 | WRRF — Washington, N. C. ....       | 555 |
| WPUV — Pulaski, Va. ....               | 643 | WRRR — Rockford, Ill. ....          | 430 |
| WPVL — Painesville, Ohio ....          | 567 | WRRZ — Clinton, N. C. ....          | 546 |
| WQAM — Miami, Fla. ....                | 403 | WRSW — Warsaw, Ind. ....            | 437 |
| WQBC — Vicksburg, Miss. ....           | 494 | WRTA — Altoona, Pa. ....            | 581 |
| WQIK — Jacksonville, Fla. ....         | 401 | WRUF — Gainesville, Fla. ....       | 399 |
| WQOK — Greenville, S. C. ....          | 600 | WRUM — Rumford, Me. ....            | 464 |
| WQSN — Charleston, S. C. ....          | 599 | WRUN — Utica, N. Y. ....            | 543 |
| WQUA — Moline, Ill. ....               | 428 | WRUS — Russellville, Ky. ....       | 454 |
| WQXI — Atlanta, Ga. ....               | 411 | WRVA — Richmond, Va. ....           | 644 |
| WQXR — New York, N. Y. ....            | 539 | WRWB — Kissimmee, Fla. ....         | 401 |
| WRAC — Racine, Wis. ....               | 661 | WRXO — Roxboro, N. C. ....          | 554 |
| WRAD — Radford, Va. ....               | 643 | WSAC — Radcliff, Ky. ....           | 454 |
| WRAG — Carrollton, Ala. ....           | 352 | WSAI — Cincinnati, Ohio ....        | 561 |
| WRAK — Williamsport, Pa. ....          | 594 | WSAL — Logansport, Ind. ....        | 435 |
| WRAL — Raleigh, N. C. ....             | 553 | WSAM — Saginaw, Mich. ....          | 483 |
| WRAP — Norfolk, Va. ....               | 643 | WSAN — Allentown, Pa. ....          | 581 |
| WRAW — Reading, Pa. ....               | 592 | WSAR — Fall River, Mass. ....       | 470 |
| WRAY — Princeton, Ind. ....            | 436 | WSAT — Salisbury, N. C. ....        | 554 |
| WRBC — Jackson, Miss. ....             | 492 | WSAU — Wausau, Wis. ....            | 663 |
| WRBL — Columbus, Ga. ....              | 413 | WSAV — Savannah, Ga. ....           | 417 |
| WRC — Washington, D. C. ....           | 395 | WSAY — Rochester, N. Y. ....        | 541 |
| WRCA — New York, N. Y. ....            | 533 | WSAZ — Huntington, W. Va. ....      | 654 |
| WRCD — Dalton, Ga. ....                | 413 | WSB — Atlanta, Ga. ....             | 411 |
| WRCO — Richland Center, Wis. ....      | 662 | WSBA — York, Pa. ....               | 595 |
| WRCS — Ahsokie, N. C. ....             | 545 | WSBB — New Smyrna Beach, Fla. ....  | 404 |
| WRCV — Philadelphia, Pa. ....          | 589 | WSBC — Chicago, Ill. ....           | 425 |
| WRDB — Reedsburg, Wis. ....            | 662 | WSBS — Great Barrington, Mass. .... | 471 |
| WRDO — Augusta, Me. ....               | 462 | WSBT — South Bend, Ind. ....        | 437 |
| WRDW — Augusta, Ga. ....               | 412 | WSCR — Scranton, Pa. ....           | 593 |
| WREB — Holyoke-Springfield, Mass. .... | 471 | WSDR — Sterling, Ill. ....          | 431 |
| WREC — Memphis, Tenn. ....             | 611 | WSEV — Sevierville, Tenn. ....      | 613 |
| WREL — Lexington, Va. ....             | 641 | WSFA — Montgomery, Ala. ....        | 356 |
| WREN — Topeka, Kans. ....              | 448 | WSFB — Quitman, Ga. ....            | 416 |
| WREV — Reidsville, N. C. ....          | 553 | WSFC — Somerset, Ky. ....           | 455 |
| WRFC — Athens, Ga. ....                | 409 | WSFT — Thomaston, Ga. ....          | 417 |
| WRFD — Worthington, Ohio ....          | 569 | WSGA — Savannah, Ga. ....           | 417 |
| WRFW — Eau Claire, Wis. ....           | 657 | WSGC — Elberton, Ga. ....           | 414 |
| WRFS — Alexander City, Ala. ....       | 350 | WSGN — Birmingham, Ala. ....        | 352 |
| WRGA — Rome, Ga. ....                  | 416 | WSGW — Saginaw, Mich. ....          | 484 |
| WRGS — Rogersville, Tenn. ....         | 612 | WSHE — Sheboygan, Wis. ....         | 662 |
| WRHC — Jacksonville, Fla. ....         | 401 | WSIC — Statesville, N. C. ....      | 554 |
| WRHI — Rock Hill, S. C. ....           | 602 | WSID — Baltimore, Md. ....          | 465 |
| WRIB — Providence, R. I. ....          | 597 | WSIG — Mount Jackson, Va. ....      | 642 |

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| WSIP — Paintsville, Ky.        | 454 | WTAB — Tabor City, N. C.           | 555 |
| WEIR — Winter Haven, Fla.      | 408 | WTAC — Flint, Mich.                | 478 |
| WSIV — Pekin, Ill.             | 429 | WTAD — Quincy, Ill.                | 430 |
| WSIX — Nashville, Tenn.        | 612 | WTAG — Worcester, Mass.            | 474 |
| WSJM — Saint Joseph, Mich.     | 483 | WTAL — Tallahassee, Fla.           | 406 |
| WSJS — Winston-Salem, N. C.    | 556 | WTAM — Decatur, Ga.                | 414 |
| WSKI — Montpelier-Barre, Vt.   | 637 | WTAN — Clearwater, Fla.            | 397 |
| WSKN — Saugerties, N. Y.       | 541 | WTAO — Cambridge, Mass.            | 469 |
| WSKY — Asheville, N. C.        | 545 | WTAQ — La Grange, Ill.             | 427 |
| WSLB — Ogdensburg, N. Y.       | 539 | WTAR — Norfolk, Va.                | 643 |
| WSLI — Jackson, Miss.          | 492 | WTAW — College Station, Tex.       | 618 |
| WSLM — Salem, Ind.             | 436 | WTAX — Springfield, Ill.           | 430 |
| WSLS — Roanoke, Va.            | 645 | WTAY — Robinson, Ill.              | 430 |
| WSM — Nashville, Tenn.         | 612 | WTBC — Tuscaloosa, Ala.            | 358 |
| WSMB — New Orleans, La.        | 459 | WTBF — Troy, Ala.                  | 357 |
| WSMJ — Litchfield, Ill.        | 427 | WTBO — Cumberland, Md.             | 465 |
| WSMT — Sparta, Tenn.           | 613 | WTCB — Flomaton, Ala.              | 353 |
| WSNJ — Bridgeton, N. J.        | 514 | WTCH — Shawano, Wis.               | 662 |
| WENW — Seneca, S. C.           | 603 | WTCJ — Tell City, Ind.             | 437 |
| WSNY — Schenectady, N. Y.      | 541 | WTCM — Traverse City, Mich.        | 484 |
| WSOC — Charlotte, N. C.        | 546 | WTCN — Minneapolis-St. Paul, Minn. | 487 |
| WSOK — Nashville, Tenn.        | 612 | WTCO — Campbellsville, Ky.         | 449 |
| WSON — Henderson, Ky.          | 451 | WTCR — Ashland, Ky.                | 449 |
| WSOO — Sault Ste. Marie, Mich. | 484 | WTCS — Fairmont, W. Va.            | 653 |
| WSOY — Decatur, Ill.           | 425 | WTCW — Whitesburg, Ky.             | 455 |
| WSPA — Spartanburg, S. C.      | 603 | WTEL — Philadelphia, Pa.           | 590 |
| WSPB — Sarasota, Fla.          | 406 | WTHI — Terre Haute, Ind.           | 437 |
| WSPC — Anniston, Ala.          | 350 | WTIC — Hartford, Conn.             | 391 |
| WSPD — Toledo, Ohio            | 568 | WTIK — Durham, N. C.               | 547 |
| WSPN — Saratoga Springs, N. Y. | 541 | WTIL — Mayaguez, P. R.             | 669 |
| WSPR — Springfield, Mass.      | 473 | WTIM — Taylorville, Ill.           | 431 |
| WSPT — Stevens Point, Wis.     | 662 | WTIP — Charleston, W. Va.          | 653 |
| WSRC — Durham, N. C.           | 547 | WTIV — Titusville, Pa.             | 593 |
| WSRS — Cleveland, Ohio         | 564 | WTIX — New Orleans, La.            | 459 |
| WSSB — Durham, N. C.           | 547 | WIJH — East Point, Ga.             | 414 |
| WSSC — Sumter, S. C.           | 603 | WTJS — Jackson, Tenn.              | 608 |
| WSSO — Starkville, Miss.       | 494 | WTRM — Hartford, Wis.              | 658 |
| WSSV — Petersburg, Va.         | 643 | WTMA — Charleston, S. C.           | 599 |
| WSIA — St. Thomas, V. I.       | 671 | WTMC — Ocala, Fla.                 | 404 |
| WSTC — Stamford, Conn.         | 393 | WTMJ — Milwaukee, Wis.             | 661 |
| WSTN — St. Augustine, Fla.     | 406 | WTMV — East St. Louis, Ill.        | 426 |
| WSTP — Salisbury, N. C.        | 554 | WTNC — Thomasville, N. C.          | 555 |
| WSTR — Sturgis, Mich.          | 484 | WTND — Orangeburg, S. C.           | 602 |
| WSTU — Stuart, Fla.            | 406 | WTNJ — Trenton, N. J.              | 515 |
| WSTV — Steubenville, Ohio      | 568 | WTNS — Coshocton, Ohio             | 565 |
| WSUH — Oxford, Miss.           | 493 | WTNT — Tallahassee, Fla.           | 407 |
| WSUN — St. Petersburg, Fla.    | 406 | WTOB — Winston-Salem, N. C.        | 556 |
| WSUX — Seaford, Del.           | 394 | WTOC — Savannah, Ga.               | 417 |
| WSVA — Harrisonburg, Va.       | 641 | WTOD — Toledo, Ohio                | 568 |
| WSVS — Crewe, Va.              | 640 | WTOE — Spruce Pine, N. C.          | 554 |
| WSWN — Belle Glade, Fla.       | 397 | WTOK — Meridian, Miss.             | 493 |
| WSWW — Platteville, Wis.       | 661 | WTOL — Toledo, Ohio                | 568 |
| WSYB — Rutland, Vt.            | 638 | WTON — Staunton, Va.               | 645 |
| WSYD — Mount Airy, N. C.       | 552 | WTOP — Washington, D. C.           | 395 |
| WSYL — Sylvania, Ga.           | 417 | WTOR — Torrington, Conn.           | 393 |
| WSYR — Syracuse, N. Y.         | 542 | WTOW — Towson, Md.                 | 467 |

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| WTPR — Paris, Tenn. ....         | 612 | WVOT — Wilson, N. C. ....          | 556 |
| WTPS — New Orleans, La. ....     | 460 | WVOW — Logan, W. Va. ....          | 654 |
| WTRB — Ripley, Tenn. ....        | 612 | WVPO — Stroudsburg, Pa. ....       | 593 |
| WTRC — Elkhart, Ind. ....        | 433 | WVSC — Somerset, Pa. ....          | 593 |
| WTRL — Bradentown, Fla. ....     | 397 | WWBG — Bowling Green, Ohio ....    | 559 |
| WTRN — Tyrone, Pa. ....          | 593 | WWBZ — Vineland, N. J. ....        | 516 |
| WTRP — LaGrange, Ga. ....        | 415 | WWCO — Waterbury, Conn. ....       | 394 |
| WTRR — Sanford, Fla. ....        | 406 | WWCA — Gary, Ind. ....             | 434 |
| WTRW — Two Rivers, Wis. ....     | 663 | WWDC — Washington, D. C. ....      | 395 |
| WTRX — Bellaire, Ohio ....       | 559 | WWEZ — New Orleans, La. ....       | 459 |
| WTRY — Troy, N. Y. ....          | 543 | WWGP — Sanford, N. C. ....         | 554 |
| WTSA — Brattleboro, Vt. ....     | 637 | WWGS — Tifton, Ga. ....            | 418 |
| WTSB — Lumberton, N. C. ....     | 551 | WWHG — Hornell, N. Y. ....         | 525 |
| WTSI — Lebanon, N. H. ....       | 512 | WWIL — Ft. Lauderdale, Fla. ....   | 398 |
| WTSN — Dever, N. H. ....         | 512 | WWIN — Baltimore, Md. ....         | 465 |
| WTSP — St. Petersburg, Fla. .... | 406 | WWIT — Canton, N. C. ....          | 546 |
| WTSV — Claremont, N. H. ....     | 512 | WWJ — Detroit, Mich. ....          | 477 |
| WTTB — Vero Beach, Fla. ....     | 407 | WWKY — Winchester, Ky. ....        | 455 |
| WTHH — Port Huron, Mich. ....    | 483 | WWL — New Orleans, La. ....        | 459 |
| WTTM — Trenton, N. J. ....       | 515 | WWNC — Asheville, N. C. ....       | 545 |
| WTTN — Watertown, Wis. ....      | 663 | WWNH — Rochester, N. H. ....       | 513 |
| WTRR — Westminster, Md. ....     | 467 | WWNR — Beckley, W. Va. ....        | 652 |
| WTTS — Bloomington, Ind. ....    | 431 | WWNS — Statesboro, Ga. ....        | 417 |
| WTUP — Tupelo, Miss. ....        | 494 | WWNY — Watertown, N. Y. ....       | 544 |
| WTUS — Tuskegee, Ala. ....       | 358 | WWOC — Manitowoc, Wis. ....        | 660 |
| WTUX — Wilmington, Del. ....     | 394 | WWOD — Lynchburg, Va. ....         | 642 |
| WTVB — Coldwater, Mich. ....     | 477 | WWOK — Charlotte, N. C. ....       | 546 |
| WTVL — Waterville, Me. ....      | 464 | WWOL — Buffalo, N. Y. ....         | 522 |
| WTVN — Columbus, Ohio ....       | 564 | WWON — Woonsocket, R. I. ....      | 597 |
| WTWA — Thomson, Ga. ....         | 418 | WWPA — Williamsport, Pa. ....      | 595 |
| WTWN — St. Johnsbury, Vt. ....   | 638 | WWPB — Miami, Fla. ....            | 403 |
| WTXL — Springfield, Mass. ....   | 473 | WWPF — Palatka, Fla. ....          | 404 |
| WTYC — Rock Hill, S. C. ....     | 602 | WWPG — Palm Beach, Fla. ....       | 404 |
| WTYN — Tryon, N. C. ....         | 555 | WWRL — Woodside, N. Y. ....        | 544 |
| WTYS — Marianna, Fla. ....       | 402 | WWSC — Glens Falls, N. Y. ....     | 523 |
| WULA — Eufaula, Ala. ....        | 353 | WWSR — St. Albans, Vt. ....        | 638 |
| WUSJ — Lockport, N. Y. ....      | 526 | WWST — Wooster, Ohio ....          | 568 |
| WUST — Washington, D. C. ....    | 395 | WWSW — Pittsburgh, Pa. ....        | 591 |
| WVAM — Altoona, Pa. ....         | 581 | WWVA — Wheeling, W. Va. ....       | 656 |
| WVCG — Coral Gables, Fla. ....   | 397 | WWWB — Jasper, Ala. ....           | 355 |
| WVCH — Chester, Pa. ....         | 583 | WWWF — Fayette, Ala. ....          | 353 |
| WVDA — Boston, Mass. ....        | 469 | WWWR — Russellville, Ala. ....     | 357 |
| WVEC — Hampton, Va. ....         | 641 | WWWV — Rio Piedras, P. R. ....     | 670 |
| WVET — Rochester, N. Y. ....     | 541 | WWYL — Pineville, W. Va. ....      | 655 |
| WVIM — Vicksburg, Miss. ....     | 494 | WXAL — Demopolis, Ala. ....        | 353 |
| WVJP — Caguas, P. R. ....        | 669 | WXGI — Richmond, Va. ....          | 644 |
| WVJS — Owensboro, Ky. ....       | 453 | WXLW — Indianapolis, Ind. ....     | 435 |
| WVKO — Columbus, Ohio ....       | 564 | WXOK — Baton Rouge, La. ....       | 456 |
| WVLK — Lexington, Ky. ....       | 452 | WXRA — Buffalo-Kenmore, N. Y. .... | 522 |
| WVLN — Olney, Ill. ....          | 429 | WXRF — Guayama, P. R. ....         | 669 |
| WVMC — Mount Carmel, Ill. ....   | 428 | WXYZ — Detroit, Mich. ....         | 477 |
| WVMI — Biloxi, Miss. ....        | 489 | WYCL — York, S. C. ....            | 633 |
| WVNA — Tusculumbia, Ala. ....    | 358 | WYOU — Newport News, Va. ....      | 642 |
| WVNJ — Newark, N. J. ....        | 514 | WYVE — Wytheville, Va. ....        | 645 |
| WVOK — Birmingham, Ala. ....     | 352 | WYZE — Atlanta, Ga. ....           | 411 |
| WVOP — Vidalia, Ga. ....         | 418 | WZIP — Covington, Ky. ....         | 450 |
| WVOS — Liberty, N. Y. ....       | 526 | WZOB — Ft. Payne, Ala. ....        | 353 |



# Alabama

Pop. March 1 (Est.) 3,174,000—Families 816,000  
Radio Homes 784,000—TV Homes 472,000—Stations in State 93

## WAVU—Albertville—1948

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Sand Mt. Bcstg. Service  
Business-Studio Address P. O. Box 250  
News Service AP, UP  
Transcription Service World  
Gen. Mgr. Pat M. Courington  
Comm. Mgr. James Thompson  
Prog. Dir. Bill Hagler

## WRFS—Alexander City—1947 KBS

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By Piedmont Service Corp.  
Business-Studio Address 12 Main St.  
News Service UP  
Transcription Service Thesaurus  
Representative Sears & Ayers, Dixieland  
General Mgr. Jim Whitley

## WCTA—Andalusia—1946 MBS

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By Andalusia Bcstg. System  
Address Sanford Rd.  
News Service AP  
Transcription Service RCA  
Representative Dixieland  
Membership NARTB, RAB  
Pres., Gen. Sta. Mgr., Comm.  
Mgr. Dige Bishop  
Sales Prom. Manager Don Cooke  
Program Director Jeanette Powell  
Publicity Director Bob Duck  
Chief Engineer Emil Wasilowski

## WANA—Anniston—1954—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned Gadsden Radio Co.  
Address Box 509  
News Service UP  
Rep. McGillvra, Inc.  
Owner C. L. Graham  
General Mgr. Mac M. Thomas

## WHMA—Anniston—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Anniston Bcstg. Co., Inc.  
Business-Studio Address Radio Bldg.  
Newspaper Affil. Anniston Star  
News Service UP  
Transcription Service World, Thesaurus  
Representative Sears & Ayer  
Membership NARTB, RAB  
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  
News Service AP  
Transcription Service Standard  
Representative Walker, Dixieland  
Pres., Gen. Mgr. W. S. Weatherly  
Comm. Mgr. Rosebud Waldrop  
Prog. Dir. Bettie R. Ferguson  
Chief Engineer Frank Cole

## WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Business-Studio Address Hine St.  
Trans. Ser. SESAC  
News Service AP  
Pres.-Gen. Mgr. Homer F. Dunnivant  
Program Dir. Robt. V. Dunnivant  
Chief Eng. William G. Mitchell

## WATM—Atmore—1948

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Operated By Southland Bcstg. Co.  
Address P. O. Box 59  
News Service AP  
Membership NARTB  
Transcription Service World  
Gen. Mgr., Ch. Eng. T. C. Miniard  
Comm. Mgr. Julia Miniard

## WAUD—Auburn—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Address Box 391  
News Service AP  
Representative Dixieland  
Membership NARTB  
Pres., Gen.-Sta. Mgr. Elmer G. Salter  
Sales Prom. Dir., Comm. Mgr. Bobbie Sanders  
Chief Engineer Ed Holliday

## WBCO—Bessemer—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned Bessemer Bcstg. Co., Inc.  
Business Address Box 510  
Representative Forjoe, Dora-Clayton  
Membership NARTB  
Pres. J. E. Lanier  
Gen.-Sta., Comm. Mgr., Pub. Dir. Dean R. Upson

## WAPI—Birmingham—1922 NBC

Frequency: 1070 Kc. Power: 10,000 Watts  
Oper. by Alabama Bcstg. System, Inc.  
Address P. O. Box 2553  
Phone: 4-2466 Air Time: Full Time  
News Service AP  
Newspaper Affil. Birmingham News  
Representative John Blair  
Membership NARTB, RAB  
Pres., Gen. Mgr. Henry P. Johnston  
VP Programming Ray A. Furr  
Mgr., Radio Sales W. O. Mogge  
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 .....1729 2nd Ave., N.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Katz  
 Membership.....NARTB, RAB  
 President.....George B. Storer  
 Managing Dir.....Lionel Baxter  
 Nat. Sales Mgr.....G. O. Privett  
 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.  
 News Service.....UP  
 Membership.....NARTB  
 Owners.....W. A. & G. K. Chapman  
 Gen., Com., Mgr.....Rudy C. Clark

**WEDR—Birmingham—1949**

Frequency: 1220 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Edwin H. Estes  
 Business Address.....1417 Fourth Ave., N.  
 News Service.....UP  
 Representative.....John E. Pearson  
 Owner.....Edwin H. Estes  
 Gen. Mgr.....William R. Kennedy

**WEZB—Birmingham—1953**

Frequency: 1320 Kc.....Power: 1 Kw. d.  
 Owned:.....Gene Newman Radio, Inc.  
 Address .....Dinkler-Tutwiler Hotel  
 News Service .....UP  
 Membership .....NARTB  
 Gen., Comm. Mgr.....Gene Newman  
 Local Sales.....Gaines Allen  
 Prog. Dir.....Gene Newman

**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  
 News Service .....UP  
 Transcription Service .....Langworth  
 Representative .....Weed, Clarke Brown  
 President.....Sherwood D. Gordon  
 Gen. Mgr.....T. W. Thuman  
 Program Director.....William Burns  
 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  
 News Service .....UP  
 Representative.....W. J. Rambeau  
 President.....George Johnston, Jr.  
 Gen. Manager.....James Connolly  
 Program Director.....Truman Puckett

**WBRC — Radio  
 Birmingham, Alabama**

has the exclusive Franchise

for

**BIRMINGHAM BARON BASEBALL**

**1957 - 1958**



**PHONE YOUR KATZ MAN  
 FOR DETAILS**



Sales Prom., Comm. Mgr. . . . . Otis Dodge  
 Pub. Dir. . . . . Doc Lee  
 Chief Engineer. . . . . Cliff Goggins

### WLBS—Birmingham—1946

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . WLBS, Inc.  
 Address . . . . . 710 S. 22nd St.  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . Faye N. Puett  
 Sales Mgr. . . . . W. L. Steadman  
 Program Dir. . . . . Grady Puett  
 Sales Mgr. . . . . J. T. Tuggle  
 News Dir. . . . . Doug Carter  
 Program Dir. . . . . W. L. Steadman

### WSGN—Birmingham—1926 ABC

Frequency: 610 Kc. . . . . Power: 5Kw. d., 1 Kw. n.  
 Owned. . . . . Winston-Salem Broadcasting Co.  
 Address . . . . . 2320 7th Avenue South  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Rep. . . . . Venard, Rintoul & McConnell, Inc.  
 President. . . . . James W. Coan  
 Gen. Sta. Mgr. . . . . Ben K. McKinnon  
 Comm. Mgr. . . . . Henry Sullivan  
 Prog. Dir. . . . . Horace D. Pumphrey  
 Pub. Dir. . . . . Sylvia J. Moore  
 Chief Engineer. . . . . Emmett J. Smith

### WVOK—Birmingham—1947

Frequency: 890 Kc. . . . . Power: 50,000 Watts d.  
 Owned-Oper. By. . . . . Voice of Dixie, Inc.  
 Address . . . . . P. O. Box 2468  
 News Service . . . . . UP  
 Representative . . . . . Radio-TV Reps., Inc.  
 Membership . . . . . NARTB  
 Pres., Gen. Sta. Mgr. . . . . Iralee W. Benns  
 Comm. Sales Mgr., Prog., Pub. 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 Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Dora-Clayton, Hil F. Best  
 Pres. . . . . W. Emmett Brooks  
 V.P. . . . . W. E. Brooks, Jr.

### WRAG—Carrollton—1951

Frequency: 590 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Pickens County Bcstg. Co.  
 Address . . . . . Box 71  
 News Service . . . . . UP  
 Representative . . . . . Continental  
 President . . . . . R. E. Hook  
 Sta. Mgr. . . . . Carl Sauceman  
 Treasurer . . . . . W. E. Farrar

### WKLF—Clanton—1947—KBS

Frequency: 980 Kc. . . . . Power: 1000 Watts d.

Owned-Operated By. . . . . Southeastern Bcstg. Co.  
 Address . . . . . P. O. Box 110  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Continental Radio Sales  
 Membership . . . . . NARTB  
 General Mgr. . . . . L. L. Hudson  
 Pgm. 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.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NARTB  
 General Mgr. . . . . B. C. Eddins  
 Commercial Mgr. . . . . James Miller

### WKUL—Cullman—1946 MBS-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Cullman Bcstg. Co.  
 Address . . . . . Drawer 620  
 News Service . . . . . UP  
 Pres., Gen. Sta. Mgr. . . . . Hudson C. Millar, Jr.  
 Sales Mgr., Pub. Dir. . . . . Eve Buettner  
 Prog. Dir., Chief Eng. . . . . Art Bachmann

### WAJF—Decatur—1953

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . J. B. Fall, Jr.  
 Business Address . . . . . 112 Grant St.  
 News Service . . . . . UP  
 Station Representative . . . . . Dixieland  
 Gen. Sta., Comm. Mgr. . . . . Ralph Mann  
 Program Dir. . . . . Jerry Griggs

### WHOS—Decatur—1948

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . No. Alabama Bcstg. Co.  
 Business-Studio Address . . . . . Johnston St.  
 News Service . . . . . AP  
 Representative . . . . . T. F. Clarke  
 Transcription Service . . . . . World, Thesaurus  
 Membership . . . . . NARTB, RAB  
 Partners . . . . . Jeffie Jones, John J. Jones  
 Gen., Comm. Mgr. . . . . J. C. Fouts  
 Pgm. Dir., Sales Mgr. . . . . C. Skinner  
 Chief Eng. . . . . E. Buxton

### WMSL—Decatur—1935 KBS-MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned. . . . . Tennessee Valley Bcstg. Co.  
 Address . . . . . 701 Bank St.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Representative . . . . . Dora-Clayton  
 President . . . . . Frank Whisenant  
 Sta. Mgr. . . . . L. Blizzard  
 Pgm. Dir. . . . . Elice Mullican  
 Chief Engineer . . . . . Alvin Millwood

## WXAL—Demopolis—1948

### MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Demopolis Bcstg. Co.  
 Address... Radio Bldg., U.S. Hwy. 80  
 News Service... AP  
 Transcription Service... World  
 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  
 News Service... AP  
 Transcription... World  
 Representative... Joseph Hershey McGillvra  
 Membership... NARTB  
 General Manager... Fred C. Moseley

## WDIG—Dothan—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Houston Bcsters.  
 Business-Studio Address... 208 N. Oates St.  
 Trans. Service... Thesaurus  
 Representative... Hil F. Best  
 Gen. Mgr... Jess Swicegood

## WOOF—Dothan—1948—KBS

Frequency: 560 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... The WOOF Trust  
 Business-Studio Address... Columbia Highway  
 Representative... Thomas F. Clark  
 News Service... AP  
 Membership... NARTB  
 General Manager... Agatha Gay  
 Sta., Sls., Prog. Dir... R. A. Dowling, Jr.  
 Commercial Mgr... Arthur Gay  
 Chief Engineer... J. Hubbard

## WIRB—Enterprise—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... The Wiregrass Bcstg. Co.  
 Address... Dothan Highway  
 News Service... AP  
 Transcription Service... World  
 Gen. Mgr... R. E. James  
 Comm. Mgr... Fred S. Watson

## WULA—Eufaula—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Ala.-Ga. Bcstrs., Inc.  
 Address... Box 301  
 News Service... UP  
 Gen. Mgr., Co-Owner... Edward B. Fussell  
 S'a. Mgr., Co-Owner... R. Hoffman

## WWWF—Fayette—1949—KBS

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Bankhead Bcstg. Co., Inc.  
 Address... Jasper, Ala.  
 Membership... RAB  
 Representative... Hil F. Best  
 News Service... UP  
 President... W. W. Bankhead

Sta. Mgr... Jack Black  
 Chief Engineer... J. Dickinson

## WTCB—Flomaton—1955

Frequency: 990 Kc. Power: 500 Watts d.  
 Owned... Tri-City Broadcasting Co., Inc.  
 Address... P. O. Box 386  
 News Service... UP  
 Representative... Hil F. Best  
 President... William L. Kline  
 Gen., Sales Prom. Mgr... Sam B. Ford  
 Comm. Mgr., Pub. Dir... Milliard L. Harris  
 Program Director... Paul S. Wood  
 Chief Engineer... Hoyt T. Bonds

## WJOI—Florence—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Florence Bcstg. Co., Inc.  
 Address... 850 S. Court St.  
 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  
 Comm. Mgr... Jim Connolly  
 Chief Engineer... Paul Shannon

## WOWL—Florence—1945—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Muscle Shoals, Inc.  
 Business Address... 840 Cypress Mill Rd.  
 News Service... AP  
 Representative... Rambeau and Dora Clayton  
 Membership... NARTB  
 President... Richard B. Biddle  
 General Mgr... R. S. Walker, Sr.  
 Commercial Manager... R. Fuller  
 Sales Prom. Mgr... Dennis Jones  
 Program Director... Mel Hunt  
 Chief Engineer... Lawrence Rohling

## WHPE—Foley—1953

Frequency: 1310 Kw. Power: 1000 Watts d.  
 Owned-Oper. By... Alabama Gulf Radio Inc.  
 Address... P. O. Drawer F  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... Dixieland  
 Membership... RAB  
 President... Howard E. Pill  
 Program Dir... Dick Killebrew  
 Sales Mgr... Jim Stewart

## WFPA—Ft. Payne—1949

Frequency: 1400 Kc. Power: 250 watts  
 Owned... Gothberg Community Bcstg.  
 Address... Box 391  
 Representative... Hil F. Best  
 Pres... George Gothberg  
 Gen. Mgr... Ozelle Gothberg  
 Comm., Sls. Mgr... Adis Childers  
 Program Dir... D. Holderfield  
 Chief Engineer... P. Helms

## WZOB—Ft. Payne—1950—KBS

Frequency: 1250 Kc. Power: 1000 Watts d.

**Owned-Operated By**..... Glenn M. Gravitt  
**Address**..... P. O. Box 255  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**General Manager**..... Glenn M. Gravitt  
**Comm. Mgr.**..... N. B. Haston  
**Program Dir.**..... Jack C. Dobbs

**WETO—Gadsden—1950—KBS**

**Frequency:** 930 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Gadsden Radio Co.  
**Address**..... 722 S. 12th St.  
**News Service**.....UP  
**Representative**..... McGillvra  
**Owner**..... Cary L. Graham  
**General Mgr.**..... Mac Thomas

**WGAD—Gadsden—1947—ABC**

**Freq.:** 1350 Kc..... **Power:** 5 Kw. D., 1 Kw. N.  
**Owned-Oper. By**..... Coosa Bcstg. Co., Inc.  
**Address**..... Box 351  
**News Service**.....AP  
**Representative**..... Rambeau, D. Clayton  
**Membership**..... NARTB  
**Pres., Gen. Mgr.**..... William A. Mapes  
**Program Director**..... Bill Cornelius  
**Comm. Mgr.**..... A. Brooks  
**Chief Engineer**..... H. Williams

**WCAS—Gadsden—1947  
MBS**

**Frequency:** 570 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Etowah Bcstrs., Inc.  
**Address**..... 750 Forest Ave.  
**Transcription**..... Associated  
**Representative**..... Grant Webb  
**Membership**..... NARTB  
**Gen. Mgr.**..... J. P. Kirby

**WGEA—Geneva—1953**

**Frequency:** 1150 Kc..... **Power:** 1000 Watts d.  
**Owned**..... Radio South Alabama, Inc.  
**Address**..... P. O. Box 5  
**News Service**.....AP  
**Transcription Service**..... World  
**Rep.**..... Continental Radio Sales, Dora-Clayton  
**Membership**..... RAB  
**President**..... Howard Pill  
**Vice-President**..... Allen Woodall  
**Secy., Gen., Prom. Mgr.**..... Emery Evans  
**Treasurer**..... Miles Ferguson  
**Program, Pub. Dir.**..... Jimmy Helms  
**Chief Engineer**..... Erwin Pebworth

**WGYV—Greenville—1948  
KBS**

**Frequency:** 1380 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... Greenville Bcstg. Corp.  
**Business Address**..... P. O. Box 227  
**News Service**.....UP  
**Representative**..... Hil F. Best, Dixieland  
**Gen., Sta., Comm. 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  
**News Service**.....UP  
**Representative**..... Dixieland  
**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.  
**Address**..... Box 191  
**Representative**..... Dora-Clayton  
**President**..... W. P. Thielens  
**Gen. Sta. Mgr.**..... J. L. Slatton  
**Program Director**..... Roger Smith  
**Publicity Dir.**..... Pat Slatton  
**Chief Engineer**..... Paul Kelly

**WERH—Hamilton—1950  
KBS**

**Frequency:** 970 Kc..... **Power:** 5000 Watts d.  
**Owned-Oper. By**..... Hugh J. Fite  
**Address**..... Box 187  
**Phone:** 3481..... **Air Time:** Daytime  
**News Service**.....UP  
**Transcription Service**..... SESAC  
**Representative**..... Hill F. Best Co.  
**Owner, Gen. Mgr.**..... Hugh J. Fite  
**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**..... Fifth Avenue  
**Owner**..... Wilton H. Pollard  
**Manager**..... Fred Still  
**Program Dir.**..... Barbara Atkins

**WFUN—Huntsville—1946**

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Huntsville Bcstg. Co., Inc.  
**Address**..... 410 W. Holmes  
**News Service**.....UP  
**Representative**..... Sears & Ayers, Dora-Clayton  
**Gen. Mgr.**..... J. B. Falt, Jr.  
**Sta. Mgr.**..... John Garrison

**WHBS—Huntsville—1946  
ABC**

**Freq.:** 1550 Kc..... **Power:** 5 Kw. d., 500 W. n.  
**Address**..... P. O. Box 986  
**Phone:** Jefferson 2-8471..... **Air Time:** Full  
**Newspaper Affiliation**..... Huntsville Times  
**News Service**.....AP

Rep. . . . . Harry E. Cummings, Gill-Perna  
 Membership . . . . . NARTB, RAB  
 General Manager . . . . . John F. Neal

**WPBB—Jackson—1950**  
**KBS-MBS**

Frequency: 1290 . . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Jackson Bcstg. Co.  
 Address . . . . . H'way 43  
 News Service . . . . . AP  
 Representative . . . . . Indie,  
 . . Sears & Ayers  
 Pres., Gen. Mgr. . . . . T. H. Gaillard, Jr.

**WWWB—Jasper—1946**

Frequency: 1360 Kc. . . . . Power: 1 Kw. d.  
 Owned-Operated By . . . . . Bankhead Bcstg. Co., Inc.  
 Address . . . . . Bankhead-Long Bldg.  
 News Service . . . . . UP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NARTB, RAB  
 President . . . . . W. W. Bankhead  
 Gen. Mgr. . . . . William C. Edgemon  
 Program Dir. . . . . Marion B. Grant

**WRLD—Lanett—1940**  
 (See West Point, Go.)

**WJAM—Marion—1951**

Frequency: 1310 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . Neely & Neely  
 Address . . . . . Box 221  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NARTB  
 News Service . . . . . AP  
 President, Gen. Mgr. . . . . K. W. Neely  
 Comm., Sta. Mgr., Chief Eng. . . . . Virgil Moore  
 Prog., Pub. Dir. . . . . Stan Hendricks

**WABB—Mobile—1948—ABC**

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Mobile Press Register, Inc.  
 Business Address . . . . . 304 Government St.  
 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-Reed  
 President . . . . . W. O. Pape  
 V. P., Gen. Mgr. . . . . W. B. Pape  
 Sis. Promotion Mgr. . . . . C. L. Thompson  
 Pgm. Dir. . . . . Al Homan  
 Chief Engineer . . . . . A. R. Bell

**WKAB—Mobile—1947**  
**MBS**

Frequency: 840 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Pursley Broadcasting Service, Inc.  
 Address . . . . . 525 Donald Street  
 Representative . . . . . Forjoe, Dora-Clayton  
 President . . . . . Louise P. Pursley  
 General, Sta. Mgr. . . . . R. H. Moore  
 Commercial Manager . . . . . W. C. Carter  
 Sales Promotion Manager . . . . . A. D. Zbinden  
 Program Director . . . . . J. T. Jackson  
 Chief Engineer . . . . . Cliff Sizemore

**WKRK—Mobile—1946—CBS**

Freq.: 710 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By . . . . . WKRK-TV, Inc.  
 Address . . . . . 62 St. Louis St.  
 News Service . . . . . AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB  
 President . . . . . Kenneth R. Giddens  
 Gen. Mgr. . . . . W. S. Baskerville, Jr.

**WMOZ—Mobile—1952**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Edwin H. Estes  
 Address . . . . . Stephen Road  
 Representative . . . . . John E. Pearson  
 News Service . . . . . UP  
 Owner . . . . . Edwin Estes

**WMFC—Monroeville—1952**  
**KBS**

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Monroe Bdcstg. Co.  
 Address . . . . . H'way 84  
 Representative . . . . . Continental  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Business Manager . . . . . Tom Gardner  
 Program Director . . . . . Riley Kelly

**WAPX—Montgomery—1947**  
**ABC-MBS**

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Unlited Bcstg. Co.  
 Business, Studio Address . . . . . 116 Catoma St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, World  
 Representative . . . . . Walker Co.  
 Membership . . . . . NARTB, RAB  
 Pres., Gen., Sta. Mgr. . . . . Thomas E. Martin  
 V.P., Comm. Manager . . . . . Hoke Williford  
 Program Dir. . . . . Lee Gooch  
 Chief Engineer . . . . . M. K. Lock

**WBAM—Montgomery—1953**

Frequency: 740 Kc. . . . . Power: 50 Kw. d.  
 Owned . . . . . Deep South Bcstg. Co.  
 Address . . . . . Highway 231  
 Representative . . . . . Radio-TV Reps.  
 Gen. Mgr. . . . . W. J. Brennan  
 Nat. Sales Mgr. . . . . Ira Leslie



## WCOV—Montgomery—1939 CBS

Frequency: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Southern Bcstg. Co.  
Address.....Adrian Lane  
News Service.....UP  
Representative.....Paul H. Raymer Co.  
Membership.....NARTB  
President.....Oscar P. Covington  
General Manager.....Hugh M. Smith  
Station Manager.....Joe Petranka

## WMGY—Montgomery—1946

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Dixie Bcstg. Co.  
Business-Studio  
Address.....358 N. Capitol Pkwy.  
News Service.....UP  
Rep.....Keller, Dora-Clayton  
General Mgr.....L. D. Hargreaves  
Sales Mgr.....Randy Rainwater

## WRMA—Montgomery—1953

Frequency: 950 Kw. Power: 1000 Watts d.  
Owned-Oper. By.....Southland Bcstg. Co.  
Business Address.....135 Commerce St.  
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.....Chas. Holt & Assoc.  
Business Address.....P. O. Box 2566  
News Service.....AP  
Representative.....Headley-Reed  
Membership.....RAB  
Manager.....Robert Robinson  
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 Address.....Box 230, Sheffield  
News Service.....UP  
Trans. Service.....World  
Membership.....NARTB  
Rep.....Hil F. Best  
Pres., Gen. Mgr.....M. C. Gregory  
Sales Mgr.....Julian A. Flint

## WCRL—Oneonta—1952 KBS

Frequency: 1750 Kc. Power: 250 Watts d.  
Owned-Oper..Blount County Bcstg. Serv., Inc.  
Address.....H'way 32

News Service.....AP  
Trans. Service.....Capitol, World, Thesaurus  
General Mgr.....L. D. Bentley, Jr.  
Commercial Mgr.....Max G. Bynum  
Program Dir.....Beecher Hyde

## WJHO—Opelika—1940 MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned Oper. By.....Opelika-Auburn Bcstg. Co.  
Address.....1400 Auburn Road  
News Service.....UP  
Transcription Service.....World  
Representative.....Indie Sales, Inc., Dora-Clayton  
Membership.....NARTB, RAB  
Gen. Mgr., Ch. Eng.....John E. Smollon  
Comm. Mgr.....Lurline M. Smollon  
Program Director.....Edwin P. Rowell  
Pub. Dir.....Ennis Caldwell

## WAMI—Opp—1952

Frequency: 860 Kw. Power: 1000 Watts d.  
Owned-Oper. By.....Opp Bcstg. Co.  
Business Address.....Box 169  
News Service.....UP  
Gen. Mgr.....Beri Moore

## WOZK—Ozark—1953

Frequency: 900 Kw. Power: 1000 Watts d.  
Owned-Oper. By.....Ozark Bcstg. Corp.  
Address.....Box 742  
News Service.....AP  
Gen. Mgr., Ch. Eng.....Howard Parrish, Jr.  
Commercial Mgr.....Wade Sullivan  
Program Dir.....Miriam Brown

## WPNX—Phenix City—1952 ABC-MBS

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Oper. By.....Community Bcstg. Co.  
Address.....Phenix Girard Bank Bldg.  
Pres.....Roy M. Greene  
Sta., Comm. Mgr.....Sam Keel  
Prog. Dir.....Ralph Burgess  
Chief Engineer.....Arnold White

## WPID—Piedmont—1953—KBS

Frequency: 1280 Kw. Power: 1000 watts d.  
Owned-Oper. By.....Piedmont Broadcasting Co.  
Address.....P.O. Box 223  
News Service.....UP  
Membership.....NARTB  
President.....C. L. Graham  
General Manager.....Mac M. Thomas  
Station Mgr.....Jesse D. Smith  
Program Director.....Frances Howren  
Chief Engineer.....J. A. Livingston

## WAIP—Prichard—1954

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Prichard Bcstg. Co.  
Address.....74 Main St.  
News Service.....AP  
Representative.....Walker

Gen. Mgr. .... Herbert Johnson  
 Sales Prom. Mgr. .... Jack Frost  
 Comm. Mgr. .... Jim Smith  
 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 .... 801 N. Main St.  
 News Service ..... UP  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... J. W. Buttram  
 Prog. Dir., Chief Eng. .... La Verne Foster, Jr.

**WVWR—Russellville—1949  
KBS**

Frequency: 920 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Bankhead Bcstg. Co., Inc.  
 Address .... Underwood Rd.  
 News Service ..... UP  
 Rep. .... Hil F. Best  
 Membership ..... RAB  
 Gen. Mgr. .... Hal Kirby  
 Pgm. Dir. .... Jim Elliott

**WCRI—Scottsboro—1950**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned-Operated By .... Pat M. Courington  
 Address .... P. O. Box 394  
 News Service ..... AP  
 Trans. Service ..... Thesaurus  
 Gen. Mgr. .... Pat M. Courington  
 Sta., Comm. Mgr., Chief Eng. .... J. L. Fisher  
 Program Director .... Helen Arnold  
 Sales Mgr. .... K. H. Frazier

**WROS—Scottsboro—1952**

Frequency: 1330 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Rose M. Kirby  
 Business Address .... 717 Scott St.  
 News Service ..... UP  
 Gen., Com. Mgr. .... Rose M. Kirby  
 Program Dir. .... Clyde R. Varner  
 Chief Eng. .... Lonnie W. Prickett

**WGWC—Selma—1946—CBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Dallas Broadcasters, Inc.  
 Address .... Box 686  
 Representative .... Hal Holman  
 News Service ..... UP  
 Membership ..... NARTB  
 President .... Oscar Covington  
 Station Manager .... Erle Hanna  
 Gen. Manager .... Hugh Smith  
 Comm. Manager .... Charles Stewart, Jr.  
 Program Director .... Carolyn Perrin  
 Chief Eng. .... Stanley Smith

**WHBB—Selma—1935  
NBC-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Selma Bcstg., Inc.

Business Address .... P. O. Box 28  
 Pres., Gen. Mgr. .... John F. Townshend

**WFEB—Sylacauga—1945  
MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Alabama Bcstg. Co.  
 Address .... 527 No. Broadway  
 News Service ..... UP  
 Membership ..... NARTB  
 President .... E. E. Forbes, Sr.  
 Gen., Sta., Comm. 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 .... P. O. Box 511  
 News Service ..... AP  
 Membership ..... NARTB  
 Pres., Gen. Manager .... Curtis O. Liles, Jr.  
 Commercial Manager .... Marion W. McEwen  
 Chief Engineer .... Walter Welch

**WHTB—Talladega—1945  
MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Voice of Talladega, Inc.  
 Address .... Fort Lashley Ave.  
 News Service ..... AP  
 Representative .... Continental  
 Owner .... Cecil Hornady  
 Gen. Mgr. .... Myron T. Snoddy

**WJHB—Talladega—1956**

Frequency: 1580 Kc. .... Power: 1000 Watts  
 Owned .... Confederate Broadcasting Co.  
 Address .... 104 West Battle Street  
 News Service ..... UP  
 Representative .... McGillivra  
 General Mgr., Chief Eng. .... Ned Butler  
 Station Manager .... James Hemphill  
 Commercial Manager .... W. K. Johnston  
 Program Director .... Wallace Hobgood

**WJDB—Thomasville—1956  
KBS**

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned .... J. Dige Bishop  
 Address .... Andalusia, Ala.  
 News Service ..... UP  
 Representative .... Dixieland  
 President .... J. Dige Bishop  
 General Manager .... Cecil Goodreau

**WTBF—Troy—1947  
MBS-KBS**

Frequency: 970 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... Troy Bcstg. Corp.



**Address** ..... College Drive  
**News Service**.....AP  
**Transcription Service**..... World, Keystone  
**Membership**..... NARTB  
**Pres.**..... J. Roy Crow  
**Gen. Mgr.**..... Jess Jordan  
**Comm. Mgr.**..... Robert Tolbert  
**Prod. Mgr.**..... Asa Dudley  
**Ch. Eng.**..... Joe Gilchrist

**WJRD—Tuscaloosa—1936**  
**NBC**

**Freq.**: 1150 Kc. .... **Power**: 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**..... Wilhelmina Echols  
**Business-Studio Address** 2216½ Broad St.  
**News Service**.....UP  
**Representative**..... Rambeau, Dixieland  
**Membership**..... NARTB, RAB  
**General Manager**..... John C. Cooper Jr.  
**Station Manager**..... Roy McAllister  
**Commercial Manager**..... Leyman Mayer  
**Sales Prom. Mgr.**..... Charles G. Gardner  
**Prog. Director**..... Donald Wallace  
**Publicity Dir.**..... Wendal Harris  
**Chief Engineer**..... Percy Sexton

**WNPT—Tuscaloosa—1951**  
**ABC**

**Freq.**: 1280 Kc. .... **Power**: 1000 W. d., 500 W. n.  
**Owned-Oper. By**..... W. Alabama Bdcstg. Co.  
**Address**..... P.O. Box 181  
**Representative**..... Indie Sales  
**News Service**.....AP  
**Trans. Ser.**..... Lang-Worth  
**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  
**News Service**.....AP  
**Transcription Service**..... World  
**Representative**..... Sears & Ayer  
**Membership**..... NARTB, RAB  
**Station Mgr.**..... Bert Bank  
**Comm. Mgr.**..... E. E. Manning, Jr.  
**Program Dir.**..... Jack Mock  
**Chief Engineer**..... Jim Rutledge

**WVNA—Tuscumbia—1955**

**Frequency**: 1590 Kc. .... **Power**: 5 Kw. d.  
**Owned-Oper. By**..... Power Center Bcstg. Co.  
**Address**..... 112 S. Main St.  
**News Service**.....UP  
**Representative**..... Devney, Whitehead  
**Transcription**..... Thesaurus  
**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  
**News Service**.....UP  
**Sta. Manager**..... J. A. Bowers  
**Comm. Mgr., Prog. Dir.**..... Jack Huffman  
**Chief Engineer**..... Oscar Lanman

**WETU—Wetumpka—1954**  
**KBS**

**Frequency**: 1250 Kc. .... **Power**: 1000 Watts  
**Owned**..... Elmore Service Corp.  
**Address**..... Box 60  
**Transcription Ser.**..... Thesaurus  
**News Service**.....UP  
**Station Rep.**..... Sears & Ayers, Dixieland  
**President**..... Lem Coley  
**General Mgr.**..... Ed Morgan  
**Chief Engineer**..... David Conley

**Arizona**

Pop. March 1 (Est.) 1,113,000—Families 312,000  
 Radio Homes 298,000—TV Homes 188,000—Stations in State 32

**KSUN—Bisbee—1933**  
**MBS-DON LEE**

**Frequency**: 1230 Kc. .... **Power**: 250 Watts  
**Owned-Operated By**..... Carleton W. Morris  
**Address**..... Drawer C, Lowell St.  
**Transcription Service**..... Thesaurus  
**News Service**.....UP  
**President**..... C. W. Morris  
**Gen., Sta., Comm. Mgr.**..... Arlo Woolery  
**Prog. Dir.**..... Ray Helgesen

**KCLF—Clifton—1950**

**Frequency**: 1400 Kc. .... **Power**: 250 Watts  
**Owned-Oper. By**..... Gila Bcstg. Co.  
**Address**..... Box 548

**Sta. Rep.**..... Best  
**News Service**.....UP, AP, INS  
**Gen. Mgr.**..... Paul Merrill  
**Sta., Comm. Mgr.**..... Eric L. Manola

**KHCD—Clifton—1956**

**Frequency**: 1450 Kc. .... **Power**: 250 Watts  
**Owned**..... Darwin Broadcasting Co.  
**Address**..... P.O. Box 608  
**News Service**.....UP  
**Representative**..... Grant Webb  
**Station Manager**..... Jack Campbell

**KCKY—Coolidge—1948**  
**CBS**

**Frequency**: 1150 Kc. .... **Power**: 1,000 Watts

**Owned-Oper. By**.....Gila Bcastg. Co., Inc.  
**Address**.....Roosevelt & Main Streets  
**Transcription Service**.....Lang-Worth  
**News Service**.....UP  
**Representative**.....Hil F. Best  
**President**.....Louls F. Long  
**General Maanger**.....Bill Parady  
**Comm. Mgr.**.....Bill Worley  
**Prog. Dir.**.....Hal McWilliams  
**Chief Eng.**.....Frank Hancock  
**Sls. Prom. Mgr.**.....Oliver Grieve  
**Publicity Dir.**.....Buddy Martin  
**Chief Engineer**.....Earl Hickman

**KAWT—Douglas—1947**  
**MBS-KBS—DON LEE**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Carlton W. Morris  
**Address**.....Drawer 1118  
**Transcription Service**.....Lang-Worth, World  
**Representative**.....Best  
**Sta. Mgr.**.....Ed Williams

**KCLS—Flagstaff—1950**  
**NBC**

**Freq.:** 600 Kc.....**Power:** 5 Kw. d., 500 W. n.  
**Owned-Operated By**.....Saunders Bcastg. Co.  
**Address**.....Box 1677  
**Pres., Gen., Sta., Comm.** Charles J. Saunders  
**Prog. Dir.**.....Robt. Townsend  
**Chief Engineer**.....Jim Robinson

**KVNA—Flagstaff—1950**  
**DON LEE**

**Freq.:** 690 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Oper. By**.....Frontier Television Co., Inc.  
**Address**.....P.O. Box 300  
**Transcription Service**.....Lang-Worth, Thesaurus  
**Representative**.....John Hershey McGillvra, Inc.  
**Membership**.....NARTB  
**Gen. Mgr.**.....Ed Whelan  
**Asst. Mgr.**.....Herb Jepko  
**Prog. Dir.**.....Bill Foley  
**Ch. Eng.**.....Len Benson

**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  
**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  
**News Service**.....UP  
**Transcription**.....Lang-Worth, SESAC  
**Representative**.....Moore, Best  
**Membership**.....NARTB  
**General Manager**.....Donald E. Jacobs, Jr.  
**Program Director**.....Bill Cross  
**Chief Engineer**.....Gary F. Grant

**KAAA—Kingman—1949**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Stonybrook Broadcasting Co.  
**Business Address**.....P. O. Box 1208  
**News Service**.....AP  
**Membership**.....NARTB  
**Co-Partners**.....Wallace E. Stone,  
 John F. Holbrook  
**Commercial Manager**.....Bernard Wilson  
**Program Director**.....John F. Holbrook  
**Publicity Director**.....W. E. Stone  
**Chief Engineer**.....B. Wilson

**KTYL—Mesa—1946**

**Freq.:** 1310 Kc.....**Power:** 1 kw. d.; 500 w. n.  
**Owned-Oper. By**.....Harkins Bcastg. Co.  
**Address**.....P. O. Box 231  
**News Service**.....UP  
**Transcription Service**.....Standard  
**Membership**.....NARTB  
**President**.....Walter Hershfield  
**General Manager**.....Dwight Harkins  
**Station Manager**.....Jack Harris  
**Comm. Manager**.....Martin Welch  
**Publicity Director**.....Bonnie Netherton  
**Chief Engineer**.....Ben Smith

**KNOG—Nogales—1948—CBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....C. F. & A. B. Montano  
**Address**.....Box 1681  
**News Service**.....UP  
**Representative**.....Best  
**Gen., Comm. Mgr.**.....C. F. Montano  
**Asst. Mgr., Prog. Dir.**.....A. B. Montano  
**Chief Engineer**.....Miles Shepherd

**KOOL—Phoenix—1947—CBS**

**Frequency:** 960 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....KOOL Radio-TV Inc.  
**Business-Studio Address**.....511 W. Adams  
**News Service**.....UP  
**Representative**.....AM Radio Sales  
**Transcription**.....Standard  
**Membership**.....NARTB  
**President**.....Gene Autry  
**V.P., General Maanger**.....Tom Chauncey  
**Asst. Gen. Mgr., Prog. Dir.**.....Homer L. Lane  
**Chief Engineer**.....Milford Richey  
**Sales Mgr.**.....Kenneth Morton

**KPHO—Phoenix—1940—ABC**

**Frequency:** 910 Kc.....**Power:** 5000 Watts  
**Owned**.....Meredith Publishing Co.  
**Address**.....631 No. 1st Ave.  
**Transcription Service**.....Associated  
**News Service**.....UP  
**Representative**.....Katz  
**Membership**.....NARTB, RAB  
**Gen. Mgr.**.....Richard B. Rawls  
**Asst. Sta. Mgr.**.....Gene Spry  
**Commercial Mgr.**.....E. Packer  
**Nat. Sales Mgr.**.....John R. Crowley

**KIFN—Phoenix—1949**

**Frequency:** 860 Kc.....**Power:** 1000 Watts d.

Owned-Operated By..... Western Bcstg. Co.  
 Address..... Box 430  
 News Service..... UP  
 Station Representative..... Harlan Oakes, NTS  
 Gen. Mgr..... Frank P. Redfield  
 Commercial Mgr..... J. K. Redfield

**KOY—Phoenix—1922—MBS**

Frequency: 550 Kc. Power: 5 Kw. d. 1 Kw. N.  
 Owned-Oper. By..... KOY Bcstg. Co.  
 Address..... 840 N. Central Ave.  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... John Blair  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... John L. Hogg  
 Comm. Mgr..... James W. Ross  
 Prog., Pub. Director..... John R. Williams  
 Chief Engineer..... Edward R. Janney

**KONI—Phoenix—1954**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned..... Anjo Bdcstrs. & Telecstrs. Inc.  
 Address..... Rm. 103, Mayer Heard Bldg.  
 News Service..... INS  
 S'ca. Rep. Grant Webb, Clarke Brown, T. Moore  
 President..... Annie Dee Davis  
 General Manager..... James T. Ownby  
 Prog. Dir..... Dee Junker  
 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.  
 News Service..... AP  
 Station Representative..... Burn-Smith  
 Membership..... NARTB  
 Pres., Gen., Sta. Manager..... Howard M. Loeb  
 Comm., Prom. Mgr..... Sheldon Engel  
 Pub., Prog. Dir..... Bob Johnson  
 Chief Engineer..... Andy Lane

**KRUX—Phoenix—1947**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Bartell Broadcasters, Inc.  
 Bus. Studio Address..... Sahara Hotel  
 News Service..... UP  
 Transcription..... SESAC  
 Representative..... Adam Young  
 Membership..... NARTB  
 President..... Gerald A. Bartell  
 Exec. Vice-Pres., Gen. Mgr..... John F. Box, Jr.  
 Comm. Mgr..... W. H. Robbins, Jr.  
 Program Dir..... Frank Pollack  
 Chief Engineer..... Ev Fliegall

**KTAR—Phoenix—1922—NBC**

Frequency: 620 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KTAR Bcstg. Co.  
 Business Studio Address..... 1101 North Central  
 News Service..... AP  
 Trans. Ser..... Standard, Capitol  
 Representative..... Paul H. Raymer  
 Membership..... NARTB  
 Chrmn. of the Board..... John J. Louis

Pres., Gen. Mgr..... Richard O. Lewis  
 Commercial Manager..... E. W. Harvey  
 Prog. Director..... Blue Wright  
 Chief Engineer..... Harold Haughawout

**KYCA—Prescott—1940—NBC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Southwest Bcstg. Co.  
 Business-Studio Address..... East Gurley St.  
 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.  
 News Service..... AP, UP  
 Transcription Service..... Thesaurus  
 Representative..... Paul H. Raymer  
 General Mgr..... Paul Merrill  
 Station Mgr..... Harl Barnett  
 Commercial Mgr..... Tom Moore

**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  
 News Service..... AP  
 Representative..... Gill-Perna, Tracy Moore  
 Pres., Gen. Mgr..... Harry B. Chambers  
 Prog. Dir..... Russ Wonnacott  
 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  
 Representative..... Oakes, Nat. Time Sis.  
 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.  
 News Service..... AP  
 Representative..... AM Radio Sales  
 Membership..... NARTB  
 President..... Gene Autry  
 Manager..... Stan Norman  
 Comm. Mgr..... Bill Riley  
 Sales Mgr..... Jim Dewson  
 Prog. Director..... Ed Tucker  
 Pub. Director..... Pat Wiener  
 Chief Engineer..... Verne Cimiotti

**KTKT—Tucson—1949**

Frequency: 990 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... Thomas J. Wallace  
 Business-Studio Address..... Box 5585  
 Membership..... NARTB  
 Representative..... Forjoe

News Service.....UP  
 General Mgr.....Thomas J. Wallace  
 Station Manager.....George Wallace  
 Commercial Mgr.....Richard Grand  
 Chief Eng.....Thomas J. Wallace, Jr.

**KTUC—Tucson—1929**  
**MBS-DON LEE**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tucson Bcstg. Co.  
 Business-Studio Address.....900 E. Broadway  
 News Service.....UP  
 Trans. Service.....World, Associated, SESAC  
 Rep.....Radio-TV Reps  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr., Pub. Dir.....Lee Little  
 Comm. Mgr.....Mac C. Matheson  
 Sales Mgr.....George Bradley  
 Chief Engineer.....Edgar N. Bouchard

**KVOA—Tucson—1929—NBC**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Arizona Bcstg. Co., Inc.  
 Business-Studio Address.....209 W. Elm  
 Transcription Service.....Capitol  
 Representative.....Paul H. Raymer  
 News Service.....UP  
 President.....C. D. McKinnon  
 Sales Mgr.....Ray Owen

**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  
 News Service.....AP, UP

Transcription.....Standard  
 Sta., Comm. Mgr.....Chuck Mizner  
 Sales Prom. Mgr.....Warner Stensland  
 Program Dir.....Jerry Graham  
 Pub. Director.....Connie Mizner  
 Chief Engineer.....Woody Woodsworth

**KOLD—Yuma—1951**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Broadcasters, Inc.  
 Address.....P. O. Box 1430  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Tracy Moore,  
 ..Keystone  
 Gen. Mgr.....Fred Pegler  
 Program Dir.....Sheldon Gibbs  
 Chief Engineer.....Jose Armendariz

**KVOY—Yuma—1950**  
**MBS—DON LEE**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KYMA-YUMA, Inc.  
 Address.....P. O. Box 671  
 Representatives.....Radio-TV Reps.  
 Trans.....World, SESAC  
 Membership.....NARTB, RAB  
 Pres., Gen Mgr.....William B. Lindsey

**KYUM—Yuma—1940—NBC**

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Yuma Bcstg. Co.  
 Business Address.....P.O. Box 352  
 Transcription Service.....Thesaurus, Capitol  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 Station Mgr.....R. C. Smucker

**Arkansas**

Pop. March 1 (Est.) 1,831,000—Families 510,000  
 Radio Homes 504,000—TV Homes 263,000—Station in State 51

**KVRC—Arkadelphia—1947**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Arkadelphia Bcstg. Co.  
 Business-Studio Address.....Arkadelphia  
 Business-Studio Address.....South Third Street  
 News Service.....AP  
 Representative.....Hil F. Best  
 President.....Cecil Cupp, Sr.  
 Gen., Sta., Comm., Prom., Mgr., Prog., Dir.  
 Bill Deaton  
 Chief Engineer.....Ray Burns

**KBTA—Batesville—1950**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....White River Valley Bcstis. Co.  
 Address.....P. O. Box 1112  
 News Service.....AP  
 Representative.....Best  
 Transcription Service.....World

Membership.....NARTB  
 Pres., Gen., Sta., Comm., Sales Mgr.  
 J. F. Higginsbottom  
 Program Director.....Myrline Morgan  
 Chief Engineer.....Morris Cofer

**KBBA—Benton—1953**

Frequency: 690 Kw.....Power: 250 Watts d.  
 Owned-Oper. By.....Benton Bcstg. Service  
 Business Address.....Box 294  
 News Service.....AP  
 Pres., Gen. Mgr.....Lavelle Langley  
 Sls. Prom. Mgr., Prog. Dir.....Phillip R. Craig  
 Comm. Mgr., Chief Eng.....Preston Bridges

**KLCN—Blytheville—1922**

Frequency: 910 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Harold L. Sudbury  
 Address.....Sudbury Bldg., Main St.  
 Station Representative.....John E. Pearson  
 Gen. Mgr.....Harold L. Sudbury  
 Sales Promotion Manager.....J. T. Sudbury  
 Program Director.....Carl Frame



**KAMD—Camden—1946—MBS  
ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Camden Radio Inc.  
Address South California St.  
Newspaper affil. News  
News Service AP  
Representative Venard, Rintoul & McConnell  
News Service AP  
Membership NARTB, RAB  
President, Gen. Mgr. Walter E. Hussman  
Sta. Mgr. Donald Cathey  
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 ASTC Campus  
Transcription Service World, SESAC  
Gen. Mgr. James E. Clayton  
Program 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.  
News Service AP  
Representative Bogner-Martin, Melville  
Gen. Mgr. Julian Haas  
Chief Engineer Gene Kidd

**KDMS—El Dorado—1950**

Frequency: 1290 Kc. Power: 1,000 Watts d.  
Owned-Oper. By El Dorado Bcstg. Co.  
Address 208 N. Cleveland  
News Service UP  
Transcription Service Thesaurus  
Rep. Dora-Clayton, Melville, Rambeau  
Membership NARTB  
Gen. Mgr. E. R. Hall  
Sls. Mgr. Rodney P. Smith  
Prog. Dir., Chief Eng. J. Andrew Wright

**KELD—El Dorado—1935—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Radio Enterprises, Inc.  
Business-Studio Address 208½ N. Washington  
News Service AP  
Transcription Service World  
Representative Bogner & Martin  
Membership NARTB  
Pres., Gen., Sta., Com. Mgr. W. N. McKinney

Sales Mgr. J. R. Duerson  
Program Director Jerome Orr  
Chief Engineer Troy B. Eddins

**KGRH—Fayetteville—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Fayetteville Bcstg. Co., Inc.  
Business-Studio Address 103 West Mountain  
News Service AP  
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.  
News Service UP  
Transcription Service Lang-Worth  
Representative H. F. Best  
Gen., Sta. Mgr. William Fogg  
Sls., Comm. Mgr. James Pearson  
Pub. Dir. Bob Webber  
Program Dir. H. W. Smith  
Chief Engineer Walter Smith, Jr.

**KFPW—Fort Smith—1930  
CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Tulsa Bcstg. Co.  
Business Address Sta. B Box 98  
News Service UP, AP  
Representative Avery-Knodel  
Membership NARTB  
Station Manager  
Sales Mgr. J. Paul McCaslin

**KFSA—Fort Smith—1947  
ABC**

Frequency: 950 Kc. Power: 1 Kk. d., 500 W. n.  
Owned Fort Smith Broadcasting Co.  
Address 920 Rogers Ave.  
Newspaper Affiliation Southwestern Publishing Co.  
News Service UP  
Transcription Thesaurus  
Representative John E. Pearson  
Membership NARTB  
President Donald W. Reynolds  
General Manager J. W. Slates  
Comm., Prom. Mgr., Pub Dir. Leo House  
Program Director Director Harry Freeman  
Chief Engineer Robert W. Platt, Jr.

**KWHN—Ft. Smith—1947**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By KWHN Bcstg. Co., Inc.  
Business-Studio Add. 421-423 Garrison Ave.  
News Service AP

**Trans. Ser.**..... Standard  
**Representative** ..... Rambeau  
**Gen. Mgr., Sec.Treas.**..... J. H. Friedman  
**Station Mgr.**..... Jimmy Barry  
**Program Dir.**..... Glenn A. O'Neal

**KHOZ—Harrison—1946**

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Harrison Bcstg. Corp.  
**Bus-Studio Address**..... Harrison  
**News Service**..... UP  
**Transcription Service**..... Thesaurus  
**Gen. Mgr.**..... R. S. Wheeler, Jr.  
**Comm. Mgr.**..... Everett S. Horton  
**Station Mgr.**..... Harry Temple

**KFFA—Helena—1941**

**KBS-MBS**

**Frequency:** 1360 Kc..... **Power:** 1,000 Watts  
**Owned-Operated By**..... Helena Bcstg. Co.  
**Address**..... 215 York St.  
**News Service**..... AP  
**Representative**..... Best  
**Membership**..... NARTB  
**Pres., General Manager**..... Sam W. Anderson  
**Comm. Mgr.**..... Cecil R. Scaife  
**Sales Prom. Mgr.**..... Katherine Kizer  
**Program Director**..... Larry Parker  
**Chief Engineer**..... Charles Smith

**KXAR—Hope—1947—MBS**

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Hope Bcstg. Co.  
**Address**..... P. O. Box 138  
**News Service**..... AP  
**Gen. Mgr.**..... L. B. Tooley  
**Comm. Mgr.**..... Wes Ninemire

**KBHS—Hot Springs—1953**

**Frequency:** 590 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Resort Bdcstg. Co., Inc.  
**Address**..... 113 Third St.  
**News Service**..... UP  
**Transcription**..... World  
**Sta. Rep.**..... Sears & Ayer  
**President**..... A. M. McGregor  
**V.P., General Mgr.**..... Gene Kelley  
**Station, Sales Prom. Mgr.**..... Ed Appler  
**Program Director**..... Steve Nichols  
**Publicity Director**..... Haines Hower  
**Chief Engineer**..... Clint Norman

**KBLO—Hot Springs—1953**

**Frequency:** 1470 Kw..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Bullard Enterprises  
**Address**..... 1011 Central Ave.  
**Representative**..... Indie, Dora-Clayton  
**News Service**..... AP  
**General Mgr.**..... Carl Van Sittert  
**Commercial Mgr.**..... C. J. Dickson  
**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.  
**Representative**..... Venard, Rintoul & McConnell  
**News Service**..... AP  
**Trans.**..... World  
**Membership**..... NARTB, RAB  
**President, Gen. Mgr.**..... Walter E. Hussman  
**Comm. Mgr.**..... Jack Wolever  
**Chief Engineer**..... William A. Carr

**KBTM—Jonesboro—1930**

**MBS-KBS**

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Regional Bcstg. Co.  
**Address**..... 603 Madison St.  
**Representative**..... Burn-Smith  
**News Service**..... AP  
**Trans.**..... World  
**Owner, Mgr.**..... Harold E. King  
**Sta. Mgr.**..... Clarence Adams  
**Comm. Mgr.**..... James Barnes  
**Promotion Dir.**..... Marion Boyne

**KNEA—Jonesboro—1950**

**Frequency:** 970 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Radio Jonesboro, Inc.  
**Address**..... New Citizens Bank Bldg.  
**News Service**..... UP  
**Transcription Service**..... World, Thesaurus  
**Representative**..... Gill-Perna  
**President**..... Ernest Farabee  
**General Manager**..... Harold Gregson  
**Comm. Mgr.**..... Bob Blackwood  
**Prog. Dir.**..... Bill Leach  
**Chief Eng.**..... Wesley Bell

**KARK—Little Rock—1928**

**NBC**

**Frequency:** 920 Kc..... **Power:** 5000 Watts  
**Owned-Oper. By**..... Arkansas Radio & Equip. Co.  
**Address**..... 10th & Spring Sts.  
**News Service**..... AP, UP  
**Representative**..... Edward Petry  
**Membership**..... NARTB  
**V.P., Gen. Mgr.**..... T. K. Barton  
**Commercial Mgr.**..... Ernest Howard  
**Prom. Dir.**..... Shirley Kennedy  
**Program Director**..... Ernest M. Howard

**KGHI—Little Rock—1927**

**Freq.:** 1250 Kc..... **Power:** 1 Kw. d. 500 w. n.  
**Owned-Operated By**..... KGHI-Radio Arkansas  
**Address**..... P. O. Box 3099  
**Representative**..... Burn-Smith  
**Transcription Service**..... World  
**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..... WTCR Inc  
 Business-Studio Address..... Gazette Bldg.  
 News Service..... AP  
 Transcription..... Standard  
 Representative..... Paul Raymer  
 Chairman of the Board..... Connie B. Gay  
 President..... Jane E. Trimmer  
 Exec. V.P..... Donald J. Tucker  
 General Mgr..... N. S. Twell

**KTHS—Little Rock—1924**  
**CBS**

Frequency: 1090 Kc..... Power: 50,000 Watts  
 Owned-Oper..... Radio Bcstg., Inc.  
 Business-Studio Address..... P. O. Box 269  
 Newspaper Affil..... Shreveport Times  
 News Service..... AP, UP  
**Representative..... Branham**  
 President..... W. H. Bronson  
 General Manager..... B. G. Robertson  
 Comm. Manager..... A. C. Dowden  
 Sales Prom. Mgr..... R. Brown  
 Program Director..... George F. Moore  
 Chief Engineer..... Cecil L. Sultz

**KVLC—Little Rock—1948**

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Southwestern Bcstg. Co.  
 Address..... Southern Natl. Insurance Bldg.  
 Representative..... Radio Representatives,  
 Clarke Brown, O'Connell  
 News Service..... AP  
 Prog. Dir..... Charlie Simms  
 General Mgr..... Dale Mahurin  
 Asst. Sta. Mgr..... Henry H. Steele

**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.  
 Representative..... Pearson  
 News Service..... AP  
 President..... John F. Wells  
 Commercial Mgr..... Melton Lancaster

**KVMA—Magnolia—1948**  
**MBS**

Frequency: 630 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Magnolia Bcstg. Co.  
 Business-Studio Address..... 212 N. Jefferson St.  
 Representative..... John E. Pearson  
 News Service..... AP  
 Transcription..... World  
 Membership..... NARTB  
 Gen. Mgr..... William M. Bigley

**KBOK—Malvern—1951—KBS**

Frequency: 1420 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Malvern Bcstg. Co.  
 Address..... Young Insurance Bldg.  
 Representative..... Devney, Melville  
 News Service..... AP  
 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  
 Representative..... Best  
 News Service..... AP  
 Transcription..... Capitol  
 Pres., Gen. Mgr..... Abbott F. Kinney

**KENA—Mena—1955—KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... R. B. Bell  
 Address..... S. Reine St.  
 Representative..... Hil F. Best  
 News Service..... AP  
 General Mgr..... Larry Shephard  
 Comm. Mgr..... Bill Hughes  
 Ch. Eng..... O. D. Frederick

**KHBM—Monticello—1955**  
**KBS**

Frequency: 1430 Kc..... Power: 1 Kw.  
 Owned-Oper. By..... College Bcstg. Co.  
 Address..... Box 446  
 Representative..... Continental Radio Sales  
 News Service..... UP  
 Transcription..... SESAC, Standard  
 Membership..... NARTB  
 Gen., Sta., Comm., Sls. Mgr..... Bill Wells  
 Prog. Dir..... Sue Wells  
 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  
 News Service..... AP  
 Transcription Service..... Standard, World  
 Pres., Gen., Sta., Pub. Mgr..... J. C. Willis  
 Prog. Director..... Hugh C. Jones  
 Comm. Mgr., Ch. Eng..... Weldon Sludge

**KTLO—Mountain Home—1953**  
**KBS**

Frequency: 1490 Kw..... Power: 250 Watts  
 Owned-Oper. By..... Mountain Home Bcstg. Corp.  
 Address..... Mountain Home  
 Representative..... Best  
 News Service..... UP  
 Transcription..... World  
 Pres., Gen. Mgr..... A. Stricklen  
 Commercial Mgr..... Bob Pratt

**KNBY—Newport—1949**

Frequency:  
 1280 Kc..... Power: 1000 Watts d., 500 W. n.  
 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  
 Representative.....Hil F. Best  
 News Service .....AP  
 Trans. .... World  
 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  
 News Service .....AP  
 Membership .....NARTB  
 General Manager.....T. Rand  
 Commercial Manager.....Doyme F. Bateman  
 Business Manager.....T. M. Self  
 Prog. Dir.....W. Wheelis  
 Chief Engineer.....Russell Schwamb

**KCLA—Pine Bluff—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Radio Engineering Service  
 Business-Studio Address.....2900 W. 28th St.  
 News Service .....AP  
 Station Representative.....Hil Best  
 General Mgr.....Kenneth Kesterson  
 Commercial Manager.....Clyde Martin  
 Pgm. Dir.....Charles Penix

**KOTN—Pine Bluff—1934**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Universal Bcstg. Corp  
 Address .....P. O. Box 957  
 News Service .....AP  
 Transcription Service.....Thesaurus, World  
 Pres., Gen. Mgr., Chief Engr.....B. J. Parrish  
 Prom. Mgr.....J. Wallace  
 Program Director .....Hilda Matz  
 Pub. Director.....Alva Holt

**KPOC—Pocahontas—1950**  
**KBS**

Frequency: 1420 Kc.....Power: 1,000 Watts d.  
 Owned-Operated By...Pocahontas Radio, Inc.  
 Address.....P. O. Box 250  
 News Service .....AP  
 Transcription ..... World  
 General Mgr.....Adrian L. White  
 Program Dir.....Bill Nicholson  
 Sales Mgr.....Virgil Pace

**KAMO—Rogers—1954**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned .....KAMO, Inc.  
 Address .....Am. Natl. Bank Bldg.  
 Station Rep.....G. Don Thompson  
 Pres., Gen. Mgr.....G. Don Thompson  
 Prog., Pub. Dir.....Chuck Davis  
 Chief Engineer.....W. E. Dacus

**KXRJ—Russellville—1947**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Valley Broadcasters, Inc.  
 Address .....Box 191  
 News Service .....AP  
 Pres., Gen., Sta. Mgr.....C. R. Horne  
 Comm. Mgr.....L. L. Bryan  
 Sales Prom. Mgr.....Don Sammons  
 Prog. Director.....Ora Mae Lee  
 Chief Engineer.....William C. McKenney

**KWCB—Searcy—1951—KBS**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned.....White County Bcstg. Co., Inc.  
 Address.....P. O. Box 95  
 News Service .....AP  
 Representative.....Hil F. Best  
 Membership .....NARTB  
 Pres., Comm. Mgr., Sta., Comm. Mgr.  
 Carl N. Dodd  
 Prom. Mgr., Prog., Pub. Dir. ....Don P. Jones  
 Chief Eng.....Homer M. Harris

**KUOA—Siloam Springs—1923**  
**MBS-KBS**

Frequency: 1290 Kc.....Power: 5,000 Watts d.  
 Owned-Operated By.....Kuoa, Inc.  
 Business-Studio Address.....Siloam Springs  
 News Service .....UP  
 Representative .....Dora-Clayton  
 Transcription Service .....Lang-Worth  
 Membership .....NARTB  
 President.....Dr. John E. Brown, St.  
 Gen. Mgr., Sta., Comm. Mgr., Ch. Eng.  
 Cecil Smith  
 Program Director .....Ralph Kennedy, Jr.

**KBRS—Springdale—1949**  
**ABC-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper...Northeast Ark. Bcstg. & TV Co.  
 Address .....P. O. Box 29  
 Newspaper Affiliation..Southeastern Pub. Co.  
 News Service .....AP  
 Representative .....Hil F. Best  
 President.....Donald W. Reynolds  
 Gen., Sta. Mgr.....Roy J. Bowman  
 Comm. Manager.....Hubert Phillips  
 Chief Engineer.....William Ussery

**KWAK—Stuttgart—1948**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Stuttgart Bcstg. Corp.  
 Business Address.....1818 S. Buerkle  
 Representative.....Hil F. Best  
 News Service .....AP  
 Transcription .....World, Standard  
 President .....Belolt Taylor  
 Gen. Manager.....Melvin P. Spann  
 Station Mgr.....June S. Spann  
 Comm. Mgr.....L. A. Sabo  
 Chief Engineer.....Marvin Heffington





In a single day, KNX reaches more homes in Metropolitan Los Angeles than the three leading independent stations *combined*.

## **That's saturation!**

And KNX saturation *sinks in*. Your sales message is backed by programming that demands attention: drama, discussion, comedy, sports, variety and news... not a lulling repetition of top tunes.

When you talk "saturation" get *saturation*.

Buy **KNX RADIO**, the most *listened to* station in Los Angeles.

Represented by  
CBS Radio Spot Sales.

**KOSY—Texarkana—1951**  
**MBS**

Freq.: 790 Kc. . . . . Power: 1 Kw. d. 500 w. n.  
Owned-Operated By . . . . . Gateway Bcstg. Co.  
Address . . . . . State Line Ave.  
Representative . . . . . Pearson  
Trans. . . . . Thesaurus  
Gen. Manager . . . . . Tom E. Dillahunty  
Sales Manager . . . . . Herman Cecil

**KRLW—Walnut Ridge—1951**

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Lawrence Co. Bcstg. Co.

Address . . . . . Walnut Ridge  
News Service . . . . . UP  
Trans. . . . . Thesaurus  
Gen. Mgr. . . . . Wm. H. Cate

**KWRF—Warren—1953**

Freq.: 860 Kc. . . . . Power: 250 Watts  
Owned . . . . . Pines Bcstg. Co.  
Address . . . . . Box 480  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Hil F. Best  
Gen., Sta. Mgr. . . . . Lee Reaves  
Comm. Mgr. . . . . H. A. Harris  
Chief Engineer . . . . . P. L. Demaree

**California**

Pop. March 1 (Est.) 13,923,000—Families 4,467,000  
Radio Homes 4,420,000—TV Homes 3,986,000—Stations in State 156

**KCNO—Alturas—1951—ABC**

Frequency: 570 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Interstate Bcstg. Co., Inc.  
Address . . . . . P. O. Box 207  
News Service . . . . . UP  
Trans. Ser. . . . . Standard, Capitol  
Representative . . . . . Best  
Pres., Gen. Mgr. . . . . H. L. Chander, Jr.  
Comm., Sta. Mgr. . . . . R. W. Bail, Jr.  
Chief Eng. . . . . J. M. Condrey

Comm., Prom. Mgr., Pub. Dir. . . . . R. J. McAndrews  
Operations Manager . . . . . Cliff Gill  
Program Director . . . . . Alan Lasser  
Chief Engineer . . . . . Buell Dalton

**KAFY—Bakersfield—1946**  
**MBS**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Radio Station KAFY  
Address . . . . . 1669 Chester Ave.  
News Service . . . . . UP  
Representative . . . . . McGavren-Quinn  
Transcription . . . . . SESAC  
Membership . . . . . NARTB  
Gen., Sta., Comm. Mgr. . . . . Benton Paschall  
Sales Promotion Manager . . . . . Frank Cocksidy  
Program Director . . . . . Glenn Lockhart  
Publicity Director . . . . . Hal Laffoon  
Chief Engineer . . . . . Carl Carlson

**KAVR—Apple Valley—1954**

Frequency: 960 Kc. . . . . Power: 5 Kw. d.  
Owned . . . . . Apple Valley Bcstg. Co.  
Address . . . . . Apple Valley Inn  
News Service . . . . . UP  
Membership . . . . . NARTB  
Transcription . . . . . World  
President . . . . . Newton T. Buss  
Managing Dir. . . . . J. C. Thomas  
Commercial Mgr. . . . . R. T. McKenzie

**KBIS—Bakersfield—1950**

Frequency: 1490 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Marmat Bcstg. Co.  
Studio Address . . . . . 2013 Chester Ave.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Young  
Pres., Gen., Sta. Mgr. . . . . Hal Brown  
Comm. Mgr. . . . . Don Hopkins  
Chief Engineer . . . . . Jack Duemler  
Prog. Dir. . . . . P. Battisti

**KENL—Arcata—1956**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned . . . . . Vern Emmerson  
Address . . . . . 225 Shirley Boulevard  
News Service . . . . . AP  
Transcription . . . . . SESAC  
Representative . . . . . W. T. Grant  
Membership . . . . . NARTB  
Gen., Sta. Mgr. . . . . Vern Emmerson  
Comm. Mgr. . . . . Eberle Shultz  
Program Dir. . . . . Lee Norton  
Chief Engineer . . . . . Vince Lambert

**KERN—Bakersfield—1932**  
**CBS**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . McClatchy Bdcstg. Co.  
Business Address . . . . . Sacramento  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NARTB, RAB  
President . . . . . Eleanor McClatchy  
Sta., Comm., Prom. Mgr., Prog., Pub. Dir.  
Walter Baziuk  
Chief Engineer . . . . . Verne Shatto

**KBIG—Avalon—1952**

Frequency: 740 Kc. . . . . Power: 10,000 Watts  
Owned-Operated By . . . . . John Poole Bcstg. Co.  
Address . . . . . 6540 Sunset Blvd., Hollywood  
News Service . . . . . UP, AP  
Transcription Service . . . . . Standard  
Representative . . . . . Weed  
Membership . . . . . NARTB, RAB  
President, Gen. Mgr. . . . . John Poole

**KGEE—Bakersfield—1946**  
**NBC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....KGEE, Inc.  
Business-Studio Address....1415 17th Street  
**News Service** .....UP  
Representative .....Hollingbery  
Membership .....RAB  
Pres., Prom. Mgr., Pub. Dir.

C. Dexter Haywood  
Gen., Sta., Comm. Mgr. ....Herbert H. Wixson  
Program Director.....Thad Bulkeley  
Chief Engineer.....Edwin Andreas

**KMAP—Bakersfield—1955**

Frequency: 1490 Kc. Power: 250 Watts  
Owned .....Morris Mindel  
Address.....P.O. Box 693  
**News Service** .....UP  
Representative .....Forjoe  
Membership .....NARTB  
Station Manager.....Jeanne Backer

**KPMC—Bakersfield—1932**  
**ABC**

Frequency: 1560 Kc. Power: 10,000 Watts  
Owned-Oper. By.....Pioneer Mercantile Co.  
Address.....307 E. 21st St.  
Representative .....Burn-Smith  
.....Harlan G. Oakes  
Membership .....NARTB  
Gen., Sta. Mgr.....L. A. Schamblin

**KPAS—Banning—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned .....San Jacinto Bctsg. Co.  
Address.....4425 W. Ramsey St.  
**News Service** .....UP  
Transcription Service.....World  
Representative.....Grant Webb  
Manager.....Melvin F. Berstler  
Commercial Mgr.....G. F. Kraus

**KWTC—Barstow—1947**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Mojave Valley Bctsg. Co.  
Address .....Box 697  
**News Service** .....UP  
Representative .....O'Connell

**KRE—Berkeley—1923**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Central Calif. Bcstrs., Inc  
Address-Trans.....601 Ashby Avenue  
**News Service** .....AP  
Representative .....W. S. Grant  
Membership .....NARTB  
General Mgr.....Arthur Westlund  
Sta. Mgr.....Don Hamby  
Chief Engineer.....Robert K. Morrison

**KOWL—Bijou—1956**

Frequency: 1490 Kc. Power: 250 Watts

Owned.....Radio Station KOWL  
Address.....Lake Tahoe. Bijou  
General Sales Mgr.....Sam Taylor, Jr.

**KIBS—Bishop—1953—KBS**

Frequency: 1230 Kw. Power: 250 Watts  
Owned-Oper. By.....Inyo Bcstg. Co.  
Address.....Box 757  
**News Service** .....UP  
Transcription Service.....Capital, SESAC  
Representative.....Broadcast Time Sales  
Pres., Gen. Mgr., Pub. Dir.....J. Oliver  
Station Mgr.....Dorothy Cowley  
Commercial Mgr., Prom. Mgr.....R. S. Deming  
Prog. Dir.....George Hobkirk  
Ch. Engineer.....Paul Shirk

**KYOR—Blythe—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Imperial Broadcasting Systems, Inc.  
Address.....Box 668  
**News Service** .....UP  
Representative .....John E. Pearson  
President, Gen. Mgr.....Frank K. Danzig  
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.  
Station Mgr.....Vic Lundberg  
Commercial Mgr.....Sam Christie  
Program Dir.....Lee Young  
Chief Engineer.....Carl S. Johnson

**KROP—Brawley—1946—ABC**

Frequency: 1300 Kc. 1000 Watts d., 500 n.  
Owned-Oper. By.....Imperial Bcstg. System  
Address .....6331 Hollywood Blvd.  
Representative.....John E. Pearson Co.  
Station Manager.....Ed Silvera  
Program Dir.....Chap Rollins

**KBLA—Burbank—1952**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Bcstrs. of Burbank  
Address.....11516 Oxnard St., N. Hollywood  
**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  
**News Service** .....AP  
Station Representative.....D. Cooke, O'Connell  
Owner .....Charles R. Love  
General Manager.....W. L. Gleeson  
Station Manager.....Ray Mitchell  
Comm. Manager.....Bob Purcell  
Program Dir.....H. Herbert  
Chief Engineer.....E. Barranza

**KHSL—Chico—1935—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated.....Golden Empire Bcstg. Co.  
Address.....Box 303  
Representative .....Avery-Knodel  
Membership .....NARTB



Pres., Gen. Mgr. .... Mrs. H. McClung  
Station Manager. .... Charles H. Kinsley, Jr.

**KXOC—Chico—1949**  
**MBS**

Frequency: 1060 Kc. .... Power: 10,000 Watts  
Owned-Oper. By .... Broadmoor Bcstg. Corp.  
Address-Trans. .... Radio Lane  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ... Branham, McGavren-Quinn  
Membership ..... RAB, NARTB  
President ..... J. O. Gross  
Gen., Sta., Mgr. .... Ted L. Snider  
Comm. Mgr. .... R. Gheller  
Prog. Director. .... Ned Tollinger  
Publicity Dir. .... L. Barksdale  
Chief Engineer. .... Bill Pope

**KCHV—Coachella—1954**

Frequency: 970 Kc. .... Power: 1 Kw.  
Owner. .... Coachella Valley Bcstg. Co.  
Address ..... Avenue 50  
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  
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. .... 758 East Colorado St.,  
Pasadena  
News Service ..... UP  
Trans. .... Lang-Worth  
Pres., Gen. Mgr. .... Henry Fritzen  
Sta., Comm. Mgr. .... Charles M. Ferguson  
Chief Engineer. .... Robert Cochems

**KCRE—Crescent City—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By .... Del Norte Bcstg. Co.  
Address ..... Box 248  
Representative ..... Ayres  
Transcription ..... Standard, SESAC, World  
Pres., Gen. Mgr., Sta. Mgr. .... Robert E. Grey  
Chief Engineer. .... Herb W. Hall

**KCHJ—Delano—1950**

Frequency: 1010 Kc. .... Power: 1000 W. d.  
Owned-Oper. By .... Charles Herman Johns  
Address ..... County Line Rd.  
News Service ..... UP  
General Mgr. .... Jean J. Johns  
Program Dir. .... Joe McFolin

**KRDU—Dinuba—1946—KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By .... Radio Dinuba Co.  
Business-Studio Address. .... Box 157  
News Service ..... AP  
Representative ..... W. Ayres  
Pres., Gen., Sta. Mgr. .... Egon A. Hofer  
Chief Engineer. .... Warren Nystrom

**KBAB—El Cajon—1955**  
**KBS-ABC**

Frequency: 910 Kc. .... Power: 1 Kw.  
Owned-Operated By .... Babcock Bcstg. Corp.  
Address ..... 200 E. Main St.  
Representative ..... Bolling  
Transcription Service ..... Thesaurus  
President. .... L. H. Kornik  
Gen., Sta. Manager. .... N. E. Key  
Comm. Mgr., Pub. Dir. .... John Stam  
Program Dir. .... W. Sweet  
Chief Engineer. .... Robert E. Lee

**KXO—El Centro—1927**  
**MBS-DON LEE**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By .... Valradio Inc.  
Business Address. .... Box 140  
News Service ..... UP  
Representative ..... Paul H. Raymer  
Membership ..... NARTB  
Pres., Gen. Mgr. .... Riley R. Gibson  
Commercial Manager. .... Marc Hanan  
Prog. Dir. .... Bob Weaver  
Chief Engineer. .... Jim Pollard

**KHUM—Eureka—1947—CBS**

Freq.: 980 Kc. .... Power: 5 Kw., d., 500 W. n.  
Owned-Oper. By .... Carroll R. Hauser  
Address ..... Box 1015  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... Pearson, MacGavren  
Pres., Gen. Mgr. .... C. R. Hauser  
Sta. Mgr., Pgm., Pub. Dir. .... Frank R. Brown  
Comm., Prom. Mgr. .... Frank M. Smith  
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.  
Trans. Ser. .... MacGregor, World  
Membership ..... NARTB, RAB  
Representative ..... John Blair  
President, Manager. .... Wm. B. Smullin  
General Manager. .... John Bauriedel  
Commercial Mgr. .... Robert Stach  
Prom. Mgr. .... B. Adams  
Program Dir. .... Eddy Arnold  
Chief Engineer. .... Bert Speer

**KDAC—Fort Bragg—1948**  
**KBS**

Frequency: 1230 Kc. .... Power: 250 Watts

Owned.....Mendocino Coast Bcstg. Co.  
 Address.....Box 616  
**News Service**.....AP  
**Owner**.....Edward Mertle  
**General Manager**.....Craig N. Smth  
**Comm. Mgr., Prog. Dir.**.....Matthew V. Huber  
**Chief Engineer**.....Craig N. Smth

**KARM—Fresno—1938—ABC**

Frequency: 1430 Kc.....Power: 5000 Watts  
**Owned-Oper. By**.....KARM  
**Business-Studio Address**.....1333 Van Ness Ave.  
**News Service**.....AP  
**Transcription Service**.....Standard  
**Representative**.....Bolling  
**President**.....Mrs. Hattie Harm  
**General-Station Manager**.....Clyde F. Coombs  
**Comm. Mgr.**.....George Nickson  
**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.  
**Representative**.....John Blair  
**Pres., Gen. Mgr.**.....P. R. Bartlett  
**Com. Mgr.**.....Donald Barry  
**V. P. Eng.**.....Keith L. Mealey  
**Program Dir.**.....Robert Fulton

**KGST—Fresno—1949**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
**Owned-Operated By**.....Delle Broadcasting Co.  
**Address**.....1244 'O' St.  
**News Service**.....UP  
**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  
**Representative**.....McGavren  
**President**.....R. O. McMahan  
**Gen., Sta. Mgr.**.....Coyle Chambers  
**Chief Engineer**.....Ed Nickels

**KMJ—Fresno—1925—NBC**

Frequency: 580 Kc.....Power: 5000 Watts  
**Owned-Operated By**.....McClatchy Bcstg. Co.  
**Business-Studio Address**.....1515 Van Ness Ave.  
**Transcription Service**.....Associated  
**Representative**.....Paul H. Raymer  
**Membership**.....NARTB, RAB  
**Station Manager**.....David T. Harris

**KYNO—Fresno—1947**

**MBS-DON LEE**

Frequency: 1300 Kc.....Power: 1000 Watts

**Owned-Oper. By**.....Radio KYNO  
**Address**.....2125 N. Barton Ave.  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**Representative**.....Hollingbery  
**Membership**.....NARTB, RAB  
**General. Sta. Manager**.....L. E. Chenault  
**Sales Prom. Mgr.**.....Jim Carroll  
**Program Director**.....Jack Grady  
**Chief Engineer**.....Bert Williamsco

**KIEV—Glendale—1933**

Frequency: 870 Kc.....Power: 250 Watts d.  
**Owned-Operated By**.....Cannon System, Ltd.  
**Address**.....102 N. Glendale Ave.  
**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  
**News Service**.....UP  
**Rep.**.....Harlan G. Oakes  
**Membership**.....NARTB, RAB  
**President**.....Earl J. Fenston  
**Gen., Sta. Mgr.**.....M. Offenbach  
**Commercial Mgr.**.....Forrest Howard  
**Publicity Dir.**.....Dave Camp  
**Prog. Dir., Ch. Eng.**.....Stan Vestal



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

**KFWB—Hollywood—1926**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KFWB Inc.  
 Business-Studio Add...6419 Hollywood Blvd.  
 Representative....Branhan, MsGavren, Quinn  
 Pres., Gen. Mgr.....Harry Maizlish  
 Dir. of Oper.....Sydney Yallen  
 General Sales Mgr.....Frank King

**KDAY—Hollywood—1947**

(See Santa Monica For Listing)

**KGFJ—Hollywood—1926**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben S. McGlashan  
 Business-Studio Address...6314 Sunset Blvd.  
 News Service.....UP  
 Owner.....Ben S. McGlashan  
 General Station Manager...Thelma Kirchner  
 Sales Mgr.....Molly C. Low  
 Prog., Pub. Dir.....Dan Speare  
 Prom. Mgr.....Juanita McCurdy  
 Chief Engineer.....Homer Obuchon

**KLAC—Hollywood—1924**

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. n  
 Owned-Operated By...Hall Broadcasting Co.  
 Address.....6363 Sunset Blvd  
 Representative.....Adam J. Young  
 Membership.....NARTB, RAB  
 President, Gen. Mgr.....M. W. Hall  
 Gen. Sales Manager.....Felix D. Adams

**KREO—Indio—1946—ABC**

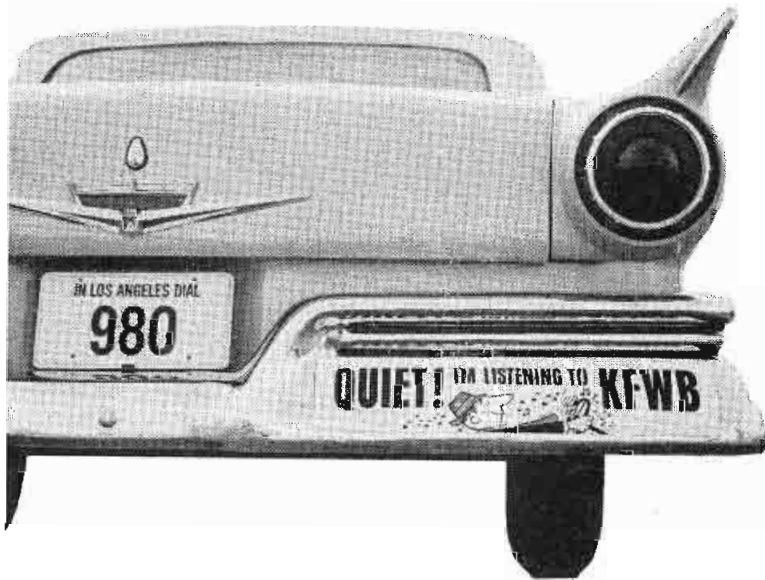
Frequency: 1400 Kc.....Power: 250 Watts  
 Owned....Imperial Broadcasting System, Inc.  
 Address.....P.O. Box 697  
 News Service.....UP  
 Representative.....John E. Pearson  
 President, Gen. Mgr.....Frank K. Danzig  
 V.P., Gen. Sales Mgr....A. Bartlett Ross, Jr.  
 Station Mgr.....Douglas Caplette  
 Commercial Mgr.....Bill Gibeau  
 Program Director.....Don Retz  
 Chief Engineer.....Cliff Lantz

**KAVL—Lancaster—1950**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Antelope Bcstg. Co.  
 Address.....P. O. Box 1192  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB, RAB  
 Station Representative..Broadcast Time Sales  
 News Service.....UP  
 President.....W. B. Carter  
 General Mgr.....H. L. Comstock  
 Sls. Prom. Mgr.....Dean Roper  
 Chief Engineer.....Carl Pendergraft

**KBVM—Lancaster—1956**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned.....Brocaw Broadcasting Co.  
 Address.....112 East Avenue "J"  
 News Service.....AP



A bumper crop  
 of Listeners  
 at home and on  
 the road  
 in Los Angeles.

National  
 Representatives:  
 Branham Co.  
 San Francisco:  
 McGavren-Quinn.  
 Robert M. Purcell,  
 Vice President  
 and General Manager  
 5000 Watts  
 day and night...  
 clear regional  
 channel.

Representative ..... Adam Young  
 Pres., Gen. Mgr. .... Hal Brown  
 Station, Sales Mgr. .... Frank Wilbur

**KCVR—Lodi—1946—KBS**

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... H. W. & D. A. Brown  
 Business Address ..... P. O. Box 800  
 Transcription Service ..... Standard  
 Station Representative ..... Wm. Ayres  
 News Service ..... UP  
 Gen. Mgr. .... Herbert W. Brown  
 Sta. Mgr., Prog. Dir. .... Dedah M. Corlett  
 Sales Mgr. .... J. A. Duguid  
 Chief Engineer ..... George Sampson

**KFOX—Long Beach—1924**

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Hogan Bcstg. Corp.  
 Address ..... 220 E. Anaheim Street  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 Representative ..... Headley-Reed  
 President ..... Arthur B. Hogan  
 Gen., Sta., Comm. Mgr. .... Hal Shideler  
 Pub. Dir. .... Walt Abbott  
 Chief Engineer ..... J. C. Warren

**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  
 News Service ..... AP  
 Representative ..... Walker  
 Membership ..... NARTB  
 Gen., Sta., Comm. Mgr. .... Clinton H. Fowler  
 Beverly Hills Sales Mgr. .... Cornelius O. Lee

**KABC—Los Angeles—1929**  
 ABC

Frequency: 790 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... AB-PT, Inc.  
 Address ..... 1539 N. Vine St.  
 News Service ..... AP, INS  
 Representative ..... Katz  
 Membership ..... NARTB, RAB  
 Vice-President ..... Earl J. Hudson  
 General Manager ..... John Hansen  
 Promotion Manager ..... David Nowinson  
 Commercial Mgr. .... William Baxley  
 Program Director ..... Dresser Dahlstead  
 Publicity Director ..... Nell Cleary  
 Chief Engineer ..... Ted Grenier

**KFAC—Los Angeles—1931**

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Los Angeles Bcstg. Co., Inc.  
 Bus. Studio Address ..... 5773 Wilshire Blvd.  
 News Service ..... AP  
 Representative ..... Bollag  
 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.  
 News Service ..... AP, UP  
 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., Pub. Dir. .... Edward H. Grigg  
 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.  
 News Service ..... AP, UP  
 Representative ..... CBS Radio Spot Sales  
 Membership ..... NARTB, RAB  
 Comm. Mgr. .... Donald M. Ross  
 Sales Promotion Mgr. .... John Asher

(See Page 366)

**KPOP—Los Angeles—1925**


Frequency: 1020 Kc. .... Power: 5,000 Watts  
 Owned-Operated By ..... Standard Bcstg. Co.  
 Business-Studio Address ..... 338 S. Western Ave.  
 News Service ..... AP, UP  
 Trans. Ser. .... Lang-Worth, MacGregor

**ENJOY  
 LOW COST  
 SO. CALIF.  
 SALES IMPACT**

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TEXACO  
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 PET MILK  
 RICHARD HUDNUT  
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 SCHILLING SPICES  
 CHESTERFIELDS  
 LAMB GROWERS  
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5000w.      LOS ANGELES      1020kc.

Represented by: BROADCAST TIMES SALES  
 New York      Chicago      Detroit      Dallas  
 FRANK KING CO.      San Francisco

Representative.....Broadcast Time Sales,  
 Frank King  
 Membership.....NARTB  
 General Manager.....Frank Burke, Jr.  
 Dir. Nat'l Sales.....Frank Crane  
 Comm. Manager.....Vern Lindblade

**KMPC—Los Angeles—1927**

Freq.: 710 Kc....Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Oper. By.....Golden West Bcsters.  
 Address.....5939 Sunset Boulevard  
 News Service.....INS, UP  
 Representative.....AM Radio Sales  
 Membership.....NARTB  
 Ch. of Board.....Gene Autry  
 President.....Robert O. Reynolds  
 V.P., Dir. Engineering.....Lloyd C. Sigmon  
 Gen. Sales Mgr.....Stanley Spero  
 Director of Bcstg., Sls. 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 Bdcstg. Corp.  
 Address.....4628 Wilshire Blvd.  
 News Service.....AP  
 Transcription Service..Associated, Lang-Worth  
 Representative.....Robert S. Keller  
 Membership.....RAB  
 President, Gen. Mgr.....Hugh R. Murchison  
 Station, Comm. Mgr.....Frederick Custer  
 Program Dir.....R. Scott  
 Chief Engineer.....Floyd Hall

**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  
 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-Operated By  
 Continental Telecasting Corp.  
 Business-Studio Address..1050 Montecito Drive  
 News Service.....INS  
 Transcription Service.....World  
 Rep.....Meeker  
 General Manager.....Frank Oxarart  
 Commercial Mgr.....Dick Schofield

**KMYC—Marysville—1940**  
**MBS**

Frequency: 1410 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owner-Oper..Marysville-Yuba City Bcstrs., Inc.

SUPPORT  
YOUR  
 RTRA  
 CHARITIES



**Business Address** ..... P. O. Box 631  
**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  
**Sls. Prom. Mgr.** ..... Gene Walker  
**Publicity Dir.** ..... Anne Bailey  
**Chief Engineer** ..... Loyd McQueary

**KYOS—Merced—1936**  
**MBS**

**Frequency:** 1480 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... KYOS, Inc.  
**Business Address** ..... Box 717  
**News Service** ..... UP  
**Representative** ..... Headley-Reed  
**Transcription** ..... Lang-Worth  
**Membership** ..... NARTB  
**Pres., Gen. Sta. Mgr.** ..... Robert S. Garrett  
**Commercial Manager** ..... Gene Bell  
**Program Director** ..... John McAdams  
**Sales Prom. Mgr.** ..... G. Lorenson  
**Chief Engineer** ..... Cecil Lynch

**KBEE—Modesto—1951**

**Frequency:** 970 Kc. .... **Power:** 1000 Watts  
**Owned** ..... McClatchy Blstg. Co.  
**Address** ..... 14th & Eye Sts.  
**News Service** ..... UP  
**Representative** ..... Paul Raymer  
**Manager** ..... Hugh Shelley

**KMOD—Modesto—1950—ABC**

**Frequency:** 1360 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ..... Radio Modesto, Inc.  
**Address** ..... Orangeburg Ave.  
**News Service** ..... AP  
**Representative** ..... Headley-Reed  
**Membership** ..... NARTB  
**President** ..... John Griffin  
**General Manager** ..... Don C. Reeves  
**Comm. Manager** ..... Judd Sturtevant  
**Sales Prom. Mgr., Pub. Dir.** ..... D. Callahan  
**Program Director** ..... Gene D'Accardo  
**Chief Engineer** ..... Mel Freedman

**KTRB—Modesto—1933**

**Frequency:** 860 Kc. .... **Power:** 10,000 d.: 1000 n.  
**Owned-Operated By** ..... KTRB Bcstg. Co., Inc.  
**Address** ..... P. O. Box 593  
**News Service** ..... UP  
**Transcription Service** ..... Cole, Standard  
**Representative** ..... McGavren-Quinn  
**Membership** ..... NARTB  
**Pres.-Gen.-Station Mgr.** ..... William H. Bates, Jr.  
**Comm., Sales Prom. Mgr.** ..... Richard Brown  
**Prog., Pub. Dir.** ..... Carl Porviance  
**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  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Station Representative** ..... Pearson  
**Pres., Gen., Sta. Mgr.** ..... B. P. Timothy  
**Prog. Dir.** ..... Florence Timothy  
**Publicity Dir.** ..... J. T. Timothy  
**Chief Engineer** ..... G. Hammond

**KXXL—Monterey—1955**

**Frequency:** 630 Kc. .... **Power:** 1 Kw.  
**Owned-Operated By** ..... Pacific Ventures, Inc.  
**Address** ..... 546 Hartnell Plaza  
**News Service** ..... AP  
**Transcription** ..... RCA, Standard  
**Representative** ..... Burn-Smith  
**President** ..... Norman Blitz  
**Gen. Mgr.** ..... Al Madden  
**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** ..... Mt. Shasta  
**Representative** ..... Continental, McGavren,  
 BTS  
**Membership** ..... NARTB  
**Co-Owner** ..... Arthur Adler  
**Co-Owner** ..... David H. Rees

**KVON—Napa—1947**

**Frequency:** 1440 Kc. .... **Power:** 500 Watts  
**Owned-Oper. By** ..... J. L. & A. M. Powell  
**Address** ..... Foster Rd.  
**Rep.** ..... O'Connell, Ayres  
**Membership** ..... RAB  
**Owner, Gen. Mgr.** ..... J. L. Powell  
**Comm. Mgr.** ..... Burke Riley

**KSFE—Needles—1952—KBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Needles Bdcstg. Co.  
**Address** ..... P. O. Box C-2  
**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.  
**Newspaper Affiliation** ..... Oakland Tribune  
**News Service** ..... AP  
**Transcription Service** ..... World, Standard  
**Representative** ..... Weed  
**President** ..... J. R. Knowland, Jr.  
**Gen., Sta. Mgr.** ..... Bud Foster  
**Prog. Dir.** ..... Bill Laws  
**Publicity Director** ..... Jean Williams  
**Comm., Sales Mgr.** ..... S. Johnston  
**Chief Eng.** ..... Roswell S. Smith

**KROW—Oakland—1925**

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....**KROW, Inc.**  
 Address.....**464 19th St.**  
 News Service .....UP  
 Representative .....Raymer  
 Membership .....NARTB, RAB  
 President.....Sheldon F. Sackett  
 General Manager.....J. G. Paltridge  
 Sales Mgr.....Russ Coglin

**KWBR—Oakland—1920**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Warner Bros. Radio  
 Business-Studio Address.....327 22nd St.  
 News Service.....UP  
 Transcription .....Capitol  
 Representative .....Forjoe  
 Pres., Gen. Mgr.....E. N. Warner  
 Station Manager.....F. Wellington Morse  
 Program Director.....Jeane K. Fisher  
 Chief Engineer.....Paul Gregg

**KOCS—Ontario—1946**

Frequency: 1510 Kc.....Power 250 Watts  
 Owned-Operated By.....The Daily Report Co.  
 Business-Studio Address.....222 East "B" St.  
 News Service .....UP  
 Newspaper Aff.....Daily Report  
 Transcription Service .....World  
 Representative .....Hil F. Best  
 Membership .....NARTB

President.....Mrs. Jerene A. Harnish  
 General Mgr.....Peter R. Odens  
 Comm. Mgr.....P. Boshosin  
 Program Director.....Mel Hall  
 Chief Engineer.....Charles Tucker

**KMOR—Oroville—1948—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oroville Bcstrs.  
 Address.....Arlyn Rhine Dr.  
 News Service .....UP  
 Membership .....NARTB  
 Representative .....Ayres, Continental  
 General Mgr.....C. Ross McCarthy  
 Sales, Prom. Mgr.....Harry Ebeling  
 Program Dir.....Vic Ives  
 Chief Engineer .....Robert Fuller

**KOXR—Oxnard—1955**

Frequency: 910 Kc.....Power: 1 Kw.  
 Owned-Oper. By..Oxnard Broadcasting Corp.  
 Address.....613 S. "C" St.  
 News Service .....AP  
 Representative .....Tracy Moore  
 President.....Paul R. Schneider  
 General Manager.....Charles A. Farmer  
 Sales Manager .....Robert F. Brown

**KCMJ—Palm Springs—1946**  
**CBS**

Frequency: 1340 Kc.....Power: 250 Watts

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

... and **MORE RADIO AND TELEVISION STATIONS**

depend on

**THE ASSOCIATED PRESS**

**Owned-Operated By**... Palm Springs Bcstg. Co.  
**Business Address**..... Box KK  
**News Service**..... UP  
**Representative**..... McGavren  
**Transcription Service**..... World  
**Membership**..... RAB  
**President**..... David H. Margolis  
**Sta., Sls., Pub. Mgr.**..... Robert D. Blashek  
**Gen., Comm. Mgr.**..... Norman Lofthus  
**Program Director**..... Arthur Sipherd  
**Chief Engineer**..... Del Davitt

**KPAL—Palm Springs—1954**

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Desert Radio-Teletcasting Co.  
**Address**..... El Mirador Hotel  
**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**..... P.O. Box 1151  
**News Service**..... UP  
**Trans.**..... Standard, London  
**Membership**..... RAB  
**General Mgr.**..... Edward Davis  
**Program Director**..... Rik Aladdin

**KALI—Pasadena—1950**

**Frequency:** 1430 Kc..... **Power:** 5000 Watts  
**Owned**..... Consolidated Broadcasting Co.  
**Address**..... 758 East Colorado Street  
**News Service**..... UP  
**President, Gen. Mgr.**..... Henry Fritzen  
**Station Mgr., Prog. Dir.**..... Virginia O'Laughlin  
**Comm., Sales Prom. Mgr.**..... Chester W. Erickson  
**Publicity Dir.**..... Edgar R. Mills  
**Chief Engineer**..... Hervey E. Fritch

**KWKW—Pasadena—1942**

**Frequency:** 1300 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... Southern Calif. Bcstg. Corp.  
**Address**..... 800 Sierra Madre Villa  
**News Service**..... AP  
**Membership**..... NARTB  
**President**..... Marshall S. Neal  
**Gen.-Station Mgr.**..... William J. Beaton  
**Program Dir.**..... Ernesto Cervera  
**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.  
**News Service**..... AP  
**Trans. Ser.**..... World  
**Membership**..... RAB  
**President-Gen. Sta. Mgr.**..... Loyal K. King

**KPRL—Paso Robles—1946**  
**MBS-KBS**

**Frequency:** 1230 Kc..... **Power:** 250 Watts

**Owned-Oper. By**..... D. J. & Bernard Schwartz  
**Business-Studio Address**..... 32nd & Oak Sts.  
**News Service**..... AP  
**Representative**..... W. S. Grant  
**Gen., Sta., Mgr., Chief Eng.**..... Dale Schwartz  
**Comm., Sales Mgr., Pub. Dir.**..... Bernard Schwartz  
**Program Dir.**..... Dorothy Schwartz

**KAFP—Petaluma—1950**  
**KBS**

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned**..... Redwood Empire Bcstg. Co.  
**Address**..... Box 590  
**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.  
**News Service**..... UP  
**Representative**..... W. S. Grant  
**Pres., Gen. Mgr.**..... John C. MacFarland

**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.  
**News Service**..... UP  
**General Mgr.**..... Dean H. Wickstrom  
**Comm., Prom. Mgr.**..... Jim Robertson  
**Prog., Pub. Dir.**..... F. E. Wickstrom  
**Chief Engineer**..... Jim Flint

**KTIP—Porterville—1947**  
**ABC-KBS**

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Ralph F. Miller  
**Business-Studio Address**..... Box 1312  
**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**

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Tehama Broadcasting Co.  
**Address**..... Tremont Hotel  
**Representative**..... Tracy Moore  
**President**..... W. W. Boone  
**Station Mgr.**..... W. F. Baumgarten

**KRDG—Redding—1956**  
**MBS-DON LEE**

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned**..... Redding Broadcasting Co.

Address.....1214 Locust Street  
 News Service.....AP  
 Representative...Tracy Moore, Hil F. Best  
 General Manager....Howard N. Martineau  
 Comm. Manager.....Lee Craig  
 Program Director.....Edith Martineau  
 Chief Engineer.....Lynn F. Olsen

**KSDA—Redding—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....Valr, Inc.  
 Address.....Box 1400  
 News Service.....AP  
 Representative.....Grant  
 General Mgr.....P. Farrelle  
 Commercial Mgr.....John N. Chames  
 Traffic Mgr.....Mrs. Lee Arnold

**KVCV—Redding—1936**  
**CBS**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Golden Empire Bcstg. Co.  
 Address.....Box 511  
 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  
 Representative...Tracy Moore, Continental  
 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...Imperial Broadcasting System, Inc.  
 Address.....3401 Russell Street  
 News Service.....UP  
 Representative.....John E. Pearson  
 President, Gen. Mgr.....Frank K. Danzig  
 V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.  
 Station Mgr.....John Wages  
 Program Director.....George Corneal  
 Chief Engineer.....James Gardner

**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.  
 News Service.....UP  
 Representative.....Petry  
 President-General Mgr.....Ewing C. Kelly  
 Business Director.....Irma Davis  
 Comm. Mgr.....Fred C. Beckwith  
 Sta. 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...Twenty-First & Q  
 Newspaper Affiliation..McClatchy Newspapers  
 News Service.....UP, AP  
 Representative.....Paul H. Rayer  
 Membership.....NARTB, RAB  
 President.....Eleanor McClatchy  
 Station Manager.....Keith B. Collins  
 Sales Mgr.....A. C. Williams  
 Program Manager.....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  
 News Service.....AP  
 Transcription Service.....World, Langworth  
 Representative.....Forjoe Co.  
 Membership.....NARTB  
 General Manager.....Irving J. Schwartz  
 Station Manager.....J. Matranga  
 Sales Manager.....R. O'Brien  
 Program Director.....Jack Nelson  
 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.....1010 11th St.  
 Representative.....Hollingbery  
 Membership.....RAB  
 Pres., Gen. Mgr.....Robert W. Dunn  
 Station Mgr.....Dean Seaton

**KXOA—Sacramento—1945**  
**MBS-DON LEE**

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Sacramento Bcstrs., Inc.  
 Business Address.....Highway 40  
 Representative...Moore & Lund, McGavren,  
 Branham  
 Pres., Gen. Mgr.....Lincoln Dellar  
 Station Mgr.....Howard Haman  
 Sales Mgr.....Howard Haman

**KDON—Salinas—1935**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Frank Oxarant  
 Business Address..The Arcade, Valley Center  
 News Service.....UP  
 Representative.....McGavren  
 Trans.....Capitol  
 Gen. Mgr.....Jack Feldmann, Jr.  
 Chief Engineer.....Omer Wright

**KSBW—Salinas—1947—MBS**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Salinas Valley Bcstg. Corp.

Business Address . . . . . 238 John St.  
**News Service** . . . . . **AP**  
 Transcription Service . . . . . World  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. . . . . John C. Cohan  
 Sta., Comm. Mgr. . . . . W. M. Oates  
 Sales Prom. Mgr. . . . . Dean Moxley  
 Prog. Dir. . . . . Mike Morisoli  
 Chief Engineer . . . . . Bill Harqan

**KCSB—San Bernardino—1947**

Frequency: 1350 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . Fred P. D'Angelo  
 Business Address . . . . . 770 Mill St.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . W. S. Grant  
 Pres., Gen., Comm., Sales Mgr. . . . . F. A'Angelo  
 Sta. Mgr., Prog. Dir., Eng. . . . . Jim Blaine  
 Pub. Dir. . . . . M. Boznic

**KFXM—San Bernardino—1929**  
**MBS**

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . KFXM Broadcasting Co.  
 Address . . . . . 512 Fifth Street  
 News Service . . . . . UP  
 Transcription . . . . . World  
 Representative . . . . . McGavren-Quinn  
 Membership . . . . . NARTB, RAB  
 Board of Dirs. . . . . Howard Tullis,  
 John Hearne, Ben Paschall  
 Program Dir. . . . . Howard Bailey  
 Chief Engineer . . . . . George Ewing

**KITO—San Bernardino—1947**  
**ABC**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . .  
 Cosmopolitan Bcstg. Corp.  
 Address . . . . . Box 889  
 News Service . . . . . UP  
 Representative . . . . . Hollingbery  
 General Mgr. . . . . Ray Rios  
 Asst. Mgr. . . . . Perry Carle

**KRNO—San Bernardino—1948**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Western Empire Bcstrs., Inc.  
 Address . . . . . 990 Colton Ave  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Broadcast Time Sales  
 Pres., Gen. Mgr. . . . . Norman H. Rogers  
 Station Manager . . . . . George W. Brock  
 Sls. Prom., Comm. Mgr. . . . . 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 . . . . . KCBQ, Inc.  
 Bus. Studio Address . . . . . P. O. Box 1629  
**News Service** . . . . . **UP**  
 Representative . . . . . Young  
 Membership . . . . . NARTB

Managing Dir. . . . . Lee B. Bartell

**KFMB—San Diego—1941**  
**CBS**

Frequency: 540 Kc. . . . . Power: 5 Kw.  
 Owned . . . . . Wrather-Alvarez Bcstng Co.  
 Bus. Studio Address . . . . . 1405 Fifth Ave.  
**News Service** . . . . . **AP**  
 Representative . . . . . Petry  
 Membership . . . . . RAB, NARTB  
 Trans. . . . . SESAC, Capitol  
 President . . . . . J. D. Wrather, Jr.  
 General Mgr. . . . . Maria Helen Alvarez  
 Station Manager . . . . . A. M. Mortensen  
 Gen. Sales Mgr. . . . . Joe Miller  
 Promotion Dir. . . . . Dan Bellus

**KFSD—San Diego—1925—NBC**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KFSD, Inc.  
 Business Studio Address . . . . . U. S. Grant Hotel  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Representative . . . . . Katz Agency  
 Membership . . . . . NARTB, RAB  
 Station Manager . . . . . F. T. Boise Jr.  
 Chief Engineer . . . . . Leroy Bellwood  
 Eng. Supvr. . . . . Norman Burwell

**KGB—San Diego—1926—MBS**

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KGB, Inc.  
 Address . . . . . 1017 First Ave.

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

and **MORE**

RADIO AND

TELEVISION STATIONS

depend on

The Associated Press

News Service .....UP  
 Representative .....H.R.  
 Membership .....RAB, NARTB  
 President.....Marion R. Harris  
 Vice-Pres., Sales Mgr...Leonard W. Landmark  
 Program Director.....Robert S. Reagan  
 Chief Engineer.....Norman Duncan

**KSDO—San Diego—1947**

Freq.: 1130 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By...San Diego Bcstg. Co.  
 Bus.-Studio Address. 204 U.S. Natl. Bank Bldg.  
 News Service .....UP  
 Rep...Pearson, McGavren, Felts, Cox, Walter  
 Lake  
 Vice-Pres., Gen. Mgr.....Wilson Edwards  
 Prog. Dir., Chief Eng.....Vern Milton

**KSON—San Diego—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rabell Enterprises  
 Address.....U.S. Grant Hotel  
 Membership .....NARTB  
 Representative .....Forjoe  
 President.....Fred Rabell  
 Exec. V.P.....Dorothy Rabell  
 Vice-Pres.....Emery L. Chase

**KGIL—San Fernando—1947**

Frequency: 1260 Kc....Power: 1000 Watts d.  
 Owned-Oper. By...Pierce Brooks Bcstg. Corp.  
 Business Address.....4919 Van Nuys Blvd.  
 News Service .....AP  
 Membership .....NARTB  
 Trans..Capitol, World, Lang-Worth, Thesaurus,  
 Assoc., Standard, McGregor  
 President.....Dr. Pierce B. Brooks  
 Gen., Comm., Sta. Mgr.....Howard P. Gray  
 Program Dir.....Allen McKee  
 Chief Engineer.....Jay Rice

**KCBS—San Francisco—1949**  
**CBS**

Frequency: 740 Kc....Power: 50,000 Watts  
 Owned-Operated By.....CBS  
 Address.....Sheraton Palace Hotel  
 News Service .....AP, UP, INS  
 Representative .....CBS Radio Spot Sales  
 Transcription Service...ASCAP, SESAC, BMI  
 Membership .....NARTB, RAB  
 President (CBS).....Frank Stanton  
 Gen., Sta. Mgr.....Henry Untermyer  
 Commercial Manager.....Roland Kay  
 Promotion Mgr.....Evelyn Clark  
 Program Director.....Pede Worth  
 Publicity Director.....William Cullenward  
 Chief Engineer.....Alan Cormack

**KOBY—San Francisco—1947**

Frequency: 1550 Kc.....Power: 10 Kw.  
 Owned-Oper. By...Mid-America Bcstrs., Inc.  
 Address.....505 Geary St.  
 News Service .....AP  
 Representative .....Forjoe  
 President.....David M. Segal  
 Station Mgr.....Bill E. Brown

Prom. Mgrs.....W. Brazeal, J. McRea  
 Chief Engineer.....Ted Porter

**KFRC—San Francisco—1923**  
**MBS-DON LEE**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Business-Studio Address..1000 Van Ness Ave.  
 News Service.....UP, INS  
 Representative .....H.R.  
 Membership .....NARTB, RAB  
 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

**KGO—San Francisco—1924**  
**ABC**

Frequency: 810 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....ABC-PT  
 Business Address.....277 Golden Gate Ave.  
 News Service .....AP, INS  
 Representative .....John Blair  
 V.P., ABC; Sta. Mgr.....James H. Connolly  
 Commercial Mgr.....David Sacks  
 Sls. Prom. Mgr., Pub. Dir.....Victor P. Read  
 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.  
 News Service .....AP, INS  
 Representative .....Young  
 Membership .....NARTB  
 Gen. Mgr.....Edwin P. Franklin  
 Sta., Comm., Prom. Mgr....Stanley G. Breyer  
 Merchand. Dir.....Audrey P. Hunt  
 Prog., Pub. Dir.....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.  
 News Service.....AP, INS, UP  
 Trans.....Thesaurus  
 Representative.....NBC Spot Sales  
 Membership .....NARTB, RAB  
 President (NBC).....Robert Sarnoff  
 Gen., Sta., Comm. Mgr....George W. Fuerst  
 Program Director.....Jack Wagner  
 Publicity Director, Prom. Mgr..Jane Morrison  
 Chief Engineer.....J. W. Baker

**KSAN—San Francisco—1936**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned....Golden Gate Broadcasting Corp.  
 Address.....1111 Market Street  
 News Service .....AP  
 Representative..Stars National, Tracy Moore



President . . . . . Sherwood H. Patterson  
 Gen., Sta. Mgr. . . . . Len Cinnamon  
 Program Dir. . . . . O'Dessa Monroe  
 Publicity Dir. . . . . Gail Perry  
 Chief Engineer . . . . . Harry Wickersham

**KSFO—San Francisco—1925**

Freq.: 560 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned By . . . . . Golden West Bcstgrs.  
 News Service . . . . . UP  
 Business Address . . . . . 950 California St.  
 Transcription Service . . . . . Standard  
 Representative . . . . . AM Radio Sales  
 Membership . . . . . NARTB  
 President . . . . . Robert Reynolds  
 Gen., Sta. Mgr. . . . . Roman W. Wassenberg  
 Sales Asst. Gen. Mgr. . . . . Bert S. West  
 Program Dir. . . . . Robert Hansen  
 Pub. Dir., Sales Prom. Mgr. . . . . P. Ryan  
 Dir. of Engineering . . . . . Loyd C. Sigmon

**KYA—San Francisco—1926**

Freq.: 1260 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . KYA, Inc.  
 Business Studio Address . . . . . Fairmont Hotel  
 News Service . . . . . UP  
 Rep. . . . . Earry. Taft, McGavren, Quinn  
 Membership . . . . . RAB  
 V.P., Gen. Mgr. . . . . Irving C. Phillips  
 Sales Mgr. . . . . Deane Banta

**KBIF—San Francisco-Fresno  
1947**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . John Poole Bcstgr. Co.  
 Business Address . . . . . 857 Van Ness Ave.  
 News Service . . . . . UP  
 Representative . . . . . Weed  
 Transcription Service . . . . . Associated  
 Membership . . . . . RAB  
 Owner, President . . . . . John H. Poole  
 Gen. Mgr. . . . . Dave Maxwell  
 Comm., Prom. Mgr. . . . . A. S. Purves  
 Prog., Pub. Dir. . . . . Jim Bailey  
 Chief Engineer . . . . . Bob Love

**KEEN—San Jose—1947**

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By . . . . . United Bcstgr. Co.  
 Business Studio Address . . . . . Hotel De Anza  
 News Service . . . . . UP  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NARTB  
 President . . . . . George M. Mardikian  
 V.P., Gen. Mgr. . . . . Floyd Farr  
 Prog. Dir., Chief Eng. . . . . G. Snell  
 Commercial Mgr. . . . . Robert J. Blum  
 Sales Prom. Mgr. . . . . Ray Holly

**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  
 News Service . . . . . UP  
 Membership . . . . . RAB

Representative . . . . . O'Connell; Pickens  
 President . . . . . E. L. Barker  
 Gen., Sta. Mgr. . . . . R. E. Ryan  
 Sls. Prom., Pub. Dir. . . . . Lois Johnson  
 Ccmm. Mgr. . . . . G. Anderson  
 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 Bcstgr. Co.  
 Business Address . . . . . P. O. Box 995  
 Paper Affil. . . . . Los Gatos Times, Gilroy Dispatch,  
 Saratoga Observer  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Hall; BTS  
 President . . . . . Patrick H. Peabody  
 Gen., Sta. Mgr. . . . . Norman Paul  
 Comm., Sales Mgr. . . . . Earle Russell  
 Publicity Director . . . . . Gordon B. Greb  
 Prog. Dir. . . . . Frank Darien  
 Chief Engineer . . . . . Edward Meece

**KXRK—San Jose—1948**

Frequency: 1500 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . San Jose Bcstgr. Co.  
 Address . . . . . Box 167  
 News Service . . . . . AP  
 Representative . . . . . McGavren, Tracy Moore,  
 Hugh Felts  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Joe E. Levitt  
 Sta. Mgr., Comm. Mgr., Pub. Dir. . . . .  
 Gordon Graham  
 Program Director . . . . . Frank G. Kilpatrick  
 Sales Prom. Mgr. . . . . Oscar Bradley  
 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  
 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**

Frequency: 920 Kc. Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By . . . . . Valley Enterprises Co.  
 Business Address . . . . .  
 Mountain View & Hill Sts.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, RAB  
 President . . . . . John C. Cohan  
 Sales Manager . . . . . Si Darragh  
 Nat. Sales Mgr. . . . . William A. Morrison

**KVSM—San Mateo—1947**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Intercontinental Bcstg. Corp.  
Business Studio Address... 279 Baldwin Ave.  
News Service .....INS  
Representative..... Harlan Oakes, McGavren  
General Manager..... Jack Grant  
Program Dir..... Ralph Emery  
Chief Engineer..... Carl Rolfiff

**KTIM—San Rafael—1947**

Frequency: 1510 Kc. Power: 1000 Watts d.  
Owned-Operated By... Marin Bcstg. Co., Inc.  
Business Address..... 1032 B Street  
Newspaper Affil... S. R. Independent Journal  
News Service .....UP  
Representative..... Hil F. Best  
President..... Roy A. Brown  
V.P., Gen., Comm. Mgr., Ch. Eng., H. E. Turner  
Pub. Director..... Kitty Oppenheimer

**KWIZ—Santa Ana—1926**

Frequency: 1480 Kc. Power: 1000 Watts  
Owned..... Voice of the Orange Empire Inc.  
Business Address..... 105 E. 5th St.  
News Service .....UP  
Representative..... W. S. Grant, Leader  
President, Gen. Mgr..... Earnest L. Spencer  
Sales Prom Mgr..... Donner P. Spencer  
Comm. Manager..... Dick Leader  
Prog. Director..... Ed Nix  
Publicity Director..... Barbara Cullings  
Pub. Rel. Dir..... Harry Harvey  
Ch. Eng..... Roy Morris

**KDB—Santa Barbara—1921**

**MBS-DON LEE**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... KDB Broadcasting Co.  
Business-Studio-Transmitter..... Radio Square  
Membership..... NARTB, RAB  
News Service .....UP  
Representative..... Gill-Perna, McGavren  
Transcription..... Standard  
General Mgr..... Jim Harford  
Sales Manager..... Len Menard  
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.  
News Service .....UP  
Representative..... George P. Hollingbory  
Pres., Gen. Mgr..... Harry C. Butcher

**KTMS—Santa Barbara—1937**

**ABC**

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By... Santa Barbara News-Press  
Business-Studio Address... de la Guerra Plaza  
News Service .....AP  
Representative..... Paul H. Raymer

President..... Thomas M. Storke  
Gen. Mgr..... Charles A. Storke  
Sta. Mgr..... Joe Benes

**KSCO—Santa Cruz—1947**

Frequency: 1080 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By..... Radio Santa Cruz  
Business Address..... P. O. Box 1080  
News Service .....AP  
Trans..... Thesaurus, Standard  
Membership..... NARTB, RAB  
Representative..... BTS  
Pres., Gen., Sta., Comm. Mgr..... C. V. Berlin

**KCOY—Santa Maria—1946**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Arenze B'casters  
Business-Studio Address..... 801 So. B'way  
Representative..... Best, McGavren-Quinn  
News Service .....AP  
Membership..... NARTB  
Pres., Gen., Sta. Mgr..... James H. Ranger  
Comm., Sls. Prom. Mgr..... Edmond L. Feely  
Prom., Pub. Dir..... Ed L. Zuchelli

**KSMA—Santa Maria—1945**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... J. Hagerman, J. I. Groom  
Address..... 510 W. Morrison  
News Service .....UP  
Sta. Rep..... Tracy Moore  
Managers... James M. Hagerman, John I. Groom

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FORJOE & CO., New York, Chicago, Dallas  
DORA-CLAYTON, Atlanta, Georgia  
PEARSON & CO., San Francisco  
GEORGE A. BARON, Exec. V.P. & Gen. Mgr.

**KDAY—Santa Monica—1947**

Frequency: 1580 Kc. Power: 10,000 Watts, d.  
 Owned-Operated By Gotham Broadcasting Co.  
 Address: 1 Pico Blvd.  
 Membership: NARTB  
 Representative: Forjoe, Dora-Clayton  
 President: J. Elroy McCaw  
 V.P., General Manager: G. A. Baron  
 Program Director: Pete Smith  
 Chief Engineer: Robert H. Dye

**KSPA—Santa Paula—1946**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Santa Paula Bcstrs. Inc.  
 Business-Studio Address: 110 Middle Rd.  
 Station Rep.: O'Connell, Ayres  
 Pres., Gen., Sta. Mgr.: Juan G. Salas  
 Prog. Dir., Comm. Mgr.: Victor Salas  
 Sales Prom. Mgr., Chief Eng.: H. J. Velasco

**KSRO—Santa Rosa—1937**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By: Finley Bcstg. Co.  
 Business-Studio Add.: Fresno & Finley Aves.  
 News Service: UP  
 Representative: McGavren-Quinn  
 President: Mrs. E. L. Finley  
 Gen., Comm. Manager: Frank McLaurin  
 Pub. Dir.: Greg Prichard  
 Sales Prom. Mgr.: Paul Corbin  
 Prog. Dir.: Al E. Pearson  
 Chief Engineer: Hilmar Cann

**KROG—Sonora—1949—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Bruce E. Ferrel  
 Address: Modesto  
 News Service: UP  
 Transcription: Standard, SESAC  
 Representative: W. S. Grant  
 Gen., Sta. Mgr., Ch. Eng.: Walter T. Eggers  
 Comm., Sales Prom. Mgr.: George E. Johnstad  
 Program Director: Baci Ferreci  
 Publicity Dir.: Ray Lukas

**KRAK—Stockton—1926**

Frequency: 1140 Kc. Power: 5000 Watts  
 Owned-Oper. By: Golden Valley Bcstg. Co.  
 Business-Studio Address: 409 E. Market St.  
 News Service: UP  
 Transcription Service: World  
 Representative: John Blair  
 Membership: RAB  
 President: L. E. Chencault  
 V.P., Gen., Sta. Mgr.: A. L. Torbet  
 Program Director: Bob Brannan  
 Pub. Director: J. Mackenzie  
 Comm. Manager: Ted Carlsen  
 Chief Engineer: J. Tyron Kelley  
 Sales Prom. Mgr.: J. Burtca

**KSTN—Stockton—1949**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Operated By: San Joaquin Bcstg. Co.  
 Business Address: Hotel Clark  
 News Service: UP  
 Representative: Hollingbery  
 Membership: NARTB, RAB  
 President: Knox La Rue  
 Station Mgr.: Dave Skinner  
 Sales Prom. Mgr.: E. Tiscornia  
 Program Director: Ellis Lind  
 Publicity Director: Ray Golden  
 Chief Engineer: Richard Van Schaick

**KWG—Stockton—1921—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: Western Broadcasting Co., Inc.  
 Address: 411 East Market Street  
 News Service: AP  
 Representative: Bolling Co.  
 Membership: NARTB  
 President, Gen., Sta. Mgr.: Douglas D. Kahle  
 Comm., Sales Prom. Mgr.: Robert Murray  
 Program Director: James E. Longe  
 Publicity Dir.: Robert Billman  
 Chief Engineer: M. Bey Greene

**KJOY—Stockton—1947**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By: Joseph Gamble Stations, Inc.  
 Business-Studio Address: Hotel Stockton  
 News Service: UP  
 Representative: McGavren

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**President** ..... J. E. Gamble  
**Gen., Sta., Comm. Mgr.** ..... Ort Lothaus  
**Prog. Dir.** ..... Dennis C. Kirwan  
**Chief Engineer** ..... James Tracewell

**KSUE—Susanville—1948**  
**KBS**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned By:** ..... N. Hallowell, J. E. McKahn  
**News Service** ..... UP  
**Representative** ..... Tracy Moore  
**Membership** ..... NARTB  
**Manager** ..... Nolan Hollowell  
**Traffic Manager** ..... G. W. Burr  
**Program Director** ..... Ernest W. Moffett  
**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"  
**News Service** ..... UP  
**Membership** ..... NARTB  
**Pres., Gen., Sta. Mgr.** ..... Kenneth Aitken  
**Comm. Mgr.** ..... Jack Smith  
**Chief Engineer** ..... Kenneth Aitken  
**Prog. Dir.** ..... G. J. Tschumy, Jr.

**KCOK—Tulare—1945**  
**MBS-DON LEE**

**Frequency:** 1270 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By:** ..... KCOK, Inc.  
**Business Address:** ..... P. O. Box 119  
**News Service** ..... UP  
**Representative** ..... ForJoe  
**General Manager** ..... Sheldon Anderson  
**Station Manager** ..... J. Alon Rinehart  
**Nat. Sales Mgr.** ..... Naum Healy

**KTUR—Turlock—1949**

**Frequency:** 1390 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By:** ..... Turlock Bcstg. Corp.  
**Address:** ..... P. O. Box 1390  
**News Service** ..... UP  
**Representative** ..... O'Connell  
**President** ..... Wallace Lindskoog  
**Gen., Sta., Comm., Sls. Mgr.** ..... 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  
**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 Director** ..... Lyle Jones  
**Chief Engineer** ..... John Cheathra

**KGW—Vallejo—1947**

**Frequency:** 1190 Kc. .... **Power:** 250 Watts d.  
**Owned-Oper. By:** ..... Vallejo Bcstg. Co.  
**Business-Studio Address:** ..... 3267 Sonoma Blvd.  
**News Service** ..... UP  
**Representative** ..... BTS  
**Co-Owners, Co-Mgrs.** ..... E. Peck, A. J. Krisik  
**Comm. Mgr.** ..... A. J. Krisik  
**Pub., Prog. Dir.** ..... Ellsworth Peck  
**Sls. Prom. Mgr.** ..... A. J. Krisik  
**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  
**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.  
**Representative** ..... Walker, Oakes  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Manager** ..... Bill E. Williams  
**Sales Mgr.** ..... Norton Gilson  
**Program Dir.** ..... Jim Williams  
**Chief Engineer** ..... Cullen Tendick

**KONG—Visalia—1951**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By:** ..... KYNO  
**Address:** ..... Box 1429  
**News Service** ..... UP  
**Representative** ..... Hollingbery  
**Gen., Sta. Mgr.** ..... Gordon L. Jacobs  
**Program Manager** ..... Dave Belman  
**Chief Engineer** ..... Leon K. Jones

**KWSO—Wasco—1950**

**Frequency:** 1050 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By:** ..... Maple Leaf Bcstg. Co.  
**Address:** ..... P. O. Box 366  
**Rep.** ..... Hil F. Best  
**News Service** ..... AP  
**President** ..... E. J. Peters  
**Station Mgr.** ..... Theo. G. Heinrichs

**KHUB—Watsonville—1937**  
**KBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Business Address:** ..... P. O. Box 349  
**News Service** ..... UP  
**Representative** ..... Hil F. Best  
**Membership** ..... NARTB  
**Gen., Sales Mgr.** ..... William W. Morgan

**KSYC—Yreka—1947—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Siskiyou Cty. Bcstg. Co., Inc.  
 Address Lawrence Lane, S. Oregon St.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative T. Moore  
 Membership NARTB  
 President E. G. Milbourne  
 General Manager D. C. Hoflinger  
 Sta., Comm. Manager D. M. Comstock  
 Program Director Wesley Meyers  
 Chief Engineer W. R. Maginnis

**KAGR—Yuba City—1953**  
**KBS**

Frequency: 1450 Kc. Power: 100 Watts  
 Owner James E. Jaeger  
 Address Box 247

News Service UP  
 Representative Best  
 President James E. Jaeger  
 Gen. Mgr., Chief Eng. James E. Walley  
 Program Director Dean Coll

**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.  
 News Service AP  
 Transcription Service Thesaurus  
 Rep. Ayers, O'Connell, Continental  
 Membership NARTB  
 President Chester V. Ullom  
 Gen. Manager Roger R. Hunt  
 Comm. Mgr. Lloyd Klemp  
 Prog. Dir. Ric Ryan  
 Pub. Dir. Donald Brown  
 Chief Engineer Carlton E. Currie

**Colorado**

Pop. March 1 (Est.) 1,654,000—Families 493,000  
 Radio Homes 462,000—TV Homes 304,000—Stations in State 46

**KGIW—Alamosa—1929—KBS**  
**MBS-IMN**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By D. L. & Katholeen Allen  
 Address Alamosa  
 News Service UP  
 Rep. Avery-Knodel  
 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  
 News Service UP  
 Transcription Service World  
 Representative Forjoe  
 Membership NARTB  
 President David M. Segal  
 Gen., Sta. Mgr. Edward M. Guss  
 Comm. Mgr. James F. Brown  
 Sls. Prom. Mgr. Ted Cooper  
 Chief Engineer Lonnie A. Licata  
 Program Dir. Bobby Beers  
 Publicity Director Jim Wayne

**KBOL—Boulder—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Boulder Radio KBOL, Inc.  
 Address Box 146  
 News Service AP  
 Transcription Service Standard, Thesaurus  
 Station Rep. Holman  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. Russel Shaffer  
 Sales Manager Gene Palm  
 Program Dir. John Wilcox

**KRLN—Canon City—1946**  
**KBS-IMN**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Royal Gorge Bcstrs., Inc.  
 Business-Studio Address 1615 Central Ave.  
 News Service UP  
 Trans. Serv. Keystone, Cole, BMI  
 Pres.-Gen. Sta. Mgr. Ray M. Beckner  
 Comm. Mgr. Al Rinn  
 Pub. Dir. Q. Bryan  
 Prog. Director R. Beckner, Jr.  
 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.  
 News Service AP, UP  
 Representative John E. Pearson  
 Membership NARTB, RAB  
 Pres., Gen., Sta. Mgr. Harry W. Hoth  
 Program Director John Finlayson  
 Business Mgr. Donald Wilkinson  
 Chief Engineers H. Schubarth, C. Upton

**KVOR—Colorado Springs**  
**1924—CBS-IMN**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Oper. By Riggs & Greene, Inc.  
 Address 512 So. Tejon  
 News Service UP  
 Representative Hollingsbery  
 Membership NARTB  
 President John S. Riggs  
 General Manager John F. Hanssen



Program Director.....Ron Cook  
Chief Engineer.....Sheridan Gilbert

**KWBY—Colorado Springs  
1955**

Frequency: 740 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Music Broadcasting Corp.  
Address.....Box 764  
News Service.....UP  
Representative.....Radio-TV Reps., Inc.  
Pres., Gen. Mgr.....John L. Buchanan  
Comm., Prom. Mgr., Pub. Dir.....Jack Wallace  
Station Mgr.....Ralph Petti  
Prog. Dir.....Robert Pittcock  
Chief Engineer.....O. E. Kelley

**KVFC—Cortez—1955  
KBS-IMN**

Frequency: 740 Kc.....Power: 1 Kw.  
Owned-Oper. By.....J. Hawkins & B. Hubbs  
Address.....Box 1718  
News Service.....UP  
Transcription Service.....World  
Representative.....Best  
Gen., Sta. Mgr.....Jack Hawkins  
Prog. Dir., Eng.....Jack James  
Comm. Mgr.....George Fender  
Sales Prom. Mgr.....Clyde Gores

**KRAI—Craig—1947**

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n  
Owned-Oper. By.....Northwestern Bcstg. Co.  
Address.....P. O. Box 65  
News Service.....UP  
Representative.....Grant Webb  
Transcription Service.....Thesaurus  
Membership.....NARTB  
President.....George Cory  
Station Mgr.....Dick Bonderud  
Treasurer.....Kenneth Stone  
Sales Co-Ord.....Shulom Kurtz

**KDTA—Delta—1955**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Monarch Broadcasting Co.  
Address.....P. O. Box 452  
News Service.....UP  
Transcription.....SESAC  
Pres., Gen., Sta. Mgr.....D. E. Towne  
Comm. Mgr.....D. W. Blair  
Prog. Dir.....Rose Mary Towne

**KDEN—Denver—1956**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned.....KDEN Broadcasting Co.  
Address.....1601 West Jewell Ave.  
News Service.....AP  
Partners.....Edwin E. Koepke, Frank E. Amole Jr.  
Station Mgr.....Edwin E. Koepke  
Comm. Mgr.....Wally Geiger  
Sales Prom. Mgr.....Ken Brothers  
Program Dir.....Lloyd Knight  
Chief Engineer.....Walt Wilson

**KFML—Denver—1955**

Frequency: 1390 Kc.....Power: 1000 Watts d.

Owned-Oper. By....."Note" Bcstg. Co.  
Address.....262 Fillmore St.  
Representative.....Good Music Broadcasters  
Membership.....NARTB  
Pres., Gen. Mgr.....E. A. Bancker, Jr.  
Comm. Mgr.....L. B. Switzer  
Sales Prom. Mgr., Pub. Dir.....Amy Roosevelt  
Program Dir.....Fred Hays  
Chief Engineer.....A. L. Robertson

**KFSC—Denver—1954**

Frequency: 1220 Kc.....Power: 1 Kw.  
Owned.....Francisco V. Sanchez  
Address.....3340 Lafayette St.  
News Service.....INS  
Representative.....Oakes National Time Sales  
President.....F. V. Sanchez  
Gen. Mgr.....Levi Beall  
Comm. Mgr.....Joseph E. Flynn

**KIMN—Denver—1923—MBS  
IMN**

Frequency: 950 kc.....Power: 5 kw.  
Owned.....KIMN, Inc.  
Address.....5350 W. 20th Ave.  
News Service.....UP  
Station Representative.....Avery-Knodel, Inc.  
Membership.....RAB  
Gen. Mgr.....Collin W. Lowder  
Commercial Manager.....Kenneth E. Palmer  
Nat. Sales Mgr.....Holly Moyer  
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  
Transcription Service.....Lang-Worth  
News Service.....INS  
Representative.....Continental, Biddick  
Owner-Gen., Mgr.....G. B. Anderson  
Commercial Mgr.....L. L. Tracy  
Bus. Mgr.....H. G. Kincaid  
Prog. Dir.....G. B. Anderson  
Chief Engineer.....D. M. Smith

**KLZ—Denver—1922—CBS**

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Aladdin Bcstg. Corp.  
Business-Studio Address.....131 Speer Blvd.  
News Service.....UP, INS  
Newspaper Affiliation.....Time, Inc.  
Representative.....Katz  
Membership.....NARTB, RAB  
President.....Hugh B. Terry  
Station Mgr.....Phil Hoffman  
Comm. Mgr.....Lee Fondren  
Sales Prom. Mgr.....Quintin McCredie  
Program Coordinator.....Charles Roberts  
Pub. Dir.....Earl Wennergren  
Chief Engineer.....Harvey E. Wehrman

**KMYR—Denver—1941**

Frequency: 710 Kc.....Power: 5000 Watts  
Owned-Operated By.....Dolph-Petley Bdcstg. Co.  
Address.....Security Life Bldg.

Station Representative.....Adam Young  
 General Manager.....Ken Hildebrandt  
 Sales Mgr.....Leonard Kehl

**KOA—Denver—1924—NBC**

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....KOA, Inc.  
 Business-Studio Address..1625 California St.  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus  
 Representative.....NBC Spot Sales  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....William W. Grant  
 Sta. Mgr.....Bob Hix  
 Sales Prom. Mgr.....Orville Rennie  
 Program Director.....Jim Atkins  
 Chief Engineer.....J. A. Slussea

**KTLN—Denver—1948**

Frequency: 1280 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Radio Denver, Inc.  
 Address.....431 W. Colfax  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Radio-TV Reps., Inc.  
 Pres., Gen., Sta. Mgr.....Richard B. Wheeler  
 Pub. Dir.....Rich Froemke  
 Gen. Sales Mgr.....Lee Mehlig  
 Program Director.....Percy Allen  
 Chief Engineer.....Norman Petersen

**KVOD—Denver—1925—ABC**

Frequency: 830 Kc.....Power: 5000 Watts  
 Owned-Operated.....Colorado Radio Corp.  
 Business-Studio Address

1022 Midland Savings Bldg.

News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Simmons Associates, Inc.  
 Membership.....NARTB  
 President.....George O. Cory  
 Sta. Mgr.....Douglas J. Taylor  
 Commercial Manager.....Bob Fehr  
 Sales Co-Ord.....Shulom Kurtz  
 Prog. Dir.....Bill Sharpe

**KIUP—Durango—1935  
 MBS**

Freq.: 930 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By....San Juan Bcstg. Co.  
 Address.....P. O. Box 641  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Representative.....Holman Co., McGuire  
 President.....J. A. Segerberg  
 Gen., Sta. Mgr.....R. E. O'Brien  
 Sales Prom. Mgr.....Al Gare  
 Program Director.....Herb Jobes  
 Comm. Mgr.....Lindsey Becker  
 Publicity Director.....Frank Toomey  
 Chief Engineer.....Lou Shaw

**KGMC—Englewood—1952**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned by.....Mc Ma Agency  
 Address.....3355 S. Broadway  
 News Service.....UP

Transcription Service.....Standard  
 Membership.....NARTB  
 Sta., Sls., Comm., Gen. Mgr., Grady F. Maples  
 Prog., Pub. Dir.....G. G. Entz  
 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.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 President.....Herb Hollister  
 Gen., Sta., Prom. Mgr., Pub. Dir., E. Atteberry  
 Comm. Manager.....Bill Hansen  
 Program Director.....Hollis Hoff  
 Chief Engineer.....Harry Winter  
 News Editor.....Mona Atteberry

**KFTM—Fort Morgan—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Morgan County Bcstg. Co.  
 Address.....P. O. Box 431  
 News Service.....UP  
 Transcription Service.....World  
 Pres., Gen., Sta. Mgr.....R. H. Dolph  
 Comm. Mgr.....Lloyd Walker  
 Program Director.....Dawson Jelinick  
 Chief Engineer.....Robert Duffy  
 Sales Prom. Mgr.....Sam Kerr  
 Pub. Director.....Lou Anderson

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**KGLN—Glenwood Springs**  
1950

Frequency: 980 Kc. Power: 1000 Watts  
Owned-Oper. By. KGLN, Inc.  
Address. P. O. Box C  
Representative. Holman  
Membership. NARTB  
News Service. UP  
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.  
Transcription Service. Capitol, Thesaurus  
News Service. INS  
Representative. Harlan Oakes  
Membership. NARTB  
President. D. Spencer Grow  
Vice Pres., Gen. Manager. Abbott Tessman

**KREX—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  
Representative. Hal Holman, McGuire  
Transcription Service. Lang-Worth, Standard  
Membership. NARTB  
Pres., Gen. Mgr. Rex Howell  
Station Mgr. Jerry Fitch  
Sales Prom., Prog. Dir. Warren Clark  
Pub. Director. Bill Orr

**KFKA—Greeley—1921—IMN**

Frequency: 1310 Kc. Power: 1000 Watts  
Owned-Oper. By. Mid-Western Radio Corp.  
Business-Studio Address. 620—8th Ave.  
Representative. Hal Holman  
News Service. UP  
Transcription Service. Thesaurus  
President. H. E. Green  
Sta., Gen. Mgr., Pub. Dir. Ralph H. Green  
Comm. Mgr. Virginia Sears  
Program Dir. Joan Lynch  
Chief Engineer. Harry Brewer

**KYOU—Greeley—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. Meroco Bcstg. Co.  
Address. 2424 Sixth Ave.  
News Service. AP  
Representative. McGillvra  
President, Comm. Mgr. Elwood H. Meyer  
Gen. Mgr., Prom. Mgr. Everett Shupe  
Prog., Pub. Dir. Donald Dilley  
Chief Eng. Roland Reed

**KBNZ—La Junta—1937**  
MBS-KBS-IMN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Otero Broadcasting Co.  
Address. 117 W. Third St.

News Service. AP  
Representative. Indie Sales  
Transcription. Standard  
President. M. S. Morrison  
Gen. Sta. Mgr., Chief Eng. R. D. McGregor  
Comm. Sls. Prom. Mgr. Jack Lee  
Program Dir. J. A. Doenges  
Pub. Dir. J. O'Rourke

**KLAK—Lakewood—1955**

Frequency: 1580 Kc. Power: 250 Watts  
Owned-Oper. Lakewood Bcstg Service, Inc.  
Address. 1315 Oak St.  
Representative. Charles Bernard  
Membership. NARTB  
Pres., Gen. Sta. Mgr. Maurice J. DeVolt  
Business Manager. Julia W. DeVolt  
Program Director. Edythe G. Sweeney

**KLMR—Lamar—1948**  
MBS-IMN

Freq.: 920 Kc. Power: 1000 W. d., 500 W. n.  
Owned-Oper. By. SE Colorado Bcstg. Co.  
Address. P. O. Box 632  
News Service. UP  
Transcription Service. World  
Representative. Continental  
President. Ralph Eaton  
Gen. Sta. Mgr. Dennis Behan  
Sales Mgr. William Jack  
Pub. Prog. Director. William Adams

**KLVC—Leadville—1951**

Frequency: 1230 Kc. Power: 250 Watts  
Owned. Raymond Tex Roberts  
Address. 520 W. 6th St.  
News Service. UP  
Membership. NARTB  
Representative. IMN, Keystone  
Pres., Gen. Mgr., Pub. Dir. Raymond T. Roberts  
Comm., Prom. Mgr., Ch. Eng. Kenneth L. Roberts  
Program Dir. Juanita Roberts

**KLMO—Longmont—1949**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Operated By. G. F. Maples  
Address. Imperial Hotel  
News Service. UP  
Representative. Continental Radio Sales  
Gen., Prom. Mgr., Prog., Pub. Dir. R. J. Culling  
Chief Engineer. Joseph K. Jackson

**KLOV—Loveland—1955**  
KBS

Frequency: 1570 Kc. Power: 250 Watts  
Owned-Oper. By. Vogel & Smock  
Address. 1440 E. 6th St.  
News Service. AP  
Transcription. SESAC, Standard  
Membership. NARTB  
General Mgr. William R. Vogel  
Program Director. David W. Martin  
Publicity Director. Monroe T. Smock  
Chief Engineer. Allen D. Maggard

**KSLV—Monte Vista—1954**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Colorado Radio Corp.  
 Address .....P. O. Box 631  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Webb  
 Membership .....NARTB  
 President, Gen. Mgr.....George O. Cory  
 Sta., Sales Prom. Mgr.....Herb C. Shields  
 Comm. Mgr.....Clifford J. Marce  
 Prog. Dir.....George Norvell  
 Chief Engineer.....Tom Weir

**KUBC—Montrose—1946**

Freq.: 580 Kc....Power: 1 Kw., d., 500 W. n.  
 Owned-Operated By..Uncompaghre Bcstg. Co.  
 Business-Studio Address.....P. O. Box 279  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative .....Webb  
 Membership .....NARTB, RAB  
 President .....R. C. McCafferty  
 Gen. Mgr.....Geo. Cory  
 Station Mgr.....Bob Hale  
 Comm. Mgr.....Charles Hosner  
 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.  
 Transcription Service .....Thesaurus  
 Representative .....John E. Pearson  
 Pres., Gen., Sls., Mgr.....Ray J. Williams  
 Oper. Mgr.....D. F. Durniak  
 Radio Mgr.....Cliff Hendrix  
 Chief Engineer.....Marion Cunningham

**KDZA—Pueblo—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Pueblo Radio Co.  
 Address .....3011 Elizabeth  
 News Service .....AP  
 Representative .....McGillvra  
 Pres., Sta., Sls. Mgr.....Dee B. Crouch

**KFEL—Pueblo—1956**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned .....Frank Donald Hall  
 Address .....4411 Goodnight Ave.  
 News Service.....UP  
 Representative.....Continental Radio Sales  
 Owner, Mgr.....Frank Donald Hall  
 Chief Eng., Asst. Mgr.....John T. Roscos  
 Local Sales Rep.....Earl B. Miller

**KGHF—Pueblo—1928—ABC**  
**MBS-IMN**

Frequency: 1350 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By..Colorado Bcstg. Co., Inc.  
 Address.....Canon City Road

News Service .....UP  
 Transcription Service.....World, SESAC  
 Representative.....Gill-Perna, Inc., IMN  
 Membership .....NARTB  
 President .....Gifford Phillips  
 Oper. Dir.....Robert D. Ellis  
 Prom. Mgr., Prog., Pub. Dir.....Ken Reyhons  
 Gen., Comm. Mgr.....William G. Stewart  
 Chief Engineer.....Henry Ankeny

**KRFC—Rocky Ford—1956**

Frequency: 1320 Kc....Power: 1000 Watts d.  
 Owned ..Arkansas Valley Broadcasting Co.  
 Address .....P. O. Box 632  
 News Service .....AP  
 Representative .....John E. Pearson  
 Partners.....Ray J. Williams, J. L. Littlejohn  
 General Manager.....J. L. Littlejohn  
 Comm. Manager.....Dick Frink  
 Program Director.....Letabeth Littlejohn  
 Chief Engineer.....Bob Jones

**KVRH—Salida—1948**  
**KBS-MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Heart of the Rockies Bcstg. Co.  
 Address .....P. O. Box 166  
 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  
 Address .....127 No Div. Ave.  
 News Service .....UP  
 Trans. Service..Lang-Worth, MacGregor, Cole  
 Membership .....NARTB  
 Gen. Mgr., Ch. Eng.....Elmer G. Beehler  
 Sta., Comm. Mgr., Prog., Pub. Dir.....Al Ross

**KOLR—Sterling—1955**  
**MBS-IMN**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...High Plains Bcstg. Corp.  
 Address .....114 Main St.  
 News Service .....AP  
 Transcription .....Thesaurus  
 Representative .....Hal Holman  
 Pres., Gen. Mgr.....Robin A. Morrow  
 Station Manager.....John Gazdik  
 Program Dir.....Max Rosseau  
 Chief Eng.....Deane Johnson

**KCRT—Trinidad—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCRT, Inc.  
 Address .....Box 772  
 News Service .....UP  
 Membership .....NARTB  
 Representative .....Indie Sales  
 Pres., Gen. Mgr.....E. M. Cooper  
 Pub., Prog. Dir.....Pete Deluca  
 Sls. Prom. Mgr.....E. Griego





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# WTIC

HARTFORD  
CONNECTICUT

# Connecticut

Pop. March 1 (Est.) 2,285,000—Families 686,000  
Radio Homes 660,000—TV Homes 594,003—Stations in State 26

## WADS—Ansonia—1956

Freq.: 690 Kc. Power: 500 Watts d.  
Owned By Valley Broadcasting Co.  
Address Capitol Bldg., Main St.  
News Service UP  
Representative Walker  
Membership NARTB, RAB  
Pres., Gen. Sta. Mgr. Sydney E. Byrnes  
Comm. Mgr. Howard Kester  
Sales Prom. Mgr. Marvin Rothschild  
Program Dir. Bernie Tracy  
Publicity Dir. Barbara Criscuolo  
Chief Engineer. Lisle Dorrian

## WICC—Bridgeport—1926

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By Bridgeport Bcstg. Co.  
Address Box 9140  
News Service AP, UP  
Transcription Service. Thesaurus  
Representative Adam Young  
Pres., Gen. Mgr. Philip Merryman  
Commercial Manager Manning Slater  
Sales Prom Mgr. Cameron Mackenzie  
Program Director Frank Delfino  
Chief Engineer Pat Uliano

## WNAB—Bridgeport—1941 ABC-MBS-YANKEE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By WNAB, Inc.  
Business-Studio Address 991 Broad St.  
News Service UP  
Representative Burke-Stuart  
President Harold 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.  
News Service UP  
Representative Clark  
President Eric Hatch  
General Manager R. C. Kilbourn

## WLAD—Danbury—1947

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Operated By Berkshire Bcstg. Corp.  
Business-Studio Address 207 Main St.  
News Service AP  
Transcription Service World. SESAC  
Representative Indie Sales  
President John P. Prevldi  
Gen., Comm. Mgr., Pub. Dir., Prom. Mgr.  
Sol Robinson  
Program Director Paul Baker  
Chief Engineer Rudi Cehak

## WCCC—Hartford—1947

Frequency: 1410 Kc. Power: 500 Watts d.

Owned-Oper. By Greater Hartford Bcstg Corp.  
Address Hotel Bond  
News Service UP  
Station Rep. Walker  
President William M. Savitt  
Sec't, Treas. M. Savitt  
Sta., Comm. Mgr. R. H. Klein  
Sales Prom. Mgr. Wm. Hennessey  
Program Director Jack Brooks  
Publicity Director Milt Berkowitz  
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.  
News Service UP  
Representative Paul H. Raymer  
Membership NARTB  
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.

## WPOP—Hartford—1935 MBS-ABC-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts  
Owned-Oper. By  
Tele-Broadcasters of Conn., Inc.  
Business-Studio Address 600 Asylum Ave.  
News Service UP  
Representative H-R Reps. Inc.  
Pres., Gen. Mgr. H. Scott Killgore  
Commercial Mgr. Phillip Zoppi

## WTIC—Hartford—1925—NBC

Frequency: 1080 Kc. Power: 50,000 Watts  
Owned-Oper. By Travelers Bcstg. Service  
Business-Studio Address 26 Grove St.  
News Service AP, INS  
Transcription Service Lang-Worth SESAC  
Representative Christal  
Membership NARTB, 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  
Owned Silver City Crystal Company  
Address 8 West Main St.  
News Service UP  
Representative Thomas F. Clark  
Membership RAB  
President C. A. Schultz  
General Manager C. A. Kruttschnitt  
Commercial Manager James MacGovern  
Program Director Les Fox  
Chief Engineer John Roache

**WCNX—Middletown—1948**

Frequency: 1150 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Middlesex Bcstg. Co.  
 Business-Studio Address.....460 Main St.  
 News Service .....UP  
 Transcription .....Thesaurus  
 Representative .....Devney, Nona Kirby  
 Managing Dir.....R. J. W. J. O'Brien  
 Station Mgr.....Bill Glynn

**WHAY—New Britain—1949**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Operated By...Central Conn. Bcstg. Co.  
 Business Address.....22 Grove Hill  
 News Service .....UP  
 Representative....Nona Kirby, R. O'Connell  
 Membership .....NARTB  
 President .....Patrick Goode  
 General Mgr.....Aldo DeDominicis  
 Sta., Comm. Mgr.....Charles Bell  
 Program Director.....George Ehrlich  
 Pub. Dir.....Carol Ginsburg  
 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.  
 News Service .....AP, UP  
 Representative .....Bolling  
 Membership .....NARTB  
 Gen. Mgr.....Peter B. Kenney  
 Comm., Sls. Prom. Mgr.....Gustave Nathan

Program Director.....Robert W. Bray  
 Oper. Mgr.....John P. Shipley

**WAVZ—New Haven—1947**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By.....WAVZ Bcstg. Corp.  
 Business-Studio Address.....152 Temple St.  
 News Service .....AP  
 Representative....Hollingbery, Kettell Carter  
 Membership .....NARTB  
 President.....Victor W. Knauth  
 Exec. V.P., Sta. Mgr.....Daniel W. Kops  
 Sls. Prom., Comm. Mgr.....Richard J. Monahan  
 Program Director.....E. J. Markle  
 Publicity Director.....S. L. Barstein  
 Chief Engineer.....Frederick Brill

**WELI—New Haven—1935**

Frequency: 960 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned By.....Conn. Radio Foundation, Inc.  
 Business-Studio Address.....221 Orange St.  
 News Service .....UP  
 Transcription Service .....World  
 Representative....H. R. Reps., Rbt. Foster  
 Pres., Sta., 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**

ABC

Frequency: 1340 Kc. Power: 250 Watts

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**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

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**Owned-Oper. By...** Triangle Publications, Inc.  
**Business-Studio Address...** 1110 Chapel St.  
**News Service...** AP, INS  
**Newspaper Affil.** Inquirer  
**Representative...** Katz Agency  
**Membership...** NARTB  
**General Mgr.** Edward D. Toddei  
**Sales Manager...** J. Vincent Callanan  
**Sta., Prog. Mgr.** Edward C. Obrist  
**Promotion Dir.** John J. Curran  
**Chief Engineer...** Vinnie DeLourents

**WNLC—New London—1936**  
**MBS-YANKEE**

**Frequency:** 1490 Kc. Power: 250 Watts  
**Owned-Operated By...** The Thames Bcstg. Corp.  
**Business-Studio Address...** 281 State St.  
**News Service...** UP  
**President-Gen. Sta. Mgr.** Gerald J. Morey  
**Comm.-Sales Prom. Mgr.** Leo B. Keegan  
**Prog., Publ. Dir.** Nelson Brown  
**Chief Engineer...** Randolph Barrett

**WNLK—Norwalk—1948**

**Frequency:** 1350 Kc. Power: 500 Watts  
**Owned-Operated By...** Norwalk Bcstg. Co., Inc.  
**Address...** 11 Wall St.  
**News Service...** UP  
**Representative...** McGillvra  
**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.  
**News Service...** UP  
**Representative...** Everett-McKinney, R. C. Foster  
**Membership...** RAB  
**Pres., Gen., Sta. Mgr.** D. Lasser  
**Sls. Prom. Mgr.** 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.  
**Transcription Service...** World  
**Membership...** NARTB  
**President...** Roland A. Gayette  
**Gen. Mgr.** Harry E. Breault  
**Pgm. Dir.** Lester Douglas  
**Chief Engineer...** John Dufour

**WSTC—Stamford—1941—ABC**

**Frequency:** 1400 Kc. Power: 250 Watts  
**Owned-Oper. By...** W. Conn. Bcstg. Co.  
**Business-Studio Address...** 270 Atlantic St.  
**Newspaper Affiliation...** Stamford Advocate  
**News Service...** UP  
**Membership...** NARTB  
**Representative...** Everett-McKinney, Foster  
**President...** Kingsley Gillespie  
**Gen. Manager...** Julian Schwartz

**WLCR—Torrington—1947**

**Frequency:** 990 Kc. Power: 1000 Watts d.  
**Owned-Oper. By...** Litchfield City Radio Corp.  
**Business-Studio Address...** 23 Main St.  
**Transcription Service...** SESAC  
**Representative...** Bogner & Martin  
**Membership...** NARTB  
**News Service...** AP  
**Pres., Gen. Mgr.** Charles O. Scott  
**Station Mgr.** Arthur Barnham  
**Comm. Mgr.** Alex Pernal  
**Prog., Pub. Dir.** Joe Storm  
**Chief Engineer...** Donald Morrison

**WTOR—Torrington—1948**  
**ABC**

**Frequency:** 1490 Kc. Power: 250 Watts  
**Owned-Oper. By...** Torrington Bcstg. Co., Inc.  
**Business-Studio Address...** 93 Perkins St.  
**Representative...** Rambeau  
**News Service...** AP  
**Pres., Gen., Sta. Mgr.** Edmund Waller  
**Comm., Sls. Prom. Mgr.** Al Ayre  
**Prog., Pub. Dir.** David Eller

**WBRY—Waterbury—1934**  
**CBS**

**Frequency:** 1590 Kc. Power: 5000 Watts  
**Owned-Oper. By...** American-Republican, Inc.  
**Business-Studio Address...** P. O. Box 1627  
**News. Affil.** American-Republican  
**News Service...** AP

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 or ask the  
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**WBRY**  
 CBS—5,000 Watts



Rep. . . . . Avery-Knodel, Kettel-Carter  
 Membership . . . . . NARTB  
 President . . . . . William J. Pape  
 Manager . . . . . J. Maxim Ryder  
 Pub. Dir., Sls. Prom. Mgr. . . . . Robert Holczer  
 Program Director . . . . . Walter O. Howard  
 Chief Engineer . . . . . Frank B. Hales

### WATR—Waterbury—1934 ABC

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . WATR, Inc.  
 Business-Studio Address . . . . . 440 Meadow St.  
 News Service . . . . . UP  
 Representative . . . . . Burke-Stuart  
 Membership . . . . . NARTB

President . . . . . Harold Thomas  
 Gen. Mgr., Comm. Mgr. . . . . Sam Elman  
 Sales Prom. Mgr. . . . . Fred Erwin  
 Prog. Director . . . . . Wally King  
 Pub. Dir. . . . . Bob Gullispie  
 Chief Engineer . . . . . Andrew Toras

### WWCO—Waterbury—1946 MBS-YANKEE

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. . . . . New England Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 65 Bank St.  
 News Service . . . . . AP  
 Representative . . . . . McGillvra  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr. . . . . Lawrence Brandon  
 Comm. Mgr. . . . . Howard Mendel

## Delaware

Pop. March 1 (Est.) 421,030—Families 124,000  
 Radio Homes 116,000—TV Homes 108,000—Stations in State 8

### WDOV—Dover—1947

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Dover Bcstg. Co.  
 Business Address . . . . . Denny's Rd.  
 Representative . . . . . Grant Webb  
 President . . . . . Henry Rau  
 V. P., Gen. Mgr. . . . . Maxwell Marvin  
 Station Mgr. . . . . W. S. Cook

### WJWL—Georgetown—1951

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Rollins Bcstg., Inc.  
 Address . . . . . DuPont Highway  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Zimmer  
 President . . . . . O. Wayne Rollins  
 Gen., Sta., Comm., Sls. Mgr. . . . . Norman M. Glenn

### WKSB—Milford—1953

Frequency: 930 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Kent-Sussex Bcstg. Co.  
 Address . . . . . Box 444  
 Transcription Service . . . . . Lang-Worth  
 Gen., Comm., Prom. Mgr. . . . . H. M. Griffith, Jr.  
 Ch. Eng., Oper Mgr. . . . . C. V. Lundstedt

### WSUX—Seaford—1955

Frequency: 1280 Kc. . . . . Power: 500 Watts d.  
 Owner-Oper. By . . . . . Sussex Broadcasting Co.  
 Address . . . . . Dual Hwy. 13  
 Representative . . . . . Clark  
 Pres., Gen. Mgr. . . . . Elizabeth Evans  
 V. P., Ch. Eng. . . . . W. Courtney Evans

### WAMS—Wilmington—1947

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Rollins Broadcasting Co.  
 Address . . . . . 414 French St.  
 News Service . . . . . AP  
 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.  
 News Service . . . . . 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  
 Comm. Mgr. . . . . William McKibben  
 Prom. Dir. . . . . Paul I. Woodland  
 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.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Bolling Co.  
 Membership . . . . . RAB, NARTB  
 President . . . . . Ewing B. Hawkins  
 V.P., Mgr. . . . . Jackson F. Lee  
 Program Director . . . . . Warren Keyser  
 News Director . . . . . Harry F. Thelmal  
 Chief Engineer . . . . . H. Edwin Kennedy

### WTUX—Wilmington—1947

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Port Frere Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 1400 Market St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Pres.-Sta. Mgr. . . . . Gordon K. MacIntosh  
 Comm. Mgr. . . . . William S. Ewing  
 General Mgr. . . . . Howard Robinson  
 Chief Engineer . . . . . David Martin

# Dist. of Columbia

Pop. March 1 (Est.) 871,000—Families 251,000  
Radio Homes 245,000—TV Homes 223,000—Stations in State 8

## WGMS—Washington, D. C. 1947—MBS

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By RKO Teleradio Pictures, Inc.  
Address Hotel Harrington  
News Service AP  
Representative Adam Young  
President Thomas F. O'Neil  
Vice-President John B. Poor  
General Mgr. Robert F. Hurleigh  
General Sales Mgr. Henry V. Seay  
Program Dir. Phil Lampkin  
Sales Prom. Mgr. Florenz Hinz  
Nat. Sales Mgr. Wendell B. Campbell

## 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.  
Representative H-R  
Newspaper Affiliation The Evening Star  
News Service AP  
Membership NARTB, RAB  
President John W. Thompson, Jr.  
General Manager Fred S. Houwink  
Sta. Mgr. Robert W. Jonscher  
Sales Prom. Mgr. C. A. Macatee  
Comm. Mgr. Bertram Libin  
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.  
News Service UP  
Pres., Gen. Mgr. Henry Rau  
Comm. Mgr. Edwin Charles  
Pub. Director Charles Dillon  
Station Mgr., Prog. Dir. 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.  
Station Rep. United Bcstg., Harlan Oakes  
News Service UP  
Pres., Gen. Mgr. Richard Eaton  
Program Director Cliff Holland  
Comm., Sta. Mgr. Arthur A. Snowberger  
Station Mgr. Arthur A. Snowberger  
Comm. Mgr. Kenneth Wood

## 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  
News Service AP, INS, UP  
Trans. Serv. Thesaurus, Stand. Associated  
Representative NBC Spot Sales  
Membership NARTB, RAB  
President (NBC) Robert Sarnoff  
Vice-Pres. (Wash.) Frank Russell  
Vice-Pres., Gen., Sta. Mgr. Carlton D. Smith  
Director of Sales Joseph W. Goodfellow  
Commercial Mgr. Harry A. Karr, Jr.  
Pub., Prom. Dir. William E. Coyle  
Public Serv. Mgr. Burton Bridgens

## WTOP—Washington, D. C. 1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts  
Owned-Oper. Washington Post & Times Herald  
Address Broadcast House  
News Service AP, UP, INS  
Representative CBS Radio Spot Sales  
Membership RAB  
President John S. Hayes  
Station Manager Lloyd Dennis  
Comm. Mgr. R. W. Schellenberg  
Sls. Prom. Mgr., Pub. Dir. W. J. Wiggins  
Prog. Dir. P. A. Searight  
Chief Engineer Granville Klink

## WUST—Washington, D. C. 1951

Frequency: 1120 Kc. Power: 250 Watts d.  
Owned-Oper. By Broadcast Management, Inc.  
Address 1343 U St.  
Representative Forjoe  
Pres., Gen. Mgr. Harold E. Sheffers  
Comm., Prom. Mgr. Jackson Lowe  
Program Mgr. Georgette Leighton  
Chief Engineer Arnold Beland

## 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.  
Trans. Service Lang-Worth, World  
Representative Blair  
News Service AP, UP  
Membership NARTB, RAB  
Pres., Gen. Mgr. Ben Strouse  
Comm. Manager Herman Paris  
Program Director Norman Reed  
Sls. Prom., Pub. Dir. Irving Lichtenstein  
Chief Engineer Ross H. Beville

- 
- WJHP AM/FM/TV Jacksonville
  - WCOA Pensacola
  - WDLP Panama City
  - WTMC Ocala
  - WESH-TV Daytona Beach

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Radio Homes 1,124,000—TV Homes 836,000 Stations in State 108

## WAPG—Arcadia—1955—KBS

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned.....Arcadia-Punta Gorda Bcstg. Co.  
Address.....Box 676  
News Service.....UP  
Owner.....H. F. McKee  
Gen., Sta. Mgr., Ch. Eng.....James L. Derrick

## WBAR—Bartow—1953

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....WBAR, Inc.  
Address.....Box 820, Lakeland Hwy.  
News Service.....AP  
Membership.....NARTB  
President.....W. A. Wynne  
Gen., Sta., Comm. Mgr.....John Burgeen  
Prog. Dir.....Francis Pipes  
Chief Engineer.....J. A. Duncan

## WSWN—Belle Glade—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Seminole Bcstg. Co.  
Address.....Scarborough Bldg.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Stars National  
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 KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Trail Bcstg. Co.  
Address.....Memorial Pier, P. O. Box 1060  
News Service.....AP  
Representative.....Hil Best  
Trans. Service.....Standard, World, SESAC  
Sales Prom. Dir., Comm. Mgr.....Ken McKendree  
Dir. of Operations.....Charles A. Blake  
Chief Engineer.....Carl B. DeLay

## WTAN—Clearwater—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....WTAN, Inc.  
Business Address.....200 Pierce Blvd.  
News Service.....AP  
Representative.....McGillvra  
Trans.....Thesaurus, Columbia  
Membership.....NARTB, RAB  
President.....Wm. G. Wells  
Gen., Sta. Mgr., V.P.....H. D. Parker  
Commercial Manager.....F. L. Parker  
Prog. Dir., Eng.....G. A. Robinson

## WKKO—Cocoa—1953

Frequency: 860 Kc. Power: 1 Kw. d.  
Owned-Operated By.....James H. Sawyer  
Address.....Box 1308

News Service.....UP  
Transcription.....Standard, SESAC  
Representatives.....Hil F. Best, Dora Clayton  
Gen. Mgr.....Carl G. Collins, Jr.  
Program Dir.....Lowell Fenner, 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  
News Service.....AP  
Transcription Service.....Associated, SESAC  
Representatives.....Clark, Good Music Bcsters  
Membership.....RAB, NARTB  
President-General Mgr.....George W. Thorpe  
Asst. Sta. Mgr.....Barbara Binns  
Comm. Mgr.....Timothy Carney  
Program Director.....Robert Hildreth  
Chief Engineer.....Thomas Middleton

## WCNU—Crestview—1948 KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Gulf Shores Bcstg. Co.  
Business-Studio Address.....Box 518  
News Service.....AP  
Transcription Service.....World, SESAC  
General Manager.....S. F. Townsend

## WJSB—Crestview—1954

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By.....Crestview Bcstg. Co.  
Address.....Box 267  
News Service.....UP  
Transcription.....Thesaurus  
Membership.....NARTB  
Gen., Comm. Mgr.....Everett H. McCrary  
Prog. Dir.....Judith McCrary  
Ch. Eng.....James Tennalis

## WDCF—Dade City—1954 KBS

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned.....Pasco Bcstg. Co.  
Address.....P. O. Box 952  
News Service.....AP  
Transcription.....Standard  
Pres., Gen. Mgr.....E. P. Martin  
Sta. Mgr., Prog. Dir.....Chaz Roye  
Chief Engineer.....G. E. Strait

## WMFJ—Daytona Beach—1935

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....WMFJ, Inc.  
Business-Studio Address.....600 N. Atlantic Ave.  
News Service.....UP  
Membership.....NARTB  
Representative.....Joseph Hershey McGillvra  
President.....Emil J. Arnold  
Gen. Mgr., Chief Eng.....Jack Seigel  
Sta. Mgr.....Lee W. Menard



Comm. Mgr. . . . . Carl Abel  
 Sales Prom. Mgr. . . . . Ben W. Taylor  
 Prog. Dir. . . . . Richard Marcellon

**WNDB—Daytona Beach—1948**  
**ABC-MBS**

Frequency: 1150 Kc. . . . . Power: 1,000 Watts  
**Owned-Operated By** . . . . . News-Journal Corp.  
 Business-Studio Address . . . . . 128 Orange Ave.  
**News Service** . . . . . AP  
**Representative** . . . . . John H. Perry  
 Newspaper Affil. . . . . News-Journal Corp.  
**Membership** . . . . . NARTB  
**President** . . . . . Julius Davidson  
**Gen., Sta. Mgr.** . . . . . R. Y. Huffman  
**Comm. Mgr.** . . . . . Lyman L. McGrath  
**Sales Prom. Mgr.** . . . . . Daniel Carroll  
**Publicity Dir.** . . . . . M. E. Hoqman  
**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  
**News Service** . . . . . UP  
**Transcription Service** . . . . . Thesaurus  
**Membership** . . . . . RAB, NARTB  
**Representative** . . . . . Rambeau  
**Pres., Gen. Mgr.** . . . . . John S. Murphy  
**Sta. Mgr., Prog. Dir., Chief Eng.**

James F. McDonough

**Comm. Mgr.** . . . . . A. N. Sims  
**Sales Prom. Mgr.** . . . . . Ed New  
**Pub. Dir.** . . . . . Ray Ovington

**WFNM—De Funiak Springs**  
**1955**

Frequency: 1460 Kc. . . . . Power: 1 Kw. d.  
**Owned-Oper. By** . . . . . Walton County Bcstg. Co.  
**Address** . . . . . Box 387  
**News Service** . . . . . UP  
**Manager** . . . . . Ralph B. Mann  
**Program Director** . . . . . Jimmy Whitaker

**WJBS—DeLand—1948—NBC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
**Owned** . . . . . John B. Stetson University  
**Address** . . . . . P. O. Box 808  
**News Service** . . . . . AP  
**Transcription** . . . . . Associated  
**Representative** . . . . . Donald Cooke  
**Membership** . . . . . NARTB  
**President** . . . . . Dr. J. Ollie Edmunds  
**General Mgr., Prog. Dir.** . . . . . R. H. Westervelt  
**Commercial Manager** . . . . . Ken Brown  
**Chief Engineer** . . . . . Lonnie Padron

**WDBF—Delray Beach—1954**

Frequency: 1420 Kc. . . . . Power: 500 Kw.  
**Owned** . . . . . Delray Bcstg. Corp.  
**Address** . . . . . Bon Air Hotel  
**News Service** . . . . . UP  
**Transcription** . . . . . Lang-Worth

**General Mgr.** . . . . . Jackson Lee  
**Program Dir.** . . . . . Jean Larkin

**WMEG—Eau Gallie—1956**

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
**Owned** . . . . . Mel-Eau Broadcasting Corp.  
**Address** . . . . . Turtle Mound Road  
**News Service** . . . . . UP  
**Transcription** . . . . . Thesaurus, SESAC  
**President** . . . . . Norman E. Jorgensen  
**General Manager** . . . . . A. V. Cattlecton  
**Asst. Mgr., Prog. Dir.** . . . . . Victoria C. Marten  
**Comm. Mgr.** . . . . . Dean C. Wilson  
**Chief Engineer** . . . . . Robert C. Whiteley

**WLCO—Eustis—1955**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
**Owned** . . . . . Radio Station WLCO  
**Address** . . . . . Box 1505  
**News Service** . . . . . AP  
**Transcription** . . . . . Thesaurus  
**Representative** . . . . . Continental Radio Sales  
**Owner, Gen. Mgr.** . . . . . Floyd W. Hess  
**Sta., Comm. Mgr.** . . . . . Morton C. Cook  
**Sales Prom. Mgr.** . . . . . Barbara A. Ridlebaugh  
**Program Dir.** . . . . . Thomas W. Osborne  
**Publicity Dir.** . . . . . W. B. Croke  
**Chief Engineer** . . . . . Robert Blynn

**WFBF—Fernandina Beach**  
**1955—KBS**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
**Owned-Oper. By** . . . . . Fernandina Beach Bcstrs.  
**Address** . . . . . 118 Atlantic Ave.  
**News Service** . . . . . UP  
**Representative** . . . . . Keystone  
**Co-Owner, Gen., Sta. Mgr.**

Marshall W. Rowland

**Comm., Sales Prom. Mgr.** . . . . . R. E. Gleason  
**Prog. Dir., Chief Eng.** . . . . . G. J. Duck

**WWIL—Ft. Lauderdale—1955**  
**KBS**

Frequency: 1580 Kc. . . . . Power: 1 Kw.  
**Owned-Operated By** . . . . . Missouri Bcstg. Corp.  
**Address** . . . . . Box 8067  
**Representative** . . . . . Headly-Reed  
**News Service** . . . . . AP  
**President** . . . . . L. A. Benson  
**Prog. Dir.** . . . . . Bill Smith  
**Chief Eng.** . . . . . Daniel J. Curran

**WFTL—Fort Lauderdale—1946**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
**Owned-Oper. By** . . . . . Gore Publishing Co.  
**Bus.-Studio Address** . . . . . 1785 S. E. 15th St.  
**News Service** . . . . . AP  
**Membership** . . . . . RAB, NARTB  
**Transcription Service** . . . . . World  
**Representative** . . . . . Sears & Ayers  
**Gen., Sta., Comm. Mgr.** . . . . . R. L. Bowles  
**Sales Mgr.** . . . . . Art Harre  
**Program Director** . . . . . Jack 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, J. S. Ayers  
 Membership ..... NARTB, RAB  
 General Manager..... A. J. Bauer

**WMYR—Ft. Myers—1952**

Freq.: 1410 Kc. Power: 5 kw. d., 500 w. n.  
 Owned-Operated By... Robert Hecksher  
 Address ..... Box 1486  
 News Service ..... UP  
 Membership ..... RAB  
 Owner-Gen. Mgr..... Robert Hecksher

**WARN—Fort Pierce—1953**

**KBS**

Frequency: 1330 Kw. Power: 1000 Watts d.  
 Owned-Oper. By... Hurricane Bcstg. Service, Inc.  
 Address ..... P. O. Box 1343  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Continental  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr..... Murray C. Tillman  
 Prog. Mgr..... Willis M. Shawver Jr.  
 Pub. Dir..... Howard Sharp  
 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  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Dixieland  
 Pres., Gen. Mgr..... James L. Howe  
 Sta. Mgr..... Sam Lawder  
 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 ..... Box 687  
 News Service ..... AP  
 Transcription ..... Thesaurus, Lang-Worth  
 President..... Wilbur R. Powell  
 Gen. Mgr..... Milford A. Reynolds  
 Ch. Eng..... James G. Waits

**WDVH—Gainsville—1954**

Frequency: 980 Kc. Power: 5 Kw. d.  
 Owned-Operated By... WDVH, Inc.  
 Address ..... Box 289  
 News Service ..... UP  
 Representative ..... Clark

President..... R. A. Vaughn  
 General Manager..... Thomas R. Hanssen  
 Commercial Manager ..... Jimmy Hales  
 Program Director..... Joe Hill

**WGGG—Gainesville—1948**

**ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned..... Alachua County Bcstg. Co., Inc.  
 Business-Studio ..... 1230 Waldo Rd.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Best  
 Membership ..... NARTB  
 Pres., Gen. Mgr., Pub. Dir., Ch. Eng.  
 R. M. Chamberlin  
 Comm. Mgr., Prom. Mgr..... 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.  
 News Service ..... AP  
 Trans. Service..... Lang-Worth, Thesaurus  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 Director..... Garland Powell  
 Asst. Dir..... E. R. Dantzler, Jr.  
 Commercial Manager..... R. L. Black, III  
 Prog. Dir..... Bob Smith  
 Chief Engineer..... Bertram McNamara

**WGTO—Haines City—1955**

Frequency: 540 Kc. Power: 10 Kw.  
 Owned-Operated By... KWK, Inc.  
 Address ..... 8th and Hinson Sts.  
 Newspaper Affil.... St. Louis Globe-Democrat  
 News Service ..... UP  
 Representative ..... Adam Young  
 Membership ..... RAB  
 President..... Robert Convey  
 Gen., Sta. Comm. Mgr., Prog. Dir.... E. D. Hill  
 Sales Prom. Mgr., Pub. Dir..... Gary Miller  
 Chief Engineer..... Dave Shick

**WGMA—Hollywood-Miami**

**1953**

Freq.: 1320 Kc. Power: 1000 Watts  
 Owned..... South Jersey Bcsting.  
 Address ..... Box 539  
 News Service ..... AP  
 Station Representative..... Hil F. Best  
 President..... Maj. Ramulf Compton  
 Gen. Mgr..... Gordon Giffen  
 Sta. Mgr., Chief Eng..... Charles C. Castle  
 Comm. Mgr..... Joseph M. Haddad  
 Prom. Dir..... George Daye  
 Pub. Dir..... Carolyn Malchiodi

**WIVY—Jacksonville—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By... WIVY, Inc.  
 Address ..... Box 228-A

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News Service .....UP  
 Representative...Burke-Stuart, Clarke Brown  
 Pres., Gen. Mgr.....Edward J. Oberle  
 Station Mgr.....Larry Picus  
 Local Sales Manager.....Fred H. Schilling

**WJAX—Jacksonville—1925**  
**NBC**

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Operated By..City of Jacksonville, Fla.  
 Business-Studio Address.....1 Broadcast Pl.  
 Representative..John Blair; Harry E. Cummings  
 News Service .....AP  
 Membership .....RAB  
 Commissioner in Charge.....J. D. Kennedy  
 Gen., Sta. Mgr.....W. R. Terry  
 Comm. Mgr.....J. W. Douglass  
 Sales Prom. Mgr.....Starrling L. Coleman  
 Pub. Dir.....Larry Bodkin  
 Chief Engineer.....Kenneth L. Kroier

**WJHP—Jacksonville—1940**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By..Jacksonville Journal Co.  
 Bus.-Studio Address...4038 Phillips Highway  
 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  
 Sales Prom. Mgr.....Charles Ost  
 Program Director.....Jerry Patterson  
 Publicity Director.....Martha Thomas  
 Chief Engineer.....Beecher Hayford

**WOBS—Jacksonville—1948**  
 1948

Frequency: 1360 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By....Rounsaville of Charlotte  
 Business-Studio Address.....1036 Mary St.  
 Transcription Service...SESAC, BML ASCAP  
 News Service.....UP  
 Station Representative.....Gil-Perna  
 Membership .....NARTB  
 President .....Robert W. Rounsaville  
 Gen., Sta. Mgr.....Carter S. Jones  
 Comm., Sales Prom. Mgr....David P. McLain  
 Program Director.....Johnny Shaw  
 Pub. Director.....Lee Smith  
 Chief Engineer .....Lyman J. Hall

**WMBR—Jacksonville—1934**  
**CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Washington Post Co.  
 Address...Broadcast House, Jacksonville 7  
 News Service .....UP  
 Newspaper Aff.....Washington Post Co.  
 Representative.....CBS Radio Spot Sales  
 Membership .....RAB  
 President.....Glenn Marshall Jr.  
 Sta., Comm. Mgr.....Sid Beighley

Sls. Prom. Mgr.....Norman Vincient  
 Program Director.....Ken French  
 Chief Engineer.....Ernest B. Vordermark

**WPDQ—Jacksonville—1942**  
**ABC**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By..Jacksonville Bcstg. Corp.  
 Studio Address.....Gulf Life Bldg.  
 News Service .....UP  
 Transcription Service .....World  
 Rep.....Vernard, Rintoul & McConnell, Ayers  
 President.....James R. Stockton  
 Gen. Mgr., Vice-Pres.....Robert R. Feagin  
 Operations Mgr.....Richard C. Fellows  
 Chief Engineer.....Ernest E. Haralson

**WQIK—Jacksonville—1955**

Frequency: 1280 Kc....Power: 1,000 Watts d.  
 Owned-Operated By.....Telerad, Inc.  
 Address .....Box 8186  
 Owner .....Carmen Macri  
 Manager .....Larry Glick

**WRHC—Jacksonville—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRHC, Inc.  
 Address.....247 Margaret St.  
 Membership .....NARTB  
 Rep. ....Interstate United Newspapers, Inc.  
 President .....Harold S. Cohn

**WJVB—Jacksonville Beach**  
 1947

Frequency: 1010 Kc...Power: 1000 Watts d.  
 Owned-Oper. By..Jacksonville Beach Bcstg. Co.  
 Address.....12th Ave., N., Box 428  
 Representative.....Hil F. Best  
 News Service .....AP, UP  
 Pres., Gen. Mgr.....J. Lyle Williams, Jr.  
 General Manager .....Pat Shannon

**WKWF—Key West—1945**  
**MBS**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By....John M. Spottswood  
 Address.....P. O. Box 891  
 News Service .....UP  
 Owner, Gen. Mgr.....John M. Spottswood  
 Station Mgr.....Kermit H. Lewin  
 Sales Mgr.....Ray A. Schoneck  
 Chief Eng.....Charles R. Lowe

**WRWB—Kissimmee—1954**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned.....Frank A. Taylor  
 Address.....Lago Vista Radio Park  
 News Service .....UP  
 Transcription Service .....Standard  
 Owner, Gen. Mgr.....Frank A. Taylor  
 Prog., Comm. Mgr.....A. F. Hilburger

**WDSR—Lake City—1946**

Frequency: 1340 Kc.....Power: 250 Watts



**Owned-Operated By**...Deep South Radioways  
**Business-Studio Address**  
 South Gainesville Highway  
**News Service**.....UP  
**Partner, Gen. Sta. 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  
**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  
**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  
**Sls. 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  
**News Service**.....AP  
**Representative**.....Hil F. Best  
**President**.....K. H. Berkeley  
**Gen., Comm. Mgr.**....W. W. Van Steenburgh  
**Prog., Pub. Dir.**.....Eleanor Pryor  
**Chief Engineer**.....William Johnson

**WLBE—Leesburg—1949**  
**MBS**

**Frequency**: 790 Kc.....**Power**: 1000 Watts  
**Owned-Operated By**.....WLBE, Inc.  
**Address**.....Box 790  
**News Service**.....UP  
**Representative**.....Best, Keystone  
**Transcription Service**.....Standard  
**President**.....Paul A. Husebo  
**Gen., Sta., Comm. Mgr.**...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**.....Suwannee Bcstg. Co.  
**Business Address**.....P. O. Box 655  
**News Service**.....UP  
**Transcription**.....Standard  
**Representative**.....Best  
**Owner, Gen. Mgr.**.....Norman O. Protsman  
**Station Mgr.**.....Ruth S. Gunter  
**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 Bcstg. Stas.  
**Address**.....Box 777  
**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.  
**News Service**.....UP  
**Transcription Service**.....World  
**President**.....Erna Bessler  
**V.P., Sales Prom. Mgr.**....Vern L. Bessler  
**St., Comm. Mgr.**.....Richard Bate  
**Program Director**.....Karl Meier  
**Pub. Dir.**.....Gene Bueckmann  
**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.  
**Representative**.....Rambeau, Ayers  
**President**.....Harry Trenner  
**Gen., Sta. Mgr.**.....Herbert Schorr  
**Program Director**.....Rocky Groce  
**Comm. Mgr.**.....Sidney Drossner  
**Sales Prom. Mgr., Pub. Dir.**...J. Arnold Schorr  
**Chief Engineer**.....William Reeder

**WCBS—Miami—1939—CBS**

**Freq.**: 710 Kc....**Power**: 50 Kw. d., 10 Kw. n.  
**Owned**.....Storer Bcstg. Co.  
**Address**.....1177 Kane Conc., Miami Beach  
**Newspaper Affiliation**....Miami Beach Sun  
**News Service**.....UP  
**Transcription Service**.....Lang-Worth  
**Station Representative**....Katz Agency, Inc.  
**Membership**.....NARTB, RAB  
**President**.....George B. Storer  
**Managing Director**.....Miller N. Babcock  
**Comm. Mgr., Sales Prom. Mgr.**...C. Bud Dailey  
**Prog., Pub. Dir.**.....Donald E. Fischer  
**Chief Engineer**.....Edward C. Lockwood

**WINZ—Miami—1946**

**Freq.**: 940 Kc....**Power**: 50 Kw. d., 10 Kw. n.  
**Owned-Operated By**.....Rand Bcstg. Co.

Business Address.....Biscayne Terrace Hotel  
 News Service .....INS  
 Trans. Service.....Associated, London  
 Representative .....Petry  
 Pres., Gen. Mgr.....Rex Rand  
 Sta., Sls. Prom. Mgr.....B. E. Neary  
 Chief Engineer.....Walter Molic

**WKCR—Miami—1956—NBC**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By  
     Biscayne Television Corp.  
 Bus.-Studio Address.....Box M, Little River Sta.  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative.....Henry I. Christal  
 Membership .....NARTB, RAB  
 President .....Niles Trammell  
 General Manager.....Owen F. Uridge  
 Comm. Manager.....L. I. Zimmerman  
 Sales Prom. Mgr.....Robert Nashick  
 Program Director.....Walter Svehla  
 Pub. Director.....Ruth Tanksley  
 Chief Engineer.....Gene Rider

**WMIE—Miami—1948**

Freq.: 1140 Kc...Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By...Sun Coast Bcastg. Corp.  
 Address.....139 N.E. 1st St.  
 News Service .....INS  
 Representative.....Stars Natl., Inc.  
 President.....E. D. Rivers, Sr.  
 Gen., Sales Mgr.....Kurt Meer  
 Manager .....Jack E. Nobles  
 Traffic-Prog. Co-Ord.....Miss S. J. Spiegel

**WQAM—Miami—1921**

Frequency: 560 Kc...Power: 5 Kw.d., 1 Kw. n.  
 Owned-Operated By.....Miami Bcastg. Co.  
 Business-Studio Address.....duPont Bldg.  
 News Service .....UP  
 Representative .....John Blair  
 Membership .....NARTB  
 President .....Todd Storz  
 Gen., Sta., Comm. Mgr.....Jack Sandler  
 Sales Prom. Mgr.....Sue Goldberg  
 Program Dir.....David C. Croninger  
 Publicity Dir.....Chuck Dougherty  
 Chief Engineer.....Morris Barwick

**WWPB—Miami—1947  
 KEYSTONE**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul Brake  
 Business-Studio Address...414 S.W. 2nd Ave.  
 News Service .....AP  
 Representative .....Walker  
 Owner, Mgr.....Paul Brake  
 Assistant Mgr.....Paul Keele

**WAHR—Miami Beach—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Alan H. Rosenson  
 Address.....Box 1740  
 Pres., Chief Engineer.....Alan Rosenson

News Service .....UP  
 Representative .....Indie Sales  
 Gen., Comm. Manager.....Marshall Simmons

**WKAT—Miami Beach—1937  
 MBS-ABC**

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WKAT, Inc.  
 Trans.-Address.....1759 Bay Road  
 News Service .....UP  
 Membership .....RAB  
 Representative .....Headley-Reed  
 President.....A. Frank Kaizentine  
 Exec. V. P., Gen. Mgr.....John I. Prosser  
 Sales Mgr.....Fred Wagenroord

**WMBM—Miami Beach—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned.....R. W. Rounsaville  
 Address.....MacArthur Causeway  
 Representatives..Gill-Perna, Dora-Clayton, Inc.  
 President, Gen. Mgr.....R. W. Rounsaville  
 Asst. Mgr.....Bert Noble  
 Station Manager.....Arnold Kaufman  
 Nat. Sales Mgr.....Lee R. Smith

**WEBY—Milton—1954  
 MBS**

Frequency: 1330 Kc.....Power: 1 Kw.



**Runaway/no give-away**

It happened fast in Miami—and it happened without a single giveaway, or any contest in which listening was a requisite for winning.

In less than 3 months under new ownership, Storz Station programming catapulted WQAM to a decisive first place position. First in the morning, with 25.5% of audience. First in the afternoon, with 33.6%. First all day with a resounding 29.9%.

Already a fine buy to begin with—WQAM is now the buy in Miami. Talk to your nearest Blair man—or General Manager Jack Sandler.

\*Hooper, Dec. '56-Jan. '57, 7 a.m.-6 p.m., Mon.-Fri.

**WQAM—Miami**

Serving all of Southern Florida with 5,000 watts on 560 kc.

**"A STORZ STATION"**

**Owned**.....C. W. Mapoles  
**Address**.....Ward Basin Rd.  
**News Service**.....UP  
**Trans. Service**.....World  
**Owner**.....C. W. Mapoles  
**Station Mgr.**.....Earl Williford

**WNOG—Naples—1954**

**Frequency:** 1270 Kc.....**Power:** 500 Watts  
**Owned and Oper. By**.....Radio Naples Inc.  
**Address**.....East Tamiami Trail  
**News Service**.....UP  
**Transcription Service**.....World, Ziv  
**Representative**.....Hil F. Best  
**President, Gen. Mgr.**.....William J. Ryan  
**Commercial Manager**.....John E. Martin III  
**Sales Prom. Mgr.**.....Eileen Eilers  
**Program Director**.....David N. Pfaff  
**Publicity Director**.....B. Alfred Wood  
**Chief Engineer**.....David S. Traer

**WSBB—New Smyrna Beach  
 1951**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Broadcasters, Inc.  
**Address**.....1210 S. Riverside Drive  
**News Service**.....UP  
**Owner**.....A. V. Tidmore  
**Station Manager**.....Rita Y. Locy  
**Commercial Manager**.....Garnet E. Smith  
**Sales Prom. Mgr.**.....Bill Palmer  
**Program Director**.....Bob White  
**Chief Engineer**.....Sim Eagleson, Sr.

**WMOP—Ocala—1953**

**Frequency:** 900 Kc.....**Power:** 1000 Watts  
**Owner**.....A. B. Letson  
**Address**.....311 Robertson Bldg.  
**Representative**.....Dora-Clayton  
**Pres., Gen. Mgr.**.....A. B. Letson  
**Station Mgr.**.....James E. Kirk  
**Comm., Sls. Mgr.**.....Vernon Arnette

**WTMC—Ocala—1939  
 NBC**

**Frequency:** 1290 Kc...**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**...Ocala Bcstg. Co. Inc.  
**Address**.....14 S. Magnolia  
**Rep.**.....John H. Perry  
**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  
**News Service**.....AP, UI  
**Transcription Service**.....World, Thesauru  
**Representative**.....John Blair, Harry Cumming  
**Membership**.....NARTB  
**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**.....Fairvilla Road  
**News Service**.....AP  
**Transcription Service**.....Standard  
**Representative**.....Forjoe  
**President**.....Edward Lamb  
**Gen., Sta., Mgr.**.....Al Stockmeier  
**Comm. Mgr.**.....Charles L. Reiner  
**Chief Engineer**.....Warren Chenevert

**WLOF—Orlando—1940**

**Frequency:** 950 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**...Mid-Fla. Radio Corp.  
**Business-Studio Address**.....Box 5275  
**News Service**.....UP  
**Station Representative**.....Gill-Perna  
**Membership**.....NARTB  
**Exec. V.P., Gen., Comm. Mgr.**...Donn R. Collee

**WORZ—Orlando—1947  
 NBC-MBS**

**Frequency:** 740 Kc.....**Power:** 5 Kw.  
**Owned-Oper. By**...Central Florida Bcstg. Co.  
**Address**.....P. O. Box 1353  
**News Service**.....INS  
**Representative**.....Hollingberry  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....Naomi Murrell  
**Comm., Sales Prom. Mgr.**...W. O. Murrell, Jr.  
**Publicity Dir.**.....W. O. Murrell  
**Program Director**.....S. W. Ison  
**Chief Engineer**.....W. R. Miller

**WWPF—Palatka—1947  
 KBS-MBS**

**Freq:** 1260 Kc...**Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By**.....Palatka Bcstg. Co.  
**Address**.....Box 86  
**News Service**.....UP  
**Membership**.....NARTB  
**Gen. Mgr., Chief Engr.**.....L. C. McCall  
**Program 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.  
**Transcription**.....Lang-Worth  
**News Service**.....UP  
**Rep.**.....Stars National, Inc.  
**Manager**.....Al Keirsey  
**Program Director**.....Bob Klingler

**WDLP—Panama City—1940  
 NBC-KBS**

**Frequency:** 590 Kc.....**Power:** 1000 Watts  
**Owned**.....Panama City Broadcasting Co.

Address..... 323 West Beach Drive  
 Newspaper Affiliation... John H. Perry Papers  
 News Service..... UP  
 Transcription..... Lang-Worth  
 Representative..... John H. Perry  
 President..... John H. Perry  
 General Manager..... Cecil B. Kelley  
 Sta., Comm. Mgr..... Don Brookins  
 Sales Prom. Mgr..... Cal Howrigan  
 Program Director..... George Feger  
 Publicity Dir..... Betty Ausland  
 Chief Engineer..... Harold Phipps

**WPCF—Panama City—1949**  
**MBS**

Frequency: 1430 Kc..... Power: 5000 Watts  
 Owned-Operated By... Bay County Bcstg. Co.  
 Address..... 300 E. 15th St.  
 News Service..... AP  
 Representative..... Walker, Dora-Clayton  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr..... E. L. DuKate  
 Program Director..... Larry Meehan  
 Chief Engineer..... Robert E. McConnell

**WBOP—Pensacola—1956**

Frequency: 980 Kc..... Power: 500 Watts d.  
 Owned..... WBOP Broadcasting Co.  
 Address..... 709 S. Baylen St.  
 News Service..... UP  
 Transcription..... World  
 Pres., Gen. Mgr..... Vern L. Bessler  
 Vice-presidents... R. K. Schurr, E. V. Spencer  
 Secy-Treas..... M. W. Stacy  
 Station Manager..... Howard DeMere  
 Chief Engineer..... R. B. Bones

**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  
 Comm. Mgr., Prog. Dir..... Bo Mitchell  
 Chief Engineer..... Glen Nichols

**WCOA—Pensacola—1925**  
**NBC**

Frequency: 1370 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WCOA, Inc.  
 Address..... 118 E. Intendencia St.  
 Newspaper Affiliation..... News-Journal  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... John H. Perry Associates  
 President..... John H. Perry, Jr.  
 Gen. Mgr., Sta. Mgr..... J. Holliday Veal  
 Comm. Mgr..... Ronald C. Tuten  
 Prom. Mgr., Pub. Dir..... Sally Henderson  
 Prog. Dir..... Doris Greco  
 Chief Eng..... Harold L. Heath

**WEAR—Pensacola—1947**  
**ABC**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper By..... Gulfport Bcstg. Co.  
 Address..... P. O. Box 431  
 Sta. Rep..... Hollingsbery  
 Pres., Gen. Mgr..... Mel Wheeler  
 Nat'l Sls. Mgr..... Milt de Reyna  
 Chief Engineer..... Jim Smith

**WPFA—Pensacola—1955**

Frequency: 790 Kc..... Power: 1,000 Watts d.  
 Owned-Operated By..... WPFA Bcstg. Co.  
 Address..... Box 27  
 News Service..... AP  
 Representative..... McGillvra  
 President..... J. W. O'Connor  
 General Manager..... John B. Hoag  
 Program Director..... Tavis Savelle  
 Chief Engineer..... Leonard Zepp

**WPRY—Perry—1954**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Taylor Co. Bcstg. Co.  
 Address..... P. O. Box 67  
 News Service..... AP  
 Trans..... Standard  
 President..... E. P. Martin  
 Station Manager..... William Owens  
 Program Director..... Cathy Landry  
 Chief Engineer..... Leonard Moore

**WPLA—Plant City—1949**

Frequency: 910 Kc..... Power: 1 Kw.  
 Owned-Operated By..... W. A. Smith  
 Address..... P. O. Box 1588  
 Station Representative..... Best  
 News Service..... UP  
 Transcription Service..... Standard  
 Membership..... NARTB, RAB  
 President..... W. A. Smith  
 Gen., Sta., Comm. Mgr., Chief Eng.  
 George Friend  
 Sales Prom. Mgr..... Al Berry  
 Program Director..... Ken Shroyer  
 Pub. Dir..... J. J. Wilson

**WCNH—Quincy—1948**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Quincy Bcstg. Corp.  
 Address..... P. O. Box 190  
 News Service..... UP  
 Transcription..... Thesaurus  
 Membership..... NARTB  
 Pres., Gen. Mgr..... A. B. Lelson  
 Comm., Sls. Prom. Mgr..... W. J. Taylor

**WFOY—St. Augustine—1936**  
**CBS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Ponce de Leon Bcsting  
 Address..... Magnolia Ave.  
 News Service..... UP  
 Representative..... McGavren-Quinn



Pres., Gen., Sta., Comm. Mgr. John E. Bernard Jr.  
 Sales Prom. Manager Julian Fant  
 Program Director Frankie C. Walker  
 Publicity Director Alberta Dillin  
 Chief Engineer Ernest Raistrick

**WSTN—St. Augustine—1954**

Frequency: 1420 Kc. Power 1 Kw.  
 Owned-Oper. By St. Augustine Bcstg. Co.  
 Address 66 Treasury St.  
 News Service AP  
 Transcription Service Thesaurus  
 Station Rep. Indie  
 General Manager W. M. Harding  
 Station Manager J. C. Leuschel  
 Commercial Manager A. H. Beckwith  
 Program Director T. Hopkins  
 Publicity Director Jan Pepper  
 Chief Engineer E. P. Gildow

**WPIN—St. Petersburg—1947**

Frequency: 680 Kc. Power: 1000 Watts  
 Owned-Oper. By Fla. W. Coast Bcstrs., Inc  
 Address Royal Palm Hotel  
 News Service AP  
 Station Representative Walker  
 Membership RAB  
 President Dr. Charles Farrington  
 General Manager Arthur Mundorff  
 Sta., Comm. Mgr. Richard Marsh  
 Program Director, Pub. Dir. 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  
 News Service AP  
 Transcription Service World  
 Representative Vernard, Rintoul, McConnell  
 Membership NARTB  
 General Manager Fred P. Shawn  
 Commercial Manager John Hitchcock  
 Sales Prom. Mgr. Charles Mason  
 Program Director Charles D. Bishop  
 Publicity Director Jean Miller  
 Chief Engineer Louis J. Link

**WTSP—St. Petersburg—1940**  
 MBS

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By WTSP, Inc.  
 News Service UP  
 Transcription Lang-Worth, Standard  
 Representative Weed  
 President N. Joe Rahall  
 Gen. Mgr. Marshall S. Cleaver  
 Comm. Mgr. L. Wildman  
 Prog. Director Rob Allan  
 Chief Engineer William D. Mangold

**WTRR—Sanford—1947—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Radio Station WTRR

Business Address Box 1541  
 News Service UP  
 Pres., Gen., Sta. Mgr. Myron A. Reck

**WKXY—Sarasota—1949—KBS**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By Sarasota Bcstg. Co.  
 Address 2500 Tenth St.  
 Representative Clark  
 Trans. World  
 Membership NARTB  
 News Service AP  
 General Manager A. G. Fernandez  
 Prog. Dir. Howard O. Ermisch  
 Chief Eng. Robert L. Kohlmeyer

**WSPB—Sarasota—1939—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WSPB, Inc.  
 Business Address Box 1110, City Island  
 News Service UP  
 Transcription Service Thesaurus  
 Representative John E. Pearson  
 Membership NARTB  
 President Robert C. Jones, Jr.  
 Gen., Sta. Mgr. John B. Browning  
 Comm. Mgr. D. L. Fleischman  
 Pub. Dir. Emylu Richards  
 Program Director David Hale  
 Chief Engineer G. W. McGougan

**WJCM—Sebring—1950**  
 MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Clearfield Bcstrs., Inc.  
 Business Add. Assembly Pt. on Dinner Lake  
 Gen. Mgr. A. J. Frank  
 Commercial Mgr. Ken Bowers

**WSTU—Stuart—1954**  
 MBS-KBS

Frequency: 1450 Kc. Power: 100 Watts  
 Owned-Oper. By Blue Water Bcstg. Co.  
 Address Box 518  
 News Service AP  
 Pres., Gen. Mgr. Lester M. Combs  
 Comm. Mgr. Jim Mullins  
 Prog. Dir. Reggie Martin  
 Chief Engineer Fred Chapman

**WMEN—Tallahassee—1954**  
 KBS

Frequency: 1330 Kc. Power: 5000 Watts d.  
 Owned-Oper. By WMEN, Inc.  
 Address Hotel Floridan  
 News Service UP  
 Representative Dora-Clayton  
 President B. F. J. Timm  
 General Manager Don C. Price  
 Prog. Dir. L. Studsill  
 Chief Engineer K. C. McNaron

**WTAL—Tallahassee—1935**  
 CBS

Frequency: 1270 Kc. Power: 5000 Watts

Owned-Operated By.....John H. Phipps  
 Business Address.....Box 3167  
 News Service.....AP  
 Representative.....Meeker, Cummings  
 Owner.....John H. Phipps  
 General Manager.....L. Herschel Graves  
 Station Mgr.....Ansley D. Cohen, Jr.  
 Sales Prom. Mgr.....R. Hollister  
 Publicity Dir.....C. M. Allen  
 Chief Engineer.....Sam Dudas

**WTNT—Tallahassee—1946**  
**ABC-MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tallahassee Appli. Corp.  
 Business-Studio Address.....Duval Hotel  
 News Service.....UP  
 Trans.....Associated  
 Representative.....McGillivra  
 Pres., Gen. Mgr.....Frank W. Hazelton  
 Vice-Pres.....Emanuel Joanos

**WALT—Tampa—1946**

Frequency: 1110 Kc.....Power: 1000 Watts d.  
 Owned.....Tampa Broadcasting Co., Inc.  
 Address.....401 West Tyler Street  
 News Service.....AP  
 Representative.....John E. Pearson  
 President.....E. J. Arnold  
 Vice-President, Gen. Mgr.....Robert Wasdon  
 Station Manager.....W. W. Johnson  
 Nat. Comm. Mgr.....George Fee  
 Local Sales Mgr.....Frank Edwards  
 Program Director.....Ed Bray  
 Production Mgr.....Charles Fuller  
 Chief Engineer.....Paul Gossett

**WDAE—Tampa—1922—CBS**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tampa Times Co.  
 Business Address.....114 N. Franklin St.  
 Representative.....Katz  
 News Service.....AP, UP  
 President.....David E. Smiley  
 General Manager.....L. Spencer Mitchell  
 Nat. Adv. Mgr.....Robert M. Weeks

**WEBK—Tampa—1950**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Hillsboro Bcstg. Co.  
 Address.....1521 E. Broadway  
 News Service.....AP  
 Station Rep.....Devney  
 President, Gen. Mgr.....E. P. Martin  
 Prog. Dir., Pub. Dir.....Ronald Harpe  
 Chief Engineer.....Elmo B. Kitts

**WFLA—Tampa—1925—NBC**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tribune Co.  
 Business Address.....905 Jackson St.  
 News Service.....AP  
 Representative.....John Blair  
 Membership.....NARTB, RAB  
 Newspaper Aff.....Tribune

President.....John C. Council  
 Gen. Mgr., Vice-Pres.....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.....Gateway Broadcasters, Inc.  
 Business Address.....11,011 Florida Ave.  
 Membership.....RAB  
 News Service.....AP  
 President.....John A. Bolling  
 Gen. Mgr.....B. A. Martin  
 Program Director.....Bonita Fishback  
 Sls. Prom. Mgr.....Bob Ross  
 Chief Engineer.....Bill Polk

**WIOK—Tampa-St. Petersburg**  
**1954**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned:.....Robert W. Rounsaville  
 Address.....Box 1101, Washington Bld.  
 News Service.....AP  
 Reps.....Gill-Perna, Dora-Clayton  
 Pres., Gen. Mgr.....Robert W. Rounsaville  
 Sta. Mgr.....Joe T. Starr  
 Asst. Manager.....Jack Everbach  
 Comm. Manager.....John Sanders  
 Prog. Dir., Chief Eng.....Warren Kaufman

**WDCL—Tarpon Springs—1953**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Freede-Miller Bcstg. Co.  
 Address.....Box 1470  
 Transcription.....World  
 News Service.....AP  
 Membership.....RAB  
 Pres., Gen. Sta. Mgr.....Hal M. Freede  
 Comm. Mgr., Sls. Prom. Mgr.....Gurney P. Sloan  
 Program Director.....Clair Linn  
 Pub. Director.....Beatrice A. Freede  
 Chief Engineer.....John A. Walker

**WNTM—Vero Beach—1954**  
**MBS**

Frequency: 1370 Kc.....Power: 1 Kw.  
 Owned.....WNTM, Inc.  
 Address.....P. O. Box 397  
 News Service.....INS  
 Rep.....Clarke Brown  
 Pres., Gen. Mgr.....(Mrs.) Naomi T. Murrell  
 Station Manager.....Gene Stuart

**WTTB—Vero Beach—1954**  
**ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tropics, Inc.  
 Address.....15-26 20th St.  
 Newspaper Affiliation.....Press-Journal  
 News.....AP  
 Representative.....Hil F. Best  
 President.....Merrill P. Barber  
 Sta. Mgr.....Stanley B. Wood



Sls. Prom. Mgr., Comm. Mgr. Howard L. Haid  
 Prog., Pub. Dir. R. Mansfield  
 Chief Engineer Stanley Wood

**WEAT—West Palm Beach**  
 1948—NBC

Frequency: 850 Kc. Power: 1 Kw. d. n.  
 Owned WEAT-TV Inc.  
 Address P. O. Box 70  
 News Service AP  
 Trans. Capitol  
 Station Rep. H-R  
 President Thomas F. O'Neil  
 Gen. Mgr. Bertran Lehtar, Jr.  
 Sales Mgr. Charles M. Stark  
 Prog. Dir. Peter F. Cole

**WJNO—West Palm Beach**  
 1936—CBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By WJNO, Inc.  
 Business-Studio Address 1500 N. Flagler Dr.  
 News Service AP  
 Transcription Service World, Lang-Worth  
 Representative Robert Meeker, Ayres  
 Membership NARTB, RAB  
 President S. K. Russell  
 Gen. Mgr., Sta., Comm. Mgr. H. V. McMillan  
 Sales Mgr. Robert Monroe  
 Publicity Dir. Harry A. Forster  
 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 711 S. Flagler Drive  
 Representative T. F. Clark  
 News Service AP  
 Pres., Gen. Mgr. Joseph S. Field, Jr.  
 Sales & Operations Mgr. Rome Hartman

**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.  
 News Service AP  
 Membership RAB  
 Representative Devney & Co.  
 President Tom Moore  
 Gen. Mgr. Larry Rollins  
 Commercial Manager Earl Sturgeon  
 Program Director Richard Eyrich  
 Chief Engineer L. Orden Craig

**WABR—Winter Park—1954**

Frequency: 1440 Kc. Power: 1 Kw.  
 Owned Orange County Bcstrs, Inc.  
 Address P. O. Box 7547  
 Sta. Rep. Rambeau, Dora-Clayton  
 News Service UP  
 General Mgr. R. H. Gunckel, Jr.  
 Sales Manager Tom Sawyer  
 Chief Engineer J. R. Campbell

**Georgia**

Pop. March 1 (Est.) 3,744,000—Families 979,000  
 Radio Homes 952,000—TV Homes 684,000—Stations in State 103

**WAAG—Adel—1955—KBS**

Frequency: 1470 Kc. Power: 1,000 Watts  
 Owned-Oper. By Cook County Bcstg. Co.  
 Address P. O. Box 508  
 News Service UP  
 Membership NARTB  
 Pres., Gen. Mgr. W. M. Forshee  
 Sta. Mgr. E. Shepherd  
 Comm. Mgr., Prog. Dir. Don H. Wingate  
 Publicity Director Calvin Key  
 Sales Prom. Mgr., Chief Eng. C. Christensen

**WALB—Albany—1941—ABC**

Frequency: 1580 Kc. Power: 1000 Watts  
 Owned-Operated By Herald Publishing Co.  
 Address Stuart Ave.  
 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 Bcstg. Co.  
 Business-Studio Address New Albany Hotel  
 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 Slappy Drive  
 Representative Thomas F. Clark  
 News Service UP  
 President James S. Rivers  
 General Mgr. Bruce Smith  
 Station Mgr. R. V. Rogers

**WDEC—Americus—1947**  
**MBS-KBS**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By..The Americus Bdcstg. Co.  
 Business-Studio Address.....Rembert Bldg.  
**News Service.....AP**  
 Membership.....RAB  
 Representative.....Dora-Clayton, Indie Sales  
 Gen. Mgr.....Charles C. Smith  
 Chief Engineer.....Raymond C. LaPrade

**WGAU—Athens—1938**  
**CBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Clarke Bcstng. Corp.  
 Address.....P. O. Box 1189  
 News Service.....AP  
 Representative.....Clarke Brown  
 Membership.....NARTB

Pres., Gen., Sta. Mgr.....H. Randolph Holder  
 Comm. Mgr.....J. Thomas Lloyd  
 Sales Prom. Mgr., Pub. Dir.....Bill Marston  
 Program Director.....Mary Betts  
 Chief Engineer.....Les Brooks

**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.  
 Sta. Rep.....Forjoe, Dixieland  
 News Service.....UP  
 Transcription Service.....World  
 Member.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....L. H. Christian  
 Comm. Mgr.....Dorothy N. Gayner  
 Sls. Prom. Mgr.....E. A. Thilentus  
 Program Director.....Gus Mann  
 Publicity Director.....Ed Thilentus  
 Chief Engineer.....Lucius D. Drewry

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

... and **MORE RADIO AND TELEVISION STATIONS**

depend on

**THE ASSOCIATED PRESS**



### WAGA—Atlanta—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By: Storer Bcstg. Co.  
 Bus. Studio Address: 1018 W. Peachtree St.  
 News Service: AP  
 Representative: Katz  
 Membership: NARTB, RAB  
 President: George B. Storer, Sr.  
 General Mgr.: Claude H. Frazier  
 Comm. Mgr.: Lewis Reynolds

Pub. Dir., Prom. Mgr.: Betty L. Merritt  
 Program Director: J. Les Henrikson  
 Chief Engineer: Hugo Bondy

### WAOK—Atlanta—1954

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By: WAOK Bcstg. Co., Inc.  
 Business Address: 70 Houston St., N.E.  
 News Service: UP  
 Representative: Forjoe

# 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 population,  
 53.6% of the state's total retail sales,  
 and 53.9% of the total spendable  
 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.

Tim Parker, National Sales Director; Bob Wood, National Sales Manager

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 . . . . . Bartell Broadcasters, Inc.  
 Address . . . . . Georgian Terrace Hotel  
 News Service . . . . . AP  
 Representative . . . . . Adam Young  
 President . . . . . Gerald A. Bartell  
 General Manager . . . . . Morton J. Wagner  
 Commercial Manager . . . . . Mrs. Jayne Swain  
 Program Dir. . . . . William Jones  
 Publicity Dir. . . . . Mrs. Betty Thomas  
 Chief Engineer . . . . . Morris Jones

**WERD—Atlanta—1948**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio Atlanta, Inc.  
 Studio Address . . . . . 330 Auburn Ave., N.E.  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Representative . . . . . Interstate  
 Pres., Gen. Mgr. . . . . J. B. Blayton, Jr.  
 Comm. Mgr., Sales Prom. Mgr. . . . .

Albert H. Saddler  
 Chief Eng. . . . . William F. Kennedy

**WGKA—Atlanta—1955**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Glenkaren Associates, Inc.  
 Address . . . . . 1140 Peachtree St., N.E.  
 News Service . . . . . UP  
 Transcription . . . . . SESAC  
 Membership . . . . . NARTB  
 President . . . . . Locke E. Glenn  
 General Manager . . . . . John P. Culver  
 Comm. Mgr. . . . . Lee Nance  
 Program Director . . . . . Norman Reyes  
 Chief Engineer . . . . . David Lyndon

**WGST—Atlanta—1923—ABC**

Frequency: 920 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned . . . . . Bd. of Regents, Univ. Sys. of Ga.  
 Bus.-Studio Address . . . . . Box 7254  
 News Service . . . . . AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, RAB  
 President . . . . . Freeman Strickland  
 Gen., Sta. Manager . . . . . Ben Akerman  
 Commercial Mgr. . . . . Al Ciraldo  
 Pub. Dir. . . . . Mrs. Mary H. Tallent  
 Prog. Dir., Ch. Eng. . . . . Ivan Miles

**WSB—Atlanta—1922—NBC**

Frequency: 750 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Atlanta Newspapers, Inc.  
 Address . . . . . 1601 W. Peachtree St.  
 Newspaper Affiliation . . . . . Journal, Constitution  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB, RAB  
 General Manager . . . . . John M. Outler, Jr.  
 Station Manager . . . . . Frank Gaither

**WQXI—Atlanta—1948**

Frequency: 790 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By . . . . . Rounsaville of Atlanta, Inc.  
 Bus.-Studio Address . . . . . Peachtree At Mathieson  
 News Service . . . . . UP  
 Station Rep. . . . . Gill-Perna, Inc.  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . R. W. Rounsaville  
 Station Manager . . . . . John Fulton  
 Prom., Comm. Mgr. . . . . Frank Erwin  
 Program Dir. . . . . Bob Corley  
 Chief Engineer . . . . . Elton B. Chick  
 Nat. Sales Mgr., Pub. Dir. . . . . Lee Smith  
 Technical Director . . . . . Paul Cram

**WYZE—Atlanta—1956**

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . Greater South Broadcasting Co., Inc.  
 Address . . . . . 200 Henry Grady Bldg.  
 News Service . . . . . UP, AP, INS  
 Trans. . . . . Thesaurus, Associated, SESAC  
 Representative . . . . . Walker  
 President . . . . . P. H. Whitcraft  
 General Mgr. . . . . Sam W. Kane  
 Program Dir. . . . . Bob King

**WAUG—Augusta—1952**

Frequency: 1050 Kc. . . . . Power: 1,000 Watts  
 Owned . . . . . Garden City Bcstg.  
 Address . . . . . Bon Air Hotel  
 Sta. Rep. . . . . Rambeau, Clarke Brown  
 News Service . . . . . UP  
 Gen., Sta. Mgr. . . . . Geo. C. Nicholson  
 Comm. 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 . . . . . Everett-McKinney, Inc., Forjoe  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . George Weiss  
 Gen., Sta., Comm. Mgr. . . . . Edward H. Dunbar  
 Prom. Mgr. . . . . William Kirchheim  
 Program Director . . . . . George W. Fisher  
 Chief Engineer . . . . . Kenneth Freeman

**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.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . A. D. Willard, Jr.  
 Commercial Mgr. . . . . Martin E. White  
 Program Dir. . . . . Stanley Carey  
 Chief Engineer . . . . . James Clegg

**WBIA—Augusta—1946—NBC**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Augusta Broadcasting Co.



Address . . . . . 15-Eighth Street  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB  
 President, Gen. Mgr. . . . . W. Ray Ringson  
 Sta., Comm. Mgr. . . . . J. R. Owens, Jr.  
 Program Director . . . . . Ralph V. Lavender  
 Chief Engineer . . . . . Rabun F. Bobo

General Manager . . . . . E. Jere Turk  
 Comm. Mgr. . . . . Lew Carter  
 Prog. Dir. . . . . Jay Lingle  
 Pub. Dir. . . . . Mary J. McEvan  
 Chief Engineer . . . . . Cecil Tankersley

**WRDW—Augusta—1930—CBS**

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Radio Augusta, Inc.  
 Address . . . . . 1302 Georgia Ave.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Branham  
 Membership . . . . . RAB, NARTB  
 President . . . . . Pat H. Rice, Jr.  
 General Manager . . . . . J. W. Hicks  
 Sales Mgr. . . . . Bill Smart  
 Program Director . . . . . Jim Armistead  
 Promotion Mgr. . . . . Don Shepherd

**WGRA—Cairo—1950**

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Grady Mitchell Bcatg. Co.  
 Address . . . . . Bainbridge Rd.  
 Station Rep. . . . . Indie  
 News Service . . . . . UP  
 Trans. . . . . Standard  
 Gen. Mgr. . . . . Lowell E. Takles  
 Prom. Mgr. . . . . Bernice Porter

**WMGR—Bainbridge—1946**

Frequency: 930 Kc. . . . . Power: 5 Kc.  
 Owned-Operated By . . . . . Decatur Bcstg. Co.  
 Address . . . . . Box 375  
 Representative . . . . . Grant Webb  
 News Service . . . . . UP  
 General Manager . . . . . John A. Dowdy  
 Program Dir. . . . . H. M. Coleman  
 Chief Eng. . . . . Waller Freeman

**WCGA—Calhoun—1953**

Frequency: 900 Kw. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Gordon City. Bcstg. Co.  
 Address . . . . . 112 1/2 Court Street  
 Rep. . . . . Indie Sales  
 General Manager . . . . . R. R. Magill  
 Sales Manager . . . . . Judy McGill  
 Program Director . . . . . Richard Bowman

**WHAB—Baxley—1954**

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Tri-City Bcstg. Sys.  
 Address . . . . . Box 265  
 News Service . . . . . UP  
 Gen. Mgr. . . . . Farnell O'Quinn  
 Sta. Mgr. . . . . Iona Moody  
 Comm. Mgr. . . . . Ted Kirby  
 Sls. Prom. Mgr. . . . . Dane Bruce  
 Prog. Dir. . . . . Jerry Wilder  
 Pub. Dir. . . . . Hoyt Brown  
 Chief Engineer . . . . . Delmas Nichols

**WCLB—Camilla—1954—KBS**

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Capel Bcstg. Co.  
 Address . . . . . P. O. Box 147  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 General Mgr. . . . . Russell A. Browne  
 Commercial Mgr. . . . . Charlie Browne  
 Chief Engineer . . . . . Dan O'Keefe

**WGIG—Brunswick—1949  
 ABC**

Frequency: 1440 Kc. . . . . Power: 1,000 Watts  
 Owned-Operated By . . . Brunswick Bcstg. Corp.  
 Business-Studio Address . . . . . 1514 Union St.  
 News Service . . . . . AP  
 Representative . . . . . McGillvra  
 S'a., Gen. Mgr. . . . . Hugh K. Tollison  
 Sales Represent. . . . . John Lane

**WLBB—Carrollton—1947  
 KBS**

Frequency: 1100 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Carroll Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Bremen Road  
 Representative . . . . . Indie Sales  
 Pres., Gen. Sta. Mgr. . . . . Thomas K. Vassy  
 Comm. Mgr. . . . . J. D. Norton, Jr.

**WMOG—Brunswick—1940  
 MBS-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Brunswick Inc.  
 Address . . . . . Box 572  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Indie Sales, Dora-Clayton  
 President . . . . . Allen Woodall

**WBHF—Cartersville—1946  
 MBS-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. R. Frier  
 Address . . . . . West Avenue  
 Newspaper Affil. . . . . Herald  
 News Service . . . . . UP  
 Station Manager . . . . . W. Ryan Frier

**WGAA—Cedartown—1941  
 KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Business-Studio Address . . . . . P. O. Box 807  
 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 .....1028½ Broadway  
 Representative...United Bcstg., Dora-Clayton  
 Pres., Gen. Mgr.....Charlie H. Parish, Jr.

**WDAK—Columbus—1943**  
**NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Columbus, Inc.  
 Business-Studio Address.....Martin Bldg.  
 News Service.....AP  
 Transcription Service.....World  
 Station Representative.....Headley Reed  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Allen M. Woodall  
 Station Mgr.....Miles H. Ferguson  
 Commercial Manager.....William Massie  
 Program Director.....Mrs. Pat Lynn  
 Publicity Dir.....Lamar Lynr  
 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  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Forjoe, Dixieland  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....C. A. McClure  
 Station Mgr.....R. H. Ruppel  
 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 Bdcstg. Co.  
 Business-Studio Address.....1350-13th Ave.  
 News Service.....UP  
 Newspaper Affil.....Page Corp.  
 Sta. Rep.....Hollingbery  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....J. W. Woodruff Jr.  
 Sta., Comm. Mgr.....Walter Graham  
 Prog. Dir.....Eleanor Whitelaw  
 Pub. Dir.....G. Brougham  
 Prog. Dir.....David Lea  
 Chief Engineer.....Joseph Gamble

**WMJM—Cordele—1940**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Southeastern Bcstg. System  
 Business-Studio Address...20th Ave. & B St.  
 News Service.....UP  
 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.  
 Station Rep.....Indie  
 News Service.....UP  
 Pres., Gen. Mgr.....Jack Bradley  
 Sta. Mgr.....S. Y. Sosbee  
 Program Dir.....Jim Stevenson  
 Chief Engineer.....Bobby Wilkes

**WGFS—Covington—1953**  
**KBS**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned.....Georgia Broadcasting Service  
 Address.....615 Monticello Street  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Sears & Ayers, Dixieland  
 President.....Lem Coley  
 General Mgr.....Charles Whatley  
 Sta. Mgr.....J. C. Lang  
 Comm. Mgr.....Jim Whatley  
 Chief Engineer.....Knox Carreker

**WBLJ—Dalton—1940**  
**MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dalton Bdcstg. Corp.  
 Business-Studio Address.....Kenemer Bldg.  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 General Manager.....William B. Davies

**WRCD—Dalton—1954**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Whitefield Bcstg. Co.  
 Address.....104 Pentz Street  
 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 Bdcstg. Co.  
 Trans.-Bus.-Studio Address.....Box 390  
 News Service.....UP  
 Representative.....Indie Sales  
 Trans.....Standard  
 General Manager.....W. C. Woodall, Jr.  
 Program Director.....Barney Parnacott

**WEAS—Decatur—1947**

Frequency: 1010 Kc.....Power: 50 Kw.  
 Owned.....WEAS, Inc.  
 Address.....P. O. Box 67  
 News Service.....UP  
 Representative.....Stars National  
 Chairman of the Board.....E. D. Rivers, Jr.  
 President.....William H. Keller, Jr.  
 Station Manager.....Warren Roberts  
 Sales Mgr.....William Packham





**WTAM—Decatur—1949—KBS**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned... Republic Broadcasting System, Inc.  
 Address... 526 Church Street  
 News Service... UP  
 Transcription Service... Standard  
 President... Gordon McLendon  
 Gen. Sta., Comm. Mgr... Henry W. Lanhan  
 Program Director... Jerry F. Hewell  
 Chief Engineer... Jim Hampton

**WDMG—Douglas—1946**

Frequency: 860 Kc. Power: 5000 Watts D.  
 Owned-Operated By... WDMG, Inc.  
 Address... Box 590  
 News Service... UP  
 Representative... Dora-Clayton  
 President... B. F. J. Timm  
 General Mgr... Mary Jarrard  
 Comm. Mgr... Roy L. Jones

**WMLT—Dublin—1945**  
 MBS-KBS

Frequency: 1330 Kc. Power: 1 Kw.  
 Owned-Operated By... Dublin Bdcstg. Co.  
 Business Address... Franklin St.  
 News Service... UP  
 General Manager... W. Newton Morris  
 Sta. Mgr... Frank Floyd Jr.

**WTJH—East Point—1949**

Frequency: 1260 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... Southeastern Bcstg. Sys.  
 Address... 2146 Dodson Drive  
 News Service... AP  
 President... James S. Rivers  
 Gen., Comm. Mgr... J. D. Davenport  
 Program Dir... Claude E. Jones  
 Publicity Director... Frances Shelfield  
 Chief Engineer... William J. Hill

**WSGC—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  
 News Service... AP  
 Transcription Service... World  
 Representative... Dora-Clayton  
 Membership... NARTB  
 President... H. C. Vaughn  
 Gen. Mgr... Paul E. Reid  
 Sta., Comm. Mgr... Harry Roberts  
 Pub. Dir... Charlie Ridgeway

Sales Prom. Mgr., Prog. Dir. ... 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  
 General Mgr... Denzil Mixon  
 Program Dir... Bob Bragg  
 Chief Eng... Bob Collins

**WDUN—Gainesville—1949**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... N.E. Ga. Bcstg. Co.  
 Address... 1140 Thompson Bridge Rd.  
 News Service... AP  
 Trans... Thesaurus  
 Representative... Thomas F. Clark, Dixieland  
 Pres., Gen. Manager... John W. Jacobs, Jr.  
 Comm. Mgr... Claire Palmour  
 Prog. Dir... Don Sheldon  
 Pub. Dir... John Currier  
 Chief Engineer... Gilmer Hulsey

**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  
 News Service... UP  
 Newspaper Affil... Daily Times  
 Membership... RAB  
 President... Charles A. Smithgall  
 General Manager... Robert Schwab  
 Comm., Prom. Mgr... James A. Hartley  
 Traffic Mgr... Zada Webb  
 Chief Engineer... Wilbert Darracott

**WKEU—Griffin—1934**  
 MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Station WKEU  
 Address... Macon Rd.  
 Membership... RAB  
 General Manager... A. W. Marshall, Jr.

**WHIE—Griffin—1952**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Gateway Broadcasters, Inc.  
 Address... Box 971  
 News Service... UP  
 Transcription Service... World  
 Representative... Dora-Clayton  
 Membership... NARTB  
 General Manager... John A. Boling  
 Station Mgr... Johnny Williams  
 Program Director... Bob Gilreath

**WKLY—Hartwell—1947**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Louis L. Morris

Business Address.....Box 189, Hartwell  
 News Service.....UP  
 Newspaper Affil.....Hartwell Sun  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....Louis L. Morris  
 Exec. V.P.....Max G. Pfaender

**WCEH—Hawkinsville—1952**  
**KBS**

Frequency: 610 Kc.....Power: 500 Watts  
 Owned.....Tri-County Bcstg. Co., Inc.  
 Address.....Box 184  
 News Service.....UP  
 Trans. Service.....World  
 President.....R. T. Ragan  
 Gen., Sta., Prom. Mgr., Pub. Dir., Comm. Mgr.  
 J. D. Popwell  
 Prog. Dir.....Tony Pavone  
 Chief Eng.....W. R. Powell

**WBGR—Jesup—1949—KBS**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Altamaha Bcstg. Co.  
 Address.....P. O. Box 147  
 News Service.....UP  
 Representative.....Dora-Clayton  
 President.....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  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Hil F. Best Co.  
 President.....J. A. Gallimore  
 Gen., Sta., Comm. Mgr., Pub. Dir.....C. W. Gwyn  
 Chief Engineer.....Charles M. Lowry Jr.

**WLAG—La Grange—1941**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....LaGrange Bdcstg. Co.  
 Business-Studio Address.....305-307 Broome St.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Indie Sales, Dora-Clayton  
 Newspaper Affil.....Daily News  
 Membership.....NARTB  
 President.....Roy C. Swank  
 Gen., Comm. Mgr.....Edwin Mullinax  
 Sales Prom. Mgr.....Bob Liles  
 Program Director.....Jimmy Dunaway  
 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.

Transcription Service.....Thesaurus  
 News Service.....AP  
 Representative.....McGillvra  
 Partner, Gen. Mgr.....Byron H. Hurst, Jr.  
 Comm. Mgr.....George Pettett

**WBML—Macon—1940**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Middle Georgia Bdcstg. Co.  
 Business-Studio Address.....230 Second St.  
 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.  
 News Service.....AP  
 Representative.....Walker  
 Membership.....NARTB  
 Pres., Gen. Mgr., Chief Eng.....Thos. 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.  
 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.....Blbb Bldg.  
 News Service.....AP  
 Newspaper Affil.....Macon Telegraph Pub. Co.  
 Transcription Service.....Thesaurus  
 Representative.....Branham  
 General Manager.....Alfred Lowe  
 Business Manager.....Emory G. Stroberg  
 Sales Manager.....Marion Bragg

**WMGE—Madison—1955**  
**KBS**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Dairyland Bcstg. Co.  
 Address.....Beacon Heights  
 News Service.....UP  
 Trans.....World  
 General Mgr.....O. G. Swindle  
 Sales Mgr.....C. P. Raybon  
 Chief Eng.....W. R. Foster

**WBIE—Marietta—1955**

Frequency: 1050 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Marietta Bcstg. Co.  
 Address: 112½ Atlanta St.  
 News Service: AP  
 Pres., Comm. Mgr.: Dudley D. McCaskill  
 Gen. Mgr., Chief Eng.: James Wilder  
 Program Dir.: Don Kordecki

**WFOM—Marietta—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: F. Wilson & A. Jones  
 Address: S. Cobb Dr.  
 News Service: AP  
 Transcription Service: Thesaurus  
 General Manager: Albert L. Jones

**WMVG—Milledgeville—1946**  
**MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Jere N. Moore  
 Business-Studio Address: Box 476  
 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  
 News Service: AP  
 Membership: RAB  
 Pres., Gen. Mgr.: Warren G. Gilpin  
 Sta., Comm. Mgr.: Derald Morris  
 Pub. Dir.: Dorothy B. Gilpin  
 Sales Prom. Mgr.: C. Johnson  
 Prog. Dir.: Mary Jane Campbell  
 Chief Engineer: Hamilton Masters

**WMGA—Moultrie—1939**  
**ABC-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: WMGA  
 Business-Studio Address: Moultrie  
 News Service: UP  
 Representative: Everett McKinney, Ayres  
 Gen. Mgr.: John F. Pidcock  
 Station Mgr.: Roy F. Zess  
 Prog. Dir., Pub. Dir.: E. Griner  
 Comm. Mgr.: Robert Lenihan  
 Chief Engineer: Homer Sloan

**WMTM—Moultrie—1953**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By: Colquitt Bcstg. Co.  
 Address: Highway 33  
 News Service: AP  
 Representative: T. F. Clark  
 General Mgr.: N. B. Mills

**WCOH—Newnan—1947—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Newnan Bcstg. Co.  
 Address: P. O. Box 581  
 News Service: AP  
 Transcription Service: Thesaurus  
 Pres., Gen., Sta., Comm. Mgr., Prog., Pub. Dir.: J. O. Hardin, Jr.  
 Chief Engineer: William E. Davis, Jr.

**WBBN—Perry—1956**

Frequency: 980 Kc. Power: 500 Watts d.  
 Owned: Gateway Broadcasting Co.  
 Address: Highway 41 South  
 News Service: AP  
 Representative: Thomas F. Clark  
 Gen., Sta., Comm. Mgr.: Al H. Evans  
 Prog. Dir.: Joe Bilodeau  
 Chief Engineer: C. G. Huey

**WSFB—Quitman—1955**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Quitman Broadcasting Co.  
 Address: P. O. Box 632  
 News Service: UP  
 Transcription: Standard  
 Gen., Sta. Mgr.: Emerson W. Browne  
 Comm., Sls. Prom. Mgr.: David I. Masingill  
 Program Director: Margie Bowman  
 Chief Engineer: Emerson W. Browne

**WLAQ—Rome—1947—ABC**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Operated By: Mitchell Melof  
 Address: 230 Lakeview Ave., N. E.  
 News Service: AP  
 President: Mitchell Melof  
 General Manager: Don Mitchell  
 Chief Engineer: Jean Ludwick

**WRGA—Rome—1929**  
**MBS**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By: Rome Bcstg. Corp.  
 Bus.-Studio Address: Nat. City Bank Bldg.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Walker, Dora-Clayton  
 Membership: NARTB  
 Pres., Gen. Mgr.: Mather Payne  
 Secretary-treasurer: Charles Smithgall  
 Commercial Manager: Clarence Salmon

**WROM—Rome—1946**

Frequency: 710 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Coosa Valley Radio Co.  
 Business-Studio Address: P. O. Drawer 473  
 Representative: McGillvra  
 Comm. Mgr.: Dean Covington  
 Gen. Mgr.: Edward N. McKay  
 Program Director: Charlie Doss

**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  
News Service.....UP  
Membership.....NARTB  
Pres., Gen. Mgr.....Carter C. Peterson  
Comm. Mgr.....Weldon Herrin

**W SGA—Savannah—1946**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....Coastal Bcstg. Inc.  
Business-Studio Address.....34 E. Bryan St.  
News Service.....AP  
Pres., Gen., Sta. Mgr.....Donald K. Jones  
Commercial Manager.....John M. Williams

**WFRP—Savannah—1946**  
ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Georgia Bcstg. Co.  
Business-Studio Address...219 E. Charlton St.  
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

**WJIV—Savannah—1950**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....WJIV, Inc.  
Bus. Address.....Box 737  
News Service.....AP  
Representative.....Stars Natl.  
Chrmn. of Bd.....E. D. Rivers, Jr.  
President.....W. H. Keller, Jr.  
General Manager.....J. L. Woods

**WSAV—Savannah—1939**  
NBC

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Operated By.....WSAV, Inc.  
Bus. Studio Address...Liberty Natl. Bank Bldg.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Blair  
Pres., Gen. Mgr.....Harben Daniel  
Comm. Mgr.....Robert Ward  
Program Dir.....Bob Roth  
Sales Prom. Mgr.....Elmer Alley  
Publicity Dir.....Celia Fender  
Chief Engineer.....Byron Strong

**WTOC—Savannah—1929**  
CBS

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By.....Savannah Bcstg. Co.  
Business-Studio Address.....516 Abercorn St.  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB

Pres., Gen. Mgr.....William T. Knight, Jr.  
Commercial Manager.....Ben Williams  
Program Director.....Ben H. Quick  
Sls. Prom. Mgr., Pub. Dir...Frank S. Bryson, Jr.  
Chief Engineer.....Gordon L. Hester

**WWNS—Statesboro—1946**  
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned.....Statesboro Broadcasting System  
Address.....P. O. Box 146  
News Service.....UP  
Transcription.....World  
Gen. Mgr.....Robert H. Thompson, Sr.  
Sta., Comm. Mgr.....Jim Watson  
Sales Prom. Mgr.....Robert H. Thompson, Jr.  
Program Dir., Ch. Eng.....Jack V. LoPresti

**WGTA—Summerville—1950**

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Tri-State Bcstg. Co.  
Address.....Box 231  
News Service.....UP  
Transcription Service.....Capitol  
Station Rep.....Stars Natl.  
General Manager.....William B. Farrar  
Comm. Mgr.....Hoyt Raimey  
Chief Engineer.....James S. Stowers, Jr.

**WJAT—Swainsboro—1950**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Jack & Nancy M. Thompson  
Address.....Covena Rd., Box 371  
Trans. Service.....World  
News Service.....UP  
Membership.....NARTB  
General Manager.....Jack A. Thompson  
Sta. Mgr.....John H. (Jack) Wiseley

**WSYL—Sylvania—1955**  
KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Sylvania Broadcasting System  
Address.....P. O. Box 302  
News Service.....UP  
Transcription Service.....SESAC  
Owner and Gen. Mgr.....Robert H. Thompson  
Sta., Comm., Sales Prom. Mgr.. Edwin H. Bass  
Prog. Dir.....Peter Franklin  
Pub. Director.....Shirley Scott  
Chief Engineer.....Edwin H. Bass

**WSFT—Thomaston—1947**  
MBS

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Thomaston Bcstg. Co.  
Business-Studio Address.....WSFT Bldg.  
Transcription Service.....World  
News Service.....UP  
Membership.....NARTB, RAB  
Representative.....Dora-Clayton  
Gen. Mgr.....S. J. Carswell  
Sta. Mgr., Pro. Dir.....Bill Haule  
Comm. Mgr.....Claude Thames  
Chief Eng.....Walt MacTammany

**WK TG—Thomasville—1946**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By John H. Phipps Bcstg. Sta.  
 Address P. O. Box 358  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Thomas F. Clark  
 President John H. Phipps  
 Gen. Mgr. Herschel L. Graves  
 Sta., Comm. Sls. Prom. Mgr., Pub. Dir. L. T. Porter  
 Prog. Dir. Frank Johnson  
 Chief Engineer Leon Lloyd

**WP AX—Thomasville—1934**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By H. Wimpy  
 Business-Studio Address 117 Remington Ave.  
 News Service UP  
 Owner H. Wimpy  
 Commercial Manager Al Feinberg

**WT WA—Thomson—1947**

MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Hickory Hill Bcstg. Co., Inc.  
 Business Address 127 Journal St.  
 News Service UP  
 Transcription Service Thesaurus  
 Membership NARTB, RAB  
 President Edgar H. Kobak  
 General Manager Frank F. Hash

**WW GS—Tifton—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Tifton Bcstg. Corp.  
 Address Box 34  
 News Service AP  
 Membership NARTB  
 Transcription World  
 Representative Thomas F. Clark  
 Pres., Gen. Mgr. Ralph N. Edwards  
 Station Mgr. W. E. Sides  
 Comm. Mgr. Evelyn K. Edwards

**WLET—Toccoa—1941**

MBS-KBS

Frequency: 1420 Kc. Power: 5000 Watts d.  
 Owned-Oper. By R. G. LeTourneau  
 Address 423 Prather Bridge Rd.  
 News Service UP  
 Representative Thomas F. Clark, Dixieland  
 President R. G. LeTourneau  
 Sta., Comm. Mgr. Virgle E. Craig  
 Prog., Pub. Dir. Gene Bollinger  
 Chief Engineer C. H. Sutton

**WG AF—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

**WG OV—Valdosta—1940—MBS**

Frequency: 950 Kc. Power: 5 Kc. d., 1 Kc. n.  
 Owned-Oper. Georgia-Florida Radio & TV Co.  
 Address Box 1452  
 News Service UP  
 Representative Stars Nat'l. Dora-Clayton  
 President Wm. H. Keller, Jr.  
 Sta. Mgr. A. B. Smith  
 Prog. Dir. Betty Friis  
 Chief Engineer Irvin F. Key

**WJ EM—Valdosta—1955**

KBS

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By Lowndes County Br'dcasters  
 Address Hwy. 84, Box 368  
 News Service UP  
 Transcription Service Lang-Worth  
 General Manager James E. Massey  
 Sales Manager Julian G. Tucker  
 Promotion Manager Vincent L. Randolph

**WV OP—Vidalia—1946**

Frequency: 970 Kc. Power: 5 Kw.  
 Owned-Operated By Vidalia Bcstg. Co.  
 Address Box 391  
 Newspaper Aff. Advance  
 News Service UP  
 Transcription Service SESAC, Gospel  
 Representative Continental Radio Sales  
 Membership NARTB  
 Pres., Gen., Sta. Mgr. Howard C. Gilreath  
 Pub. Dir. R. E. Ledford  
 Prog. Dir. Mrs. Ruby Bryant  
 Chief Engineer Loren Dorough

**WR PB—Warner Robbins**

1954

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Oper. Warner Robbins Bcstg. Co., Inc.  
 Address Box 727  
 News Service AP  
 Membership RAB  
 Gen., Bus., Comm. Mgr., Chief Eng. E. Nobles

**WK LE—Washington—1955**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Station WKLE  
 Address Berkshire Dr.  
 News Service UP  
 Transcription Service Thesaurus  
 Pres., Owner Max G. Pfaender  
 General Manager Grady Berry, Jr.  
 Commercial Manager Burch Griffin  
 Prom. Mgr. Richard Basinger  
 Prog. Dir. I. Tucker Irvin  
 Chief Eng. Broadus McLane

**WACL—Waycross—1951**

Frequency: 570 Kc. Power: 1000 Watts d.  
 Owned-Operated By Teletronics Inc.  
 Address 528 Carzwell Dr.  
 News Service AP

Representative ..... Thomas Clark  
 President ..... James S. Rivers  
 General Manager ..... William B. Hill

**WAYX—Waycross—1936**  
**MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Jack Williams  
 Business-Studio Address ..... 1600 Carswell Ave.  
 News Service ..... UP  
 Newspaper Affil. .... Waycross Journal American  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Representative ..... Hal Holman, Dixieland  
 Station Mgr. .... John J. Tobola

**WBRO—Waynesboro—1954**  
**KBS**

Frequency: 1310 Kc. .... Power: 1000 Watts d.  
 Owned ..... Burke County Broadcasting Co.  
 Address ..... Box 151  
 News Service ..... UP  
 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  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Clarke  
 Membership ..... RAB, NARTB  
 President ..... J. C. Henderson  
 Sales Promotion Mgr. .... Dorothy Forrester  
 Sta., Comm. Mgr. .... J. M. Driskill  
 Prog. Pub. Director ..... Aileen Love  
 Chief Engineer ..... James E. McKay

**WIMO—Winder—1952—KBS**

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ... Winder-Monroe Bcstg.  
 Business Address ..... P. O. Box 526  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Hil F. Best  
 President ..... W. C. Woodall, Jr.  
 Gen., Comm., Sta., Sls. Mgr. .... C. H. Grider  
 Program Director ..... Joy Simpson  
 Publicity Director ..... R. A. Jones  
 Chief Engineer ..... D. E. Stafford

**Idaho**

Pop. March 1 (Est.) 633,000—Families 186,000  
 Radio Homes 177,000—TV Homes 104,000—Stations in State 27

**KBLI—Blackfoot—1951**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Granite Dist. Bcstg. Corp.  
 Address ..... P. O. Box 192  
 News Service ..... AP  
 Gen., Sta. Mgr. .... T. L. Morrison  
 Prom. Mgr. .... Don Nilsson  
 Commercial Mgr. .... S. B. Chamberlain

**KBOI—Boise—1947—CBS**

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Operated By .. Boise Valley Bcstrs., Inc.  
 Bus.-Studio Address ..... 1007 Jefferson  
 News Service ..... UP  
 Transcription Service ..... World  
 Rep. .... Peters, Griffin, Woodward, Inc.  
 Membership ..... RAB, NARTB  
 Pres., Gen. Mgr. .... H. Westerman Whillock  
 Sta., Comm. Mgr. .... Earl Glade, Jr.  
 Sales Prom. Mgr., Pub. Dir. .... Hal Knutson  
 Chief Engineer ..... James Johtz  
 Prog. Dir. .... W. Eames

**KGEM—Boise—1946—IMN**

Frequency: 1140 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By .... Idaho Bcstg. & Telev. Co.  
 Business-Studio Address ..... 5601 Cassia  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 General Mgr. .... Cecil L. Hefel  
 Comm. Mgr. .... M. L. Skinner  
 Sales Mgr. .... Dwight Smart

**KIDO—Boise—1928—NBC**

Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... KIDO, Inc.  
 Address ..... Chamber of Commerce Bldg.  
 News Service ..... AP  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 General Mgr. .... Georgia M. Davidson  
 Commercial Mgr. .... John Young

**KYME—Boise—1955**

Frequency: 740 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Radio Boise, Inc.  
 Address ..... P. O. Box 2635  
 News Service ..... AP  
 Representative ..... McGavren-Quinn  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Roger L. Hagadone  
 Comm. Mgr. .... Lou Clemens  
 Prog. Dir. .... Bert Godfrey

**KBAR—Burley—1946**  
**ABC-KBS-IMN**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KBIO, Inc.  
 Business-Studio Address ..... P. O. Box 461  
 News Service ..... UP  
 Rep. .... McKinney, O'Connell, Moore & Lund  
 General Manager ..... K. Clark  
 Comm. Mgr. .... Robert Sumbardo

**KCID—Caldwell—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Caldwell Bcstg. Co.  
 Address: Box 1052  
 News Service: AP  
 Membership: RAB, NARTB  
 Transcription Service: Capitol  
 Station Rep.: Harlan G. Oakes  
 Pres., Gen. Mgr.: Clair B. Hull  
 Sta., Com., Prom. Mgr., Prog., Pub. Dir.: Duane D. Wolfe  
 Chief Eng.: Tom Yomanaka

**KVNI—Coeur D'Alene—1946**  
**MBS-DON LEE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Pollock Bcstg. Co.  
 Business-Studio Address: Blackwell Island  
 Rep.: Ayres, Moore & Lund  
 Membership: NARTB  
 Transcription: Capitol  
 Manager: Alan H. Pollock  
 Sales Mgr.: Bernard V. Merriman

**KORT—Grangeville—1954**  
**KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owner: Far West Radio Inc.  
 Address: Box 72  
 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  
 News Service: UP  
 Transcription Service: World  
 Representative: Gill-Perna  
 Membership: NARTB  
 President: A. W. Schneider  
 General-Station Manager: C. N. Layne  
 Commercial Manager: Leonard Warden  
 Prog., Pub. Dir.: Leo Higham  
 Chief Engineer: Carroll Secrist

**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  
 Newspaper Affil.: Post Register  
 News Service: AP  
 Representative: Avery-Knodel  
 Membership: NARTB  
 Pres., Gen. Sta. Mgr.: J. M. Brady  
 Comm., Sls., Prom. Mgr.: J. L. Thomas

**KLER—Lewiston—1953**

Frequency: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Cole E. Wylie

Address: 2829 Country Club Dr.  
 News Service: AP  
 Representative: Tracy Moore  
 Membership: RAB  
 Owner: Cole E. Wylie  
 Gen. Sta. 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.  
 Rep.: Webb, H. S. Jacobson  
 News Service: AP  
 President: John H. Matlock  
 Station Manager: Reg Roos

**KRLC—Lewiston—1935**  
**MBS**

Frenq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Donald Thomas  
 Bus-Studio Address: Box 363  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Forjoe, Art Moore  
 Membership: NARTB, RAB  
 Gen. Mgr.: Donald Thomas  
 Comm. Mgr.: George Reeve  
 Sales Prom. Mgr.: Thomas W. Read  
 Program Director: Alben Nelson  
 Publicity Dir.: Thomas Haveman  
 Chief Engineer: William Neuman

**KRPL—Moscow—1947—KBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: KRPL, Inc.  
 Address: 1328 Pullman Road  
 News Service: AP  
 Transcription Service: Keystone  
 Representative: Moore, Hil F. Best  
 President: Roy Anderson  
 General Mgr.: Randolph Gretes  
 Comm. Mgr.: James Sanberg  
 Program Director: Robert Tompkins  
 Publicity Director: Jack Hewitt  
 Chief Engineer: John Lewis

**KFXD—Nampa—1930**  
**MBS-ITM**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Oper. By: Frank E. Hurt & Son  
 Business Address: Box 891  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Avery-Knodel  
 Membership: RAB, NARTB  
 Pres., Gen. Mgr.: Edward P. Hurt  
 Sta., Ccmm., Sls., Prom. Mgr.: Doyle Cain  
 Prog. 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

**News Service** .....UP  
**Transcription Service**...Standard, Lang-Worth  
**Representative** .....Weed, Feltis  
**Membership** .....NARTB, RAB  
**Pres., Gen. Comm. Mgr.**....Henry H. Fletcher  
**Program Director**.....Ruthe A. Fletcher  
**Chief Engineer**.....Ellis W. Call

**KWIK—Pocatello—1946**  
**KBS-IMN**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned**.....Pocatello TV Corp.  
**Address** .....P. O. Box 768  
**Newspaper Aff.**.....Idaho State Jour.  
**News Service**.....AP  
**Trans.**.....World  
**Representative**.....Avery-Knodel  
**Membership** .....NARTB  
**President** .....Hugh Wagnon, Jr.  
**General Manager**.....John R. Taylor  
**Commercial Mgr.**.....James H. Schoonover

**KPST—Preston—1948—KBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**....Voice of The Rockies, Inc.  
**Address** .....Preston  
**Representative** .....Continental  
**News Service** .....UP  
**General Mgr.**.....D. A. Nash, Jr.  
**Commercial Mgr.**.....M. S. Stocking

**KRXK—Rexburg—1950—KBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned**....Snake River Radio & TV Co., Inc.  
**Address** .....445 S. 2nd East  
**News Service** .....AP  
**Reps.**.....Bcst. Time Sls., West Coast Sales  
**Pres., Gen. Mgr.**.....Gene Shumate  
**Program Dir.**.....Jim Clawson  
**Sls. Mgr.**.....Wes Lawrence

**KAYT—Rupert—1955**

**Frequency:** 970 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Inland Bcstg. Co.  
**Address** .....Rupert  
**Rep.**.....H. S. Jacobson  
**Membership** .....NARTB, RAB  
**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  
**News Service** .....AP  
**Sta. Rep.**.....Continental, Art Moore  
**Trans. Serv.**.....Standard, Lang-Worth  
**Membership** .....NARTB, RAB  
**General Mgr.**.....Norman Bauer

**KEEP—Twin Falls—1946**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned By**.....Radio Sales Corp.

**Address**.....P. O. Box 511  
**News Service** .....UP  
**Station Rep.**.....Gill-Perna  
**Membership** .....NARTB, RAB  
**President**.....Spencer D. Grow  
**Gen. Sta. Mgr.**.....F. L. Scott  
**Comm., Prom. Mgr.**.....Eugene W. Stevens  
**Prog. Dir.**.....Ron Baillie  
**Chief Engineer**.....Lloyd James

**KLIX—Twin Falls—1946**  
**MBS-ABC-IMN**

**Frequency:** 1310 Kc.....**Power:** 1000 Watts  
**Owned**.....Southern Idaho Bcstg. & TV Co.  
**Business-Studio Address**.....Elizabeth Blvd.  
**News Service** .....AP  
**Transcription**..Capitol, MacGregor, Associated  
**Rep.**.....Avery-Knodel  
**Membership**.....NARTB, RAB  
**President**.....A. L. Glassman  
**V.P., Gen. Mgr.**.....Frank C. McIntyre  
**Commercial Mgr.**.....Juneau H. Shinn  
**Sales Prom. Mgr.**.....Rosie Stover  
**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 Bcstg. Corp.  
**Address**.....241 Main Ave. W.  
**News Service** .....UP  
**Transcription Service**...Lang-Worth, Standard  
**Representative** .....Weed  
**Membership** .....NARTB, RAB  
**Pres., Gen. Sta. Mgr.**.....F. M. Gardner  
**Commercial Mgr.**.....D. Silvester  
**Pub., Prog. Dir., Sales Prom. Mgr.**...L. Parker  
**Chief Engineer**.....Marvin Hartley

**KWAL—Wallace-Kellogg**  
**1938—MBS**

**Frequency:** 620 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Metals Bcstg. Co.  
**Bus-Studio Address** .....Box 930, Wallace  
**Transcription Service**.....World  
**News Service** .....AF  
**Membership** .....RAB  
**Representative**.....Holman, Art Moore  
**Pres., Gen. Mgr., Pub. Dir.**.....R. Lee Black  
**Sta., Comm. Mgr.**.....Jack Barton  
**Prog. Dir.**.....W. E. Roberts  
**Chief Engineer**.....Joe E. Martin

**KWEI—Weiser—1947**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Inland Bcst. Co.  
**Business-Studio Address**.....Box 791  
**News Service** .....UP  
**Membership** .....RAB, NARTB  
**Pres., Gen. Mgr.**.....M. V. Ling  
**Sta., Comm., Sls. Mgr., Prog. Dir.**...D. Quigley  
**Chief Engineer**.....Edwin C. Miller



delivering  
**MORE**



**WGN**

Television—Channel 9  
Radio—720 on your dial

The Chicago Tribune Stations, Owned and Operated by WGN, Inc.

Midwest Office, 441 N. Michigan Ave., Chicago 11

Eastern Advertising Solicitation Office, 220 E. 42nd Street, New York 17

Also represented by Edward Petry & Company, Inc.

\*WGN-TV, offering the highest-rated local children's programs, and sports programs; top syndicated film features and feature film presentations—plus more competitive live

programming.

\*WGN-Radio sounds better and reaches more homes than any other Chicago advertising medium (N.C.S., 1952).

(See Page 424)

# Illinois

Pop. March 1 (Est.) 9,529,000—Families 2,934,000  
Radio Homes 2,870,000—TV Homes 2,496,000—Stations in State 88

## WOKZ—Alton—1948—KBS

Frequency: 1570 Kc. ....Power 1000 Watts  
Owned-Oper. By.....Palen Bcstg. Corp.  
Address .....Hotel Stratford  
News Service .....UP  
Rep. ....Sears & Ayer  
Membership .....RAB  
Pres., Gen. Sta. Mgr.....Edward N. Palen  
Comm. Mgr., Pub. Dir.....W. Eccles Huff  
Sales Prom. Mgr.....Lloyd Smith  
Program Director.....Russ Benson  
Chief Engineer.....Nicholas Bono

## WMRO—Aurora—1938

Frequency: 1280 Kc. ....Power: 250 Watts, d.  
Owned-Operated By.....Martin R. O'Brien  
Business-Studio Address.....Aurora  
News Service.....INS  
Trans. Service.....Lang-Worth  
Manager.....Martin R. O'Brien  
Sales Prom. Mgr.....Vincent G. Coffey

## WIBV—Belleville—1947

Frequency: 1260 Kc. ....Power: 1000 Watts, d.  
Owned-Operated By.....Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address. 2100 W. Main  
News Service .....AP  
Representative .....Indie Sales  
Membership .....RAB  
President.....John W. Lewis  
Commercial Mgr.....Clarence Keller

## WJBC—Bloomington—1924 ABC

Frequency: 1230 Kc. ....Power: 250 Watts  
Owned-Oper. By.....Bloomington Bcstg. Co.  
Address.....209 E. Washington  
Newspaper Affil.....Daily Pantagraph  
News Service .....UP  
Representative .....John E. Pearson  
Membership .....RAB, NARTB  
President.....Loring C. Merwin  
Exec. V.P., Gen. Mgr.....Vernon A. Nolte  
Comm., Prom. Mgr.....John McDermott  
Program Dir.....Warner Tidemann  
Chief Engineer.....Fred Bailey

## WKRO—Cairo—1942—MBS

Frequency: 1490 Kc. ....Power: 250 Watts  
Owned-Operated By.....Cairo Broadcasting Co.  
Business Address.....Box 311  
News Service .....UP  
Representative .....John E. Pearson  
Membership .....RAB  
Owner-Chief Engr.....Oscar C. Hirsch  
Gen.-Station-Comm. Mgr.....Merrill C. Currier  
Program Director.....E. S. Myers

## WBYS—Canton—1947

Frequency: 1580 Kc. ....Power: 250 Watts, d.  
Owned-Operated By...Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter...East Linn Limits  
News Service .....AP  
Transcription Service.....Thesaurus

Membership .....RAB, NARTB  
Gen., Comm. Mgr.....Charles E. Wright

## WCIL—Carbondale—1946

Frequency: 1020 Kc. ....Power: 1000 Watts, d.  
Owned-Operated By...Southern Illinois Bcstg.  
Business-Studio Address....218 W. Main St.  
News Service .....AP  
Membership .....NARTB  
Gen., Comm., Mgr., Prog., Pub. Dir., Ch. Eng.  
Paul F. McRoy

## WROY—Carmi—1948

Frequency: 1460 Kc. ....Power: 1000 Watts d.  
Owned-Oper. By .....Carmi Bcstg Co.  
Address .....U. S. Route 460  
News Service .....UP  
Transcription Service.....Thesaurus, World  
Membership .....NARTB  
Gen., Sta. Mgr.....S. A. Hassan

## WCAZ—Carthage—1921

Frequency: 990 Kc. ....Power: 1000 Watts d.  
Owned-Oper. By...Superior Bcstg. Service, Inc.  
Address.....502 Wabash Ave.  
Station Rep.....Sears & Ayer  
Manager .....John Palmer

## WCNT—Centralia—1946

Frequency: 1210 Kc. ....Power: 1000 Watts, d.  
Owned.....Southern Illinois Bcstg. Co.  
Address.....Hiway 51  
News Service .....UP  
Transcription Service...Standard, Lang-Worth  
President.....C. W. Rodgers  
Station Mgr.....Ben Shore  
Commercial Mgr.....D. Cummings  
Sales Prom. Mgr.....C. Di Falco  
Prog. Dir.....Dick Bieser  
Chief Engineer.....R. Millmaker

## WDWS—Champaign—1937 CBS

Frequency: 1400 Kc. ....Power: 250 Watts  
Owner...The Champaign News Gazette, Inc.  
Business Address .....48 Main St.  
News Service .....UP  
Transcription Service .....World  
Newspaper Aff. ....News-Gazette  
Representative...Robert Meeker & Associates  
Membership .....NARTB, RAB  
President.....Mrs. Helen M. Stevick  
Gen., Sta. Mgr.....Larry Stewart  
Program Dir.....Constance Vogt  
Chief Engineer.....Robert Brown

## WEIC—Charleston—1954 KBS

Frequency: 1270 Kc. ....Power: 1000 Watts  
Owner.....The Friendly City Bcstrs.  
Address .....Box 107  
News Service .....INS  
Transcription .....Lang-Worth

Rep. . . . . Seors & Ayer  
 Pres., Ge. Mgr. . . . . Jack Owens  
 Program Mgr. . . . . Bob Hewitt  
 Commercial Mgr. . . . . Hugh Birdsong

### WAAF—Chicago—1922

Frequency: 950 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Operated By . . . . . Corn Belt Pub., Inc.  
 Business Address . . . . . 221 N. LaSalle St.  
 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  
 Program Dir., Pub. Dir. . . . . Bill Bauer  
 Chief Engineer . . . . . Carl W. Ulrich

### WAIT—Chicago—1934

Frequency: 820 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Radio Station WAIT  
 Bus.-Studio Address . . . . . Daily News Plaza  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus, SESAC, Standard  
 Representative . . . . . Headley-Reed  
 Gen. Mgr., Prog. Dir. . . . . Robert O. Miller  
 Station Mgr. . . . . L. Webb  
 Comm. Mgr. . . . . Julius Miller  
 Sales Mgr. . . . . W. Travis  
 Chief Engineer . . . . . Harry Berg

### WGN—Chicago—1924

Frequency: 720 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . Tribune Co.  
 Bus.-Studio Address . . . . . 435 N. Michigan Ave.  
 Newspaper Affiliation . . . . . The Chicago Tribune  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Edward Pety  
 Membership . . . . . NARTB, RAB  
 President . . . . . J. Howard Wood  
 V. P., Gen., Sta. Mgr. . . . . Ward L. Quaal  
 Commercial Manager . . . . . William A. McGuineas  
 Sales Promotion Manager . . . . . Charles A. Wilson  
 Program Director . . . . . Bruce Dennis  
 Publicity Director . . . . . James Hanlon  
 Dir. of Engineering . . . . . Carl J. Meyers

### WBBM—Chicago—1923—CBS

Frequency: 780 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . CBS, Inc.  
 Operated By . . . . . CBS Radio Division  
 Address . . . . . 630 N. McClurg Ct.  
 News Service . . . . . AP, UP, INS  
 Sta. Rep. . . . . CBS Spot Sls.  
 Membership . . . . . RAB  
 General Manager . . . . . H. Leslie Atlas  
 Asst. Gen. Mgr. . . . . E. H. Shomo  
 Executive Ass't. . . . . C. W. Doebler  
 Sales Mgr. . . . . James P. Hensley  
 Promotion Mgr. . . . . Harry Wilber  
 Prod. Dir. . . . . Art Mercier

### WCFL—Chicago—1926

Frequency: 1000 Kc. . . . . Power: 50,000 Watts

Owned . . . . . Chicago Federation of Labor  
 Business-Studio Address . . . . . 666 Lake Shore Dr.  
 Transcription Service . . . . . Standard, World  
 Membership . . . . . RAB  
 News Service . . . . . AP, UP  
 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 . . . . . Clinton R. White  
 Address . . . . . 2756 Pine Grove Ave.

### WEDC—Chicago—1926

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Emil Denmark, Inc.  
 Address . . . . . 3860 W. Ogden Ave.  
 News Service . . . . . UP  
 President . . . . . Emil Denmark  
 Gen., Sta., Comm. Mgr., Prog. Dir. . . . . 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.  
 News Service . . . . . UP  
 General, Station Manager . . . . . John A. Dyer  
 Commercial Mgr. . . . . Elizabeth M. Hinsman  
 Sales Promotion Manager . . . . . K. P. Freda  
 Program Director . . . . . Herbert Rudolph  
 Pub. Dir. . . . . M. Moresco  
 Chief Engineer . . . . . William Shunk

### WHFC—Chicago—1925

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WHFC, Inc.  
 Address . . . . . 3350 S. Kedzie Ave.  
 General Manager . . . . . Richard W. Hoffman  
 Commercial Mgr. . . . . Florence Summers

### WIND—Chicago—1926

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Westinghouse Bcstg. Co.  
 Bus.-Studio Address . . . . . 400 N. Michigan Blvd.  
 News Service . . . . . UP, AP  
 Representative . . . . . AM Radio Sales  
 Membership . . . . . RAB  
 President, General Manager . . . . . Ralph L. Atlas  
 Sales Manager . . . . . John T. Carey

### WJJD—Chicago—1934

Frequency: 1160 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Plough Bcstg. Co.  
 Bus.-Studio Address . . . . . 230 N. Michigan Ave.  
 News Service . . . . . UP  
 Trans. . . . . World  
 Representative . . . . . Radio-TV Representatives, Inc.  
 Membership . . . . . RAB  
 President . . . . . Abe Plough  
 Gen., Sta. Mgr. . . . . Frederick G. Harm  
 Commercial Mgr. . . . . James A. Jordan  
 Program Dir. . . . . Ralph Blank  
 Chief Eng. . . . . Walter F. Myers

**WLS—Chicago—1924—ABC**

Frequency: 890 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....WLS, Inc.  
 Business Address...1230 Washington Blvd.  
 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  
 Sla. 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  
 News Service.....AP, INS, UP  
 Transcription Service.....Theasurus  
 Representative.....National Spot Sales  
 Membership.....NARTB  
 President.....Robert Sarnoff  
 General Manager.....Jules Herbuveaux  
 Director of Sales.....Russell Stebbins  
 Sales Manager.....Rudi Neuhauer  
 Sales Promotion Manager.....John M. Keys  
 Program Director.....Harry Trigg  
 Prog. Mgr.....Richard Johnson  
 Publicity Director.....Chet Campbell  
 Chief Engineer.....Howard Luttgens

**WSBC—Chicago—1925**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...WSBC Bcstg. Co., Inc.  
 Business-Studio Address...2400 W. Madison St.  
 News Service.....UP  
 Representative.....Stars Nat'l, Inc.  
 President.....Louis B. Lee  
 Comm. Mgr.....Marge Strasser  
 Prog. Dir.....Odette La Mare  
 Chief Engineer.....Walter E. Byrnes

**WHOW—Clinton—1947**

Frequency: 1520 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Cornbelt Bcstg. Co.  
 Business Address.....401½ S. Side Sq.  
 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  
 Newspaper Affil.....Commercial News  
 News Service.....AP  
 Transcription Service.....Theasurus

Representative.....Everett-McKinney, Inc.  
 Membership.....NARTB, RAB  
 General Manager.....Robert J. Burrow  
 Sta. Mgr.....Max Shaffer  
 Program Dir.....Honore Ronan  
 Chief Engineer.....Norlyn Dossey

**WITY—Danville—1953**

Frequency: 980 Kc. Power: 1 Kw.  
 Owned.....Vermilion Bcstg. Corp.  
 Address.....P. O. Box 142  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burns Smith  
 Membership.....RAB  
 President.....Gilbert E. Metzger  
 General Mgr.....Charles A. Schacht, Jr.  
 Comm. Mgr.....W. H. O'Toole  
 Sales Prom. Mgr.....James McClain  
 Prog., Pub. Dir.....Robert Bivans  
 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  
 News Service.....UP  
 Transcription Service.....Theasurus  
 Representative.....Peters, Griffin, Woodward  
 Membership.....NARTB, RAB  
 President.....Charles C. Calley  
 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  
 News Service.....AP  
 Newspaper Aff.  
 Lindsay-Schaub Newspapers, Inc.  
 Representative.....Wood  
 Membership.....NARTB, RAB  
 President.....Frederick W. Schaub  
 Gen. Mgr.....M. H. Stuckwish  
 Comm. Mgr.....Dale E. Eyman  
 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.  
 News Service.....AP  
 Transcription Service.....Theasurus  
 Representative.....Sears & Ayer  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....George C. Biggar  
 Commercial Manager.....Richard Meier  
 Program Director.....R. C. Brown  
 Publicity Dir.....David Lee  
 Chief Engineer.....W. Dean Clayton

**WDQN—Du Quoin—1951**

Frequency: 1580 Kc. Power: 250 Watts

Owned-Oper. By.....DuQuoin Bcstg. Co.  
 Address.....30½ W. Main St.  
**News Service**.....UP  
 Representative.....McGillvra  
 Owner, General Manager.....M. R. Lankford  
 Station Manager.....Phil Richardson  
 Sales Mgr.....J. V. Walker  
 Program Director.....Art Smith  
 Chief Engineer.....Bert Pike

### WTMV—East St. Louis—1935

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....On the Air, Inc.  
 Business-Studio Address.....Broadview Hotel  
 Representative.....Bogner & Marlin  
 General Manager.....Frank J. Prendergast  
 Asst. Mgr.....Elmer F. Wallrich  
 Program Director.....Dan Stengel

### WCRA—Effingham—1947 KBS

Frequency: 1090 Kc.....Power: 250 Watts, d.  
 Owned-Operated By.....Effingham Bcstg. Co.  
 Address.....110 N. Banker St.  
**News Service**.....UP  
 Gen. Nat. Sales Mgr.....George Walker  
 Sales Mgr.....Don Newlin  
 Prog. Dir., Ch. Eng.....Tom Mathis

### WRMN—Elgin—1949

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Oper. By.....The Elgin Bcstg Co.  
 Address.....156 Division St.  
 Newspaper Affil. Effingham News, Pekin Times  
**News Service**.....UP  
 Representative.....Joseph Hershey McGillvra  
 General Mgr.....J. Richard Sutter

### WEAW—Evanston—1946

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....No. Shore Bcstg. Co., Inc.  
 Address.....2425 Main  
**News Service**.....UP  
 Transcription Service.....World  
 Representative.....Good Music Bctrs.  
 Membership.....NARTB, RAB  
 Pres., Gen. Sta. Mgr.....Edward A. Wheeler  
 Commercial Manager.....Lawrence Gutter  
 Sales Prom. Mgr.....Don Springgate  
 Pub. Dir.....Ellen DeMoe  
 Program Director.....Virginia McCowan  
 Chief Eng.....Don Larson

### WNMP—Evanston—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Evanston Broadcasting Co.  
 Bus. Studio-Transmitter.....1580 Sherman Ave.  
 Transcription.....Capitol, SESAC  
**News Service**.....INS  
 Membership.....NARTB, RAB  
 President.....Angus D. Pfaff  
 Publicity Dir.....Larry Attebery  
 Program Dir.....Hal Bohm

### WFIW—Fairfield—1953—KBS

Frequency: 1390 Kw.....Power: 500 Watts d.  
 Owned-Oper. By.....Wayne County Bcstg. Co.  
 Address.....Box 72  
**News Service**.....AP  
 Transcription Service.....SESAC  
 Representative.....Grant Webb  
 Membership.....NARTB  
 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.  
**News Service**.....AP  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 Gen. Mgr., Chief Eng.....Vincent S. Barker  
 Comm. Sales Prom Mgr.....David Taylor  
 Prog. Dir.....Bud Walters

### WGIL—Galesburg—1938

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Galesburg Bcstg. Co., Inc.  
 Business Address.....312 Hill Arcade  
 Newspaper Affiliation.....Daily Register Mail  
**News Service**.....UP  
 Membership.....RAB  
 Representative.....Wm. G. Rambeau  
 President.....Mrs. O. N. Custer  
 Gen. Sta. Mgr.....W. C. Pritchard  
 Prog. Dir.....A. H. Tallman  
 Chief Engineer.....R. L. Baughman

### WEBQ—Harrisburg—1923 KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....First Trust Association  
 Business-Studio-Transmitter.....100 E. Poplar St.  
**News Service**.....UP  
 Membership.....NARTB  
 Gen.-Station-Comm. Mgr.....Ingils M. Taylor  
 Sales Prom. Mgr.....Ken Hamilton  
 Program Director.....Norma Slaton  
 Publicity Director.....Charles Branum  
 Chief Engineer.....Elmer L. Gladson

### WMCW—Harvard—1954

Frequency: 1600 Kc.....Power: 500 Watts  
 Address.....205 E. Brainard  
 c/o.....Mrs. Esther Blodgett

### WBEE—S. Chicago—1955

Frequency: 1570.....Power: 1000 Watts  
 Owner.....Rollins Bcstg. Co., Inc.  
 Address.....6205 S. Cottage Grove  
 Representative.....Rollins Bcstg. Co.  
 President.....O. Wayne Rollins  
 General Mgr.....Richard Scheele

### WJPF—Herrin—1940 MBS

Frequency: 1340 Kc.....Power: 250 Watts

**Owned-Oper. By**..... Egyptian Bcstg. Co.  
**Business-Studio Address**..... P. O. Box 178  
**News Service**..... UP  
**Transcription Service**..... Thesaurus  
**Representative**..... John E. Pearson  
**Membership**..... NARTB  
**President**..... Maybelle W. Lyerla  
**Gen., Sta. Mgr.**..... Charles R. Cook  
**Sls. Prom. Mgr.**..... Fred Simmons  
**Prog. Dir.**..... Louise Samuel  
**Chief Engineer**..... Ben Ori

### WLDS—Jacksonville—1941

**Frequency:** 1180 Kc. .... **Power:** 1000 Watts d.  
**Owned**.. Jacksonville Radio & TV Bcstg. Corp.  
**Address**..... Fox Theatre Building  
**News Service**..... AP  
**Transcription Service**..... World  
**Newspaper Affil.**..... 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—1929

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**..... WJOL, Inc.  
**Business-Studio-Transmitter**..... 601 Walnut St.  
**News Service**..... UP  
**Transcription Service**..... Thesaurus, World  
**Representative**..... Rambeau  
**Membership**..... RAB, NARTB  
**Gen., Comm., Sales Prom Mgr., Pub. Dir.**  
     J. F. Novy  
**Station Manager**..... J. F. Cerny  
**Prog. Dir.**..... Eileen Caron  
**Chief Eng.**..... Lester De Costa

### WKAN—Kankakee—1947

**Frequency:** 1320 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Kankakee Daily Journal Co.  
**Business-Studio Address**..... 183 N. Schuyler Ave.  
**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  
**News Service**..... AP  
**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  
**Representative**..... Gill Perna  
**Membership**..... NARTB  
**President**..... Charles Sebastian  
**V. P., Sta. Mgr.**..... Russ Soltner  
**Commercial Manager**..... Ralph Faucher  
**Sales Prom. Mgr.**..... Stanley Noyes  
**Program Dir.**..... Ted Carlson  
**Publicity Dir.**..... Arthur Schlaman  
**Chief Engineer**..... Bill Ward

### WLPO—La Salle—1947

**Frequency:** 1220 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... La Salle County Bcstg. Co.  
**Bus. Ad.**..... P. O. Box 215  
**News Service**..... AP  
**Membership**..... NARTB, RAB  
**President**..... Peter Miller  
**Gen., Comm. Mgr.**..... William Holm  
**Program Director**..... Phil Kane  
**Publicity Director**..... Laverne McCallan  
**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  
**News Service**..... AP  
**Membership**..... RAB  
**Representative**..... Sears & Ayer  
**Pres., Gen. Mgr.**..... Ray F. Knochel  
**Sta. Mgr.**..... Earle Layman  
**Comm. Manager**..... Paul E. Rankin  
**Sales Prom. Mgr.**..... John H. Deal  
**Program Director**..... William H. Brady  
**Publicity Director**..... Lawrence Shroyer  
**Chief Engineer**..... Donald Thompson

### WSMI—Litchfield—1950

**Frequency:** 1540 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Mid-Illinois Bcstg. Co.  
**Address**..... Box 241  
**News Service**..... AP  
**Transcription Service**..... World  
**Representative**..... Hil Best  
**Membership**..... RAB, NARTB  
**Pres., Gen. Mgr.**..... Hayward L. Talley

### WKAI—Macomb—1947

**Frequency:** 1510 Kc. .... **Power:** 250 Watts d.  
**Owned-Oper. By**..... The Macomb Bcstg. Co.  
**Address**..... 113 E. Carroll St.  
**News Service**..... UP  
**Transcription Service**..... World  
**Membership**..... NARTB  
**Pres., Gen. Mgr.**..... Wm. E. Schons  
**Sta., Comm. Mgr.**..... Robert Douglas

### WGGH—Marion—1949

**Frequency:** 1150 Kc. .... **Power:** 500 Watts d.  
**Owned-Operated By**..... Marion Bcstg. Co.  
**Business Address**..... P. O. Box 311  
**News Service**..... AP  
**Transcription Service**..... World, Lang-Worth  
**Representative**..... Sears & Ayer

Membership ..... NARTB, 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 Bcatg. Co.  
 Bus.-Studio Address. .... 17th & Broadway A. e.  
 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. .... Robert Veech  
 Program Director. .... Robert Guess  
 Chief Engineer. .... Ray Livesay

**WMOK—Metropolis—1951**

Frequency: 920 Kc. .... Power: 1,000 Watts d.  
 Owned-Oper. By. .... Fort Massac Bcatg. Co.  
 Address. .... 409 Ferry St.  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Holman  
 Membership ..... NARTB, RAB  
 Gen. Mgr., Sales Mgr. .... James H. Firmin

**WQUA—Moline—1946—ABC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... WQUA, Inc.  
 Address. .... 1319 Fifth Ave.

News Service ..... AP  
 Membership ..... RAB  
 Representative. .... Geo. P. Hollingberry Co.  
 Pres., Gen. Mgr. .... G. LaVerne Flambo  
 Commercial Mgr. .... William J. Archer  
 Program Director. .... Wilbur L. Mason  
 Chief Engineer. .... Harold Higby

**WVMC—Mount Carmel—1948**  
KBS

Frequency: 1360 Kc. .... Power: 500 Watts  
 Owned ..... WVMC  
 Address ..... North Cherry Road  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 Membership ..... NARTB, RAB  
 Gen., Comm. Mgr. .... Charles H. Green  
 Program Director. .... Gilbert T. Wallace  
 Publicity Director. .... Albert Freedman  
 Chief Engineer. .... Eugene Garrett

**WMIX—Mt. Vernon—1947**

Frequency: 940 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Mt. Vernon Radio & Tel. Co.  
 Address. .... 121½ N. 9th Street  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... John E. Pearson Co.  
 President ..... John Russell Mitchell  
 General Manager. .... R. J. Cheney  
 Comm. Mgr. .... C. Schoch  
 Sales Prom. Mgr. .... Bob Whitaker  
 Chief Engineer ..... Ed Howell

**MORE NEWS****MORE FEATURES****MORE REGIONAL COVERAGE****AP****... and MORE RADIO AND TELEVISION STATIONS**

depend on

**THE ASSOCIATED PRESS**

**WINI—Murphysboro—1954**  
**KBS**

Frequency: 1420 Kc. Power: 500 Watts  
 Owned-Oper. By.....Midwest Bcstg. Sys.  
 Address.....P. O. Box 647  
 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  
 Representative.....For Joe  
 General Mgr.....E. Sanderling  
 Station Mgr.....Al Michel

**WVLN—Olney—1947—KBS**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Olney Bcstg. Co.  
 Address.....302½ E. Main  
 News Service.....AP  
 Transcription Service.....SESAC, World  
 Representative.....Hal Holman  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Marshall H. Poole  
 Prog. Dir., Comm. Mgr.....Charles R. Griggs  
 Pub. Dir.....Joe Kosack  
 Chief Engineer.....Paul Hartsey

**WCMY—Ottawa—1952**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Carl H. Meyer  
 Address.....P. O. Box 687  
 News Service.....UP  
 Representative.....Sears & Ayer  
 Pres., Gen. Mgr., Ch. Eng.....Carl H. Meyer  
 Comm. Mgr.....D. M. Meyer  
 Sta. Mgr., Prog. Dir.....Robert Meyer  
 Publicity Dir.....Ron Wilson

**WPRS—Paris—1951**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Paris Bcstg. Corp.  
 Address.....Box 262  
 News Service.....AP  
 Transcription Service.....Thesaurus, Capitol  
 Membership.....NARTB  
 Pres., Gen., Sta., Comm. Mgr.....A. Ferguson, Jr.  
 Sales Prom. Mgr., Pub. Dir.....James Savoye  
 Prog. Dir.....John Powell  
 Chief Eng.....C. Thomas

**WSIV—Pekin—1946**

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Pekin Bcstg. Co., Inc.  
 Business-Studio Address.....15 South Capitol St.  
 News Service.....AP  
 Representative.....Sears & Ayer  
 Pres., Gen. Mgr.....W. Kenneth Patterson

Publicity Director.....Peg Horner  
 Sls. Prom., Comm., Sta. Mgr.....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  
 V.P., Gen. Mgr.....Fred C. Mueller

**WIRL—Peoria—1948**  
**ABC**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Illinois Valley Bcstg. Co.  
 Bus-Studio Address.....121 N.E. Jefferson Ave.  
 News Service.....UP  
 Representative.....H-R  
 Membership.....RAB  
 President.....Timothy W. Swain  
 Gen. Mgr., V.P.....John H. Altorfer  
 Station Manager.....James T. Butler  
 Commercial Mgr.....Elfie Sams  
 Sales Prom. Mgr.....Mort Cantor  
 Program Director.....Robyn Weaver  
 Publicity Director.....Patricia Palmer  
 Chief Engineer.....Rudy Luukinen

**WMBD—Peoria—1927—CBS**

Frequency: 1470 Kc. Power 5000 Watts  
 Owned-Oper. By.....WMBD, Inc.  
 Address.....212 South Jefferson Street  
 Transcription Service.....Thesaurus  
 Reps.....Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB, RAB  
 Pres.....Charles C. Caley  
 Vice-Pres.....Robert O. Runnersrom  
 Nat. Sales Mgr.....Robert M. Riley  
 Program Director.....Walter Thurman

**WPEO—Peoria—1946**

Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....WPEO, Inc.  
 Address.....922 Main St.  
 News Service.....AP  
 Representative.....Burke-Stuart Co.  
 Gen. Mgr.....John R. Livingston

**WBBA—Pittsfield—1954**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned.....Pike Broadcasting Co.  
 Address.....Pittsfield  
 News Service.....UP  
 Representative.....Continental Radio Sales  
 President.....Kieth Moyer  
 General Manager.....Bill Meyer  
 Sta. Mgr., Chief Eng.....Frank Luepke

**WGEM—Quincy—1948—ABC**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned-Operated By.....Quincy Bcstg. Co.  
 Business-Studio Address.....Hotel Quincy





Newspaper Affiliation... Quincy Herald Whig  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Adam Young  
 President.....T. C. Oakley  
 General Manager.....Joseph S. Bonamsinga  
 Comm. Mgr.....J. Ben Stewart  
 Prog. Dir.....Fred Colgan  
 Pub. Dir.....Hal Heidbreder  
 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.  
 News Service.....AP, UP  
 Representative.....Weed & Co.  
 Membership .....NARTB  
 National Sls. Mgr.....Walter Rothschild  
 Ass't Nat'l Sls.....Wayne W. Cribb

### WTAY—Robinson—1956

Frequency: 1570 Kc...Power: 250 Watts d.  
 Owned-Oper. By.....Ann Broadcasting Corp.  
 Address .....Box 160  
 News Service .....AP  
 Representative.....Hil F. Best  
 President.....Keith Moyer  
 Gen., Comm. Mgr.....Edwin P. Phelps  
 Sta., Sales Prom. Mgr.....Willard Lindsay  
 Program Director.....Alex Przytula  
 Publicity Director.....Wilma Renchen  
 Chief Engineer.....Earl Johns

### WROK—Rockford—1929 ABC

Freq.: 1440 Kc...Power: 1 Kw. d.; 500 W. n.  
 Owned.....Rockford Broadcasters, Inc.  
 Bus.-Studio Address...Rockford News Tower  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative .....H.R.  
 Membership .....NARTB  
 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.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Radio-TV Reps.  
 President.....William E. Walker  
 V.P., Gen. Mgr.....William R. Walker  
 V.P., Sales Mgr.....Jack Harvey

### WHBF—Rock Island—1925 CBS

Frequency: 1270 Kc...Power: 5000 Watts  
 Owned-Operated By...Rock Island Bcstg. Co.  
 Business-Studio Address...231 18th St.  
 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  
 Promotion Mgr.....Heber Darton  
 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.  
 News Service.....UP  
 President.....Robert O. Hirsch  
 General Manager.....Oscar C. Hirsch  
 Station Sls. Prom. Manager...Buford L. Mabrey  
 Commercial Manager.....James F. Collins  
 Chief Engineer.....James D. Collins

### WCVS—Springfield—1926 MBS-ABC

Frequency: 1450 Kc...Power: 250 Watts  
 Owned-Operated By.....WCBS, Inc.  
 Business-Studio Address...P. O. Box 1088  
 News Service .....AP  
 Transcription Service.....Standard  
 Membership .....NARTB  
 Representative.....Bogner & Martin  
 Pres., Ch. Eng.....H. L. Dewing  
 Gen., Sta., Comm. Mgr.....C. W. Needl  
 Prog. Dir.....John Giel  
 Publicity Dir.....Bruce Still

### 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  
 Representative.....John E. Pearson  
 Membership .....RAB, NARTB  
 Pres., Gen., Sta., Comm. Mgr. Gordon Sherman  
 Program Director.....Syl Binkln  
 Prom., Pub. Dir.....Mel Kampe  
 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.  
 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. Midgley  
 Chief Engineer.....E. C. Swartagen

**WSDR—Sterling—1949**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Blackhawk Bdcstg. Co.  
 Address 218 1st Ave.  
 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 Fisher

**WIZZ—Streator—1953**

Frequency: 1250 Kw. Power: 500 Watts d.  
 Owned-Oper. By Streator Bcstg. Co.  
 Address Box 431  
 Representative Best  
 News Service UP  
 Managing Partner S. P. Bellinger  
 General Manager Vernon R. Nunn

**WTIM—Taylorville—1949**

Frequency: 1410 Kc. Power: 1000 Watts d  
 Owned-Operated By Moyer Bcstg. Co.  
 Transcription Service Standard, Thesaurus  
 Representative Continental  
 President Roger Moyer  
 General Manager James C. Hilderbrand

**WKID—Urbana—1948**

Frequency: 1580 Kc. Power 250 Watts d

Owned-Operated By WKID Bcstg. Co.  
 Address P. O. Box 192  
 News Service UP  
 Representative John E. 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  
 News Service AP  
 Transcription Service World, Standard  
 Membership RAB  
 Representative McGillvra  
 President William F. Just  
 V. P., Gen. Mgr. Joseph B. Kirby

**WFRX—West Frankfort—1951**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned Pyramid Radio Bcstg. & TV Co.  
 Address Box 359  
 News Service UP  
 Representative Indie Sales  
 Gen. Mgr. Walter C. Schafer

**WCBD—Zion—1947**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Oper. By Michael J. Mintern  
 Business Address Administration Bldg.  
 Managing Director Michael J. Mintern  
 Commercial Manager Carl Q. Lee

**Indiana**

Pop. March 1 (Est.) 4,491,000—Families 1,372,000  
 Radio Homes 1,302,000—TV Homes 1,186,000—Stations in State 57

**WCBC—Anderson—1946**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Operated By Civic Bdcstg Corp.  
 Address Box 350  
 News Service AP  
 Transcription Service World, SESAC  
 Membership RAB, NARTB  
 Station Rep. Hil Best  
 President Paul E. Billheimer  
 General Manager Gordon Beck  
 Program Director Charles Bates  
 Sales Manager Dave Grubbs

**WHBU—Anderson—1923**

CBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Anderson Bcstg. Corp.  
 Business-Studio 640 Citizens Bank Bldg.  
 Transcription Service Standard  
 News Service UP  
 Representative Bolling Co.  
 Membership RAB, NARTB  
 President C. Bruce McConnell  
 General Manager John R. Atkinson

**WBIW—Bedford—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Bedford, Inc.  
 Address P. O. Box 127

News Service AP  
 Transcription Service World  
 Representative McGillvra  
 Co-Manager J. H. McGillvra  
 Co-Manager A. I. McGillvra  
 Chief Engineer Carl J. Finger

**WTTS—Bloomington—1949**

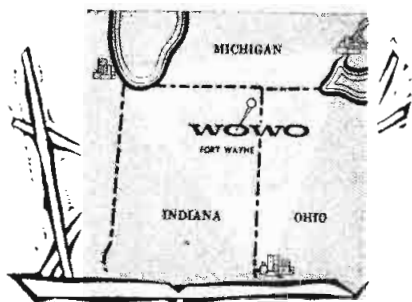
ABC

Freq.: 1370 Kc. Power 5 Kw. d. 500 W. n.  
 Owned-Oper. By Sarks Tarzian, Inc.  
 Business-Studio Address 535 S. Walnut St.  
 News Service AP  
 Representative Robert Meeker Associates  
 Membership RAB, NARTB  
 President Sarks Tarzian  
 Gen. Mgr., Prog. Dir. Glenn Van Horn  
 Sales Mgr. Ray Bartlett

**WBNL—Boonville—1950**

KBS

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By Boonville Bcstg. Co.  
 Address Boonville  
 News Service UP  
 Representative Continental  
 General Mgr. H. C. Sanders  
 Program Dir. Norman Hall



## THEY'RE BLOWING OUR HORN!

Take it, Mr. Pulse!

The latest Pulse Report (Oct.-Nov., 1956) of the Fort Wayne area covers 26 counties.

Pulse surveyed 476 quarter hours 6 A.M. to 11 P.M., Monday through Sunday.

Pulse reports that, for the 3rd straight year, WOWO has . . .

*476 "FIRSTS" out of  
476 quarter hours surveyed*

The reason is no secret: results like these come from WOWO's bright new *music* programming . . . complete on-the-spot *news* reporting . . . plus *service* that keeps WOWO listeners informed on what's going on in their communities.

For hard-selling availabilities call Tom Longworth, WOWO Sales Manager, at Anthony 9436, in Fort Wayne. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, Murray Hill 7-0808, in New York.

In the tri-state Indiana-Ohio-Michigan Market, no selling campaign is complete without the WBC station . . .

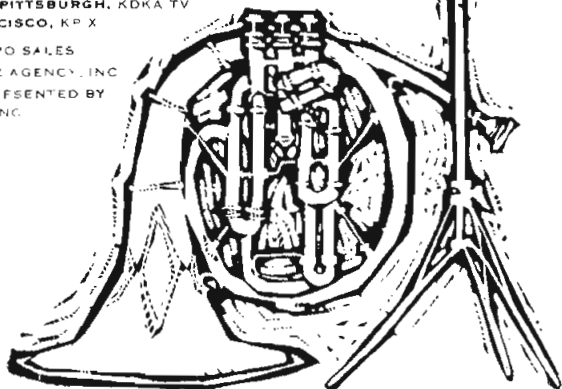
# WOWO FORT WAYNE

## WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ+WBZA PITTSBURGH, KDPA  
CLEVELAND KYW FORTWAYNE WOWO CHICAGO, WIND,  
PORTLAND, KEX

TELEVISION—BOSTON, WBZ-TV PITTSBURGH, KDKA TV  
CLEVELAND, KYW-TV SAN FRANCISCO, KP X

WIND REPRESENTED BY A M RADIO SALES  
KPX REPRESENTED BY THE KATZ AGENCY, INC.  
ALL OTHER WBC STATIONS REPRESENTED BY  
PETERS, GRIFFIN, WOODWARD, INC.



**WCSI—Columbus—1950**

Frequency: 1010 Kc. Power 500 Watts  
 Owned-Oper. By... Syndicate Theatres, Inc.  
 Address... 55½ E. Court  
 News Service... AP  
 Station Rep. ... Rambeau  
 President... J. P. Finneran  
 General Manager... Dick Jewell  
 Chief Engineer... Max Cockley

**WCNB—Connersville—1948**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By... News Examiner Co.  
 Business-Studio Address... 406 Central Ave.  
 News Service... UP  
 Newspaper Affil... News Examiner  
 Transcription Service... Thesaurus  
 Representative... Gill-Perna  
 Membership... NARTB  
 Comm., Sta., Mgr... E. M. Jackson  
 Prog. Dir., Asst. Mgr... Ralph T. Underwood  
 Chief Eng... Cecil Miller

**WCRM—Elkhart—1956**

Frequency: 1270 Kc. Power: 500 Watts d.  
 Owned... WCMR  
 Address... S. 17th and Mishawaka Rd.  
 News Service... AP  
 Transcription Service... World, SESAC  
 Representative... Hil F. Best  
 Membership... NARTB  
 General Manager... Clarence C. Moore  
 Sales Prom. Mgr... Keith Weldy  
 Prog. Dir... Harry Waterhouse  
 Chief Engineer... Jack Miller

**WTRC—Elkhart—1931—NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Truth Radio Corp.  
 Business-Studio Address... Box 636  
 News Service... UP  
 Representative... H-R Reps  
 Membership... NARTB  
 President... John F. Dille, Jr.  
 Station Manager... Donald McFall  
 Commercial Mgr... Don Freed  
 Sales Prom. Mgr... Ken Owens  
 Chief Engineer... Lester Zellmer

**WEOA—Evansville—1936  
 CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned... Ohio Valley TV Co.  
 Business-Studio Address... Box 395  
 News Service... UP  
 Membership... NARTB, RAB  
 Representative... Adam Young  
 General Manager... Cecil M. Sansbury

**WGBF—Evansville—1923  
 NBC**

Frequency: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By... On The Air, Inc.  
 Business-Studio Ad... P. O. Box 485  
 Representative... Weed & Co.

News Service... AP  
 Transcription... SESAC  
 Membership... NARTB, RAB  
 President... Alvin Q. Eades  
 Ex. V.P., Gen., Sta. Mgr... Martin L. Leich  
 Sales Prom., Pub. Dir... Gene Crawford  
 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  
 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.  
 News Service... AP  
 Transcription Service... Standard, World  
 Representative... George P. Hollingsbery  
 Membership... NARTB  
 President... Robert S. Davis  
 Gen., Sta., Comm. Mgr... Jack McLean  
 Prog., Pub. Dir., Sales Prom. Mgr... C. Caldwell  
 Chief Engineer... James Jared

**WOWO—Ft. Wayne—1926**

Frequency: 1190 Kc. Power: 50 Kw.  
 Owner... Westinghouse Broadcasting Co., Inc.  
 Bus.-Studio Address... 124 W. Washington Blvd.  
 News Service... UP  
 Transcription Service... Thesaurus  
 Rep... Peters, Griffin, Woodward, Inc.  
 Membership... RAB, NARTB  
 President... Donald H. McGannon  
 General Mgr... Carl W. Vandagriff  
 Commercial Manager... Tom Longworth  
 Sales Prom. Mgr... Hilda C. Woehrmeyer  
 Publicity Dir... Carol A. Johnson  
 Chief Engineer... Hal Brokaw

**WANE—Ft. Wayne—1948  
 CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Indiana Broadcasting Corp.  
 Address... 1205 Fort Wayne Nat'l Bank Bldg.  
 News Service... AP  
 Transcription Service... Standard  
 Representative... H-R  
 Membership... NARTB, RAB  
 President... C. Wrede Petersmeyer  
 General Manager... Reid G. Chapman  
 Commercial Manager... Merlin Smith  
 Program Director... Doug Hazley

**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.  
 Newspaper Affiliation. News Publ. Co.  
 News Service. UP  
 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—1949**  
**MBS-NBC**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owner. **Northeastern Indiana Bcstg. Co., Inc.**  
 Business-Studio Add. 220 E. Jefferson St.  
 News Service. UP  
 Membership. NARTB  
 Representative. **Raymer**  
 President. Clarence L. Schust  
 General Manager. Edward G. Thoms  
 Commercial Manager. Carleton B. Evans  
 Program Dir. Calo Mahlock  
 Sales Prom. Mgr. Wilson Schroeder  
 Chief Eng. Eugene A. Chase

**WILO—Frankfort—1953—KBS**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned. Lake Erie Radio & TV Corp.  
 Address. 52 1/2 E. Washington St.  
 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.  
 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 Bdcstg Co., Inc.**  
 Address. Hotel Gary  
 News Service. AP  
 Membership. RAB, NARTB  
 Station Rep. John E. Pearson Co.  
 Pres., Gen., Mgr. Dee O. Coe  
 Sta., Comm. Mgr. Boyd Lawlor  
 Prog. Dir., Sales Prom. Mgr. Tom Whitmore  
 Chief Engineer. Victor Voss

**WKAM—Goshen—1949**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Operated By. **Kosklusko Bcstg. Corp.**  
 Address. 612 W. Pike St.  
 News Service. AP  
 Representative. Hal Holman Co.  
 Pres., Gen. Mgr. William N. Udell

Sta. Mgr., Prog. Dir. R. S. Olson  
 Comm., Sales Mgr. C. J. Pajakowski  
 Pub. Dir. R. E. Pfister  
 Chief Engineer. Lester R. Rash

**WJOB—Hammond—1928**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. **South Shore Bcstg. Corp.**  
 Address. 6405 Olcott  
 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. Roy Ellers  
 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.  
 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. Estel Freeman  
 Program Dir. Charles Breece  
 Chief Engineer. Harold Holland

**WIBC—Indianapolis—1938**

Freq. 1070 Kc. Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Operated By. **WIBC, Inc.**  
 Business-Studio Address. 2835 N. Illinois  
 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  
 Prog. 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.  
 Newspaper Affil. Central Newspapers, Inc.  
 News Service. AP  
 Representative. Peters, Giriffin & Woodward  
 President. Eugene C. Pulliam  
 Gen., Sta. Mgr. William C. Worcester  
 Comm. Manager. Daniel C. Park  
 Prom. Mgr., Pub. Dir. Richard L. Higgs  
 Prog. Dir. Donald Bruce  
 Chief Eng. Eugene E. Alden

**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.  
**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** . . . . . AP  
**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  
**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.** . . . . . Jack Brandt  
**Program Director** . . . . . John Williamson  
**Pub. Director** . . . . . Jim Eisenmenger  
**Chief Engineer** . . . . . Peter Russo

### WKTL—Kendallville—1955 KBS

**Frequency:** 1570 Kc. . . . . **Power:** 250 Watts d.  
**Owned-Oper. By** . . . . . Noble-DeKalb Bcstg. Co.  
**Address** . . . . . Box 47  
**News Service** . . . . . AP  
**Trans.** . . . . . World, SESAC, Thesaurus  
**Representative** . . . . . Hil F. Best  
**Owner, Gen. Mgr.** . . . . . Charles R. Palmquist, Jr.  
**Chief Engineer** . . . . . D. L. Head

### WIOU—Kokomo—1948—CBS

**Frequency:** 1350 Kc. . . . . **Power:** 1000 Watts  
**Owner** . . . . . Booth Radio & TV Stations, Inc.  
**Business Address** . . . . . 212½ North Main St.  
**News Service** . . . . . AP  
**Transcription Service** . . . . . World  
**Representative** . . . . . Weed  
**Membership** . . . . . NARTB, RAB  
**President** . . . . . John L. Booth  
**Comm., Gen., Sta. Mgr.** . . . . . John Carl Jeffrey  
**Prog. Dir.** . . . . . W. R. Cox  
**Chief Engineer** . . . . . Elvin Cunningham

### WASK—Lafayette—1942 MBS

**Frequency:** 1450 Kc. . . . . **Power:** 250 watts  
**Owned-Operated By** . . . . . WFAM, Inc.  
**Business-Studio Address** . . . . . McCarty Lane  
**News Service** . . . . . UP  
**Representative** . . . . . Wm. G. Rambeau  
**Membership** . . . . . NARTB, RAB  
**President** . . . . . O. E. Richardson  
**Asst. Mgr.** . . . . . Richard Long  
**Prog. Director** . . . . . Harry Bradway  
**Chief Engineer** . . . . . Richard Cochran

### WLOI—La Porte—1948

**Frequency:** 1540 Kc. . . . . **Power:** 250 Watts d.  
**Owned-Oper. By** . . . . . La Porte County Bcstg. Co.  
**Address** . . . . . P. O. Box 385  
**Sta. Rep.** . . . . . McGillvra  
**News Service** . . . . . AP  
**President** . . . . . Dee O. Coe  
**Gen. Mgr.** . . . . . Robert L. Harris  
**Program Dir.** . . . . . Lee Hixson  
**Chief Engineer** . . . . . Victor Voss

### 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  
**News Service** . . . . . AP  
**Membership** . . . . . NARTB, RAB  
**General Manager** . . . . . Richard E. Jackson

### WORX—Madison—1953—KBS

**Frequency:** 1270 Kc. . . . . **Power:** 1000 Watts  
**Owned-Oper. By** . . . . . Electronic Labs  
**Address** . . . . . Box 96  
**Representative** . . . . . Hil F. Best Co.  
**News Service** . . . . . UP  
**Transcriptions** . . . . . MacGregor, Standard  
**Pres., Chief Eng.** . . . . . C. E. Henson  
**General Manager** . . . . . Herbert L. Arms  
**Comm. Mgr.** . . . . . Lloyd L. Walker

### WBAT—Marion—1947—CBS

**Frequency:** 1400 Kc. . . . . **Power:** 250 Watts  
**Owned-Operated By** . . . . . Marion Radio Corp.  
**Business-Studio Address** . . . . . 303½ S. Adams St.  
**News Service** . . . . . AP  
**Transcription Service** . . . . . Standard, SESAC  
**Representative** . . . . . Best  
**Membership** . . . . . NARTB, RAB  
**President** . . . . . Lester G. Spencer  
**V. P., Gen. Mgr.** . . . . . William Fowler

### WMRI—Marion—1955

**Frequency:** 860 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper. By** . . . . . Chronice Publishing Co.  
**Address** . . . . . Adams Street

Newspaper Affiliation..... Chronicle-Tribune  
 News Service..... UP  
 Transcription..... Thesaurus, Capitol  
 Representative..... Bogner & Martin  
 Membership..... NARTB  
 President..... Gardner Thomas  
 General Prom. Mgr..... Ken Klimer  
 Commercial Manager..... Robert Fincannon  
 Program Director..... Ralph Wayne  
 Chief Engineer..... Robert Crandal

**WIMS—Michigan City—1947**

Freq.: 1420 Kc. Power: 1 Kw. d.: 500 Wts. n.  
 Owned..... Northern Indiana Bcstg., Inc.  
 Business-Studio Address..... Old Chicago Road  
 News Service..... UP  
 Station Representative..... Wm. G. Rambeau  
 Pres., Gen. Mgr..... William N. Udell  
 Sales Prom. Mgr..... S. C. McDonnell  
 Comm. Manager..... Al Halus  
 Pub. Dir..... Charles Sharpless  
 Chief Engineer..... Robert J. Schilling

**WPCO—Mount Vernon—1955**

Frequency: 1590 Kc. Power: 500 Watts d.  
 Owned..... Mt. Vernon Broadcasting Co.  
 Address..... Box 231  
 News Service..... UP  
 Pres., Gen. Mgr., Chief Eng..... H. C. Sanders  
 Sta., Comm. Mgr..... F. Courtney Smith  
 Program Dir..... Norman Hall

**WLBC—Muncie—1926—CBS**

Frequency: 1340 Kc Power: 250 Watts  
 Owned-Operated By..... Trl City Radio Corp.  
 Business Address..... Box 271  
 News Service..... AP  
 Transcription Service..... Standard, World  
 Representative..... Hal Holman  
 Membership..... NARTB  
 Pres., Gen. Sta. Mgr..... D. A. Burton  
 Commercial, Prom. Mgr..... Bill Craig  
 Program Director..... Lee Allerton  
 Chief Engineer..... Pat Finnegan

**WLRP—New Albany—1949**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Ohio Valley Bcstg., Inc.  
 Address..... Box 285  
 News Service..... UP  
 Station Rep..... Hil F. Best Co.  
 Pres., Gen., Sta. Mgr..... Roy L. Hickox  
 Comm., Sales Prom. Mgr..... Lynn Stephens  
 Program Director..... Jerry Fordyce  
 Publicity Dir..... Bill Billum  
 Chief Engineer..... Tom Allebrandi

**WOCH—North Vernon—1955**

Frequency: 1460 Kc. Power: 500 Watts  
 Owned..... Dorrell Ochs  
 Address..... P. O. Box 46  
 News Service..... AP  
 Transcription..... SESAC, Associated  
 Membership..... NARTB  
 President, Gen. Mgr..... Dorrell Ochs  
 Sta., Sales Prom. Mgr..... Don Edwards  
 Comm. Mgr..... Marguerite Ochs

Program Dir..... Eddie Sears  
 Publicity Director..... Tom Porter  
 Chief Engineer..... Edwin Healy

**WARU—Peru—1954  
 KBS**

Frequency: 1630 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Wabash-Peru Bcstg Co., Inc.  
 Address..... Peru  
 News Service..... AP  
 Transcription..... Thesaurus, Standard  
 Membership..... NARTB  
 President, Gen. Mgr..... Dr. Wendell Hansen  
 Station Manager..... Howard Roby  
 Chief Engineer..... Bob Bassett

**WPGW—Portland—1950—KBS**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... Glenn West  
 Address..... Box 608  
 News Service..... UP  
 Transcription Service..... SESAC, World  
 Owner, Gen. Mgr..... Glenn West

**WRAY—Princeton—1950**

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Princeton Bcstg. Co.  
 Address..... Box 8  
 News Service..... AP  
 Representative..... McGillvra  
 Owner, Gen., Sta. Mgr..... M. R. Lankford  
 Program Director..... Stuart Lankford  
 Commercial Mgr..... D. T. Critchfield  
 Publicity Dir..... Richard Lankford  
 Chief Engineer..... Harold Bass

**WKBV—Richmond—1926  
 ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... Central Bcstg. Corp.  
 Address..... W. Main St.  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Robert Meeker  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr..... Lester G. Spencer  
 Comm., Sls..... Roland L. Nusbaum  
 Sales Prom. Mgr., Pub. Dir..... W. Woehrmann  
 Program Director..... Marie Robbins  
 Chief Engineer..... L. J. Duning

**WSLM—Salem—1953—KBS**

Frequency: 1220 Kw. Power: 1000 Watts d.  
 Owned-Oper. By..... Don H. Martin  
 Address..... Radio Ridge  
 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**  
**KBS**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By Dr. Azra C. Baker  
 Address Seymour  
 News Service AP  
 Transcription Capitol, Standard  
 Membership NARTB  
 General Manager Dr. Azra C. Baker  
 Sta., Comm. Mgr. Bob Shippee  
 Program Director Dick Lauf  
 Publicity Director Bob Sparks  
 Chief Engineer Eugene Perrigo

**WNDU—South Bend—1944**  
**ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Michiana Telecasting Corp.  
 Address Box 989  
 News Service AP  
 Membership NARTB, RAB  
 Transcription Thesaurus  
 Representative Edward Petry  
 Vice-President Bernard Barth  
 General Manager W. T. Hamilton  
 Program Director Wm. Etherton  
 Sales Prom. Mgr. Clark Kelsey  
 Sales Mgr. Daniel E. Martin  
 Chief Engineer Basil O'Hagan

**WJVA—South Bend—1947**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By Booth Radio & TV Sta., Inc.  
 Address North Hickory Road  
 Representative Pearson  
 President John L. Booth  
 Managing Dir. M. G. Creel

**WSBT—South Bend—1921**  
**CBS**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By The South Bend Tribune  
 Bus.-Studio Address 300 W. Jefferson Blvd.  
 Newspaper Affiliation South Bend Tribune  
 News Service UP, INS  
 Transcription Standard  
 Representative Paul H. Raymer  
 Membership NARTB, RAB  
 Vice Pres. Franklin D. Schurz  
 General Manager Neal B. Welch  
 Nat'l Sales Mgr. Wilbur R. Darch  
 Pub. Dir., Prom. Mgr. Judd Choler  
 Program Dir. Paul F. Kruyer  
 Chief Engineer Arthur R. O'Neil

**WTCJ—Tell City—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By James R. Brewer  
 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 AP  
 Representative Weed  
 Membership NARTB, RAB  
 President Alvin Eades  
 Comm., Gen., Sta. Mgr. William F. Rippetoe  
 Sls. Prom. Mgr., Pub. Dir. Ralph McHargue  
 Program Dir. Bill Roberts

**WTHI—Terre Haute—1947**  
**CBS**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Oper. By Wabash Valley Bdg. Corp.  
 Address 918 Ohio St.  
 News Service UP  
 Transcription World  
 Representation Bolling Co., Inc.  
 Membership NARTB  
 President Anton Hulman, Jr.  
 Gen. Mgr. Joseph M. Higgins  
 Station Mgr. Tom Lawrence

**WAOV—Vincennes—1940**  
**MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Vincennes Sun Co.  
 Business Address Vincennes  
 News Service UP  
 Newspaper Affil. Sun Commercial  
 Representative Peters, Griffin & Woodward  
 President Eugene C. Pulliam  
 Gen. Mgr. Howard N. Greenlee  
 Station Mgr. A. H. Edmondson, Sr.  
 Comm., Prom. Mgr. William Litherland  
 Prog. Dir. William B. Kepler  
 Publicity Dir. William Arthur  
 Chief Engineer Ralph Baldwin

**WRSW—Warsaw—1952**

Frequency: 1480 Kc. Power: 500 Watts  
 Owned-Oper. By Reub Williams & Sons, Inc.  
 Address Times Building  
 Newspaper Affil. Times-Union  
 News Service UP  
 Transcription Thesaurus  
 President R. B. Williams  
 General Manager C. R. Williams  
 Station Manager William Mollenhour  
 Commercial Manager Jack Essenberg  
 Sales Prom., Pub. Mgr. William Long  
 Program Director Marie Snyder

**WAMW—Washington—1955**

Frequency: 1580 Kc. Power: 250 Watts  
 Owned-Operated By Washington Radio, Inc.  
 Address 615 S.E. 11th St.  
 Newspaper Affil. Wash. Herald  
 Representatives Hil F. Best Co.  
 News Service AP  
 Transcription Service Thesaurus, Capitol  
 Membership NARTB  
 President Mrs. H. B. Bausman  
 General Manager Joe Edwards  
 Commercial Manager Joe Floerke  
 Prog. Dir. Gene Cabel



**KASI—Ames—1948—KBS**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By: Ames Bcstg. Co.  
Business-Studio Address: 328½ Main St.  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Hil F. Best  
Gen., Sta. Mgr.: Arthur A. Skinner  
Commercial Mgr.: Marvin Ludens  
Program Director: Ruby Tillerson  
News Director: Basil Grimes

**KJAN—Atlantic—1950—KBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Operated By: Nishna Valley Bcstg. Co.  
Address: No. Olive St.  
Transcription: World, Thesaurus  
Representative: Continental Radio Sales  
Membership: NARTB  
News Service: AP  
Pres., Publicity Dir.: Robert Einhaus  
Gen., Sta. Mgr.: F. G. Miller & H. A. Preston  
Comm., Sales Prom Mgr.: E. G. Faust  
Prog. Dir.: Roy Marsh  
Chief Engineer: Bob Freund

**KWBG—Boone—1950**

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Operated By: Boone Bcstg. Co.  
Address: P. O. Box 36  
News Service: UP  
Representative: John E. Pearson  
General Manager: H. A. Garvey  
Sales Manager: R. G. Canier

**KBUR—Burlington—1941  
ABC**

Frequency: 1490. Power: 250 Watts  
Owned-Operated By: Burlington Bcstg. Co.  
Business-Studio Address: Radio Road  
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: Radio Park  
Transcription Service: Thesaurus  
News Service: AP  
Representative: Pearson  
Membership: NARTB  
General Mgr.: M. W. McPherson  
Comm. 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.  
Newspaper Affil.: Gazette  
News Service: AP, NS  
Representative: Everett McKinney  
Membership: NARTB  
President: Joseph F. Hladky, Jr.  
General Manager: Edna A. Herbst  
Sta., Comm. Mgr.: Robert C. Richards  
Sales Prom. Mgr., Pub. Dir.: Alvin Burshtan  
Prog. Director: Ralph D. Willey  
Chief Enigneer: 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.  
Representative: Devney  
News Service: UP  
President: John C. Kelly  
Gen., Sta. Mgr.: James I. Mitchell  
Comm. Mgr.: K. C. Delp  
Program Director: Robert Carpenter  
Pub. Director: Wayne C. Cornils  
Chief Engineer: La Mar Hay

**WMT—Cedar Rapids—1922  
CBS**

Frequency: 600 Kc. Power: 5000 Watts  
Owned: American Bcstg. Stations, Inc.  
Bus.-Studio Address: Paramount Theater Bldg.  
News Service: AP, INS, UP  
Trans. Serv.: Thesaurus, Associated, Standard  
Representative: Katz  
Membership: NARTB, RAB  
President: William B. Dolph  
General Manager: William B. Quarton  
Sales Manager: Kenneth L. Hastie  
Promotion Mgr.: Jim Bowermaster  
Program Manager: Dean Landfear  
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.  
News Service: AP  
Transcription Service: Thesaurus  
Representative: UMBS Sales  
General Manager: Clyde Holbrook  
Program Director: Don Carroll  
Continuity Dir.: Don Simpson

**KCHA—Charles City—1949  
KBS**

Frequency: 1580 Kc. Power: 250 Watts d.

Owned-Oper. By.....Radio Incorporated  
 Address.....300½ N. Main St.  
 News Service.....AP  
 Pres., Gen. Mgr.....Charles J. Ellis  
 Station Mgr.....Vern Bromberg

### KCHE—Cherokee—1952

Frequency: 1440 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Cherokee Bcstg. Co.  
 Address.....219½ W. Main St.  
 News Service.....AP  
 Representative.....Best  
 Membership.....NARTB  
 Pres., Gen. Mgr.....C. Resnikov

### KROS—Clinton—1941 MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Clinton Bdcstg Corp.  
 Address.....246 Fifth Avenue South  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President, General Manager...B. M. Jacobson  
 Oper. Dir., Ch. Eng.....G. A. Parker

### KSWI—Council Bluffs—1947

Frequency: 1560 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Nonpareil Bdcstg. Co.  
 Address.....120 S. Main  
 News Service.....UP  
 Newspaper Affil.....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  
 Comm. Mgr.....Don Gillman  
 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.....Radio Center  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Pearson  
 President.....Arden D. McKee  
 Gen., Sta., Comm. Mgr.....E. M. Horning  
 Prog., Pub. Dir.....J. R. Mills  
 Chief Engineer.....William Zollman

### KFMA—Davenport—1952

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....KFMA Broadcasting Co.  
 Address.....415 Perry St.  
 News Service.....UP  
 Station Representative.....McGillvra  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....Lester L. Gould  
 Comm., Prom. Mgr.....Howard N. Fisher  
 Prog., Pub. Dir.....Bill Greener  
 Chief Engineer.....Walter Atamanec

### KSTT—Davenport—1946 MBS

Frequency: 1170 Kc.....Power: 1000 Watts  
 Owned-Operated By...Quint Cities Bcstg. Co.  
 Address.....310 Harrison St.  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Walker Co.  
 Pres., Gen. Mgr.....Frederick Epstein  
 Prog., Dir., Chief Eng.....Joseph Covall

### WOC—Davenport—1922—NBC

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By...Tri-City Bdcstg. Co.  
 Address.....806 Brady Street  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative...Peters, Griffin, Woodward  
 Membership.....NARTB, RAB  
 President.....Col. B. J. Palmer  
 V.P. & Treasurer.....D. D. Palmer  
 Vice-Pres.....Ralph Evans  
 Station Manager.....Ernest C. Sanders  
 Sales Manager.....Mark Wodlinger  
 Sales Prom. Mgr.....Fred A. Reed  
 Program Dir.....Raymond E. Guth  
 Pub. Dir.....Paul Ives  
 Chief Eng.....P. Arvidson

### KDEC—Decorah—1947 KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Scenic Bcstg. Co.  
 Business-Studio Address...308½ W. Water St.  
 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  
 News Service.....INS  
 President.....Karl Peters  
 General Manager.....Rollo H. Bergeson  
 Commercial Manager.....Claire E. Grant  
 Sales Prom. Mgr.....Don Purdy  
 Program Director.....Mary Schwind  
 Chief Engineer.....Robt. S. Brown

### KIOA—Des Moines—1948 ABC

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Town & Farm Co. Inc.  
 Address.....10th & Mulberry  
 News Service.....INS, UP  
 Transcription Service.....World  
 Representative.....H-R Reps.  
 Membership.....RAB, NARTB  
 President.....Don Searle  
 General Mgr.....Joe Rohrer

Exec. V.P. .... Bill Martin  
 Program Director ..... Jean Gitz  
 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.  
 Newspaper Affiliation ..... Register-Tribune  
 News Service ..... AP, UP  
 Station Representative ..... Katz  
 Membership ..... RAB  
 Transcription ..... Standard  
 General-Station Manager ..... Bob Dillon  
 Commercial Manager ..... Paul Elliott  
 Business Mgr. .... Richard Percival  
 Program Director ..... Dick Covey

## KSO—Des Moines—1921

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... KSO Inc.  
 Address ..... 1910 Ingersoll Ave.  
 News Service ..... INS  
 Transcription Service ..... Capitol  
 Representative ..... John E. Pearson  
 Membership ..... NARTB, RAB  
 President ..... Lyman S. Ayres  
 Exec. V.P. .... R. D. Enoch  
 General Manager ..... Raymond W. Baker  
 Sales Mgr. .... Rex Hargitt  
 Program Director ..... Lee R. Lemon  
 Chief Engineer ..... Samuel Mazza

## KWDM—Des Moines—1948

### MBS

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Des Moines Bcstg. Corp.  
 Business-Studio Address ..... 419½ Locust  
 News Service ..... INS  
 Representative ..... Indie Sales  
 Pres., Comm. Mgr. .... George W. Webber  
 General Manager ..... Robert L. Webber  
 Program Director ..... Edith L. Webber  
 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.  
 News Service ..... AP, INS, UP  
 Trans. Service ..... Thesaurus, SESAC  
 Representative ..... Peters, Griffin & Woodward  
 Membership ..... NARTB, RAB  
 President ..... Col. B. J. Palmer  
 V. Pres. & Resident Mgr. .... Paul A. Loyet  
 Exec. V. Pres. .... Ralph Evans  
 Sales Manager ..... Robert H. Harter  
 Asst. Manager ..... W. W. Woods  
 Program Director ..... Jack Kerrigan  
 Production Director ..... Cecil C. Huntzinger  
 Chief Engineer ..... Reed E. Snyder

## KDTH—Dubuque—1941—ABC

Frequency: 1370 Kc. .... Power: 1000 Watts  
 Owner ..... Dubuque Telegraph-Herald  
 Bus.-Studio Address ..... Eighth Ave. & Bluff St.  
 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 ..... Robert Gribbon  
 Chief Engineer ..... Donald Abitz

## WDBQ—Dubuque—1933

### MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Dubuque Bcstg. Co.  
 Business-Studio Address ..... 505 Main St.  
 News Service ..... UP  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 General Manager ..... James R. King  
 Asst. Mgr. .... L. Vaughn Gayman  
 Program Mgr. .... Thomas G. Goodman

## KLIL—Estherville—1952

### ABC-KBS

Frequency: 1340 Kc. .... Power: 100 Watts  
 Owned ..... Estherville Bcstg. Corp.  
 Address ..... 1151 Plymouth Bldg.  
 News Service ..... AP  
 Trans. Service ..... SESAC, World  
 Pres., Gen. Mgr. .... William E. Schons  
 Station Mgr. .... Jack Turnbull  
 Chief Eng. .... Cleon LeMont

## KFAD—Fairfield—1953—KBS

Frequency: 1570 Kw. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Hiawatha Bcstg. Co.  
 Address ..... Hy. 34  
 Trans. Service ..... Thesaurus, World, Keystone  
 News Service ..... AP  
 President, Gen. Mgr. .... S. A. Chesely

## KEOK—Fort Dodge—1956

Frequency: 540 Kc. .... Power: 1000 Watts d.  
 Owned ..... Fort Dodge Broadcasters, Inc.  
 Address ..... 540 A Street  
 News Service ..... AP  
 Representative ..... Everett-McKinney  
 Pres., Gen. Mgr. .... H. W. Cassill  
 Station Mgr. .... W. N. Schnepp  
 Chief Engineer ..... Wilbur Flaherty

## KVFD—Ft. Dodge—1939—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Northwest Bcstg. Co.  
 Business-Studio Address ..... Warden Bldg.  
 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.....Ruth McTigue  
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.  
News Service.....UP  
Representative.....Sears & Ayer  
President.....J. E. McNaughton  
General Mgr.....John E. Armel  
Prog. Dir.....Jack Lee

### **KXIC—Iowa City—1948—KBS**

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Oper. By..Johnson County Bcastg. Corp.  
Bus.-Studio Address.....Box 751  
News Service.....AP  
Trans. Service.....Thesaurus  
Representative.....Pearson  
Membership.....NARTB, RAB  
President.....Scott Swisher  
General Sta. Mgr.....Gene Claussen  
Commercial Mgr.....F. M. Broders  
Program Dir., Pub. Dir.....Robert Hutchison  
Chief Engineer.....Elliott Full

### **KOKK—Keokuk—1948**

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.  
Owned-Operated By.....Keokuk Bdcstg. Co.  
Address.....5th & Main St.  
News Service.....UP  
Representative.....John E. Person  
Membership.....NARTB  
President.....H. W. Stadler  
Gen., Sta., Comm. Mgr.....Robert W. Erickson  
Prog. Dir., Chief Eng.....Joe Malkin

### **KLEM—Le Mars—1954**

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Oper. By.....B & B Bcastg. Co.  
Address.....Box 1410  
Transcription.....Thesaurus  
Manager.....George M. DeRuyter  
Assistant Manager.....Robert Coddington

### **KFJB—Marshalltown—1923**

Frequency: 1230 Kc.....Power: 250 Watts  
Operated By.....Marshall Electric Co.  
Address.....133 E. Main St.  
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 Mgr.....William P. White  
Comm. Mgr.....William C. Doll  
Program, Pub. Dir.....Max 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  
News Service.....AP, UP  
Representative.....Weed  
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt  
Nat. Sales Mgr.....Walter J. Rothschild  
Asst. Nat. Sales Mgr.....Wayne W. Cribb

### **KRIB—Mason City—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....KRIB Radio  
Address.....402 - 19th S.W.  
Representative.....Pearson  
Transcription Service.....Thesaurus  
News Service.....AP  
Pres., Gen., Sta. Mgr., Prog. Dir.....Ed Lamson  
Comm., Sales Prom. Mgr.....Emanuel Frank  
Publicity Dir.....Nancy Kelly  
Chief Engineer.....John Hibbard

### **KSMN—Mason City—1948**

Frequency: 1010 Kc.....Power: 1000 Watts  
Owned-Oper. By..Land O' Corn Bdcstg Co., Inc.  
Address.....Weir Building  
News Service.....UP  
Transcription.....Standard  
Representative.....Hil F. Best  
Membership.....NARTB  
President.....Charles E. Warren  
General Manager.....Ray Malmberg  
Station Mgr.....John W. Powell  
Program Dir.....Bob Booe  
Chief Engineer.....Hubert Marshall

### **KWPC—Muscatine—1947**

Frequency: 860 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Muscatine Bcastg. Co.  
Address.....Mulberry & Houser  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Pearson  
Membership.....NARTB, RAB  
Comm., Gen. Mgr.....George J. Vogler  
Program Director.....Marion Templeman  
Chief Engineer.....Lee McKee

### **KCOB—Newton—1955**

Frequency: 1280 Kc.....Power: 500 W. d.  
Owned-Operated.....Newton Broadcasting Co.  
Address.....Newton  
News Service.....AP  
Transcription.....World  
General Manager.....John J. Brandt

### **KOEL—Oelwein—1950**

Frequency: 950 Kc.....Power: 1000 Watts  
Owned-Oper. By..Northeast Iowa Radio Corp.  
Address.....109 S. Frederick  
Representative.....Pearson  
Transcription Service.....Thesaurus, World  
News Service.....UP  
Membership.....NARTB, RAB



President.....C. W. Crahan  
 Gen., Sta. Mgr.....W. J. Telch  
 Comm., Prom. Mgr.....Donald McKee  
 Prog., Pub. Dir.....Dale Wood  
 Chief Engineer.....Burt Murphy

### **KBOE—Oskaloosa—1950**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Oskaloosa Bcstg. Co.  
 Address.....Box 518  
 Transcription Service.....Standard  
 News Service.....AP  
 Representative.....Pearson  
 Membership.....NARTB  
 Gen., Sta., Comm. Mgr.....Glen Stanley  
 Program Director.....Lew Hudson  
 Prod. Mgr.....Donn Kirton  
 Chief Engineer.....Robert W. Moore

### **KBIZ—Ottumwa—1941—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KBIZ, Inc.  
 Address.....209 E. Second St.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB, RAB  
 President.....James J. Conroy  
 General Mgr.....Berg Allison  
 Station Mgr.....Alice E. Fisher  
 Commercial Mgr.....Elmer Smith  
 Program Director.....Woody Hirsch  
 Sales Prom. Mgr., Pub. Dir.....Monty Moncrieff  
 Chief Engineer.....Lloyd Hanson

### **KLEE—Ottumwa—1954 KBS**

Frequency: 1480 Kc.....Power: 500 Watts  
 Owner.....Mid-America Bcstg. Co.  
 Address.....425½ West 2nd St.  
 News Service.....UP  
 Representative.....Devney  
 Membership.....NARTB  
 President, Gen. Mgr.....David M. Segal  
 Sta., Comm., Prom. Mgr.....Ray L. Watton  
 Program Dir.....Von Neubauer  
 Publicity Mgr.....Myrna Peterson  
 Chief Engineer.....David Barcus

### **KFNF—Shenandoah—1924 MBS**

Freq.: 920 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By.....Capital Bcstg. Co.  
 Address.....405 Sycamore  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Pearson  
 Membership.....NARTB  
 President.....Ethel Abbott  
 Sta., Gen. Mgr.....C. Earl Williams  
 Comm. Mgr., Pub. Dir.....Duane Modrow  
 Program Director.....Earl Blakesley  
 Chief Engineer.....Franz Cherny

### **KMA—Shenandoah—1925 ABC**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By.....May Bcstg. Co.  
 Representative.....Edward Petry  
 News Service.....AP, UP  
 Membership.....NARTB  
 President.....Edward W. May  
 Gen. Mgr., Exec. V.P.....Owen Saddler  
 Sta., Comm. Mgr.....Anthony Koelker  
 Pub. Dir., Sales Prom. Mgr.....Floyd Nelson  
 Program Director.....Dean Naven  
 Chief Engineer.....R. J. Schroeder

### **KMNS—Sioux City—1954**

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Siouxland Bcstg. Co.  
 Address.....620 Insurance Exchange B'dg.  
 News Service.....UP  
 Representative.....Pearson  
 President.....Wm. F. Johns, Jr.  
 General Mgr.....R. J. Flynn  
 Commercial Mgr.....James R. Duryea  
 Sales Prom. Mgr.....Raymond Coffie  
 Program Director.....Donald Frost  
 Publicity Dir.....Nancy Burns  
 Chief Eng.....Philip Maher

### **KSCJ—Sioux City—1927 ABC**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Perkins Bros. Co.

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

# AP

... and **MORE**  
 RADIO AND  
 TELEVISION STATIONS  
 depend on  
 The Associated Press

**Business-Studio Address**.....415 Douglas St.  
**News Service**.....AP  
**Trans. Service**.....World  
**Representative**.....George P. Hollingbery  
**Membership**.....NARTB  
**President**.....W. R. Perkins  
**Sta., Comm. Mgr.**.....Eugene T. Flahe:ly  
**Sales Prom. Mgr., Pub. Dir.**.....Jean Harraday  
**Program Dir.**.....Elizabeth Sammons  
**Chief Engineer**.....S. C. Dier

**KTRI—Sioux City—1938**

**Frequency:** 1470 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**...Sioux City Bcstg. Co.  
**Address**.....400 Commerce Bldg.  
**News Service**.....UP  
**Representative**.....Everett-McKinney  
**Membership**.....RAB  
**President**.....John C. Kelly  
**Station Manager**.....H. W. Cassill  
**Chief Engineer**.....Sam Seldon

**KICD—Spencer—1941**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..Iowa Great Lakes Bcstg. Co.  
**Address**.....Hwys. 18, 71  
**News Service**.....AP  
**Trans. Service**.....Thesaurus, Standard  
**Representative**.....Pearson  
**Membership**.....RAB, NARTB  
**Gen. Mgr.**.....Ben B. Sanders  
**Program Director**.....Mason Dixon

**KAYL—Storm Lake—1948**

**Frequency:** 990 Kc.....**Power:** 250 Watts d.  
**Owned-Operated By**...Cornbelt Bcstg. Co.  
**Address**.....Park Building  
**Transcription**.....World, Standard  
**News Service**.....AP  
**Membership**.....NARTB  
**President**.....O. J. Grau

Gen., Comm. Mgr., Prog., Pub. Dir., P. R. Benson  
 Chief Engineer.....Robert L. Lamb

**KWWL—Waterloo—1947**  
**MBS**

**Freq.:** 1330 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**..Black Hawk Bdcstg Co.  
**Address**.....Hotel Russell Lamson  
**News Service**.....AP  
**Representative**.....Avery-Knodel, Inc.  
**Membership**.....NARTB, RAB  
**Transcription**.....Capitol  
**Pres., Gen., Sta. Mgr.**.....Ralph J. McElroy  
**Sales Manager**.....Donald E. Inman  
**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.  
**Address**.....Highway 20 East  
**News Service**.....INS, UP  
**Representative**.....Bolling  
**President**.....Egmond Sonderling  
**V.P., Mgr.**.....Alan Henry  
**Sales Dir.**.....Al Laval  
**Dir. of Operations**.....Don E. Kassner

**KJFJ—Webster City—1950**  
**KBS**

**Frequency:** 1570 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Land O'Corn Bcstg. Co.  
**Address**.....East H'way 20  
**News Service**.....AP  
**Transcription**.....Capitol, World  
**Membership**.....NARTB  
**President**.....Charles V. Warren  
**General Manager**.....Ray Malmberg

**Kansas**

Pop. March 1 (Est.) 2,146,000—Families 681,000  
 Radio Homes 662,000—TV Homes 487,000—Stations in State 44

**KSOK—Arkansas City—1947**  
**KBS**

**Freq.:** 1280 Kc.....**Power:** 1 Kw. d., 100 W. n.  
**Owned-Operated By**..The KSOK Bdcstg. Co.  
**Address**.....Box 455  
**News Service**.....AP  
**Transcription Service**.....Thesaurus  
**V. P., General Manager**.....S. C. Thompson

**KARE—Atchison—1939**  
**KBS**

**Frequency:** 1470 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By**..Griffith-Bueningg Bdstg. Co.  
**Address**.....Fifth & Kansas Ave., Atchison  
**News Service**.....AP  
**Representative**.....Sears & Ayer  
**Membership**.....NARTB, RAB  
**Co-Owners**....J. M. Griffith, Paul H. Bueningg

Gen. Mgr.....J. M. Griffith  
 Comm. Mgr.....Paul H. Bueningg  
 Program Director.....Ed Arthur  
 Chief Engineer.....L. H. Winegardner

**KCRB—Chanute—1952**

**Frequency:** 1460 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**..Midwest Bdcstg System  
**Address**.....Box 132  
**News Service**.....UP  
**Representative**.....Beat  
**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 Bcstg. Co., Inc.

**Business-Studio Address**..... 8th & Elm  
 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.  
 News Service ..... UP  
 Rep. .... H-R Reprs.  
 Membership ..... NARTB, RAB  
 Transcription..... SESAC, Thesaurus  
 President ..... Don Searle  
 Exec. V.P..... William A. Martin  
 Regional Sales Mgr..... Bill Moore  
 Business Mgr. .... Willard Morton

**KFRM—Concordia—1947**  
 ABC-MBS

Frequency: 550 Kc..... Power: 5000 Watts d.  
 Owned-Oper. By..... KMBC Bcstg. Co.  
 Address ..... 11th and Central Sts.  
 Representative .... Peters, Griffin & Woodward  
 Membership ..... NARTB, RAB  
 News Service ..... AP  
 Transcription ..... World  
 Pres., Comm. Mgr., Pub. Dir..... Don Davis  
 V. P., Sls. Mgr..... G. T. Higgins  
 Exec. V. P..... J. T. Schilling  
 Sta. Mgr., Prog. Dir..... Dick Smith  
 Chief Eng..... Henry Goldenberg

**KNCK—Concordia—1954**  
 KBS

Frequency: 1390 Kc..... Power: 500 Watts  
 Owned..... General Bcstg. Co., Inc.  
 News Service ..... UP  
 Pres., Gen., Sta. Mgr. .... W. F. Danenbarger  
 Comm. Mgr., Prog. Dir..... Oscar W. Allen  
 Pub. Director..... B. James Farley  
 Chief Engineer..... Gene Shroul

**KGNO—Dodge City—1930**  
 MBS

Frequency: 1370 Kc.. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By..... Dodge City Bcstg. Co.  
 Business Address..... 705 Second St.  
 Newspaper Affil. Dodge City Publishing Co.  
 News Service ..... AP  
 Representative ..... Arthur H. Hagg Assoc.  
 Membership ..... NARTB, RAB  
 President..... J. C. Denious, Jr.  
 Gen., Station Mgr..... W. Elliott  
 Comm., Prom. Mgr. .... Ruth Petersen  
 Program Director ..... Herschel Holland  
 Publicity Dir..... Don Hopkins  
 Chief Eng. .... Bob Ellinger

**KBTO—El Dorado—1953**

Frequency: 1360 Kw..... Power: 500 Watts d.  
 Owned-Oper. By..... El Dorado Bcstg. Co.  
 Address ..... 205½ S. Main  
 News Service ..... AP  
 Representative ..... Indie Sales  
 Trans. Service ..... Standard  
 Owner..... O. A. Tedrick  
 General Manager..... Jim Platt  
 Sales Prom. Mgr. .... Jay Pratt  
 Program Dir..... Bob Lutz

**KVOE—Emporia—1939**  
 MBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lyon Cty. Bcstg. Co., Inc.  
 Address ..... Broadview Hotel  
 Newspaper Affil. Great Bend Tribune, Herald  
 Press, Russell Daily News  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 Representative ..... Hal Holman  
 Pres., Gen. Mgr..... Sherwood R. Parks  
 Sales Manager..... Richard Fraley  
 Program Director..... Curt Stallings  
 Chief Engineer..... Charles Stark

**KMDO—Fort Scott—1954**

Frequency: 1600 Kc..... Power: 500 Watts d.  
 Owned..... Ft. Scott Bcstg. Co.  
 Address ..... Ft. Scott  
 Representative..... Hil F. Best  
 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  
 News Service ..... UP  
 Transcription Service..... SESAC  
 Representative..... Continental Radio Sales  
 Membership ..... NARTB, RAB  
 President ..... Ellsworth Sherman  
 General. Sta. Mgr. .... John Hendry  
 Comm. Mgr..... Jim Nicholas  
 Program Director..... Wilma Goulding  
 Chief Engineer ..... Gene Conjurske

**KIUL—Garden City—1935**  
 NBC

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KIUL, Inc.  
 Address ..... Garden City  
 News Service ..... AP  
 Representative ..... Hal Holman  
 Transcription Service..... World, Thesaurus  
 Membership ..... NARTB, RAB  
 President, General Mgr..... Robert Wells  
 Comm., Prom. Mgr. .... Joe Weddle  
 Program Dir..... Tony Jewell  
 Publicity Dir..... Mary Connors  
 Chief Eng. .... Joe Tennesen

**KWGB—Goodland—1947**  
**MBS-KBS**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owner-Oper. By Goodland Bcstg. Co.  
Address Hotel Howard  
News Service UP  
Transcription Service Capitol, Cole, Keystone  
Owner, General Mgr. James E. Blair  
Commercial Mgr. Bert Blair

**KVGB—Great Bend—1937**  
**NBC**

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Operated By KVGB, Inc.  
Address 2007 17th St.  
Transcription Service Thesaurus, World  
News Service AP  
Representative John E. Pearson  
Membership NARTB, RAB  
V.P., Gen., Sta. Mgr. Grover C. Cobb  
Asst. Mgr. Robert D. Hilgsdorf  
Commercial Mgr. Dale W. McCoy Jr.

**KAYS—Hays—1948**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By KAYS, Inc.  
Address 2450 Hall St.  
News Service AP  
Transcription Service World  
Representative Hal Holman  
Membership NARTB, RAB  
President Ross Beach  
Gen., Sta. Mgr. Bob Schmidt  
Program Director Kay Melia  
Prom. Director Don Treu  
Commercial Manager Bud Ryan  
Publicity Dir. Tad Felts  
Chief Engineer Glenn Barnett

**KWBW—Hutchinson—1935**  
**NBC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Nation's Center Bcstg. Co.  
Business-Studio Address 17th & Harding  
News Service AP  
Transcription Service World  
Representative Devnsy  
Membership NARTB  
General Manager Fred Conger  
Commercial Director Robert Hanna

**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.  
Representative Everett-McKinney  
Membership NARTB, RAB  
Pres., Gen. Mgr. J. D. Hill

**KIND—Independence—1947**  
**MBS-KBS**

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Operated By Central Bcstg., Inc.

Bus. Studio Transmitter 114 North 8th St.  
News Service AP  
Pres., Sta. Mgr. J. Nelson Rupard

**KJCK—Junction City—1949**  
**KBS**

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Oper. By Junction City Bcstg. Co.  
Address 724½ No. Washington St.  
Membership NARTB, RAB  
News Service AP  
Representative Indie Sales  
Transcription Service Thesaurus  
Pres., Gen. Mgr. R. L. Weir, Jr.  
Program Director Bruce Karns  
Sales Mgr. A. B. Valencia

**KCKN—Kansas City—1925**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Cy Blumenthal  
Address Kansas City  
News Service AP, UP  
Transcription Lang-Worth, Standard  
Membership NARTB, RAB  
Representative Charles Bernard  
President Cy Blumenthal  
Exec. Dir. Ray Armand  
Sales Mgr. Walt Lochman  
General Mgr. Ed Charles  
Prog. Dir. Dal Stallard  
Engineer Steve Hart

**KLWN—Lawrence—1951**

Frequency: 1320 Kc. Power: 500 Watts d.  
Owned-Operated By Lawrence Bcstrs. Inc.  
News Service UP  
Transcription Service Thesaurus, World  
Representative Indie Sales  
Membership NARTB, RAB  
Gen., Sta. Mgr. Arden Booth  
Comm. Mgr. Tom Beal  
Program Director Prentiss Jelleries  
Chief Engineer Earl Sundbye

**KCLO—Leavenworth—1948**

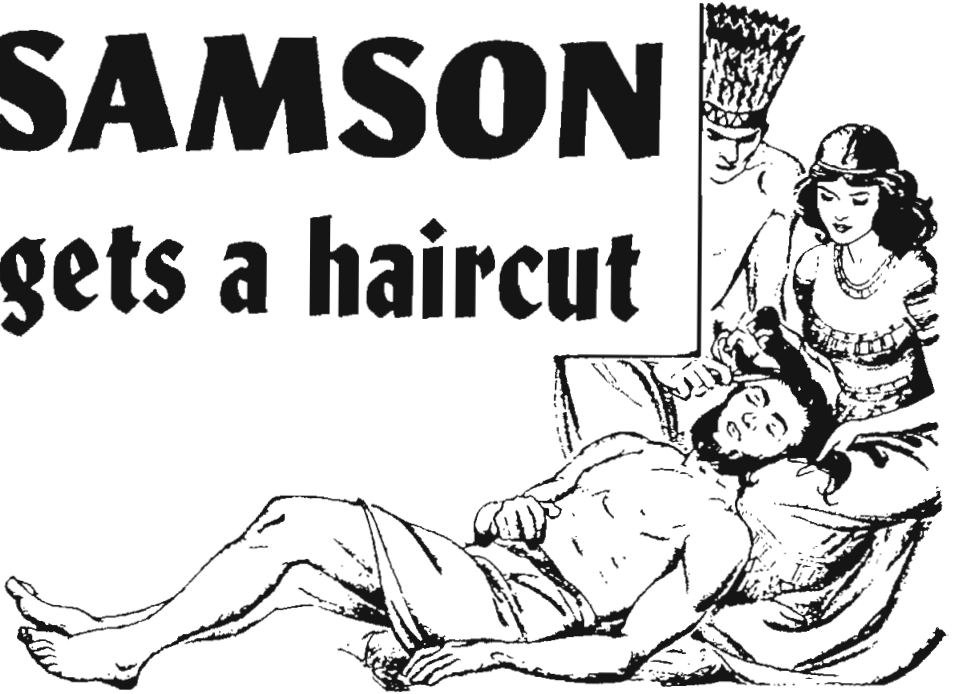
Frequency: 1410 Kc. Power: 500 Watts d.  
Owned-Oper. By Leavenworth Bcstg. Co.  
Address P. O. Box 809  
News Service UP  
Representative Hil F. Best  
General Mgr. Stephen P. Bellinger

**KSCB—Liberal—1948**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By Seward County Bcstg. Co.  
Business Address P. O. Box 311  
News Service AP  
Transcription Service Lang-Worth  
Representative Hil F. Best  
Membership NARTB, RAB  
President Alf M. Landon  
Gen., Sta. Manager Leon S. Salathiel  
Prog. Dir. Richard Latsch  
Chief Engineer Wayne Pash



# SAMSON gets a haircut



Poor soil conductivity can make a coverage weakling out of the most efficient 50 KW transmitter. On the other hand, *top* soil conductivity can turn a lower powered station into a coverage GIANT.

Located in America's highest rated conductive soil, WIBW's 5 KW signal smashes out 200 miles in every direction — over *twice* as far as 50 kilowatts could reach grounded in poor soil.

*Moral: Power Alone Is Not Enough*

**TOPEKA,  
KANSAS**

Ben Ludy, Gen. Mgr.  
WIBW & WIBW-TV  
in Topeka

Rep: Capper Publications, Inc.



**Our 30th Year**

**KMAN—Manhattan—1950**  
**KBS**

Frequency: 1350 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Manhattan Bcstg. Co.  
Address.....114 No. 4th St.  
Transcription Service.....World  
Newspaper Affil.....Mercury  
News Service.....AP  
Membership.....NARTB  
President.....Fred A. Seaton  
Gen., Sta. Manager.....Lowell E. Jack  
Commercial Mgr.....Peter Wimsatt  
Chief Engineer.....Harid Luerhing

**KNDY—Marysville—1956**  
**KBS**

Frequency: 1570 Kc. Power: 250 Watts  
Owned.....Marshall Transmitter Inc.  
Address.....803½ Broadway  
News Service.....AP  
Transcription Service.....Thesaurus  
Membership.....NARTB  
Pres., Gen., Sta., Comm. Sales Prom. Mgr.  
Andrew J. E. Grauer  
Program, Pub. Director.....Al Hunter  
Chief Engineer.....Gary Vadnais

**KNEX—McPherson—1949**  
**KBS**

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Operated By.....K. R. Krehbiel  
Newspaper Affil.....Daily Republican  
News Service.....AP  
Membership.....RAB  
Gen., Sta., Comm., Sales Mgr.....Henry Dais  
Prog., Pub. Dir.....M. Heitschmidt  
Chief Engineer.....Claude Hughes

**KJRG—Newton—1953—KBS**

Frequency: 950 Kc. Power: 500 Watts  
Owned.....Geo. Basil Anderson  
Address.....Box 77  
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  
News Service.....UP  
Membership.....RAB  
Transcription Service.....World  
Partners.....Roderick B. Cupp, E. W. Cupp  
General Mgr.....Roderick B. Cupp  
Commercial Mgr.....Ronald G. Reed  
Chief Eng.....G. Servattus

**KLKC—Parsons—1948—KBS**

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Community Bcstg. Co.

Address.....109½ S. Central  
News Service.....AP  
Station Mgr.....Richard R. Combs

**KOAM—Pittsburg—1937**  
**NBC**

Freq.: 860 Kc. Power: 10 Kw. d., 5 Kw. n  
Owned-Oper.....The Pittsburg Bcstg. Co., Inc.  
Address.....Professional Bldg.  
Representative.....John E. Pearson  
News Service.....AP  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....E. V. Baxter  
Commercial Mgr.....W. Stout  
Sales Prom. Mgr.....Paul Hudson  
Pub. Dir.....Warren Stout  
Chief Engineer.....Leo Stafford

**KSEK—Pittsburg—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Stauffer Publications, Inc.  
News Service.....AP  
Membership.....NARTB  
Newspaper Affil.....Headlight Sun, Topeka  
Capital, Journal  
Representative.....Cooke  
President.....O. S. Stauffer  
General Manager.....Thad M. Sandstrom  
Chief Engineer.....John Glynn

**KWSK—Pratt—1952**

Frequency: 1570 Kc. Power: 250 Watts  
Owned.....Clem Morgan  
Address.....207½-209½ S. Main  
News Service.....UP  
Trans. Ser.....Standard, Thesaurus, Lang-Worth  
Membership.....NARTB, RAB  
Gen., Sta. Mgr.....Clem Morgan  
Sales Prom. Mgr.....Dave Blevins  
Prom. Dir., Comm. Mgr.....F. Morgan  
Pub. Director.....Margaret Godfrey  
Chief Engineer.....Carl Lewis

**KRSL—Russell—1956—KBS**

Frequency: 990 Kc. Power: 250 Watts  
Owned.....Prairie States Broadcasting Co.  
Address.....Box 548  
News Service.....AP  
President, Chief Eng.....Melville L. Gleason  
Gen. Mgr.....William S. Scott  
Comm. Mgr.....Jan Dellinger

**KSAL—Salina—1937—MBS**

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By.....KSAL Inc.  
Bus-Studio Address.....201 Iron Ave.  
Newspaper Affil.....Journal  
Transcription.....Lang-Worth  
Representative.....John E. Pearson  
Membership.....NARTB, RAB  
President.....R. J. Leubaugayer  
Sta., Comm. Mgr.....R. V. Jensen  
Chief Eng.....Don Englehart

**WIBW—Topeka—1926—CBS**

Frequency: 580 Kc. Power: 5000 Watts  
Owned By.....Capper Publications, Inc.  
Business-Studio Address.....1035 Topeka Blvd.



Rep. . . . . Capper Pubs, Inc.  
 President . . . . . Philip Zach  
**General Station Manager** . . . . . **Ben Ludy**  
 Asst. Mgr., Chief Engr. . . . . Lewis Dickensheets  
 Sales Mgr. . . . . Hilton Hodges  
 Publicity Director . . . . . Vic Boutwell

Sales Prom. Mgr. . . . . Tom Leahy  
 Program Director . . . . . Scot McCullough  
 Chief Engineer . . . . . Ira E. Courtney

**KJAY—Topeka—1947**

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By . . . . . Robert Rohrs  
**Address** . . . . . 908 Kansas Ave.  
 Representative . . . . . Walker  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 President, Gen., Comm. Mgr. . . . . Robert Rohrs

**KANS—Wichita—1936—NBC**

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By . . . . . K. Brown, F. Lynch  
 Business-Studio Address . . . . . Kans Bcstg. Co.  
 Representative . . . . . Simmons  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 General Mgr. . . . . Frank J. Lynch  
 Sales Mgr. . . . . Jim Yost  
 Program Dir. . . . . J. Harmon

**KTOP—Topeka—1947**  
**MBS-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Charles B. Axton  
**Address** . . . . . R. R. No. 6  
 News Service . . . . . AP  
 Representative . . . . . Stars National, Inc.  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr. . . . . Charles B. Axton  
 Comm., Prom. Mgr. . . . . Louise Axton  
 Program Director . . . . . Merle Blair  
 Publicity Director . . . . . Roger Wilson  
 Chief Engineer . . . . . Henry Guch

**KFBI—Wichita—1922**

Freq.: 1070 Kc. . . . . Power: 10 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . **KFBI Inc.**  
 Business-Studio Address . . . . . Box 1402  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB  
 Representative . . . . . **Avery Knodel**  
 Gen., Sta. Mgr. . . . . Hale Bondurant  
 Program Dir. . . . . Jim O'Neill  
 Comm. Mgr. . . . . Lew Hunter  
 Pub. Director . . . . . Adalee Smith  
 Chief Engineer . . . . . **K. W. Pyle**

**WREN—Topeka—1926—ABC**

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WREN, Bdcstg. Co., Inc.  
**Business-Studio Address** . . . . . 411 W. 10th St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, World  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB, RAB  
 President . . . . . Alf M. Landon  
 Gen., Sta. Manager . . . . . Max G. Falkenstein  
 Program Manager . . . . . Bob Richmond  
 Pub. Dir. . . . . Bonnie Purnell  
 Chief Engineer . . . . . Al King

**KFH—Wichita—1922—CBS**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Radio Station **KFH Co.**  
**Business-Studio Address** . . . . . **KFH Bldg.**  
 Newspaper Affiliation . . . . . Eagle  
 News Service . . . . . AP  
 Representative . . . . . Blair  
 Membership . . . . . RAB  
 President . . . . . **John Rigby**  
 Exec. V.P. . . . . M. M. Murdock  
 Gen. Mgr. . . . . T. P. Bashaw  
 Comm. Mgr. . . . . John Merrell  
 Program Supv. . . . . Donald Anderson  
 Sales Prom. Mgr. . . . . Russell Lowe  
 Chief Engineer . . . . . Leslie Campbell

**KAKE—Wichita—1947—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned . . . . . KAKE Broadcasting Co., Inc.  
**Address** . . . . . 1500 North West St.  
 News Service . . . . . AP  
 Representative . . . . . McGillvra  
 Membership . . . . . NARTB  
 President . . . . . Mark H. Adams  
 Gen., Sta. Mgr. . . . . Martin Umansky  
 Comm. Mgr. . . . . Roger Pepper

**KWBB—Wichita—1951**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Wichita Beacon Bcstg. Co.  
**Address** . . . . . 2829 Salina Ave.  
 Transcription Service . . . . . Thesaurus, RCA  
 Representative . . . . . Hollingbery, Clarke Brown  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 President . . . . . O. E. Bradley  
 General Manager . . . . . J. Milton Hall  
 Comm. Mgr. . . . . Harold H. Hale  
 Program Director . . . . . Virginia Welch  
 Chief Engineer . . . . . Gene Williams

# Kentucky

Pop. March 1 (Est.) 3,044,000—Families 835,500  
Radio Homes 812,000—TV Homes 512,000—Stations in State 64

## WCMI—Ashland—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned.....Edwina Broadcasting Co.  
Address.....120 20th Street  
News Service.....UP  
Representative.....George P. Hollingbery  
President.....George H. Clinton  
Gen., Comm., Sales Prom. Mgr., Pub. Dir.  
W. R. Martin  
Program Director.....Lota Caines  
Chief Engineer.....Robert L. Gilmore

## WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts  
Owned.....WTCR, Inc.  
Address.....P. O. Box 848  
News Service.....AP  
Representative.....Rambeau, Dora-Clayton  
Membership.....NARTB  
President.....Jane E. Trimmer  
General Manager.....N. S. Tweel  
Comm. Mgr., Chief Eng.....Carroll G. Ogle  
Sales Prom. Mgr.....Jimmy Oakes  
Program Director.....Johnny Simpson  
Publicity Dir.....Ernest Sparkman

## WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Brown Radio & TV Co.  
Address.....109 Sycamore St.  
News Service.....AP  
Transcription.....Thesaurus  
Representative.....Hil F. Best  
Pres., Gen. Mgr.....Dwight L. Brown  
Sales, Prom. Mgr.....Charles W. Read  
Program Dir.....Bessie L. McDonald  
Chief Eng.....Everett Lawson

## WBRT—Bardstown—1955

Frequency: 1320 Kc. Power: 1000 W. d.  
Owner.....Bardstown Bcstg.  
Address.....P. O. Box No. 1  
President.....V. R. Anderson

## WCBL—Benton—1954—KBS

MBS

Frequency: 1290 Kc. Power: 1000 Watts  
Owned-Oper. By.....Purchase Bcstg. Co.  
News Service.....UP  
Representative.....Continental  
President.....J. Shelby McCallum  
Manager.....John Stewart  
Program Dir.....Jerry Crutchfield

## WKCT—Bowling Green—1947

ABC

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Oper. By.....Daily News Bdcstg. Co.  
Address.....804½ College St.  
Newspaper Affiliation.....Park City Daily News  
News Service.....UP  
Representative.....Pearson

Membership.....NARTB  
President.....J. Ray Gaines  
Gen., Sta. Mgr., Sales Mgr.....Al Temple  
Comm. Mgr.....Jeff Wright  
Prog., Pub. Dir.....T. J. Eversole  
Chief Engineer.....Jack Hendricks

## WLBJ—Bowling Green—1939 MBS

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Greenwod Bcstg. Co.  
Address.....Fairview and Lennan Ave.  
Representative.....Walker  
Membership.....NARTB  
Asst. Gen. Mgr.....P. J. Bahakel  
Station Mgr.....Robert Procter  
Station Dir.....R. E. Giles, Jr.

## WTCO—Campbellsville—1948 KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Taylor Co. Bcstg. Co.  
Address.....P. O. Box 28  
News Service.....UP  
Transcription.....SESAC  
Representative.....Hil F. Best  
President.....H. T. Parrott  
General Manager.....Redman L. Turner  
Station Manager.....Thomas Kerr  
Commercial Manager.....Lindsey Harden  
Chief Engineer.....J. B. Crowley

## WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts  
Owner.....Central City, Greenville Bcstg. Co.  
Address.....110 North First St.  
Newspaper Affil.....Messenger, Times-Argus  
News Service.....UP  
Transcription.....SESAC  
Representative.....Hil F. Best  
Station Mgr.....Bobby Anderson

## WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts  
Owner.....Muhlenberg Bcstg. Corp.  
Address.....Box 325  
News Service.....AP  
Transcription.....World  
President.....Andy Anderson  
Gen., Mgr.....Ronald L. Beane  
Promotion Mgr.....Dean Harden

## WAIN—Columbia—1951

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Tri-County Bcstg. Corp.  
Address.....Columbia  
News Service.....UP  
Station Representative.....Hil Best  
Trans. Ser.....MacGregor, World  
Pres., Sta., Gen. Mgr.....S. C. Bybee  
Program Director.....Oris Gowen  
Asst. Mgr., Sales Dir.....Lanier Burchell  
Chief Engineer.....Lewis Owens



**WCTT—Corbin—1947**  
**MBS-KBS**

Frequency: 680 Kc. Power: 1000 Watts  
Owned-Oper. By... Corbin Times-Tribune, Inc.  
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  
Representative... Kentucky Radio Sales  
Pres., Gen. Mgr... Arthur L. Eilerman  
Commercial Mgr... Francis X. Mc Nerney

**WCPC—Cumberland—1951**  
**MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Tri-City Bcstg. Co.  
Address... P. O. Box 955  
Transcription Service... Thesaurus  
News Service... UP  
General Manager... E. F. Shadbourne

**WHIR—Danville—1947**  
**MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Commonwealth Bcstg. Corp.  
Address... Burgin Road  
News Service... AP  
Transcription Service... Thesaurus  
Representative... Hal Holman Co.  
Membership... NARTB, RAB  
Comm. Mgr... W. T. Isaac

**WIEL—Elizabethtown—1950**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Elizabethtown Bcstg. Co.  
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 Skinner  
Chief Engineer... Thomas Baldwin

**WFKY—Frankfort—1946**  
**MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Frankfort Bcstg. Co.

Address... Kentucky Ave. Extended  
News Service... AP  
Transcription Service... Thesaurus  
Representative... Burn-Smith  
Pres., Gen. Mgr... Ken Hart  
Commercial Mgr... Bud McClain  
Prog. Dir... Mary Garland  
Chief Engineer... Wally Roach

**WFKN—Franklin—1954**  
**KBS**

Frequency: 1220 Kc. Power: 250 Watts  
Owned... Franklin Bcstg. Co.  
Address... 103 N. High St.  
Representative... Hil F. Best Co.  
News Service... AP  
General Manager... L. L. Valentine  
Commercial Mgr... Howard H. Ogles  
News Director... A. W. Kockritz, Jr.

**WFUL—Fulton—1951**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By... West Tenn. Bcstg. Corp.  
Address... Hwy. 166  
News Service... UP  
Station Representative... Hil Best  
Membership... NARTB  
Transcription Service... Thesaurus  
President... Paul Westpheling  
Station Mgr... Mrs. P. Westpheling  
Comm. Mgr... J. O. Lewis

**WKAY—Glasgow—1946—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Glasgow Bcstg. Co., Inc.  
Address... 510 Happy Valley Rd.  
News Service... UP  
Transcription Service... World, Standard  
Membership... NARTB  
President... Jack Pedigo  
Gen., Sta., Comm. Mgr., Chief Eng... Clovis Sadler  
Sales Prom. Mgr... J. M. Barrick  
Pub., Prog. Dir... Moena E. Sadler

**WHLN—Harlan—1941**  
**MBS**

Frequency: 1280 Kc. Power: 1,000 Watts  
Owned-Oper. By... Radio Harlan, Inc.  
Address... Harlan  
News Service... UP  
Transcription Service... World  
Representative... Burn-Smith  
Membership... NARTB  
President... J. Francke Fox, Jr.  
Program Director... Jack McCoy  
Gen. Mgr... J. T. Morgan  
Chief Engineer... Marvin Johnson

**WHBN—Harrodsburg—1955**  
**KBS**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Operated By... Pioneer Broadcasting Co.  
Address... Box 246  
News Service... UP  
General Manager... Henry H. Roysce

**WKIC—Hazard—1947**  
**MBS-KBS**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. by Mountain Broadcasting Service, Inc.  
Address: Peoples Bank Building  
News Service UP  
Transcription Service World  
Representative Hil F. Best  
Membership NARTB  
President Fred B. Bullard  
Gen., Sta. Mgr. R. S. Mansfield  
Comm. Mgr. Julius Lasslo  
Prog. Dir. Norma Strong  
Chief Eng. Y. Bowling

**WSO—Henderson—1941**

Frequency: 860 Kc. Power: 500 Watts d.  
Owned-Oper. By Henderson Bcstg. Co., Inc.  
Bus. Studio Address: 121 No. Main St.  
News Service UP  
Transcription Service World  
Membership NARTB  
Pres., Gen., Sta. Mgr. Hecht S. Lackey  
Comm. Mgr. Ewing Graham  
Pro., Pub. Dir., Sls. Prom. Mgr. M. E. Schaeffer  
Chief Engineer Doris E. Gibson

**WHOP—Hopkinsville—1940**  
**CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Hopkinsville Bcstg. Co., Inc.  
Address: 1102 So. Virginia St.  
News Service UP  
Transcription Service World  
Representative Bogner & Martin  
Membership NARTB, RAB  
Pres., Gen., Sta. Mgr. F. E. Lackey  
Comm. Mgr. Katherine Peden  
Program Director Margaret Wyatt  
Sales Prom. Mgr., Pub. Dir. Joyce Ann Kane  
Chief Engineer Leo Y. Wilson

**WKO—Hopkinsville—1954**

Frequency: 1480 Kc. Power: 1000 Watts  
Owner Pennyrite Bcstg. Co.  
Address: 808 1/2 South Main St.  
Newspaper Affil. Kentucky New Era  
News Service AP  
Transcription Associated  
Representative Hil F. Best  
Pres., Gen. Sta. Mgr. Charles W. Stratton  
Sales Prom. Mgr. Susan Hyde  
Comm. Mgr., Pub. Dir. Don Ritter  
Prog. Dir. Bob Spradlin  
Chief Engineer Walter Wilson

**WLBN—Lebanon—1954**

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned Lebanon-Springfield Bcstg. Co.  
Address: P. O. Box 647  
News Service AP  
Transcription World

Representative Hil F. Best  
Gen. Mgr. C. H. Hulse  
Sta., Comm. Sales Pro. Mgr. Charles Shuffett  
Chief Engineer C. H. Hulse, Jr.  
Program Director E. Jeffries  
Pub. Director Shirley Wilcher

**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.  
News Service UP  
Transcription Service World  
Representative John E. Pearson  
Membership NARTB, RAB  
Pres., Gen. Mgr. Gilmore N. Nunn  
Commercial Mgr. Miller Welch

**WLEX—Lexington—1946**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By Central Ky. Bcstg. Co.  
Address: 134 N. Limestone St.  
Membership NARTB  
Representative Bolling Co.  
News Service AP  
President J. D. Gay, Jr.  
V.P., Gen. Mgr. Earl L. Boyles  
Commercial Mgr. Lee Tackett  
Program Director Evelyn Bengé  
Chief Engineer J. M. Robertson

*a Whopper of a buy*

**WHOP**

fulltime CBS Radio  
for  
Hopkinsville and Ft. Campbell,  
Kentucky

**FULLTIME LOCAL NEWS DEPT.**  
**FULLTIME FARM DIRECTOR**  
**FULLTIME WOMEN'S DIRECTOR**

F. Ernest Dutch Lackey  
*President & General Manager*

**WHOP + WHOP — FM**

1230 Kc 98.7 MC  
250 watts 8800 watts

**WVLK**—Lexington—1947  
MBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By... Bluegrass Bcstg. Co., Inc.  
Address... Phoenix Hotel  
Transcription Service... Thesaurus  
Representative... Burn-Smith  
Membership... NARTB  
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  
News Service... UP  
Transcription Service... Standard  
Representatives... Hil F. Best Co.  
Pres., Gen., Sta. Mgr... Elmo Mills  
Comm. Mgr... Raymond Asher  
Prog. Dir... Charles D. Nelson  
Chief Engineer... Russell Henson

**WAVE**—Louisville—1933  
NBC

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By... WAVE, Inc.  
Business Address... 334 E. Broadway  
Transcription Service... Thesaurus, Standard  
News Service... AP  
Rep... NBC Spot Sales, Bomar Lowrance  
Membership... NARTB  
General-Station Manager... Nathan Lord  
Commercial Manager... Woody Dulaney  
Program Director... James Caldwell

**WGRC**—Louisville—1936  
MBS

Frequency: 790 Kc. Power: 5000 d, 1000 n.  
Owned-Operated By... Northside Bcstg. Corp.  
Bus.-Studio Address... Ky. Home Life Bldg.  
News Service... AP  
Membership... NARTB  
Transcription... World  
Representative... Walker  
President... J. Porter Smith  
Gen. Mgr... Charles L. Harris  
Comm. Mgr... Tom Underwood  
Pgm. Dir... George Partridge  
Chief Engineer... W. J. Morrison

**WHAS**—Louisville—1922  
CBS

Frequency: 840 Kc. Power: 50,000 Watts  
Owned-Oper. By... WHAS, Inc.  
Address... 6th and Broadway  
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... 412 Speed Building  
News Service... UP  
Representative... Forjoe & Co.  
President... Emil J. Arnold  
Commercial Manager... Chas. A. Schacht, Jr.  
V. P., Gen., Sta. Mgr... Glen Harmon  
Comm. Mgr... James Nathan  
Promotion Mgr... Helen Roberts  
Continuity Dir... Addley C. Bourne  
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  
Representative... John Blair & Co.  
News. Affil... Lancaster (Ohio) Eagle-Gazette  
Transcription Service... Standard  
Membership... NARTB  
News Service... UP  
President... Charles Sawyer  
Exec. Vice-Pres... J. P. Williams  
Manager... W. H. Spencer  
Prom. Mgr., Prog. Dir... Pat Fredericks  
Pub. Dir... Ben Erskine  
Chief Engineer... William H. Faulkner

**WKYW**—Louisville—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Radio Kentucky, Inc.  
Bus.-Studio Address... 431 W. Jefferson St.  
News Service... AP  
Representative... Burn-Smith  
Transcription... Capitol, Standard, Associated  
President... F. Eugene Sandford  
V.P., Sta. Manager... Edwin E. S. Weldon

**WLOU**—Louisville—1948

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Rounsaville of Louisville, Inc.  
Business-Studio Address... 2549 S. Third St.  
News Service... UP  
Representative... Gill-Perna, Dorc-Clayton  
President... Robert W. Rounsaville  
Gen., Sta. Mgr... W. A. Selley, Jr.  
Comm. Mgr., Prog. Dir... W. E. Summer  
Sales Prom. Mgr... J. Schwartz  
Chief Engineer... Steve Dawson  
Technical Director... Paul Cram

**WFMW**—Madisonville—1949  
KBS

Frequency: 730 Kc. Power: 250 Watts d.  
Owned-Oper. By... Messenger Bcstg. Co., Inc.  
Address... Box 351  
News Service... UP, AP  
Trans. Service... Capitol, Thesaurus, Standard  
Membership... NARTB  
Sta. Mgr... H. W. Wells



Comm. Mgr. . . . . Elmer L. Kelley, Jr.  
 Program Director . . . . . J. G. Gatlin  
 Chief Eng. . . . . Charles Lee

**WKTM—Mayfield—1946**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Kentucky Bcstg. Co.  
 Studio Address . . . . . Box 232  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Best  
 Owner, Gen. Mgr. . . . . Fred L. Thomas  
 Comm. Mgr. . . . . John M. Latham  
 Program Dir. . . . . Jerry Watson

**WNGO—Mayfield—1947**

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . West Ky. Bcstg., Inc.  
 Address . . . . . P. O. Box 431  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, World  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Indie Sales  
 Station Manager . . . . . T. E. Brewer  
 Program Director . . . . . O. L. Davis  
 Chief Engineer . . . . . John E. Shelton

**WFTM—Maysville—1948**  
**MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Standard Tobacco Co., Inc.  
 Bus. Address . . . . . 626 Forest Ave.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 President . . . . . Charles P. Clarke  
 General Sta. Mgr. . . . . John W. Betts  
 Commercial Mgr. . . . . Herbert Williams  
 Program Director . . . . . Lawrence McGill  
 Chief Engineer . . . . . Chester A. Terry

**WMIK—Middlesboro—1948**  
**KBS**

Frequency: 560 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Cumberland Gap Bcstg.  
 Address . . . . . Box 698  
 Representative . . . . . McGillvra  
 Transcription Service . . . . . World  
 News Service . . . . . UP  
 Membership . . . . . RAB  
 President . . . . . Dr. U. G. Brummett  
 Gen., Sta., Comm. Mgr. . . . . Maurice K. Henry  
 Sales Prom. Dir. . . . . M. K. Henry  
 Program Director . . . . . Bill Baker  
 Chief Engineer . . . . . K. Bronell Reedy

**WFLW—Monticello—1955**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Wolf Creek Bcstg. Co.  
 News Service . . . . . UP  
 Transcription . . . . . SESAC  
 Station Manager . . . . . James Shacklette

**WMOR—Morehead—1954**

Frequency: 1330 Kc. . . . . Power: 1000 Watts

Owned & Operated By . . . . . Morehead Bcstg. Co.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Pres., Mgr. . . . . William J. Sample  
 Chief Eng. . . . . Earl S. Young

**WNBS—Murray—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Murray Bcstg. Co.  
 Address . . . . . P. O. Box 548  
 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.  
 News Service . . . . . UP  
 President . . . . . James G. Lang  
 General Manager . . . . . Ann Rolfes Lang  
 Sta. Mgr., Prog. Dir. . . . . R. D. Nunn  
 Comm. Mgr., Pub. Dir. . . . . R. L. Pike  
 Chief Engineer . . . . . Jack L. Tichenor

**WOMI—Owensboro—1938**  
**MBS-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Owensboro Bcstg. Co., Inc.  
 Address . . . . . Box 536  
 News Service . . . . . AP  
 Newspaper Affiliations . . . . . Messenger, Inquirer  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB  
 President . . . . . Lawrence W. Hager  
 Gen., Sta., Comm. Mgr., Pub. Dir. . . . . 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.  
 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. . . . . Joe Bell  
 Program Director . . . . . Earl Fisher  
 Chief Engineer . . . . . Earl Jagoe

**WKYB—Paducah—1946**  
**NBC**

Freq.: 570 Kc. . . . . Power: 1 Kw. d., 500 Wts., n.  
 Owned-Oper. By . . . . . WKYB, Inc.  
 Address . . . . . 504 Kentucky Ave.  
 Newspaper Affil. . . . . Paducah Sun-Democrat  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Pearson





Membership ..... NARTB  
 Pres., Gen. Mgr. .... E. J. Paxton, Jr.  
 Business, Prom. Mgr. .... S. Livingston  
 Prog. Dir., Ch. Eng. .... Ernest Pell  
 Publicity Dir. .... Mal Topping

Sales Prom. Mgr. .... R. W. Tarbeck  
 Chief Engineer. .... James K. Hoskins

### WPRT—Prestonburg—1952

Frequency: 960 Kc. .... Power: 1 Kw., d.  
 Owned. .... Kentucky Mt. Bcstg. Co.  
 Address. .... So. Lake Drive  
 News Service ..... UP  
 Transcription Service ..... MacGregor  
 Comm. Mgr. .... Rex Osborne

### WPAD—Paducah—1930—CBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By .. Paducah Bdcstg. Co., Inc.  
 Address ..... 4th & Bway—Taylor Bldg.  
 News Service ..... UP  
 Trans. Serv. .... 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. .... Buss Rutter  
 Prom. Mgr. .... Benny Smith  
 Prog., Pub. Dir. .... Ray Mofield  
 Chief Engineer. .... U. C. Morris

### WPKY—Princeton—1950 KBS

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Operated By. .... Princeton Bcstg. Co.  
 Address. .... U. S. Highway 62 North  
 Trans. Service ..... Capitol  
 Station Rep. .... Continental  
 News Service ..... AP  
 Sta. Mgr. .... Leslie Goodaker  
 Comm. Mgr. .... Ellis Burnam  
 Publicity Dir. .... Wilburn Wilson  
 Chief Engineer. .... Marvin Mahoney

### WSIP—Paintsville—1949 MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Big Sandy Bcstg. Co.  
 Address ..... 121 Main St.  
 News Service ..... AP  
 Membership ..... NARTB  
 Station Rep. .... Hil Best, Ky. Radio Sales  
 General Manager. .... Ted Arnold Silvert  
 Owner, General Manager. .... Ted Arnold Silvert  
 Program Dir. .... Bill Barker  
 Chief Engineer. .... Eugene Baldrige

### WSAC—Radcliff—1955

Frequency: 1470 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Fort Knox Bcstg. Corp.  
 Address. .... Fort Knox, Ky.  
 News Service ..... UP  
 Transcription ..... Lang-Worth  
 President. .... B. E. Cowan  
 Vice-Pres. .... Seymour Goodman  
 Secy.-Treas. .... Gerald W. Howard  
 Program Director. .... Clem Cockrel

### WKLX—Paris—1955

Frequency: 1440 Kc. .... Power: 1000 Watts  
 Owned & Operated By. .... Paris Bcstg. Co.  
 Address ..... 630 Main St.  
 News Service. .... UP  
 General Mcmager. .... Rex Osborne  
 Commercial Mgr. .... J. Shubinski  
 Chief Engineer. .... Vernon Hutchinson

### WEKY—Richmond—1953 MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned ..... WEKY, Inc.  
 Address ..... McKee Bldg.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 President. .... Dages I. Boyle  
 General, Sta. Manager. .... O. C. Halyard Jr.  
 Comm. Mgr. .... Fred Welch  
 Program Director. .... John Sullivan  
 Promotion Mgr. .... Jack Pa rish  
 Pub. Dir. .... Ray Hooper  
 Chief Engineer ..... Paul Smith

### WLSI—Pikeville—1949

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Cumberland Pub. Co.  
 Address ..... Pikeville  
 Newspaper Affiliation. .... Pike County News  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 President. .... Mrs. W. J. Ward  
 Gen., Sta., Sales Comm. Mgr. Roy E. Alexander  
 P.og., Pub. Dir. .... John C. Adkins  
 Chief Engineer. .... Guy N. Ferrell

### WRUS—Russellville—1953 KBS

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... So. Kentucky Bcsters.  
 Address. .... P. O. Box 110  
 News Service ..... UP  
 Transcription Service. .... World  
 Station Representative. .... Hil F. Best  
 President. .... Roth E. Hook  
 General Manager. .... Woodrow P. Sosh  
 Sta. Mgr., Eng. .... Eozl Johnson  
 Sales Mgr., Prog. Dir. .... J. H. Johnson

### WPKE—Pikeville—1949 MBS-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... E. Ky. Bdcstg. Corp.  
 News Service ..... AP  
 Station Rep. .... Continental  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Jack L. Hatcher

**WSFC—Somerset—1947**  
**MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Southeastern Bcstg. Co.  
Address .....Box 740  
News Service .....UP  
Transcription Service.....Theasurus  
Membership .....NARTB  
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  
News Service .....AP  
Representative .....Continental  
President.....Dr. Lela G. McConnell  
General-Station-Comm. Mgr.....Wilfred Fisher

Program Dir.....Violet Person  
Chief Engineer.....Kenneth Amspaugh

**WTCW—Whitesburg—1953**

Frequency: 920 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Folkways Bcstg. Co., Inc.  
Address .....Whitesburg  
News Service .....UP  
Trans. Service .....SESAC  
President.....William R. McDaniel  
Station Mgr.....Donald W. Crosthwait

**WWKY—Winchester—1954**

Frequency: 1380.....Power: 1000 Watts  
Owner.....Winchester Bcstg. Co., Inc.  
Address .....Box 492  
News Service.....AP  
Transcription .....Theasurus  
President.....N. B. Ratliff  
General Manager.....Charles Drew  
Commercial Mgr.....Tom Wade  
Sales Prom. Mgr., Pub. Dir.....Jay Watters  
Program Director.....Herman Kelly  
Chief Engineer.....Tommy Bratton

**Louisiana**

Pop. March 1 (Est.) 3,052,000—Families 839,000  
Radio Homes 804,000—TV Homes 576,000—Stations in State 65

**KROF—Abbeville—1948**

Frequency: 960 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Abbeville Bcstg. Serv. Inc.  
Business Address.....P. O. Box 306  
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  
Transcription Service .....World  
Representative .....Weed & Co.  
Membership .....NARTB, RAB  
President.....T. B. Lanford  
Gen. Manager.....Walter D. Melson  
Station Manager.....Alex Marchand  
Comm. Mgr.....Bill DeTournillon  
Sls. Prom. Mgr.....Barbara LeBlanc  
Program Director.....Jim Gaines  
Publicity Director.....Lajuan Covell  
Chief Engineer.....Eugene Millen

**KDBS—Alexandria—1953**

Frequency: 1410 Kc.....Power: 1 Kw.  
Owned .....Dixie Bcstg. Ser.  
Address .....915 Fourth St.  
News Service .....UP  
General Mgr.....Irving Ward-Steinman  
Commercial Mgr.....D. Ed Pebbles  
Station Director.....W. G. Lynch  
Chief Engineer.....Henry J. Lazarone

**KSyl—Alexandria—1947**  
**NBC**

Frequency: 970 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KSyl, Inc.  
Address .....Box 1489  
Rep .....Exerett-McKinney, Clarke Brown  
Membership .....NARTB  
Pres., Comm. Mgr.....Milton Fox  
Gen., Sta., Sls., Mgr., Pub. Dir...Virgil G. Evans  
Program Director.....Bruce Rainey  
Chief Engineer.....Jim Perkins

**WABL—Amite—1955**

Frequency: 1570 Kc.....Power: 500 Watts  
Owned-Oper. By.....Amite Broadcasting Co.  
Address.....118 N.E.R.R. Ave.  
News Service .....UP  
Station Mgr.....A. M. Smith  
Commercial Mgr.....Hugh Wall

**KTRY—Bastrop—1948**

Frequency: 730 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Morehouse Bcstg. Co.  
Address .....Enterprise Bldg.  
News Service .....UP  
Transcription .....World  
Membership .....NARTB  
Manager .....Bill Davis  
Program Director.....Carl Livingston

**WAFB—Baton Rouge—1946**  
**MBS**

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By.....Modern Bcstg. Co.  
Address .....Government St.



Representative... Adam Young, Clarke Brown  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 Chairman of the Board .. Dwight M. Martin  
 President..... Tom E. Gibbins  
 Vice-Presidents. Edgar B. Stern, Jr., Robert D.  
 Swezey, A. Louis Read  
 Secretary..... Louis A. Prejean  
 Treasurer..... Francis H. Lee  
 Station Mgr..... Owen Elliott

**WIBR—Baton Rouge—1948**

Frequency: 1300 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Community Bcstg. Co.  
 Address..... P. O. Box 1226  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 Representative ..... Walker  
 President..... G. T. Owen  
 V.P., Gen., Sta. Mgr..... Robert Earle  
 Comm. Mgr..... Olas Olsen  
 Prog. Dir..... Scott W. Erwin  
 Chief Eng..... E. E. Case

**WJBO—Baton Rouge—1934**  
 NBC

Frequency: 1150 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Baton Rouge Bcstg. Co., Inc.  
 Business-Studio Address..... 444 Florida St.  
 News. Affil..... State Times, Morning Advocate  
 News Service ..... AP, INS  
 Representative..... George P. Hollingbery  
 Membership ..... RAB, NARTB  
 President..... Douglas L. Manship  
 Gen., Sales Mgr..... Kelly Maddox  
 Comm. Mgr..... John D. Wooldridge  
 Pub. Dir..... Catherine Pearson  
 Program Director..... Jim Cathey  
 Chief Engineer..... Theodore Hubert

**WLCS—Baton Rouge—1946**

Frequency: 910 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Air Waves, Inc.  
 Business Address ..... P. O. Box 240  
 News Service ..... AP  
 Transcription Service..... World  
 Representative ..... Wm. G. Rameau  
 Membership ..... NARTB, RAB  
 President..... Norman Saurage, Jr.  
 Gen. Manager..... Lamar Simmons  
 Comm. Mgr..... T. A. LeBlanc  
 Prog. Dir..... Gene Nelson  
 Chief Eng..... Edward Van Valkenburg

**WXOK—Baton Rouge—1953**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... WXOK, Inc.  
 Address..... 243 Convention St.  
 Representative..... Forjoe, Clayton Cosse  
 News Service ..... UP  
 Transcription ..... Cohen  
 President..... Jules Paglin  
 General Manager..... S. Ray, Jr.  
 Station Manager..... Thomas L. McGuire  
 Chief Engineer..... Francis Fendlason

**WHXY—Bogalusa—1954**

Frequency: 920 Kc..... Power: 1 Kw. d.  
 Owned..... Bogalusa Bcstg. Co.  
 Address..... P. O. Box 689  
 News Service ..... AP  
 Station Rep..... Clark  
 Station Mgr..... W. A. Stewart  
 Program Dir..... J. D. Davis

**WIKC—Bogalusa—1947—KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Curt Siegelin, Admin.  
 Business Address ..... P. O. Box 811  
 News Service ..... AP  
 Pres., Gen. Mgr..... Curt Siegelin  
 Comm. Mgr..... J. H. Knight  
 Prog. Dir..... D. Knight, Jr.  
 Pub. Dir..... Robt. Germain  
 Chief Eng..... William Morris

**WARB—Covington—1953**

Frequency: 730 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... A. R. Blossman, Inc.  
 Address ..... Box 568  
 News Service ..... UP  
 President..... D. C. Blossman  
 General Mgr..... Mark Rey  
 Program Director..... Rick Webb

**KSIG—Crowley—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... KSIG Bcstg Co., Inc.  
 Bus. Studio Address..... 320 N. Parkerson Ave.  
 News Service ..... AP  
 Representative..... T. F. Clark  
 Membership ..... NARTB  
 President..... Hirsch J. School  
 General Manager..... Louis M. Basso  
 Commercial Manager..... Ninfa G. Guidry  
 Prog. Director..... Boyce Jim Trahan  
 Chief Engineer..... W. H. Bland

**KDLA—DeRidder—1951**

Frequency: 1010 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Sabine Broadcasting Co.  
 Address ..... P. O. Box 46  
 News Service ..... UP  
 Transcription ..... McGregor  
 Membership ..... NARTB  
 Co-Owners..... Cyril W. Reddoch and John B.  
 McCrary  
 General Manager ..... Ralph L. Hooks  
 Comm. Sales Prom. Mgr..... Wayne L. Sanders  
 Prog. Dir., Ch. Eng..... Ted Thompson  
 Pub. Dir., Sta. Prom. Mgr..... Winsell Reddoch

**KEUN—Eunice—1952**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Tri-Parish Bcstg. Co.  
 Address ..... Crowley Rd.  
 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., Box 368  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB, RAB  
 Representative.....Best  
 General Manager.....Leo J. Theriot  
 Sta. Mgr., Chief Eng.....H. Earl Herron  
 Comm. Mgr.....S. R. Vidrine

**WFPR—Hammond—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Louisiana Bcstrs.  
 Business-Studio Address.....Box 432  
 News Service.....UP  
 Transcription Service.....SESAC, World  
 Membership.....NARTB  
 General Manager.....Cyril W. Reddoch  
 Station Mgr.....Jack Moore

**KCIL—Houma—1947**  
 NBC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....KCIL, Inc.  
 Address.....Bayou Black Drive  
 News Service.....AP  
 Transcription Service.....World  
 Station Rep.....Indie Sales  
 Membership.....NARTB  
 President.....Denver T. Brannen  
 Sec'y-Treas.....L. H. Thesmar  
 Commercial Mgr., Pub. Dir.....Les Ryder  
 Sales Prom. Mgr., Prog. Dir.....Virginia W. Ryder  
 Chief Engineer.....T. J. Chancey

**KJEF—Jennings—1950**  
 MBS-KBS

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Jennings Bcstg. Co., Inc.  
 Address.....1521 Lake Arthur Ave.  
 News Service.....UP  
 Membership.....NARTB  
 Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey  
 Prog. Dir.....Noel Wooley  
 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.....212 Jefferson St.  
 Representative.....William G. Rambeau  
 Membership.....NARTB  
 President.....Paul H. De Clouet  
 General Manager.....Dierrell Hamm  
 Sta. Mgr.....Kenneth L. Whitaker

**KVOL—Lafayette—1935—NBC**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Evangeline Bcstg. Co., Inc.  
 Address.....P. O. Box 1070  
 Newspaper Affiliation.....Daily Advertiser

News Service.....AP  
 Representative.....Meeker  
 Membership.....NARTB, RAB  
 General Manager.....George H. Thomas  
 Comm. Mgr.....Thomas G. Pears  
 Station Mgr.....E. H. Hughes  
 Publicity Dir.....Donna L. Cox  
 Prog. Dir.....J. Richard Aker  
 Chief Engineer.....Myrle E. Case

**KAOK—Lake Charles—1947**  
 MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....KAOK, Inc.  
 Address.....P. O. Box 1399  
 News Service.....UP  
 Representative.....Forjoe  
 President.....Jules J. Paglin  
 Sta. Mgrs.....T. Gresham, R. Rhodes  
 Managing Director.....Stanley W. Ray, Jr.

**KLOU—Lake Charles—1947**

Frequency: 1580 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Gulf Bcstg. Co., Inc.  
 Bus. Studio Address.....Box 975  
 News Service.....AP  
 Representative.....Walker  
 Membership.....NARTB  
 President.....G. T. Owen  
 Vice-Pres.....Bob Earle  
 General Mgr.....R. S. Davison  
 Program Dir.....Rollie Rowlands  
 Chief Engineer.....G. M. Meisner

**KPLC—Lake Charles—1935**  
 NBC

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Calcasieu Bcstg. Co.  
 Address.....P. O. Box 1521  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Weed  
 Membership.....NARTB  
 President.....T. B. Lanford  
 Gen., Sta. Mgr.....P. E. Mills, Jr.  
 Commercial Mgr.....R. M. White  
 Sales Prom. Mgr.....Catherine Prater  
 Publicity Director.....Merle Thomas  
 Prog. Dir., C. Eng.....A. B. Craft

**KLLA—Leesville—1956**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned.....Leesville Broadcasting Co.  
 Address.....P. O. Box 1323  
 News Service.....UP  
 Gen. Mgr.....Irving Ward-Steinman  
 Comm. Mgr.....Ed Marshall  
 Prog. Director.....Bob Hamm  
 Woman's Editor.....Gwene Heiser  
 Chief Engineer.....Byron Stokes

**KDBC—Mansfield—1954**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned.....DeSoto Bcstg. Corp.  
 Address.....P. O. Box 740



News Service .....UP  
 Trans. Ser. .... Standard  
 Representative..... Hil F. Best  
 Gen., Comm. Mgr..... Arthur L. Greene

**KAPB—Marksville—1954**  
**MBS-KBS**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owner.....Avoyelles Bcstg. Corp.  
 Address .....110 W. Mark St.  
 News Service.....AP  
 Representative..... Hil F. Best  
 Membership .....NARTB  
 President ..... W. L. Billups  
 V.P..... C. A. Coco  
 Gen. Mgr., Prog. Dir..... Dave Chapman  
 Commercial Mgr..... Willie J. Bordelon  
 Chief Engineer..... Charlie Woodside

**KAPK—Minden—1952**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By..... Parish Bcstg. Co.  
 Address .....Box 588  
 News Service .....UP  
 Pres., Gen. Mgr..... Martin Kirsch, Jr.  
 Station 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.  
 Station Rep..... Dora-Clayton  
 News Service .....UP  
 General Mgr..... 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.....DeSiard St.  
 News Service .....UP  
 Representative ..... Pearson  
 President ..... Mrs. Robert Gaston, Jr.  
 V.P., Gen. Mgr..... Charles Price  
 Sec'y.-Treas..... J. C. Liner III  
 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.  
 News Service .....AP, UP  
 Representative ..... H-R Repts  
 Membership .....NARTB, RAB  
 President ..... James A. Noe  
 V.P., General Manager..... Paul H. Goldman  
 Station Mgr..... Richard G. Amundson  
 Ass't. Gen. Mgr..... Harry Arthur  
 Prog. Dir..... Bill Enis

**KMRC—Morgan City—1954**  
**KBS**

Frequency: 1430 Kc.....Power: 500 Watts

Owned.....Tri-City Bcstg. Inc.  
 Address .....P. O. Box 889  
 News Service .....UP  
 Transcription ..... Thesaurus  
 Membership .....NARTB  
 President.....Warren J. Fortier  
 General Mgr..... Earl Wooton  
 Treasurer..... Mortimer Silverman, Jr.  
 Secretary ..... Louise Bensabet

**KNOC—Natchitoches—1947**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Natchitoches Bcstg. Co.  
 Business-Studio Address .....Box 74  
 News Service .....AP  
 Transcription ..... World  
 Membership .....NARTB  
 Pres., Gen. Mgr., Chief Eng... B. H. Bailey, Jr.  
 Sta., Comm., Sales Mgr., Prog., Pub. Dir.  
 N. A. Fletcher

**KANE—New Iberia—1946**  
**ABC-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By... New Iberia Bcstg. Co.  
 Address .....Box 383  
 News Service .....AP  
 Transcription Service ..... World  
 General Mgr..... George H. Thomas  
 Sta. Mgr..... Donald Bonin  
 Commercial Mgr..... John Selleck  
 Program Dir..... June Stein  
 Chief Engineer..... Merle Case

**KVIM—New Iberia—1951**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Queen City Bcstg. Co.  
 Address .....P. O. Box 50  
 General Manager..... John H. Coco

**WBOK—New Orleans—1951**

Frequency: 800 Kc.....Power: 1000 Watts  
 Owned-Oper. By .....WBOK, Inc.  
 Address .....505 Baronne St.  
 News Service .....UP  
 Representative ..... Forjoe  
 President ..... Jules J. Paglin  
 Exec. V.P., Gen. Mgr. .... Stanley W. Ray, Jr.  
 Station Mgr..... Ed Prendergast  
 Commercial Manager..... Fred Schwarz  
 Sales Prom. Mgr., Prog. Dir..... Dave Shaeffer  
 Publicity Director ..... Norman Duffour  
 Chief Engineer..... Joan Rhodes

**WDSU—New Orleans—1923**  
**NBC**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Operated By..... WDSU Bcstg. Corp.  
 Business-Studio Address.....520 Royal St.  
 News Service.....AP, UP  
 Representative ..... John Blair  
 Membership .....NARTB, RAB  
 President..... Edgar B. Stern, Jr.

Exec. V.P. & Gen. Mgr. . . . . Robert Swezey  
 V. P. . . . . Louis Read  
 Manager . . . . . Harold Mathews  
 Program Dir. . . . . Hal Fredericks  
 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.  
 News Service . . . . . AP  
 Representative . . . . . Robert S. Keller  
 Gen. Mgr. . . . . Louise C. Carlson  
 Asst. Mgr. . . . . Ed Carlson  
 Program Dir. . . . . Vern Cook

**WJMR—New Orleans—1946**

Frequency: 990 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Supreme Bcstg Co., Inc.  
 Address . . . . . Jung Hotel  
 Representative . . . . . Burke-Stuart  
 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 Bcstg. Co.  
 Address . . . . . 2906 Tulane Ave.  
 Representative . . . . . Gill-Perna, Dixieland  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB  
 President . . . . . Lester Kamin  
 Gen. Mgr. . . . . Mort Silverman  
 Sales Prom., Pub. Dir. . . . . Al Shea  
 Prog. Dir. . . . . Larry McKinley  
 Comm. Mgr. . . . . Mike Verges  
 Chief Engineer. . . . . Samuel Perkins

**WNOE—New Orleans—1925**

Frequency: 1060 Kc. . . . . Power: 50,000 d.; 5000 n.  
 Owned-Operated By . . . . . James A. Noe  
 Business-Studio Address . . . . . St. Charles Hotel  
 Representative . . . . . H-R  
 Membership . . . . . NARTB  
 President . . . . . James A. Noe  
 Gen. Mgr. . . . . Bill C. Baldwin  
 Comm. Mgr. . . . . Cleve J. Brien  
 Program Director . . . . . Larry Monroe  
 Sales Prom. Mgr., Pub. Dir. . . . . Tom Reed  
 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.  
 Station Rep. . . . . Weed  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 President . . . . . Henry G. Plitt  
 General, Sta. Mgr. . . . . John R. O'Meallie  
 Commercial Mgr. . . . . D. V. Donegan  
 Program Director . . . . . Marshall Pearce

Sales Prom. Mgr., Pub. Dir. . . . . Louie Grunswald  
 Chief Engineer. . . . . Harold Nebe

**WWEZ—New Orleans—1947**

Frequency: 690 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WWEZ Radio Inc.  
 Bus.-Studio Address . . . . . 614 N. Rampart St.  
 Representative . . . . . Grant Webb  
 News Service . . . . . UP  
 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  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Standard, Thesaurus  
 Representative . . . . . Katz  
 Membership . . . . . NARTB  
 General Manager. . . . . W. H. Summerville  
 Comm. Manager. . . . . Larry Baird

**WTIX—New Orleans—1951**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mid-Continent Bcstg. Corp.  
 Address . . . . . 624 Canal St.  
 News Service . . . . . UP  
 Membership . . . . . NARTB



**Still 1st, still rocketing**

Among New Orleans' 11 radio stations, WTIX (A Storz Station) has been a commanding first for some time now, and maintains or widens its first place audience position. For example, of 220 weekly Hooper quarter hours, 170 belong to WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower.

Another look at new data shows WTIX with double the audience of the nearest network competitor. And wait 'til you see the newest! Pulse! 'Nuff said. It's Storz Station news, music, ideas at work. Put Adam Young to work, or look up WTIX General Manager, Fred Berthelson.

**WTIX - New Orleans, La.**  
**"A STORZ STATION"**



Station Representative ..... Young  
 President ..... Todd Storz  
 V.P., General Mgr. .... Fred Berthelson  
 Program Director..... Eddie Clark

General Mgr..... Mort Silverman  
 Station Mgr. .... Bob Shipley

**WTPS—New Orleans—1947**

Frequency: 940 Kc. .... Power: 1000 d.; 500 n.  
 Owned-Oper. By..... The Times Picayune  
 Business Address..... 615 Howard Ave.  
 Transcription Service ..... Associated  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Branham  
 General Mgr..... H. F. Wehrmann  
 Prog. Dir..... Carl J. Junker

**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.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Walker  
 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..... Sid Knight  
 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  
 News Service ..... UP  
 Membership ..... NARTB  
 Commercial Mgr..... Mel Bennett

**KJOE—Shreveport—1954**

Frequency: 1480 Kc. .... Power: 1 Kw. d.  
 Owned ..... Audiocasting, Inc.  
 Address ..... 400 Sklar Bldg.  
 News Service ..... AP  
 Transcription ..... Lang-Worth  
 Station Representative ..... Forjoe  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... Joe Monroe  
 Station Mgr..... Bobbye Ward  
 Comm., Prom. Mgr..... Vern Stierman  
 Program Dir..... Jerry Fullerton

**KSLO—Opelousas—1947**  
**ABC-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By..... KSLO Bcstg. Co.  
 Address ..... KSLO Building  
 Representative..... Sears & Ayer  
 News Service ..... UP  
 Membership ..... NARTB  
 General Mgr..... W. Eugene Jones  
 Comm. Mgr..... A. B. Read, Jr.  
 Prog. Dir..... W. Allegood  
 Chief Engineer..... Richard M. Cole

**KRUS—Ruston—1947—KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... Ruston Bcstg. Co.  
 Address ..... 105 Railroad  
 Newspaper Affil. .... Leader  
 News Service ..... UP  
 President..... C. E. Faulk, Jr.  
 Station Manager..... Kenneth L. Whitaker  
 Chief Eng..... A. T. Moore

**KANV—Shreveport—1954**

Frequency: 1050 Kc. .... Power: 250 Watts  
 Owned..... Northwest La. Bcstg. Corp.  
 Address..... 2730 Talbot St., P. O. Box 3611  
 Sta. Rep. Dora-Clayton, United Bcsting., Oakes  
 President..... T. T. Hailey  
 Gen., Sta., Comm. Mgr..... Glenn V. Wilson  
 Prom., Prog., Pub. Dir..... 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.  
 Representative ..... Gill-Perna, Clarke Brown  
 News Service ..... UP, INS

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

... and **MORE**  
 RADIO AND  
 TELEVISION STATIONS  
 depend on  
**The Associated Press**

**KRMD—Shreveport—1928**  
**ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio Station KRMD  
 Bus. Studio Address.....Box 1712  
 Representative.....Weed  
 Membership.....NARTB  
 Station Dir.....W. L. Switzer  
 Commercial Mgr.....Fred Hosli

**KTBS—Shreveport—1922**  
**NBC**

Frequency: 710 Kc. Power 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By.....KTBS, Inc.  
 Address.....312 East Kings Hwy  
 News Service.....UP  
 Representative.....Petry  
 Pres., Gen. Mgr.....E. Newton Wray  
 Comm. Mgr.....Podge Reed  
 Promotion Manager.....Mary Lou O'Brien  
 Sta. Mgr., Prog. Dir.....Michael Roppolo  
 Pub. Dir.....Vernon Hyles  
 Chief Engineer.....C. H. Maddox

**KWKH—Shreveport—1925**  
**CBS**

Frequency: 1130 Kc. Power: 50,000 Watts  
 Owned-Operated By..International Bcstg. Corp.  
 Bus. Studio Address.....Commercial Building  
 Newspaper Affiliation.....Shreveport Times  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Branham  
 Membership.....NARTB, RAB  
 President.....William H. Bronson  
 Exec. V.P., Gen. Mgr.....Henry B. Clay  
 Comm., Asst. Mgr.....Fred Watkins, Jr.  
 Prom. Mgr., Pub. Dir.....James T. Briggs  
 Prog. Director.....Frank Page  
 Tech. Dir.....W. E. Antony  
 Chief Engineer.....O. S. Droke

**KBSF—Springhill—1954**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned.....Springhill Broadcasting Co.  
 Address.....Box 597  
 News Service.....UP  
 Transcription.....Thesaurus  
 Representative.....Hil F. Best  
 President.....Roy M. Fish  
 Gen., Sta. Mgr.....John K. Hill  
 Comm., Sales Prom. Mgr., Pub. Dir.  
 Arthur Dickerson  
 Prog. Dir.....Howard Clark  
 Chief Engineer.....Robert Wainwright

**KSUL—Sulphur—1955**

Frequency: 1310 Kc. Power: 500 W. d.  
 Owned-Operated By.....Southern Bcstg. Co.  
 Address.....Box 895  
 Representative.....Best  
 Transcriptions.....Standard  
 Membership.....NARTB  
 News Service.....UP  
 General Manager.....Carroll A. Wynn

**KTLD—Tallulah—1954**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned-Operated By.....Griffith Electric Co.  
 Address.....Box 1360  
 News Service.....UP  
 Transcription.....Thesaurus  
 Representative.....Hil Best  
 Membership.....NARTB  
 President, C. Eng.....Howard E. Griffith  
 Gen., Sta., Comm. Mgr.....Si Willing  
 Program Director.....'Nap' Napplier

**KTIB—Thibodaux—1953**

Frequency: 630 Kc. Power: 500 Watts  
 Owner.....Delta Bcstrs., Inc.  
 Address.....Lafourche Comet Building  
 News Service.....AP  
 Representative.....Hil F. Best  
 Membership.....NARTB, RAB  
 President.....F. H. Block  
 General Mgr.....Ray Saadi

**KVPI—Ville Platte—1953**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Ville Platte Bcstg. Co.  
 Address.....Box 566  
 Membership.....NARTB  
 News Service.....AP  
 President.....Lionel B. Deville  
 General Manager.....Chris Duplechain

**KEVL—White Castle—1955**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Big League Bcstg. Co.  
 Address.....700 Raymond  
 Bldg., Baton Rouge, La.  
 Membership.....RAB

**KVCL—Winnfield—1955**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Southern Bcstg. Co.  
 Address.....Box 548  
 News Service.....UP  
 Representative.....Hil F. Best  
 Manager.....William G. Darland, Jr.  
 Program Dir.....Charles Christie  
 Chief Eng.....John Burdue



# Maine

Pop. March 1 (Est.) 910,000—Families 264,000  
Radio Homes 252,000—TV Homes 197,000—Stations in State 19

## WFAU—Augusta—1946 MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...Twin City Bcstg. Co., Inc.  
Address...160 Bangor St.  
Membership...NARTB  
Transcription Service...Standard  
Representative...O'Connell, Wheeler  
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  
Representative...Weed  
News Service...UP  
Transcription...Thesaurus  
Membership...NARTB, RAB  
Manager...Donald K. Powers

## WABI—Bangor—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By...Community Bcstg. Service  
Business-Studio Address...57 State St.  
News Service...AP  
Representative...Hollingbery, Kettell-Carter  
Membership...NARTB, RAB  
General Manager...Leon Gorman, Jr.  
Operations Manager...Walter Dickson  
Program Dir...John F. MacRae  
Nat. Sales Mgr...William J. Mullen

## WGUU—Bangor—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned...Bangor Bcstg. Corp.  
Address...26 Central St.  
News Service...UP  
Rep...O'Connell, Wheeler  
President...Sherwood J. Tarlow  
Commercial Mgr...Nicholas A. Bell  
Gen., Sta., Comm. Mgr...K. A. Manley  
Sales Prom. Mgr...Philip Wolley  
Program Director...Robt. G. Shaw  
Publicity Dir...Dorothy Manley  
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.  
Representative...Weed  
Membership...NARTB, RAB  
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.

News Service...AP  
Transcription Service...World  
Representative...Raymer, Borgatti  
Membership...NARTB, RAB  
Pres., Gen. Mgr...Arthur Delers  
Comm. Mgr...Carl Swanson  
Prog. Dir...Tom Lummis

## WCME—Brunswick—1955

Frequency: 900 Kc. Power: 250 Watts  
Owned...Westminster Broadcasting Co.  
Address...River Road  
News Service...AP  
Membership...NARIB  
Pres., Gen. Mgr...Robert H. Strawbridge  
Comm., Sales Prom. Mgr...Clifford Kemberling  
Prog., Pub. Dir...Glenn H. Hilmer  
Chief Engineer...Melville Whitcomb

## WABM—Houlton—1950—MBS YANKEE-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...Aroostook Bcstg. Corp.  
Address...1340 North Rd.  
News Service...UP  
Transcription Service...Thesaurus  
Representative...Webb  
President...Harry E. Umphrey  
General Manager...Harold D. Glidden  
Sta. Mgr., Chief Eng...Stanley Lyons

## WCOU—Lewiston—1938 MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By...Twin City Bcstg. Co., Inc.  
Business-Studio Address...223 Lisbon St.  
News Service...UP  
Representative...O'Connell, Wheeler  
President...Faust Couture  
General Comm. Mgr...John C. Libby  
Sis. 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.  
News Service...AP  
Transcription Service...Thesaurus  
Rep...Everett-McKinney, Kettel-Carter, O'Connell  
Membership...NARTB  
Pres., Sta. Mgr...F. Parker Hoy  
General Manager...Frank S. Hoy  
Comm., Sales Prom. Mgr...Romeo E. Sansouch  
Program Director...Harold W. Dutch

## WCSH—Portland—1925 NBC

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By...Maine Radio & TV Co.

**Business-Studio Address**.....157 High St.  
**News Service**.....UP  
**Representative**.....Weed  
**Membership**.....NARTB, RAB  
**President**.....Adeline B. Rines  
**General Manager**.....William H. Rines  
**Sta., Comm. Mgr.**.....Arthur Owens  
**Pub. Dir., Prom. Mgr.**.....L. T. Pitman  
**Prog. Dir.**.....Raymond Mercier  
**Chief Engineer**.....Charles R. Brown

**WGAN—Portland—1938—CBS**

**Frequency:** 560 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**..Guy Gannett Bcstg. Services  
**Business-Studio Address**.....390 Congress St.,  
**News Service**.....AP, INS  
**Newspaper Affil.**.....Gannett Publishing  
**Representative**.....Avery-Knodel, Foster  
**Membership**.....NARTB  
**President**.....Jean Gannett Williams  
**Vice-Pres., Gen. Mgr.**.....Creighton E. Gatchell  
**Sta. Mgr.**.....Francis H. Farnum, Jr.  
**Commercial Mgr.**.....R. W. Jennings  
**Prog. Dir.**.....C. R. Sanford  
**Sales Prom. Mgr., Pub. Dir., Perleston L. Pert, Jr.**  
**Chief Engineer**.....Roger W. Hodgkins

**WPOR—Portland—1946**  
**ABC-YANKEE-MBS**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Oliver Bcstg. Corp.  
**Business-Studio Address**.....477 Congress St.  
**News Service**.....AP

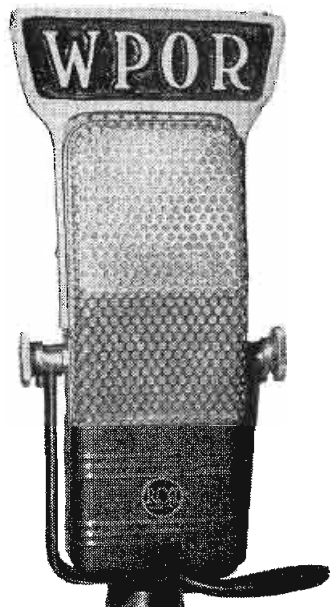
**Rep.**.....Kettel-Carter, Hollingbery  
**Membership**.....NARTB  
**Pres., Sta., Gen. Mgr.**.....Harold H. Meyer  
**Commercial Manager**.....William J. Mullen  
**Program Dir.**.....Robert O'Wrl  
**Chief Engineer**.....Thomas Conneen

**WAGM—Presque Isle—1931**  
**MBS-YANKEE**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Aroostook Bcstg. Corp.  
**Address**.....489 Main St.  
**News Service**.....UP  
**Representative**.....Webb  
**Transcription Service**.....Thesaurus  
**President**.....Harry Umphrey  
**Pres., Gen. Mgr.**.....Harold D. Glidden  
**Sta. Dir.**.....Richard B. Marshall  
**Comm. Mgr.**.....Forrest J. Craig  
**Chief Engineer**.....Elmer Snow

**WRKD—Rockland—1952**  
**ABC**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Knox Bcstg. Co.  
**Address**.....493 Main St.  
**News Service**.....UP  
**Transcription Service**.....Standard  
**Representative**.....Kettell-Carter, Holman  
**President**.....Roland G. Ware  
**Station Manager**.....Paul R. Huber  
**Commercial Mgr.**.....Vere B. Crockett  
**Chief Engineer**.....Alfred M. Thurlow, Jr.



**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!*

Represented by

George P. Hollingbery Boston — Kettell-Corter

**PORTLAND, MAINE**

**AMERICAN • MUTUAL • YANKEE • DOWNEAST**

**WRUM—Rumford—1953**  
KBS

Frequency: 790 Kc. Power: 1 Kw. d.  
Owned-Oper. By.....Rumford Bcstg. Co.  
Address ..... 89 Congress St.  
News Service ..... AP  
Trans. Service..... World, SESAC  
Representative..... O'Connell  
Membership ..... NARTB  
President..... Melvin L. Stone  
Gen. Sta. Mgr., Prog. Dir..... Ken J. Ellis  
Commerical 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.  
News Service ..... AP  
Transcription ..... Thesaurus  
Pres., Comm. Mgr..... Gerald T. Higgins  
Station Mgr..... Eldon H. Shute, Jr.  
Program Dir..... Dick Dean  
Chief Eng. .... Donald Winslow

**WGHM—Waterville—1956**

Frequency: 1150 Kc. Power: 1000 Watts d.

Owned..... Pineland Broadcasting Co.  
Address ..... 89 Congress St., Rumford  
News Service ..... AP  
Transcription Service..... World  
Representaitve .. O'Connell, Holman, Wheeler  
President..... Melvin L. Stone  
Gen. Mgr..... Harold A. Andrews  
Comm. Mgr..... Donald L. Brough  
Sales Prom. Mgr..... Harry K. Huestis  
Program Director..... Ray Maxwell  
Publicity Director..... Jack Dalton  
Chief Engineer..... Edward J. Tremblay

**WTVL—Waterville—1946**  
ABC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Kennebec Bcstg. Co.  
Business-Studio Address..... 36 Silver St.  
News Service ..... UP  
Transcription Service..... Standard  
Representative.... Hollingbery, Kettell-Carter  
Membership ..... NARTB, RAB  
Pres., Gen.-Station Mgr..... Carleton D. Brown  
Comm. Sls., Prox. Mgr..... Harold L. Vigue  
Program Director..... Fred Preble  
Pub. Dir..... Ken Chase  
Chief Engineer..... Don Sutherland

**Maryland**

Pop. March 1 (Est.) 2,869,000—Families 792,000  
Radio Homes 748,000—TV Homes 677,000—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  
News Service ..... UP  
Membership ..... NARTB  
Representative ..... Dora Clayton  
Gen., Sta., Comm. Mgr..... Morris H. Blum  
Chief Engineer ..... M. W. Pittman

**WASL—Annapolis—1946**

Frequency: 810 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Chesapeake Radio Corp.  
Business Address..... P. O. Box 1551  
News Service ..... AP  
Transcription Service..... Thesaurus  
Pres., Gen. Mgr..... Robert L. Blalock  
Sta. Mgr..... Muriel Blalock  
Comm. Mgr..... Joseph Griscom  
Sales Prom. Mgr..... Robert L. Todd  
Prog. Dir..... Joseph Raymond  
Pub. Dir..... Melville Ruick  
Chief Engineer..... Joel J. Lehman

**WNAV—Annapolis—1949**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By.....The Capitol Bdcstg. Co.  
Address ..... Box 829  
News Service ..... AP  
Transcription Service..... Thesaurus, World

Representative ..... Forjoe  
President ..... Albert H. MacCarthy  
Sta., Com., Sls. Prom. Mgr. M. A. Campbell, Jr.  
Program Director..... Betty Straubel  
Chief Engineer..... Alan B. Laffler

**WBAL—Baltimore—1925**  
NBC

Frequency: 1090 Kc. Power: 50,000 Watts  
Owned..... Hearst Corp. (Radio & TV. Div.)  
Address ..... 2610 North Charles St.  
Transcription Service..... Thesaurus, SESAC  
News Service ..... AP, INS, UP  
Representative ..... Christal  
V.P., & Gen. Mgr..... D. L. Provost  
V.P., (Engineering) ..... John Wilner  
V.P., & Sta. Mgr..... Leslie H. Peard, Jr.  
Program Manager ..... H. E. Williams  
Pub. Dir..... W. W. Matthews  
Business Mgr..... W. C. Bareham

**WBMD—Baltimore—1947**

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Key Bcstg. Corp.  
Business-Studio Address..... 879 Park Ave.  
News Service ..... UP  
Representative ..... Charles Bernard  
Membership ..... NARTB  
President..... George E. Hull  
Gen., Sta., Comm. Mgr..... H. Shelton Earp, Jr.

Program Dir.....Thomas H. O'Connor  
Chief Engineer.....Leo W. Karns

**WCAO—Baltimore—1922**

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Plough Bcstg. Co., Inc.  
Business-Studio Address...1102 N. Charles St.  
News Service .....AP  
Representative .....Radio-TV Reps.  
General Mgr.....Harold Burke  
Comm. Mgr.....Edward L. Anzmann, Jr.  
Program Dir.....Dick Covington

**WCBM—Baltimore—1924**  
**CBS**

Frequency: 680 Kc..Power: 10,000 d.; 5000 n.  
Owned-Oper. By.....Baltimore Bcstg. Corp.  
Bus.-Studio Address...Harford & North Aves.  
Representative .....Bolling  
Membership .....NARTB  
President .....John Elmer  
Exec. V.P., Gen. Mgr.....G. H. Roeder  
Sales Director.....John K. Healy  
Asst. Mgr., Prog. Dir.....Charles A. Roeder

**WFBR—Baltimore—1922**  
**ABC**

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Oper. By...The Baltimore Radio Show  
Address .....10 E. No. Ave.  
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 Hancuer  
Chief Engineer.....William R. Hoos

**WITH—Baltimore—1941**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Maryland Bcstg. Corp.  
Business-Studio Address...7 E. Lexington St.  
News Service .....AP  
Transcription Service .....Standard  
Representative.....Forjoe, Select Sta. Reps.  
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.  
News Service .....INS, UP  
Representative...UBC, Oakes, Dora-Clayton  
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.  
News Service.....UP  
Representative .....Meeker  
Pres., Gen. Mgr.....Thomas F. McNulty  
Sls., Prom. Mgr.....A. B. Hartman  
Prog. Dir.....Jack Dawson  
Ch. Eng., Prog. Dir.....Clifford Inman

**WUST—Bethesda—1951**

(SEE WASHINGTON, D. C.)

**WCEM—Cambridge—1947**  
**KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Shore Bcstg Co.  
Address.....Queen Anne Ave.  
News Service .....AP  
Transcription .....SESAC  
Membership .....NARTB  
Pres., Gen. Mgr.....G. P. Richards  
Sta., Commercial Mgr.....Sam Cannon, Jr.  
Prog. Dir.....Bette B. Robbins

**WCUM—Cumberland—1948**  
**CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Tower Realty Co.  
Address .....Box 360  
News Service .....AP  
Representative .....Thomas F. Clark  
Membership .....RAB  
President.....Karl F. Steinmann  
Gen. Mgr.....Eldred Steinmann  
Comm. Mgr.....Roy S. Knotts  
Prog. Dir.....James Webster

**WTBO—Cumberland—1928**  
**NBC**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Cumberland Valley Bcstg. Co.  
Address .....Byrd Ave.  
News Service.....AP  
Transcription Service .....Thesaurus  
Representative .....Branham  
Membership .....NARTB  
Pres., Gen., Sta. Mgr....A. William German  
Sls. Prom. Mgr., Pub. Dir...Virginia Rosenbaum  
Comm. Mgr.....Floyd V. Cozad  
Prog. Dir.....Chad Riley  
Chief Engineer.....R. Wirgman

**WAYE—Dundalk—1955**

Frequency: 860 Kc.....Power: 500 W. d.  
Owned-Operated By.....Erway Bcstg. Co.



Address . . . . . Dunkirk Bldg., Balto.  
 Representative . . . . . Best  
 News Service . . . . . UP  
 President, Gen. Mgr. . . . . Guy S. Erway  
 Commercial Mgr. . . . . Frieda Boessel

**WEBB—Dundalk—1955**

Frequency: 1360 Kc. . . . . Power 5000 W. d.  
 Owned-Operated By . . . . . 1360 Bdcstg Co., Inc.  
 Address . . . . . Box 6222, Baltimore  
 Representative . . . . . Gill-Perna  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . Leon B. Back  
 Gen., Comm., Sales Prom. Mgr. . . . . B. A. Stecher  
 Sta Mgr., Pub. Dir. . . . . Norman H. Baum  
 Prog. Dir. . . . . Wiley E. Daniels  
 Chief Engineer . . . . . Leroy Reckling

**WFMD—Frederick—1936**  
**CBS**

Frequency: 930 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Monocacy Bcstg. Co.  
 Address . . . . . 1 West Seventh St.  
 News Service . . . . . AP  
 Station Representative . . . . . Gill-Perna  
 Membership . . . . . RAB  
 President . . . . . Laurence Leonard  
 Sta., Comm. Mgr. . . . . Roger A. Beane  
 Program Director . . . . . Eve Leonard  
 Pub. Dir. . . . . Ted Work, III  
 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.  
 News Service . . . . . UP  
 Station Rep. . . . . United Bcstg.  
 President . . . . . Richard Eaton  
 General Manager . . . . . Samuel E. Phillips, Jr.  
 Sales Prom. Mgr. . . . . Lyn Keller  
 Prog. Dir. . . . . Richard Collyer  
 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  
 News Service . . . . . AP  
 Transcription . . . . . Thesaurus  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Grover C. Crilley  
 Sta., Comm., Sls., Prom. Mgr. . . . . W. H. Paulsgrove  
 Pub., Pgm., Dir. . . . . Robert Leshner  
 Chief Engineer . . . . . George McIntire

**WASA—Havre De Grace**  
**1948**

Frequency: 1330 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Chesapeake Bcstg. Corp.  
 Address . . . . . P. O. Box 97  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NARTB  
 President, General-Station Mgr. . . . . Jason T. Pate  
 Comm. Sales Prom. Mgr. . . . . Charles W. Irwin  
 Chief Engineer . . . . . Gerald D. Johnson

**WKIK—Leonardtown—1953**

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Southern Md. Bcstrs. Inc.  
 Address . . . . . Leonardtown  
 News Service . . . . . UP  
 President . . . . . J. L. Bittner  
 Comm., Sls. Prom. Mgr. . . . . W. C. Redd

**WPTX—Lexington Park**  
**1953—KBS**

Frequency: 920 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Patuxent Radio Inc.  
 Address . . . . . Daugherty Bldg.  
 Newspaper Affil. . . . . Clearfield 'Progress'  
 News Service . . . . . AP  
 President . . . . . W. J. Thomas  
 Sitation Manager . . . . . Sam Stonebraker

**WPGC—Morningside—1954**

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.  
 Owner . . . . . WPGC Inc.  
 Address . . . . . 4421 Southern Ave., S.E., Wash., D. C.  
 News Service . . . . . AP  
 President . . . . . M. Richmond  
 Manager . . . . . Melvin Gene Winters  
 Prog. Dir. . . . . John Marquette

**WDVM—Pocomoke City—1955**

Frequency: 540 Kc. . . . . Power: 500 W. d.  
 Owned-Operated By . . . . . Eastern Shore Bcstg. Co.  
 Address . . . . . Box 210  
 Representative . . . . . Rollins  
 Transcription Service . . . . . World  
 News Service . . . . . AP  
 Owner . . . . . G. Russell Chambers  
 Manager . . . . . David Welbourne, Jr.  
 Prog. Dir. . . . . Phillip Goethals  
 Chief Engineer . . . . . Claude Jones

**WINX—Rockville—1951**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Montgomery City Bcstg. Co.  
 Address . . . . . 2900 Tilden St.  
 News Service . . . . . UP  
 Representative . . . . . Whittig, Thomas  
 Membership . . . . . NARTB  
 President . . . . . Richard Eaton  
 Gen., Sta. Mgr. . . . . Pierre Eaton  
 Comm., Sales Mgr. . . . . Peter Giordano

Program Dir.....Richard Denham  
 Publicity Dir.....John Robbins  
 Chief Engineer.....Arthur A. Snowberger

**WBOC—Salisbury—1940**  
**MBS**

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...The Peninsula Bcastg. Co.  
 Bus.-Studio Address.....Radio TV Park  
 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 Bcastg. Corp.  
 Business Address.....11306 Kemp Mill Rd.  
 News Service .....AP  
 Representative .....Walker  
 Membership .....NARTB, RAB  
 President.....John W. Kluge  
 Gen.-Sta. Mgr.....Joseph L. Brechner  
 Comm., Sls., Prom. Mgr....Stuart J. Hepburn  
 Program Dir.....Chuck Dulane  
 Publicity Dir.....Val Thomas  
 Chief Engineer.....Arthur McDougall

**WTOW—Towson—1954**

Frequency: 1570 Kc. Power: 1000 Watts  
 Owned-Oper. By.....WTOW, Inc.  
 Address.....26 West Pennsylvania Ave.  
 News Service .....AP  
 Representative.....Breen & Ward  
 Pres., Gen. Mgr.....John S. Booth  
 Sta., Comm. Mgr.....Edward Hearn  
 Sales Prom. Mgr.....Glenn Brillhart  
 Program Director.....Edwin Bakey  
 Publicity Director.....John Steel  
 Chief Engineer.....C. Buffington

**WTTR—Westminster—1953**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Carroll County Bcastg. Corp.  
 Address .....Uniontown Road  
 News Service .....UP  
 Transcription .....Theraus  
 V.P., Gen., Comm. Mgr....Russell H. Morgan

**WDOH—Wheaton—1953**

Frequency: 1540 Kc. Power: 250 Watts  
 Owned.....Commercial Radio Equip. Co.  
 Address...1319 F St. N.W., Washington, D. C.  
 Gen. Mgr.....Everett L. Dillard  
 Commercial Mgr.....James A. Gustafson  
 Operations Mgr.....Fred Drake

**W  
B  
O  
C**

**NOW 5,000 WATTS**

**TWICE AS MANY PEOPLE NOW ENJOY  
 ONE OF AMERICA'S FINER STATIONS**

An Audience Loyal to the Station and Its Advertisers  
 With its 16 years' experience, know-how, and  
 resources WBOC daily brings the best in radio  
 to Del-Mar-Va.

**WEEKDAYS: 5:45 AM to 12:05 AM; Sundays: 8  
 AM to 12:05 AM**

**\$681,383,000 RETAIL SALES**

And WBOC is the **DOMINANT** advertising me-  
 dium in this market . . . Used by 58% more  
 advertisers day by day than any other medium  
 (except WBOC-TV)

Contact **Burn-Smith Co., Inc.**, or

Now 172,392 **WBOC** Radio-TV Park  
 Radio Homes Salisbury, Md.

John W. Downing,  
 President

Charles J. Truitt,  
 Gen. Mgr.

# Massachusetts

Pop. March 1 (Est.) 4,841,000—Families 1,449,000  
Radio Homes 1,420,000—TV Homes 1,298,000—Stations in State 56

## WCAT—Athol—1956

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By James W. Miller  
Address First National Bank Bldg.  
News Service UP  
Representative Nona Kirby  
President James W. Miller  
V.P., Gen. Mgr. Robert F. Nims  
Program Dir. Brad Drawbridge

## WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By Attleboro Radio Assn.  
Address 8 N. Main St.  
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 Address Hotel Somerset  
News Service UP  
Representative Indie Sales  
President Jack Berkman  
V.P., Gen. Mgr. Norman B. Furman  
Promotion Mgr. Harry Foster

## WBZ-WBZA

(Synchronous Operation)  
Boston-Springfield—1921

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned Westinghouse Bcstg. Co. Inc.  
Business-Studio Address 1170 Soldiers Field Rd.  
News Service AP, UP  
Membership NARTB, RAB  
Representative Peters, Griffin, Woodward  
President D. H. McGannon  
Station Manager P. E. Mills  
Sales Mgr. William J. Williamson  
Prom. Mgr. Roy M. Schwartz  
Program Manager Grady Edney  
Publicity Dir. Robert Messinger  
Chief Engineer W. H. Hauser

## WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By Plough Bdcsg. Corp.  
Bus.-Studio Address 234 Clarendon St.  
News Service AP, UP  
Transcription Service World  
Representative Radio-TV Reps.  
President Harold Krelstein  
Gen., Sta. Mgr. Roy V. Whisnand  
Commercial Mgr. P. T. McGovern  
Prog. Dir. Irvin Dierdorff  
Chief Engineer Roland C. Hale

## WEEI—Boston—1924 CBS

Frequency: 590 Kc. Power: 5000 Watts

Owned-Oper. By CBS  
Business-Studio Address 182 Tremont St.  
News Service AP, UP  
Membership NARTB, RAB  
Representative CBS Radio Spot Sales  
President Arthur Hull Hayes  
Gen. Mgr. Thomas Y. Gorman  
Sales Mgr. Robert Sinnott  
Sales Prom. Mgr. J. Cullinane  
Program Director K. R. Ovenden  
Publicity Director Marie H. Houlihan  
Chief Engineer Warren J. Stevens

## WHDH—Boston—1926

Frequency: 850 Kc. Power: 50,000 Watts  
Owned-Oper. By WHDH, Inc.  
Bus.-Studio Address 6 St. James Ave.  
Newspaper Affil. Herald-Traveler  
Representative John Blair  
News Service AP  
Transcription Service BMI  
Membership NARTB, RAB  
President Robert B. Choate  
V.P., Managing Dir. William B. McGrath  
Commercial Manager Alexander M. Tanger  
Program Mgr. John M. Day  
Sales Prom. Mgr. 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.  
News Service INS  
Transcription Service SESAC  
Pres., Gen. Mgr. W. S. Pote  
Comm. Mgr. George Lasker  
Sales Promotion Manager Marie Mason  
Prog., Pub. Dir. George Kaplan  
Chief Engineer William Ferruzzi

## WNAC—Boston—1922

### MBS-YANKEE-NBC

Frequency: 680 Kc. Power: 50 Kw.  
Owned Yankee Div., RKO Teleradio Pictures  
Bus.-Studio Address 21 Brookline Ave.  
News Service INS, UP  
Representative H-R Reps.  
Membership NARTB, RAB  
President Tom O'Neil  
Exec. V.P., Gen. Mgr. Norman Knight  
Vice President George Steffy  
Comm. Mgr. 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  
Representative Headley Reed Co.  
News Service AP  
Membership NARTB



President.....Joseph A. Dunn  
 Gen., Sta., Comm. Mgr.....Arthur E. Haley  
 Program Dir.....Stan Richards  
 Pub. Dir.....Polly Haddad  
 Chief Engineer.....John Parker

### WVDA—Boston—1953—ABC

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Vic Diehm Assoc. Inc.  
 Address.....Bradford Hotel  
 News Service.....AP  
 Representative.....Raymer  
 Membership.....NARTB, RAB  
 President.....Vic Diehm  
 Sta. Mgr.....Len Hornsby  
 Comm. Mgr.....Yale Lasker  
 Prog. Dir.....Jim Pansullo  
 Sales Prom. Mgr., Pub. Dir.....Elaine McDonnell  
 Continuity Dir.....Arthur Lypson  
 Chief Engineer.....George Jowdy

### WBOS—Boston—1948

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Champion Bcstg. Sys., Inc.  
 Address.....790 Commonwealth Ave.  
 Representative.....Wm. G. Rambeau Co.  
 News Service.....UP  
 Gen. Mgr.....Ralph Weinman

### WBET—Brockton—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.

Owned-Oper. By...Enterprise Publishing Co.  
 Business-Studio Address.....60 Main St.  
 Newspaper Affil.....Enterprise Pub. Co.  
 News Service.....AP  
 Membership.....NARTB, RAB  
 Representative.....Walker  
 General Manager.....Charles A. Fuller  
 Commercial Mgr.....Earle G. Clement  
 Program Manager.....Arthur B. Jones  
 Chief Eng.....Charles O. Nowell

### WTAO—Cambridge—1948

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Middlesex Bcstg. Corp.  
 Address.....439 Concord Ave.  
 News Service.....UP  
 Representative.....O'Connell  
 President.....Frank J. Lyman, Jr.  
 General Manager.....Wallace Dunlap  
 Comm. Mgr.....Perry J. Brown  
 Sis. Promotion Mgr.....Bob Allen  
 Publicity Dir.....Ken Wayne  
 Program Director.....Edward Pennev, Jr.  
 Chief. Eng.....John Ackles

### WACE—Chicopee-Springfield 1946

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Regional Bcstg. Co.  
 Business Address.....326 Chicopee St.  
 News Service.....INS

**B** BASICALLY  
**BOSTON**  
**WVDA** 5000 WATTS  
 1260

HOTEL BRADFORD • Boston, Mass.

Member of the "VIC" DIEHM RADIO GROUP  
 (The Best of Buys in Radio Represented by Paul H. Raymer Company)

**WHOL • WAZL • WHLM • WIDE • WVDA**  
 Allentown, Pa. Hazleton, Pa. Bloomsburg, Pa. Biddford-Saco, Me. Boston, Mass. ABC  
 NBC-MBS MBS-Yankee



Transcription . . . . . Thesaurus  
 Representative . . . . . Bolling  
 Membership . . . . . NARTB, RAB  
 President . . . . . John S. Begley  
 Gen. Mgr. . . . . Ralph J. Robinson  
 Prog. Dir. . . . . Sy Levy  
 Chief Engineer . . . . . H. R. Glinka

**WJKO—East Longmeadow  
 1949**

Frequency: 1600 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . Springfield Bdcstg. Co.  
 Address . . . . . P. O. Box 898, Springfield  
 News Service . . . . . UP  
 Tran. . . . . RCA, CBS, Columbia, Decca, London  
 Representative . . . . . Gill-Perna, Nona Kirby  
 Comm. Mgr. . . . . E. G. Hewinson, Sr.  
 Gen. Mgr., Chief Eng. . . . . Chris M. Manitsas

**WALE—Fall River—1948  
 MBS-YANKEE**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Narragansett Bcstg. Co.  
 Address . . . . . 374 Central St.  
 News Service . . . . . UP  
 Representative . . . . . O'Connell, Wheeler  
 Membership . . . . . NARTB  
 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.  
 Bus. Studio Address . . . . . Walker St., So. Somerset  
 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: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . WEIM, Fitchburg, Inc.  
 Business-Studio Address . . . . . 717 Main St.  
 News Service . . . . . UP  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Walker, Kettell-Carter  
 Transcription . . . . . World  
 President . . . . . Henry G. Molina, Jr.  
 General Mgr. . . . . James W. Chalmers  
 Chief Engineer . . . . . Ted Kalin

**WFGM—Fitchburg—1950**

Frequency: 1580 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Wachusett Bcstg. Corp.  
 Address . . . . . 455 Main Street  
 News Service . . . . . Walker

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

**... and MORE RADIO AND TELEVISION STATIONS**  
**depend on**  
**THE ASSOCIATED PRESS**

**Membership** ..... NARTB  
**President**..... David M. Myers  
**Gen., Sta. Mgr.**..... Ruane B. Hill  
**Commercial Mgr.**..... Richard Ziegler  
**Sales Prom. Mgr.**..... John Emanuelson  
**Program Director**..... Tal Hood  
**Publicity Director**..... Kirk Anderson  
**Chief Engineer**..... Donald L. Coleman, Jr.

**WKOX—Framingham—1947**

**Frequency:** 1190 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**..... WKOX, Inc.  
**Bus. Studio Address**..... Mt. Wayte Ave.  
**Representative**..... Kettell-Carter, Grant Webb  
**News Service**..... UP  
**Membership**..... NARTB  
**Station Manager**..... Richard E. Adams  
**Commercial Manager**..... Lewis F. Sargent  
**Program Dir.**..... John Gentri

**WGAW—Gardner—1946—ABC**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned**..... Gardner Bcstg. Co.  
**Business Number**..... 3 Pleasant St.  
**News Service**..... UP  
**Representative**..... Nona Kirby, Webb  
**Pres. & Treas.**..... Emilian R. Robillard  
**V.P., Gen. Mgr.**..... William C. Engel  
**Commercial Mgr.**..... Robert McDonald  
**Program Director**..... William Kennedy  
**Chief Engineer**..... Gordon Wiley

**WSBS—Great Barrington—1956**

**Frequency:** 860 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... Berkshire Bcstg. Co., Inc.  
**Address**..... Stockbridge Road  
**News Service**..... UP  
**Pres., Gen., Comm. Mgr.**..... John T. Parsons  
**Sales Prom. Mgr.**..... Edward Comstock  
**Program Director**..... Alan D. Vaber  
**Publicity Director**..... Norman Hamm

**WHAI—Greenfield—1938**  
**MBS-YANKEE**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... Haigis Bcstg. Corp.  
**Business-Studio Address**..... 486 Main St.  
**News Service**..... AP  
**Transcription**..... SESAC  
**Representative**..... Walker  
**Membership**..... RAB, NARTB  
**Pres., Gen., Sta. Mgr.**..... John W. Haigis, Jr.  
**Commercial Mgr.**..... Harry J. Frank  
**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.  
**News Service**..... UP  
**Representative**..... Nona Kirby Co., Stars Nat'l  
**Treasurer**..... E. I. Cetlin  
**General Manager**..... Robert I. Kimel  
**Program Director**..... James Simmons  
**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  
**Representative**..... Branham, Weed  
**Membership**..... NARTB  
**Gen. Mgr.**..... Charles N. DeRose  
**Business Manager**..... Patrick J. Montague

**WREB—Holyoke-Springfield**  
**1948**

**Frequency:** 930 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**..... Valley Bcstg. Corp.  
**Address**..... Holyoke Nat. Bank Bldg.  
**Trans. Ser.**..... SESAC, Lang-Worth  
**News Service**..... AP  
**Membership**..... NARTB, RAB  
**Representative**..... Kirby, WREB Radio Sales  
**Sta. Mgr.**..... John H. Vondell, Jr.  
**Prog. Dir.**..... William D. Trumbull  
**Sales Mgr.**..... Robert H. Berger  
**Chief Engineer**..... Frank T. Cook

**WCCM—Lawrence—1947**

**Frequency:** 800 Kc. ...**Power:** 1000 Watts d.  
**Owned-Oper. By**..... Lawrence Bdcstg. Co.  
**Address**..... 9 Valley Street  
**News Service**..... UP  
**Pres., Gen. Mgr.**..... Geo. H. Jaspert  
**Comm. Mgr., Prom. Mgr.**..... Daniel Ruggles, III  
**Prog., Pub. Dir.**..... Forrest N. Morgan, Jr.  
**Chief Eng.**..... Norman Round

**WCAP—Lowell—1951**

**Frequency:** 980 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**..... Northeast Radio Inc.  
**Address**..... 243 Central St.  
**News Service**..... UP  
**Representative**..... Kettell-Carter, Webb  
**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  
**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.  
**News Service**..... UP  
**Station Representative**..... Walker  
**President**..... Theodore Feinstein  
**General Manager**..... Melvin Lahr

**WHIL—Medford—1952**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Conant Bcstg. Co.  
 Address: 99 Revere Beach Pkwy.  
 News Service: UP  
 Rep.: Nona Kirby, Broadcast Time Sales  
 Pres., Gen., Sta. Mgr.: Sherwood J. Tarlow  
 Commercial Mgr.: Joseph Kruger  
 Prog. Director: Bob Walsh  
 Sales Prom. Mgr.: E. O'Donnell  
 Pub. Dir.: Jim Aylward  
 Chief Engineer: Sal Fulchino

**WBSM—New Bedford—1949**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned: Bay State Broadcasting Co.  
 Address: Pope's Island  
 News Service: UP  
 Representative: Bolling Co.  
 Membership: NARTB  
 President: Joseph P. Duchaine  
 Gen. Mgr.: Otto F. A. Arnold  
 Comm. Mgr.: Richard G. Evans  
 Prog. Dir.: Hal Peterson  
 Continuity Director: Henry S. Galus

**WNBH—New Bedford—1921  
 MBS-YANKEE**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: E. Anthony & Sons, Inc.  
 Business-Studio Address: 432 County St.  
 News Service: AP  
 Newspaper Affiliation: Standard-Times  
 Representative: Walker Co.  
 Manager: Henry N. Solomon

**WMNB—North Adams—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Northern Berkshire Bcstg. Co.  
 Bus.-Studio-Transmitter Address: 466 Curran  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: McGillvra, Kirby  
 Membership: NARTB  
 Pres., Gen., Comm. Mgr., Chief Eng.: J. Gordon Keyworth  
 Prog. Dir.: Roy M. Anderson

**WHMP—Northampton—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Pioneer Valley Bcstg. Co.  
 Address: 78 Main St.  
 News Service: UP  
 Representative: Nona Kirby, Webb  
 Membership: NARTB  
 President: John H. Williams  
 Gen., Sta., Comm. Mgr.: Alexander W. Milne

**WBEC—Pittsfield—1947—ABC**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By: Western Mass. Bcstg. Co.  
 Business-Studio Address: 33 Eagle St.  
 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-Operated By: Greylock Bcstg. Co.  
 Business-Studio Address: 8 Bank Row  
 News Service: UP  
 Representative: Walker  
 Membership: NARTB  
 President: Leon Podolsky  
 Gen., Sta. Mgr.: Walter Kearsey  
 Comm., Prom. Mgr.: Martin Schechter  
 Program Dir.: Richard Bolender  
 Publicity Dir.: Robert Burbank  
 Chief Engineer: Leonard Lavendol

**WPLM—Plymouth—1955**

Frequency: 1390 Kc. Power: 500 Watts  
 Owned-Oper. By: Plymouth Rock Bcstg. Co.  
 Address: 294 Court St.  
 News Service: UP  
 Representative: Walker  
 Pres., Gen. Mgr.: Jack Campbell

**WJDA—Quincy—1947**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: South Shore Bcstg. Co., Inc.  
 Business-Studio Address: Box 373  
 News Service: UP  
 Representative: Kirby  
 Membership: NARTB  
 Pres., Gen., Sta. Mgr.: James D. Asher  
 Prog. Dir.: H. Winslow Bettinson  
 Comm., Sales Prom. 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.  
 News Service: UP  
 Transcription Service: World  
 Station Rep.: Nona Kirby  
 Gen. Mgr.: James D. Asher  
 Commercial Mgr.: Charles Asher  
 Sta. Mgr.: William C. Asher

**WESO—Southbridge—1955**

Frequency: 970 Kc. Power: 500 Watts  
 Owned: WESO Broadcasting Corp.  
 Address: 291 Main Street  
 News Service: UP  
 Representative: Walker  
 Membership: NARTB, RAB  
 President: Joseph L. Rosenmiller  
 Vice-president: Peter A. Bordes  
 Gen., Sta. Mgr.: Joseph C. Amatore  
 Comm. Mgr.: William Richard  
 Prog. Director: Robert Binet  
 Chief Engineer: Sumner Weisman

**WBZA-WBZ**

(Synchronous Operation)  
Springfield-Boston—1921  
NBC

(See Boston Listing)

**WHYN—Springfield—1941**  
CBS

Frequency: 560 Kc. Power: 1000 Watts  
Owned-Oper. By: Hampden-Hampshire Corp.  
Address: 1300 Liberty St.  
Representative: Branham, Weed  
Membership: NARTB  
General Mgr.: Charles N. DeRose  
Business Mgr.: Patrick J. Montague

**WMAS—Springfield—1932**  
MBS-YANKEE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WMAS, Inc.  
Business-Studio Address: 101 West St.  
News Service: UP  
Representative: H-R Reprs., R. C. Foster  
Membership: NARTB  
President: Gerald Harrison  
Station Manager: Robert Donahue  
Comm. Mgr.: Zack Land  
Prog. Dir.: Roland Dumas  
Chief Eng.: John Michnovez

**WTXL—Springfield—1949**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Telecolor Corp.  
Address: 34 Sylvan St.  
News Service: UP  
Transcription Service: World  
Representative: Walker  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: L. A. Reilly  
Commercial Manager: Holland D. Cameron  
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.  
News Service: UP  
Representative: Hollingbery, Kettell-Carter  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: Alan C. Tindal  
Commercial Manager: John J. Sullivan  
Sales Prom. Mgr., Prog., Pub. 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  
News Service: UP  
Representative: Walker Co.  
Membership: NARTB  
Pres., Gen. Mgr.: J. Marshall McGregor  
Sta. Mgr., Prog. Dir.: Joseph G. Quill

Comm. Mgr.: Earle Blackwell  
Production Dir.: Charles S. Williams  
Chief Engineer: Lawrence Prado

**WARE—Ware—1948**  
YANKEE-MBS

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Central Bcstg. Corp.  
Business-Studio Address: East St.  
News Service: AP  
Rep.: Grant Webb, Nona Kirby  
President: H. Scott Killgore  
Gen., Sta. Mgr.: William R. Sweeney  
Program Dir.: Seth Larrabee

**WCRB—Waltham—1948**

Freq.: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned: Charles River Bcstg. Co.  
Address: 750 South St.  
Station Rep.: Good Music Broadcasters  
News Service: UP  
Membership: NARTB  
Pres., Gen. Mgr.: Theodore Jones  
Sta. Mgr.: Richard L. Kaye  
Sales Mgr.: Theodore Jones  
Prom. Mgr.: Fred L. Bosworth  
Prog. Dir.: Robert Vail  
Pub. Dir.: Emmanuel Gilbert  
Chief Eng.: Leonard Buckwalter

**WDEW—Westfield—1957**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By: Westfield Bcstg. Co.  
Business-Studio Address: 249 Union St.

**WDEW**  
1000 WATTS  
WESTFIELD, MASS.

Serving Entire

**Springfield**

Area

Local Programming That's  
Fresh and Exciting

**Temperatures!**

**News!**

**Time!**

Music Everyone Likes



Phone ..... Air Time Daytime  
 News Service ..... UP  
 President ..... Albert L. Capstaff

**WTXL—West Springfield—1949**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Telecolor Corp.  
 Address ..... 34 Sylvan St.  
 News Service ..... UP  
 Representative ..... Walker  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Lawrence A. Reilly  
 Asst. Gen. Mgr. .... James L. Spates  
 Commercial Mgr. .... Holland D. Cameron

**WOCB—West Yarmouth—1940**  
**MBS-YANKEE**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... E. Anthony & Sons  
 Address ..... New Bedford, Mass.  
 Representative ..... Walker  
 News Service ..... UP  
 Newspaper Affil. .... Standard Times  
 President ..... Bas M Brewer  
 Sta. Mgr. .... Paul Stiles  
 Chief Engineer ..... Frank L. Lynch

**WAAB—Worcester—1931**  
**ABC-MBS-YANKEE-NBC**

Frequency: 1440 Kc. .... Power: 5000 Watts  
 Owned by ..... WAAB, Inc.  
 Bus.-Studio Address. . . Waterman Bcstg. Corp.  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NARTB, RAB  
 Rep. .... Grant Webb, Kettell-Carter  
 Pres., Gen. Mgr. .... Bernard E. Waterman  
 Comm. Mgr. .... C. Kaminski  
 Prog., Pub. Dir. .... T. C. Sawyer  
 Chief Engineer ..... George Capalbo

**WNEB—Worcester—1946**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... New England Bcstg. Co.  
 Address ..... 405 Main St.  
 News Service ..... UP  
 Representative ..... Bolling  
 Membership ..... NARTB, RAB  
 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.  
 Bus.-Studio Address ..... 50 Franklin St.  
 Representative ..... Forjoe, Wheeler  
 News Service ..... AP  
 Pres., Gen., Sta. Mgr. .... Robert F. Bryar  
 Comm. Sls. Prom. Mgr., Pub. Dir. . . A. A. Coblentz  
 Prog. Dir. .... Shirley Palmer  
 Chief Engineer ..... Herman A. Gruzin

**WTAG—Worcester—1924**  
**CBS**

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WTAG, Inc.  
 Business-Studio Address ..... 20 Franklin St.  
 Newspaper Affil. .... Telegram & Gazette  
 News Service ..... AP  
 Representative ..... Henry L. Christal Co.  
 Membership ..... NARTB, RAB  
 President ..... Robert W. Booth  
 Vice Pres., Gen. Mgr. .... Herbert L. Krueger  
 Commercial Manager ..... Robert J. Brown  
 Local Sales Mgr. .... R. L. Gravel  
 Sales Prom. Head. .... Ben G. Oman, Jr.  
 Prod., Pgm. Dir. .... A. J. Brissette  
 Chief Engineer ..... E. A. Browning

**Michigan**

Pop. March 1 (Est.) 7,661,000—Families 2,232,000  
 Radio Homes 2,198,000—TV Homes 1,967,000—Stations in State 79

**WABJ—Adrian—1945—ABC**

Frequency: 1490 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Gerity Bcstg. Co.  
 Address ..... 2982 Treat Rd.  
 News Service ..... AP  
 Transcription ..... Lang-Worth  
 Representative ..... Michigan Spot Sales  
 Membership ..... NARTB, RAB  
 President ..... James Gerity, Jr.  
 Gen., Sta. Mgr., Comm. Mgr., Pub. Dir. . . R. W. Cessna  
 Program Director ..... Keith Roper  
 Chief Engineer ..... Galen Stutzman

**WALM—Albion—1952—KBS**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Calhoun Bcstg. Co.  
 Address ..... Box 346  
 News Service ..... UP  
 General Mgr. .... William J. Schwoebell

**WFYC—Alma—1948—KBS**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... WFYC, Inc.  
 Address ..... U. S. 27  
 News Service ..... UP  
 Membership ..... RAB  
 Trans. Service ..... Lang-Worth, World  
 General Manager ..... David W. Sommerville  
 Sales Mgr. .... David Van Sluyters

**WATZ—Alpena—1946**  
**MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Midwestern Bcstg. Co.  
 Business Address ..... M-32 West  
 News Service ..... AP  
 Representative ..... Holman  
 President ..... 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.  
News Service.....A.  
Representative.....Walker  
Membership.....NARTB  
Pres., Gen. Mgr.....J. R. Chapman  
Comm. Mgr.....Richard F. Ha ner  
Sls. Prom., Prog. Dir.....Donald A. Herman  
Pub. Director.....Richard P. Woltring  
Chief Engineer.....Charles F. Richmond

**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.  
News Service.....AP  
Transcription.....Thesaurus  
Representative.....Everett-McKinney, Inc.  
Membership.....NARTB  
Pres., Gen. Sta. Mgr.....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-Oper. By...Stevens Wismer Bcstg. Co.  
Address.....935 S. Van Dyke Rd.  
Rep.....Gill-Perna, Michigan Spot Sales  
Trcns. 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.  
News Service.....UP  
Transcription Service.....World  
Representative.....Burn-Smith  
Membership.....NARTB, 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.  
News Service.....AP  
Newspaper Affil.....Enquirer and News  
Transcription Service.....Thesaurus, Standard  
Representative.....Meeker  
Membership.....NARTB, RAB  
President.....Robert Miller  
Gen. Sta., Comm. Mgr.....P. J. Haller  
Program Dir.....Robt. Geerdes  
Publicity Director.....Jack Newman  
Chief Engineer.....Earl J. Stone

**WBCM—Bay City—1925**  
ABC

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.  
Owned-Operated By.....Michigan Bcstg. Co.  
Business-Studio Address.....Wenonah Hotel  
News Service.....UP  
Transcription Service.....World  
Representative.....George P. Hollingbery  
Membership.....RAB, NARTB  
President.....Robert H. Holmes  
Gen., Sta., Comm. Mgr.....Leo A. Jylha  
Prog., Pub. Dir.....Hal Shore  
Chief Engineer.....Ralph H. Carpenter

**WHFB—Benton Harbor—  
St. Joseph—1947**

Frequency: 1060 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Palladium Publ. Co.  
Address.....Michigan and Oak St., B. H.  
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.....Dwight Edmunds  
Comm. Mgr.....John Chase  
Chief Engineer.....M. U. Robinson

**WBRN—Big Rapids—1953**

Frequency: 1460 Kc. Power: 1 Kw., d.  
Owned-Oper. By.....WBRN, Inc.  
Address.....P. O. Box 825  
News Service.....AP  
Transcription Service.....Thesaurus, SESAC  
Representative.....Hil F. Best  
Membership.....RAB  
Pres., Gen., Sta., Comm. Mgr. Spencer Denison  
Chief Engineer.....R. F. Cook

**WATT—Cadillac—1945**  
MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Midwestern Bcstg. Co.  
Business-Studio Address.....U. S. 131, South  
News Service.....AP  
Transcription Service.....SESAC  
Representative.....Hal Holman  
President.....Les Biederman  
General Manager.....Art Nyhus  
Sales Manager.....M. L. Chandler  
Chief Engineer.....B'ill Kiker

**WCBY—Cheboygan—1954**

Frequency: 1240 Kc. Power: 250 Watts  
Owned.....Straits Bcstg. Co.  
Address.....Mackinaw Ave.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Best  
Pres., Gen., Sta., Sls. P. om. Mgr...R. E. Hunt  
Commercial Mgr.....Ben Morrow  
Program Director, Pub. Dir.....Dick Welsh  
Chief Engineer.....Norbert C. Poeppelman

*For a real Sales*  
**KNOCKOUT**

*in the Detroit area*

CKLW-TV penetrates  
a population grand  
total area of 5,588,800  
in which 87% of all  
families own TV sets.

**CKLW-TV**  
**channel 9**

**325,000**  
**WATTS**

**CKLW**  
**radio 800 kc**

**50,000**  
**WATTS**

CKLW radio covers a  
15,000,000 population  
area in 5 important  
states. The lowest cost  
major station buy in  
the Detroit area.

**THE  
MOST  
POWERFUL  
RADIO  
AND TELEVISION  
COVERAGE  
IN THE  
MARKET!**

Young Television Corp.  
Adam Young, Inc.  
National Representatives

J. E. Campeau, Pres.  
Guardian Bldg., Detroit



**WTVB—Coldwater—1949**

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By . . . Twin Valley Bdcstrs, Inc.  
 Address . . . . . Box 32  
 News Service . . . . . AP  
 Trans. Service . . . . . World  
 Representative . . . . . Hil F. Best  
 President . . . . . George Hosek  
 Sta., Comm. Mgr., Prog. Dir. E. Harold Munn,  
 Jr.  
 Sales Prom. Mgr. . . . . Normand Moore  
 Publicity Dir. . . . . Ronald T. Hutson  
 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  
 News Service . . . . . INS, UP  
 Representative . . . . . Adam Young  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Adam Young  
 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.  
 Bus. Studio Address . . . . . 7441 Second Blvd.  
 News Service . . . . . INS, AP  
 Representative . . . . . Katz Agency  
 Membership . . . . . NARTB, RAB  
 President . . . . . George B. Storer, Sr.  
 Managing Director . . . . . Harry Lipson  
 Gen. Sales Mgr. . . . . Herbert J. Weber, Jr.  
 Merchandising Mgr. . . . . Dean Davidson  
 Publicity Director . . . . . Grace Schilbe  
 Chief Engineer . . . . . Leonard Spragg

**WJLB—Detroit—1926**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Booth Radio & TV Stas.  
 Business Address . . . . . Broderick Tower  
 News Service . . . . . AP  
 Representative . . . . . Forjoe  
 Membership . . . . . NARTB  
 President . . . . . John L. Booth  
 Gen. Sta. Mgr. . . . . Edwin E. Nyy  
 Commercial Mgr. . . . . Eric V. Hay

**WJR—Detroit—1922—CBS**

Frequency: 760 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.  
 Address . . . . . 2100 Fisher Bldg.  
 News Service . . . . . AP, INS, UP  
 Trans. Ser. . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Christal  
 Membership . . . . . NARTB, RAB

President . . . . . John F. Patt  
 V.P., & Gen. Mgr. . . . . Worth Kramer  
 Pub. Rel. Dir. . . . . James Quello  
 V.P., Operations Mgr. . . . . F. S. Moore  
 V.P., Radio Sales . . . . . Elmer O. Wayne  
 Sales Prom. Mgr. . . . . Jack Brussel  
 Prog. Mgr. . . . . Ron Gamble  
 Chief Engineer . . . . . A. Friedenthal

**WKMH—Detroit—1946**

Freq.: 1310 Kc. . . . . Power: 5 Kw.  
 Owned-Oper. By . . . Knorr Broadcasting Corp.  
 Address . . . . . WKMH Bldg., Dearborn  
 News Service . . . . . UP, AP  
 Representative . . . . . Headley-Reed  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . F. A. Knorr  
 Sta. Mgr. . . . . John J. Carroll  
 Comm., Sales Prom. Mgr. . . . . J. O. Gilbert  
 Prog., Pub. Dir. . . . . Robt. Seymour  
 Chief Engineer . . . . . Jerrald Martin

**WWJ—Detroit—1920—NBC**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . The Evening News Assn.  
 Address . . . . . 622 W. Lafayette  
 Newspaper Affiliation . . . . . Detroit News  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus  
 Rep. . . . . Peters, Griffin & Woodward, McDermott  
 Membership . . . . . NARTB, RAB  
 President . . . . . Warren S. Booth  
 General Manager . . . . . Edwin K. Wheeler  
 Asst. Gen. Mgr. . . . . Don DeGroot  
 Program Mgr. . . . . M. C. Wissman  
 Station Mgr. . . . . Robert J. McIntosh  
 Sales Prom. Mgr. . . . . Glen Kyker  
 Business Mgr. . . . . Henry C. Rogers  
 Gen. Eng. Mgr. . . . . E. J. Love

**WXYZ—Detroit—1925—ABC**

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WXYZ, Inc.  
 Business Address . . . . . 1700 Mutual Bldg.  
 News Service . . . . . AP, INS  
 Representative . . . . . John Blair  
 Transcription Service . . . . . Standard  
 Membership . . . . . RAB, NARTB  
 President . . . . . James G. Riddell  
 Commercial Manager . . . . . Harold L. Neal  
 Pub. Dir. . . . . Douglas E. Nicol  
 Prom. Mgr. . . . . Page Heldenbrand  
 Asst. Radio Sales Mgr. . . . . Robert Baldrice  
 Chief Engineer . . . . . Charles Kocher  
 (See Page 473)

**WDBC—Escanaba—1941  
 MBS**

Frequency: 680 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Delta Bcstg. Co.  
 Business-Studio Address . . . . . 606 Lud St.  
 News Service . . . . . AP  
 Pres., Gen., Comm., Sales Prom. Mgr., Prog. Dir.  
 George D. Lindenthal  
 Station Manager . . . . . F. J. Lindenthal





Publicity Director.....Wm. J. Duchatne  
Chief Engineer.....Henry C. Olsen

**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  
Representative.....Rambeau  
Pres., Gen. Mgr.....Richard S. Carter  
Comm. Mgr.....Ronald L. Craig  
Sales Prom. Mgr.....Charles Speights  
Prog. Director.....N. R. Gravelin  
Pub. Director.....Albert Binder  
Chief Engineer.....Charles Wallace

**WBBC—Flint—1947—MBS**

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned-Oper. By...Booth Radio & TV Stations.  
Bus-Studio Address.....3076 E. Bristol Rd.  
Representative.....Weed  
News Service.....AP  
President.....John Lord Booth  
Sta., Gen. Mgr.....W. Gerald Schroeder

**WFDF—Flint—1922—NBC**

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Operated By.....The Trebit Corp.  
Address.....Garland at First Ave.  
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.  
Station Rep. Mich. Spot Sls., Headley-Reed  
Membe ship.....NARTB  
Pres., Gen. Mgr.....Fred A. Knorr  
Managing Director.....W. Eldon Garner

**WMRP—Flint—1946**

Frequency: 1570 Kc.....Power: 500 Watts d.  
Owned-Oper. By...Methodist Radio Parish, Inc.  
Address.....3217 Lapeer St.  
Representative.....Best  
News Service.....UP  
President.....Arthur Howard  
Gen. Mgr.....William H. Morford  
Chief Engineer.....Robert Swayze

**WTAC—Flint—1946—ABC**

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned...KPOA-WFBL-KTVR. Founders Corp.  
Address.....420 Lexington Ave., N. Y. C.  
Station Representative.....Hollingbery  
News Service.....UP  
President.....John M. Shaheen  
Station Mgr.....David Mendelsohn  
Program Director.....Michael Joseph

Nat. Sls. Mgr.....T. J. Warner  
Comm. Mgr.....Walter L. Dennis  
Chief Engineer.....Robert Wheaton

**WBFC—Fremont—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Capitol Radio Network  
Address.....Mt. Pleasant, Mich.  
News Service.....AP  
Transcription.....Lang-Worth, SESAC  
Representative.....Hil F. Best  
Membership.....NARTB  
President.....Paul A. Brandt  
Gen., Sta., Comm. Mgr.....Earl Peterson  
Sales Prom. Mgr., Prog. Dir. Neal Johnson  
Publicity Dir.....Lou Walters  
Chief Engineers, Charles Holbrook, Dick Carter

**WATC—Gaylord—1950  
MBS**

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Midwestern Bcstg. Co.  
Address.....Paul Bunyan Bldg., Traverse City  
Representative...Holman, Mich. Spot Sales  
Gen. Mgr.....Les Biederman

**WGHN—Grand Haven—1956**

Frequency: 1370 Kc.....Power: 500 Watts  
Owned.....Grand Haven Broadcasting Co.  
Address.....128 Washington St.  
News Service.....UP  
Transcription Service...Thesaurus  
President, Prog. Dir.....Bob Runyon  
Gen., Sta., Comm., Sls. Prom. Mgr., Bob Kirby  
Pub. Dir.....Delrose Heinzleman  
Chief Engineer.....Bob Schmitt

**WFUR—Grand Rapids—1947**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Furniture City Bcstg. Corp.  
Address.....399 Ga field Ave., S.W.  
News Service.....UP  
Transcription Service...Associated  
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.  
News Service.....AP  
Transcription Service...Standard  
Representative.....Gill Perna  
Membership.....NARTB  
Pres., Gen. Mgr.....Paul F. Eichhorn  
Sta., Comm. Mgr., Prog. Dir. Glenn Le Pard  
Publicity Dir.....Rudy Pessel  
Chief Engineer.....Richard Groenevelt

**WJEF—Grand Rapids—1945  
CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. Amalgamated Properties, Inc.

Address ..... 187 Monroe N. W.  
 Transcription ..... Thesaurus  
 Representative ..... Avery-Knodel, Inc.  
 President..... John E. Fetzer  
 General Mgr..... Carl E. Lee  
 Station Manager..... Martin Giacomo  
 Chief Eng..... Bruce M. Glycadgis

**WLAV—Grand Rapids—1940**  
**ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned..... Versluis Radio & Television, Inc.  
 Address..... 6 Fountain St., N.E.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Burke-Stuart  
 President..... Leonard A. Versluis  
 Gen., Sta., Comm. Mgr..... Lee G. Stevens  
 Prog. Dir..... Don Mullen  
 Chief Engineer..... Carroll Hutchings

**WMAX—Grand Rapids—1954**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owner ..... WMAX, Inc.  
 Address ..... Keith Theater Bldg.  
 News Service..... UP  
 General Manager..... Chas. A. Sprague  
 Commercial Mgr..... Joe Hooker  
 Promotion Mgr..... Ed Fitzgerald  
 Prog. Dir..... Bob Trap

**WOOD—Grand Rapids—1924**  
**NBC**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Consolidated Radio & TV  
 Broadcasters, Inc.  
 Address..... 120 College Ave., S.E.  
 News Service ..... AP  
 Representative ..... Kats Agency  
 President ..... H. M. Bitner, Jr.  
 General Mgr..... Willard Schroeder  
 Radio Sales Mgr..... Michael Lareau  
 Prom. Mgr..... Clark Grant  
 Prog. Dir..... Franklin Sisson  
 Publicity Director..... Sharon Schneider  
 Chief Engineer..... Charles Robison

**WBSE—Hillsdale—1955**

Frequency: 1340 Kc.....Power: 100 W.  
 Owned-Operated By..... Baw Beese Bcstrs., Inc.  
 Address ..... 92½ Broad St.  
 Representative ..... Best  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 Membership ..... NARTB, RAB  
 President ..... Stanley White  
 Gen., Sta. Mgr., Chief Eng..... E. H. Munn, Jr.  
 Comm. Mgr..... Lincoln A. Mayo

**WHTC—Holland—1948**

Frequency: 1450 Kc.....Power: 250 Watts

**WTAC**  
**RADIO**

**DOMINATES!**

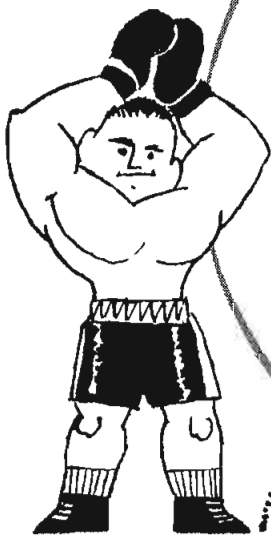
**FLINT, MICHIGAN**

**1<sup>st</sup> in the Market**

All day average 38.3—Nearest competitor 15.8 (Hooper)  
 In every quarter-hour, 6 A.M.—6 P.M. (Pulse)  
 In twenty of twenty-two half-hours, 7 A.M.—6 P.M. (Hooper)  
 National representative — George P. Hollingbery Co.

**FOUNDERS CORP.**

One of the Founders' group of stations, including  
 KPOA, Honolulu, and the Inter-Island Network;  
 WFBL, Syracuse, New York; and KTVR,  
 Channel 2, Denver, Colorado.





Owned-Operated By.....Holland Bcstg. Co.  
 Address ..... 5 E. 8th St.  
 News Service .....AP  
 Representative .....Best  
 President .....W. A. Butler  
 Gen. Mgr.....Sandy Meek  
 Program Director.....Harold Franken  
 News, Pub. Dir.....Brig Young  
 Chief Engineer.....Juke Van Oss

**WHDF—Houghton—1929**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Upper Michigan Bcstg. Co.  
 Address .....Houghton  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Representative .....Walker  
 Membership .....NARTB  
 Chief Owner.....G. L. Burgan  
 General Manager.....Albert W. Payne  
 Program Director.....Earl Norden  
 Publicity Director.....F. Grant Richards  
 Chief Engineer.....George L. Burgan

**WHGR—Houghton Lake**  
**1954**

Frequency: 1290 Kc.....Power: 5 Kw.  
 Owned.....Sparks Bcstg. Co.  
 Address .....3431 Houghton Lake Dr.  
 News Service.....AP  
 Representative.....Hil F. Best  
 President.....Jacob B. Sparks  
 General Mgr.....Gordan A. Sparks  
 Sta. Mgr., Prog. Dir.....Robert D. Ditmer  
 Chief Engr.....Garnet G. Sparks

**WION—Ionia—1953**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Ionia Bcstg. Co.  
 Address .....Box 143  
 News Service .....AP  
 Representative .....Best  
 Transcription Service.....Thesaurus  
 Membership .....NARTB  
 President.....Monroe MacPherson, Sr.  
 Gen. Mgr., Prog. Dir.....Monroe MacPherson, Jr.  
 Commercial Mgr.....Kenneth R. Chapin  
 Chief Engineer.....Erwin Fuller

**WMIQ—Iron Mountain—1947**  
**ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Iron Mountain-Kingsford Bcstg. Co.  
 Address .....211 East Ludington Street  
 Newspaper Affil.....News  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Membership .....NARTB  
 President.....Frank J. Russell  
 Gen., Sta., Comm., Prom. Mgr.....W. C. Johnson  
 Program, Pub. Dir.....Gil Heard  
 Chief Engineer.....Richard Gallup

**WIKB—Iron River—1949**  
**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....WIKB, Inc.  
 Address .....221 Genesee St.  
 Representative .....Hil F. Best  
 News Service .....AP  
 Transcription .....Thesaurus  
 President.....H. H. Frailing  
 Gen., Sta., Comm. Mgr.....Bud Shields  
 Program, Pub. Dir.....Milo Jordan  
 Sales Prom. Mgr.....Bob Campbell  
 Chief Eng.....Les Patten

**WJMS—Ironwood—1931**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Upper Mich.-Wis. Bcstg. Co.  
 Business-Studio Address...124 E. McLeod Ave.  
 Representative .....Hil F. Best  
 Membership .....NARTB, RAB  
 President, Gen. Mgr.....William L. Johnson

**WJPD—Ishpeming—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ishpeming Bcstg. Co.  
 Business-Studio Address.....Jenks Block  
 News Service .....AP  
 Transcription Service.....World  
 Membership .....NARTB  
 President.....J. P. Deegan  
 Sta. Manager.....Harold Smith  
 Comm. Mgr.....Eldon Wallace  
 Prog. Dir.....Baker Urdan  
 Chief Engineer.....L. Roncoglionne

**WIBM—Jackson—1925—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Booth Radio & TV Stations, Inc.  
 Address .....2511 Kibby Rd.  
 Station Representative .....Weed  
 Membership .....NARTB  
 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  
 Rep.....Headley-Reed, Mich. Spot Sales  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Fred A. Knorr  
 Managing Director.....Merritt W. Greene

**WKLZ—Kalamazoo—1956**

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned.....The Circle Corporation  
 Address .....2315 Schippers Lane  
 News Service .....UP  
 Pres., Gen., Comm. Mgr.....Joseph F. Butler  
 Sta. Mgr., Prog. Dir., Chief Eng..R. E. Patterson  
 Sales Prom. Mgr., Pub. Dir. Leon B. Van Dam

**WKMI—Kalamazoo—1947**

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Steere Bcstg. Co.  
 Business-Studio Address State Theatre Bldg.  
 News Service UP  
 Representative Broadcast Time Sales  
 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.  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Avery-Knodel  
 Membership NARTB, RAB  
 President John E. Fetzer  
 V. P. & Mgr. Dir. Carl E. Lee  
 Radio Admin. Asst. Otis T. Gaston  
 Nat. Sales Director John W. O'Harrow  
 Program Director Charles T. Lynch  
 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  
 News Service AP

Representative Venard  
 Pres., Gen. Comm. Mgr. John C. Pomeroy  
 Sales Prom. Mgr., Pub. Dir. Stanley Kirby

**WJIM—Lansing—1934—ABC**  
 NBC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Gross Telecasting, Inc.  
 Address 2820 East Saginaw  
 News Service UP  
 Rep. Peters, Griffin, Woodward, Inc.  
 Membership RAB  
 President, Gen. Mgr. Harold F. Gross  
 Station Mgr. Howard K. Finch  
 Comm. Mgr. Garvin Meadowcroft  
 Prog. Dir. Bertrant Mitchell  
 Chief Eng. Carl Mussen

**WKLA—Ludington—1944**  
 ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Raymond A. Plank  
 Address East Ludington Ave.  
 News Service UP  
 Representative Best  
 Membership NARTB, RAB  
 Pres., Gen., Sta. Mgr., Ch. Eng. Ray. A. Plank

**WMTE—Manistee—1951**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Manistee Radio Corp.  
 Address Box 322  
 News Service AP  
 Trans. Ser. Thesaurus



**ESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT**

**ALAMAZOO AND BATTLE CREEK**

**ICHIGAN'S BEST REGIONAL BUY**

**NFLUENCES 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**



**Representative** ..... Best  
**Membership** ..... NARTB  
**President** ..... James R. Sumbler  
**General Manager** ..... Stephen Cole  
**Comm. Mgr.** ..... Edward H. Owens

**WDOG—Marine City—1950**

**Frequency:** 1590 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Radio St. Clair, Inc.  
**Address** ..... Marine City Hwy.  
**News Service** ..... UP  
**President** ..... Jerry Coughlin  
**Station Mgr.** ..... John S. Bell  
**Program Dir.** ..... J. A. Sullivan  
**Ch. Eng's.** ..... Robert Burr, Carlton Goodwin

**WDMJ—Marquette—1931**  
**MBS**

**Frequency:** 1320 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Lake Superior Bcstg. Co., Inc.  
**Bus. Studio Address** ..... Mining Journal Bldg.  
**Newspaper Affil.** ..... Mining Journal  
**Membership** ..... NARTB, RAB  
**Representative** ..... Superior Ad Agency  
**General Manager** ..... Frank J. Russell, Jr.  
**Gen., Sta., Comm. Mgr.** ..... Robert Luke

**WAGN—Menominee—1952**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Men-Mar Bcstg. Co.  
**Address** ..... Glickman Bldg.  
**News Service** ..... UP  
**Pres., Gen. Sta. Mgr.** ..... Vernon Uecker  
**Commercial Mgr.** ..... Ed Swartzby  
**Chief Eng.** ..... Loren B. Koesling

**WMDN—Midland—1948**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Rich Publ. House, Inc.  
**Address** ..... 124 McDonald Street  
**Newspaper Affil.** ..... Daily News  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Station Rep.** ..... Hil F. Best  
**Membership** ..... NARTB, RAB  
**President** ..... Phillip T. Rich  
**General Mgr.** ..... Peter A. Wolf

**WCEN—Mt. Pleasant—1949**

**Freq.:** 1150 Kc. .... **Power:** 1 Kw. d., 500 W. n.  
**Owned** ..... Paul A. Brandt  
**Address** ..... Mt. Pleasant, Mich.  
**News Service** ..... AP  
**Trans. Ser.** ..... Thesaurus, SESAC, Lang-Worth  
**Membership** ..... NARTB  
**Representative** ..... Hill F. Best  
**President** ..... Paul A. Brandt  
**Manager** ..... Russell Holcomb

**WKBZ—Muskegon—1926**  
**ABC**

**Frequency:** 850 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Aashbacker Radio Corp.  
**Business Studio Address** ..... 432 Apple Ave.

**News Service** ..... AP  
**Trans. Serv.** ..... Lang-Worth  
**Representative** ..... Meeker  
**Membership** ..... NARTB  
**Pres., Gen. Sta., Comm. Mgr.** ..... Arch Shawd  
**Program Director** ..... J. L. Roach  
**Pub. Dir., Sales Prom. Mgr.** ..... B. L. Bennett  
**Chief Engineer** ..... George Krivitzky

**WKNK—Muskegon—1949**

**Frequency:** 1600 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Nick and Gladys Kuris  
**Address** ..... Federal Square  
**News Service** ..... UP  
**Representative** ..... Gill-Perna  
**President** ..... Nick Kuris  
**Gen., Sta., Comm. Mgr.** ..... W. B. Murphy  
**Sales Prom. Mgr.** ..... Bill Musgrave  
**Program Director** ..... Grace Boes  
**Publicity Director** ..... Christmas Early  
**Chief Engineer** ..... James Swanson

**WMUS—Muskegon—1947**  
**KBS**

**Frequency:** 1090 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper.** ..... Greater Muskegon Bcstrs., Inc.  
**Business Studio Address** ..... 517 W. Giles Rd.  
**News Service** ..... AP  
**Station Rep.** ..... McGillvra  
**V.P., Gen. Mgr.** ..... Dalton C. Hille

**WOAP—Owosso—1948—KBS**

**Frequency:** 1080 Kc. .... **Power:** 250 Watts d.  
**Owned-Operated By** ..... Owosso Bcstg. Co.  
**Address** ..... Owosso  
**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 Rep.** ..... Holman, Mich. Spot Sales  
**General Manager** ..... Les Biederman

**WCAR—Pontiac—1939**

**Frequency:** 1130 Kc. .... **Power:** 10,000 Watts  
**Owned-Operated By** ..... WCAR, Inc.  
**Address** ..... Box 55  
**News Service** ..... AP, UP, INS  
**General Manager** ..... H. Y. Levinson  
**Commercial Manager** ..... William G. Lenhard  
**Production Manager** ..... Lawrence W. Bova

**WPON—Pontiac—1954**

**Frequency:** 1460 Kc. .... **Power:** 500 Watts  
**Owned** ..... Gerity Bcstg. Co.  
**Address** ..... Adrian, Mich.  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus

Station Representative.. Michigan Spot Sales  
 Membership .....NARTB, RAB  
 President.....James Gerity, Jr.  
 Gen., Sta. Mgr.....Russell Gohring  
 Prog. Dir.....Don Zee  
 Commercial Mgr.....W. L. Belaney  
 Chief Engineer.....Karl Kuck

**WHLS—Port Huron—1938**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..Stevens-Wisner Bcstg. Co.  
 Address .....932 Military St.  
 News Service .....AP  
 T ans. Ser.....Standard, Lang-Worth  
 Rep.....Gill-Perna, Michigan Spot Sales  
 Membership .....NARTB  
 General Manager.....John F. Wisner  
 Station Mgr.....Thomas G. Sicklesteel  
 Comm. Mgr.....John Shepard  
 Chief Engineer.....Harold Oliver

**WTTH—Port Huron—1947  
 ABC**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The Times Herald Co.  
 Address .....606 Water St.  
 Newspaper Afil.....Times-Herald  
 News Service .....AP  
 Transcription Service .....Standard  
 Membership .....NARTB, RAB  
 Sta. Mgr.....Kenneth Blevins  
 General Manager.....R. S. Sommerville  
 Sales Prom. Mgr.....Ronald Mires  
 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.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....Harvey A. Klann  
 Comm., Sales Prom., Pub. Mgr....Albert Klann

**WEXL—Royal Oak—1923**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sparks Bcstg. Co.  
 Business Address.....Box 190  
 News Service.....AP, INS  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Jacob B. Sparks  
 Manager .....Gordon A. Sparks  
 Sales Manager.....Ernest Holder  
 V.P., Chief Engineer.....Garnet G. Sparks

**WSJM—Saint Joseph—1956**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lake Broadcasters  
 Address .....220 State St.  
 News Service .....UP  
 Transcription .....Lang-Worth, SESAC  
 Representative .....McGillvra  
 Membership .....NARTB, TvB

President.....Maurice G. Humphrey  
 General Mgr.....Richard W. Lez  
 Comm. Mgr.....Ralph W. Newland  
 Program Dir.....Al Evans  
 V. P., Chief Eng.....Carl L. Benson

**WKNX—Saginaw—1947**

Frequency: 1210 Kc. .Power: 1000 Watts d.  
 Owned-Oper. By ...Lake Huron Bdcstg. Corp.  
 Address .....221 So. Wash. Ave.  
 News Service .....UP  
 Representative .....Gill-Perna  
 Transcription Service.....World  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....William J. Edwards  
 Vice-President.....Hon. Alvin M. Bentley  
 Station Manager.....Howard H. Wolfe  
 Commercial Mgr.....R. M. Chandler  
 Business Manager.....L. I. Purvis  
 Program Director.....Charles Renwick  
 Chief Engineer .....Max W. Thomas

**WSAM—Saginaw—1940  
 NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Knorr Bcstg. Corp.  
 Address .....15001 Michigan Ave., Dearborn  
 News Service .....AP  
 Rep....Headley-Reed Co., Mich. Spot Sales  
 Membership .....NARTB  
 President.....Fred A. Knorr  
 Managing Dir.....Richard Schueler  
 Chief Eng.....O. A. Nordenskjold





**NEWSY  
 NEIGHBORHOOD**

In Port Huron let WHLS the community-minded station — featuring 4 full time newsmen— deliver your message between news-breaks.

**WSGW—Saginaw—1950**  
MBS

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Oper. By... Booth Radio & TV Stations  
Address... 400 Mason Bldg.  
Representative... Pearson  
News Service... AP  
Pres., Mngg. 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

Freq.: 1230 Kc. Power: 250 W. d., 100 W. n.  
Owned-Operated By... Hiawathaland Bcstg. Co.  
Business-Studio Address... 208 Ashmun St.  
Membership... NARTB  
News Service... AP

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... P. O. Box 67  
Representative... Hil F. Best  
News Service... AP  
General Manager... E. Harold Munn Jr.  
Station Manager... Frank B. Cummins

**WTCM—Traverse City—1941**  
MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Midwestern Bdcstg. Co.  
Address... Paul Bunyan Bldg.  
Rep... Hal Holman Co., Mich. Spot Sales  
Membership... NARTB  
General Manager... Les Biederman

**Minnesota**

Pop. March 1 (Est.) 3,271,000—Families 955,000  
Radio Homes 920,000—TV Homes 728,000—Stations in State 50

**KASM—Albany—1950—KBS**

Frequency: 1150 Kc. Power: 500 Watts d.  
Owned-Oper. By... Stearns Co. Bcstg. Co.  
Rep... Continental, UMBS Sales  
News Service... UP  
Translation... Lang-Worth  
Membership... NARTB  
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 Bdcstg. Co., Inc.  
Address... 332 South Broadway  
News Service... UP  
Transcription Service... Standard  
Representative... Meeker, Dulmer & Johnson  
Membership... RAB  
President... Bennett O. Knudson  
Gen. Mgr... E. A. Van Alstyne  
Program Director... Bill Rudd  
Sales Prom. Mgr... Tom Golden  
Pub. Dir... Elaine Carlsen  
Chief Engineer... Robert Holt

**KXRA—Alexandria—1949**  
KBS-ABC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Alexandria Bcstg. Co.  
Address... 1315 Broadway  
News Service... UP  
Representative... Upper Mid-West Bcstg.  
Membership... NARTB  
Pres., Comm., Sales Prom. Mgr... E. Q. Walters  
Station Manager... Kenneth A. Tessmer  
Program Director, Pub. Dir... K. C. Bechtel  
Chief Engineer... Kenneth Olson

**KAUS—Austin—1948**  
MBS-KBS

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Oper. By... Minnesota-Iowa TV Co.  
Business-Studio Address... Austin  
News Service... AP  
Representative... Avery-Knodel  
President... Chet Weseman  
Gen. Mgr., Prog. Dir... Gene P. Loffler  
Commercial Mgr... Ken Soderberg

**KBUN—Bemidji—1946**  
MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Paul Bunyan Broadcasting Co.  
Address... 519 Beltrami Ave.  
News Service... UP  
Transcription Service... World  
President... Ben H. Potter Jr.  
Gen., Sta., Comm., Sales Prom. Mgr., Prog.,  
Pub. Dir... James R. Hambacher  
Chief Engineer... Robert D. Zellmer

**KLIZ—Brainerd—1946**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Operated By... Brainerd Bcstg. Co.  
Business Address... 2700 E. Oak  
News Service... UP  
Transcription Service... World, Associated  
Representative... Walker  
Membership... NARTB  
Pres., Gen. Mgr... E. Thomas O'Brien  
Station Mgr... Earl R. Johnsen

**KBMW—Breckenridge—1948**  
KBS

Frequency: 1450 Kc. Power: 250 Watts



Owned-Oper. By.....Interstate Bdcstg. Corp.  
 Address.....519 Dakota Ave., Wahpeton, N. D.  
 News Service.....UP  
 Station Representative.....Continental  
 Transcription Service.....Standard, World  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Sta., Comm. Mgr.....George Kaufmann

**WKLK—Cloquet—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cloquet Bcstg. Co.  
 Address.....Reliable Bldg.  
 News Service.....UP  
 General Manager.....Richard A. Roll

**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.  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Rep.....Donald Cook, Tracy Moore.  
 Upper Midwest Bcstg.  
 President, Prog. Dir.....Jerome A. Dahlberg  
 General Manager.....William J. Kiewel  
 Sales Prom., Comm. Mgr.....E. R. Melbye  
 Chief Engineer.....Earl Handyside

**KDLM—Detroit Lakes—1951**  
 KBS

Frequency: 1340 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Detroit Lakes Bcstg. Corp.  
 Address.....1340 Richwood Rd.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 Representative.....Continental Radio Sales  
 Pres., Gen., Sta., Mgr.....G. L. Fox  
 Program Director.....Robt. Ackerman  
 Commercial Mgr.....Norman Engstrom  
 Sales Prom. Mgr.....D. Knutson  
 Chief Engineer.....W. Wilson

**KDAL—Duluth—1936—CBS**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Red River Bcstg. Co., Inc.  
 Business-Studio Address.....216 Bradley Bldg.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Dalton Le Masurier  
 Sta., Comm. Manager.....Odin S. Ramsland

**WEBC—Duluth—1924**  
 NBC

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Head of the Lakes Bcstg. Co.  
 Business-Studio Address.....WEBC Bldg.  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 President.....Morgan Murphy

Vice Pres.....W. C. Bridges  
 General Manager.....Robert J. Rich  
 Program Director.....Dennis Murphy  
 Chief Engineer.....Norman Gill

**WELY—Ely—1954—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owner.....Charles B. Persons  
 Address.....WELY Bldg.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 Station Mgr., Chief Eng.....Charles B. Persons

**WEVE—Eveleth—1947**  
 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Carl Bloomquist  
 Address.....WEVE Bldg.  
 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.  
 News Service.....AP  
 Representative.....Rombeau, UMBS Sales  
 Trans. Serv.....Thesaurus  
 Membership.....NARTB  
 General Manager.....Frank Endersbe

**KDHL—Faribault—1948**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KDHL Bdcstg. Co.  
 Business-Studio Address.....213 Central Ave.  
 News Service.....UP  
 Transcription.....Capitol, World, Standard  
 Representative.....UMBS  
 Membership.....NARTB, RAB  
 General Mgr.....J. E. Hyde, Jr.  
 Commercial Mgr.....Palmer Dragsten  
 Program Director.....Irv Kuelland

**KGDE—Fergus Falls—1926**  
 MBS

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Fergus Radio Corp.  
 Business-Studio Address.....Fergus Falls  
 News Service.....AP  
 Representative.....Bulmer & Johnson  
 Membership.....NARTB  
 Secy.-Treas., Gen. Mgr.....Harold L. Dell  
 Assistant Manager.....Frederick T. Dell

**KOZY—Grand Rapids—1948**  
 MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Itasca Bcstg. Co.



Address..... 207 N. First Ave.  
 Membership..... RAB, NARTB  
 News Service..... UP  
 Pres., General Manager..... Robert D. Kennedy

**WMFG—Hibbing—1935**  
**NBC**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Head of the Lakes Bcstg. Co.  
 Address..... WMFG Bldg.  
 News Service..... UP  
 Representative..... Hollingsbery  
 Membership..... RAB  
 General Manager..... Harold Parise

**KDUZ—Hutchinson—1953**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned..... North American Broadcasting Co.  
 Address..... Box 32  
 Representative..... Best  
 News Service..... UP  
 Transcription..... Standard  
 General Manager..... Albert Tedesco  
 Commercial Mgr..... Dean Nolt  
 Program Director..... Lorraine Lhotka  
 Station Manager..... Heinz Fruck  
 Sales Prom. Mgr..... C. R. Splittgerber  
 Chief Engineer..... Darrel Gander



**Nearly unanimous**

Hooper, Pulse, Nielsen and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. There's a new listen in Minneapolis-St. Paul. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign.

Storz Station programming quality plus 50,000 watt coverage are doing a big job for an increasing number of national and local accounts whose audience story is up to date. Is yours? See the Blair man, or General Manager Steve Labunski.

**WDGY - Mpls. - St. Paul**

50,000 watts and nearly perfect-circle daytime signal

**"A STORZ STATION"**

**KLTF—Little Falls—1950**

Frequency: 960 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Little Falls Bcstg. Co.  
 Address..... 105½ Broadway E.  
 News Service..... UP  
 Transcription Service..... World, Capitol  
 Pres., Gen. Sta. Mgr..... John H. Lemme  
 Commercial Manager..... Charles McCartney

**KTOE—Mankato—1950**  
**ABC**

Freq.: 1420 Kc..... Power: 5 Kw.  
 Owned-Oper. By..... Minnesota Valley Bcstg. Co.  
 Address..... Box 550  
 News Service..... AP  
 Representative..... Pearson  
 President..... H. W. Linder  
 Gen., Comm. Mgr..... D. O. Linder  
 Program Dir..... Wayne Will  
 Chief Engineer..... Steve Wolf

**KYSM—Mankato—1938**  
**NBC**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... F. B. Clements & Co.  
 Address..... 101 N. Second St.  
 Representative..... Meeker  
 Membership..... NARTB, RAB  
 Gen., Station, Comm. Mgr..... Robert E. Dehaven

**KMHL—Marshall—1946**  
**ABC**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Harry W. Linder  
 Business-Studio Address..... KMHL Bldg.  
 News Service..... AP  
 Representative..... John E. Pearson  
 Owner..... Harry W. Linder  
 General Manager..... Gilmore F. Frayseth

**WDGY—Minneapolis—1923**  
**MBS**

Freq.: 1130 Kc..... Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By..... Mid-Continent Bcstg. Co.  
 Address..... Builders Exchange Bldg.  
 News Service..... UP  
 Representative..... John Blair  
 Membership..... NARTB  
 President..... Todd Storz  
 General Mgr..... Stephen B. Labunski  
 Comm. Mgr..... Cinton B. Clarke, Jr.  
 Program Director..... Donald A. Loughname  
 Sales Prom. Mgr..... A. W. Carlson  
 Pub. Dir..... Ralph Martin  
 Chief Engineer..... Kenneth Olson

**KEVE—Minneapolis—1948**

Frequency: 1440 Kc..... Power: 5000 Watts d.  
 Owned-Operated By..... Western Bcstg.  
 Address..... 805 N. Lilac Lane  
 News Service..... AP  
 Representative..... Gill-Perna  
 Transcription..... Standard  
 Membership..... RAB  
 President..... R. M. Purcell

V.P., Gen. Mgr. . . . . R. M. Lester, Jr.  
 Program Dir. . . . . Bob Kaye  
 Chief Engineer . . . . . Denvy Doty

**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.  
 News Service . . . . . AP, UP, INS  
 Transcription Service . . . . . Standard  
 Representative . . . . . CBS Radio Spot Sales  
 Membership . . . . . NARTB  
 Exec. V. P. . . . . F. Van Konynenburg  
 Gen., Sta. Mgr. . . . . Larry Haeg  
 Sales Manager . . . . . Phil Lewis  
 Director Research . . . . . C. H. Smith  
 Program Director . . . . . Bob McKinsey  
 Prom., Pub. Dir. . . . . C. Kaufman  
 Chief Engineer . . . . . Kermit Sueker

**WLOL—Minneapolis—1940**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . BFR Bcstg. Co.  
 Address . . . . . 554 Northwestern Bank Bldg.  
 News Service . . . . . UP, AP  
 Representative . . . . . AM Radio Sales  
 Membership . . . . . NARTB  
 President . . . . . Larry Benson  
 Gen., Comm. Mgr. . . . . Wayne Williams  
 Prog. Dir. . . . . Ray Christensen  
 Pub. Director . . . . . Dan Anderson  
 Chief Engineer . . . . . Bryce Ekberg

**WPBC—Minneapolis—1949**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . People's Bdcstg. Co.  
 Address . . . . . 1133 Stinson Blvd.  
 Representative . . . . . Sears and Ayer  
 News Service . . . . . UP  
 Pres., Gen., Sta., Comm. Mgr., . . . . . M. V. Stewart  
 Sales Prom. Mgr. . . . . Jack I. Moore  
 Prog., Pub. Dir. . . . . Mrs. B. A. Stewart  
 Chief Engineer . . . . . Gene Chenetti

**WTCN—Minneapolis-St. Paul**  
**1931—ABC**

Freq.: 1280 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned . . . . . Minnesota TV Public Service Corp.  
 Address . . . . . Calhoun Beach Hotel  
 Rep. . . . . Katz Agency, Andy McDermott  
 Membership . . . . . RAB  
 President . . . . . Harry M. Bitner, Jr.  
 Gen., Sta. Mgr. . . . . Miller C. Robertson  
 Sales Manager . . . . . Bill Daley  
 Sales Promotion Mgr. . . . . 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.

News Service . . . . . AP  
 Representative . . . . . Pearson  
 Pres. . . . . H. W. Linder  
 Gen. Mgr. . . . . Willard Linder  
 Sta. Mgr. . . . . Byron Zurn  
 Comm. Mgr. . . . . Fred Ehlen  
 Chief Engineer . . . . . James Wood

**KVOX—Moorhead—1937**  
**MBS**

Freq.: 1280 Kc. . . . . Power: 1 Kw. d.; 500 Watts n.  
 Owned-Operated By . . . . . KVOX Bcstg. Co.  
 Address . . . . . Box 437  
 News Service . . . . . UP  
 Representative . . . . . McGillvra  
 President . . . . . E. J. McKellar  
 Gen., Station Mgr. . . . . M. M. Marget  
 Commercial Mgr. . . . . R. L. Owens  
 Sales Prom. Mgr. . . . . T. P. Hannaker  
 Prog. Dir. . . . . Art Steffes  
 Chief Engineer . . . . . Ed Klink

**KNUJ—New Ulm—1943**  
**KBS**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . KNUJ, Inc.  
 Address . . . . . 304½ N. Minn. St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, World  
 Membership . . . . . NARTB, RAB  
 General Manager . . . . . George E. Korenchen

**KRFO—Owatonna—1950**

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Owatonna Bcstg. Co.  
 Address . . . . . 301 N. Cedar St.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Pres., Gen. Mgr. . . . . Robert W. Behring  
 S.a. Mgr., Chief Eng. . . . . Gerald J. Boos  
 Comm. Mgr., Publicity Dir. . . . . Charlie Va's  
 Sales Prom. Mgr. . . . . Dick Arnold  
 Prog. Director . . . . . Duane Allen

**KLOH—Pipestone—1955**

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Pipestone Bcstg. Corp.  
 Address . . . . . 118 W. Main St.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Continental  
 President . . . . . C. B. Thomas  
 General Manager . . . . . J. F. Kauper

**KCUE—Red Wing—1948**

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Hiawatha Valley Bcstg. Co., Inc.  
 Address . . . . . Route 4  
 News Service . . . . . AP  
 Representative . . . . . William G. Rambeau  
 Gen. Mgr., V.P. . . . . Gene Elston  
 Comm. Mgr. . . . . Charles Bremer  
 Program Dir. . . . . Harley Flathers  
 Chief Engineer . . . . . Alan M. Kennedy, Jr.

**KLGR—Redwood Falls—1954**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Oper. By.....KLGR Bcstg. Co.  
 Address.....209 S. Washington St.  
 News Service.....AP  
 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.....Southern Minnesota Bcstg. Co.  
 Address.....100 1st Avenue Bldg.  
 Representative.....Meeker, Harry S. Hyett  
 Membership.....RAB  
 President.....Mrs. Gregory P. Gentling  
 Gen., Comm. Mgr.....G. David Gentling  
 Sta. Mgr.....Cal Smith

**KFAM—St. Cloud—1938**  
NBC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Times Publ. Co.  
 Address.....Weber Bldg.  
 Newspaper Affil.....Daily Times  
 News Service.....AP  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President.....Frederick C. Schilplin  
 Gen., Sta. Mgr.....D. F. Rainsberger  
 Sales Prom., Comm. Mgr.....Jack W. Lund  
 Program Director.....C. J. Willms  
 Publicity Director.....Mrs. 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  
 Newspaper Affil.....Portage Daily Reg.  
 Representative.....Rambeau, Bulmer & Johnson  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....John Haerle

**KSTP—St. Paul—Minneapolis**  
1928—NBC

Frequency: 1500 Kc. Power: 50,000 Watts  
 Owned By.....KSTP, Inc.  
 Bus.-Studio Address.....3415 University Ave.  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....Edward Petry  
 President, Gen. Mgr.....Stanley E. Hubbard  
 Asst. 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  
 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: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Sparta-Tomah Bcstg. Co.  
 Address.....Sparta, Wis.  
 News Service.....UP  
 Representative.....Wm. G. Rambeau Co.,  
 Bulmer & Johnson  
 Pres., Gen. Mgr.....John D. Rice  
 Vice-Pres.....Victor Tedesco  
 Sales Mgr.....Hugh Dickie

**WAVN—Stillwater—1949**  
KBS

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By.....St. Croix Bcstg. Co.  
 Address.....128½ S. Main St.  
 News Service.....UP  
 Pres., Gen., Sta. Mgr.....Richard K. Power  
 Comm. Mgr.....James H. McLaughlin  
 Sales Prom. Mgr.....Dewey S. Campbell  
 Prog. Dir.....J. Roger Erickson  
 Publicity Dir.....Henry Sampson  
 Chief Engineer.....Elmer L. Christenson

**KTRF—Thief River Falls**  
1947

Frequency: 1239 Kc. Power: 250 Watts  
 Owned-Operated By.....KTRF Radio Corp.  
 Address.....Box 89  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Bulmer & Johnson, Inc.  
 Membership.....RAB  
 Pres., Gen. Mgr.....Don Olsen  
 Chief Eng.....Fred Franklin

**WHLB—Virginia—1936—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Head of the Lakes Bcstg.  
 Address.....WEBC Bldg.  
 News Service.....UP  
 Newspaper Affil.....Misabi Daily News  
 Membership.....NARTB  
 Transcription Service.....World  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Walter C. Bridges  
 Sta., Comm., Prom. Mgr.....Baldino W. Rodrigo  
 Prog. Dir.....Richard Shumavc  
 Chief Engineer.....Norman Gill

**KWAD—Wadena—1948**  
MBS

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By.....KWAD Broadcasting Co.  
 Bus.-Studio Address.....First Natl. Bank Bldg.  
 News Service.....UP  
 Representatives.....Bulmer & Johnson  
 President.....Robert E. Ingstad

V.P., Gen. Mgr. . . . . Marlin T. Obie  
 Commercial Mgr. . . . . Harold O. Bakke  
 Chief Eng. . . . . Dave Sather

**KWLM—Willmar—1940—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Lakeland Bcstg. Co.  
 Business-Studio Address . . . . . 1340 N. 7th St.  
 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.  
 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  
 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  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Bulmer & Johnson  
 Membership . . . . . NARTB  
 President . . . . . R. W. Olson  
 General Manager . . . . . R. E. Shepard  
 Comm. Mgr. . . . . Arne Karhu  
 Prog. Dir. . . . . Walt Jensen  
 Chief Engineer . . . . . Clint Knapp

**Mississippi**

Pop. March 1 (Est.) 2,137,000—Families 552,000  
 Radio Homes 532,000—TV Homes 234,000—Stations in State 64

**WMPA—Aberdeen—1951**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Prairie Bdcstg. Co.  
 Address . . . . . Darracott Rd.  
 News Service . . . . . UP  
 Sta., Comm., Sales Prom. Mgr., Chief Eng.  
 Don Moore  
 Prog. Dir. . . . . Mat Moore

**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  
 News Service . . . . . AP  
 Transcription . . . . . World  
 Representative . . . . . Hil F. Best  
 Gen. Mgr. . . . . E. O. Roden  
 Comm. Mgr. . . . . Don Moore  
 Program Director . . . . . Jean Cochran

**WLOX—Biloxi—Gulfport**  
 1948—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WLOX Bcstg. Co.  
 Address . . . . . Buena Vista Hotel  
 Trans. Service . . . . . Standard, Lang-Worth  
 News Service . . . . . UP  
 Representative . . . . . Holman, Dora-Clayton  
 Membership . . . . . NARTB  
 General Manager . . . . . Ray Butterfield  
 Commercial Manager . . . . . Thomas B. Majure  
 Program Director . . . . . Mary Miques

**WVMI—Biloxi—1950**

Frequency: 570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Radio Associates  
 Address . . . . . P. O. Box 152  
 Rep. . . . . John Hershey McGillvra  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . UP  
 Pres., Gen., Sta. Mgr. . . . . Odes E. Robinson  
 Prog., Pub. Dir. . . . . Richard 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  
 News Service . . . . . UP  
 Transcription . . . . . World  
 Representative . . . . . Hil F. Best  
 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 . . . . . P. O. Box 644  
 News Service . . . . . AP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NARTB  
 Patnrs. . . . . W. M. Jones, Laura Jane Huff  
 Gen., Comm., Prom. Mgr. . . . . W. M. Jones  
 Station Mgr. . . . . Doug Mathis

**WJMB—Brookhaven—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Brookhaven Bcstg. Co.  
 Address . . . . . W. Chickasaw St.

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 ..... Indie  
 Manager ..... Billy Harris  
 Program Dir. .... Martha Wren

**WGLC—Centreville—1951**

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By... Southern Bdcstg. Co.  
 Address ..... Centreville  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative..... Continental Radio Sales  
 President ..... Alvin Sansing  
 Gen., Sta., Comm., Prom. Mgr. C. W. Wright  
 Prog., Pub. Dir. .... Thelma McCraine  
 Chief Engineer..... E. Case

**WKDL—Clarksdale—1955**

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... Coahoma Bcstg. Co.  
 Address ..... 1 State St.  
 News Service ..... UP  
 Pres., Gen. Mgr. .... W. L. Kent  
 Sta., Comm. Mgr. .... Kersh Walters  
 Sales Prom. Mgr., Prog. Dir. .... Al B. Cassidy  
 Chief Engineer ..... R. N. Meador

**WROX—Clarksdale—1944**  
**MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By... Mrs. Birney Imes, Sr.  
 Address ..... College St., Columbus, Miss.  
 News Service ..... **AP**  
 Representative ..... McGillvra, Dixieland  
 Membership ..... NARTB  
 President..... Mrs. Birney Imes, Sr.  
 General Manager... Bob McRaney, Sr.  
 Sta., Sales Prom. Mgr. .... P. B. Hinman  
 Commercial Manager..... Helen Sugg  
 Chief Engineer ..... C. D. Graves

**WCLD—Cleveland—1949**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned..... Voice of the Delta, Inc.  
 Address ..... H'way 61 So.  
 News Service ..... **AP**  
 Station Representative..... Best  
 President ..... Joseph W. Carson  
 V.P., Gen. Mgr. .... George C. Shurden

**WCJU—Columbia—1946**  
**MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Lester Williams, WCJU, Inc.

Address ..... P. O. Box 472  
 Newspaper Affiliation..... The Progress  
 Pres., Gen. Manager..... Lester Williams  
 Sta. Mgr., Chief Eng. .... Ray Tolar

**WACR—Columbus—1950**

Frequency: 1050 Kc. .... Power: 1 Kw. d.  
 Owned..... J. W. Furr  
 Address ..... WACR Bldg.  
 Address ..... Main & 4th St. S.  
 News Service ..... UP  
 Representative ..... Best  
 Gen. Mgr. .... J. W. Furr  
 Sta. Mgr. .... Albert E. Cappe  
 Program Dir. .... C. Landis Rogers  
 Comm. Mgr. .... Sydney Thweatt  
 Chief Eng. .... Jay Aldridge

**WCBI—Columbus—1940**  
**MBS-KBS**

Frequency: 550 Kc. .... Power: 1 Kw. d. 500 W. n.  
 Owned ..... Columbus Bcstg. Co., Inc.  
 Newspaper Affil. .... Commercial Dispatch  
 News Service ..... **AP**  
 Station Representative ..... McGillvra  
 Membership ..... NARTB  
 President ..... B. Imes, Jr.  
 Gen., Pub. Mgr. .... Bob McRaney  
 Sta. Mgr. .... J. W. Eatherton  
 Prog. Dir. .... Jack Cochrane  
 Chief Engineer..... Tom McFerrin

**WCMA—Corinth—1945**  
**MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By... Corinth Bcstg. Co., Inc.  
 Business-Studio Address ..... Ray Bldg.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 President ..... Aaron B. Robinson  
 Gen. Sta., Sales Prom. Mgr. .... John E. Bell  
 Prog., Pub. Dir. .... Thomas T. Weaver, Jr.  
 Commercial Manager..... Joe P. Van Dyke  
 Chief Engineer..... James D. Anderson

**WMAG—Forrest—1955**  
**KBS**

Frequency: 860 Kc. .... Power: 500 Watts d.  
 Owner-Operated By... Scott County Bcstg. Co.  
 Address ..... P. O. Box 188  
 News Service ..... UP  
 General Mgr. .... Hugh Hughes  
 Commercial Mgr. .... Willie Weems

**WDDT—Greenville—1956**

Frequency: 900 Kc. .... Power: 1000 Watts  
 Owned..... The Delta Democrat Times  
 Address ..... 207 Main Street  
 Newspaper Affil. .... Delta Democrat Times  
 News Service ..... **AP**  
 Transcription ..... Thesaurus  
 Representative ..... Hil F. Best  
 President ..... Hodding Carter

Gen., Sta. Mgr., Pub. Dir. . . . . Ross Charles  
 Comm., Sales Prom. Mgr. . . . . William Deans  
 Program Director . . . . . Richard Breitenfeld  
 Chief Engineer . . . . . Algie Surat

**WGVM—Greenville—1948**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Mid America Bcstg. Co.  
 Bus. Studio Address . . . . . 118 So. B'way  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Rep. . . . . Devney, Melville, Dixieland  
 Pres., General Manager . . . . . David M. Segal  
 Comm., Sta. Mgr. . . . . Jack Stull  
 Sales Prom. Mgr., Prog. Dir. . . . . Wallace D. Hoy  
 Pub. Dir. . . . . James B. Ashley  
 Chief Engineer . . . . . Joseph C. Gunter

**WJPR—Greenville—1939**  
 MBS

Freq.: 1330 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Radio Service Co.  
 Business-Studio Address . . . . . 120 So. Poplar St.  
 News Service . . . . . AP  
 Representative . . . . . Bogner & Martin  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 Gen. Sta. Mgr. . . . . Emmett H. McMurry  
 Commercial Manager . . . . . Frank W. Baldwin  
 Program Director . . . . . Mildred Flowers  
 Sls. Prom. Mgr. . . . . Gene Underwood  
 Publicity Dir. . . . . Bea Armistead  
 Chief Engineer . . . . . Percy L. Kuhn

**WABG—Greenwood—1950**  
 ABC

Freq.: 960 Kw. . . . . Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By . . . . . Greenwood Bcstg. Co.  
 Address . . . . . P. O. Box 414  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 President, Gen. Mgr. . . . . Cy Bahakel  
 Sta. Mgr. . . . . Don Neil  
 Comm. Mgr. . . . . Tom Reardon  
 Prog. Dir. . . . . Erlene Leach  
 Chief Engineer . . . . . Robert Heath

**WGRM—Greenwood—1937**  
 NBC-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Operated By . . . . . Radio Station WGRM  
 Address . . . . . Walnut St.  
 News Service . . . . . UP  
 General Manager . . . . . F. C. Ewing  
 Commercial Mgr. . . . . Lew Sadler  
 Program Dir. . . . . Charles Hester  
 Chief Eng. . . . . Louis Pierce

**WNAC—Grenada—1949**  
 MBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Birney Ines, Jr.  
 Representative . . . . . McGillvra

Newspaper Affiliation . . . . . Dispatch  
 President . . . . . Birney Ines, Jr.  
 General Manager . . . . . Bob McRaney  
 Sta., Comm. Mgr., Prog., Pub. Dir. . . . . M. Looney  
 Chief Engineer . . . . . Jimmie Pinnix

**WDEB—Gulfport—1955**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Denver T. Brannen  
 Address . . . . . P. O. Box 382  
 News Service . . . . . UP  
 T anscription . . . . . Standard  
 Representative . . . . . Thomas F. Clark  
 President . . . . . Denver T. Brannen  
 Gen., Sta., Comm. Mgr. . . . . L. H. Thesmar  
 Sales Prom. Mgr., Ch. Eng. . . . . Charles Pearson  
 Program Director . . . . . Charles Stooky  
 Publicity Director . . . . . Earl Blessey

**WGCM—Gulfport—1928**  
 ABC-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WGCM Bcstg. Co.  
 Address . . . . . 15th Ave and 22nd St.  
 News Service . . . . . AP  
 Station Representative . . . . . Bogner & Martin  
 Membership . . . . . NARTB  
 Owner & Gen. Mgr. . . . . Hugh O. Jones  
 Sta., Sales Prom. Mgr. . . . . Holton Turnbough  
 Commercial Manager . . . . . Mrs. O. L. Owens  
 Prog. Dir. . . . . Tommie Meek  
 Chief Engineer . . . . . Donovan Murphy

**WBKH—Hattiesburg—1954**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . Deep South Radio, Inc.  
 Address . . . . . 305 Bay Street  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . McGillvra  
 Membership . . . . . NARTB  
 President . . . . . B. L. Blackledge  
 Gen. Mgr. . . . . F. M. Smith  
 Sales Prom. Mgr. . . . . Walter L. Smith  
 Prog. Director . . . . . Terry R. Speights  
 Chief Engineer . . . . . C. C. Vogel

**WFOR—Hattiesburg—1925**  
 NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Forrest Bcstg. Co.  
 Address . . . . . 302 Hemphill St.  
 News Service . . . . . UP  
 Representative . . . . . Rambeau, Dixieland  
 President . . . . . C. J. Wright, Sr.  
 Program Director . . . . . Clifton Sessions  
 Station Mgr. . . . . E. M. Jenkins

**WHSY—Hattiesburg—1948**  
 ABC-MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Hub City Bcstg. Co. Inc.  
 Address . . . . . Box 1008

**News Service** ..... AP  
**Membership** ..... RAB  
**President** ..... Charles W. Holt  
**Gen. Mgr.** ..... Robert N. Robinson  
**Chief Engineer** ..... Charles Sharpin

**WMDC—Hazlehurst—1953**  
**KBS**

**Frequency:** 1220 Kc. .... **Power:** 250 Watts d.  
**Owned** ..... Southwestern Bcstg. Co. of Miss.  
**Address** ..... P. O. Box 571  
**News Service** ..... UP  
**Representative** ..... McGillvra  
**General Manager** ..... Louis Allord  
**Sta. Mgr., Chief Engr.** ..... Mack Smith  
**Program Director** ..... Malcolm Jones  
**Comm. Mgr., Prog. Dir.** ..... Malcolm Jones  
**Publicity Director** ..... Bob Prather

**WCPC—Houston—1955—KBS**

**Frequency:** 1320 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... WCPC Bcstg. Co.  
**Address** ..... Box 552  
**News Service** ..... UP  
**Gen., Sta., Comm. Mgr.** ..... Robin H. Mathis  
**Sales Mgr., Prog., Pub. Dir.** ..... Ralph C. Mathis  
**Chief Engineer** ..... John B. Skelton, Jr.

**WNLA—Indianola—1953**  
**KBS**

**Frequency:** 1380 Kc. .... **Power:** 500 watts d.  
**Owned** ..... Central Delta Bcstg. Co.  
**Address** ..... 134 Baker St.  
**News Service** ..... UP  
**Membership** ..... NARTB  
**Co-Owners** ..... W. L. Kent; J. M. McLendon  
**Gen., Sta., Comm. Mgr.** ..... Kit Carson  
**Program Director** ..... Paul Artman  
**Publicity Director** ..... John McLendon  
**Chief Engineer** ..... Bob Meador

**WJDX—Jackson—1929—NBC**

**Frequency:** 620 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned** ..... Lamar Life Insurance Company  
**Address** ..... Jackson  
**News Service** ..... UP  
**Transcription Service** ..... Thesaurus  
**Representative** ..... Hollingbery  
**Membership** ..... NARTB  
**Gen., Sta. Mgr.** ..... Fred L. Beard  
**Comm. Mgr.** ..... Frank Gentry  
**Sales Prom. Mgr., Pub. Dir.** ..... Chuck Allen  
**Prog. Dir.** ..... Forrest Cox  
**Chief Engineer** ..... Percy G. Root

**WJQS—Jackson—1947**  
**CBS**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Mississippi Bcstg. Co.  
**Business-Studio Address** ..... Edwards Hotel  
**News Service** ..... UP  
**Transcription Service** ..... Standard  
**President, General Manager** ..... Withers Gault

**WJXN—Jackson—1945**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned** ..... Jackson Bcstg. Co., Inc.  
**Address** ..... P. O. Box 786  
**News Service** ..... UP  
**Representative** ..... Webb, Clarke Brown  
**President** ..... James T. Ownby  
**General Manager** ..... Robert Statham

**WOKJ—Jackson—1954**

**Frequency:** 1590 Kc. .... **Power:** 1 Kw. d.  
**Owned** ..... Dixieland Bcstg. Co.  
**Address** ..... P. O. Box 2667  
**News Service** ..... UP  
**Station Rep.** ..... McGillvra  
**General Manager** ..... John M. McLendon  
**Sta., Sales Prom. Mgr.** ..... Jay Gilbert  
**Comm. Mgr.** ..... William Anderson  
**Prog. Dir.** ..... Lee Nowell  
**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** ..... 125½ So. Lamar  
**News Service** ..... AP  
**Representative** ..... Rambeau, Dixieland  
**General Manager** ..... W. V. Dubard

**WSLI—Jackson—1938—ABC**

**Frequency:** 930 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... Capitol Bcstg. Co.  
**Address** ..... P. O. Box 8187  
**Newspaper Affil.** ..... Daily News, Clarion Ledger  
**News Service** ..... AP  
**Transcription** ..... World  
**Representative** ..... Weed  
**Membership** ..... NARTB  
**President** ..... T. M. Hederman, Jr.  
**General Manager** ..... L. M. Sepaugh  
**Sta., Comm. Mgr.** ..... Richard Voorhis  
**Sales Prom. Mgr.** ..... Dorothy Dawley  
**Prog., Pub. Dir.** ..... B. K. Smith  
**Chief Engineer** ..... C. A. Perkins

**WKOZ—Kosciusko—1947**

**Frequency:** 1350 Kc. .... **Power:** 5 Kc. d.  
**Owned-Oper. By** ..... Cy N. Bahakel  
**Address** ..... 109 W. Jefferson  
**Membership** ..... NARTB  
**News Service** ..... UP  
**Transcription** ..... World  
**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.  
**Transcription Service** ..... World  
**Representative** ..... George P. Hollingbery  
**Membership** ..... NARTB, RAB  
**President** ..... Harold Mathson  
**Gen., Sta. Mgr.** ..... Granville Walters

Commercial Manager.....M. M. Cover  
 Program Director.....Granville 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.  
 News Service.....UP  
 Representative.....McGillvra  
 Membership.....RAB, NARTB  
 President.....C. T. McCallum  
 Gen., Sta. Mgr.....Norma H. Leggett  
 Comm., Sales Prom. Mgr.....David Stensrud  
 Pgm., Pub. Dir.....Jim Gibbon  
 Chief Engineer.....W. B. Carter

**WLSM—Louisville—1953**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Louisville Bcstg. Corp.  
 Address.....Box 111  
 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.....WMBC Bldg.  
 News Service.....UP  
 Station Rep.....Hil Best  
 General Manager.....Bill Atkinson  
 Comm. Mgr.....E. C. Farr

**WAPF—McComb—1948**  
**KBS**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....S. W. Bcstg. Co. of Miss.  
 Address.....Pike Hotel  
 Station Rep.....McGillvra  
 Transcription Service.....World  
 Co-Owners.....Phillip Brady, Louis Alford,  
 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  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Thomas F. Clark Co.  
 President.....Charles W. Holt  
 General Manager.....W. R. Tyler

**WCOC—Meridian—1926—CBS**

Frequency: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mississippi Bcstg. Co., Inc.  
 Business-Studio Address.....Meridian  
 News Service.....UP  
 Transcription Service.....Standard  
 President, General Manager...Withers Gavin

**WMOX—Meridian—1945**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Birney Ines, Jr.  
 Address.....P. O. Box 1511  
 News Service.....AP  
 Representative.....McGillvra  
 Transcription Service.....Thesaurus  
 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  
 Representative.....Walker  
 President.....Robert F. Wright  
 Gen., Sta., Comm. Mgr., Pub. Dir.....F. Holifield  
 Sales Prom. Mgr., Prog. Dir., Chief Eng.  
 Dan Hollingsworth

**WMIS—Natchez—1941**  
**NBC-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Natchez Broadcasting Co.  
 Address.....City Bank Building  
 News Service.....UP  
 Transcription Service.....World  
 Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.  
 Comm. Sales Prom. Mgr.....Eddie Phelan  
 Program Dir.....Johnny Littlejohn  
 Pub. Director.....Bill Wall  
 Chief Engineer.....George Wilson

**WNAT—Natchez—1949**  
**MBS-ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Old South Bcstg. Co.  
 Address.....Eola Hotel  
 News Service.....UP  
 Membership.....NARTB  
 President.....Mrs. Laurie G. Ratcliffe  
 General Manager.....Paul Schilling

**WNAU—New Albany—1955**  
**KBS**

Frequency: 1470 Kc.....Power: 500 Watts  
 Owned-Oper. By.....New Albany Bcstg. Co.  
 Address.....202 Bankhead St.  
 News Service.....AP  
 Transcription Service.....World  
 Gen., Sta. Mgr., Chief Eng.....V. Keith Wroten  
 Comm., Sls. Prom. Mgr.....Daniel L. Skilton  
 Program Director.....Lee Elman

**WSUH—Oxford—1955**

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Colonel Rebel Radio  
 Address.....University Ave., East; Box 266  
 News Service.....UP



**Transcription Service**.....World  
 Rep. .... Hil F. Best  
 Pres., Gen., Sta., Comm. Mgr. .... C. H. Quick  
 Sales Prom. Mgr. .... Quinon Ivy  
 Program Director.....Netta Quick  
 Pub. Dir. .... Martha Lyles  
 Chief Engineer..... Mitchell Self

**WPMP—Pascagoula—1951**  
**KBS-ABC**

Frequency: 1580 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By..... Crest Bcstg. Co., Inc.  
 Address..... P. O. Box 391  
 News Service ..... UP  
 Membership ..... NARTB  
 Representative ..... Hil F. Best  
 Pres., Gen. Mgr. .... William R. Guest, Jr.  
 Sales Mgr. .... Ollie Bales  
 Program Dir. .... Fred Strother  
 Publicity Dir. .... E. Rae Cole  
 Chief Eng. .... W. H. Collins

**WHOC—Philadelphia—1948**  
**KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... William Howard Cole  
 Address ..... Box 26  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Hil F. Best  
 President, Manager. .... William Howard Cole  
 Program Director ..... Mrs. D. A. Nicholson  
 Chief Eng. .... Paul M. Miller

**WRJW—Picayune—1949**

Frequency: 1320 Kc. .... Power: 5000 d.  
 Owned-Oper. By..... Tung Bcstg. Co.  
 Address ..... Picayune  
 News Service ..... AP  
 Representative ..... McGillvra  
 General Mgr. .... Herb Witthauer  
 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.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Keystone  
 Pres., Gen., Comm. Mgr. .... Joe Phillips  
 Prog., Pub. Dir. .... Jayne McNeil  
 Chief Engineer..... Travis Palmer

**WELO—Tupelo—1944**  
**MBS-KBS**

Frequency: 580 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... Tupelo Bcstg. Co.  
 Bus.-Studio Address..... 212 S. Spring St.  
 News Service ..... AP  
 Transcription Service..... Thesaurus, Capitol  
 Representative ..... McGillvra  
 Station Manager..... Bob Evans

**Commercial Manager**..... E. L. Bowen, Jr.  
**Prog. Dir.**..... Edward Cleary  
**Pub. Dir.**..... Jack Christil  
**Chief Engineer**..... LeRoy Green Sr.

**WTUP—Tupelo—1953**

Frequency: 1380 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By..... Lee Bcstg. Co.  
 Address..... East Main St.  
 Station Representative..... Hil F. Best  
 Transcription ..... World  
 General Mgr. .... James E. Reese

**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.  
 Newspaper Affil. .... Evening Post, Morning-Herald  
 Representative..... Bogner & Martin  
 President..... L. P. Cushman  
 General-Station Mgr. .... Mary-Van Cushman  
 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..... 708 Clay St.  
 Transcription ..... World  
 Representative. .... Thomas F. Clark, Dora-Clayton  
 General Mgr. .... John F. Shea  
 Station Mgr. .... Roy Harris

**WABO—Waynesboro—1954**

Frequency: 990 Kc. .... Power: 250 Watts  
 Owner..... New Laurel Radio Sta., Inc.  
 Representative ..... Hil F. Best  
 President ..... Harold Matison  
 General Manager..... Granville Walters  
 Station Manager..... Paul Carlisle  
 Sales Prom. Mgr. .... Martha King  
 Prog. Dir. .... Gene Perry  
 Pub. Dir. .... N. Shoemaker

**WROB—West Point—1947**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Bob McRaney, Sr.  
 Address ..... WROB Bldg.  
 Station Rep. .... McGillvra  
 Pres., Gen. Mgr. .... Bob McRaney Sr.  
 Station Manager..... Jack King

**WAZF—Yazoo City—1947**  
**MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned ..... WAZF, Inc.  
 Address ..... Yazoo City  
 Representative..... Hil F. Best  
 Manager..... Bruce Gresham  
 Prog. Dir. .... Dennis Hancock, Jr.  
 Chief Engineer..... Earl B. Necl, Jr.

# Missouri

Pop. March 1 (Est.) 4,291,000—Families 1,309,000  
Radio Homes 1,274,600—TV Homes 1,074,000—Stations in State 73

## KWRT—Boonville—1953

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Oper. By Wm. R. Tedrick  
Address KWRT Bldg.  
Representative Indie  
News Service AP  
Membership NARTB  
Transcription Standard  
Owner, Gen. Mgr. W. R. Tedrick  
Sales Mgr. James R. Gammon

## KGHM—Brookfield—1955

KBS

Frequency: 1470 Kc. Power: 500 Watts d.  
Address 308 N. Main  
News Service AP  
Membership NARTB  
Representative Indie Sales, Inc.  
President Ira J. Williams  
Gen., Sta., Comm. Mgr. Clair W. Peck  
Prog., Pub. Dir. Ron Lutz  
Chief Engineer Robert Breeding

## 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  
News Service AP, UP  
Membership NARTB, RAB  
Representative John E. Pearson  
President, Gen. Mgr. Oscar C. Hirsch  
Sta. Mgr. Ralph L. Hirsch

## KGMO—Cape Girardeau—1952

KBS

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By KGMO Radio-TV Inc.  
Address Hwys. 61 & 74

## KDMO—Carthage—1947

KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Carthage Bcstg. Co.  
Address 1201 E. Chestnut  
News Service AP  
Station Rep. Continental  
Membership NARTB  
Owner, Gen. Mgr. J. J. Daly

## KCRV—Caruthersville—1950

KBS

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By Pemiscot Bcstg. Co.  
Address 106½ W. 3rd St.  
Transcription Service Thesaurus  
News Service UP  
Membership NARTB  
Co-Partners. Erie Taylor, Walter Y. Cleveland  
Gen., Sta., Comm. Mgr. Ed Dyer, Jr.

Prog., Pub. Director Harry A. Moreland  
Chief Engineer Al Lawrence

## KCHR—Charleston—1953

KBS

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper. By South Mo. Bcstg. Co.  
Address South Main St.  
Representative Continental Radio Sales  
News Service AP  
Transcription Thesaurus  
Membership NARTB  
Pres., Gen. Mgr., Chief Eng. Kermit Barker  
Program Director James L. Byrd III

## KCHI—Chillicothe—1950

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By Cecil W. & Jane Roberts, Inc.  
News Service AP  
Representative Hil F. Best  
Gen., Sta., Comm. Mgr. Howard G. Rion

## KDKD—Clinton—1951—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned Osage Broadcasting Corp.  
Address Clinton  
News Service UP  
Representative Indie Sales  
Gen. Mgr. William R. Tedrick  
Sta. Mgr. Robert F. Morey  
Comm. Mgr. Irving Nagle  
Prog. Dir. Robert J. Noland  
Chief Engineer Stuart W. Underwood

## KBIA—Columbia—1955

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated by Midwest Bcstg. System  
Address Mexico Gravel Road  
Representative Best  
News Service AP  
Gen. Mgr. Earl L. Whitner  
Sales Mgr. Robert R. Stoner

## KFRU—Columbia—1925

ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By KFRU, Inc.  
Business Address Box 89  
Station Rep. Webb  
Membership NARTB, RAB  
President H. J. Walters, Jr.  
Station Manager Mahlon R. Aldridge  
Director of Sales Gregory Reeser

## KDEX—Dexter—1955

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By Stoddard County  
News Service UP  
Representative Sears and Ayer  
Membership NARTB, RAB  
General Manager Jerome B. Zimmer  
Sta. Mgr., Chief Eng. L. D. Speidel  
Prog. Dir. S. W. Stanton

**KREI—Farmington—1947**

**KBS**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Midwest Bcstg. System  
 Address... Ozark Federal Bldg.  
 News Service... AP  
 Station Rep... Hil F. Best  
 President... Cecil W. Roberts  
 Gen., Sta. Mgr... Robert D. Rapp  
 Comm. Mgr... Ernest Jones  
 Prog. Dir... Martha M. Rapp  
 Chief Engineer... Ralph J. Henry

**KJCF—Festus—1951**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned... Jefferson County Radio & TV Co.  
 Address... P. O. Box 192  
 News Service... UP  
 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  
 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  
 News Service... OP  
 Representative... Indie Sales  
 Transcription Service... Standard  
 Membership... NARTB, RAB  
 Gen. Mgr... Robert W. Nickles  
 Station Dir... 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  
 News Service... AP  
 Representative... Grant Webb  
 Membership... RAB  
 President... Lester M. Smith  
 Gen., Sta. Mgr... F. J. LeGrand  
 Commercial Manager... William Stephenson  
 Program Dir... Kenneth Albridge  
 Pub. Dir... Robt. Dixon  
 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

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

... and **MORE RADIO AND TELEVISION STATIONS**

depend on

**THE ASSOCIATED PRESS**

Newspaper Affil. Daily News, Pictorial Shopper  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 President ..... Craig Siegfried  
 Gen., Sta., Comm. Mgr., Prog. Dir. Bill Hardt  
 Pub. Dir. .... Donna Tuttle  
 Chief Eng. .... R. Atkeisson

**KLIK—Jefferson City—1954**

Frequency: 950 Kc. .... Power: 5 Kw., d.  
 Owned. .... Empire Bcstg. Co.  
 Address ..... 410 E. Capital  
 Membership ..... NARTB  
 Transportation Service. .... Standard, World  
 News Service ..... UP  
 President. .... J. A. Shepherd  
 V.P., Gen. Mgr. .... A. E. Dahl  
 Comm. Mgr. .... James F. Jae  
 Sales Prom. Mgr. .... R. Phillips  
 Prog. Dir. .... Don Steele  
 Pub. Dir. .... Bill Cannady  
 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.  
 Newspaper Affiliation. .... News Tribune Co.  
 News Service ..... AP  
 Station Rep. .... Bogner & Martin  
 President. .... Mrs. L. R. Goshorn  
 General Manager. .... R. L. Rose  
 Station Manager. .... E. A. Richter

**KFSB—Joplin—1948**

Frequency: 1310 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Four States Bcsters, Inc.  
 Address ..... 1027 Main St.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Meeker  
 Membership ..... NARTB  
 President ..... Harry Easley  
 Sta., Gen. Mgr. .... W. H. Clark  
 Comm. Mgr. .... Robert A. Barry  
 Program Director. .... Ed Johnson  
 Chief Engineer. .... Lloyd Frazier

**KODE—Joplin—1946—CBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... WSTV, Inc.  
 Address ..... 1928 W. 13 St.  
 Representative ..... William G. Rambeau  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Austin A. Harrison

**WMBH—Joplin—1926—MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Joplin Bcstg. Co.  
 Business-Studio Address. .... Frisco Bldg.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative. .... Sears & Ayer



**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

... and **MORE**

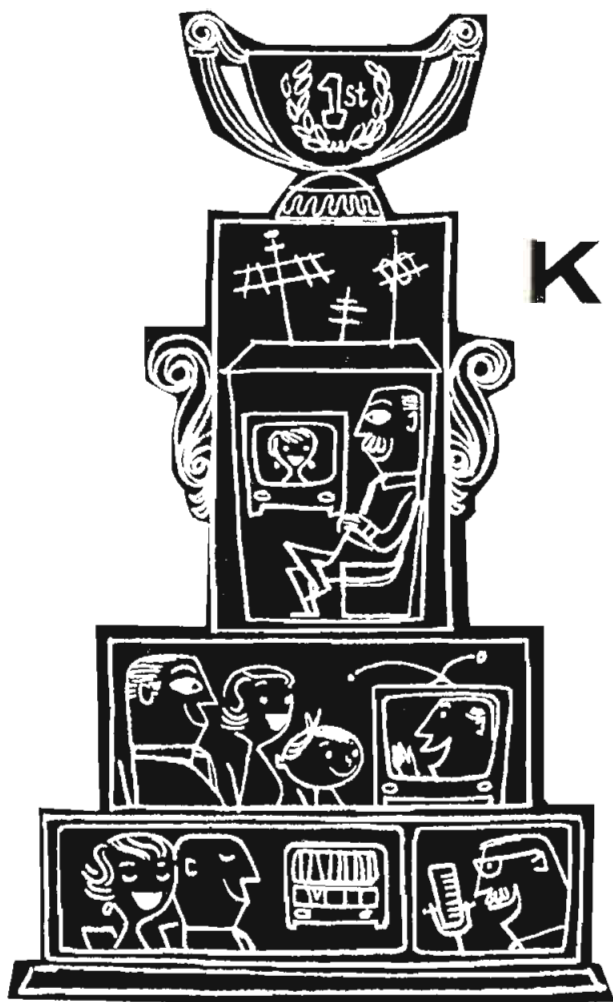
**RADIO AND**

**TELEVISION STATIONS**

depend on

**The Associated Press**





in Kansas City

**KCMO**

takes the prize\*  
for good viewing,  
good listening

**TV**

- Channel 5 telecasting from the world's tallest self-supporting TV tower.

**AM**

- 50,000 watts by day, 10,000 watts by night at 810 kilocycles, Kansas City's most powerful station.

**FM**

- at 94.9 megacycles, Kansas City's only fine music station.



**BASIC CBS**

\*  
wins more survey prizes, too,  
month after month.

Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....D. J. Poynor

**KCKN—Kansas City—1925**

(See *Kansas City, Kansas, listing*)

**KCMO—Kansas City—1936**  
**CBS**

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By.....KCMO Bcastg. Co.  
 Address.....125 E. 31st St.  
 News Service .....AP  
 Representative .....Katz  
 Membership .....NARTB, RAB  
 President.....E. T. Meredith  
 Gen., Sta. Mgr.....E. K. Hartenbower  
 Commercial Manager .....R. W. Evans  
 Sales Prom., Pub. Dir.....W. W. Cunningham  
 Program Director.....George Stump  
 Chief Engineer.....Karl Troeglen

**KFRM—Kansas City—1947**

For KFRM Listing—See *Concordia, Kansas*

**KMBC—Kansas City—1921**  
**ABC-MBS**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KMBC Bcastg. Co.  
 Address.....11th and Central Sts.  
 News Service .....AP, UP  
 Transcription Service .....World  
 Representative.....Peters, Griffin, Woodward  
 Membership .....NARTB, RAB  
 Pres., Comm. Mgr., Pub. Dir., Donald D. Davis  
 Exec. V.P.....John T. Schilling  
 V. P., Sales Manager.....George J. Higgins  
 Station Manager, Prog. Dir.....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.  
 Station Rep. ....John E. Pearson  
 News Service .....AP  
 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.....Heart of America Bcstrs., Inc.  
 Address.....1012 Baltimore Bldg.  
 News Service .....UP  
 Station Representative.....Weed  
 Membership .....NARTB  
 President.....H. Scott Killgore  
 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.

News Service .....AP  
 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. McInne Russo  
 Pgm., Publ. Dir.....Julian Harris  
 Chief Engineer.....James Schmidt

**WHB—Kansas City—1922**

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Mid-Continent Bcastg Co.  
 Address.....10th & McGee Sts.  
 News Service.....AP, UP, INS  
 Station Representative.....John Blair Co.  
 Membership .....NARTB  
 President .....Todd Storz  
 V.P. Gen. Mgr.....George W. Armstrong  
 Comm. Mgr.....Jack Sampson  
 Sales Prom. Mgr.....Ken Greenwood  
 Program Director.....John Pearson  
 Publicity Dir.....Robt. H. Harris  
 Transmitter Supv.....Lewis E. Baird  
 Studio Supv.....Roy Nonemaker

**KBOA—Kennett—1947**

Frequency: 830 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Kennett Bcastg. Corp.  
 Business-Studio .....Kennett



**87% renewal**

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956! WHB has a higher renewal percentage among both local and national advertisers than any other Kansas City Station.

Thus WHB is Kansas City's RESULTS station . . . and RATINGS station, because WHB is a dominant all-day first on every survey!

Latest Metro Pulse: WHB first 360 of 360 ¼'s!  
 Latest Area Pulse: WHB first 263 of 288 ¼'s!  
 Latest Area Nielsen: WHB first all day, every day!

Latest Hooper: WHB first all day, every day!  
 Talk ratings and results with Blair . . . or General Manager George W. Armstrong.

**WHB-Kansas City**

10,000 watts—710 kc.

**"A STORZ STATION"**



**News Service** ..... **AP**  
**Transcription Service** ..... Lang-Worth  
 Pres., Gen. Mgr. .... Paul C. Jones  
 Station Manager ..... C. H. Harrison  
 Comm. Mgr. .... Joe Bankhead  
 Prog. Dir. .... John Reeder  
 Chief Eng. .... R. H. Conner

**KIRX—Kirksville—1947**  
**KBS-ABC**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... North Mo. Bcstg. Co.  
 Bus-Studio Address ..... P. O. Box 726  
**News Service** ..... **AP**  
**Transcription Service** ..... Thesaurus  
 Membership ..... NARTB  
 Representative ..... Bogner & Martin  
 Gen., Sta. Mgr. .... Samuel A. Burk  
 Comm., Sales Prom. Mgr. James J. Dougherty  
 Program Director ..... Robert Carlson  
 Chief Engineer ..... Charles P. Porter

**KLWT—Lebanon—1947**  
**MBS-KBS**

Frequency 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Lebanon Bcstg. Co.  
 Bus-Studio Address ..... 221 E. Commercial St.  
**News Service** ..... **UP**  
**Transcription Service** ..... Langworth, SESAC  
 General Manager ..... O. R. Wright  
 Program Director ..... Jack A. Sellers  
 Chief Eng. .... Eugene Clay

**KTCB—Malden—1954—KBS**

Frequency: 1470 Kc. .... Power: 1 Kw.  
 Owned ..... Tri-County Bcstg. Co.  
 Address ..... 100 W. Main St.  
**News Service** ..... **UP**  
**Transcription Service** ..... Thesaurus  
 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  
 Rep. .... Pearson  
**News Service** ..... **UP**  
 Membership ..... NARTB, RAB  
 General Manager ..... Harold Douglas

**KNIM—Maryville—1953**  
**KBS**

Frequency: 1580 Kc. .... Power: 250 Watts  
 Owned ..... KNIM, Inc.  
 Address ..... Box 278  
**News Service** ..... **AP**  
**Transcription Service** ..... World  
 Membership ..... NARTB  
 President ..... Les Ware  
 Gen., Sta., Sales Prom. Mgr. Gilbert L. Poese  
 Prog. Dir., Chief Eng. .... Jim Shadduck

**KXEO—Mexico—1947—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Audrain Bcstg. Corp.  
 Address ..... 1705 E. Liberty  
**News Service** ..... **AP**  
**Transcription Service** ..... Thesaurus  
 Membership ..... NARTB, RAB  
 Gen., Comm. Mgr. .... W. Earl Dougherty  
 Chief Engineer ..... Hyle Lemen

**KNCM—Moberly—1950**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Jerrell A. Shepherd  
 Membership ..... NARTB  
**News Service** ..... **AP**  
 Gen. Mgr. .... Jerrell A. Shepherd  
 Comm. Mgr. .... James Lipsey  
 Chief Engineer ..... Jim Young

**KRMO—Monett—1950**

Frequency: 990 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Monett Bcstg. Co.  
 Address ..... P. O. Box 270  
**News Service** ..... **AP**  
 Rep. .... Hil F. Best, M. Richard Bradley  
 Membership ..... NARTB  
 General Manager ..... L. C. McKenney  
 Program Director ..... Floyd Stewart  
 Sales Mgr. .... Marion Pilant

**KLRS—Mountain Grove—1955**  
**KBS**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owner ..... Kickapoo Prairie Bcstg. Co.  
 Address ..... Box 308  
**News Service** ..... **UP**  
**Transcription** ..... Lang-Worth  
 Representative ..... Hil F. Best  
 President ..... Floyd W. Jones  
 Gen. Mgr., Prog. Dir. .... John W. Billingsley  
 Comm. Mgr. .... Chester Sieloff  
 Chief Engineer ..... Emory T. Caudill

**KBTN—Neosho—1954—KBS**

Frequency: 1420 Kc. .... Power: 500 Watts d.  
 Owned ..... Neosho Broadcasting Co.  
 Address ..... 212½ E. Main St.  
**News Service** ..... **AP**  
**Transcription** ..... Thesaurus  
 Representative ..... Hil F. Best  
 Gen. Mgr. .... L. C. McKenney  
 Station Mgr. .... Frank Edwards  
 Program Director ..... Bill Bennett  
 Chief Engineer ..... Bill Allen

**KNEM—Nevada—1949—KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio KNEM, Inc.  
 Address ..... P. O. Box 15  
**News Service** ..... **UP**  
 Station Rep. .... Hil Best  
 Gen. Mgr. .... Kenneth E. White

**KRMS—Osage Beach—1952**

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned-Oper. By.....Lawrence Bcstg. Co., Inc.  
Address.....Highway 54  
News Service.....AP  
General Manager.....Arden Booth  
Station Manager.....George Strickland  
News Director.....Gordon Johnson

**KWOC—Poplar Bluff—1938**

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Poplar Bluff Bcstg. Corp.  
Address.....428 Vine St.  
Transcription Servie.....SESAC, Thesaurus  
News Service.....UP  
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  
News Service.....AP  
Pres., Gen., Sta. Mgr.....Luther W. Martin  
Comm. Mgr.....Ward C. Rinehart  
Prog. Dir.....Norma Fleming  
Promotion Mgr.....Murl Nash  
Chief Engineer.....Martin M. Mitchum

**KSGM—Ste. Genevieve—1947**

Frequency: 980 Kc. Power: 500 Watts  
Owned-Oper. By.....Donze Enterprises, nc.  
Bus-Studio Address.....410 Merchant St.  
Newspaper Affil.....Monitor  
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-Oper. By.....Midland Broadcasting Co.  
Business-Studio.....40th and Farron  
News Service.....AP  
Representative.....Simmons  
President.....Kenyon Brown  
V.P., Gen. Mgr.....G. Griswold  
Commercial Mgr.....J. Ted Branson  
Program Director.....Robert A. Whyte  
Chief Engineer.....J. Wesley Koch

**KRES—St. Joseph—1946**

Frequency: 1550 Kc. Power: 5000 Watts  
Owned-Oper. By.....KRES Radio Corp.  
Address.....404 So. 8th  
News Service.....AP  
Representative.....Clark  
Pres., Gen. Mgr.....Tee Casper  
Comm., Prom. Mgr.....Robert Mosiman  
Sta. Mgr., Prog. Dir.....Richard Irving  
Pub. Dir.....Nita Lau  
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  
News Service.....UP  
Transcription.....World  
Membership.....NARTB  
Representative.....Hil F. Best Co.  
President.....J. D. Spears  
Gen. Mgr.....Peter T. Scott  
Comm. Mgr.....Hal Hamilton  
Prog. Director.....Vic Keans  
Chief Engineer.....Ralph Doggett

**KATZ—St. Louis—1955**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By.....St. Louis Bcstg. Co.  
Address.....812 Olive St.  
News Service.....AP  
Representative.....Forjoe & Co., Inc.  
Membership.....NARTB  
Pres., Gen. Mgr., Prog. Dir.....William F. Garrett  
Commercial Manager.....R. M. Hetherington  
Sales Prom. Mgr.....Ken Markel  
Pub. Dir.....Mike Rohan  
Chief Engineer.....Charles O. Rick

**KMOX—St. Louis—1925—CBS**

Frequency: 1120 Kc. Power: 50,000 Watts  
Owned By.....Columbia Bcstg. System, Inc.  
Business-Studio Address.....401 So. 12th St.  
News Service.....AP, UP  
Representative.....CBS Radio Spot Sales  
Membership.....RAB, NARTB  
General Manager.....Robert Hyland, Jr.  
Station Mgr.....Charles Burge  
Sales Prom. Mgr.....Foster Brown  
Publicity Dir.....Paul Douglass  
Program Director.....George Clarke  
Chief Engineer.....Harry Harvey

**KSTL—St. Louis—1948**

Frequency: 690 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Radio St. Louis, Inc.  
Address.....Box 1440  
News Service.....UP  
Representative.....Everett McKinney  
Pres., Gen., Sta. Mgr.....Dick J. Kasten  
Comm. Mgr.....Arthur Goldford  
Program Director.....Tony Glenn  
Sales Prom. Mgr.....Wm. L. Vietmeier  
Publicity Director.....Doris Jennemann  
Chief Engineer.....Ira E. Pollock

**KWK—St. Louis—1927**

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Operated By.....KWK, Inc.  
Address.....1215 Cole St.  
Newspaper Affiliation.....St. Louis Globe-  
Democrat  
Representative.....Katz  
Membership.....RAB  
President, General Mgr.....Robert T. Convey  
V. P., Comm. Dir.....V. E. Carmichael  
Sales Mgr.....Gil Johnston





## Dominance in St. Louis . . .

KSD and KSD-TV—pioneers in their respective media—this year observe the completion of 35 eventful years in radio and 10 exciting years in television.

Such pioneering naturally means foresighted leadership! And that leadership now means more than ever for achieving success in any campaign in St. Louis—America's ninth market!

THE ST. LOUIS POST-DISPATCH STATIONS



Basic Affiliate

SPOT SALES

*National  
Representative*



**KSD—St. Louis—1922—NBC**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By...The Pulitzer Publishing Co.  
 Business-Studio Address.....1111 Olive St.  
 News Service .....AP  
 Newspaper Affil.....St. Louis Post Dispatch  
 Transcription Service.....World, Thesaurus  
 Representative.....NBC Spot Sales  
 Membership .....NARTB  
 President.....Joseph Pulitzer, Jr.  
 General Manager.....George M. Burbach  
 Comm. Manager.....Arthur J. Casey  
 Program Director.....Harold Grams  
 Promotion Mgr.....Fred J. Mueller  
 Pub. Dir.....Robt. Hannon  
 Chief Engineer.....J. E. Risk

**KXLW—St. Louis—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...St. Louis County Bcstg. Co.  
 Address...2735 Bonaparte Ave., Brentwood  
 News Service .....UP  
 Representative .....Pearson  
 Membership .....NARTB, RAB  
 President.....John W. Kluge  
 Gen. Sta. Manager.....William W. Jefferay  
 Commercial Manager.....W. D. Herman  
 Prog. Director.....Marshall Zwick  
 Chief Engineer.....James F. Mitchell

**KXOK—St. Louis—1938—ABC**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By.....KKOK, Inc.  
 Address.....Radio Park  
 News Service .....UP  
 Representative .....John Blair  
 Membership .....NARTB  
 President.....E. M. Roberts  
 General Manager.....C. L. Thomas  
 Comm. Mgr.....W. C. O'Donnell  
 Sales Prom. Mgr., Pub. Dir...John J. Corrigan  
 Program Director.....Elmer Muschany  
 Chief Engineer.....Arthur F. Rekart

**WEW—St. Louis—1921**

Frequency: 770 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Barrington Co.  
 Address.....St. Louis 1, Mo.  
 News Service .....UP  
 Representative.....Bowling Co.  
 Pres., Gen. Mgr.....Bruce Barrington  
 Prog., Pub. Dir.....Don Phillips  
 Chief Engineer.....Charles C. Casey

**WIL—St. Louis—1922**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By...Missouri Bcstg. Corp.  
 Bus-Studio Address.....Coronado Hotel  
 Representative.....Headley-Reed  
 News Service .....AP  
 Pres., Gen. Mgr.....L. A. Benson  
 V. P., Asst. Gen. Mgr.....Nick Pagliara  
 Comm. Mgr.....C. W. Beintker

Sales Prom. Mgr.....Roland Rives  
 Prog. Dir.....Roy A. May

**KSMO—Salem—1953—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Zola Bcstg. Co.  
 Address.....P. O. Box 71  
 News Service .....AZ  
 Gen., Comm., Sales Prom. Mgr., Chief Eng.  
 William B. Smith  
 Program Director.....Irene Smith

**KDRO—Sedalia—1939—MBS  
 KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....KDRO-TV & Radio, Inc.  
 Bus-Studio Address.....2100 W. Broadway  
 News Service .....AP  
 Membership .....NARTB  
 Representative .....Pearson  
 President.....Milton J. Hinlein  
 General Manager.....Herbert W. Brandes  
 Sales Manager.....Jimmy Glenn  
 Program Director.....Jimmy Murray  
 Chief Eng.....Bob Klein

**KSIS—Sedalia—1953**

Frequency: 1050. Power: 1000 Watts  
 Owner.....Yates Bcstg. Co.  
 Address.....KSIS Building  
 News Service .....AP  
 Transcription.....Lang-Worth, Thesaurus  
 Pres., Gen., Comm. Mgr....Carl W. Yates, Jr.  
 Sta. Mgr., Prog. Dir.....Bettie S. Yates  
 Chief Engineer.....Marion Pratt

**KSIM—Sikeston—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner-Oper...Sikeston Community Bcstg. Co.  
 Bus-Studio-Transmitter Address..Hwy. 60 W.  
 News Service .....AP  
 President.....Lyman R. Bowman, Jr.  
 Gen., Sta., Sls. Prom.  
 Manager.....Richard L. Watkins, Jr.  
 Prog., Pub. Dir.....Raymond B. Norton  
 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.....605 Boonville Ave.  
 News Service .....AP  
 Newspaper Affil..Springfield Newspapers, Inc.  
 Transcription Service.....Thesaurus  
 Rep.....Venard, Rintoul & McConnell  
 Membership .....NARTB  
 Pres., Gen. Mgr.....K. G. Wells  
 Comm. Mgr., Prog. Dir.....Don C. Dailey  
 Sls. Prom. Mgr.....Dudley Morris  
 Publicity Dir.....Wm. DeLange  
 Chief Engineer.....Richard Bowman

**KICK—Springfield—1949**

Frequency 1340 Kc. Power 250 Watts  
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.  
 Address...610 College St.  
 News Service...UP  
 Representative...Hil F. Best  
 Transcription...Standard  
 Membership...NARTB, RAB  
 President...Floyd W. Jones  
 General Manager...L. C. McKenney  
 Station Mgr...Robert Vinyard, Jr.

**KTTS—Springfield—1941**  
CBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...Independent Bcstg. Co.  
 Address...P. O. Box 1716 S. S. S.  
 Representative...Sears & Ayer  
 Membership...NARTB  
 Transcription Service...World  
 News Service...AP  
 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.  
 Bus-Studio Address...1121 South Glenstone  
 News Service...UP  
 Representative...John E. Pearson  
 Membership...NARTB, RAB  
 Pres., Gen. Mgr...Ralph D. Foster  
 V.P. & Asst. Gen. Mgr...Leslie L. Kennon  
 Commercial Manager...Raymond M. Keltner  
 Program Director...Joe Slattery  
 Prom., Pub. Dir...Bill Bailey  
 Chief Engineer...Wallis Fender

**KALM—Thayer—1953**

Frequency: 1290 Kc. Power: 1 Kw. d.  
 Owned...KALM  
 Address...Box 327  
 News Service...AP  
 Representative...Best, Bradley  
 Pres., Gen. Sta. Comm. Mgr...R. F. Neathery

**KTTN—Trenton—1955—KBS**

Frequency: 1600 Kc. Power: 500 Watts  
 Owned-Oper. By...Trenton Bcstg. Co.  
 Address...112 E. Ninth St.  
 News Service...AP  
 Transcription...World

Representative...Bogner and Martin  
 Membership...NARTB  
 General Manager...Sam A. Burk  
 Station Manager...Ed Hundley  
 Commercial Manager...Bob Dennis  
 Prog. Dir...Rick McHargue  
 Chief Engineer...Lynn Bradley

**KLPW—Union—1954**

Frequency: 1220 Kc. Power: 250 Watts  
 Owned...Franklin County Bcstg. Co.  
 Address...P. O. Box 72  
 News Service...AP  
 Representative...Indie  
 President...Leslie P. Ware  
 Gen., Sta., Comm. Sis. Prog...  
 Pub. Manager...Norb Moore  
 Chief Engineer...Frank Lohmeyer

**KOKO—Warrensburg—1953**  
KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By...Warrensburg Bcstg. Co.  
 Address...Box 395  
 News Service...AP  
 President...Lee E. Baker  
 Gen. Mgr...C. L. Parks  
 Program Dir...Bruce Lee  
 Publicity Director...Gene Tipton  
 Chief Eng...Charles Cunningham

**KWRE—Warrenton—1949**  
KBS

Frequency: 730 Kc. Power: 500 Watts  
 Owned...W. T. Zimmerman  
 Address...Warrenton  
 News Service...UP  
 Transcription Service...SESAC  
 Representative...Continental  
 Membership...NARTB  
 Gen., Sta. Mgr...W. T. Zimmerman  
 Comm. Mgr...Russell Benton  
 Chief Eng...Dick Cole

**KWPM—West Plains—1947**  
KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned...Robert F. Neathery  
 News Service...AP  
 Transcription Service...Standard  
 Membership...NARTB  
 Pres., Gen. Mgr., Eng...Robert F. Neathery  
 Sta., Comm. Mgr...Fritze A. Dixon  
 Program Director...A. Woodside  
 Pub. Dir...Carl O. Johnson  
 Chief Eng...L. Thompson

# Montana

Pop. March 1 (Est.) 638,000—Families 198,000  
Radio Homes 187,000—TV Homes 72,000—Stations in State 30

## KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Anaconda Bcsig. Co.  
Address.....P. O. Box 727  
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  
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  
News Service.....UP  
Station Representative.....Katz  
Membership.....RAB, NARTB  
President.....P. N. Fortin  
General Manager.....Jeff Kiichli

## KOOK—Billings—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Montana Network  
Address.....P. O. Box 2557  
News Service.....UP  
Transcription Service.....World  
Representative.....Headley-Reed  
Membership.....NARTB, RAB  
President.....Joseph S. Sample  
Station Manager.....V. V. "Bud" Clark  
Commercial Manager.....William P. McCracken  
Publicity Dir.....Conna G. May

## KOYN—Billings—1955

Frequency: 910 Kc.....Power: 1000 Watts  
Owned.....D. Gene Williams, Del Cody  
Address.....Riverside Drive, Box 956  
News Service.....UP  
Representative.....Hugh Feltis  
Partners.....D. Gene Williams, Del Cody  
General. Sta. Mgr.....Bob Eubanks  
Sales Prom. Mgr.....Lew Theusen  
Program Director.....Jerry Fay  
Chief Engineer.....Bill Banks

## KBMN—Bozeman—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Penn Engineering Co.

Address.....N. Seventh St.  
News Service.....UP  
Transcription Service.....World  
Representative.....Gill-Perna  
Manager.....Dale G. Moore  
Sales Mgr.....Bill Merrick

## KXLQ—Bozeman—1939 NBC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....KRBM Bcstrs. Inc.  
Address.....Bozeman, Mont.  
News Service.....UP  
Representative.....Walker  
Pres., Gen., Sta. Mgr.....Ernest A. Neath  
Prog. Dir.....Dick Smiley  
Publicity Dir.....Marcellus Rapkoch  
Chief Engineer.....Pen Edwards

## KBOW—Butte—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Copper City Radio Co.  
Address.....720 Yale Ave.  
Representative.....Cooke, Feltis  
News Service.....UP  
President.....Frank Reardon  
Exec. V.P.....Bill Carroll

## KOPR—Butte—1948 ABC-MBS-IMN

Frequency: 550 Kc.....Power: 1000 Watts  
Owned-Operated By.....Copper Bcstg. Co.  
Business-Studio Address.....Hotel Finlen  
News Service.....UP  
Membership.....NARTB, RAB  
Representative.....Avery-Knodell  
President.....George C. Hatch  
General Mgr.....Ed Cooney  
Comm. Mgr.....Dan Markham  
Program Director.....Jim Harrold  
Chief Engineer.....William Emerson

## KXLF—Butte—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts  
Owned-Operated By.....KGIR, Inc.  
Representative.....Walker, Pacific N.W. Bcstrs.  
Manager.....Arne Anzian  
Eastern Sales Mgr.....Wythe Walker  
Western Sales Mgr.....Tracy Moore

## KLTZ—Glasgow—1954

Frequency: 1240 Kc.....Power: 250 Watts  
Owner.....Glasgow Bcstg. Co.  
Address.....Box 909  
News Service.....AP  
Owners.....C. L. Scofield, W. L. Holter, J.  
Carston  
Station Manager.....William L. Beach

## KXGN—Glendive—1948

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Glendive Bcstg. Co.  
Address.....Box 200



News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, World  
 Representative . . . . . Grant Webb  
 President . . . . . Lewis W. Moore  
 General Manager . . . . . Daniel C. Palen  
 Chief Eng. . . . . Donald J. Powers

### **KBGF**—Great Falls—1955 KBS

Frequency: 1405 Kc. . . . . Power: 250 W.  
 Owned-Operated By . . . . . Community Broadcasters  
 Address . . . . . Box 1405  
 News Service . . . . . UP  
 Representative . . . . . Webb, Felts  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Don Snyder  
 Comm., Sales Prom. Mgr. . . . . Richard V. Coon  
 Prog. Dir. . . . . W. A. Zimlich  
 Chief Eng. . . . . Eugene B. Bunker

### **KFBB**—Great Falls—1921 CBS

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Wilkins Bcstg., Inc.  
 Business-Studio Address . . . . . Box 1139  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Station Rep. . . . . Bolling  
 Membership . . . . . NARTB, RAB  
 General Manager . . . . . J. P. Wilkins  
 Prog. Dir. . . . . Richard Osborn  
 Sta., Comm. Mgr. . . . . W. C. Blanchette  
 Pub. Dir. . . . . William E. Spahr  
 Chief Eng. . . . . Anthony Lopuch

### **KMON**—Great Falls—1947 MBS-ABC-IMN

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Montana Farmer Bcstg. Co.  
 Business Address . . . . . 121 Fourth St. N.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Avery-Knodel  
 Gen., Sales Mgr. . . . . Robert H. Warner

### **KXLK**—Great Falls—1947 NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Great Falls Bcstg. Co.  
 Representative . . . . . Walker, Pacific Northwest  
 Manager . . . . . T. L. Frayling  
 Eastern Sales Mgr. . . . . Wythe Walker  
 Western Sales Mgr. . . . . Tracy Moore

### **KOJM**—Havre—1946 MBS-KBS-IMN

Frequency: 610 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . No. Montana Bcstg. Co.  
 Address . . . . . Box 70  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Cooke, Inc., Avery-Knodel  
 Membership . . . . . NARTB

General Manager . . . . . Charlotte H. Brader  
 Comm. Mgr. . . . . Carlyle D. Leeds  
 Sales Prom. Mgr. . . . . S. G. Stephens  
 Prog. Dir. . . . . J. R. Saenger  
 Chief Eng. . . . . Harold Bustard

### **KCAP**—Helena—1949 MBS-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Lewis & Clark Bcstg. Corp.  
 Address . . . . . 1705 Jerome St.  
 Representative . . . . . Webb, Felts, Cox  
 Membership . . . . . RAB  
 President . . . . . James M. Flinn  
 Gen., Sta. Mgr. . . . . K. O. MacPherson

### **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 . . . . . Kalispell  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC  
 Station Rep. . . . . Donald Cooke Inc.  
 Membership . . . . . RAB  
 President . . . . . Frank Reardon  
 Gen. Manager . . . . . Richard V. Vick  
 Prog. Director . . . . . Robert Rigler  
 Chief Engineer . . . . . Duane J. Morgan

### **KOFI**—Kalispell—1955

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Flathead Valley Bcstrs.  
 Address . . . . . Box 75  
 Representative . . . . . Art Moore  
 News Service . . . . . UP  
 General Manager . . . . . William H. Patterson  
 Commercial Mgr. . . . . Grover D. Allen  
 Prog. Dir., Ch. Eng. . . . . L. L. Sterling

### **KXLO**—Lewistown—1947 MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Montana Bcstg. Co.  
 Address . . . . . E. Main St.  
 News Service . . . . . UP  
 Representative . . . . . Grant Webb  
 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  
 News Service . . . . . UP  
 Trans. . . . . Lang-Worth, MacGregor, Keystone  
 Manager . . . . . Oliver G. Coburn  
 Program Dir. . . . . Lavina Kenyon

**KPRK—Livingston—1947**  
**MBS-IMN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Yellowstone Amusement Co.  
Address: Box 691  
News Service: UP  
Transcription Service: UP  
Representative: Avery-Knodel  
Pres., Gen. Sta. Mgr.: Paul B. McAdam  
Commercial Manager: Jack Hinman  
Sales Prom. Mgr.: Carl Argabrite  
Program Director: Frank Lewis  
Publicity Dir.: Nikki Kolence  
Chief Engineers: Harry Rolance, Larry Hecox

**KATL—Miles City—1941**  
**KBS-MBS-IMN.**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Star Printing Co.  
Address: Box 720  
Newspaper Affiliation: Daily Star  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Avery-Knodel  
Membership: NARTB  
Gen., Sta. Mgr.: Ian A. Elliot  
Commercial Manager: Fred B. Hunnes  
Sales Prom. Mgr.: Norval B. Davis  
Prog. Dir.: Thomas Biedrzycki  
Pub. Dir.: Robert McKendrick  
Chief Engineer: William Able

**KBTK—Missoula—1955**  
**MBS-KBS-IMN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Montana Bcstg. Co.  
Address: Box 1202  
Rep.: Avery-Knodel, Intermountain  
Membership: NARTB  
President: Marion E. Dixon  
General Manager: William J. Strothman  
Comm. Mgr.: Lou Torok  
Prog. Dir.: Del Strothman  
Chief Eng.: B. Hamilton

**KGVO—Missoula—1931—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By: Mosby's, Inc.  
Bus.-Studio Address: Radio Central Bldg.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Gill-Perna  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: A. J. Mosby  
Sta., Comm. Mgr.: Guy D. Farnsworth  
Sales Mgr., Prog. Dir.: Don Bradley

**KXLL—Missoula—1948—NBC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Western Montana Assoc.  
News Service: UP  
Representative: Walker  
Pres., Gen., Sta. Mgr.: Pat M. Goodover  
Comm., Prom. Mgr.: Bob Gillis  
Program Director: Chas. Cromwell  
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: N. Marias Ave.  
Representative: Avery-Knodel  
President: John Lyon  
Sec.-Treas.: Frank Krshka

**KGCX—Sidney—1926—MBS**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Operated By: KGCX, Inc.  
Address: 109 S. Central  
News Service: UP  
Representative: Gill Perna  
General Manager: E. E. Krebsbach  
Station Mgr.: E. Clair Krebsbach  
Comm. Mgr.: Keith Krebsbach  
Sales Prom. Mgr.: Don Cole  
Prog. Dir.: Ben Innes  
Publicity Director: Veryl Moser  
Chief Engineer: Dale Wilson

**Nebraska**

Pop. March 1 (Est.) 1,428,000—Families 432,000  
Radio Homes 424,000—TV Homes 317,000—Stations in State 28

**KCOW—Alliance—1949—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Sandhills Bcstg. Corp.  
Trans. Address: 1100 West 10th St.  
News Service: UP  
Transcription Service: World  
Representative: McGillyvra  
Membership: NARTB  
President: J. W. Cover  
General Manager: Gene Ackerley  
Program Director: Ted Ford  
Chief Engineer: Dick A. Pace

**KWBE—Beatrice—1949**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Blue Valley Bcstg. Co.  
Address: Box 1450  
News Service: AP  
Transcription Service: Thesaurus  
Membership: NARTB  
General Manager: Bud Pentz

**KCNI—Broken Bow—1949**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Custer County Bstg. Co.  
Address: Box 561



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  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 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  
 News Service ..... AP  
 Representative ..... Biddick, Continental  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 President, Gen. Mgr. .... George Basil Anderson  
 Sta., Comm. Mgr., Prog. Dir. .... Milo Kincaid  
 Sales Prom. Mgr. .... Mel Krehbiel  
 Chief Engineer ..... Bob Miller

### KFGT—Fremont—1939

Frequency: 1340 Kc. .... Power: 100 Watts  
 Owned-Oper. By ..... Snyder Enterprises  
 Business-Studio Address ..... 118 E. 5 St.  
 Membership ..... NARTB  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 President ..... L. L. Snyder  
 Gen., Sta. Mgr. .... H. C. Snyder  
 Comm. Mgr. .... Donald Mundy  
 Program Director ..... Harry Gehrett  
 Publicity Director ..... E. Smizer  
 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  
 News Service ..... UP  
 Representative ..... H-R  
 Membership ..... RAB, NARTB  
 President ..... Don Searle  
 Gen., Sta., Comm. Mgr. .... Ken Titus  
 Prog. Dir. .... Bill Delzell  
 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

KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Nebraska Bcstg. Co.  
 Transmitter Address ..... 906½ W. Second St.  
 News Service ..... INS  
 Representative ..... Gill-Perna  
 Membership ..... NARTB, RAB  
 General Mgr. .... Roy Pearce  
 Prog. Dir. .... Ed Knight  
 Chief Engineer ..... Vance Filken

### KGFW—Kearney—1927

MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Central Neb. Bcstg. Corp.  
 Business-Studio Address ..... Platte Valley Bldg.  
 News Service ..... UP  
 Representative ..... Hal Holman  
 Membership ..... NARTB, RAB  
 General Mgr. .... J. C. Mitchell  
 Sta. Mgr. .... Bob Jenkins  
 Comm. Mgr. .... Reiney Ehly  
 Sls. Prom. Mgr. .... Mary Mitchell  
 Program Director ..... Don Sherrill  
 Publicity Director ..... Gene Larsen  
 Chief Engineer ..... Wallace V. Rockefeller

### KRVN—Lexington—1951

Frequency: 1010 Kc. .... Power: 25,000 Watts d.  
 Owned-Oper. By ..... Nebraska Rural Radio  
 Address ..... 104 W. 8th St.  
 Transcription Service ..... Standard  
 News Service ..... AP  
 Representative ..... Raymer  
 Membership ..... NARTB  
 President ..... Jay A. Person  
 General Manager ..... Max Brown  
 Asst. Sta. Mgr. .... Gary Schroeder  
 Chief Engineer ..... Robert Bitner

### KFOR—Lincoln—1924—ABC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Cornbelt Bcstg. Corp.  
 Bus. Studio Address ..... 814 Stuart Bldg.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Standard  
 Representative ..... Paul Raymer  
 Membership ..... NARTB, RAB  
 President ..... James Stuart  
 Gen., Sta. Mgr. .... Richard Chapin  
 Sales Manager ..... Roger Larson  
 Program Director ..... Robert Askey  
 Chief Engineer ..... Al Pugsley

### KLIN—Lincoln—1955—MBS

Frequency: 1400 Kc. .... Power: 250 W.  
 Owned-Oper. By ..... Frudeger Bcstg. Co.  
 Address ..... 410 Sharpe Building  
 Representative ..... Devney  
 News Service ..... AP  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Robert W. Frudeger  
 Comm. Mgr. .... R. L. Hoffman

Prog. Dir. . . . . L. Getchell  
 Chief Eng. . . . . Howard H. Frederick

**KLMS—Lincoln—1949**

Freq.: 1480 Kc. . . . . Power: 1 Kw. d., 1 Kw. n.  
 Owned. . . . . Lincoln Bcstg. Corp.  
 Address. . . . . 130 N. 16th St.  
 News Service . . . . . UP  
 Transcription Service. . . . . Standard, World  
 President. . . . . Howard A. Shuman  
 Gen., Sta., Comm. Mgr. . . . . Frank Stubbs  
 Chief Engineer. . . . . Charles Winkler

**KBRL—McCook—1947**  
**MBS**

Frequency: 1300 Kc. . . . . Power: 1 Kw. d.  
 Owned. . . . . McCook Bcstg. Co.  
 Address. . . . . West J St., Hiway 83  
 News Service . . . . . AP  
 Transcription . . . . . Standard  
 Representative . . . . . McGillvra, Inc.  
 Membership . . . . . NARTB  
 Pres., Gen. Sta. Mgr., Chief Eng. . . . . L. W. Lenwell  
 Prog. Dir. . . . . Leon Little  
 Comm., Sales Prom. Mgr. . . . . Don Hays  
 Pub. Director. . . . . Robt. Morris

**WJAG—Norfolk—1922**

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . WJAG, Inc.  
 Address . . . . . 309 Braasch Ave.  
 Phone: 20 . . . . . Air Time: Daytime  
 Representative . . . . . Walker  
 Newspaper Affil. . . . . Huse Pub.  
 Transcription Service . . . . . World, Standard  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . Gene Huse  
 Station Manager . . . . . Bob Thomas  
 Oper., Pub. Dir. . . . . Don Broadstone  
 Comm. Manager. . . . . Evcans Meier  
 Chief Engineer. . . . . W. Gettman

**KNBR—North Platte—1952**

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . John Townsend  
 Address. . . . . P. O. Box 778  
 Representative . . . . . Indie Sales  
 News Service . . . . . UP  
 Transcription. . . . . Thesaurus, SESAC  
 Manager. . . . . Bill Lemke

**KODY—North Platte—1930**  
**NBC-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Radio Station KODY  
 Bus. Studio Trans. Add. . . . . 1521 W. 12th  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Thesaurus  
 Membership . . . . . NARTB  
 Representative . . . . . Meeker  
 Gen., Sta. Mgr. . . . . John Alexander  
 Sales Prom. Mgr. . . . . Joe Gallagher  
 Program Director . . . . . Bill Wood  
 Commercial Manager. . . . . Joe di Natale  
 Publicity Director. . . . . Jerry Wing  
 Chief Engineer. . . . . Joe Stavas

**KOGA—Ogallala—1954**  
**KBS**

Frequency: 930 Kc. . . . . Power: 500 Watts  
 Owner . . . . . Ogallala Bcstg. Corp.  
 Address. . . . . 216 N. Spruce  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus  
 Representative . . . . . Indie Sales  
 Membership . . . . . NARTB  
 Pres., General Manager. . . . . Newell Eastman

**KBON—Omaha—1942**  
**MBS-ABC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Inland Bcstg. Co.  
 Business-Studio Address. . . . . 676 World Ins. Bldg.  
 News Service . . . . . AP  
 Transcription . . . . . Thesaurus  
 Membership . . . . . NARTB  
 Representative . . . . . Pearson  
 Pres., Gen. Mgr. . . . . Paul R. Fry  
 Comm. Manager. . . . . Ernest S. Priesman  
 Sales Manager. . . . . Ernest S. Priesman  
 Program Dir. . . . . Dean H. Murray  
 Chief Engineer. . . . . Ed Shulman

**KFAB—Omaha—1924—NBC**

Frequency: 1110 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By. . . . . KFAB Bcstg. Co.  
 Bus. Studio Address. . . . . 5010 Underwood  
 Rep. . . . . Peter, Griffin, Woodward, Inc.

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

. . . and **MORE**

**RADIO AND  
 TELEVISION STATIONS**

depend on

**The Associated Press**





Newspaper Affil. . . . . Journal, Star  
 News Service . . . . . AP, INS  
 Membership . . . . . NARTB, RAB  
 President . . . . . Victor Toft  
 General Mgr. . . . . Lyle Bremser  
 Comm. Mgr. . . . . E. R. Morrison  
 Sales Prom. Mgr., Pub. Dir. . . . . Don Shoemaker  
 Program Director . . . . . Ken Headrick  
 Engineers . . . . . Art Stewart, Al Bates

President . . . . . Todd Storz  
 V.P., Gen. Mgr. . . . . Virgil Sharpe  
 Local Sales Mgr. . . . . Ed Morgan  
 Production Mgr. . . . . Grahame Richard  
 Program Dir. . . . . Bill Stewart

**KOIL—Omaha—1925**  
**ABC**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Central States Bcstg. Co.  
 Business-Studio Address . . . . . 511 So. 17th St.  
 Transcription Service . . . . . Capitol, Standard, World  
 News Service . . . . . INS, AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, RAB  
 Co-Manager, Programs . . . . . Chic Crabtree  
 Co-Manager, Sales . . . . . Don W. Borden

**WOW—Omaha—1923—CBS**  
 Frequency: 590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Meredith WOW, Inc.  
 Bus.-Studio Address . . . . . Insurance Bldg.  
 Representative . . . . . John Blair  
 Transcription Service . . . . . Standard, Capitol  
 Chairman of Board . . . . . Fred Bohlen  
 President . . . . . E. T. Meredith  
 Vice Pres., Gen. Mgr. . . . . Frank P. Fogarty  
 Sales Prom. Mgr. . . . . George Mirras  
 Sales Manager . . . . . Bill Wiseman  
 Program Director . . . . . Ray Olson  
 Chief Engineer . . . . . Glenn Flynn

**KOWH—Omaha—1922**

Frequency: 660 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Mid-Continent Bcstg. Co.  
 Address . . . . . Kilpatrick Bldg.  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . Adam Young  
 Membership . . . . . NARTB, RAB  
 Transcription . . . . . World, Assoc., Standard

**KNEB—Scottsbluff—1948**  
**MBS**

Freq.: 960 Kc. . . . . Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By . . . . . Platte Valley Bcstg. Corp.  
 Business-Studio Address . . . . . Golden Rule Bldg.  
 Transcription Service . . . . . Thesaurus, World  
 Membership . . . . . NARTB  
 Representative . . . . . Hal Holman  
 President . . . . . John R. Jirton  
 General-Station Mgr. . . . . Russ M. Stewart  
 Commercial Mgr. . . . . Byron Joachim  
 Program Director . . . . . Wayne McIntosh  
 Chief Engineer . . . . . Leslie A. Proctor

**KOLT—Scottsbluff—1930**  
**CBS**

Freq.: 1320 Kc. . . . . Power: 5000 W. d. 1000 W. n.  
 Owned-Operated By . . . . . The Hilliard Co.  
 Address . . . . . W. 20th St.  
 Representative . . . . . Gill-Perna  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Manager . . . . . L. L. Hilliard



**5th year of dominance!**

For a long time now, KOWH has enjoyed almost as much of the Omaha daytime audience as all the other stations put together. (Hooper). Just about every daytime 1 1/2 hour belongs to KOWH. And no matter who asks the question, the answer is KOWH. Latest Pulse: KOWH first 228 of 240 14's. Latest Trendex: KOWH first every time period!

What's done it? Storz Station programming and broad (660 kc.) coverage- which have been bringing results to a host of local and national advertisers. You can be one, too. Ask the Adam Young man, or General Manager Virgil Sharpe.

**KOWH—Omaha**  
**"A STORZ STATION"**

**KSID—Sidney—1952**  
**ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Wm. C. Grove, Inc.  
 Address . . . . . Legion Park  
 Representative . . . . . McGillvra  
 News Service . . . . . UP  
 Gen., Comm. Mgr. . . . . David W. Young

**KAWL—York—1954—KBS**

Frequency: 1370 Kc. . . . . Power: 500 W. d.  
 Owned-Operated By . . . . . Prairie States Bcstg.  
 Address . . . . . York  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 President . . . . . M. L. Gleason  
 Sta. Mgr. . . . . T. L. Gleason  
 Comm., Sales Mgr. . . . . H. Hansen  
 Prog., Pub. Dir. . . . . G. C. Bryan  
 Chief Eng. . . . . E. Siemoneit

# Nevada

Pop. March 1 (Est.) 247,000—Families 82,000  
Radio Homes 78,000—TV Homes 42,000—Stations in State 15

## KPTL—Carson City—1955 KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By E. L. & A. Bullis  
Address Box 523  
News Service UP  
Transcription Service SESAC  
Representative O'Connell  
General Manager Edwin L. Bullis  
Comm., Sales Mgr., Prog., Pub. Dir. R. Nelson  
Chief Engineer Dave Williams

## KELK—Elko—1948 MBS-IMN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Elko Bcstg. Co.  
Address P. O. Box 790  
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 1140 Ave. "F" East  
News Service AP  
Co-Managers D. I. Hansen, D. V. Bradley  
Sales Mgr. David I. Hansen  
Program Dir. Dale V. Bradley

## KBMI—Henderson—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated Moritz Zenoff  
Address New Frontier Hotel  
Newspaper Affil. Henderson Home News  
News Service AP  
Representative Forjoe  
Pres., Gen. Manager Moritz Zenoff

## K-TOO—Henderson—1956

Frequency: 1280 Kc. Power: 5000 Watts  
Owned K-TOO  
Address P. O. Box 1848, Las Vegas  
News Service AP  
Representative McGavren-Quinn  
General Mgr. Tom Magowan

## KENO—Las Vegas—1940 ABC

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By Nevada Bcstg. Co.  
Address 810 Keno Lane  
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

Transcription Service Standard  
News Service UP  
Transcription Service World, Standard  
Representative Weed & Co.  
Membership RAB  
President R. G. Jolley  
General Manager Tom Ivory  
Commercial Manager Bill Pursel  
Program Director John C. Edington  
Publicity Director Bette Swain  
Chief Engineer John E. Witt

## KORK—Las Vegas—1951 NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Southwestern Bcstg. Co.  
Address Hotel Thunderbird  
Representative Pearson  
President Donald W. Reynolds  
General Manager King Harmon  
Commercial Mgr. Stuart Oakes

## KRAM—Las Vegas—1947

Freq., 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By Drake Motel Corp.  
Address Hotel Riviera  
Representative BTS  
President David M. Margolis  
V.P. Gen. Mgr. Larry Buskett  
Sales Mgr. Don D. Stewart

## KATO—Reno—1946 MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Robert L. Stoddard  
Bus-Studio Address Box 1170  
Representative Walker, Broadcast Time  
Pres., Gen. Mgr. R. L. Stoddard  
Comm. Mgr. Walter States  
Prog. Dir. Betty Stoddard  
Chief Engineer Irvin Carlsen

## 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  
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 El Cortez Hotel  
News Service UP  
Representative Pearson  
Membership RAB  
President Donald W. Reynolds  
Gen., Sta., Comm., Sls. P. om. Mgr. R. W. Co'on  
Pub. Dir. Colleen Lubeke  
Chief Engineer Jere Laird

**KONE—Reno—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Magowan & Jones  
 Address: 700 Forest St.  
 Transcription Service: Spot-Lite Spots  
 Representative: McGavren-Quinn  
 Membership: NARTB, RAB  
 News Service: AP  
 General Manager: George A. Carr  
 Sta. Mgr.: Ken O'Connell  
 Chief Engineer: W. Binford

**KWRN—Reno—1947—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Radioreno, Inc.

Address: Riverside Hotel  
 News Service: UP  
 Station Rep.: W. S. Grant  
 General Manager: Naum Healy

**KWNA—Winnemucca—1955**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner: N. W. Radio & TV Corp.  
 Address: Sonoma Inn Bldg.  
 News Service: AP  
 Transcription: SESAC  
 General Mgr.: Ernest Damon  
 Sta., Comm. Prom. Mgr.: Donald H. Erskine  
 Program Dir.: Lavon Briggs  
 Chief Eng.: Whitelaw R. Ross

**New Hampshire**

Pop. March 1 (Est.) 563,000—Families 170,000  
 Radio Homes 168,000—TV Homes 174,000—Stations in State 13

**WTSV—Claremont—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Grandview Inc.  
 Trans. Address: 221 Washington St.  
 News Service: UP  
 Representative: A. Young, Wheeler  
 Membership: NARTB  
 General Manager: Ralph Gottlieb  
 Station Mgr.: F. Richard Hill  
 Nat. Sales Mgr.: Jack King

**WKXL—Concord—1946**  
**CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Capitol Bcstng. Co.  
 Business-Studio Address: 110 N. Main St.  
 News Service: UP  
 Representative: Grant Webb  
 President: H. Scott Kilgore  
 Gen., Sta., Comm., Sales Mgr.: W. Sweeney  
 Prog., Pub. Dir.: S. Larrabee  
 Chief Engineer: Robert Wright

**WJWG—Conway—1955**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned: WJWG, Inc.  
 Address: Radio Building  
 News Service: UP  
 Transcription: World  
 Representative: Stars National, Wheeler  
 President: John W. Guider  
 Gen. Mgr.: James P. Hinchey  
 Station Manager: Bill Potter  
 Sales Prom. Mgr.: Ed Conaty  
 Chief Engineer: Armand St. Louis

**WTSN—Dover—1956**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned: WTSN, Inc.  
 Address: Back Road  
 News Service: UP  
 Representative: Wheeler, Adam Young  
 General Mgr.: Ralph Gottlieb  
 Station Mgr.: Edward X. Callahan

Comm. Mgr.: Jock MacKenzie  
 Prog. Director: Peter Johnson  
 Chief Engineer: Albert J. Davis

**WKNE—Keene—1926**  
**CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By: WKNE Corp.  
 Address: 17 Dunbar St.  
 News Service: AP  
 Representative: Meeker, Borgatti  
 Membership: NARTB, RAB  
 President: Joseph K. Close  
 Gen., Sta., Comm. Mgr.: Frank B. Estes  
 Sls. Prom., Prog., Pub. Dir.: Ted B. Sawyer  
 Chief Engineer: Ernest Boragar

**WLNH—Laconia—1922**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By: Northern Bcstg. Corp.  
 Bus. Studio Address: Masonic Temple Bldg.  
 News Service: UP  
 Representative: Kettell-Carter, McGavren  
 Gen., Sta. Mgr.: Arthur Rothafel  
 Commercial Manager: Sydney Clarke  
 Program Director: Irving W. Kaizer

**WTSL—Lebanon—1950**  
**ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: WTSL Inc.  
 Address: P. O. Box 1031, Hanover  
 News Service: UP  
 Transcription Service: RCA Victor  
 Station Rep.: Adam Young  
 President: William J. Barkley  
 General Manager: Ralph Gottlieb  
 Station Mgr.: Howard L. Chase  
 Program Director: Joe Shaw  
 Chief Engineer: Al Davis

**WMOU—Littleton—1946**  
**KBS**

Frequency: 1230 Kc. Power: 250 Watts

**Owned-Oper.**..... White Mtns., Bcstng. Co.  
**Address**..... Green Square  
**News Service**..... UP  
**Representative**..... Wheeler, Stars Natl.  
**Membership**..... NARTB  
**President**..... John W. Guider  
**General Mgr.**..... James P. Hinchey  
**Program Dir.**..... Charles Hoss  
**Sales Prom. Mgr.**..... Sam Hickey  
**Chief Eng.**..... Herschel Howe

**WFEA—Manchester—1932**

**Frequency:** 1370 Kc..... **Power** 5 Kw.  
**Owned**..... Public Information, Inc.  
**Address**..... P. O. Box 149  
**News Service**..... AP  
**Station Rep.**..... Weed  
**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.  
**News Service**..... UP  
**Station Rep.**..... Wheeler, Young  
**Membership**..... NARTB  
**General Manager**..... Ralph Gottlieb  
**Sta., Sales Mgr.**..... Jack King

**WGIR—Manchester—1941**  
**CBS**

**Frequency:** 610 Kc... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned**..... Northwest Broadcasting Corp.  
**Address**..... P. O. Box 487  
**News Service**..... UP  
**Transcription**..... World  
**Representative**..... O'Connell, Borgatti  
**Membership**..... NARTB

**President**..... Madeline M. Girolimon  
**General Manager**..... Warren H. Journey  
**Asst. Gen. Mgr.**..... Bernie Mack  
**Program Director**..... Donn Tibbetts  
**Chief Engineer**..... Harry Handfield

**WOTW—Nashua—1947**

**Frequency:** 900 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Nashua Bcstg. Corp.  
**Bus-Studio-Transmitter Location**..... Lund Rd.  
**News Service**..... UP  
**Representative**..... Walker  
**Membership**..... RAB, NARTB  
**Pres., Gen. Mgr.**..... Arthur A. Newcomb  
**Sta. Manager**..... R. E. Berry  
**Comm. Manager**..... Armand Bedard  
**Program Director**..... Merrill G. Smith  
**Publicity Director**..... Howard McKinney  
**Chief Engineer**..... R. C. Bingham

**WHEB—Portsmouth—1932**

**Frequency:** 750 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... WHEB, Inc.  
**Address**..... N. H. National Bank Bldg.  
**News Service**..... AP  
**Transcription Service**..... World  
**Representative**..... Foster, Walker  
**Pres., Comm. Mgr.**..... Charles M. Dale  
**Station Manager**..... Thomas M. Dale  
**Program Dir.**..... George Pinkerton  
**Senior Engineer**..... Anthony Vaccaro

**WWNH—Rochester—1948**

**Frequency:** 930 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... Strafford Bcstg. Corp.  
**Address**..... Rochester Hill Rd.  
**News Service**..... UP  
**Representative**..... Borgatti, O'Connell  
**Membership**..... RAB, NARTB  
**Pres., Gen. Mgr.**..... A. J. K. Malin  
**Commercial Mgr.**..... M. C. Ball  
**Station Mgr.**..... H. Martin  
**Prog. Dir.**..... J. Alan Jasper  
**Pub. Director**..... Mike Erlich  
**Chief Engineer**..... Roger Butterfield

**New Jersey**

Pop. March 1 (Est.) 5,566,000—Families 1,664,000  
 Radio Homes 1,658,000—TV Homes 1,470,000—Stations in State 23

**WJLK—Asbury Park—1926**

**Frequency:** 1310 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Asbury Park Press, Inc.  
**Address**..... Press Plaza  
**News Service**..... AP  
**Newspaper Affiliate**..... Press  
**Membership**..... NARTB  
**Station Manager**..... Everett Rudloff  
**Commercial Manager**..... Margaret Curtis  
**Prog. Mgr.**..... Charles F. Hill

**Address**..... Senator Hotel  
**News Service**..... UP  
**Representative**..... Broadcast Time Sales  
**Transcription**..... Lang-Worth, SESAC  
**Membership**..... NARTB  
**Pres., Gen. Mgr., Ch. Eng.**..... Leroy Bremmer  
**Station Manager**..... John F. Moore  
**Business, Comm. Mgr.**..... Dorothy Bremmer

**WMID—Atlantic City—1947**  
**ABC**

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Mid-Atlantic Bcstg. Co., Inc.  
**Address**..... Brighton Hotel  
**News Service**..... AP  
**Transcription Service**..... Associated

**WLDB—Atlantic City—1955**  
**MBS-KBS**

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Atlantic City Bcstg. Co.

Representative ..... Stars Natl.  
 President ..... Richard Endicott  
 General Manager ..... David H. Freedman  
 Program Director ..... Alan Owen  
 Chief Engineer ..... Edward Ross

### WFPG—Atlantic City—1940

#### CBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated by ..... WFPG, Inc.  
 Business Address ..... Steel Pier  
 News Service ..... UP  
 Membership ..... NARTB  
 Representative ..... Walker  
 Pres., Gen., Sta. Mgr. .... Jerome Sill  
 Program Dir. .... Ed Davis  
 Chief Engineer ..... Blair K. Thro.

### WSNJ—Bridgeton—1937

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Eastern States Bcstg. Corp.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Station Representative ..... Clark  
 Membership ..... NARTB  
 President ..... Russell S. Henderson  
 V.P., Gen. Mgr., Sta. Comm. Mgr. .... Paul Alger  
 Prog. Director ..... Joseph McCulley  
 Publicity Director ..... Howard Auger  
 Chief Engineer ..... Ed Bold

### WCAM—Camden—1922

Frequency: 1310 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... City of Camden  
 Business Address ..... 6th & Market Sts.  
 Transcription Service ..... Standard  
 News Service ..... UP  
 Rep. .... Press Associates (Trenton, N. J.)  
 Membership ..... NARTB  
 Gen., Comm. Manager ..... John Cleary  
 Program Director ..... Jack La Mar  
 Sales Prom. Mgr. .... Jack Sillin  
 Publicity Dir. .... Joseph E. Hale  
 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.  
 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 ..... Lincoln Road  
 News Service ..... UP  
 Transcription ..... Lang-Worth  
 Representative ..... Broadcast Time Sales  
 President ..... John H. Norris  
 Station Mgr. .... Karl F. Scheying  
 Prog. Dir. .... Valerie C. Scheying  
 Publicity Director ..... Jock Lawyer  
 Chief Engineer ..... Joseph Karcher

### WMTR—Morristown—1948

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Morristown Bcstg. Co.  
 Address ..... 10 Park Place  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 President ..... George S. Croy  
 General Manager ..... Kenneth A. Croy  
 Commercial Mgr. .... Henry Behre  
 Program Director ..... Bob Vesel  
 News Dir. .... Robert Stoepker  
 Chief Engineer ..... Dick Lundy

### WAAT—Newark—1930

Frequency: 970 Kc. .... Power: 5000 d., 1000 n.  
 Owned-Operated By ..... Bremer Bcstg. Corp.  
 Business-Studio Address ..... 1020 Broad St.  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 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

### WHBI—Newark—1922

Freq.: 1280 Kc. .... Power: 2½ Kw. d., 1 Kw. n.  
 Owned-Operated By ..... May Radio Bcat. Corp.  
 Business-Studio Address ..... 35 Warren St.  
 Pres., Gen. Mgr. .... James L. Shearer  
 Sta. Mgr., Prog. Dir. .... William Masi  
 Chief Engineer ..... Harold Michaels

### WNJR—Newark—1947

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Rollins Bcstg. Co.  
 Bus. Add. .... 414 French St., Wilmington, Del.  
 Representative ..... Rollins Bcstg. Co.  
 News Service ..... UP  
 President ..... O. Wayne Rollins  
 Sta. Mgr. .... A. R. Lamphear  
 Chief Engineer ..... G. R. Chambers

### WVNJ—Newark—1947

Frequency: 620 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Newark Bcstg. Corp.  
 Address ..... W. Mt. Pleasant Ave., Livingston  
 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.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, Muzak  
 Membership ..... NARTB  
 President, Sta. Mgr. .... James L. Howe  
 Sta., Comm. Mgr. .... J. M. Vogdes  
 Prog. Dir. .... John Allen Potts  
 Sls. Prom., Pub. Dir. .... Stella Volpi  
 Chief Engineer ..... Victor Takach

### WNNJ—Newton—1953—KBS

Frequency: 1360 Kc. .... Power: 500 Watts

**Owned**.....S. C. Wolfe, Jr.  
**W. Fairclough, R. A. Mensel**  
**News Service** ..... AP  
**Sta., Comm. Mgr., Ch. Eng.**... Robert C. Gessner  
**Program Director**..... John Bennett  
**Sales Prom. Mgr.**..... Ronnie Hickman

**WPAT—Paterson—1941**

**Frequency: 930 Kc.**.....**Power: 5000 Watts**  
**Owned-Operated By**.....WPAT, Inc.  
**Business-Studio Address**.....66 Hamilton St.  
**News Service** ..... UP  
**President, General Manager**..... D. J. Wright  
**V.P.'s**..Charlse W. Parker, William J. Calvert  
**V.P., Sales Dir.**..... John F. Sloan  
**Music Dir.**..... David Gordon  
**Publicity Dir.**..... John Burt  
**Tech. Supervisor**..... P. Di Savino

**WOND—Pleasantville—1950**

**Frequency: 1400 Kc.**.....**Power: 250 Watts**  
**Owned-Oper. By**.....S. Jersey Radio, Inc.  
**Address** ..... Old Turnpike  
**Transcription Service**... Standard, Thesaurus  
**News Service** ..... AP  
**Representative** ..... Forjoe  
**Membership** ..... NARTB, RAB  
**President**..... Harlan G. Morrelle  
**General Manager**..... T. K. Cassel  
**Prog. Dir.**..... Bob Richter  
**Comm. Mgr.**..... Jack Southard  
**Chief Engineer**..... Milton Thurlow, Jr.

**WBUD—Trenton—1947**

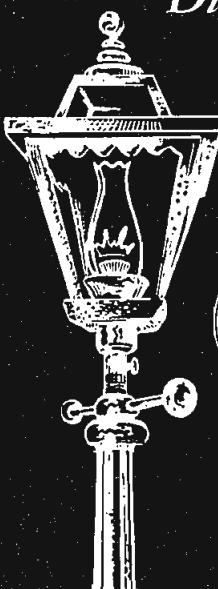
**Frequency: 1260 Kc.**... **Power: 5 Kw. d., 1 Kw. n.**  
**Owned-Operated By**.....WBUD, Inc.  
**Address** ..... P. O. Box 158  
**News Service** ..... AP  
**Transcription**.. World, Lang-Worth, Thesaurus  
**Membership** ..... RAB  
**Station Rep.**..... United Bcstg.  
**Pres., Gen. Mgr.**..... Richard M. Hardin  
**Station Manager**..... Teresa Rose  
**Comm. Manager**..... William Garry  
**Sales Prom. Mgr.**..... John Fretz  
**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.  
**News Service** ..... UP  
**Membership** ..... RAB  
**Representative** ..... Grant Webb  
**President** ..... William DeFreitas  
**Gen., Sta., Comm. Sales Mgr.**... R. McFadden  
**Program Director**..... Albert Leibert  
**Publicity Dir.**..... Louis N. Wagner  
**Chief Engineer**..... Nicholas Dalessandro

**WTTM—Trenton—1942—NBC**

**Frequency: 920 Kc.**.....**Power: 1000 Watts**  
**Owned-Operated By**..... Peoples Bcst. Corp.  
**Bus.-Stu. Add.**... Brunswick Ave., Lake Drive



*Distinctive  
Music... For New York and New Jersey*

# THE GASLIGHT STATION

**WPAT AM-FM**  
*"The Center of the Dial, 93"*  
**930 KC — 93.1 MC**



**Representative** ..... Forloe  
**News Service** ..... AP  
**Membership** ..... NARTB, RAB  
**President** ..... M. D. Lincoln  
**General Manager** ..... Herbert E. Evans  
**Station Manager** ..... Fred E. Walker  
**Publicity Dir.** ..... K. M. Weber  
**Gen. Sales Mgr.** ..... Harry W. Barnham  
**Prog. Dir.** ..... Tom Durand  
**Chief Engineer** ..... Chester Sunderland

**WWBZ—Vineland—1946**

**Frequency:** 1360 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ..... Community Bcstg. Serv.  
**Address** ..... S. Delsea Drive  
**Representative** ..... Gill-Perna  
**Transcription** ..... World  
**Membership** ..... NARTB  
**General Mgr.** ..... John G. Struckell

**WCRV—Washington—1955**

**Frequency:** 1580 Kc. .... **Power:** 250 Watts d.

**Owned** ..... Simon Geller  
**Address** ..... 3 Belvidere Avenue  
**News Service** ..... AP  
**Transcription Service** ..... SESAC  
**Representative** ..... Hil F. Best  
**Gen., Comm. Mgr., Prog. Dir., Chief Eng.**  
 Simon Geller

**WCNC—Wildwood—1951**  
**KBS**

**Frequency:** 1230 Kc. .... **Power:** 100 Watts  
**Owned-Operated By** ..... Francis J. Matrangola  
**Address** ..... 3010 N. J. Ave.  
**News Service** ..... AP  
**Membership** ..... NARTB  
**Owner, Gen. Mgr.** ..... Francis J. Matrangola  
**Comm. Mgr.** ..... Margaret Murphy  
**Prog. Dir.** ..... George Hart  
**Chief Engineer** ..... Carlton Owen

**New Mexico**

Pop. March 1 (Est.) 855,000—Families 232,000  
 Radio Homes 224,000—TV Homes 98,000—Stations in State 32

**KALG—Alamogordo—1950**  
**MBS-KBS-IMN**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... William Wayne Phelps  
**Address** ..... Box 268  
**News Service** ..... AP  
**Transcription** ..... Thesaurus  
**Membership** ..... NARTB, RAB  
**President** ..... William Phelps  
**General Manager** ..... Bob Hoffman  
**Comm. Mgr., Prog. Dir.** ..... Terry Clark  
**Publ. Dir.** ..... Jim Armstrong  
**Chief Engineer** ..... Bill Shimer

**KABQ—Albuquerque—1947**  
**KBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Duke City Bcstg. Corp.  
**Address** ..... 317 Broadway, N.E.  
**News Service** ..... UP  
**Reps.** ..... Harlan G. Oakes; Nat'l Time Sales  
**Pres., Gen. Mgr.** ..... Edward M. Sleighel  
**Sales Prom. Mgr.** ..... Victor Siman  
**Program Dir.** ..... Jose Gallegos  
**Publicity Dir.** ..... Fred Chavez  
**Chief Engineer** ..... Charles Kohlousen

**KDEF—Albuquerque—1953**

**Frequency:** 1150 Kc. .... **Power:** 1 Kw. d.  
**Owned** ..... KDEF Bcstg. Co.  
**Address** ..... 506 2nd St. N.W.  
**Station Representative** ..... McGillvra  
**President, Gen. Mgr.** ..... Frank Quinn  
**Sta. Mgr.** ..... Wayne Griffin

**KGGM—Albuquerque—1927**  
**CBS**

**Frequency:** 610 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... New Mexico Bcstg. Co.  
**Business Address** ..... 1414 Coal St., S.W.  
**News Service** ..... AP  
**Representative** ..... Weed & Co.  
**Transcription Service** ..... World  
**Membership** ..... NARTB  
**Representative** ..... Weed  
**Pres., Gen. Mgr.** ..... A. R. Hebenstreit  
**Comm., Sls. Prom. Mgr.** ..... R. C. Rhoads  
**Program Director** ..... Robert Van Driel  
**Pub. Dir.** ..... Jim Laramoor  
**Chief Engineer** ..... Leonard F. Dodds

**KQUE—Albuquerque—1946**

**Frequency:** 920 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... KQUE Corp.  
**Address** ..... 301 Sixth, S.W.  
**News Service** ..... AP  
**Representative** ..... Everett-McKinney  
**Membership** ..... RAB  
**President** ..... H. W. Cassill  
**Sta. Mgr.** ..... Robert D. Williams  
**Chief Engineer** ..... Louis Gemoets

**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.  
**Newspaper Affil.** ..... Time, Inc.  
**News Service** ..... UP, INS  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Branham

**Membership** . . . . . RAB, NARTB  
**Pres., Gen. Mgr.** . . . . . Wayne Coy  
**Comm. Mgr.** . . . . . A. E. Mickel  
**Sales Prom. Mgr.** . . . . . Robert Pettingill  
**Program Director** . . . . . Michael Dillon  
**Chief Engineer** . . . . . George S. Johnson

**KSVP—Artesia—1946**  
**KBS-MBS**

**Freq.:** 990 Kc. . . . . **Power:** 1 Kw. d., 250 Wis. n.  
**Owned-Operated By** . . . . . Artesia Bcstg. Corp.  
**Business-Studio Address** . . . . . Box 38  
**News Service** . . . . . AP  
**Transcription Service** . . . . . Standard, Capitol  
**Representative** . . . . . Keystone  
**Membership** . . . . . RAB  
**President** . . . . . Martin Yates III  
**Gen., Sta., Comm., Sls. Mgr., Prog., Pub. Dir.**  
 David M. Button  
**Chief Engineer** . . . . . L. O. Wilcox

**KAVE—Carlsbad—1936**  
**CBS-KBS**

**Frequency:** 1240 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper. By** . . . . . Voice of the Caverns, Inc.  
**Address** . . . . . 2907 W. Church St.  
**News Service** . . . . . AP  
**Representative** . . . . . Branham  
**Membership** . . . . . NARTB  
**President** . . . . . N. H. Battison  
**General Manager** . . . . . John H. Battison  
**Sta., Comm. Mgr.** . . . . . Don Husted  
**Publ., Prog. Dir.** . . . . . Bob Fuller  
**Chief Engineer** . . . . . Bill Carnahan

**KPBM—Carlsbad—1950**

**Frequency:** 740 Kc. . . . . **Power:** 1000 Watts d.  
**Owned-Operated By** . . . . . Coronado Bcstg. Co.  
**Address** . . . . . 313 W. Mermod  
**News Service** . . . . . AP  
**Transcription Service** . . . . . Thesaurus  
**Representative** . . . . . McGilvra  
**Membership** . . . . . RAB, NARTB  
**Pres., Gen., Sta. Mgr.** . . . . . D. A. Swayze  
**Sales Prom. Mgr.** . . . . . J. M. Dustin  
**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  
**Transcription Service** . . . . . Thesaurus  
**News Service** . . . . . UP  
**Representative** . . . . . Ken Palmer  
**President** . . . . . Arthur Jernigan  
**Gen., Comm., Prom. Mgr., Pub. Dir.** . . . . . Frank Vale  
**Program Dir.** . . . . . Henry Pruet  
**Chief Engineer** . . . . . Robert D. Waters

**KCLV—Clovis—1952**

**Frequency:** 1240 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper. By** . . . . . New-Tex Bcstg.  
**Address** . . . . . Box 688  
**News Service** . . . . . UP

**Transcription Service** . . . . . Lang-Worth  
**Membership** . . . . . NARTB  
**Representative** . . . . . Pearson  
**President** . . . . . Odis Echols, Sr.  
**Gen., Sta. Mgr., Prog. Dir.** . . . . . Odis Echols, Jr.  
**Comm., Sales Prom. Mgr.** . . . . . Albert Houpe  
**Chief Engineer** . . . . . Clayton Fuchs

**KICA—Clovis—1932**

**Frequency:** 980 Kc. . . . . **Power:** 1000 Watts  
**Owned-Operated By** . . . . . KICA, Inc.  
**Address** . . . . . P. O. Box 111  
**News Service** . . . . . AP  
**Station Representative** . . . . . John E. Pearson  
**Pres., Gen. Mgr.** . . . . . G. C. Packard  
**Comm. Manager** . . . . . James Richardson  
**Program Director** . . . . . Lou Pyka  
**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  
**News Service** . . . . . UP  
**Transcription Service** . . . . . World  
**General Manager** . . . . . Robert W. Tobey

**KVBC—Farmington—1951**  
**MBS**

**Frequency:** 1240 Kc. . . . . **Power:** 250 Watts  
**Owned-Operated By** . . . . . Radio Station KVBC  
**Address** . . . . . 413½ West Main St.  
**News Service** . . . . . UP  
**Membership** . . . . . RAB  
**Transcription Service** . . . . . World  
**Pres., Gen., Sta. Mgr.** . . . . . C. O. Kendrick  
**Commercial Mgr.** . . . . . Bob Williams  
**Prog. Dir.** . . . . . Fred Finlay  
**Chief Eng.** . . . . . Harold Furstenberg

**KGAK—Gallup—1946—ABC**

**Frequency:** 1330 Kc. . . . . **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By** . . . . . Thunderbird Bcstg. Co.  
**Address** . . . . . P. O. Box 1231  
**News Service** . . . . . AP  
**Transcription Service** . . . . . World  
**Membership** . . . . . NARTB, RAB  
**Pres., Gen. Mgr.** . . . . . Merle H. Tucker  
**Comm. Mgr.** . . . . . C. W. Horne  
**Chief Engineer** . . . . . Paul R. Bateman

**KHOB—Hobbs—1954**

**Frequency:** 1280 Kc. . . . . **Power:** 1000 Watts  
**Owned** . . . . . Permian Basin Radio Corp.  
**Address** . . . . . Box 247  
**News Service** . . . . . AP  
**Transcription** . . . . . Lang-Worth, World  
**Representative** . . . . . Clyde Melville  
**Membership** . . . . . NARTB  
**President** . . . . . Charles R. Scott  
**Co-Managers** . . . . . Charles R. Scott,  
 Quentin K. Crandall  
**Sales Prom. Mgr.** . . . . . Zeb Williams  
**Program Director** . . . . . Ray Corbin  
**Chief Engineer** . . . . . Pat H. Walton





**KWEW—Hobbs—1938**  
**MBS-KBS**

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By.....KWEW, Inc.  
Address ..... Box 787  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Representative ..... Branham  
President ..... Theresa P. Whitmore  
Gen., Sta. Mgr. .... Harry McAdams  
Comm., Sales Prom. Mgr. .... Phil McGee  
Program Director..... Dortha Montgomery  
Chief Engineer..... Roy T. Evans

**KOBE—Las Cruces—1947**  
**MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Mesilla Valley Bcstg. Co.  
Bus.-Studio Address..... 940 N. Main St.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Hil F. Best  
President ..... Robert W. Tobey  
General Mgr. .... Jim Gober  
Comm. Mgr. .... Ben Norgress  
Sales Prom. Mgr. .... Betty LeNoir  
Prog. Dir. .... Charles Dennis  
Chief Engineer..... Ralph Day, Jr.

**KGRT—Las Cruces—1955**

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Taylor Enterprises, Inc.  
Address ..... P. O. Box 525, Roswell  
President ..... W. G. Taylor

**KFUN—Las Vegas—1941**  
**ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Southwest Bcsters, Inc.  
Business Address..... Box 710  
News Service ..... AP  
Membership ..... NARTB  
President, Gen. Mgr. .... Ernest N. Thwaites  
Program Director.... Dorothy G. Thwaites  
Chief Engineer ..... Julian H. Lendy

**KRSN—Los Alamos—1949**  
**MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned ..... Community Broadcasting Co.  
Address ..... P. O. Box 749  
News Service ..... AP  
Transcription ..... APS  
Representative ..... John E. Pearson  
Membership ..... NARTB  
Partner, Sta. Mgr. .... Virgil A. Parker, III  
Partner, Comm. Mgr. .... Darrel K. Burns  
Program Director.... Lynn Miller  
Chief Engineer ..... Jack Hardwick

**KLEA—Lovington—1952**

Frequency: 630 Kc. Power: 500 Watts d.

Owned.....Lea County Broadcasting Co.  
Address ..... P. O. Drawer 865  
Newspaper Affil..... Press (weekly)  
News Service ..... UP  
Transcription Service ..... Standard  
Membership ..... NARTB, RAB  
President ..... David R. Worley  
General, Comm. Mgr. .... Hoyt Caldwell  
Asst. Mgr. .... Gil Haugen  
Prog. Dir. .... Robert Burt  
Publicity Director ..... Roy Faubion  
Chief Engineer..... Robert Purrington

**KENM—Portales—1950**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Plains Bcstg. Co.  
Address ..... Port Ales, N. Mex.  
News Service ..... UP  
Trans. Serv. .... Lang-Worth, McGregor  
Membership ..... NARTB  
Pres., Co-Owner..... John Burroughs  
Gen. Mgr., Co-Owner .... Leola Randolph  
Chief Engineer..... Joe Randolph

**KRTN—Raton—1948**  
**ABC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Collax County Broadcasting Co.  
Address ..... P. O. Box 767  
News Service ..... UP  
Transcription ..... World  
Membership ..... NARTB  
Owner ..... Lloyd Hawkins  
Commercial Mgr. .... C. Gail Boles  
Prog. Dir., Chief Engineer... C. A. Williams

**KBIM—Roswell—1953**

Frequency: 910 Kc. Power: 5000 Watts  
Owned.....Taylor Bcstg. Co.  
Address..... P. O. Box 525  
News Service ..... AP  
Membership ..... NARTB  
Station Rep. .... Clark  
President ..... William C. Taylor  
General Manager.... G. F. "Jud" Roberts  
Sales Manager..... W. R. Lask  
Comm. Mgr. .... Tommy Oldfield  
Prog. Dir. .... John E. Davis  
Pub. Dir. .... Don D. Delgado  
Chief Engineer ..... Eugene Rader

**KGFL—Roswell—1927**  
**MBS-IMN**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....KGFL, Inc.  
Bus.-Studio Address..... Box 1019  
News Service ..... UP  
Trans. .... World, Lang-Worth  
Representative ..... Branham  
President.....Theresa P. Whitmore  
Gen., Sta. Manager.... W. E. Whitmore, Jr.  
Comm. Manager..... Harry J. Porter  
Program Director..... Beverly Brigham  
Sales Prom. Mgr. .... 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  
 Representative Mesker, Melville  
 Membership NARTB  
 Owner & Gen. Mgr. John A. Barnett  
 Station Mgr. Ray Whithworth  
 Asst. Gen. Mgr. W. L. Shackelford

**KTRC—Santa Fe—1946—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By J. Gibbs & Bayne A. Spring  
 Address 210 E. Marcy St.  
 Representative McGillvra  
 News Service UP  
 Membership NARTB  
 Pres., Gen., Sta., Comm. Mgr. J. Gibbs Spring

**KVSF—Santa Fe—1936—CBS**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By New Mexico Bcstg. Co.  
 Business-Studio Address 759 Cerrillos Rd.  
 Representative Weed  
 News Service AP  
 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  
 News Service AP  
 Owner, Manager J. H. Duncan

**KCHS—Truth or Consequences  
1946—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By Southwestern Bcstg. Co.  
 Address P. O. Box 351  
 Representative Continental Radio Sales  
 Transcription Thesaurus  
 News Service AP  
 President, Gen. Mgr. Rex Tynes  
 Sta., Comm., Prom. Mgr., Publ. Dir. R. S. Fox  
 Program Dir. Nan L. Fox

**KTNM—Tucumcari—1941  
MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Quay County Broadcasting Co.  
 Address P. O. Box 668  
 News Service AP  
 Transcription World  
 Representative Clyde Melville  
 Membership NARTB  
 Pres., Gen. Mgr. Lloyd Hawkins  
 Sta. Mgr., Chief Engineer Howard Maud'in  
 Comm. Mgr., Pub. Dir. Bill Walls  
 Program Director Mrs. Neil Mitchell

**New York**

Pop. March 1 (Est.) 16,195,000—Families 5,955,000  
 Radio Homes 4,998,000—TV Homes 4,748,000—Stations in State 107

**WABY—Albany—1933**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By Eastern N. Y. Bcstg.  
 Business-Studio 80 Braintree St.  
 Representative Forjoe  
 News Service UP, AP  
 Asst. Sales Dir. Edward L. Trudeau

**WOKO—Albany—1924  
ABC-MBS**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By Gov. Dongan Bcstg. Corp.  
 Business-Studio Address P. O. Box 1520  
 Representative Breen & Ward  
 Membership NARTB, RAB  
 News Service AP  
 President Carl L. Lindberg  
 Gen., Sta. Mgr. Howard B. Hayes  
 Comm. Mgr. C. Russell Ehresman  
 Sales Prom. Mgr. Joseph Farrar  
 Program Dir. Leo McDevitt  
 Publicity Dir. Geoff Edwards  
 Chief Engineer Lloyd Snowdeal

**WPTR—Albany—1948**

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By Patroon Brcdstg. Co., Inc.

Address P. O. Box 1540  
 News Service AP  
 Transcription Service World  
 Station Representative Weed and Co.  
 Membership RAB  
 President J. Myer Schine  
 Gen. Mgr. Duncan Mounsey  
 Asst. Gen. Mgr. Kay Feily  
 Sales Mgr. James F. Baker  
 Prom. Dir. Herb Teison  
 Program Dir. Richard Karnow  
 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  
 News Service UP  
 Station Representative Avery-Knodel  
 Membership NARTB, RAB  
 General Manager T. S. Murphy  
 Station Manager George M. Perkins  
 Sales Manager Harry V. Barker

**WCSS—Amsterdam—1948**

Frequency: 1490 Kc. Power: 250 Watts



The most attractive  
**"Package DEALS"**  
 in Western New York



**\$100 A WEEK** buys  
**ALL** these and **MORE!**

THE MOST POPULAR  
 "PERSONALITY PROGRAMS"  
 IN THE AREA!



For details call any office of AVERY-KNODEL or WKBW direct.

RADIO  
 CENTER

**WKBW**  
 BUFFALO'S MOST POWERFUL STATION

BUFFALO  
 NEW YORK

**50,000 WATTS**

AVERY-KNODEL, INC.  
 National Representatives

**NBC NETWORK**

CLINTON H. CHURCHILL  
 Founder, President  
 and General Manager

Owned.....Community Service Bcstg. Co.  
Address.....Upper Locust Ave.  
News Service.....UP  
Representative.....McGillvra  
Membership.....RAB  
President.....Alphonse Di Mezza  
General Mgr.....Philip Spencer  
Commercial Mgr.....Grace Adams  
Program Director.....Sam Zurlo  
Chief Engineer.....Barry Frank

### WMBO—Auburn—1926 MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....WMBO, Inc.  
Business-Studio Address.....141 Genesee St.  
Newspaper Affiliation.....Advertiser  
News Service.....AP  
Representative.....Thomas F. Clark  
Membership.....NARTB, RAB  
Transcription.....World  
General Manager.....Frederick L. Keesee  
Prog., Pub. Dir.....Robert B. Morgan

### W B T A—Batavia—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Batavia Bcstg. Corp.  
Business-Studio Address.....218 East Main St.  
News Service.....AP  
Pres., Gen. Mgr.....Edmund R. Gamble  
Sales Prom. Mgr., Prog. Dir.....John Collins  
Commercial Mgr.....Charles Snow  
Publicity Dir.....Jack Derbyshire  
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  
News Service.....UP  
News, Affil. Ottaway Newspapers-Radio, Inc.  
Representative.....Radio Reps. Inc.  
Membership.....NARTB, RAB  
President.....James H. Ottaway  
Managing Director.....F. H. Brinkley  
Station Manager.....S. W. Ryder  
Asst. to Mgr.....H. Johansen, N. F. Flynn  
Program Director.....Len Hathaway  
Chief Engineer.....John Fischler

### 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.  
Representative.....George P. Hollingbery  
Membership.....NARTB, RAB  
News Service.....UP  
President.....Donald Kramer  
General Mgr.....Kenneth Leslie  
Sales Mgr.....Gordon Joy  
Asst. Mgr.....Joseph Ludka

### 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.  
News Service.....AP  
Transcription Service.....World  
Representative.....Bolling  
Membership.....NARTB, RAB  
Pres., Gen. Sta. Mgr.....Andrew Jarema  
Comm., Prom. Mgr., Prog. Dir.....Wally Bauman  
Publicity Dir.....Bob Richards  
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.  
News Service.....AP  
Newspaper Affiliate.....Phila. Inquirer  
Representative.....Blair & Co.  
Membership.....NARTB  
Gen. Mgr.....George R. Dunham  
Sales Manager.....A. G. Hubbell  
Program Director.....Clark Pollock  
Promotion Mgr.....D. Winther  
Business Mgr.....E. William Farneti  
Chief Engineer.....Sherman Egan

### WBRV—Boonville—1955 KBS

Frequency: 900 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Black River Radio, Inc.  
Address.....Boonville  
News Service.....AP  
Membership.....NARTB, RAB  
Pres., Gen. Manager.....Livingston Lansing  
Station Manager.....Ed Slusarczyk  
News Director.....Richard Lucas  
Chief Engineer.....Gerald Prouty

### W K B W—Buffalo—1925—NBC

Frequency: 1520 Kc.....Power: 50,000 Watts  
Owned-Operated By.....WKBW, Inc.  
Business Address.....Radio Center, 1430 Main St.  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
Pres., Gen., Prom. Mgr.....Clinton H. Churchill  
Public Service Dir.....Dorothy L. Ireland  
V. P., Sta., Comm. Mgr.....Alfred E. Ansombe  
Program Dir.....William Meek  
Chief Engineer.....Leroy Fiedler

### W B E N—Buffalo—1930—CBS

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By.....WBEN, Inc.  
Newspaper Affiliation.....Buffalo Evening News  
News Service.....AP, INS. UP  
Transcription Service.....Lang-Worth  
Representative.....Henry I. Christal  
Membership.....NARTB, BAE  
Vice-President.....A. H. Kirchhofer  
General Manager.....C. Robert Thompson



Station Manager..... Frank W. Kelly  
 Sales Manager..... C. E. Daly  
 Publicity Director..... Joseph A. Haelfner  
 Chief Engineer..... Ralph J. Kingsley

**WBNY—Buffalo—1935**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned..... Roy L. Albertson, Inc.  
 Address..... 485 Main St.  
 News Service..... AP, UP  
 Rep..... Burke-Stuart, L. F. O'Connell  
 Membership..... NARTB  
 General Mgr..... Michael L. Merla  
 Director..... R. L. Albertson, Jr.

**WEBR—Buffalo—1924—MBS**

Frequency: 970 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WEBR, Inc.  
 Business-Studio Address..... 23 North St.  
 Newspaper Affiliation..... Courier-Express  
 News Service..... AP, INS, UP  
 Trans. Service..... Thesaurus, Standard, SESAC  
 Representative..... Katz  
 Membership..... NARTB, RAB  
 President..... William J. Conners, III  
 General Manager..... William Doerr  
 Comm. Mgr..... George T. Stagg  
 Pgm., Prom. Mgr..... Wm. Schweitzer  
 Chief Engineer..... Frank B. Ridgeway

**WGR—Buffalo—1922—ABC**

Frequency: 550 Kc..... Power: 5 Kw.  
 Owned..... WGR Corp.  
 Address..... Hotel Lafayette  
 News Service..... UP  
 Rep..... Peters, Griffin, Woodward, Inc.  
 Radio-TV Sales..... NARTB, RAB  
 Membership..... George F. Goodyear  
 President..... J. J. Bernard  
 General Mgr..... Nat L. Cohen  
 Sta., Comm. Mgr..... Ollie Howard  
 Sales Prom. Mgr..... Robert J. Strigl  
 Program Dir..... Karl B. Hoffman  
 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.  
 Representative..... Forjoe  
 Owner..... Leon Wyszatycki  
 Gen., Sta. Manager..... Ted Wyszatycki  
 Commercial Manager..... Jack Greenfield

**WXRA—Buffalo—Kenmore  
 1948**

Frequency: 1080 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... W. New York Broad. Co.  
 Address..... Box 85  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Hil F. Best  
 Gen. Manager..... Thaddeus Podbielnick  
 Comm. Manager..... B. W. Flanders  
 Prog. Dir..... Bradley D. Steiger  
 Pub. Dir..... Phillip J. Todaro

**WCBA—Corning—1949**

Frequency: 1350 Kc..... Power: 1000Watts d.  
 Owned..... Wellsboro Corning Bestg. Adv. Inc.  
 Address..... Box 133  
 News Service..... UP  
 Transcription Service..... Lang-Wor.h  
 Representative..... McGillvra, Inc.  
 Membership..... RAB  
 Pres., Gen. Mgr..... Paul L. Carpenter  
 Station Manager..... Paul E. Carpenter  
 Sta., Comm. Mgr..... 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.  
 Station Representative..... Donald Cooke, Inc.  
 News Service..... AP  
 Membership..... NARTB  
 Pres., Gen. Mgr., Pub. Dir..... Gordon M. Jenkins  
 Sta. Mgr., Prog. Dir..... George P. Droelle, Jr.  
 Chief Engineer..... Maurice Sherman

**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.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Gill-Perna  
 Membership..... RAB, NARTB  
 President..... Leighton A. Hope  
 Gen., Sta., Comm., Sales Mgr., Prog. Dir.....  
 W. L. Thompson  
 Chief Engineer..... Walter Chocjaj

**WFCB—Dunkirk—1949**

Frequency: 1410 Kc..... Power: 500 Watts  
 Owned-Operated By..... Dunkirk Broad. Corp.  
 Address..... 316 Main St.  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Station Representative..... Walker  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr., Sta. Mgr..... Alois A. Schmidt  
 Commercial Manager..... B. F. Goodrich

**WELM—Elmira—1947  
 CBS-ABC**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owner..... Radio Elmira, Inc.  
 Business-Studio Address..... 222 E. Market St.  
 News Service..... AP  
 Station Representative..... Burn-Smith  
 Membership..... NARTB, RAB  
 President..... John S. Riggs  
 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  
 News Service .....AP  
 Newspaper Affiliation....Gazette, Advertiser  
 Transcription Service ..... World  
 Representative ..... Everett-McKinney  
 Membership ..... NARTB, RAB  
 General Manager.....Dale L. Taylor  
 Commercial Mgr.....Bill Pope  
 Prom. Mgr.....Bill Givens  
 Program Director.....Ted Hodge  
 Chief Engineer.....Thurlow A. Greene

### WGBB—Freeport—1924

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Long Island's First Station, Inc.  
 Business-Studio Address....44 So. Grove St.  
 Trans. Serv.....Thesaurus, World  
 News Service .....AP  
 Membership ..... NARTB  
 V.P., Gen. Mgr.....Edward J. Fitzgerald  
 Commercial Manager.....Murray C. Evans  
 Gen. Sales Mgr.....John Ackerman

### WOSC—Fulton—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Cassill Radio Corp.  
 Address.....W. Bridge & Water, Oswego  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Hil F. Best  
 President.....Richard C. Mitchell  
 General Mcnager.....Jack Burgess

### WGVA—Geneva—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Bcstg. Co., Inc.  
 News Service .....AP  
 Representative .....Cooke  
 President.....M. R. Forman  
 V.P., Gen. Manager.....Thomas L. Brown  
 Sta., Comm. Mgr.....Ernest F. Oliver

### WWSC—Glens Falls—1946 ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..Gt. Northern Radio Co.  
 Address.....13 Warren St.  
 News Service .....AP  
 Newspaper Afil.....Post  
 Transcription Service.....SESAC, World  
 Representative .....R. O'Connell  
 Membership .....RAB  
 Pres., Gen Mgr.....Martin Kozig  
 Sta. Mgr., Chief Eng.....Thomas Humphrey  
 Comm., Prom. Mgr.....Frank Costello  
 Publicity Director.....V. E. Wiley  
 Prog. Director.....Thomas Costello

### WENT—Gloversville—1944 CBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WENT Bcstg. Corp.  
 Business-Studio Address.....8 W. Fulton St.  
 News Service .....UP



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AUDIENCE, IN THE MAJOR LONG ISLAND  
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PENDENT STATION!**

(Pulse Report)

## NASSAU COUNTY

|                        |                                |                                   |
|------------------------|--------------------------------|-----------------------------------|
| POPULATION . . . . .   | 1,065,100                      | 155% increase since '40           |
| NET INCOME:            |                                |                                   |
| TOTAL . . . . .        | \$2,582,323,000                | Greater than 13 states            |
| PER FAMILY . . . . .   | 8,187                          | Ranks 4th among U. S.<br>Counties |
| RETAIL SALES . . . . . | \$1,479,111,000                | Greater than 12 states            |
| AUTO REGISTRATIONS—    | 460,729 (1.45 cars per family) | (MAY 1956)                        |

### WHLI

#### BIG BONUS COVERAGE

*. . . Nassau, Parts of Queens,  
Suffolk & Brooklyn*

|                        |                 |
|------------------------|-----------------|
| POPULATION . . . . .   | 2,903,765       |
| NET INCOME . . . . .   | \$6,132,633,150 |
| RETAIL SALES . . . . . | 3,268,444,450   |

## WHLI

A M 1100  
F M 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.  
PAUL GODOFSKY, Pres.

*the voice of  
Long Island*

Joseph A. Lenn, Exec. V.P. Sales

Represented by Gill-Perna

**Transcription Service** ..... World  
**Membership** ..... NARTB  
**Representative** ..... Gill-Perna  
**Pres., Gen., Sta. Mgr.**..... Joseph H. Tobin  
**Program Director**..... Richard Stewart  
**Sales Prom. Mgr., Pub. Dir.**..... John Corbett  
**Chief Engineer**..... Richard Stewart

**WHLI—Hempstead—1947**

**Frequency:** 1100 Kc. .... **Power:** 250 Watts d.  
**Owned-Oper. By** ..... FM Bcstg. Corp.  
**Business-Studio Address**..... 384 Clinton St.  
**News Service** ..... UP  
**Transcription** ..... World, Thesaurus  
**Representative** ..... Gill-Perna  
**Membership** ..... RAB  
**Pres., Gen. Mgr.**..... Paul Godofsky  
**Comm. Manager**..... Joseph A. Lenn  
**Prog. Dir.**..... Jerry Carr  
**Publicity Director**..... John T. Clayton  
**Chief Engineer**..... Frank E. Knaack

**WLEA—Hornell—1951**  
**MBS**

**Frequency:** 1420 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Hornell Bcstg. Corp.  
**Business-Studio Address**..... 97 Main St.  
**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  
**Comm. Mgr.**..... Kathleen Babcock  
**Pub. Dir.**..... Byron Emerson  
**Chief Engineer**..... Frederick Witter

**WWHG—Hornell—1946**

**Frequency:** 1320 Kc. .... **Power:** 1000 Watts, d.  
**Owned-Oper. By** ..... Ra-Tel Broadcasters, Inc.  
**Address** ..... 85 Canisteo St.  
**News Service** ..... UP  
**Representative** ..... McGillvra  
**Membership** ..... NARTB  
**President** ..... Frederick D. Schottland  
**Gen. Mgr.**..... Sy Dresner  
**Comm. Mgr.**..... Sheff Davis  
**Sales Mgr.**..... Marian E. Gale  
**Prog. Dir.**..... Edward H. Spoo  
**Pub. Dir.**..... Cleora M. Carroll  
**Chief Engineer**..... Howard Huff

**WHUC—Hudson—1947**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Colgren Bcstg. Co.  
**Address** ..... Union Turnpike  
**News Service** ..... UP  
**Representative** ..... McGillvra  
**Membership** ..... NARTB, RAB  
**General Manager**..... John Kearney  
**Commercial Manager**..... Robert Strakos  
**Sales Prom. Mgr., Pub. Dir.**..... Jennie W. Weaver  
**Prog. Dir.**..... J. P. Cranna  
**Chief Engineer**..... William Pappas

**WGSM—Huntington—1951**

**Frequency:** 740 Kc. .... **Power:** 1000 Watts d.  
**Owned** ..... Huntington-Montauk Bcstg. Co., Inc.  
**Address** ..... 379 New York Ave.  
**News Service** ..... UP  
**Representative** ..... Rambeau  
**Transcription Service** ..... World  
**Membership** ..... NARTB, RAB  
**Gen., Sta. Mgr.**..... Edward J. Fitzgerald  
**Sales Mgr.**..... John Ackerman

**WHCU—Ithaca—1921—CBS**

**Frequency:** 870 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Cornell University  
**Business-Studio Address** ..... Ithaca  
**News Service** ..... UP  
**Membership** ..... NARTB, RAB  
**Gen. Mgr.**..... Michael R. Hanna  
**Commercial Mgr.**..... H. E. M. Brockway  
**Program Director**..... Joseph A. Short  
**Publicity Director**..... Sam Woodside  
**Chief Engineer**..... Herbert P. Michels

**WJTN—Jamestown—1924**  
**ABC**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... James Bcstg. Co., Inc.  
**Bus. Studio Address** ..... Hotel Jamestown  
**News Service** ..... UP  
**Transcription Service**... Associated, McGregor

Reaching  
the Sedate,  
Remote,  
Conservative

**JAMESTOWN**  
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and only

AM **WJTN** FM

will give you  
143,680  
In-Home  
Circulation

Based on 1956  
Nielsen figures  
... 30% greater  
than 1952.

Represented by  
Venard, Rintoul & McConnell, Inc.





**Representative**.. Venard Rintoul & McConnell  
**Membership**..... NARTB, RAB  
**Pres., Gen. Sta. Mgr.**..... Simon Goldman  
**Comm. Mgr., Sales Prom. Mgr.**.. J. Carl Willems  
**Program Director**..... George Pileeger  
**Pub. Dir.**..... Almon Hazzard  
**Chief Engineer**..... Herbert Niklaus

### 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.  
**News Service**..... AP  
**Representative**..... Thomas F. Clark  
**Membership**..... NARTB  
**President, Gen. Manager**.. Harold P. Kane  
**Comm. Mgr.**..... Richard F. Rose  
**Prog. Dir.**..... Ned McGrath  
**Chief Eng.**..... B. W. Waterman

### WKNY—Kingston—1939

#### MBS

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Kingston Bcstg. Corp.  
**Business-Studio Address**..... 601 Broadway  
**News Service**..... AP  
**Representative**..... Meeker  
**Membership**..... RAB, NARTB  
**President**..... Joseph K. Close  
**Gen., Sta., Comm., Sales Prom. Mgr.**  
     Robert M. Peebles  
**Prog. Dir.**..... Robt. C. Norman  
**Chief Engineer**..... Allan J. Smith

### WVOS—Liberty—1947

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**.. Sullivan County Bcstg. Co.  
**Address**..... Liberty  
**News Service**..... UP  
**General Manager**..... S. D. Lubin  
**Sec'y-Treas.**..... H. G. Borwick

### WLFH—Little Falls—1952

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Walter Gaines  
**Address**..... Second Street  
**News Service**..... AP  
**Representative**..... McGillvra  
**Owner**..... Walter Gaines

### WUSJ—Lockport—1948

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Union-Sun & Journal, Inc.  
**Trans.-Address**..... 320 Michigan St.  
**News Service**..... AP  
**Transcription Service**..... World  
**Newspaper Affil.**..... Union Sun & Journal  
**Representative**..... Gill-Perna  
**Membership**..... NARTB  
**President**..... Egbert D. Corson  
**General Manager**..... William B. Kamble  
**Sta., Comm. Mgr.**..... Joseph A. Pinna  
**Sales Prom. Manager**..... J. E. Patterson  
**Prog. Director**..... Tony Allen  
**Pub. Dir.**..... Tom Jolls  
**Chief Engineer**..... Thomas Ceravalo

### WICY—Malone—1946

#### MBS-KBS

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper By**..... North Country Bcstg. Co.  
**Address**..... 90-92 E. Main St.  
**News Service**..... UP  
**Membership**..... NARTB  
**Pres., Gen., Sta., Sales Mgr., Pub. Dir.**  
     Mitchell C. Tackley  
**Comm. Mgr.**..... Alice M. Tackley  
**Prog. Dir.**..... Donald J. Paye  
**Chief Engineer**..... Adolph Stromer

### WMSA—Massena—1945

#### ABC

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... The Brockway Co.  
**Business Address**..... Central Building  
**News Service**..... UP  
**Transcription Service**..... Thesaurus  
**Newspaper Affil.**..... Watertown Times  
**Representative**..... Weed  
**Membership**..... NARTB, RAB  
**President**..... John B. Johnson  
**General Manager**..... Louis Schiff, 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.  
**News Service**..... AP  
**Membership**..... NARTB, RAB  
**Pres., Gen., Comm. Mgr.**..... James M. Patt  
**Program Director**..... Jerry Wax  
**Chief Engineer**..... Fred Schoelkopf

### WKIT—Mineola—1956

**Frequency:** 1520 Kc..... **Power:** 250 Watts  
**Owned**..... KWIT, Inc.  
**Address**..... Roosevelt Field Shopping Center,  
     Garden City  
**News Service**..... UP  
**President**..... Sy Weintraub  
**V.P., Gen. Mgr.**..... Armand Grant  
**Program Dir.**..... Frank Costa  
**Publicity Director**..... Bob Jenkins  
**Chief Engineer**..... Stan LoPresto

### WGNY—Newburgh—1933

**Frequency:** 1220 Kc..... **Power:** 1000 Watts d.  
**Owned**..... Orange County Bcstg. Co., Inc.  
**Business-Studio Address**..... 161 Broadway  
**News Service**..... AP  
**Membership**..... RAB  
**Representative**..... Kettell-Carter  
**Pres., Gen. Mgr.**..... George W. Bingham  
**V.P., Sales Manager**..... Joseph Rake  
**Program Dir.**..... Richard H. Raskin



### WNRC—New Rochelle—1950

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Oper. By....Radio New Rochelle, Inc.  
 Address.....200 North Ave.  
 News Service.....AP  
 Membership.....NARTB  
 President.....Donald Daniels  
 General Mgr.....Nick Andrews  
 Comm. Mgr.....Jules M. Labert  
 Program Dir.....Robert Roberts  
 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 66th St.  
 News Service.....AP, INS  
 Representative.....John Blair  
 Membership.....NARTB, RAB  
 President.....Leonard H. Goldenson  
 Gen., Sta. Mgr.....Stewart Barthelme  
 Program Manager.....Myrtle Tower  
 Adv., Prom. Mgr.....M. Wattenberg  
 Merchand. Mgr.....John F. Dunn  
 Sales Mgr.....R. E. Noble, Jr.  
 Publicity Director.....S. Strasburg  
 Chief Engineer.....Frank Marx

### WEVD—New York—1927

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By....Debs Memorial Radio Fund  
 Business-Studio Address.....117 W. 46th St.  
 Managing Dir.....Henry Greenfield

### WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By....WBNX Bcstg. Co., Inc.  
 Bus.-Studio Address.....260 E. 161st St., N. Y. 51  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....A. Lewis King  
 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

Frequency: 880 Kc.....Power: 50,000 Watts  
 Owned By.....Columbia Bcstg. System, Inc.  
 General Studio Address.....485 Madison Ave.  
 News Service.....AP, INS, UP  
 Transcription Service.....Capitol  
 Representative.....CBS Radio Spot Sales  
 Membership.....NARTB, RAB  
 President of CBS.....Frank Stanton  
 General Manager.....Carl Ward  
 Sales Mgr.....Buck Hurst  
 Sales 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.  
 News Service.....AP  
 Representative.....AM Radio Sales  
 Membership.....RAB  
 President.....Nathan Straus  
 General Manager.....M. M. Fleischl  
 Program Director.....Leon Goldstein  
 Sales Prom. Mgr.....Patricia Bolton  
 Sales Mgr.....John J. McSweeney  
 Chief Engineer.....James McCafferty

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TELEVISION STATIONS

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# 3rd

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metropolitan  
radio stations  
in the world's  
greatest market**

*(7-day weekly averages, 8 A.M. to midnight in latest Neilsen figures—Nov. 1956)*

# WJMGIM

**1050** on your radio dial

New York

# 50,000 WATTS

*reaching 53 counties in  
6 states: 5,420,915 homes*

THE METRO-GOLDWYN-MAYER RADIO STATION

711 FIFTH AVE. • NEW YORK 22, N. Y.

**WMGM—New York—1922**

Frequency: 1050 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Marcus Loew Booking Agcy.  
 Business-Studio Address.....711 Fifth Ave.  
 News Service.....UP, AP  
 Representative.....Hollingbery  
 Director.....Arthur M. Tolchin  
 Sales Manager.....Samuel Faust  
 Program Director.....Raymond Katz  
 Public Service, Pub. Director.....Jo Ranson

**WNEW—New York—1934**

Frequency: 1130 Kc.....Power: 50 Kw.  
 Owned-Operated By.....WNEW Bcstg., Inc.  
 Business-Studio Address.....565 Fifth Ave.  
 Representative.....Dave Simmons, Inc.

Membership.....RAB  
 Pres. & Gen. Mgr.....R. D. Buckley

**WOR—New York—1922—MBS**

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Business-Studio Address.....1440 Broadway  
 News Service.....INS, UP  
 Representative.....H-R Reps.  
 Membership.....NARTB, RAB  
 President.....Thomas F. O'Neil  
 Gen. Manager.....Robert Leder  
 Comm. Mgr.....W. McCormick  
 Adv., Prom. Dir.....Robert Sullivan  
 Program Director.....Robert S. Smith  
 Sales Director.....Robert Hoffman  
 Publicity Manager.....Richard Jackson  
 Chief Engineer.....Harry Tilley

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**GIVE!**

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IS TALKING  
ABOUT THE  
SPANISH SPEAKING MARKET  
AND THE  
SPANISH SPEAKING MARKET  
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**PROGRESS BROADCASTING CORPORATION**  
136 West 52nd Street  
New York 19, N. Y.  
Telephone: Circle 6-3900



### WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Progress Bcstg. Corp.  
 Business Address.....136 W. 52nd St.  
 News. Affil.....Il Progresso Italo-Americano  
 News Service.....UP  
 President, Gen. Manager.....Fortune Pope  
 V.P., Sales Mgr.....Charles Baltin  
 Sales Prom. Mgr.....R. A. Fornier  
 Program Director.....Ralph Contantino  
 Chief Engineer.....George Steiger

### WINS—New York—1924

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Address.....28 W. 44th St.  
 Membership.....RAB  
 Representative.....Young, Burke-Stuart  
 President.....J. Elroy McCaw  
 Vice-Pres.....John Keating  
 General Mgr.....H. G. Fearnhead

(See Page 532)

SEE PAGES 100-107 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

WINS JET-BON AMI WINS DOTIE DUSTER  
BATTER-UP WINS PEPSODENT WINS KENT  
WINS REMINGTON RAND WINS COCA COLA  
MGM PICTURES WINS CHASE MANHATTAN  
WINS BALLANTINE WINS OLD SPICE WIN  
MACY'S WINS LUFTHANSA WINS SEVEN U  
WINS TEXACO WINS BANK FOR SAVINGS  
NUCOA WINS APPLBERRY WINS BIRDS EY  
WINS N. Y. TIMES WINS BRITISH OVERSE  
BORDENS INSTANT COFFEE WINS DUBONNI  
WINS ARTHUR MURRAY STUDIOS WINS V  
LISTERINE WINS FORD WINS PHOTOPLAY  
WINS WINSTON CIGARETTES WINS BEECH  
BREAKSTONE DAIRIES WINS GERBER PROD  
WINS POND'S COLD CREAM WINS CADILLA  
AMERICAN AIRLINES WINS HERBERT TARE  
WINS CHOCK FULL O' NUTS WINS POMATE  
RISE SHAVING CREAM WINS LITE DIET WI  
WINS PEPSI COLA WINS TRANS WORLD AI  
HIT PARADE WINS WHEATENA WINS MIN  
WINS FRENCHETTE WINS BAYUK CIGARS  
DESOTO WINS PEPPERIDGE FARM BREAD W  
WINS INSTANT SANKA WINS MISTOL MIST

**WRCA—New York—1926**  
**NBC**

Frequency: 660 Kc. .... Power: 50 Kw.  
 Owned.....National Bcstg. Co.  
 Address.....30 Rockefeller Plaza  
 News Service.....AP, INS, UP  
 Transcription Service .....Thesaurus  
 Station Rep.....NBC Spot Sales

Membership .....NARTB, RAB  
 President .....Robert Sarnoff  
 Gen. Manager.....William N. Davidson  
 Station Mgr.....Arthur Hamilton  
 Comm. Mgr.....George Stevens  
 Sales Prom. Mgr.....Tony Kraemer  
 Program Dir.....Steve White  
 Publicity Mgr.....John O'Keefe  
 Chief Engineer.....John H. Riedel

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

... and **MORE RADIO AND TELEVISION STATIONS**

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**THE ASSOCIATED PRESS**



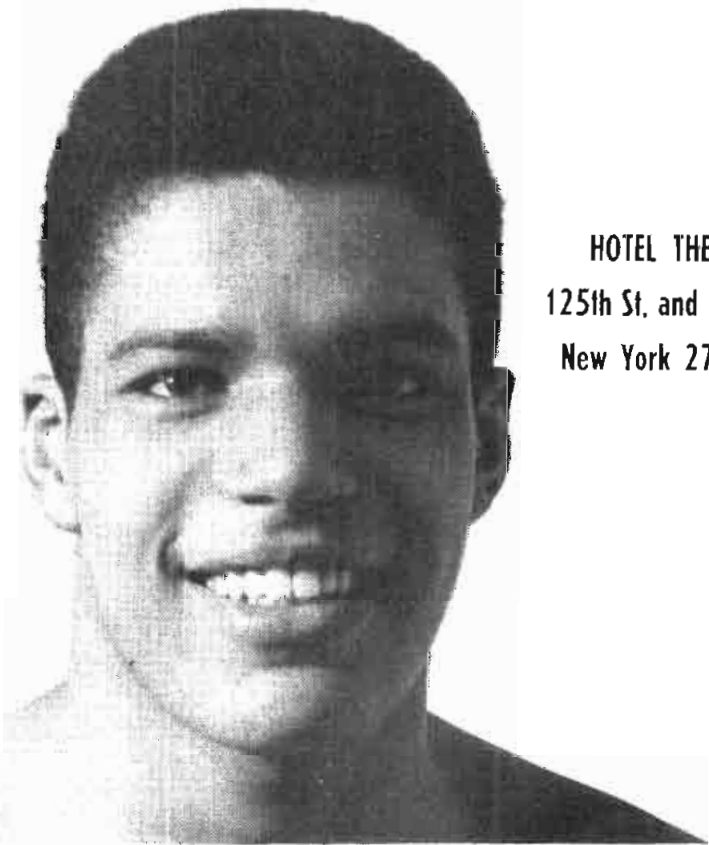
HARLEM RADIO CENTER

# WLIB

1190 ON YOUR DIAL

- WLIB has more Negro listeners than any other New York station — network or independent (Pulse).
- WLIB is first in 29 out of 30 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.

HARLEM  
RADIO  
CENTER



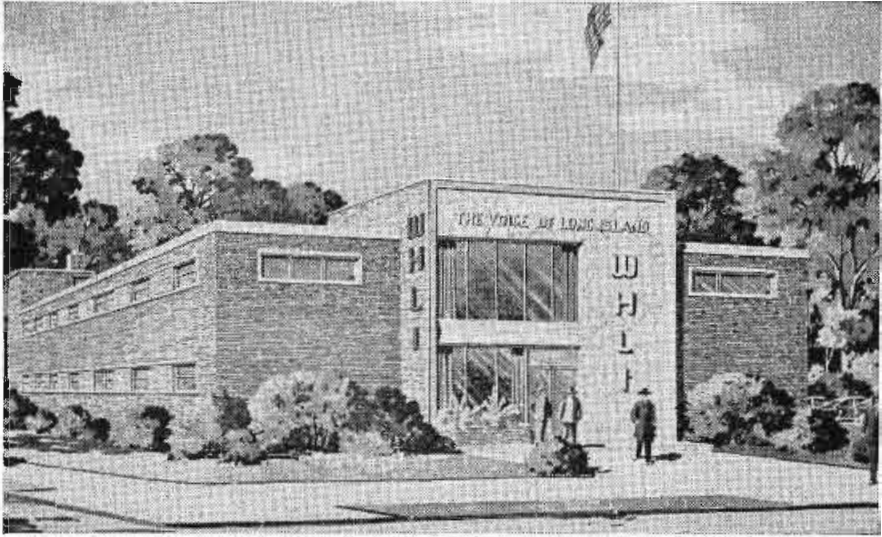
HOTEL THERESA  
125th St. and 7th Ave.  
New York 27, N. Y.

**WLIB—New York—1944**

Frequency: 1190 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....New Bcstg. Co., Inc.  
 Business-Studio Address.....2090 7th Ave.  
 News Service .....AP

Representative .....Forjoe  
 Pres., Gen. Manager.....Harry Novik  
 Program Director.....Nat Rudich  
 Comm. Mgr.....Arthur Harrison  
 Pub. Dir., Sales Prom. Dir.....Mike Jablons  
 Chief Engineer.....Gordon A. Greenfield

# SEE **WHLI** LISTING ON PAGE 525



## **WHLI** "THE VOICE OF LONG ISLAND"

- *Newest and most modern radio equipment*
- *Best equipped radio broadcast studios and facilities*
- *Largest and most complete record library*
- *A large, trained, experienced staff of 42*

NOW... better than ever... able to serve the needs of Long Island with programs that have dominated Long Island listening for nearly ten years.

**WHLI** A M 1100  
F M 98.3  
HEMPSTEAD LONG ISLAND, N. Y. *the voice of long island*

PAUL GODOFSKY, PRES. AND GEN. MGR.  
 JOSEPH A. LENN, EXEC. V. P. SALES  
 Represented by GILL-PERNA



# 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 WOV show you how to direct this influence to the profit of the product you advertise.

*One of  
America's  
Important  
Stations*

**WOV**  
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.  
News Service ..... AP, ANSA

Transcription Service.....MacGregor  
Representative ..... Pearson  
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

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RADIO STATION  
INDEX**

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FOR EDITORIAL INDEX**

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**SEE PAGE 27  
FOR ADVERTISING INDEX**

For 885,000 families  
in New York



nothing takes the  
place of good music

*Nothing takes the place of*

**WQXR** 50,000 WATTS  
*Radio Station of The New York Times*

WQXR's weekly audience—885,000 radio homes    WQXR's daily audience—559,000 radio homes\*

\*Fadar CPA, Dec. 1955, 12 county area only

**WQXR—New York—1936**

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By..... Interstate Bcstg. Co.  
 Business-Studio Address..... 229 W. 43rd St.  
 News Service..... N. Y. Times (Owner)  
 Transcription Service..... SESAC  
 Representative..... Paul H. Raymer  
 Membership..... RAB  
 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 D—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By..... Earl C. Hull  
 Business-Studio Address..... United Building  
 News Service..... UP  
 Transcription Service..... Thesaurus, Standard  
 Representative..... Headley-Reed  
 Membership..... NARTB  
 Owner, Gen. Manager..... Earl C. Hull  
 Business Manager..... R. J. Manning  
 Comm., Sales Prom. Mgr..... Edward F. Joseph  
 Program Director..... Earle Hamrick

**WJL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper..... Niagara Frontier Bcstg. Corp.  
 Address..... 129 Main St.  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Pearson  
 Membership..... NARTB  
 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.  
 News Service..... UP  
 Transcription Service..... Thesaurus, World  
 Station Rep..... McGillvra  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... William J. Hall  
 Asst. Mgr., Prog. Dir..... Ray Whitlock  
 Chief Engineer..... Wiley R. Bates  
 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.  
 News Service..... UP  
 Pres., Comm. Mgr..... Joseph R. Brandy

General Manager..... Harold I. 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 W. State Rd.  
 Newspaper Affiliation..... Times Herald  
 News Service..... AP  
 Transcription Service..... Associated  
 Representative..... Everett-McKinney  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... John R. Henzel  
 Sta. Comm., Mgr..... John F. Hastings  
 Prog. Dir..... Donald McLean  
 Publicity Director..... Helen Strong  
 Chief Engineer..... Wallace D. Taylor

**WDOS—Oneonta—1947**

Frequency: 730 Kc. Power: 500 Watts  
 Owned-Oper. By..... Ottaway Stations, Inc.  
 Bus. Studio Address..... 104 Chestnut St.  
 News Service..... UP  
 Newspaper Affiliation..... Oneonta Star  
 Transcription Service..... Associated  
 Representative..... Radio-TV Reps.  
 Membership..... RAB  
 President..... James H. Ottaway  
 Managing Director..... Francis H. Brinkley  
 Station Manager..... Harold E. Graves  
 Comm. Mgr..... Benjamin M. Turnbull  
 Prog. Dir..... Leland Hickling  
 Chief Engineer..... John Bonse

**WALK—Pachogue—1952**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... Suffolk Bcstg. Corp.  
 Address..... P. O. Box 230  
 News Service..... AP  
 Newspaper Affiliation..... Suffolk Cons. Press  
 Transcription Service..... Capitol  
 Representative..... Grant Webb  
 Membership..... NARTB  
 Pres., Gen. Mgr..... W. K. Macy, Jr.  
 Comm. Mgr., Prom. Mgr..... John Regan  
 Prog., Pub. Dir..... Jack Ellsworth  
 Chief Engineer..... George Chandler

**WPAC—Pachogue—1951**

Frequency: 1580 Kc. Power: 1 Kw. d.  
 Owned-Oper. By..... Patchogue Bcstg. Co.  
 Address..... Box 651  
 News Service..... UP  
 Representative..... Keller  
 Membership..... NARTB  
 Pres., Gen. Mgr..... Lee Morrison  
 Station Mgr..... Stan Allan  
 Comm. Mgr..... Herbert Morrison  
 Program Director..... Dick Hodkin  
 Sales Prom. Mgr..... 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  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Station Rep. . . . . Rambeau, Kettell-Carter  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr., Ch. Eng. . . . . Irving E. Cottrell  
 Comm., Sales Prom. Mgr. . . . . Francis Lough

**WEAV—Plattsburg—1934**  
**ABC**

Frequency: 960 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Plattsburg Bcstg. Corp.  
 Studio Address . . . . . 38 Court St.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . NARTB, RAB  
 President . . . . . George F. Bissell  
 Gen. Mgr. . . . . A. E. Spokes  
 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.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . McGavren-Quinn  
 Membership . . . . . NARTB, RAB  
 Pres., Gen., Comm. Mgr. . . . . Joel H. Scheier  
 Station Mgr. . . . . Donald Pelkey  
 Program Director . . . . . Betty Kraus  
 Publicity Dir. . . . . Chester O. Bosworth, Jr.  
 Chief Engineer . . . . . Leroy L. Fuller, Jr.

**WDLC—Port Jervis—1953**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Port Jervis Bcstg. Co.  
 Address . . . . . Box 920  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Transcription Service . . . . . World  
 President . . . . . Sidney Sakofsky  
 Gen. Mgr. . . . . Oscar Wein  
 Program Director . . . . . Robt. E. Shevlin  
 Chief Engineer . . . . . David J. Rosenzweig

**WPDM—Potsdam—1955**

Frequency: 1470 Kc. . . . . Power: 1 Kw., d.  
 Owned-Oper. By . . . . . St. Lawrence Radio, Inc.  
 Address . . . . . Potsdam  
 News Service . . . . . AP  
 President . . . . . F. R. Woodruff  
 Business Manager . . . . . David A. Kyle  
 Station Mgr. . . . . James Rogers III

**WEOK—Poughkeepsie—1948**

Frequency: 1390 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Operated By . . . . . Mid-Hudson Bcsts. Inc.  
 Business-Studio Address . . . . . 385 Main St.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Everett-McKinney  
 Membership . . . . . NARTB, RAB

President . . . . . Arthur J. Barry, Jr.  
 Gen. Mgr., Prog. Dir. . . . . Frank Breslin  
 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  
 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  
 Owned . . . . . Suffolk Broadcasting Corp.  
 Address . . . . . Box 230  
 Newspaper Affil. . . . . Suffolk Consolidated Press  
 News Service . . . . . AP  
 Representative . . . . . Grant Webb  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr. . . . . W. K. Macy Jr.  
 Comm. Mgr. . . . . Laurence I. Nicoll  
 Program Director . . . . . Bob Houston  
 Chief Engineer . . . . . George G. Chandler

**WBBF—Rochester—1947**  
**MBS**

Frequency: 950 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . WBBF, Inc.  
 Bus.-Studio Address . . . . . 339 East Ave.  
 News Service . . . . . AP  
 Representative . . . . . Venard, Rintoul & McConnell  
 Transcription Service . . . . . RCA  
 President . . . . . Thomas L. Brown  
 V.P., Gen. Mgr. . . . . Robert S. Kieve  
 Program Director . . . . . Claude Johnstone  
 Chief Engineer . . . . . Vinent Lopopolo

**WHAM—Rochester—1922**  
**NBC**

Frequency: 1180 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Riggs & Greene Bcstg. Corp.  
 Business Address . . . . . 201 Humboldt Rd.  
 News Service . . . . . UP  
 Representative . . . . . Christal, McDermott  
 Membership . . . . . NARTB, RAB  
 President . . . . . John S. Riggs  
 V. P., Gen. Mgr. . . . . F. Robert Greene  
 Sales Manager . . . . . Arthur W. Kelly

**WHEC—Rochester—1925**  
**CBS**

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . WHEC, Inc.  
 Bus.-Studio Address . . . . . 40 Franklin St.  
 Newspaper Affiliation . . . . . Gannett Co.  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB



Representative ..... Everett-McKinney  
 President..... Frank E. Gannett  
 General Mgr..... 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..... P. O. Box 710  
 Trans..... Thesaurus, Standard, Associated,  
 SESAC, Capitol  
 President..... Arthur C. Kyle, Jr.  
 Gen., Sta. Manager..... Thomas H. O'Neill

**WSAY—Rochester—1936**

Frequency: 1370 Kc..... Power: 5 Kw.  
 Owned-Oper. By.... Federal Bcstg. System, Inc.  
 Business-Studio Address..... 250 E. Ave.  
 News Service ..... INS  
 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.  
 Representative..... Bolling Co., Inc.  
 News Service ..... AP  
 Transcription ..... Associated  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... Ervin F. Lyke  
 Sales Manager..... Arthur Murrellwright  
 Program Director..... Paul C. Louthier

**WKAL—Rome—1946—MBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By.... Copper City Bcstg. Corp.  
 Business-Studio Address... Capitol Theatre Bldg.  
 Representative ..... Cooke  
 News Service ..... UP  
 Membership ..... NARTB  
 President..... Myron J. Kallet  
 General Manager..... Joseph Kallet  
 Assistant Mgr..... Alberta Rossi  
 Program Director..... James Duke

**WNBZ—Saranac Lake—1927**

ABC

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By.... Upstate Bcstg. Corp.  
 Business-Studio Address..... 88 Main St.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative..... Wm. G. Rambeau  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Jacques DeMattos  
 Comm. Mgr., Prog. Dir..... Jeanne DeMattos  
 Chief Engineer..... H. Berwind Williams

**WSPN—Saratoga Springs  
1954**

Frequency: 900 Kc..... Power: 250 Watts  
 Owned ..... Spa Broadcasters, Inc.  
 Address..... 71 West Avenue  
 News Service ..... AP  
 Transcription ..... World  
 Representative ..... Richard O'Connell  
 Membership ..... NARTB  
 President..... Ken Freebern  
 Gen., Sta., Prom. Mgr..... Chet Munson  
 Comm. Manager..... Joe Snyder  
 Prog., Pub. Dir..... Bob Dingman  
 Chief Engineer..... Al Burton

**WSKN—Saugerties—1956**

Frequency: 920 Kc..... Power: 1000 Watts  
 Owned..... The Skylark Corp., Inc.  
 Address... P. O. Box 920, Mount Marion, N. Y.  
 News Service ..... UP  
 Transcription ..... SESAC, World  
 Representative ..... Thomas F. Clark  
 Membership ..... NARTB  
 President..... John Lynker  
 V. P., Comm. Mgr..... W. Irving Rose  
 Program Dir..... Richard Nedlin

**WGY—Schenectady—1922**

NBC

Frequency: 810 Kc..... Power: 50,000 Watts  
 Owned-Oper. By.... General Electric Co.  
 Business-Studio Address..... 1 River Rd.  
 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..... A. R. Garland  
 Station Service..... Caleb Paine  
 Program Director..... Donn M. Chown  
 Chief Engineer..... W. J. Purcell

**WSNY—Schenectady—1942**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By.... Western Gateway Bcstg.  
 Business-Studio Address..... 619 State St.  
 News Service ..... AP  
 Representative ..... ForJoe  
 Pres., Gen., Sta. Mgr..... Winslow Leighton  
 Comm. Manager..... Thomas Seeley  
 Prog. Dir..... Stephen Fitz  
 Chief Engineer..... Irving P. Beck

**WHEN—Syracuse—1941**

CBS

Frequency: 620 Kc... Power: 5 Kw. d., 1 Kw. n.  
 Owned..... Meredith Syracuse Radio Corp.  
 Address ..... 511 Loew Bldg.  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 Representative ..... Katz





V.P. & Gen. Mgr. .... Paul Adanti  
 Prom. Mgr., Pub. Dir. .... Robert Peel  
 Program Director .... John L. Scott  
 Comm. Mgr. .... Louis Parmentier  
 Chief Engineer .... Robert Ardner

**WFBL--Syracuse--1922**  
**ABC**

Frequency: 1390 Kc. .... Power: 5000 Watts  
 Owned. ... WTAC-KPOA-KTVR, Founders Corp.  
 Bus.-Studio Address. .... 433 S. Warren St.  
 Representative, Peters, Griffin, Woodward, Inc.  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 President. .... Oscar F. Soule  
 General Mgr. .... Henry P. Wilcox  
 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. .... Syracuse-Kemper Bldg.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth

Newspaper Affil. Herald-Journal, Post Standard  
 Representative ..... Henry I. Christal  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... E. R. Vadeboncoeur  
 Sales Mgr. .... W. R. Allford, Jr.  
 Prom. Mgr., Pub. Dir. .... Lou Switzer

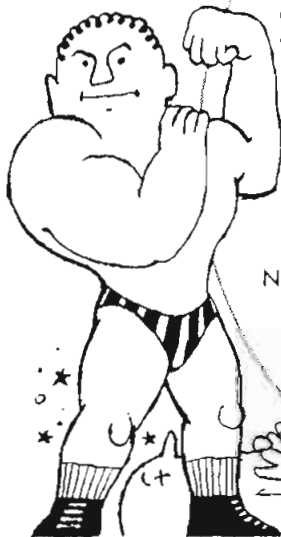
**WNDR--Syracuse--1946**  
**MBS**

Frequency: 1260 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Syracuse Bcstg. Corp.  
 Address ..... Box 1212  
 News Service ..... AP  
 Station Rep. .... Forjoe  
 General Manager. .... Arthur C. Kyle, Jr.  
 Asst., Comm. Mgr. .... James A. McKechnie  
 Prog. Dir. .... W. Quinn  
 Chief Engineer. .... John Rathbun

**WOLF--Syracuse--1940**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Civic Bcstg. Corp.  
 Address. .... Kirkpatrick & Van Rensselaer Sts.  
 Representative ..... Walker  
 News Service ..... AP  
 Transcription ..... Standard  
 President, General Mgr. .... T. Sherman Marshall  
 Sta. Mgr., Prog. Dir. .... Hamilton M. Woodle  
 Chief Engineer. .... Don Muir

**WFBL**  
**RADIO**  
**DOMINATES!**  
**SYRACUSE, NEW YORK**



**1<sup>st</sup>** in the Market

8:00 A.M.—12 Noon ..... 34.1%  
 Noon—6:00 P.M. .... 31.6% (Hooper)

National representative — George P. Hollingsbery Co.

**FOUNDERS CORP.**

One of the Founders' group of stations, including  
 KPOA, Honolulu, and the Inter-Island Network; WTAC,  
 Flint, Michigan; and KTVR, Channel 2,  
 Denver, Colorado.



**WIPS—Ticonderoga—1954**

Frequency: 1250 Kc. Power: 500 Watts  
 Owner: Portage Bcstg. Co., Inc.  
 News Service: UP  
 Transcription Service: World  
 Membership: NARTB  
 Representative: O'Connell  
 President: Martin Karig  
 Gen., Comm. Mgr.: Dale Robertson  
 Sta. Mgr., Prog., Pub. Dir.: R. Robertson  
 Chief Engineer: Lloyd Howe

**WTRY—Troy—1940—CBS**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By: Tri-City Radio, Inc.  
 Business-Studio Address: 92 Fourth St.  
 News Service: UP  
 Representative: John Blair  
 Pres., Gen. Manager: Mowry Lowe  
 Comm., Prom. Mgr.: Kenneth M. Cooper  
 Program Director: John Mounteer  
 Chief Engineer: Frank Belaska

**WGAT—Utica—1946—ABC**

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.  
 Address: New Hartford, N. Y.  
 News Service: AP  
 Representative: Venard  
 President: Thomas L. Brown  
 V. P., Gen., Comm. Mgr.: Thomas E. Martin  
 Program Director: Nick Dardano  
 Chief Engineer: Fred Harrington

**WIBX—Utica—1925—CBS**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By: WIBX, Inc.  
 Address: First National Bank Bldg.  
 News Service: UP  
 Membership: RAB  
 Reprs.: Biddick, Walker  
 President: Margaret B. Stevens  
 Gen. Mgr.: Margaret P. Bowen  
 Exec. V.P., Sta. Mgr., Pgm. Dir.: Elliott Stewart  
 Sales Prom., Pub. Dir.: F. C. Bowen  
 Chief Engineer: John T. Dowdell

**WRUN—Utica—1947**

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: The Rome Sentinel Co.  
 Business-Studio Address: 258 Genesee St.  
 Representative: Avery-Knodel  
 Newspaper Affil.: Sentinel  
 News Service: AP  
 Membership: NARTB  
 President: Bradley C. Barnard  
 Program Director: Philip R. Cameon  
 Sta., Comm. Mgr.: Richard A. Clark  
 Sls. Prom. Mgr., Pub. Dir.: Alan Cole  
 Chief Engineers: G. S. Woods, C. F. Henry

**WDLA—Walton—1951**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Delaware County Bcstg.  
 Representative: Rambeau  
 News Service: UP  
 Membership: NARTB

**MORE NEWS****MORE FEATURES****MORE REGIONAL COVERAGE****AP****... and MORE RADIO AND TELEVISION STATIONS****depend on****THE ASSOCIATED PRESS**



President..... Dr. E. Ogden Bush  
 V.P., Gen. Mgr..... Michael J. Cuneen  
 Program Director..... Myra Youmans  
 Chief Engineer..... Charles Lissner

### WATN—Watertown—1941

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Watertown Bcstg. Corp.  
 Bus.-Studio Location..... 118 Washington St.  
 Transcription..... Stand. d. SESAC  
 Membership..... NARTB  
 Representative..... Devney  
 Pres., Gen. Mgr..... G. Harry Righter  
 Chief Eng..... D. Schryver, J. F. Sprague

### WWNY—Watertown—1941 CBS

Frequency: 790 Kc..... Power: 1000 Watts  
 Owned-Operated By..... The Brockway Co.  
 Address..... Hotel Woodruff  
 Newspaper Affil..... Daily Times  
 News Service..... UP  
 Transcription Service..... Thesaurus, World  
 Membership..... NARTB, RAB  
 Representative..... Weed  
 President..... John B. Johnson  
 General Manager..... Louis Saiff, Jr.  
 Station Manager..... Earl R. Kelly  
 Comm. Mgr..... Patrick E. Rheaume  
 Dir. of Engineering..... M. B. Davis

### WLSV—Wellsville—1955

Frequency: 790 Kc..... Power: 500 Watts, d.

Owned-Oper. By..... Radio Services of Wellsville  
 Address..... P. O. Box 409  
 News Service..... AP  
 Membership..... RAB  
 Gen., Sales Mgr., Prog. Dir., Ch. Eng.

Lloyd Gordon  
 Comm. Mgr..... H. Ackerman  
 Publicity Dir..... Kathleen Beckwith

### WFAS—White Plains—1932

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Westchester Bcstg. Corp.  
 Bus.-Studio Address..... Secor Rd., Hartsdale  
 News Service..... AP  
 Trans. Service..... Lang-Worth, SESAC  
 Representative..... Headley Reed  
 Membership..... NARTB  
 President..... Valentine E. Macy, Jr.  
 Gen., Sta. Manager..... Frank A. Seitz  
 Program Director..... Randall Kaler  
 Sls. Prom., Comm. Mgr..... 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.  
 News Service..... AP  
 President..... W. H. Reuman  
 Gen., Sta. Mgr..... Edith Dick  
 Comm., Sales P. om. Mgr..... Selvin Donneson  
 Program Director..... Fred Barr  
 Publicity Director..... Walter Kaner  
 Chief Engineer..... Benton R. Bartlett

**FIRST** in 11 quarter-hour periods

**SECOND** in 30 more

against ALL NETWORKS  
 and INDEPENDENTS, morning,  
 afternoon and night among  
 Westchester-Rockland lis-  
 teners.\*

"Coverage Story" tells how  
 and why more national and  
 area advertisers have been  
 using WFAS each year since  
 1932. Send for your copy!

## WFAS and WFAS-FM

White Plains, N. Y.

\* Pulse Westchester Study, 1956.

# 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

# North Carolina

Pop. March 1 (Est.) 4,479,000—Families 1,107,000  
Radio Homes 1,098,000—TV Homes 726,030—Stations in State 121

## WRCS—Ahoskie—1947

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned. Roanoke-Chowan Bcstg. Co., Inc.  
Business Address P. O. Box 89  
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 Hotel Albemarle  
News Service AP  
Transcription Service World  
General Manager W. I. Page

## 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.  
News Service UP  
Newspaper Affil. Courier Tribune  
Transcription Service Associated  
Membership RAB  
Gen., Sta., Comm. Mgr. J. R. Marlowe

## WISE—Asheville—1939—NBC

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Radio Station WISE, Inc.  
Address 98 Lookout Rd.  
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.  
News Service UP  
Transcription Service World  
Rep. Venard, Inc., J. S. Ayers  
Membership NARTB  
Executive Vice President Charles B. Britt  
Comm. Manager George Roesler  
Program Dir. Fred Brown  
Chief Engineer George F. Sprague

## WSKY—Asheville—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Radio Asheville, Inc.  
Business-Studio Address 12 Church St.  
News Service AP  
Transcription Lang-Worth  
Representative Pearson  
Membership NARTB  
Pres., Gen., Sta., Comm. Mgr. Zeb Lee  
Sales Prom. Mgr. Mike Ling

Publicity Director Bruce Barnes  
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.  
Newspaper Affiliation Citizen-Times  
Transcription Service Thesaurus  
News Service UP  
Representative H-R  
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  
News Service AP  
Transcription Service World  
Membership NARTB  
Owner, Gen. Mgr., Ch. Eng. R. R. Cummins  
Promotion Mgr. Hilda Cummins

## WCGC—Belmont—1954

Frequency: 1270 Kc. Power: 500 Watts  
Owner Central Bcstg. Co.  
Address Box 629  
Representative Best  
News Service UP  
Transcription Service Standard  
Membership NARTB  
Pres., Gen., Sta., Eng. Robert Hilker  
Comm. Manager Boyce J. Hanna  
Sls. Prom. Manager G. O. Wilkerson, Jr.  
Program Director H. E. Feimster  
Publicity Director Francis Linge felt

## WATA—Boone—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Wilkes Bcstg. Co.  
Address Depot St.  
News Service AP  
Membership RAB  
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.  
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, Jr.

**WBBB—Burlington—1941**  
**MBS-KBS**

Frequency: 920 Kc.....Power: 5000 Watts d.  
Owned-Operated By Alamance Bcstg. Co., Inc.  
Business-Studio Address.....321 S. Main St.  
News Service.....AP  
Transcription Service.....Standard  
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 Bdcstg Co.  
Address.....P. O. Box 1928  
News Service.....UP  
Transcription Service.....World, Lang-Worth  
Representative.....Bogner & Martin  
Membership.....NARTB, RAB  
Gen., Sta. Mgr.....G. C. Starnes  
Comm., Prom. Mgr.....Harold Nall  
Prog., Pub. Dir.....Dick Bowman  
Chief Engineer.....Charles Stafford

**WWIT—Canton—1954**

Frequency: 970 Kc.....Power: 1 Kw.  
Owned.....Western N. C. Bcstrs., Inc.  
Address.....Radio Center  
News Service.....UP  
Membership.....NARTB  
President.....Beverly M. Middleton  
Vice-President.....Kermit Edney  
Treasurer.....D. A. Gilmore

**WCHL—Chapel Hill—1953**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Village Bcstg. Co.  
Address.....Box 388  
News Service.....AP  
Transcription Service.....World  
Representative.....Indie  
Membership.....NARTB, RAB  
Pres., Gen. Mgr.....R. McClamroch, Jr.  
Asst. to Gen. Mgr.....Ty Boyd  
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.  
News Service.....UP  
Membership.....NARTB  
Representative.....Bolling Co.  
Pres.....George W. Dowdy  
Pub. Director.....Martin Allen  
Chief Engineer.....L. I. Dekle  
Gen., Sta. Mgr.....Thomas B. Sawyer

**WBT—Charlotte—1922—CBS**

Frequency: 1110 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Jefferson Standard Bdcstg.  
Address.....1 Jefferson Pl.  
News Service.....AP, UP  
Transcription Service.....World  
Representative.....CBS Radio Spot Sales  
Membership.....NARTB, RAB  
President.....J. M. Bryan  
Gen. Mgr.....Charles H. Cruichfield  
Sta. Mgr.....J. Robert Covington  
Comm. Manager.....V. V. Evans  
Program Director.....Bailey Hobgood  
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.  
Representative.....For Joe  
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald  
Commercial Mgr.....Ray Ervin

**WIST—Charlotte—1951—MBS**

Frequency: 930 Kc.....Power: 5000 d; 1000 n.  
Owned-Oper. By.....Bcstg. Co. of South  
Address.....204 Liberty Life Bldg.  
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  
Program Director.....W. A. Vaughn  
Chief Engineer.....A. O. Richardson

**WSOC—Charlotte—1933—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Station WSOC, Inc.  
Address.....1925 N. Tryon St.  
News Service.....AP  
Rep.....H-R Reps, Bomar Lowrance & Assoc.  
Membership.....NARTB  
Pres., Gen., Sta., Sales Mgr., Pub. Dir. E. J. Gluck  
Commercial Mgr.....Larry Walker  
Program Director.....Fred Dickson  
Chief Engineer.....L. L. Caudle, Jr.

**WWOK—Charlotte—1955**

Frequency: 1480 Kc.....Power: 1 Kw.  
Owned-Oper. By.....Carmen Macri  
Address.....215 Greystone Rd.  
News Service.....UP  
Representative.....Dora-Clayton  
Transcription Service.....Lang-Worth  
President.....Carmen Macri  
General Manager.....Jack Wheeler  
Comm. Manager.....Paul Marlowe  
Sales Mgr., Pub. Dir.....Herb Berg  
Prog. Dir.....Jim O'Donnell  
Chief Engineer.....T. C. Wood

**WRRZ—Clinton—1946—ABC**

Frequency: 880 Kc.....Power: 1000 Watts d.

**Owned**.....WRRZ Radio Co.  
**News Service**.....AP  
**Transcription Service**.....World  
**Station Rep.**.....Walker  
**Station Manager**.....H. D. Stanley  
**Sales Prom. Manager**.....E. D. Powell  
**Program Director**.....D. W. Welsh  
**Chief Engineer**.....J. L. Bowles

**WEGO—Concord—1943**

**Frequency:** 1410 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Cabarrus Bdcstg. 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 Kottas

**WDNC—Durham—1934—CBS**

**Freq.:** 620 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**.....The Durham Radio Corp.  
**Bus.-Studio Address**.....138½ E. Chapel Hill St.  
**News. Affil.**.....Herald Sun  
**News Service**.....UP  
**Representative**.....Paul H. Raymer  
**Membership**.....NARTB, RAB  
**President**.....C. C. Council  
**Gen. Mgr.**.....J. Frank Jarman  
**Prog. Dir.**.....E. R. Higgins, Jr.  
**Chief Eng.**.....C. Roy King  
**Comm. Mgr.**.....Woody Woodhouse

**WSRC—Durham—1954**

**Frequency:** 1410 Kc.....**Power:** 1 Kw.  
**Owned**.....John C. Greene, Jr.  
**Address**.....P. O. Box 28  
**Station Rep.**.....Rambeau, Dora-Clayton  
**Pres., Gen., Sta. Mgr.**.....John C. Greene, Jr.  
**Comm. Mgr.**.....Jack Hammette  
**Prog., Pub. Dir.**.....H. R. Greene  
**Chief Engineer**.....Roy Fullen

**WSSB—Durham—1947—KBS**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Public Information Corp.  
**Address**.....Box 1168  
**Station Rep.**.....Gill-Perna  
**News Service**.....AP  
**President**.....E. L. Clinton  
**Chief Engineer**.....B. Misenheimer  
**Sales Prom. Mgr.**.....Ed Sloan

**WTIK—Durham—1946—ABC**

**Frequency:** 1310 Kc.....**Power:** 1 Kw. d.

**Owned-Oper. By**.....Mid Carolina Bcstg. Co.  
**Address**.....205½ W. Main St.  
**News Service**.....AP  
**Representative**.....McGillvra  
**President**.....C. H. Wentz  
**Gen., Sta. Mgr.**.....H. Tom Morris  
**Prog., Pub. Mgr.**.....Tom Gause  
**Sales Prom. Mgr.**.....M. G. Bobbitt

**WCDJ—Edenton—1955—KBS**

**Frequency:** 1260 Kc.....**Power:** 1 Kw. d.  
**Owned-Oper. By**.....Colonial Bcstg. Co.  
**Address**.....P. O. Box 509  
**News Service**.....AP  
**Representative**.....Best  
**President, Comm. Mgr.**.....Ray A. Childers  
**General Manager**.....R. W. Schuman  
**Prog. Dir., Chief Eng.**.....D. E. Ames

**WCNC—Elizabeth City—1939  
MBS-KBS**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Albemarle Bcstg. Co., Inc.  
**Address**.....Box 535  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**Station Rep.**.....Bogner & Martin  
**President**.....J. L. Lamb, Sr.  
**Gen. Mgr.**.....J. L. Lamb, Jr.  
**Commercial Manager**.....C. E. Ferrell  
**Program Director**.....Jimmy Raper  
**Chief Engineer**.....Walt Miller

**WGAI—Elizabeth City—1949**

**Freq.:** 560 Kc.....**Power:** 1 Kw. d., 500 Watts n.  
**Owned-Operated By**.....WGAI Radio Co.  
**Business-Studio Address**.....Kramer Bldg.  
**News Service**.....AP  
**Pres., Gen., Sta. Mgr.**.....C. Alden Baker  
**Comm., Sales Prom. Mgr., Prog. Dir.**.....B. Thomas  
**Publicity Director**.....Jack Aulis

**WIFM—Elkin—1951**

**Frequency:** 1540 Kc.....**Power:** 250 Watts  
**Owned**.....Tri-County Bcstg. Co. Inc.  
**Address**.....Elk Spur St.  
**News Service**.....UP  
**General Mgr.**.....Will Erwin  
**Ass't. Mgr., Chief Eng.**.....Eugene Smith, Jr.  
**Program Director**.....Mrs. Ruth Smith

**WFMO—Fairmont—1953**

**Frequency:** 860 Kc.....**Power:** 1000 Watts  
**Owned**.....Carolinas Broadcasting Co., Inc.  
**Address**.....Box 492  
**News Service**.....UP  
**Transcription**.....Thesaurus, Lang-Worth  
**Rep.**.....Interstate United Newspapers Inc.  
**Membership**.....NARTB, RAB  
**President**.....Cutlar Moore  
**Gen., Comm. Mgr.**.....Billy E. Peele  
**Program Dir.**.....James C. Clarke  
**Chief Engineer**.....Joseph F. Miles



**WFAI—Fayetteville—1947**  
**CBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Ralph E. Hess  
Bus. Studio Address: Box 659  
News Service: AP  
Transcription Service: RCA Thesaurus  
Representative: Thomas F. Clark  
President, Gen. Mgr.: Ralph E. Hess  
Sta. Mgr.: Dick Perry  
Comm. Mgr.: Bob Smith  
Pub. Dir., Sales Prom. Mgr.: Tom Slade  
Program Director: Dick Perry  
Chief Engineer: Bob Money

**WFLB—Fayetteville—1948**  
**ABC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Fayetteville Bcstrs., Inc.  
Address: P. O. Box 512  
News Service: AP  
Representative: Burn-Smith  
Transcription: World  
Membership: RAB  
General Manager: L. W. Allen  
Commercial Manager: W. D. Bailey  
Sales, Prom. Mgr.: W. B. Belche  
Program Director: Marvin Rosenburg

**WFNC—Fayetteville—1938**  
**MBS**

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Cape Fear Bcstg. Co.  
Address: 1009 William Clark Rd.  
News Service: UP  
Representative: Walker  
Membership: RAB, NARTB  
President: Victor W. Dawson  
General Mgr.: Norman Suttles  
Comm. Mgr.: Robert Nietman  
Program Director: Mac Stamps  
Chief Engineer: Edward Cook

**WBBO—Forest City—1947**

Frequency: 780 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Rutherford Co. Radio Co., Inc.  
Address: Forest City  
News Service: AP  
Newspaper Affil.: Courier, Sun  
Transcription Service: World  
Membership: NARTB  
Pres., Gen. Sls. Mgr.: Ed M. Anderson  
Comm. Manager: Fred Blanton  
Program Director: Lee Kampe  
Chief Engineer: Merton Iwerks

**WFVG—Fuquay Springs—1949**  
**KBS**

Frequency: 1460 Kc. Power: 1000 Watts a.  
Owned-Oper. By: WFVG Bdcstg. Co.  
Business-Studio Address: Box 588  
News Service: UP  
Transcription Service: World

Representative: Continental Radio Sales  
President: J. M. Stephenson  
Gen., Sta., Comm. Mgr.: Robert E. Stephenson  
Sales Prom. Mgr.: Ray Godwin  
Prog., Pub. Dir.: Walter M. Pearson  
Chief Engineer: Harry D. Stephenson

**WGNC—Gastonia—1939—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Catherine T. McSwain  
Address: Dallas Road  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Continental Radio Sales  
Gen., Sta. Mgr.: Pat McSwain

**WLTC—Gastonia—1947—KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Gastonia Bcstg. Serv., Inc.  
Address: P. O. Box 1010  
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

**WFMC—Goldsboro—1951**  
**KBS**

Frequency: 730 Kc. Power: 1 Kw. d.  
Owned: Southern Radio & TV Corp.  
Address: P. O. Box 655  
News Service: UP  
Trans. Service: World, Lang-Worth, SESAC  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: Kenneth T. Marshall  
Prog. Dir., Chief Eng.: Henry H. Harrison, Jr.

**WGBR—Goldsboro—1939**  
**ABC**

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: E. Carolina Bdcstg. Co., Inc.  
Address: P. O. Box 1024  
Transcription Service: Thesaurus  
Membership: NARTB  
Comm., Gen. Mgr., Pgm. Dir.: V. G. Balkcum

**WGOL—Goldsboro—1955**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned: Wayne Broadcasting Co.  
Address: 116 W. Mulberry St.  
News Service: AP  
Representative: Donald Cook  
General Mgr.: Lawrence B. Carr  
Comm. Mgr.: William H. Stuckey  
Program Dir.: John G. Britt  
Publicity Dir.: James F. Benson  
Chief Engineer: Paul E. Horne

**WBIG—Greensboro—1926**  
**CBS**

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By: North Carolina Bcstg. Co.  
Studio Address: 2838 Battleground Rd.

News Service ..... UP  
 Representative ..... George P. Hollingbery  
 Trans. Victor, Capitol, Decca, Columbia, MGM  
 Membership ..... NARTB, RAB  
 President ..... Michaux H. Crocker  
 Gen., Prom., Sta. Mgr. .... Allen Wannamaker  
 Commercial Mgr. .... William P. Mitchell  
 Publicity Director ..... Virginia Neese  
 Program Director ..... Dan Griffin  
 Chief Engineer ..... Bill Dailey

**WCOG—Greensboro—1948**  
**ABC**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Inter-City Adv. Co., Inc.  
 Business-Studio Address ..... P. O. Box 3305  
 News Service ..... UP  
 Representative ..... The Bolling Co., J. S. Ayers  
 President ..... George W. Dowdy  
 General Mgr. .... Jack L. Rimmer

**WCBG—Greensboro—1942**  
**MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .. Greensboro Bcstg. Co., Inc.  
 Business-Studio Address ..... P. O. Box 2280  
 News Service ..... UP

Representative ..... Burn Smith  
 Pres., Gen., Sta. Mgr. .... Ralph M. Lambeth  
 Commercial Mgr. .... B. George Barber, Jr.  
 Chief Engineer ..... Fred S. Smith

**WPET—Greensboro—1954**

Frequency: 950 Kc. .... Power: 500 Watts  
 Owned ..... Wayne M. Nelson  
 Address ..... Box 3488  
 News Service ..... UP  
 Pres., Gen., Sta. Mgr. .... Wayne M. Nelson  
 Comm. Sis. Prom. Mgr. .... Leona Showmar  
 Prog., Pub. Dir., Chief Eng. .... E. M. Stanton, Jr.

**WGTC—Greenville—1940**  
**MBS**

Frequency: 1590 Kc. .... Power: 5 Kw.  
 Owned-Oper. By .... Greenville Radio Co., Inc.  
 Address ..... 103 E. 5th St.  
 News Service ..... UP  
 Transcription ..... World  
 Representative ..... Devney, Forjoe  
 Membership ..... NARTB  
 President ..... H. W. Anderson  
 Comm. Mgr. .... C. B. Goodyear  
 Gen. Mgr., Prog. Dir. .... Joel Lawhon  
 Chief Engineer ..... Bill Covington

*No. 1 Market in the Carolinas...*  
**GREENSBORO**

Per Family Sales\*

*First in  
 the Carolinas*

followed by  
 Charlotte and Raleigh

\* 1956 Survey of Buying Power

Food Store Sales\*

*First in  
 the Carolinas*

followed by  
 Charlotte and Greenville  
 (S. C.)

General Mdse. Sales\*

*First in  
 the Carolinas*

followed by  
 Charlotte and Greenville  
 (S. C.)

WBIG ... Greensboro's first radio station  
 ... in 31st year of broadcasting

**1<sup>ST</sup>** in **P**opularity  
 in **P**ersonalities  
 in **P**ower—5000 watts

Hollingbery, National Representative





**WHNC—Henderson—1945**

**KBS**

Frequency: 890 Kc. Power: 1000 Watts  
 Owned. Henderson Radio Corp.  
 Address. Norlina Road  
 News Service AP  
 Transcription Service Lang-Worth  
 Pres., Comm., Sales Prom. Mgr. Nathan Frank  
 Gen., Sta. Mgr., Pub. Dir. Dr. Claye Frank  
 Program Director. Dorothy Robinson  
 Chief Engineer. James H. Mayo

**WHVH—Henderson—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Vance Co. Bcstg. Co.  
 Address. P. O. Box 1011  
 News Service UP  
 Transcription SESAC  
 Representative Best  
 Pres., Gen., Sta. Mgr. Howard V. Harrell  
 Comm., Prom. Mgr. W. L. Adcock  
 Program Director. Helen Rogers  
 Chief Engineer. Howard V. Harrell

**WHKP—Hendersonville—1946**

**ABC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Hendersonville, Inc.  
 Address. Chimney Rock Road  
 News Service UP  
 Membership NARTB  
 President Beverly Middleson  
 Gen Mgr. Kermit Edney  
 Traffic Mgr. Dorothy Tebben  
 Comm. Mgr. John Horion  
 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.  
 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 Bcstg., Inc.  
 Address. Box 484 Annex  
 News Service AP  
 Representative John E. Pearson  
 Membership NARTB  
 President. Margaret A. Smith  
 General Mgr. E. H. Smith, Jr.

Asst. Mgr., Chief Engr. Elmer Troutman  
 Commercial Manager Lee Douglas  
 Program Director. Mattie I. Padgett

**WHPE—High Point—1947**

**KBS**

Frequency: 1070 Kc. Power: 1000 Watts d.  
 Owned-Oper. By High Point Bcstg. Co.  
 Business-Studio Address 504½ N. Main St.  
 News Service AP  
 Transcription Service World  
 Pres., Prog. Dir., Chief Eng. Gary C. Davis  
 Comm. Mgr. Hal W. Hicks

**WMFR—High Point—1935**

**ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Station WMFR, Inc.  
 Business Studio Address 164 S. Main  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Burn-Smith  
 Pres., Gen.-Station Mgr. Frank S. Lambeth  
 Commercial Manager Frank Smith  
 Sls., Prom., Pub. Dir. G. D. Sullivan  
 Program Director Diamond Carter  
 Chief Engineer Robert P. Boyd

**WNOS—High Point—1953**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned Statesville Broadcasting Co.  
 Address Statesville, N. C.  
 News Service AP  
 Transcription Service Thesaurus  
 Membership NARTB  
 General Manager Garrett M. Allen  
 Sta., Comm., Sales Prom. Mgr. Russell M. Hunt  
 Program Director Tom A. Wall  
 Chief Engineer T. K. Abernethy

**WJNC—Jacksonville—1945**

**MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned Onslow Bcstg. Corp.  
 Address Jacksonville  
 Representative Burke-Stuart  
 Pres., Gen. Mgr. Robert P. Mendelson  
 Sta. Manager Rodric L. Jones  
 Program Director Jean B. Mendelson  
 Chief Engineer Alvin Sisk

**WLAS—Jacksonville—1953**

Frequency: 910 Kc. Power: 1000 Watts  
 Owner Seaboard Bcstg. Corp.  
 Address P. O. Box 1197  
 News Service UP  
 Transcription Thesaurus, World  
 Membership NARTB  
 President Jerry Popkin  
 Gen., Comm. Mgr., Prog. Pub. Dir. Paul Parker  
 Chief Eng. Rod Dorsey

**WGTL—Kannapolis—1946**

Frequency: 870 Kc. Power: 1000 Watts d.

**Owned-Oper. By.....Fred H. Whitley, Inc.**  
**Address.....Cannon Blvd.**  
**Membership.....NARTB**  
**News Service.....UP**  
**Pres., Gen. Mgr.....Fred H. Whitley**

**WKMT—Kings Mountain  
1953**

**Frequency: 1220 Kc.....Power: 1 Kw. d.**  
**Owned-Oper. By.....R. H. Whitesides**  
**Address.....Box 669**  
**News Service.....UP**  
**President.....R. H. Whitesides**  
**Gen., Sta., Comm. Mgr.....Jonas R. Bridges**  
**Sales Prom. Mgr.....Ned McGill**  
**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.**  
**News Service.....UP**  
**Transcription Service.....Thesaurus**  
**Representative.....Bogner & Martin**  
**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.**  
**News Service.....AP**  
**Representative.....Best**  
**Membership.....RAB**  
**Gen., Sta., Comm., Sales Mgr., Pub. Dir.**  
**J. Harold Vester**  
**Program 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.**  
**Pres., Gen. Mgr.....E. J. Schuffman**

**WEWO—Laurinburg—1947  
KBS**

**Frequency: 1080 Kc.....Power: 1000 Watts d.**  
**Owned-Oper. By.....Scotland Bcstg. Co**  
**Bus. Studio Address.....State Bank Bldg.**  
**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.....Box L, Boulevard St.**  
**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 Winn**

**WJRI—Lenoir—1946  
MBS-KBS**

**Frequency: 1340 Kc.....Power: 250 Watts**  
**Owned.....John P. Rabb**  
**Address.....107 West Avenue**  
**News Service.....UP**  
**Transcription.....Lang-Worth**  
**President, Gen. Mgr.....John P. Rabb**  
**Comm., Sales Prom. Mgr.....F. Kent Atwater**  
**Program Director.....K. Rabb**  
**Chief Engineer.....Jerry C. Elliott**

**WBUY—Lexington—1946**

**Frequency: 1440 Kc.....Power: 5000 Watts**  
**Owned-Oper. By...Omar G. & Greeley N. Hilton**  
**News Service.....AP**  
**Transmitter Service.....Thesaurus, Lang-Worth**  
**Station Rep.....Continental**  
**Membership.....RAB, NARTB**  
**Manager.....Greeley N. Hilton**

**WLON—Lincolnton—1953**

**Frequency: 1050 Kc.....Power: 1000 Watts**  
**Owned.....Lincoln County Bcstg. Co., Inc.**  
**Address.....Sartown Rd., Box 248**  
**News Service.....AP**  
**Membership.....NARTB**  
**President.....J. A. Polhill**  
**Gen., Sta., Comm. Mgr.....W. Jack Brown**  
**Prog. Dir.....Tom Knight**  
**Chief Engineer.....Dennis C. Long**

**WAGR—Lumberton—1954  
ABC**

**Frequency: 1480 Kc.....Power: 1000 Watts**  
**Owner.....Southeastern Bcstg. Corp.**  
**Address.....217 E. 3rd St.**  
**News Service.....UP**  
**Representative.....Walker**  
**President.....Hector McLean**  
**Gen., Sta., Comm., Sales Prom. Mgr.**  
**J. M. Martinson**  
**Prog., Pub. Dir.....Al Pruitt**  
**Chief Engineer.....Milton Newsome**

**WTSB—Lumberton—1946  
MBS-KBS**

**Frequency: 1340 Kc.....Power: 250 Watts**  
**Owned-Operated By...Robeson Bcstg. Corp.**  
**News Service.....AP**



Membership .....NARTB  
 Transcription Service .....World  
 Representative.....Continental Radio Sales  
 General Mgr.....Al G. Stanley  
 Sales Mgr.....Frank L. Martin  
 Program Dir.....Maurice Stuart

**WBRM—Marion—1949**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Lake City Bcstg. Corp.  
 Address .....Box 229  
 News Service .....UP  
 President.....W. P. Erwin  
 Comm. Mgr.....J. C. Pleasant  
 Gen., Sta. Mgr., Pub., Prog. Dir.  
 J. L. Reynolds, Jr.  
 Chief Engineer.....Hubert C. Martin

**WMAP—Monroe—1948—KBS**

Frequency: 1060 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Union Bcstg. Corp.  
 Business Address.....Walkup Ave.  
 Rep. ....Continental  
 News Service .....UP  
 Station Manager.....J. A. Laney  
 Business Manager.....W. D. Benton  
 Program Director.....Frank Funderburk  
 Chief Engineer.....Robert I. Smith

**WHIP—Mooresville—1950  
KBS**

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Wayne M. Nelson  
 Address .....Mooresville, N. C.  
 News Service .....UP  
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson  
 Comm., Sls., Prom. Mgr.....Leona Showmar  
 Prog., Pub. Dir.....Buck Mills  
 Chief Engineer.....Philip W. Neilson

**WMBL—Morehead City—1947  
KBS**

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.  
 Address .....Box 432  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Representative .....McGillvra  
 Pres., Gen., Sta. Mgr.....Grover C. Munden  
 Comm. Manager.....Charles Markey  
 Chief Engineer.....Walder Niemi  
 Program Director.....Fay M. Merrell

**WMNC—Morganton—1947**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Nathan J. Cooper  
 Address .....Morganton  
 News Service .....AP  
 Transcription .....Standard  
 Membership .....NARTB  
 General Mgr.....Nathan J. Cooper  
 Comm. Manager.....Charles R. Tappy  
 Chief Engineer.....Frank A. Ballew  
 Program Director.....Madelyn Y. Patton

**WPAQ—Mt. Airy—1948—KBS**

Frequency: 740 Kc.....Power: 10,000 Watts d.  
 Owned-Operated By.....Ralph D. Epperson  
 Address .....Mt. Airy  
 News Service .....AP  
 Representative .....Thomas Clark  
 Pres., Gen., Sta. Mgr.....Ralph D. Epperson  
 Commercial Manager.....Lucy Bowman  
 Program Director .....Coslin Lindsey

**WSYD—Mount Airy—1951  
MBS**

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.  
 Address .....P. O. Box 209  
 Pres., Gen. Mgr., Ch. Eng.....Robert H. Epperson  
 Commercial Manager.....Erastus F. Poore  
 Program Dir.....Bobby Moxley

**WHIT—New Bern—1942  
MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WHIT  
 Address .....Highway 17, So., Box 551  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Membership .....NARTB  
 Representative .....John E. Pearson  
 Gen., Sta. Manager.....Ray D. Williams  
 Prog. Dir.....Jim Putnam  
 Comm. Mgr., Pub. Dir.....Don Lee  
 Sales Prom. Mgr.....Lyle Herrmann  
 Chief Engineer.....Ed Williams

**WOOW—New Bern—1953  
KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Craven Bcstg. Co.  
 Address .....P. O. Box 7  
 News Service .....AP  
 Rep. ....Interstate United News, Inc.  
 Transcription Service .....Thesaurus  
 President.....Dr. F. Y. Sorrell  
 General Manager.....James A. Ballard  
 Commercial Mgr.....Louis P. Dunn  
 Program Dir.....James E. Kiker

**WNNC—Newton—1948  
KBC-MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newton-Conover Bcstg. Co.  
 Business Address.....West "A" St.  
 News Service .....UP  
 Transcription .....SESAC  
 Representative.....Media Sales & Service  
 Pres., Gen., Sta. Mgr.....Earl Holder  
 Comm., Sls. Prom. Mgr.....Eugene Henry

**WKBC—North Wilkesboro  
1947**

Frequency: 810 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Wilkes Bcstg. Co.  
 Address .....Radio Bldg.  
 News Service .....AP  
 Transcription Service .....World  
 Membership .....RAB  
 Pres., Gen. Mgr.....Doris B. Brown  
 Comm.-Sales Prom. Mgr.....Roland B. Potter

**WOXF—Oxford—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oxford Bcstg. Corp.  
 Address.....P. O. Box 1111  
 News Service .....AP  
 Transcription .....Capitol  
 President .....A. N. Critcher  
 General Manager. .. James F. Flanagan  
 Comm. Manager.....Mike Hight

**WMSN—Raleigh—1954**  
**KBS**

Frequency: 570 Kc.....Power: 500 Watts  
 Owned. Merchants and Farmers Station, Inc.  
 Address .....649 Maywood Avenue  
 News Service .....AP  
 Representative .....Winborne & Winborne  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....B. H. Ingle, Sr.  
 Comm., Sales Prom Mgr.....Jim Thornton  
 Program Dir.....Ruth Johnson  
 Publicity Dir.....Robert R. Mitchell  
 Chief Engineer.....Ed McCleod

**WKIX—Raleigh—1948**  
**ABC-MBS**

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Sir Walter Television Co.  
 Address .....2128 Western Blvd.  
 Newspaper Affil. News and Observer Pub. Co.  
 News Service .....AP  
 Representative .....Forjoe  
 Membership .....NARTB, RAB  
 President .....John W. English  
 General Mgr.....John H. Bone  
 Station Mgr.....Roger Bower  
 Commercial Mgr.....James Simpson  
 Prom Mgr., Pub. Dir.....Peter Tripodi  
 Program Dir.....Edrie Davis  
 Chief Engineer.....Lee Poole

**WPTF—Raleigh—1924—NBC**

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WPTF Radio Co.  
 Business-Studio Address.....Insurance Bldg.  
 News Service.....AP, UP  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB, RAB  
 Pres., Gen. 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.  
 Representative.....Forjoe & Co.  
 Membership .....NARTB, RAB  
 Vice-President .....Fred Fletcher  
 Gen., Sales Mgr.....Bill Currie

**WFRC—Reidsville—1947**  
**KBS-ABC**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Piedmont Carolina Bcstg.  
 Business-Studio Address.....Box 990  
 News Service .....AP  
 Representative.....Boigne & Martin  
 Membership .....NARTB  
 President.....H. T. Williams  
 Gen., Sta., Comm. Mgr... Stephen F. Woodson  
 Sales Prom. Mgr., Prog. Dir.... Alfred Nelson  
 Pub. Director.....Oscar Griffin, Jr.  
 Chief Engineer.....W. Scarborough

**WREV—Reidsville—1948**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Reidsville Bcstg. Co.  
 Address .....Drawer 1349  
 News Service .....UP  
 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-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WCBT, Inc.  
 Address.....251 Roanoke Ave.  
 News Service .....UP  
 Station Rep. ....Continental  
 Station Manager.....Jerry Elliott  
 Commercial Mgr.....Donald O. Collins  
 Program Director.....Dick Phillips

**WAYN—Rockingham—1946**

Frequency: 900 Kc.....Power: 1000 Watts a.  
 Owned-Operated By.....WAYN, Inc.  
 Address .....Rockingham  
 News Service .....UP  
 Transcription Service .....World  
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson  
 Comm., Sls., Prom. Mgr.....William Futterer  
 Prog., Pub. Dir.....Carole Henderson  
 Chief Engineer.....Carl M. Wilson

**WCEC—Rocky Mount—1947**  
**CBS-KBS**

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned By.....East Carolina Electronics  
 Bus.-Studio Address.....P. O. Box 1075  
 News Service .....AP  
 Newspaper Affiliation .....Telegram  
 Representative .....Pearson  
 Membership .....NARTB  
 President.....Josh L. Horne  
 General Manager.....Mel Warner  
 Commercial Manager.....Ray Thompson



Program Director.....Ray Wilkinson  
Chief Engineer.....Grover Taylor

### WEED—Rocky Mount—1933 ABC

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....W. A. Wynne  
Address.....Box 752  
News Service.....AP  
Representative.....Burn-Smith  
Pres., General Mgr.....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 13U  
News Service.....UP  
Transcription Service.....World  
Membership.....NARTB, RAB  
General Manager.....H. S. Taylor

### WSAT—Salisbury—1947 ABC

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  
Gen., Sta. Mgr.....Harry L. Welch  
Comm. Mgr.....Catherine Murphy  
Program Director.....Gales M. Adkins  
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.  
News Service.....AP  
Manager.....Russ McIntire  
Comm. Manager.....Russell Hunt

### WEYE—Sanford—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Lee Bcstg. Corp.  
Address.....P. O. Box 550  
News Service.....AP  
Transcription.....Associated, SESAC  
Pres., Gen. Mgr.....W. L. Simmons

### WWGP—Sanford—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Sandhills Bcstg. Corp.  
Address.....P. O. Box 651  
Newspaper Affiliation.....Herald  
Sec'y.-Treas.....W. E. Horner  
Gen., Comm. Mgr.....Phil Peterson

### WOHS—Shelby—1946 MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Western Carolina Radio  
Business Address.....Shelby  
News Service.....UP  
Membership.....NARTB  
Pres., Gen. Manager.....Robert M. Wallace  
Comm. Manager.....Don McLoan  
Program Director.....Harold Watson  
Chief Engineer.....Edwin Patterson

### WNCA—Siler City—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Chatam Bcstg. Co.  
News Service.....UP  
Membership.....RAB  
Representative.....Best; Media  
Transcription Service.....Lang-Worth, SESAC  
Gen., Sta., Comm. Mgr.....L. C. Bruce

### WMPM—Smithfield—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....John S. Townsend  
Address.....Smithfield  
News Service.....AP  
Gen. Mgr., Sta. Mgr., Chief Eng.  
John S. Townsend  
Commercial Mgr.....Bill Burwell  
Program Director.....Bill Kirby  
Publicity Director.....John Wall

### WEEB—Southern Pines—1947 ABC

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned.....The Sandhill Community Bcstrs., Inc.  
Address.....135 W. New Hampshire Ave.  
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  
Publicity Director.....Shepp Ames

### WTOE—Spruce Pine—1955

Frequency: 1470 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Toe River Valley Bcstg. Co.  
Address.....Radio-Chalk Mountain  
News Service.....UP  
President.....T. N. Cooper  
Comm. Mgr.....Nelle Thomas  
Program Dir.....Kenneth E. Woddard

### WSIC—Statesville—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Statesville Bcstg. Co.  
Address.....Box 1189  
News Service.....AP  
Membership.....NARTB  
President.....A. F. Sams, Jr.  
Gen., Sta. Mgr.....G. M. Allen  
Commercial Manager.....James Odum

Sales Prom. Mgr. . . . . Dick Doudna  
 Program Director . . . . . James Melvin  
 Chief Engineer . . . . . T. K. Abernethy

**WTAB—Tabor City—1954**

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Tabor City Bcstg. Co.  
 Address . . . . . Tabor City  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 President . . . . . John Soles, Jr.  
 Station Manager . . . . . Troy McPherson  
 Program Director . . . . . Roger Earp  
 Publicity Director . . . . . Harry Dunnagan  
 Chief Engineer . . . . . Arthur D. Nix

**WCPS—Tarboro—1946**

Frequency: 760 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. . . . . Coastal Plains Bcstg. Co., Inc.  
 Bus. Studio Address . . . . . Edgecombe Bank Bldg.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Dora Clayton  
 Membership . . . . . NARTB  
 President . . . . . V. E. Fountain  
 General Manager . . . . . G. Lee Hodges  
 Commercial Manager . . . . . W. Roy Ward  
 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  
 News Service . . . . . UP  
 Gen., Sta., Comm. Mgr., Prog., Pub. Dir.  
 Harold Harrison  
 Chief Engineer . . . . . James McAden

**WTYN—Tryon—1954**

Frequency: 1580 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Polk County Broadcasters  
 Address . . . . . Box 1317  
 News Service . . . . . UP  
 Transcription . . . . . Capitol, Thesaurus, Decca  
 Gen., Sta. Mgr. . . . . Graves Taylor  
 Commercial Mgr. . . . . Henry G. Bartol, Jr.  
 Program, Pub. Dir. . . . . Charles Rush  
 Chief Engineer . . . . . Palmer A. Greer

**WADE—Wadesboro—1947**

Frequency: 1210 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . R. P. Lyon & Son  
 Address . . . . . Radio Bldg.  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus  
 General, Sta. Mgr. . . . . W. P. Billingsley  
 Program Director . . . . . Peggy L. Mitchell

**WLSE—Wallace—1953**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Duplin Bcstg. Co.  
 Address . . . . . Hwy. 117, N.  
 News Service . . . . . AP  
 Transcription . . . . . Lang-Worth

Membership . . . . . NARTB  
 General Manager . . . . . Lester L. Gould  
 Sta., Comm. Manager . . . . . John T. Newman III

**WHED—Washington—1948**  
**KBS**

Frequency 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Pamlico Bcstg. Co.  
 Address . . . . . Box 439  
 News Service . . . . . UP  
 Representative . . . . . Continental  
 Pres., Gen. Sta. Mgr. . . . . W. W. Moore  
 Comm., Sls. Prom. Mgr., Pub. Dir. . . . . Peter Moore  
 Program Director . . . . . George Shreiver  
 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.  
 News Service . . . . . AP  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, RAB  
 President . . . . . W. R. Roberson, Jr.  
 Station Manager . . . . . William Abeyounis  
 Commercial Manager . . . . . Robt. Frowein  
 Program Director . . . . . Merrill Daniels  
 Chief Engineer . . . . . L. E. Hiland

**WHCC—Waynesville—1947**  
**KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. Kenneth D. & Margaret F. Fry  
 Business-Studio Address . . . . . Main St.  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus  
 Pres., Gen. Mgr. . . . . K. D. Fry  
 Treasurer . . . . . M. F. Fry

**WENC—Whiteville—1946**  
**MBS-KBS**

Frequency: 1220 . . . . . Power: 1000 Watts  
 Owned . . . . . Whiteville Broadcasting Co., Inc.  
 Address . . . . . P. O. Box 700  
 News Service . . . . . AP  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . RAB  
 President . . . . . J. A. Maultsby, Sr.  
 Station Mgr., Pub. Dir. . . . . Jerry Honeycutt  
 Comm., Sales Prom. Mgr. . . . . C. D. Pickerrill  
 Program Director . . . . . Edna E. Ripple  
 Chief Engineer . . . . . Graham C. Fore

**WIAM—Williamston—1951**  
**KBS**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . E. Carolina Bcstg. Co.  
 Address . . . . . E. Main St.  
 News Service . . . . . UP  
 Representative . . . . . Media Sales & Service  
 Co-O., Sta. Manager . . . . . William H. Farrior  
 Co.-O., Gen., Comm. Mgr. . . . . Charles M. Gaylord

**WGNI—Wilmington—1947**

**MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... New Hanover Bcstg. Corp.  
 Business Address... Box 869  
 News Service... UP  
 Transcription... Thesaurus  
 Representative... Walker  
 President... J. S. Brody  
 General Manager... Allen B. Jones  
 Commercial Mgr... A. V. Thompson  
 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 1769  
 Representatives... Burn-Smith, Clark Brown  
 News Service... UP  
 Transcription Service... World  
 Membership... NARTB  
 Pres., Gen. Mgr... R. A. Dunlea, Sr.  
 Station Manager... George A. Curtis  
 Commercial Manager... Clay McBride  
 Chief Engineer... E. I. Herrling, Jr.

**WGTM—Wilson—1937—CBS**

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Oper. By... Watson Industries, Inc.  
 Bus.-Studio Address... Herring Ave. Ext.  
 News Service... UP  
 Representative... John E. Pearson, Clark Brown  
 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... Ernest C. Pate

**WVOT—Wilson—1948**

**MBS**

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By... Wilson Radio Co., Inc.  
 Address... P. O. Box 170  
 News Service... AP  
 Representative... Devney, Forjoe  
 Gen., Sta. Mgr... Harry Severance

**WAAA—Winston-Salem—1950**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned... Camel City Bcstg. Corp.  
 Address... Box 3119  
 News Service... AP  
 Representative... Stars National  
 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... S. Hawthorne & First St.  
 Representative... Burn-Smith  
 News Service... AP  
 Transcription... World  
 President... John S. Riggs  
 General Manager... Wallace Voight  
 Treasurer... F. Robert Greene

**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.  
 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  
 Commercial Manager... W. H. Henry  
 Program Manager... Robert Estes  
 Publicity Director... Dick Barron  
 Chief Engineer... Leon Lasley

**WTOB—Winston-Salem—1947**

**CBS-MBS**

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Op. By... Winston-Salem Bcstg. Co., Inc.  
 Address... 300 S. Stratford  
 Representative... Venard, Rintoul, McConnell  
 News Service... AP  
 Membership... NARTB  
 President, Pub. Dir... James W. Coan  
 General, Sta. Manager... John G. Johnson  
 Comm. Manager... Charles Brunt  
 Program Director... Johnny Miller  
 Chief Engineer... James Hoke

**North Dakota**

Pop. March 1 (Est. 661,000—Families 177,000  
 Radio Homes 171,000—TV Homes 96,000—Stations in State 15

**KFYR—Bismarck—1925**

**NBC**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Operated By... Meyer Bcstg. Co.  
 Bus.-Studio Address... 202½ Fourth St.  
 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**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KDLR, Inc.  
 Business-Studio Address.....1025 3rd St.  
 News Service.....UP  
 Transcription.....World, SESAC  
 Representative.....Hal Holman  
 Pres., Gen. Manager.....Bert Wick  
 Comm., Sales Prom. Mgr.....Paul R. Lange  
 Program Director.....Wilbur Clemenson  
 Publicity Director.....Norman Buckner  
 Chief Engineer.....Richard Moritz

**KDIX—Dickinson—1947**  
**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dickinson Radio Assn.  
 Bus.-Studio Address.....119 2d Ave. W.  
 News Service.....AP  
 Trans. Service.....Standard, SESAC, World  
 Representative.....Holman  
 Membership.....NARTB, RAB  
 President.....Dr. P. J. Weir  
 Gen.-Sta. Mgr.....Orville F. Burda  
 Comm., Sales Prom. Mgr.....Keith Gardner  
 Prog., Pub. Dir.....Lauren Haacke  
 Chief Engineer.....Benjamin G. Locherd

**KFGO—Fargo—1948—ABC**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Northern States Bcstg. Co.  
 Business-Studio Address.....Box 1610  
 Transcription Service.....Standard, World  
 Representative.....Gill-Perna  
 News Service.....AP  
 Membership.....RAB  
 President.....W. R. Haggart  
 Gen., Comm., Sales Mgr.....Charles G. Burke  
 Program Director.....C. L. Davis  
 Chief Eng.....G. Stenoien, N. Pederson

**WDAY—Fargo—1922—NBC**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDAY, Inc.  
 Business-Studio Address.....207 North Fifth  
 News Service.....AP, UP  
 Newspaper Affil.....Forum  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 Rep.....Peters, Griffin, Woodward, Inc.  
 President.....E. C. Reineke  
 Station Manager.....Jack Dunn  
 General Manager.....Tom Barnes  
 Sales Promotion Manager.....Roy Pedersen  
 Sales Manager.....Bill Burn  
 Program Director.....Ernie Brevik  
 Promotion Mgr.....Roy Pedersen

**KILO—Grand Forks—1923**  
**CBS**

Frequency 1440 Kc.....Power: 1000 d.; 500n.

Owned-Oper. By...Grand Forks Herald, Inc.  
 Bus.-Studio Address...First Natl. Bank Bldg.  
 News Service.....AP  
 Newspaper Affiliation.....Herald  
 Representative...Everett-McKinney, O'Connell  
 Membership.....NARTB  
 President.....M. M. Oppegard  
 Sta., Comm. Mgr.....Herman Livingston  
 Program Director.....W. F. Rendell  
 Chief Engineer.....A. F. Petrich

**KNOX—Grand Forks—1947**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned By.....Community Radio Corp.  
 Address.....P. O. Box 1110  
 News Service.....UP  
 Representative...Rambeau, Bulmer & Johnson  
 Sales Manager.....Robert Lukkason

**KNDC—Hettinger—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Hettinger Bcstg. Co.  
 Address.....Lambert Bldg.  
 News Service.....UP  
 Transcription.....Thesaurus  
 President.....T. G. Barclay  
 Manager.....Les Kleven  
 Commercial Manager.....Warren Papke  
 Program Director.....Roger Rien  
 Chief Engineer.....Dick Patterson

**KEYJ—Jamestown—1954**  
**MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....James River Bcstg. Co.  
 Address.....Box 1170  
 News Service.....UP  
 Transcription.....Standard  
 President, Gen. Mgr.....Robert E. Ingstad  
 Station Manager.....A. G. Berry  
 Comm. Manager.....R. L. Richardson  
 Program Director.....James L. Footit  
 Publicity Director.....George Gaustad  
 Chief Engineer.....Kenneth L. Rich

**KSJB—Jamestown—1937**  
**CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.  
 Address.....Box 626  
 News Service.....AP  
 Representative.....Weed & Co.  
 Membership.....NARTB  
 President.....John W. Boler  
 Station Manager.....E. M. Hoge  
 Sales Prom. Manager.....S. S. Ingersoll  
 Program Director.....Kay McKenzie  
 Chief Engineer.....Harvey Van Erem

**KBOM—Mandan—1925**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned.....Mandan Radio Assn. Inc.  
 Address.....Box 200  
 News Service.....AP  
 Transcription.....World



Representative Gill-Perna  
 Pres., Gen. Mgr. J. K. Harris  
 Sta., Comm. Mgr. R. C. Johnson  
 Traffic Mgr. Mary Ebach  
 Program Dir. Dee Desmond  
 Publicity Dir. Larry Mills  
 Chief Engineer Ray Barnett

**KCJB—Minot—1950—CBS**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By No. Dakota Bcstg. Co.  
 Address Highway 83 South  
 Representative Weed  
 News Service UP, AP  
 Membership NARTB  
 President John W. Boler  
 Station Manager Chester Reiten  
 Operations Mgr. Judith Lawton  
 Program Dir. Ann Hennes  
 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  
 News Service AP  
 Transcription Service World  
 Representative Walker  
 General Manager John B. Cooley

Station Mgr., Chief Eng. C. W. Baker  
 Comm. Dir., Prog. Dir. Leslie E. Maupin

**KOVC—Valley City—1936  
 MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By KOVC, Inc.  
 Business-Studio Address Valley City  
 News Service UP  
 Transcription Service Standard  
 Pres., Gen. Mgr. Robert E. Ingstad  
 Program Director Lyle Peterson  
 Commercial Manager Ed Weeks  
 Program Director Russ Kaber  
 Publicity Director Glen Olson  
 Chief Engineer Charles Sjostrom

**KEYZ—Williston—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Charles L. Scofield  
 Address Box 1240  
 News Service UP  
 Transcription Service Standard  
 Membership RAB, NARTB  
 Gen. Mgr., Chief Eng. C. L. Scofield  
 Comm. Manager W. L. Holter  
 Sales Prom. Manager Bob Miller  
 Program Director J. McGeehan  
 Publicity Director Bob Gilbert

**Ohio**

Pop. March 1 (Est.) 9,231,000—Families 2,801,000  
 Radio Homes 2,695,000—TV Homes 2,572,000—Stations in State 82

**WADC—Akron—1925—CBS**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Operated By Allen T. Simmons  
 Bus. Studio Address WADC Bldg.  
 News Service UP  
 Transcription Service Standard  
 Representative George P. Hollingbery  
 Pres., Gen., Sta. Mgr. Allen T. Simmons  
 Commercial Manager Robert B. Wilson  
 Sales Prom. Mgr. Doc Williams  
 Program Director Elder Fisher  
 Publicity Director Mary Jo Stasell  
 Chief Engineer Arno'd Bock

Representative Pearson  
 News Service UP  
 Transcription Standard  
 Membership NARTB, RAB  
 President, Gen. Mgr. Tim Elliot  
 Sta., Comm. Mgr. Jack Maurer  
 Station Manager Harley Lucas  
 Program Director Jack Clifton  
 V. P. Sales Jack Maurer  
 Program Director Rick Reighard  
 Advertising Manager Jean Elliot  
 Publicity Director Bill Steffy  
 Chief Engineer George V. Paul

**WAKR—Akron—1940—ABC**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned By Summit Radio Corp.  
 Address 853 Copley Rd.  
 Newspaper Affiliation Beacon Journal  
 News Service UP, AP  
 Representative Burke-Stuart  
 President, Gen. Mgr. S. Bernard Berk  
 V. P., Gen., Sta. Mgr. Roger G. Berk  
 V. P., Comm., Prom Mgr. Kenneth M. Keegan  
 Prog. Pub. Dir. Bob Wylie  
 Chief Engineer Irwin L. Knopp

**WHKK—Akron—1944—MBS**

Frequency: 640 Kc. Power: 1000 Watts  
 Owned-Oper. By WHKK Bcstg. Co.  
 Business-Studio Address 51 W. State St.  
 Representative Bolling  
 Co-Owners J. B. Maurer, P. R. Herbert  
 Program Director Cliff Rodgers

**WFAH—Alliance—1953**

Frequency: 1310 Kc. Power: 1000 Watts d.  
 Owned-Oper. By The Review Pub. Co.  
 Address 2720 S. Union  
 Representative Rambeau  
 News Service AP  
 Newspaper Affiliation Alliance Review  
 Transcription Service Lang-Worth  
 Membership NARTB  
 General Manager D. A. Peterson

**WCUE—Akron—1949**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Akron Bcstg. Corp.  
 Address 41 S. Main St.

Commercial Mgr. .... Robert A. Gates  
 Prog. Director ..... Edward D. Kraehling  
 Chief Engineer ..... Gene Peterman

### WATG—Ashland—1950

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Ashland Bcstg. Corp.  
 Address ..... Mansfield Road  
 Transcription Service ..... Thesaurus  
 Representative ..... McGillvra  
 News Service ..... UP  
 President ..... Dr. Robert S. Burke  
 Gen., Sta. Mgr., Ch. Eng. .... Don Holzapfel  
 Comm., Prom. Mgr. .... Harlan Cook  
 Prog., Pub. Director ..... Jack Muddock

### WICA—Ashtabula—1937

Freq.: 970 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Ownsd-Operated By ..... WICA, Inc.  
 Address ..... P. O. Box 372  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Everett-McKinney  
 General Manager ..... John Colin  
 Station Manager ..... D. W. Fassett  
 Ad. Mgr. .... Joe Yourcheck

### WATH—Athens—1950

Frequency: 970 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Radio Athens  
 Address ..... P. O. Box 527  
 Station Representative ..... Continental Radio Sales  
 News Service ..... UP  
 Membership ..... NARTB  
 Gen. Mgr., Chief Engr. .... Andrew Kovlan  
 Comm. Manager ..... John Kerr  
 Program Director ..... Paul Ellison

### WTRX—Bellaire—1947—MBS

Frequency: 1290 Kc. .... Power: 1000 Watts d.  
 Owned ..... WTRX, Inc.  
 Address ..... Route 214  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 President ..... Walter Patterson  
 V.P., Gen. Mgr. .... E. R. Huse  
 Program Director ..... W. J. Nuzum  
 Managing Director ..... William Greaver  
 Chief Engineer ..... Chester Nedvesky

### WOHP—Bellefontaine—1952

KBS

Frequency: 1390 Kc. .... Power: 500 Watts  
 Owned ..... Lake Erie Radio & TV Corp.  
 Address ..... East Sandusky St.  
 News Service ..... UP  
 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 ..... P. O. Box 105

News Service ..... AP  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr. .... Howard R. Ward  
 Chief Eng. .... Roy Gallagher

### WILE—Cambridge—1948

KBS

Frequency: 1270 Kc. .... Power: 1000 Watts a.  
 Owned-Oper. .... Land o' The Lakes Bcstg. Corp.  
 Business-Studio Address ..... 917 Beatty Ave.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Ohio Stations Reprs.  
 President ..... Howard A. Donahoe  
 Commercial Manager ..... Rob. F. Kah  
 Sales Promotion Manager ..... David C. Lorimer  
 Prog., Pub. Dir. .... Bill Robinson  
 Chief Engineer ..... Harold Black

### WHOT—Campbell—1955

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Myron Jones  
 Address ..... 401 N. Elaine Ave., Youngstown  
 Membership ..... NARTB  
 News Service ..... UP  
 Owner ..... Myron Jones  
 General Manager ..... William Fleckenstein  
 Commercial Manager ..... Lou Skelly

### WAND—Canton—1947

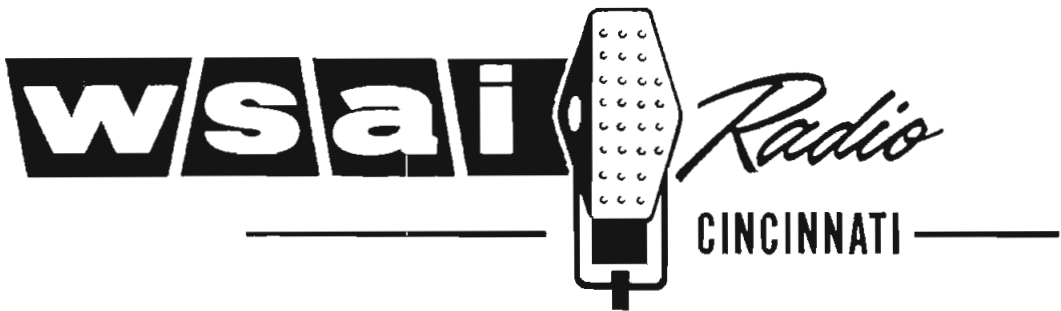
Frequency: 900 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Magic Wand Bcstg. Co.  
 Address ..... Tuscarawas & High  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Hil F. Best  
 President ..... P. C. Wilson  
 Station Manager ..... James Wilson

### WCMW—Canton—1946

Frequency: 1060 Kc. .... Power: 1000 Watts a.  
 Owned-Operated By ..... Stark Bcstg. Corp.  
 Bus.-Studio Address ..... Hills & Dales Rd.  
 Representative ..... Burke-Stuart  
 News Service ..... UP  
 Transcription Service ..... World  
 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 ..... Joe Saxon  
 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.  
 News Service ..... AP  
 Newspaper Affil. .... Brush-Moore  
 Representative ..... Venard, Rintoul, McConnell  
 Membership ..... NARTB, RAB  
 President ..... Eugen Carr  
 Station Manager ..... Robert C. Fehman  
 Commercial Manager ..... Paul E. Gilmor



*Cincinnati loves WSAI-Radio's program formula of enjoyable music . . . complete news and weather . . . 19 hours a day.*

*Proof? WSAI-Radio, now completely **INDEPENDENT** for Greater Community Service, rates*

# 1<sup>ST</sup>

**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., seven days a week, based on average share of audience. (Pulse, Sept.-Oct. 1956)

**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., Sunday through Saturday, in total Nielsen Station Index Area audience. (Oct. 1956 report.)

**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., seven days a week, in out-of-home audience, based on average quarter-hour ratings. (Pulse, Sept.-Oct. 1956)

*Yes . . . the Ratings are fine and so are the Results! And as for rates . . . since 1953 WSAI-Radio's share-of-audience has increased a full 50%. Rates remain virtually the same! 'SAI's the buy in Cincy!*

National Representatives

**WEED AND COMPANY**

**GORDON BROADCASTING CO.**

SHERWOOD R. GORDON, PRESIDENT

IN CINCINNATI  
EVERYBODY LOVES  
**wsai**

Enjoyable music . . .  
complete news  
and weather . . .  
19 hours a day!



Sales Prom. Mgr. .... Nancy Schneider  
 Program Director..... Lee Atwell  
 Publicity Director..... Pat Carroll  
 Chief Engineer..... John Schen

## WBEX—Chillicothe—1947

### ABC-MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned..... Shawnee Broadcasting Co.  
 Address..... Pohlmath Road, Carlisle Hill  
 News Service ..... UP  
 Transcription ..... Standard  
 Representative ..... McGavren-Quinn  
 Membership ..... NARTB, RAB  
 Pres., Sta. Mgr..... Truman A. Morris  
 Comm. Mgr..... Alan Batteiger  
 Sales Prom. Mgr..... Jeff Guier  
 Program Dir..... Ketty K. Knab  
 Publicity Dir..... Mary Morris  
 Chief Engineer..... John Howe

## WCHI—Chillicothe—1956

Frequency: 1350 Kc. .... Power: 500 Watts  
 Owned..... Norman Glenn  
 Address..... 800 Eastern Avenue  
 News Service ..... UP  
 Representative ..... McGillvra  
 President, Gen. Mgr..... Norman Glenn  
 Commercial Manager..... Joseph Klarke  
 Program Director..... Sharon Simon

## WCIN—Cincinnati—1953

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By..... Robert W. Rounsaville  
 Address..... 3301 Beekman St.  
 Representative..... Gill-Perna, Dora-Clayton  
 News Service ..... UP  
 Owner, Gen. Mgr..... R. W. Rounsaville  
 Station Manager..... Ralph B. Johnson

## WCKY—Cincinnati—1929

Frequency: 1530 Kc. .... Power: 50,000 Watts  
 Owned-Operated By..... L. B. Wilson, Inc.  
 Bus.-Studio Address... Hotel Sheraton Gibson  
 Representatives  
 Thomas Weistead, AM Radio Sales  
 News Service ..... UP  
 Transcription Service... Associated, Standard  
 Membership ..... RAB  
 Pres., Gen. Mgr., Eng..... CHas. H. Topmiller  
 Sales Prom. Mgr., Pub. Dir..... R. M. Fleming  
 Sec.-Treas..... Jeanette Heinze

## WCPO—Cincinnati—1927

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Scripps-Howard Radio, Inc.  
 Studio Address..... 2345 Symmes St.  
 News Service ..... UP  
 Newspaper Affil..... Post  
 Representative ..... John Blair  
 Membership ..... NARTB  
 President..... Jack R. Howard  
 General Manager..... M. C. Watters  
 Station Manager..... Colin G. Male

Comm. Manager..... R. Rietman  
 Program Director..... Bill Dawes  
 Chief Engineer..... Paul Adams

## WKRC—Cincinnati—1923

### CBS

Frequency: 550 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Radio Cincinnati, Inc.  
 Address-Trans..... Hotel Alms  
 News Service ..... AP  
 Newspaper Affiliation ..... Times-Star  
 Transcription Service ..... SESAC  
 Representative ..... Katz  
 Membership ..... NARTB  
 President..... Hulbert Taft, Jr.  
 Promotion Manager..... Lila Lambert  
 General Manager..... Hubbard Hood  
 Program Director..... Ed Kennedy, Jr.  
 Sales Manager..... H. M. Heilbrun  
 Publicity Director..... Greg Olberding  
 Chief Engineer..... Willford H. Kennedy

## WLW—Cincinnati—1922

### NBC

Frequency: 700 Kc. .... Power: 50 Kw.  
 Owned..... Crosley Bcstg., Corp.  
 Address..... 140 W. Ninth St.  
 News Service..... INS, UP  
 Representative  
 WLW Sls., NBC Spot Sls., Bomar Lowrance  
 Transcription Service ..... SESAC  
 Membership ..... NARTB, RAB  
 Chm. of Board..... James D. Shouse  
 Pres., Gen. Mgr..... Robert E. Dunville  
 V.P., Sales..... H. P. Lasker  
 V.P. Programs..... Al Bland  
 V.P., Treas..... K. T. Murphy  
 Sales Prom. Mgr..... Jack Frazier  
 Program Director..... Gene Dailey  
 Chief Engineer..... R. J. Rockwell

## WSAI—Cincinnati—1923

Frequency: 1360 Kc. .... Power: 5000 Watts  
 Owned-Oper. By..... Gordon Bcstg. Co.  
 Address..... Sinton Hotel  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Pres., Gen. Mgr..... Sherwood R. Gordon  
 V.P. Sta. Mgr..... Charles A. Black  
 Nat'l Sales Manager..... Lu Bassett  
 Local Sales Manager..... H. O. Paury  
 Promotion Director..... Arthur Plaut  
 Chief Engineer..... Jonas Helser

## WERE—Cleveland—1948

Frequency: 1300 Kc. .... Power: 5000 Watts  
 Owned-Operated By... Cleveland Bcstg. Inc.  
 Address..... 1501 Euclid Ave.  
 News Service ..... AP, INS, UP  
 Station Rep..... Venard, Rintoul & McConnell  
 Transcription Service ..... Standard  
 Membership ..... NARTB  
 President..... Ray T. Miller

General Manager.....Richard M. Klaus  
 Merchand. Mgr.....Ed Paul  
 Gen. Sales Manager.....C. A. Dunbar  
 Promotion Manager.....Sam Elber  
 Chief Engineer.....Harry Dennis

Station Manager.....Carl E. George  
 Commercial Mgr.....Robert E. Forker  
 Program Director.....Robert Smiley  
 Sales Prom. Mgr., Pub. Dir.....Robert Robertson  
 Chief Engineer.....Lloyd Wingard

## WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Civic Bcstrs., Inc.  
 Address.....1515 Euclid Ave.  
 News Service.....UP  
 Representative.....H-R  
 Transcription Service.....SESAC  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Frederick C. Wolf  
 Program Director.....Ralph Quay  
 Sales Prom. Manager.....Norman Wain  
 Publicity Director.....Mary Ann Fraytko  
 Chief Engineer.....Clifford Ormston

## WGAR—Cleveland—1930 CBS

Frequency: 1220 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Peoples Bcstg. Corp.  
 Address.....Hotel Statler  
 News Service.....INS, UP  
 Representative.....Christal  
 Membership.....NARTB, RAB  
 President.....Murray D. Lincoln  
 V. Pres., Gen. Mgr.....Herbert Evans

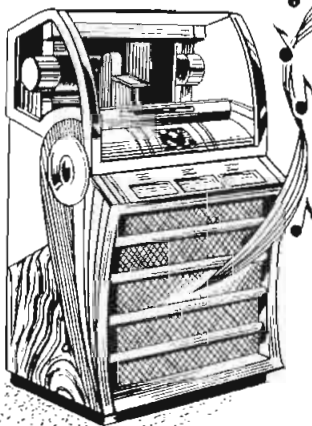
## WHK—Cleveland—1921—NBC

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Forest City Publishing Co.  
 Business-Studio Address.....5000 Euclid Avenue  
 News Service.....AP  
 Transcription Service.....BMI, ASCAP, SESAC  
 Representative.....NBC Spot Sales  
 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.  
 News Service.....UP  
 President.....Richard Eaton  
 Station Manager.....Paul Nckel  
 V.P., Sales Manager.....C. C. Courtney

# MUSIC AND NEWS ISN'T ENOUGH!



Sure, you can always attract the jukebox set. All you have to do is follow the charts and run a jukebox! You might even pile up some impressive ratings.

But for day-in day-out results for local sponsors it takes something extra.

Maybe it's mature deejays, public service, comprehensive sports coverage, year-round promotions, contests, public appearances, advertising and merchandising tie-ins.

Maybe it's the mobile news unit, our own record survey, the stereophonic experiments, the Hi-Fi Fair, the Miss Cleveland Contest, the Show Trains.

Maybe it's these "extras" that really count after all!

**PUT YOUR MESSAGE WHERE BUYING POWER IS LISTENING!**

**WDOK**  
1260 KC

Nat. Rep. Weed & Co

Cleveland, Ohio

"More and More Cleveland's Favorite Station for Music and News" . . . and EXTRAS!

*You never had it so good!*

2,017,036 LOYAL RADIO HOMES

**KYW** MUSIC, NEWS & SERVICE

RADIO—1100 KC—CLEVELAND

WESTINGHOUSE BROADCASTING COMPANY INC.



More buyers for your dollar

on **WJW**  
**RADIO**  
**CLEVELAND**

*Because*

**WJW puts the BEST signal into the great  
Cleveland and Northeastern Ohio market.**

• Over 3¼ Million People • With 7½ Billion Dollars to Spend

**WJW**

5000 WATTS  
BASIC ABC  
850 KC



**CLEVELAND**

a Storer operation

1630 EUCLID AVE.  
TOWER 1-6080

represented nationally  
by the Katz Agency

**WJW—Cleveland—1943—ABC**

Frequency: 850 Kc. Power: 5000 Watts  
 Owned-Operated By.....Storer  
 Business-Studio Address.....1630 Euclid Ave.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Katz  
 President.....G. B. Storer, Sr.  
 General Manager.....John D. Kelly  
 Program Director.....Bruce MacDonald  
 Chief Engineer.....Harold Brinkman  
 (See Page 563)

**KYW—Cleveland—1923**

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co.  
 Bus.-Studio Address.....815 Superior Ave. N.E.  
 News Service.....AP, UP, INS  
 Rep.....Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB, RAB  
 President.....Donald H. McGannon  
 Vice-President.....Rolland V. Tooke  
 General Manager.....Gordon Davis  
 Sls. Mgr.....John McIntosh, Jr.  
 Chief Engineer.....Sid Stadig  
 Program Director.....Mark Olds  
 Publicity Director.....Tom Gavaqan  
 Adv., Sls., Prom. Mar.....Edward Wallis  
 Adv., Sls., Prom. Dir.....Janet K. Byers  
 (See Page 563)

**WSRS—Cleveland—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....WSRS, Inc.  
 Address.....2156 Lee Rd.  
 News Service.....AP, INS  
 Transcription Service.....Associated  
 Representative.....NAE, Inc.  
 Membership.....NARTB, RAB  
 President.....S. R. Sague  
 Vice Pres.....B. W. Sague  
 Sec. Treas.....George P. Bickford  
 Exec. Director.....Norman V. Bergholm  
 Chief Engineer.....Bob Leedham

**WBNS—Columbus—1924  
CBS**

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....RadiOhio, Inc.  
 Business-Studio Address.....33 N. Hlgh St.  
 News Service.....AP  
 Representative.....John Blair  
 Membership.....NARTB, RAB  
 General Manager.....Richard A. Borel  
 Commercial Manager.....W. I. Orr  
 Sales Prom. Director.....Jim Yeran  
 Program Director.....Geer Parkinson  
 Publicity Director.....M. Babington  
 Chief Engineer.....Lester H. Nafzger

**WCOL—Columbus—1922  
ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Air Trails, Inc.

Business-Studio Address..E. Broad & Young St.  
 Newspaper Affil...Lancaster Eagle-Gazette,  
 Waverly News & Watchman  
 Representative.....H-R Reprs., Inc.  
 News Service.....AP  
 Membership.....NARTB  
 President.....Charles Sawyer  
 Exec. V.P., Gen. Mgr.....J. P. Williams  
 V. P.....Alexander Buchan  
 Manager.....Collis A. Young  
 Program Director.....Ernie Ashley  
 Chief Engineer.....Harold E. Beard

**WTVN—Columbus—1921**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By.....WTVN Radio, Inc.  
 Business-Studio Address.....22 East Gay St.  
 News Service.....AP, INS, UP  
 Transcription Service.....World  
 Representative.....Katz  
 Newspaper Affil.....Times-Star  
 Membership.....NARTB  
 President.....Hulbert Taft, Jr.  
 Gen., Sta., Comm. Mgr.....Sam T. Johnston  
 Program Director.....Robert Adkins  
 Chief Engineer.....W. T. Hansher

**WVCO—Columbus—1951**

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Sky Way Bcstg. Corp.  
 Address.....274 S. 3rd St.  
 Representative.....Forjoe  
 News Service.....UP

**"SOUND-FACTOR"**

*The Sparkle of  
 Creative Planning  
 for*

**RADIO WSRS**

PERSONALITIES

WITH

MUSIC AND NEWS

ON

**GREATER CLEVELAND'S  
 NUMBER 1 STATION**

SOUND-FACTOR DISCOUNT AVAILABLE ONLY  
 TO RECOGNIZED ADVERTISING AGENCIES  
 BY WSRS, INC., CLEVELAND 16, OHIO



Transcription Service....Capitol, Associated  
 President.....Col. Gustave Hirsch  
 Gen., Sta. Manager.....Bert Charles  
 Comm. Manager.....William Selander  
 Prog. Dir.....Bert Charles  
 Sls. Prom. Mgr., Pub. Dir.....Shirley Dunham  
 Chief Engineer.....William Hammett

### WTNS—Coshocton—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Coshocton Bcstg. Co.  
 Business-Studio Address.....114 N. 6th St.  
 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.  
 Newspaper Affiliate.....Daily News  
 News Service.....AP, UP  
 Representative.....Hollingbery  
 Membership.....NARTB, RAB  
 President.....James M. Cox, Jr.  
 General Manager.....Robert H. Moody  
 Merchandising Manager.....W. E. Wolaver  
 Station Manager.....Wade H. Alley  
 Publicity Director.....Chuck Gay  
 Commercial Manager.....Harvey R. Young  
 Chief Engineer.....Ernest Adams

### WING—Dayton—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Great Trails Bcstg. Co.  
 Business-Studio Address.....121 N. Main St.  
 News Service.....AP  
 Representative.....H.R.  
 News. Affil.....Lancaster Eagle-Gazette,  
 Waverly News  
 Membership.....NARTB  
 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.  
 News Service.....AP  
 Representative.....Headley-Reed  
 Pres., Gen. Manager...Ronald B. Woodyard  
 Station Manager.....Dorothy Tatum  
 Nat'l Sales Manager.....C. J. Thornquest  
 Commercial Manager.....Louis G. Froelich  
 Program Director.....John Gordon  
 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  
 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.....Dover Broadcasting Company, Inc.  
 Address.....210 Boulevard  
 News Service.....UP  
 Transcription.....Thesaurus  
 Representative.....Ohio Stations Reps.  
 Membership.....NARTB  
 President.....Agnes J. Reeves Greed  
 General Manager.....W. B. Sties  
 Commercial Manager.....John C. Needs  
 Program Director.....Robert C. Valliquette  
 Chief Engineer.....Donald Graff

### WOHI—East Liverpool—1949 ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....East Liverpool Bcstg. Co.  
 Address.....516 Market St.  
 News Service.....AP  
 Membership.....RAB  
 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.  
 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  
 Owned.....Findlay Publishing Co.  
 Address.....101½ West Sandusky St.  
 Newspaper Affil.....Republican-Courier  
 News Service.....AP, INS  
 Representative.....McGillvra  
 President.....R. L. Heminger  
 Gen., Sta., Comm. Mgr.....H. H. Heminger  
 Sales Prom. Mgr., Pub. Dir.....Allen Dudley  
 Program Dir.....Clyde Johnson  
 Chief Engineer.....Edgar Smith

### WFOB—Fostoria—1946

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Seneca Radio Corp.  
 Address.....U. S. 23  
 News Service.....AP





Trans. Service.....Capitol, SESAC, World  
Rep.....Rambear, Ohio Sta. Rep.  
Membership.....NARTB  
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.  
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  
News Service.....UP  
Representative.....McGavren-Quinn  
Membership.....NARTB, RAB  
President.....John E. Halliday  
General Manager.....Marianne Campbell  
Commercial Manager.....Robert J. Dayton  
Sales Prom. Mgr.....Larry Laraway  
Publicity Director.....F. B. O'Donnell  
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.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....McGavren-Quinn  
President.....Robert J. Brlede  
General Manager.....Robert L. Odson  
Sta. Mgr., Prog. Director.....Norm Keller  
Ass't Gen. Mgr., Comm. Mgr.....Ray Molley

### WIRO—Ironton—1951 MBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owner.....Iron City Bcstg. Co.  
Address.....Radio Plaza  
News Service.....UP  
Membership.....NARTB  
Representative.....McGillvra  
Pres., Ch. Eng.....C. A. Baker  
Gen., Sta. Mgr.....C. E. McElroy  
Comm. Mgr.....Jack Martin  
Program Director.....Marlene Beasley

### WLMJ—Jackson—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d.  
Owned.....WLMJ Inc.  
Address.....Court & Broadway  
News Service.....UP  
Representative.....McGavren-Quinn  
President.....J. E. Willis

Station Mgr.....Don W. Hughes  
Sec'y-Treas.....Marianne B. Campbell

### 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.....Nelson Embrey  
Station Manager.....William L. Zimmerman

### 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.  
News Service.....UP  
Representative.....H.R.  
Membership.....RAB, NARTB  
President.....G. E. Hamilton  
General Sta. Mgr.....R. W. Mack  
Comm., Sales Prom. Mgr.....C. B. Heller  
Program Dir.....Easter Straker  
Chief Engineer.....Bill Harrison

### WMAN—Mansfield—1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Richland, Inc.  
Business-Studio Address.....144½ Park Ave. W.  
News Service.....UP  
Transcription Service.....World  
Representative.....Venard, Rintoul & McConnell  
Membership.....NARTB, RAB  
Pres., Gen., Sta., Sls., Comm. Mgr. J. M. O'Hara  
Prog.-Pub. Dir.....Robert James  
Chief Engineer.....William Morrison

### WMOA—Marietta—1946 MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Marietta Broadcasting Corp.  
Address.....P. O. Box 201  
News Service.....AP  
Representative.....McGillvra  
Membership.....NARTB  
General Manager.....R. Sanford Guyer  
Comm. Mgr.....Gene Bowen  
Program Dir.....Nyla Mason  
Publicity Director.....Robert L. Guyer  
Chief Engineer.....Charles E. Clark

### WMRN—Marion—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Marion Bcstg. Co.  
Business Address.....P. O. 518  
News Service.....UP  
Transcription Service.....Thesaurus  
Membership.....NARTB, RAB  
Pres., Gen. Mgr.....Robert T. Mason  
Commercial Manager.....Arthur L. Martin  
Sales Prom. Mgr.....Robert T. Mason, Jr.  
Prog. Dir.....Madge Cooper  
Publicity Director.....Marjorie 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.....Coles Road  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Rep.....Grant Webb  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Paul F. Braden  
 Sales Manager.....J. H. LeMoyné  
 Production Director.....Bob Cordray  
 Commercial Manager.....Bill Hart  
 Chief Engineer.....Larry Beckwith

**WMVO—Mt. Vernon—1953**

Frequency: 1300 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Mt. Vernon Bcstg. Co.  
 Address.....Box 390  
 News Service.....UP  
 Transcription.....Thesaurus  
 Representative.....Ohio Station Reps.  
 Membership.....NARTB, RAB  
 President.....Dr. Charles Tramoto  
 General Manager.....Mrs. C. M. Zerkowitz  
 Commercial Manager.....William Kirkpatrick  
 Program Director.....George Betcher  
 Publicity Director.....George Bennett  
 Chief Engineer.....Rudy Maxwell

**WCLT—Newark—1949**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Advocate Printing Co.  
 Address.....25 West Main St.  
 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

**WPVL—Painesville—1956**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned.....Somerset Broadcasting Co.  
 Address.....102 S. Park Place  
 News Service.....AP  
 Membership.....RAB  
 Pres., Gen., Sta., Comm., Sales Mgr., Chief Eng.  
 Carl R. Lee  
 Program Director.....Elwood Thompson  
 Publicity Director.....James Ahlstrom

**WPTW—Piqua—1947—KBS**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper.....Miami County Bcstg. Co., Inc.  
 Address-Trans.....1625 W. Covington Ave.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Best, Ohio Station Reps.  
 Pres., Gen. Mgr.....Richard E. Hunt  
 Sta., Comm. Mgr.....Robert Bubp  
 Prog., Pub. Dir.....Doris Fuller  
 Chief Engineer.....Dallas Davis

**WNXT—Portsmouth—1951  
ABC**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Portsmouth Bcstg. Co.  
 Address.....Masonic Temple Bldg.  
 News Service.....UP  
 Representative.....Everett-McKinney  
 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.....Paul F. Braden  
 Address.....1009 Gallia St.  
 News Service.....AP  
 Representative.....Grant Webb  
 Membership.....NARTB, RAB  
 General Manager.....Paul F. Braden  
 Station Manager.....O. T. Dresbach  
 Commercial Manager.....J. H. LeMoyné  
 Program Director.....John T. Baker  
 Chief Engineer.....Maurice L. Myers

**WLEC—Sandusky—1947  
MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Lake Erie Bcstg. Co.  
 Address.....Cleveland Rd.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Hal Holman, Ohio Reps.  
 Membership.....NARTB, RAB  
 Pres., General-Station Mgr.....Jay Wagner  
 Commercial Manager.....Louis Mahla  
 Program Director.....Robert Hinners  
 Chief Engineer.....Jay Leibach

**WAVI—Springfield-Dayton  
1947**

Frequency: 1210 Kc. Power: 250 Watts d.  
 Owned.....WAVI Bcstg. Corp.  
 Address.....1428 Cincinnati St.  
 News Service.....UP  
 Station Rep.....ForJoe  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Harry K. Crowl  
 Sales Director.....Harley M. West, Jr.  
 Prom., Adv., Pub. Dir.....K. D. Caywood  
 Operations Director.....DeWitt Campbell  
 Chief Engineer.....Ralph Fish

**WBLV—Springfield—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Champlon City Bcstg. Co.  
 Address.....Chamber of Commerce Bldg.  
 Representative.....Thomas F. Clark  
 News Service.....UP  
 Membership.....NARTB  
 President.....R. Stanley Lucas  
 General Manager.....R. L. Yontz



Commercial Manager.....Allan B. Meuleman  
 Chief Engineer.....Carl Egbert  
 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.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....H. R. Representative, Inc.  
 Membership.....NARTB  
 Executive Vice-President.....J. P. Williams  
 Vice-President.....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.  
 News Service.....UP  
 Representative.....Avery-Knodel  
 Pres.....Jack N. Berkman  
 V.P., Gen., Comm. Mgr.....John J. Laux  
 Sales Prom. Mgr.....Bill McClinton  
 Publicity Director.....Scott McMurray  
 Program Director.....Harry Birrell  
 Chief Engineer.....Charles S. Shepherd

## WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owner.....Midwestern Bcstg. Co.  
 Address.....2965 Pickle Road  
 Representative.....Pearson  
 News Service.....AP  
 Transcription Service.....RCA, World  
 Membership.....NARTB  
 President.....Ford R. Weber  
 Sales Prom. Mgr., Pub. Dir.....Sam W. Sloan  
 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.  
 News Service.....AP  
 Newspaper Affil.....Erie Dispatch  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe  
 President.....Edward 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.....Storer Broadcasting Co.  
 Bus. Studio Address.....136 Huron St.  
 News Service.....INS, UP  
 Transcription Service.....Lang-Worth, Thesaurus  
 Newspaper Affil.....Miami Beach Sun

Membership.....NARTB, RAB  
 Representative.....Katz  
 President.....George B. Storer  
 V.P., Managing Director.....James E. Bailey  
 Commercial Manager.....Emerson Kimble  
 Sales Prom., Pub. Dir.....Liz Wagner  
 Program Director.....E. C. Kutz  
 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.  
 News Service.....AP, UP  
 Membership.....NARTB  
 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.....Second Natl. Bldg.  
 Representative.....Rambeau  
 News Service.....AP  
 Trans.....Associated  
 Membership.....NARTB, RAB  
 Station Dir.....Robert E. Hardy  
 Sales Mgr.....Robert K. Crane  
 Program Dir.....John Peterson

## 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.  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Hil F. Best  
 Pres., Gen. Mgr., Chief Eng.....W. N. Nungesser  
 Sta. Comm. Mgr.....R. L. Anderson

## WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 Watts  
 Owner.....Hi Kinco Bcstrs.  
 Address.....Box 67  
 News Service.....AP  
 Trans.....World  
 Station Mgr.....Art Layne  
 Gen., Comm. Mgr.....Warren W. Cooper

## WKOV—Wellston—1952

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Family Bdcstg Co.  
 Address.....P. O. Box 190  
 News Service.....UP  
 Representative.....Hil F. Best  
 General Manager.....Parks Robinson  
 Station Mgr.....Kenneth Williams

## WWST—Wooster—1947—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wooster Republican Ptg. Co.

**News Service** ..... UP  
**Transcription** ..... Thesaurus, SESAC  
**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** ..... Peoples Broadcasting Corp.  
**News Service** ..... AP, INS  
**Transcription Service** ..... Thesaurus  
**Representative** ..... Gill-Perna  
**Membership** ..... NARTB, RAB  
**President** ..... Murray D. Lincoln  
**General Manager** ..... Herbert E. Evans  
**Sta., Comm. Mgr.** ..... Joseph D. Bradshaw  
**Sales Prom. Mgr., Pub. Dir.** ..... Phil Sheridan  
**Program Director** ..... Bill Arthurs  
**Chief Engineer** ..... Harold Schaaf

**WBBW—Youngstown—1949**  
ABC

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owner** ..... Mahoning Valley Bcstg. Corp.  
**Address** ..... 260 W. Federal St.  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Membership** ..... NARTB  
**Representative** ..... Weed  
**President, Ch. Eng.** ..... John Cherpack, Jr.  
**Gen., Comm. Mgr.** ..... Gene Trace  
**Program Director** ..... Anthony N. Ross

**WFMJ—Youngstown—1939**  
NBC

**Frequency:** 1390 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... WFMJ Bcstg. Co.

**Business-Studio Address** ..... 101 W. Boardman  
**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.  
**Address** ..... 3930 Sunset Blvd.  
**Representative** ..... Paul H. Raymer  
**News. Affil.** ..... Forest City Pub Co.  
**News Service** ..... AP, UP  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.** ..... Warren P. Williamson, Jr.  
**Sta., Comm. Mgr.** ..... J. Lothair Bowden  
**Program Director** ..... Paul Turner  
**Public Relations Dir.** ..... W. P. Williamson, III  
**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.  
**Representative** ..... John E. Pearson  
**News Service** ..... UP  
**Transcription Service** ..... Standard  
**Membership** ..... NARTB, RAB  
**President** ..... Clay Littick  
**Gen., Station Manager** ..... Allan Land  
**Comm. Mgr.** ..... Nate Milder  
**Publicity Director** ..... Naomi Lorton  
**Program Director** ..... Bob Banfield  
**Chief Engineer** ..... William A. Hunt, Sr.

**Oklahoma**

Pop. March 1 (Est.) 2,251,000—Families 671,000  
 Radio Homes 658,000—TV Homes 497,000—Stations in State 49

**KADA—Ada—1934**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... KADA Bcstg., Inc.  
**Business Address** ..... Box 642  
**News Service** ..... AP  
**Transcription Service** ..... Standard, World  
**Representative** ..... Venard, Rintoul & McConnell  
**Membership** ..... NARTB  
**Station Manager** ..... Fred L. Thompson

**KWHW—Altus—1946—MBS**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Altus Bcstg. Co., Inc.  
**Address** ..... Radio Bldg.  
**Representative** ..... Pearson  
**Membership** ..... NARTB  
**General Manager** ..... Frank E. Wimberly

**KVSO—Ardmore—1935**  
ABC-KBS

**Frequency:** 1240 Kc. .... **Power:** 250 Watts

**Owned** ..... John F. Easley  
**Address** ..... 116 North Washington  
**Newspaper Affiliation** ..... Daily Ardmoreite  
**News Service** ..... AP  
**Transcription** ..... World, SESAC  
**Representative** ..... Vernard Rintoul & McConnell  
**Membership** ..... NARTB, RAB  
**President** ..... John F. Easley  
**General Manager** ..... Douglas C. Dillard  
**Commercial Manager** ..... Emogene Lewis  
**Sales Prom. Manager** ..... Mary Francis Johnson  
**Program Director** ..... Dolly Talkinton  
**Chief Engineer** ..... Bill Kolb

**KWON—Bartlesville—1942**  
MBS

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Bartlesville Bcstg. Co.  
**Address** ..... Box 69  
**News Service** ..... AP, UP  
**Pres., Gen., Sta. Mgr., Comm. Mgr.** ..... J. Fred Case  
**Program Director** ..... R. M. Davis

Sales Prom. Manager.....John Collins  
Chief Engineer.....C. R. Tanner

**KBWL—Blackwell—1952**

Frequency: 1580 Kc. .... Power: 250 Watts d.  
Owned-Operated By.....Star Bcstg. Co., Inc.  
Address .....120½ N. Main  
News Service .....AP  
Transcription Service .....Thesaurus  
Station Rep. ....Best  
Manager.....Dr. Lawrence V. Eck

**KWCO—Chickasha—1946**

Freq.: 1560 Kc. .... Power: 1 Kw. d. 250 W. n.  
Owned-Oper. By. Washita Valley Bcstg. Corp.  
Address .....P. O. Box 770  
News Service .....AP  
Representative .....H. F. Best  
Owner, Gen. Mgr.....Jack L. Pink  
Commercial Manager.....Tom Miller  
Sales Prom. Mgr.....Bob McKune  
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 .....P. O. Box 558  
News Service .....UP  
Station Representative.....Hil F. Best  
General Manager.....V. M. Preston  
Commercial Mgr.....Lew Preston  
Publicity Dir.....Evelyn Preston

**KUSH—Cushing—1952—KBS**

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. Cimarron Broadcasters, Inc.  
Address .....Box 791  
News Service .....AP  
Transcription Service.....World, SESAC  
President.....Lou Allard  
Commercial Manager.....Glen Burke  
Station Manager.....Wray Finney  
Program Director.....Clayton Vaughn  
Chief Engineer.....Gerald Mayfield

**KRHD—Duncan—1949**

**MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts d.  
Owned-Operated By.....Duncan Bcstg. Co.  
Address .....KSWO Radio, Lawton  
Transcription .....World  
News Service .....UP  
Representative.....Venard, Rintoul & McConnell  
Membership .....NARTB, RAB  
President.....R. H. Drury  
Gen., Sta. Mgr.....W. M. Brubaker  
Commercial Manager .....Morgan Duval  
Program Director.....John Moen  
Sales Prom. Mgr.....Doyle Harden  
Publicity Director.....Lee Lucas  
Chief Engineer.....Les Agee

**KSEO—Durant—1947**

Frequency: 750 Kc. .... Power: 250 Watts d.

Owned-Operated By.....Democrat Printing Co.  
Address .....Box 511  
News Service .....AP  
Membership .....NARTB  
Gen., Comm. Mgr.....Leroy Moses  
Program Director.....L. W. Coleman  
Chief Engineer.....Leonard M. Brown

**KASA—Elk City—1932**  
**MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By.....Southwest Bcstg. Co.  
Address .....204 N. Main  
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  
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.....Bill B. Marshall  
Chief Engineer.....Robert Gauldin

**KGWA—Enid—1950**

Frequency: 960 Kc. .... Power: 1000 Watts  
Owned-Oper. By.....Public Bcstg. Service, Inc.  
Address .....115½ E. Broadway  
News Service .....UP  
Transcription Service .....Standard  
Representative.....Venard, Rintoul & McConnell  
Membership .....NARTB, RAB  
Pres., Gen., Comm. Mgr.....Allan Page  
Program Director.....Lyle Gaston  
Publicity Director.....Rex Walker  
Chief Engineer.....Ralph Druen

**KTAT—Frederick—1948**  
**KBS**

Frequency: 1370 Kc. .... Power: 250 Watts d.  
Owned-Operated By.....Frederick Bcstg. Co.  
Address .....Main & Grand  
News Service .....UP  
Transcription Service.....Keystone  
Representative .....Hil F. Best  
General Manager .....Ronald W. Wheeler  
Commercial 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  
News Service .....AP  
President.....J. A. West  
Gen. Mgr., Chief Eng.....Wes Ninemire  
Program Director.....Bill Woodruff

**KGYN—Guymon—1948**  
**KBS**

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Operated By. Plains Bcstg. Co.  
Business-Studio Address. 21st & Lelia Sts.  
News Service UP  
Trans. Service World, Thesaurus  
Representative Hill F. Best  
President, Gen. Mgr. T. M. Raburn, Jr.

**KTJS—Hobart—1947**

Frequency: 1420 Kc. Power: 250 Watts d.  
Owned-Operated By. A. R. Fuchs  
Address Box 796  
Manager A. Fuchs

**KIHN—Hugo—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Little Dixie Bcstg. Co.  
News Service AP  
General Mgr. Dalton E. Jones

**KBEL—Idabel—1953**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Idabel Bcstg. Co.  
News Service AP  
Transcription Thesaurus  
General Manager Winston O. Ward  
Sta., Comm. Manager J. P. Stanley

**KSWO—Lawton—1941**  
**ABC-MBS**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By. Okla. Quality Bcstg. Co.  
Bus.-Studio Address Lawton  
News Service UP  
Transcription Service Lang-Worth  
Representative John Pearson  
Membership NARTB, RAB  
Gen., Sta. Mgr. Leo R. Morris  
Commercial Mgr. William Merrill  
Publicity Director M. D. Starkey  
Program Director Tom Gilmore  
Chief Engineer Willard Cochran

**KNED—McAlester—1950**

Frequency: 1150 Kc. Power: 1 Kw. d.:  
500 W. n.  
Owned-Operated By. Pittsburg Bcstg. Co., Inc.  
Address Box 780  
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-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By. McAlester Bcstg. Co.

Business-Studio Address P. O. Box 157  
News Service AP  
Representative Venard, Rintoul & McConnell  
Membership NARTB  
President Irvin Gladstein  
Gen. Sta. Mgr. G. J. Merker  
Commercial Manager Bill Skeith  
Publicity Director Anita DeFrance  
Program Director Wirt Cain  
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  
News Service AP  
Exec. Vice-President Kenyon Brown  
General 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.  
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 P. O. Box 1588  
News Service UP  
Transcription Service World  
Representative Pearson  
President R. M. Mountcastle  
Gen., Sta., Comm. Mgr. George Overton  
Sls. Prom. Manager Wayne Sims  
Program Director Don Gilbert  
Chief Engineer James Keitel

**KNOR—Norman—1949—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned. Cleveland County Bcstg. Co.  
Address P. O. Box 542  
News Service UP  
Transcription World  
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 56th & North Eastern  
News Service UP  
Reps. Dora-Clayton, Brown  
Membership NARTB, RAB  
President Frank J. Lynch  
General Manager F. F. Lynch  
Program Director Glen Valentine  
Publicity Director Michael Kennedy  
Chief Engineer Robert Schilb

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc. Power: 1000 Watts d.  
Owned-Oper. By ..... Okla. City Bcstg. Co.  
Business Address..... 128½ W. Commerce St.  
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.  
News Service ..... AP  
Representative ..... Pearson  
Membership ..... NARTB, RAB  
Pres., Gen. Mgr..... M. H. Bcnebrake  
Commercial Manager..... L. C. Beck  
Program Director..... Lou Miller  
Chief Engineer..... Elmo Black

**KOMA—Oklahoma City—1927**  
CBS

Frequency: 1520 Kc. Power: 50,000 Watts  
Owned-Operated By ..... KOMA, Inc.  
Business-Studio Address..... 311 W. Grand  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Avery-Knodel  
Membership ..... NARTB, RAB  
President..... John Toole Griffing  
General-Station Mgr..... Edgar T. Bell  
Vice President..... James C. Leake  
Sales Manager..... Gene Riesen  
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  
News Service ..... AP  
Representative..... Paul H. Raymer  
Membership ..... RAB, NARTB  
President ..... Wendell Mayes  
Gen. Mgr..... Tom Johnson  
Comm., Sls. Prom. Mgr..... R. Ruff  
Publicity Director..... Delos Wilson  
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 ... Fifth & Robinson  
News Service ..... AP  
Representative ..... Gill-Perna  
Membership ..... NARTB  
President ..... W. P. Wright  
General Manager..... Eddie Peak  
Commercial Manager..... Tommy Tatum  
Program Director..... Ozzie Johnson  
Chief Eng. .... Jim Treat

**WKY—Oklahoma City—1920**  
NBC

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By ..... WKY Radiophone Co.  
Business-Studio Address..... 500 E. Britton  
News Service ..... AP, UP  
Newspaper Affiliation..... Oklahoma Pub. Co.  
Transcription Service ..... Standard  
Representative ..... Katz  
Membership ..... NARTB, RAB  
President..... E. K. Gaylord  
General Manager..... P. A. Sugg  
Comm. Manager..... John Moler  
Director Operations..... Paul Brawner  
Station Manager..... E. B. Dodson  
Chief Engineer..... H. J. Lovell

**KHBC—Okmulgee—1937**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By ..... Okmulgee Bcstg. Corp.  
Business Address..... Box 1350  
Newspaper Attil..... Times  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Representative..... Hil F. Best  
President ..... Don Reynolds  
Station Manager..... Randall McCarrell  
Program Director..... Arline Milligan  
Comm. Sales Prom. Mgr..... Marvin Hull  
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  
Transcription Service..... Thesaurus  
Representative..... Hil F. Best  
President..... Warren J. Fortier  
Gen., Sta. Mgr..... David Crockett  
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  
Newspaper Affiliation..... The News  
News Service ..... AP  
Representative ..... Pearson  
Membership ..... NARTB  
President..... Clyde E. Muchmore  
Sta., Gen., Comm., Sales Mgr., Pub. Dir.  
..... Cy Casper  
Prog. Dr..... William G. Maugans  
Chief Engineer..... Euge Marshall

**KLCO—Poteau—1953—KBS**

Frequency: 1280 Kc. Power: 1 Kw. d.  
Owner..... R. B. & Bernice Bell  
Address ..... Box 511  
News Service ..... AP

President, Gen. Manager.....R. E. Bell  
 Commercial Manager.....Vick Nowlin  
 Program Director.....Charles Cruce  
 Chief Engineer.....Calvin Colpton

**KOLS—Pryor—1950—KBS**

Frequency: 1570 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Lakes Area Bcstg. Co.  
 Address.....Pryor  
 Transcription Service.....SESAC, Capitol  
 Representative.....H. F. Best  
 Owner, Gen. Sta. Mgr., Chief Eng.

L. I. 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  
 News Service.....AP  
 Newspaper Affiliation....Stauffer Publ., Inc.  
 Transcription Service.....Lang-Worth  
 Representative.....Best  
 Membership.....NARTB  
 Gen., Sta. Manager.....William A. Weaver

**KSPI—Stillwater—1947—MBS**

Frequency: 780 Kc....Power: 250 Watts d.  
 Owned-Oper. By...Stillwater Publishing Co.  
 Business Address.....211 W. Ninth St.  
 Newspaper Affiliation.....News-Press  
 News Service.....UP  
 Representative.....Clark  
 Membership.....NARTB, RAB  
 General Mgr.....J. R. Bellatti

**KAKC—Tulsa—1946**

Freq.: 970 Kc....Power: 1000 W. d., 500 W. n.  
 Owned-Oper. By.....Public Radio Corp.  
 Bus.-Studio Address.....910 S. Boston  
 News Service.....AP  
 Rep.....O'Connell, Brown, Tracy Moore  
 Exec. V. P., Gen. Mgr.....John H. Pace

**KFMJ—Tulsa—1946**

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Fred Jones Bcstg. Co.  
 Business-Studio Address.....1242 S. Boston  
 Representative.....Burke-Stuart  
 Membership.....NARTB, RAB  
 General Manager.....Lawson Taylor

**KOME—Tulsa—1938  
 ABC-MBS**

Freq.: 1300 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Oil Capital Sales Corp.  
 Address.....7 West 8th Street  
 Representative.....Gill-Perna  
 Membership.....NARTB  
 President.....Dr. John E. Brown, Jr.  
 Gen., Sta. Mgr.....E. William George  
 Commercial Mgr.....Charles W. Grim, Jr.  
 Sales Prom. Mgr.....H. R. McKissack  
 Program Dir.....Alice Stone

Publicity Director.....Hardy Hayes  
 Chief Engineer.....Roy Brown

**KRMG—Tulsa—1949**

Freq.: 740 Kc....Power: 50 Kw. d., 25 Kw. n.  
 Owned-Operated By.....Western Bcstg. Co.  
 Business-Studio Address...311 So. Denver Ave.  
 News Service.....AP  
 Representative.....John Blair  
 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-Oper....Consol. Radio Enterprises Inc.  
 Business-Address.....P. O. Box 8557  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 Nat. Sales, Gen. Mgr.....James P. Walker

**KVOO—Tulsa—1925—NBC**

Frequency: 1170 Kc....Power: 50,000 Watts  
 Owned-Oper. By...Southwestern Sales Corp.  
 Bus.-Studio Address.....Philtower Bldg.  
 Transcription Services.....Standard, World  
 Representative.....Edward Petry  
 President.....W. G. Skelly  
 Exec. Vice-Pres.....H. C. Stuart  
 General Mgr.....G. K. Brandborg  
 Sales Prom. Mgr.....Sam Schneider  
 Program Director.....J. O'Neill  
 Chief Engineer.....J. Bushnell

**KVIN—Vinita—1954—KBS**

Frequency: 1470 Kc....Power: 500 Watts  
 Owned-Oper. By.....Vinita Broadcasting Co.  
 Business Address.....601 South Foreman  
 News Service.....UP  
 Station Manager.....F. E. Stone  
 Prog. Dir., Chief Eng.....Paul Gentry

**KWSH—Wewoka—1948  
 ABC-KBS**

Frequency: 1260 Kc....Power: 1,000 Watts  
 Owned-Operated By...Tri Cities Bcstg. Co., Inc.  
 Address.....Box 1260  
 Transcription Service.....Standard  
 Representative..Venard, Rintoul & McConnell  
 President.....C. C. Morris  
 V.P., General Manager.....Bill Hoover  
 Sec'y-Treas.....Brown Morris  
 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.  
 Trans. Service.....Lang-Worth, Thesaurus  
 Representative.....Pearson  
 Pres., Gen. Mgr.....Edward A. Ryan  
 Program Director.....Lenora W. Ryan  
 Chief Engineer.....Harry McFarland



# Oregon

Pop. March 1 (Est.) 1,781,000—Families 567,000  
Radio Homes 556,000—TV Homes 374,000—Stations in State 58

## KWIL—Albany—1941 MBS-DON LEE

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Oper. By... Central Willamette Bcstg.  
Bus.-Studio-Trans. Loc... KWIL Bldg.  
News Service... AP  
Transcription Service... World  
Newspaper Affiliation... Democrat Herald  
Rep... Art Moore, Ayres, Best  
Membership... NARTB, RAB  
General Mgr... Warren Stoffer  
Commercial Mgr... Al Zack

## KWIN—Ashland—1946 MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Rogue Valley Bcstg. Co.  
Address... 1160 Helman Rd., Box 227  
News Service... UP  
President... Douglas D. Kahle  
Representative... W. S. Grant, Art Moore  
Gen. Sta. Mgr... Larry Gordon  
Prog. Pub. Dir... Bill Lively  
Commercial Manager... D Reeter  
Chief Engineer... E. Feinstein

## KAST—Astoria—1925 MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts  
Owned... Astoria Broadcasting Co.  
Address... 1006 W. Morine Drive  
Newspaper Affil... Astorian Budget  
News Service... UP  
Representative... Art Moore  
Membership... NARTB, RAB  
President, Gen. Mgr... Robert B. Chessman  
Business Mgr... Mary I. Ristola  
Sales Manager... Warren Grimberg  
Prog., Pub. Dir... Herman Robison  
Chief Engineer... George E. Ristola

## KVAS—Astoria—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned... Lower Columbia Bcstg. Co., Inc.  
Address... 1418 Commercial St.  
News Service... UP  
Rep... Moore, Holman, Felis, Jacobson  
Membership... RAB  
Pres., Gen. Mgr... A. L. Capstaff  
Business Mgr... T. R. Williams

## KBKR—Baker—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Oregon Trail Bcstg. Co.  
Bus.-Studio Address... 2030 Auburn Ave.  
Station Rep... Grant, Art Moore  
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... 114 Oregon Ave.  
News Service... UP  
Transcription Service... World  
Representative... McGavren-Quinn  
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  
News Service... UP  
Representative... Moore-Lund  
Membership... RAB, NARTB  
President... Sheldon F. Sackett  
General Manager... Jack Irvine  
Station Manager... William Cook  
Prog., Pub. Dir... Patsy Barkwell  
Chief Engineer... Nate Olson

## KWRO—Coquille—1949

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By... KWRO, Inc.  
Address... P. O. Box 396  
News Service... UP  
Rep... Art Moore, L. F. O'Connell  
General Manager... Lynn C. Thomas  
Sec'y-Treas... William E. Walsh

## KCOV—Corvallis—1954

Frequency: 1240 Kc. Power: 250 Watts  
Owned... Midland Bcstg. Co.  
Address... Box 689  
News Service... UP  
Rep... Everett-McKinney, Moore, O'Connell  
President... Lee Bishop  
Gen. Sta. Manager... Frank Flynn  
Program Director... Joan L. Hanson  
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.  
News Service... AP  
Representative... McGillvra  
Owner... Jack Severson  
Gen. Comm. Mgr... Chel Blomness  
Program Director... Buzz Florip  
Chief Engineer... Tom Kindell

## KOMB—Cottage Grove—1953

Frequency: 1400 Kc. Power: 250 Watts  
Owned... Orlo M. Bagley  
Address... P. O. Box 606  
News Service... UP  
Representative... Art Moore  
Membership... NARTB  
General Manager... Orlo Bagley  
Sls. Prom. Manager... Peter J. Ryan

Sta. Mgr., Prog., Pub. Dir. . . . . R. D. Walter  
 Commercial Manager . . . . . Dorothy Grisham  
 Chief Engineer . . . . . Milton Viken

Gen., Sta. Mgr. . . . . L. W. Trommlitz  
 Comm. Manager . . . . . C. S. Shulda  
 Publicity Director . . . . . Jack Craig  
 Prom. Mgr., Prog. Dir. . . . . Clifton Cole  
 Chief Engineer . . . . . Calvert Applegate

**KODL—The Dalles—1940**  
**ABC-KBS**

Frequency: 1440 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Western Radio Corp.  
 Address . . . . . KODL Building  
 News Service . . . . . UP  
 Representative . . . . . Hugh Feltis, Bill Ayres  
 President Gen. Mgr. . . . . V. B. Kenworthy  
 Station Manager . . . . . Paul E. Walden  
 Commercial Manager . . . . . Monte DeVon  
 Program Director . . . . . Stephen Montgomery  
 Chief Engineer . . . . . Vern Wright

**KORE—Eugene—1927**  
**MBS-DON LEE**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lane Bcstg. Co.  
 Business Address . . . . . P. O. Box 1032  
 News Service . . . . . UP  
 Trans. . . . . Lang-Worth, World  
 Rep. . . . . Everett-McKinney, Art Moore  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. . . . . Lee Bishop

**KRMW—The Dalles—1955**

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Radio Mid-Columbia, Inc.  
 Address . . . . . Bank Hotel  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Hill F. Best, Art Moore  
 Pres., Gen., Sta. Mgr. . . . . Harold L. Newhouse  
 Program Director . . . . . Gerald K. Webb  
 Comm. Mgr., Chief Eng. . . . . Don Ruse

**KUGN—Eugene—1946—NBC**

Freq.: 590 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . KUGN, Inc.  
 Business Address . . . . . P. O. Box 112  
 News Service . . . . . AP  
 Representative . . . . . Meeker, Jacobson, Feltis  
 Membership . . . . . NARTB  
 Station Manager . . . . . Carl Fisher

**KPLK—Dallas—1955**

Frequency: 1460 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . Polk County Bcstgs., Inc.  
 Address . . . . . P. O. Box 396  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . Leland Tucker  
 V.P. Gen. Mgr. . . . . E. C. McElroy Jr.  
 Program Director . . . . . George B. Smith  
 Chief Engineer . . . . . George W. Morrison

**KRWC—Forest Grove—1950**

Frequency: 1570 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By . . . . . Irving V. Schmidtke  
 Address . . . . . P. O. Box 345  
 Representative . . . . . Wm. Ayres, H. S. Jacobson  
 Trans. Service . . . . . Standard, SESAC  
 Pres., Gen., Sta. Mgr., Eng. . . . . I. V. Schmidtke  
 Prog. Director . . . . . Fred Schmidtke

**KASH—Eugene—1947—ABC**

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Radio Air Ways, Inc.  
 Address . . . . . P. O. Box 1600  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Donald Cooke  
 President, Gen., Sta. Mgr. . . . . E. L. Kincaid  
 Commercial Manager . . . . . Paul Plank  
 Program Director . . . . . Laura Plank  
 Publicity Director . . . . . Clare Kincaid  
 Chief Engineer . . . . . Ralph Cooke

**KUIN—Grants Pass—1939**  
**MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Southern Oregon Bcstg. Co.  
 Business Address . . . . . P. O. Box 148  
 News Service . . . . . AP  
 Transcription Service . . . . . World, McGregor  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NARTB, RAB  
 President . . . . . A. E. Voorhies  
 Secretary-Treasurer . . . . . Wm. B. Smullin  
 Gen., Sta., Mgr. . . . . E. A. Malone  
 Comm. Mgr. . . . . Lee Boner  
 Sta. Operations Mgr. . . . . M. K. Ball  
 Program Director . . . . . Dave Allen  
 Chief Engineer . . . . . N. L. Williams

**KEED—Eugene—1954**

(SEE SPRINGFIELD LISTING)

**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  
 News Service . . . . . AP  
 Newspaper Affiliation . . . . . Register-Guard  
 Trans. Service . . . . . Columbia Masterwks., World  
 Representative . . . . . Weed & Co.  
 Membership . . . . . NARTB, RAB  
 President . . . . . Alton F. Baker

**KOHU—Hermiston—1956**  
**KBS**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned . . . . . Carl F. and Sarah Knierim  
 Address . . . . . Box 1  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 General Manager . . . . . Carl F. Knierim  
 Commercial Manager . . . . . Sarah Knierim  
 Program Director . . . . . Eleanor Davis  
 Chief Engineer . . . . . Otha S. Whitsett



**KRTV—Hillsboro—1954—KBS**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By: Tucalatin Valley Bcstrs.  
Address: 155 S. Second  
News Service: AP  
Representative: Art Moore  
General Manager: Richard K. Millison

**KIHR—Hood River—1950**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Ore. Wash. Bcstrs.  
Address: P. O. Box 207  
News Service: AP  
Representative: Art Moore, Meeker  
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**

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned: KFJI Broadcasters, Inc.  
Address: P. O. Box 692  
News Service: UP  
Transcription Service: Thesaurus  
Membership: NARTB  
Representative: W. S. Grant, Art Moore  
President: W. Don Miller  
Gen., Comm. Mgr.: Robert H. Bartlett  
Sales Prom. Mgr.: Lou Gillespie  
Prog. Director: J. Warren Bunyan  
Pub. Director: Donald R. Hanlin  
Chief Engineer: Wayne Loerke

**KFLW—Klamath Falls—1946**  
**ABC-CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Herald Publ. Co.  
Address: P. O. Box 941  
News Service: AP  
Transcription Service: Standard  
Representative: Cox, Feltis  
Membership: RAB  
General Manager: Bud Chandler  
Commercial Manager: Floyd Wynne

**KLAD—Klamath Falls—1955**  
**KBS**

Frequency: 900 Kc. Power: 1000 Watts  
Owned-Operated By: K-Lad Broadcasters  
Address: Midland Rd.  
News Service: AP, UP  
Rep.: Jacobson, Headley-Reed  
Membership: NARTB  
Gen., Comm. Manager: Phil Jackson  
Chief Engineer: Doug Walker

**KLBM—La Grande—1928**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Inland Radio, Inc.  
Address: Sacajawea Hotel

Representative: Art Moore, Grant  
Membership: NARTB  
Gen., Sta., Comm. Manager: Ken Lillard

**KQIK—Lakeview—1956—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned: Pacific Northwest Radio, Inc.  
Address: Box 230  
News Service: UP  
Transcription: SESAC  
Representative: Art Moore  
President: Lynn C. Thomas  
Vice President: A. E. Freeman  
Station Mgr.: Sidney Roach

**KGAL—Lebanon—1950—KBS**

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Linn County Bcstrs., Inc.  
Address: P. O. Box 387  
News Service: INS  
Station Rep.: Holman, Feltis, Jacobson  
Membership: RAB  
Pres., Gen. Manager: W. Gordon Allen  
Prog. Director: Jim Nelly  
Pub. Director: Ken Brooks  
Sales Prom. Mgr.: Don Wellman  
Sta. Mgr., Comm. Mgr.: Nate Bridges  
Chief Engineer: N. I. Bridges

**KMCM—McMinnville—1949**  
**KBS**

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Oper. By: Yamhill Bcstrs.  
Address: P. O. Box 207  
Newspaper Affil.: Daily News-Register  
Transcription Service: Lang-Worth  
Station Rep.: Continental, Art Moore  
News Service: UP  
President: Jack B. Bladine  
Gen., Sta., Comm. Mgr.: G. Branson  
Prog. Director: Craig Singletary  
Chief Engineer: Edwin Nuhring

**KBOY—Medford—1954**  
**KBS**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By: K-BOY Bcstrs.  
Address: P. O. Box 1109  
News Service: AP, UP  
Membership: NARTB  
Rep.: Jacobson, Headley-Reed  
Gen. Manager: C. E. Wilson  
Comm. Manager: Winston Marks  
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  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Meeker Assoc., Art Moore  
Membership: NARTB  
President: Vern Robinson  
General Manager: Ray Johnson

Comm. Manager..... Gene Barlow  
 Prog. Dir..... John Williams  
 Chief Engineer..... Vernon Ludwig

**KYJC—Medford—1947**  
**ABC-CBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By .. Medford Printing Co.  
 Trans. Address..... Barnett Rd.  
 News Service ..... UP  
 Newspaper Affiliation..... Mail Tribune  
 Representative ..... Grant Webb, Q. Cox  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 President ..... Robert W. Ruhl  
 Gen., Sta. Mgr..... Jimmy Dunlevy  
 Comm., Sales Prom. Mgr..... Tom MacLeod  
 Program Director..... Monte Morris  
 Chief Engineer..... Vic Califf

**KNPT—Newport—1948**

Frequency: 1310 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Yaquina Radio, Inc.  
 Business Address..... 1940 N. Coast H'way  
 News Service ..... UP  
 Rep..... Ayres, Art Moore, Continental  
 Membership ..... NARTB  
 President..... Tom R. Becker  
 Sta. Manager..... Leonard Epling  
 Chief Engineer..... Don Newman

**KFIR—North Bend—1951**  
**CBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bay Bcstg. Co.  
 Address ..... Box 905  
 News Service ..... UP  
 Representative..... W. S. Grant, Feltis, Cox  
 Membership ..... NARTB  
 Owner, President..... Josephine Edwards  
 Station Mgr..... Harry Carmichael  
 Traffic Mgr..... Mrs. J. E. Camp

**KBCH—Oceanlake—1955**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned..... Lincoln Electronics Inc.  
 Address ..... Box 368  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Art Moore  
 President..... Clayton S. Comer  
 General, Prom. Mgr..... William B. Comer  
 Sta. Mgr..... Dick Millett  
 Comm. Mgr..... Bea Slauthauer  
 Prog. Director..... Tom Warner  
 Pub. Director..... Connie Comer  
 Chief Engineer..... Al Charf

**KSRV—Ontario—1946—KBS**

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Oregon Trail Network  
 Address ..... Box 540  
 Representative ..... Grant, Art Moore  
 Membership ..... NARTB  
 General Manager..... Gordon L. Capps

**KGON—Oregon City—1947**

Frequency: 1520 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... Clackamas Bcstrs.  
 Business Address..... Box 5711  
 News Service ..... UP  
 Trans. Ser..... World, Standard  
 Representative ..... Weed  
 Membership ..... NARTB  
 Gen., Sta., Comm. Mgr..... Irwin S. Adams  
 Program Director..... Sonora B. Hoffman

**KUMA—Pendleton—1955**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned..... Pendleton Broadcasting Co.  
 Address ..... P. O. Box 278  
 News Service ..... UP  
 Transcription ..... Standard  
 Representative ..... Meeker, Art Moore  
 President..... C. H. Fisher  
 General Mgr..... Ted A. Smith  
 Commercial Mgr..... Robert Runion  
 Sales Prom. Mgr..... C. R. Hillyer  
 Program Dir..... Howard G. Rhoads  
 Chief Engineer..... J. H. Platz

**KWRC—Pendleton—1941**  
**ABC**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Western Radio Corp.  
 Address. c/o KODL Radio Station, The Dallas  
 News Service ..... UP  
 Representative ..... Feltis, Cox, Ayres  
 President..... V. B. Kenworthy  
 Gen. Mgr..... Paul Walden  
 Sta. Mgr..... Jerry Hawkins  
 Comm. Mgr..... Carl Fugitt  
 Prog. Director..... Bob Maszk

**KEX—Portland—1926**

Frequency: 1190 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... Westinghouse Bcstg. Co.  
 Address..... 1230 SW Main St.  
 News Service ..... UP, INS  
 Membership ..... RAB  
 Station Rep... Peters, Griffin, Woodward, Inc.  
 President..... D. H. McGannon  
 Gen., Sta. Mgr..... Herbert L. Bachman  
 Commercial Manager..... R. E. Rudolph  
 Sls. Prom. Manager..... A. H. Christenson  
 Program Director..... Mel Bailey  
 Pub. Director..... David Strauss  
 Chief Engineer..... Jack Erwin

**KGW—Portland—1922—ABC**

Frequency: 620 Kc..... Power: 5000 Watts  
 Owned-Oper..... Pioneer Bcstrs. Inc.  
 Bus-Studio Address..... 1139 S.W. 13th Ave.  
 News Service ..... UP  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 President..... George Orput  
 Sta., Comm. Mgr..... John H. Eichhorn  
 Sales Prom. Mgr..... Doug LaMear  
 Program Director..... Jack J. Moys  
 Publicity Dir..... Henry M. Norton  
 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  
 News Service: AP. UP  
 Transcription Service: World, Standard  
 Representative: CBS Spot Sls.  
 Membership: NARTB, RAB  
 President: Ted Gamble  
 Managing Dir., Comm. Mgr.: H. H. Buckendahl  
 Promotion Director: Robert McGill  
 Program Manager: Willard Mears  
 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  
 News Service: AP  
 Membership: NARTB  
 Trans. Service: SESAC  
 Manager: S. M. Goard  
 Program Director: Jim McGuire

### KPDQ—Portland—1947

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By: John W. Davis  
 Bus. Studio-Trans. Add.: 4903 N.E. Sandy Blvd.  
 News Service: AP  
 Membership: NARTB  
 Representative: Forjoe  
 President: Jack W. Davis  
 Comm. Mgr.: Philip A. Roewe  
 Program Director: Dale Allison  
 Chief Engineer: Don Wilkenson

### KPOJ—Portland—1923

MBS-DON LEE

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By: KPOJ, Inc.  
 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: Tom Hoover  
 Chief Engineer: Herbert A. Davidson

### KWJJ—Portland—1925

Frequency: 1080 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Rodney F. Johnson  
 Bus. Studio Address: 1011 S.W. 6th Ave.  
 News Service: INS  
 Representative: Burn-Smith, Headley-Reed  
 Membership: NARTB  
 Pres., Gen. Manager: Rod F. Johnson  
 Comm. Mgr.: Ben T. Crosby  
 Traffic Mgr.: Jerry Speerstra

### KXL—Portland—1926

Frequency: 750 Kc. Power: 10,000 Watts

Owned-Oper.: Mt. Ranier Radio & TV Bcstg. Co.  
 Business Studio Address: Box 5886  
 News Service: UP  
 Rep.: Branham, McGavren-Quinn, Art Moore  
 Membership: RAB  
 Pres., Gen. Mgr.: Lester M. Smith  
 Sta. Mgr., Pub. Dir.: E. J. Eichhorn III  
 Sls. Prom., Comm. Mgr.: Wally Rossman  
 Program Director: Ric Thomas  
 Chief Engineer: Ed Mundt

### KRCO—Prineville—1950

Frequency: 690 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Radio Central Oregon  
 Address: P. O. Box 189  
 Membership: RAB, NARTB  
 Trans. Serv.: Thesaurus  
 Representative: Best, Feltis  
 News Service: UP  
 Pres., Co-Manager: Norbert A. Miksche  
 Comm. Mgr.: William Gould  
 Program Manager: Bob Angel  
 Chief Engineer, 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  
 Representative: McGillvra  
 News Service: AP  
 Pres., Gen., Comm. Mgr.: F. G. Lieser  
 Business Manager: Patricia Lieser  
 Chief Engineer: Gene Johnick

### KRNR—Roseburg—1935

CBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: James E. Doyle  
 Address: 134 N. Jackson  
 News Service: AP  
 Representative: Art Moore, Grant  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: James E. Doyle  
 Comm., Sales Prom. Mgr.: Cal Perley  
 Prog. Director: John Doyle  
 Chief Engineer: Max Dick

### KRXL—Roseburg—1950

MBS-Don Lee

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Umpqua Bcstrs., Inc.  
 Address: P. O. Box 847  
 News Service: UP  
 Trans. Service: World  
 Membership: NARTB  
 Representative: Cox, Feltis, Tracy Moore  
 President: Donn W. Radabaugh  
 Gen., Sta., Comm. Mgr.: Iris Rice Helliwell  
 Program Director: Del McKay  
 Sales Prom. Mgr.: E. Motschenbacher  
 Pub. Director: Kay Anderson  
 Chief Engineer: Leo Reetz

**KYES—Roseburg—1955**

Frequency: 950 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Douglas Bcstrs., Inc.  
 Address.....P. O. Box 1138  
 News Service.....AP  
 Representative.....H. S. Jackson  
 Membership.....NARTB  
 Pres., Gen. Mgr., Chief Eng.....Leroy Hiatt  
 Commercial Mgr.....Warren C. Ward

**KGAY—Salem—1950**

Frequency: 1430 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....KGAY, Inc.  
 Address.....Box 768  
 News Service.....UP  
 Transcription.....Standard  
 Station Rep.....Holman  
 Membership.....NARTB, RAB  
 President.....W. Gordon Allen  
 Gen., Sta. Mgr., Pub. Dir.....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.  
 News Service.....UP  
 Transcription Service.....Standard  
 Sta. Mgr.....Loring Schmidt  
 Comm. Mgr.....Jack Brooks  
 Prog. Dir.....Clarine Harp  
 Chief Engineer.....Charles Reinhart

**KSLM—Salem—1934—MBS**

Frequency: 1390 Kc.....Power: 1000 Watts

Owned-Operated By.....Oregon Radio, Inc.  
 Business Address.....P. O. Box 631  
 Representative ..Everett, McKinney, Art Moore  
 News Service.....UP  
 Membership.....NARTB  
 President, Gen. Mgr.....Glenn McCormick  
 Sta., Comm. Mgr.....Dave Hoss  
 Sales Prom. Mgr.....Bill Ross  
 Prog., Pub. Director.....Carl Ritchie  
 Chief Engineer.....Clyde Carlton

**KEED—Springfield—1954**

Frequency: 1050 Kc.....Power: 1 Kw.  
 Owned.....KEED, Inc.  
 Address.....P. O. Box 696  
 News Service.....UP  
 Station Rep.....Hal Holman  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Glen M. Stadler  
 Comm. Mgr.....Marion J. Redfearn  
 Sls. Prom. Mgr.....Helene N. Stadler  
 Program Director.....Walter A. Stadler  
 Publicity Director.....James Bunch  
 Chief Engineer.....James Huntington

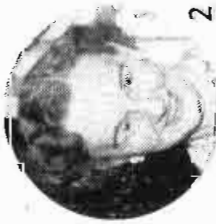
**KTIL—Tillamook—1947**

Frequency: 1590 Kc.....Power: 250 Watts  
 Owned-Oper. By...Tillamook Bcstg. Co., Inc.  
 Business Address.....Box 1590  
 News Service.....UP  
 Rep.....Continental, W. A. Ayres, Art Moore  
 President.....F. H. Guyton  
 Gen., Comm., Sales Prom. Mgr., Prog., Pub.  
 Dir.....Jack Webb  
 Chief Engineer.....Larry Bruner

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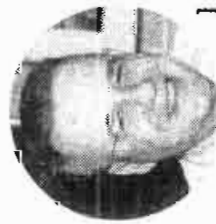
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- 3. CHARLES HELWIG, President WHOL
- 4. LEN HORNSBY, Manager WVDA

- 5. JIM CHAMBERS, Manager WHOL
- 6. BOB WILLIAMS, Manager WHLM
- 7. ART DETERS, Manager WIDE

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MBS-Yankee

Boston, Mass. ABC

# Pennsylvania

Pop. March 1 (Est.) 11,160,000—Families 3,632,000  
Radio Homes 3,584,000—TV Homes 3,018,000—Stations in State 129

## WAEB—Allentown—1949

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By: WAEB, Inc.  
Address: 7th & Hamilton Sts.  
News Service: UP  
Representative: Radio-TV Reps.  
President: Howard Wasserman  
General Manager: S. Robert Ackley  
Comm. Manager: J. Riepensell  
Prog. Dir.: Nedd Flemming  
Chief Engineer: William Gottshall

## WHOL—Allentown—1948

Frequency: 1600 Kc. Power: 500 Watts  
Owned: Allentown Bcstg. Corp.  
Address: Colorado & Poplar Sts.  
News Service: AP  
Representative: Raymer  
Membership: NARTB  
President: Charles G. Helwig  
Gen., Sta., Comm. Mgr.: James F. Chambers  
Sales Prom. Mgr., Pub. Dir.: Jay Bechtel  
Program Dir.: Willard Camperson  
Chief Engineer: Gerald B. Werst

## WKAP—Allentown—1947

Frequency: 1320 Kc. Power: 1000 Watts  
Operated By: WKAP, Inc.  
Bus. Studio Address: P. O. Box 689  
News Service: AP  
Representative: Weed  
President: N. J. Rahall  
Sta., Gen. Mgr.: O. R. Davies  
Prog. Dir.: Alan D. Raber  
Sales Prom. Manager: Jerry Duckett  
Chief Eng.: C. Frank Cordaro

## WSAN—Allentown—1923

NBC

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By: Lehigh Valley Bcstg. Co.  
Bus. Studio Address: 39-41 N. Tenth St.  
Representative: H-R  
Membership: NARTB, RAB  
Gen., Prom. Mgr.: B. Bryan Musselman  
Program Director: Alan D. Raber

## WFBG—Altoona—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Triangle Pubs.  
Address: 1320 11th Ave.  
News Service: AP  
News Affil.: Phila. Inquirer  
Rep.: Triangle Pub.  
Membership: NARTB  
General Manager: Edward M. Scala  
Station Manager: Jack Snyder  
Sales Prom. Mgr.: David Pretz  
Program Director: George Carroll  
Chief Engineer: K. R. Brubaker

## WRTA—Altoona—1947

ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts

Owned: Altoona Trans-Audio Corporation  
Address: Hotel Penn Alto  
New Service: UP  
Transcription: Thesaurus  
Representative: Everett-McKinney, Inc.  
Membership: NARTB  
President: Martin F. Malarkey, Jr.  
General, Comm. Manager: Lou H. Murray  
Station Mgr.: Horace Richards  
Program Director: James Reilly  
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.  
News Service: UP  
Membership: NARTB  
Transcription Service: Standard  
Representative: Weed & Co.  
Gen. Mgr., Prog., Pub. Dir.: Will Ketner  
Comm., Prom. Mgr.: Will Union  
Chief Eng.: George Hayes

## WAVL—Apollo—1947

Frequency: 910 Kc. Power: 1000 Watts, d.  
Owned-Oper. By: Tri-Borough Bcstg. Co.  
Address: Press & Radio Bldg.  
News Service: UP  
Transcription Service: SESAC, World  
Gen., Comm. Manager: Cecil F. Clifton

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- WFEA** Manchester, N. H.  
"Nort" Virgien, Mgr.
- WTSP** St. Petersburg, Fla.  
Marshall Cleaver, Mgr.
- WWNR** Beckley W. Va.  
Dick Booth, Mgr.
- WNAR** Norristown, Pa.  
John Banzoff, Mgr.

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| <b>FRANK CORDARO</b><br>Vice Pres. Engineering |                                                                 |



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 Bcatrs.  
 Address . . . . . Box 277  
 Transcription Service . . . . . Thesaurus  
 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.  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Standard, Thesaurus  
 Membership . . . . . NARTB  
 Station Mgr. . . . . Frank R. Smith  
 Comm. 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 . . . . . Bethlehem's Globe Pub. Co.  
 Bus. Studio Address . . . . . 426 Brodhead Ave.  
 News Service . . . . . UP  
 Newspaper Affil. . . . . Bethlehem Globe Times  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NARTB  
 President . . . . . Rolland L. Adams  
 General Manager . . . . . Ellis Service  
 Station Manager . . . . . Arthur C. McCracken  
 Comm., Sales Prom. Mgr. . . . . Frank Collie  
 Prog. Dir. . . . . Robert Wolken  
 Chief Engineer . . . . . L. Edwin Rybak

**WCNR—Bloomsburg—1946**

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . The Columbia Montour Bcstg. Corp.  
 Bus. Studio Address . . . . . 38 W. Main St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NARTB  
 Representative . . . . . Ed Darlington  
 Gen. Comm. Manager . . . . . Ed Darlington  
 Program Director . . . . . James Lehman  
 Chief Engineer . . . . . Robert Fulton

**WHLM—Bloomsburg—1948**  
**KBS**

Frequency: 550 Kc. . . . . Power: 500 Watts

Owned . . . . . Bloom Radio  
 Address: . . . . . 107 W. Main St.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . 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. . . . . Patsy O'Brien  
 Chief Engineer . . . . . Anthony Hogg

**WLOA—Braddock—1947**

Frequency: 1550 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Matta Bcstg. Co.  
 Business-Studio Address . . . . . 1233 Braddock Ave.  
 News Service . . . . . UP  
 Pres., Gen., Sta. Mgr. . . . . William G. Matta  
 Commercial Manager . . . . . George Matta  
 Sls. Prom. Mgr. . . . . Joseph J. Bassett  
 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.  
 News Service . . . . . AP  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB  
 Gen., Sls. Prom. Mgr. . . . . J. M. Cleary  
 Comm. Mgr., Pub. Dir., Eng. . . . . Frederick P. Tascone  
 Prog. Dir., Chief Eng. . . . . William Winn

**WBUT—Butler—1949**

Frequency: 1050 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WBUT, Inc.  
 Address . . . . . McQuiston Rd.  
 News Service . . . . . AP  
 Station Representative . . . . . Gill-Perna, Inc.  
 Pres., Gen. Mgr. . . . . J. Patrick Beacom  
 Sta. Mgr., Pub. Dir., Eng. . . . . G. Coleman  
 Comm., Sales Prom. Mgr. . . . . Harry Critchlow  
 Prog. Director . . . . . Rick Hanna

**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.  
 News Service . . . . . UP  
 President . . . . . Joel W. Rosenblum  
 General Manager . . . . . Robert Kaufman  
 Comm. Manager . . . . . J. Victor O'Brien  
 Sales Prom. Mgr. . . . . R. Nicholson  
 Pub. Dir. . . . . Mrs. Delores Long  
 Program Director . . . . . Warren Ihlenfeld  
 Chief Engineer . . . . . Paul Rex

**WCDL—Carbondale—1950**  
**KBS**

Frequency: 1440 Kc. . . . . Power: 5000 Watts

Owned-Oper. By Carbondale Bdcstg., Co., Inc.  
 Address.....127 Salem Rd.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Donald Cooke, Inc.  
 Membership .....NARTB  
 President .....William H. Ware  
 Gen. Sta. Manager.....A. P. Perry  
 Comm., Sls. Prom Mgr.....P. J. Oles  
 Prog., Pub. Director.....T. A. McDonough  
 Chief Engineer.....Walter F. Rude

**WHYL—Carlisle—1952**

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper.....R. F. Lewis, Jr.  
 Business Address.....Holly Pike  
 News Service .....UP  
 President.....Richard F. Lewis, Jr.  
 Gen., Sta., Comm. Mgr.....Winslow T. Porter  
 Prog. Dir.....C. H. Morse

**WCHA—Chambersburg—1946**

Frequency: 880 Kc.....Power: 1000 Watts  
 Owned.....Chambersburg Bcstg. Co.  
 Address.....Craft Press Bldg.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Forjoe  
 President.....C. M. Cassel  
 Gen. Mgr.....John S. Booth  
 Sta., Comm. Mgr.....Earl P. Strine  
 Sls. Prom. Mgr.....Harry Criswell  
 Program Director.....Richard Bower  
 Publicity Director.....David Myers  
 Chief Engineer.....James McCurdy

**WESA—Charleroi—1947**  
**KBS**

Frequency: 940 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Monongahela Valley Bcstg.  
 Address .....Box 584  
 News Service .....AP  
 Representative .....Clark  
 Transcription Service .....Thesaurus  
 Membership .....RAB  
 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.....3500 Edgmont Ave.  
 News Service .....UP  
 Trans. ....Thesaurus  
 Membership .....NARTB  
 President .....L. Kapelski  
 General Manager.....Cy Swingle  
 Comm., Prom. Mgr.....John Talley  
 Prog., Pub. Dir.....Del Parks  
 Chief Engineer.....Harry Simmington

**WVCH—Chester—1948**

Frequency: 740 Kc.....Power: 1 Kw. d.  
 Owned-Operated By.....James M. Tisdale  
 Bus-Studio Address...Wolf Bldg., Market Sq.

News Service .....UP  
 Station Rep. ....Webb  
 Membershi .....NARTB  
 General Manager.....James M. Tisdale  
 Station Mgr.....Robert A. Hibbert, Jr.  
 Comm. Manager.....Sid Jordan

**WCPA—Clearfield—1947**

Frequency: 900 Kc...Power: 1000 Watts d.  
 Owned-Oper. By ...Clearfield Bdcsters, Inc.  
 Address .....215 Church St.  
 Newspaper Affiliation...Clearfield Progress  
 News Service .....UP  
 Transcription Service.....Lang-Worth  
 Membership .....NARTB  
 President.....W. K. Ulerich  
 General Manager.....W. J. Thomas  
 Sta. Mgr.....Joseph Millsop  
 Program Director.....Margaret Nemeth  
 Chief Engineer...Lewellyn Duck

**WCOJ—Coatesville—1949**

Frequency: 1420 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Chester Co. Bcstg. Co.  
 Address.....809 Lincoln H'way  
 Transcription Service.....Standard  
 News Service .....UP  
 Membership .....NARTB  
 President, Chief Eng.....Louis N. Seltzer  
 General Manager.....William S. Halpern  
 Comm., Prom. Mgr.....Donald Kimes

**WCVI—Connellsville—1947**  
**KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Connellsville Bcstrs., Inc.  
 Business-Studio Address.....Hetzel Bldg.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 President.....Dr. C. T. Troilo  
 General Mgr.....Charles H. Underwood  
 Prog. Director.....Mary Whipkey  
 Chief Engineer.....Robert Ray

**WOTR—Corry—1955—KBS**

Frequency: 1370 Kc.....Power: 500 Watts  
 Address.....Corry Savings & Loan Bldg.  
 News Service .....AP  
 Transcription .....Standard  
 President.....Olivia T. Rennekamp  
 General Manager.....Kenneth E. Rennekamp  
 Sta., Comm. Mgr.....John Wellenhoffer  
 Sales Promotion.....Guy R. Davis  
 Program Director.....Howard Bycroft  
 Publicity Director.....Guy R. Davis  
 Chief Engineer.....David E. Hubertz

**WFRM—Coudersport—1953**

Frequency: 600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Farm & Home Bcstg. Co.  
 Address.....9 N. Main St.  
 News Service.....AP  
 Transcription Service .....World  
 Membership .....NARTB  
 President.....C. H. Simpson



General Manager ..... John A. Fay  
 Sta. Mgr., Prog. Dir. .... R. F. Bennett  
 Commercial Mgr. .... Mary Rubar  
 Sales Prom. Manager. .... George Kuratomi  
 Publicity Dir. .... Ed Easton  
 Chief Engineer ..... Kenyon Reed

**WBUX—Doylestown—1948**

Frequency: 1570 Kc. .... Power: 250 Watts.  
 Owned ..... WBUX Broadcasting Co.  
 Address ..... Pine Run Road  
 News Service ..... AP  
 Transcription ..... World  
 Representative ..... Indie Sales  
 President ..... George Steiner  
 General Mgr. .... James Stolcz  
 Publicity Dir. .... Bob Fetz  
 Chief Engineer. .... Dick Wright

**WCED—Dubois—1941—CBS**

Freq.: 1420 Kc. .... Power: 5 Kw. d., 500 W. n.  
 Dwned ..... Tri County Broadcasting Co., Inc.  
 Address ..... 80 N. Park Place  
 Newspaper Affiliation ..... Courier-Express  
 News Service ..... UP  
 Transcription ..... Lang-Worth  
 Representative ..... McGillvra  
 President ..... Harold T. Gray  
 General Mgr. .... Jason S. Gray  
 S.a., Comm. Mgr. .... George Williams  
 Sales Prom. Mgr., Prog. Dir. .... Ken Johnston  
 Publicity Dir. .... Dean Close  
 Chief Engineer ..... George Donahue

**WEEX—Easton—1056**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned ..... Easton Publishing Co.  
 Address ..... Chestnut Hill  
 Newspaper Affiliation ..... Express  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 Representative ..... Headley-Reed  
 President ..... J. L. Stackhouse  
 General Mgr. .... Nelson S. Rounsley  
 Chief Engineer. .... Robert Francelt

**WEST—Easton—1936—NBC**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Associated Bcstrs., Inc.  
 Bus. Studio Address ..... 516 Northampton St.  
 News Service ..... AP  
 Representative ..... Meeker Co.  
 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. Mathiot

**WGSA—Ephrata—1955—KBS**

Frequency: 1310 Kc. .... Power: 1000 Watts  
 Owned ..... Garden Spot Broadcaster, Inc.  
 Address ..... P. O. Box 419  
 News Service ..... UP  
 Transcription ..... Capitol  
 Representative ..... Broadcast Time Sales  
 President ..... Lester Grenewalt

Sta. Mgr., Ch. Eng. .... Samuel Youse  
 Comm. Mgr., Prog. Dir. .... John Wells

**WERC—Erie—1941—ABC**

Frequency: 1260 Kc. .... Power: 5 Kw.  
 Owned By ..... WERC Bcstg. Co.  
 Address ..... 121 West 10th St.  
 News Service ..... UP  
 Station Representative. .... Weed  
 President ..... Jacob A. Young  
 Gen. Mgr. .... Gene Conrad  
 Sls., Comm. Mgr. .... Robert Yochim  
 Prog. Dir. .... John Luther  
 Pub. Dir. .... Jim Dewarl  
 Chief Eng. .... Ken Hestor

**WIKK—Erie—1949—NBC**

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Community Service Bcstg.  
 Bus. Studio Address ..... 3514 State St.  
 Newspaper Affil. .... Dispatch  
 News Service ..... AP  
 Representative ..... Petry  
 President ..... Edward Lamb  
 Gen. Sta. Manager. .... Ben McLaughlin  
 Sls. Prom. Mgr. .... James Spence  
 Program Director ..... Robert Lunquist  
 Commercial Manager. .... K. R. Nelson  
 Publicity Director. .... Robert Weschler  
 Chief Engineer. .... Ken Husband

**WJET—Erie—1951**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned ..... Jet Broadcasting Co., Inc.  
 Address ..... 18th & Ash Streets  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Forjoe  
 Membership ..... NARTB  
 President, Gen. Mgr. .... Myron Jones  
 Comm. Mgr. .... Peter Coticchia  
 Program Director. .... Lawrence Jones  
 Chief Engineer. .... Richard Zahnhizer

**WLEU—Erie—1935—MBS**  
 MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... J. Patt Wardlaw  
 Address ..... 12th & State Sts.  
 News Service ..... AP  
 Station Rep. .... Rambeau  
 Membership ..... NARTB  
 Pres., Mgr. .... J. Patt Wardlaw  
 Commercial Mgr. .... James D. Brownyard

**WFAR—Farrell—1954—KBS**

Frequency: 1470 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Sanford A. Schafitz  
 Address ..... P. O. Box 150  
 News Service ..... AP  
 President, Gen. Mgr. .... Sanford A. Schafitz

**WGCT—Gettysburg—1950**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Times & News Pub. Co.

**Address** ..... Gettysburg  
**Newspaper Affil.**..... Times & News Pub. Co.  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Membership** ..... NARTB  
**Gen. Mgr.**..... P. H. Cunningham  
**Comm. Mgr.**..... Marc Starkins  
**Program Director**..... Lester M. Blair

**WHJB—Greensburg—1934**

**Frequency:** 620 Kc. .... **Power:** 1 Kw. d., 500 n.  
**Owned** ..... WHJB, Inc.  
**Business-Studio Address**... 128 N. Penn Ave.  
**News Service** ..... UP  
**Membership** ..... NARTB  
**President**..... H. Kenneth Brennen  
**Gen. Sta., Comm. Mgr.**..... H. J. Brennan  
**Sales Prom. Mgr.**..... James C. Smeltzer  
**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  
**News Service** ..... UP  
**Transcription Service** ..... Standard  
**Membership** ..... NARTB, RAB  
**Pres., Sta., Comm. Mgr.**..... John D. Bare  
**Program Director**..... Daniel E. Rutledge  
**Chief Engineer**..... Philip Rohrbaugh

**WCMB—Harrisburg—1948**  
**MBS**

**Frequency:** 1460 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By**..... Rossmoyne Corp.  
**Business-Studio Address**..... 228 Court St.  
**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  
**News. Affil.**..... Triangle Pub.  
**Representative** ..... Triangle Pub.  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.**..... H. Kendrick  
**Program Director**..... Jack Hooper  
**Comm. Mgr.**..... Ralph Hartman  
**Chief Engineer**..... William Kuntz

**WHP—Harrisburg—1924**  
**CBS**

**Frequency:** 580 Kc. .... **Power:** 5000 Watts

**Owned-Operated By**..... WHP, Inc.  
**Business-Studio Address**..... Telegraph Bldg.  
**Representative** ..... The Bolling Co.  
**Membership** ..... NARTB  
**Gen.-Comm. Mgr.**..... A. K. Redmond  
**Sales Service Director**..... Beatrice Potteiger

**WKBO—Harrisburg—1922**  
**NBC**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Keystone Bcstg. Corp.  
**Bus.-Studio Address**..... 31 N. Second St.  
**News Service** ..... AP  
**Representative** ..... Robert Meeker  
**Membership** ..... NARTB  
**Station Executive**..... Clair R. McCollough  
**Station Manager**..... W. E. Garman  
**Natl. Sales Mgr.**..... J. Robert Gulick  
**Comm. Mgr.**..... Jack Candiotto  
**Promotion Dir.**..... Paul I. Woodland  
**Technical Director**..... J. E. Mathlot

**WAZL—Hazleton—1932**  
**NBC-MBS**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**..... Hazleton Bcstg. Co.  
**Address**..... Hazleton Nail. Bank Bldg.  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative**..... Raul H. Raymer, Co.  
**Membership** ..... NARTB, RAB  
**Pres., Gen. Mgr.**..... Victor C. Diehm  
**Comm. Mgr.**..... Robert A. Sacco  
**Sales Prom. Mgr.**..... E. McDonnell  
**Prog. Director**..... Don Murray  
**Pub. Director**..... Paul Cerula  
**Chief Engineer**..... Elwood Tito

**WAMO—Homestead-**  
**Pittsburgh—1948**

**Frequency:** 860 Kc. .... **Power:** 250 Watts d.  
**Owned-Operated By**... Steel City Bcstg. Corp.  
**Bus.-Studio Address**..... 105 E. 7th Ave.  
**News Service** ..... UP  
**Representative** ..... Forjoe  
**President, Gen. Mgr.**..... Leonard Walk  
**Chief Engineer**..... James Herbert

**WHUN—Huntingdon—1947**  
**KBS**

**Frequency:** 1150 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By**.. Joseph F. Biddle Publ. Co.  
**Bus.-Studio Address**..... 400 Washington St.  
**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** ..... 632 Philadelphia St.

Newspaper Affil. . . . . The Progress  
 News Service . . . . . UP  
 Trans. Ser. . . . . World  
 President. . . . . W. K. Ulerich  
 General Manager. . . . . W. J. Thomas  
 Station Manager. . . . . Jonas Termin  
 Program Director. . . . . C. C. Porter  
 Chief Engineer. . . . . S. Graziadio

**WARD—Johnstown—1946**  
 CBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Central Bcstg. Co., Inc.  
 Address . . . . . 235 Franklin St.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 Representative . . . . . Wood  
 V.P., Gen. Manager. . . . . G. D. Gartland  
 Station Manager. . . . . Steward W. Phillips

**WCRO—Johnstown—1947**  
 ABC-MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Century Bcstg. Corp.  
 Bus.-Studio Address. . . . . Fort Stanwix Hotel  
 Representative . . . . . Forjoe  
 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.  
 Newspaper Affil. . . . . Tribune-Democrat  
 News Service . . . . . AP  
 Representative . . . . . Young  
 Membership . . . . . NARTB  
 President. . . . . W. W. Krebs  
 Station Mgr. . . . . Park Claycomb  
 Prog. Dir. . . . . Ronald J. Stephenson  
 Publicity Dir. . . . . Richard Ott  
 Chief Engineer. . . . . Theodore E. Campbell

**WADP—Kane—1954**

Frequency: 960 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Northern Allegheny Bcstg. Co.  
 Address . . . . . Warren, Pa.  
 News Service . . . . . AP  
 Transcription . . . . . Thesaurus  
 Membership . . . . . RAB  
 President, Gen. Mgr. . . . . David Potter  
 Sta., Comm. Mgr. . . . . Richard E. Feit  
 Prog. Director. . . . . Jack Sandstrom  
 Chief Engineer. . . . . John Nordine

**WACB—Kittanning—1948**  
 KBS

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned. . . . . Armstrong County Bcstg. Corp  
 Bus.-Studio Address. . . . . 325 Market St.  
 News Service . . . . . AP  
 Representative . . . . . Rambeau  
 Transcription Service . . . . . Thesaurus

President . . . . . S. W. Pruett  
 V.P., Gen. Mgr. . . . . Charles M. Erhard, Jr.  
 Sta. Mgr., Prog. Director. . . . . H. H. Stoops  
 Pub. Director. . . . . William C. Frederick  
 Chief Engineer. . . . . William A. Motter

**WGAL—Lancaster—1922**  
 NBC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . WGAL, Inc.  
 Business-Studio Address. . . . . 8 W. King St.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Representative . . . . . Robert Meeker  
 President, Gen. Mgr. . . . . Clair R. McCollough  
 Asst. Gen. Mgr. . . . . J. Robert Gulick  
 Station Mgr. . . . . Kenneth Kreider  
 Program Dir. . . . . Brian Kintzer  
 Promotion Dir. . . . . Paul I. Woodland  
 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.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, RAB  
 President. . . . . Frank H. Altdoerfler  
 Gen. Mgr. . . . . S. M. Altdoerfler  
 Commercial Mgr. . . . . Stanley Baker  
 Pub., Sls. Prom., Prog. Dir. . . . . R. O. Welsh  
 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  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus  
 Membership . . . . . RAB  
 President. . . . . Joseph L. Maguire  
 Station Manager. . . . . John W. Angst

**WAKU—Latrobe—1951—KBS**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . WAKU, Inc.  
 Address. . . . . 200 Depot St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 President. . . . . Harry P. Reed  
 Gen. Mgr., Prog. Dir. . . . . W. J. Thomas  
 Comm. Mgr. . . . . Robert Johnson  
 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.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB

President.....H. Raymond Stadiem  
 Managing Director.....Lester P. Etter  
 Comm. Manager.....Philip J. Reilly  
 Program Director.....H. P. Van Voorhis  
 Chief Engineer.....M. Leonard Savage

**WKVA—Lewistown—1949**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Central Pa. Bcstg. Co.  
 Address.....19 S. Wayne St.  
 News Service.....UP  
 Representative.....Gill-Perna  
 Pres., Sta., Gen. Mgr.....Robert L. Wilson  
 Comm. Manager.....G. T. Hepburn  
 Sales Prom. Manager.....William Musser  
 Program Director.....Bob Hyle  
 Publicity Dir.....Arch Baker  
 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.  
 News Service.....AP  
 Representative.....Burn-Smith  
 Membership.....RAB  
 President.....J. S. Woods  
 General Mgr.....T. W. Metzger  
 Commercial Manager.....Frank Troiani  
 Program Dir.....Miss Thekla Leeper  
 Publicity Director.....Dale Smith  
 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.  
 News Service.....AP, UP  
 Trans. Service.....World, Lang-Worth  
 Representative.....McGillyvra  
 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.  
 News Service.....AP  
 Transcription.....Thesaurus  
 Newspaper Affil.....Hancock Cty. Courier  
 Membership.....NARTB, RAB  
 Trans. Service.....Thesaurus  
 Station Rep.....Rambeau  
 Pres., Gen. Mgr.....Edward J. Hirshberg  
 Sta. Mgr.....Robert E. Badger  
 Prog. Director.....Jim Barker  
 Comm., Sales Prom. Mgr.....Earl Buncher  
 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.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Cooke  
 Membership.....NARTB  
 President.....Robert M. Cox  
 Comm. Manager.....Gene Kline  
 Station Mgr.....Sam Vidnovic  
 Program Director.....Pat Haley  
 Chief Engineer.....Charles White

**WMCW—Meadville—1947  
 ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Meadville Bdcstg. Serv., Inc.  
 Address.....1st National Bank Bldg.  
 News Service.....AP  
 Transcription 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—Mifflintown—1955**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Juanita Perry Bcstg. Co.  
 Address.....Box 97  
 Newspaper Affil.....Lewistown Sentinel  
 Membership.....RAB  
 Representative.....Burn-Smith  
 News Service.....AP  
 President.....J. S. Woods  
 Sales Mgr., Prog. Dir.....C. A. Moore  
 Pub. Dir.....Don Lorenz  
 Chief Engineer.....Kenneth Callahan  
 General Manager.....Thomas W. Metzger  
 Station Manager.....Ralph S. Parker

**WMLP—Milton—1955**

Frequency: 1570 Kc.....Power: 1 Kw.  
 Owned.....WMLP, Inc.  
 Address.....YMCA Bldg.  
 News Service.....AP  
 President.....John S. Booth  
 General. Sta. Mgr.....John Foster  
 Sales Prom. Mgr.....John Yingling  
 Chief Engineer.....William Keil

**WHWL—Nanticoke—1946**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Business-Studio Address.....Woolworth Bldg.  
 News Service.....INS  
 Representative.....Forjoe  
 Transcription.....World  
 President.....Henry W. Lark  
 General Manager.....Milton Laughlin

**WKST—New Castle—1938  
 MBS**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKST, Inc.  
 Address.....Cathedral Bldg.  
 News Service.....UP



**WCAU means**  
PHILADELPHIA

**response**

This story is directed particularly to those who ask, "How much product did it move?" WCAU-TV's "Mister & Missus" team, Joan and Gene Crane, in a few weeks increased the upholstering department's work at Gimbels about 200 per cent! Proof that this outstanding couple converts audience appeal to sales appeal. So when you think of response, think of WCAU.

**WCAU, WCAU-TV** *The Philadelphia Bulletin*  
*Radio and TV stations. By far Philadelphia's most*  
*popular stations. Ask Pulse. Ask ARB. Ask Philadelphians.*  
*Represented nationally by CBS Spot Sales.*

Representative .....Everett-McKinney  
 Membership ..... RAB  
 President, General Mgr.....S. W. Townsend  
 Station Manager.....Harley West  
 Comm. Mgr.....Byron McConnell  
 Prog., Pub. Dir.....Harry Reith  
 Chief Engineer.....Kenneth Caum

**WKPA—New Kensington  
 1940**

Frequency: 1150 Kc.....Power: 250 Watts d.  
 Owned-Oper. By....Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address.....810 Fifth Ave.  
 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. Hamnan, Jr.  
 Chief Engineer.....W. W. Neely

**WNAR—Norristown—1946**

Frequency: 1110 Kc.....Power: 500 Watts d.  
 Owned-Operated By....Norristown Bcstg. Co.  
 Bus-Studio Address.....Old Arch Rd.  
 News Service .....AP  
 Representative .....Weed  
 Membership .....NARTB  
 President.....N. Joe Rahall  
 Gen. Mgr.....Ogden R. Davies  
 Sta. Manager.....John M. Banzhoff  
 Local Sales Mgr.....Donald L. Jones  
 Program Dir.....Bernard Brode  
 Chief Engineer.....Anthony De Sola

**WKRZ—Oil City—1946  
 KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKRZ, Inc.  
 Business-Studio Address.....Broadcast Bldg.  
 News Service .....AP  
 Pres., Gen., Sta. Mgr.. Kenneth E. Rennekamp

**WHAT—Philadelphia—1925**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....Independence Bcstg. Co.  
 Address...Conshohocken & Windemere Aves.  
 News Service .....AP  
 Representative .....Stars National  
 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

**WIBG—Philadelphia—1925**

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned.....Seaboard Radio Bcstg. Corp.  
 Business-Studio Address..Suburban Sta. Bldg.  
 President.....Paul F. Harron  
 News Service .....UP  
 General Mgr.....John R. Mahoney  
 V.P., Production.....Rupe Werling

Program Dir.....Douglas Arthur  
 Tech. Dir.....John Henninger  
 Chief Engineer.....George Hooper  
 Sales Prom. Mgr.....William J. Conran

**WRCV—Philadelphia—1921  
 NBC**

Frequency: 1080 Kc.....Power: 50,000 Watts  
 Owned-Oper. By....National Bcstg. Company  
 Business-Studio Address.....1619 Walnut St.  
 News Service.....INS, UP  
 News Service .....AP, UP  
 Transcription .....Thesaurus  
 Representative.....NBC Spot Sales  
 Membership.....RAB, NARTB  
 President.....Robert W. Sarnoff  
 Vice-Pres., Gen. Mgr.....Lloyd E. Yoder  
 Dir. of Operations.....Curtis D. Peck  
 Dir. of Sales.....Harold W. Waddell  
 Local Sls. Mgr.....William S. Dallmann  
 Adv. & Promotion Dir.....John P. Wiley  
 Program Director.....Stan Lee Broza  
 Publicity Director.....Gene E. Stout  
 Tech. Oper. Mgr.....William A. Howard

**WCAU—Philadelphia—1922  
 CBS**

Frequency: 1210 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WCAU, Inc.  
 Address.....City & Monument Ave.  
 News Service .....AP, INS, UP  
 Newspaper Affil.....Bulletin  
 Representative.....CBS Radio Spot Sales  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Donald W. Thornburgh  
 Sales Manager.....John S. DeRussy  
 V.P., Prog. Mgr.....Jos. T. Connolly  
 V.P., Pub. Rel.....Robert N. Pryer  
 Radio Prom. Dir.....Fred Birnbaum  
 V.P., Director of Engr.....John G. Lelch

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....Max M. Leon, Inc.  
 Address.....Belmont Ave. & Edgely Rd.  
 News Service .....AP  
 Representative .....John E. Pearson  
 President.....Max M. Leon  
 General Manager.....Robert A. Klein  
 Program Director.....Jerry Grove  
 Comm. Mgr.....William H. Vogt  
 Sales Prom. Mgr.....Louis N. Palens  
 Publicity Director.....Art Newsham  
 Chief Engineer.....Frank W. Unterberger

**WFIL—Philadelphia—1922  
 ABC**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned.....Triangle Publications, Inc.  
 Business-Studio Address.....46th & Market  
 News Service .....UP  
 Newspaper Affil.....Inquirer  
 Representative.....Blair  
 Membership.....NARTB  
 General Manager.....Roger W. Clipp



Station Manager.....George A. Koehler  
 Gen. Sls. Manager.....K. W. Stowman  
 Radio Sales Mgr.....William R. Dothard  
 Promotion Mgr.....Joe Zimmermann  
 Program Dir.....Felix Meyer  
 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.  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....Indie Sales  
 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 Hies

**WPEN—Philadelphia—1929**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....William Penn Bcstg. Co.  
 Business-Studio Address.....2212 Walnut St.  
 News Service.....AP, UP  
 Representative.....Gill-Perna  
 Membership.....RAB, NARTB  
 President.....William Syk  
 V.P., Gen. Mgr.....William B. Caskey  
 Assi. Sta. Mgr., Prog. Dir.....Murray Arnold  
 Comm. Manager.....Erwin Rosner  
 Prom. Mgr., Pub. Director.....James M. Kiss  
 Chief Engineer.....Charles W. Burtis

**WIP—Philadelphia—1922**  
**MBS**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Pennsylvania Bcstg. Co.  
 Business-Studio Address.....35 S. 9th St.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Edward Patry  
 Membership.....RAB  
 Pres., Gen. Mgr.....Benedict Gimbel, Jr.  
 V.P., Director of Sales.....Ralf Brent  
 Program Director.....Varner Paulsen  
 Comm. Manager.....Clyde Spitzner  
 Chief Engineer.....Clifford C. Harris

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**WTEL—Philadelphia—1924**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned.....Foukrod Radio Engineering Co.  
 Business-Studio Address.....4312 N. Broad St.  
 Pres., Pgm. Dir.....E. Douglass Hibbs  
 Sec'y-Treas.....Henry N. Cocker

**KDKA—Pittsburgh—1920**

Frequency: 1020 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.  
 Business-Studio Address.....1 Gateway Center  
 News Service.....AP, UP

**cover PITTSBURGH...**  
**cover over 100 RICH COUNTIES!**  
 with  
**KDKA Radio**

Cover over 8,000,000 people in 108 ready-willing-and-able-to-buy counties of Western Pennsylvania and beyond! Top power, top shows, top audience—extra value all the way. Call Don Trageser, KDKA Sales Manager, at EXpress 1-3000 for availabilities.

Only KDKA-Radio delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC Station:



**WESTINGHOUSE BROADCASTING COMPANY, INC.**



RADIO --BOSTON, WBZ-TV--WBZA PITTSBURGH, KDKA CLEVELAND, KYW; FORT WAYNE, WWOV  
 CHICAGO, WIND PORTLAND, KEX TELEVISION BOSTON, WBZ-TV  
 PITTSBURGH, KDKA-TV CLEVELAND, KYW-TV SAN FRANCISCO, KPX

WIND REPRESENTED BY A M RADIO SALES KPX REPRESENTED BY THE KATZ AGENCY INC  
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD INC

**Representative.** Peters, Griffin, Woodward, Inc.  
**Membership.**.....NARTB, RAB  
**President**.....Donald H. McGannon  
**Gen., Station Mgr.**.....L. R. Rawlins  
**Comm. Manager.**.....Donald Traqeser  
**Program Manager.**.....Guy Harris  
**Publicity Manager.**.....John Williams  
**Chief Engineer.**.....Theodore C. Kenney

**Newspaper Affil.**.....Sun-Telegraph  
**News Service**.....INS, AP  
**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 Thieman  
**Chief Engineer.**.....James Greenwood

**KQV—Pittsburgh—1919—CBS**

**Frequency:** 1410 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By.**.....Allegheny Bcstg. Co.  
**Address.**.....800 Chamber of Commerce Bldg.  
**News Service**.....UP  
**Transcription**.....World  
**Membership**.....NARTB  
**Representative**.....Raymer  
**Exec. Vice President.**.....Gunnar O. Wiig  
**Gen. Sls. Manager.**.....J. F. Murray  
**Publicity Director.**.....Owen Simon  
**Program Dir.**.....John Gibbs  
**Chief Engineer.**.....James S. Schultz

**WWSW—Pittsburgh—1932**

**Frequency:** 970 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....WWSW, Inc.  
**Bus.-Studio Address.**.....Hotel Sherwyn  
**News Service**.....UP  
**Representative**.....John Blair  
**Membership**.....NARTB  
**President, Gen. Mgr.**.....Pete Schloss  
**Sta. Mgr., Prog. Dir.**.....Ben W. Muros  
**Sales Prom. Mgr., Pub. Dir.**.....Phil Davis  
**Chief Engineer.**.....Henry R. Kaiser

**WILY—Pittsburgh—1954**

**Frequency:** 1080 Kc.....**Power:** 1 Kw.  
**Owned By.**.....Pittsburgh Bcstg. Co.  
**Address.**.....220 N. Highland Ave.  
**News Service.**.....AP  
**Station Representative.**.....Stars Nat.  
**Membership**.....NARTB, RAB  
**President.**.....John Kluge  
**Gen., Sta. Manager.**.....Ernie Tannen  
**Commercial Manager.**.....John Pieper  
**Traffic Manager.**.....Phillis C. Hardy  
**Chief Engineer.**.....Victor G. Klein

**WPTS—Pittston—1954**

**Frequency:** 1540 Kc.....**Power:** 1 Kw. d.  
**Owned-Oper. By.**.....Midway Bcstg. Co., Inc.  
**Address.**.....Main & Spring St.  
**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

**WJAS—Pittsburgh—1921  
 ABC-MBS**

**Frequency:** 1320 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By.**.....Pitts. Radio Supp. House  
**Address.**.....Chamber of Comm. Bldg.  
**News Service**.....UP  
**Representative.**.....H. R. Reps  
**Pres., Gen. Mgr.**.....H. K. Brennen  
**Comm. Mgr.**.....John H. Buchheit  
**Sales Prom. Mgr.**.....Caley E. Augustine  
**Program Director.**.....W. E. Babcock  
**Pub. Director.**.....Cal T. Mara  
**Chief Engineer.**.....W. W. McCoy

**WPAZ—Pottstown—1951**

**Frequency:** 1370 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By.**.....Pottstown Bcstg. Co.  
**Address.**.....247 High St.  
**News Service**.....UP  
**Representative**.....Indie Sales  
**Pres., Gen. Mgr.**.....Herbert Scott

**WPIT—Pittsburgh—1947**

**Frequency:** 730 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By.**.....WPIT, Inc.  
**Business-Studio Address.**.....Pitt Bldg.  
**News Service**.....UP  
**Membership**.....NARTB  
**President.**.....John J. Laux  
**Gen., Comm. Mgr.**.....Don Ioset  
**Sales Mgr., Prog., Pub. Dir.**.....Clifford Charles  
**Chief Engineer.**.....Michael Komichak

**WPAM—Pottsville—1947  
 KBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By.**.....Miners Bcstg. Serv., Inc.  
**Business-Studio Address.**.....Box 629  
**Transcription Service**.....World  
**Representative**.....Everett-McKinney  
**Membership**.....NARTB, RAB  
**Station Manager.**.....James K. Stock  
**Comm Mgr.**.....Frank L. Tamulonis

**WCAE—Pittsburgh—1922**

**Frequency:** 1250 Kc.....**Power:** 5000 Watts  
**Owned-Operated By.**.....WCAE, Inc.  
**Bus.-Studio Address.**.....Carlton House

**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  
**Owner, Gen. Mgr.**.....A. V. Tidmore  
**Commercial Manager.**.....Ralph L. Price, Jr.  
**Sales Prom. Mgr.**.....Walter Jones  
**Program Dir.**.....Ed Romance  
**Chief Engineer.**.....William P. Tidmore



**WPME—Punxsutawney—1952**  
KBS

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By Punxsutawney Bcstg Co.  
Address P. O. Box 38  
News Service AP  
Trans. Service Thesaurus  
Membership NARTB  
General Manager C. M. Erhard, Jr.  
Regional Sales Mgr. C. M. Erhard, Sr.  
Traffic Mgr. Joseph A. Pelletier

**WEU—Reading—1932—ABC**

Frequency: 850 Kc. Power: 1000 Watts  
Owned By Hawley Broadcasting Co.  
Business-Studio Address 433 Penn St.  
Newspaper Affiliation Eagle Co.  
News Service UP  
Representative Headley Reed  
President William J. Rohn  
Gen., Sta., Comm., Prom. Mgr. K. Richard Creitz  
Prog., Pub. Dir. Jack B. Gounder  
Asst. Dir., Tech. Harold E. Scheerer

**WHUM—Reading—1946**  
CBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Eastern Radio Corp.  
Business-Studio Address Berkshire Hotel  
News Service AP  
Representative WEED  
Membership NARTB  
Gen., Sta. Mgr. Robt. G. Magee  
Prog. Dir. Alan Lane  
Comm., Sales Prom. Mgr. W. Ruffner  
Chief Engineer Daniel Donahue

**WRBW—Reading—1922**  
NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Reading Bcstg. Co., Inc.  
Business-Studio Address 19 N. Fifth St.  
News Service AP  
Membership NARTB  
Representative Robert Meeker  
Station Executive Clair R. McCollough  
Station Manager Robert S. Reider  
Nat. Sales Mgr. J. Robert Gulick  
Program Director Martin 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  
News Service UP  
Trans. Ser. Capitol, SESAC  
Station Rep. Kennedy  
President John M. Norris  
Gen., Sta. Mgr. John H. Norris  
Commercial Mgr. Vincent A. Freeman

**WKMC—Roaring Spring—1955**

Frequency: 1370 Kc. Power: 500 Watts d.

Owned-Oper. By Cove Bcstg. Co., Inc.  
Address Woodbury Pike  
News Service AP  
Membership NARTB  
President Gerald J. Collins  
Chief Engineer C. I. Metzger

**WKBI—St. Marys—1950**  
MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Elk Cameron Bcstg. Co.  
Address 41 Erie Ave.  
Transcription Service Standard  
News Service AP  
Representative Allegheny Mountain Network  
Membership NARTB  
General Manager C. H. Simpson  
Commercial Manager R. H. Knouse  
Prog. Director Beatrice B. Smith  
Nat. Sales Mgr. F. R. Hutchison  
Pub. Dir. W. Herbstritt

**WATS—Sayre—1950—KBS**

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By Susquehanna Val. Bcstg. Co.  
Address 110 N. Elmer St.  
Representative Indie Sales  
Membership RAB  
Owner Thompson K. Cassel  
Gen., Sta., Comm. Mgr. Walter D. Knowles  
Program Director Charles L. Snyder  
Chief Engineer Benjamin A. Franklin

**WARM—Scranton—1939**  
ABC

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By Union Bdcst. Co.  
Address 333 Madison Ave.  
News Service AP  
Representative Bolling Co.  
Transcription Service Thesaurus  
President Martin F. Memolo  
Gen., Sta. Manager William M. Dawson  
Comm. Mgr. S. Feigenbaum  
Sls. Prom. Mgr., Pub. Dir. Frances M. Breslin  
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.  
News Service AP  
Representative H-R Reps  
Membership NARTB  
President Mrs. M. E. Megargee  
V.P. Madge M. Holcomb  
Prog. Dir. Frank Monaghan  
General Manager George D. Coleman  
Station Manager Robert E. McDowell  
Prom. Dir., Pub. Dir. Doug Holcomb  
Chief Engineer Kenneth R. Cooke

**WICK—Scranton—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owned Scranton Radio Corp.

Address.....717 Linden St.  
**News Service**.....AP  
 Station Rep.....Walker  
 Pres., Gen. Mgr.....Joe Dobbs  
 Program Director.....Joe Silva  
 Chief Engineer.....James D. Pettinato

Membership.....RAB  
 Representative.....Indie Sales  
 Gen., Sta. Mgr.....T. H. Oppgard  
 Comm. Mgr.....C. R. Taylor  
 Prog. Dir., Chief Engineer.....R. L. French

**WEJL—Scranton—1950**

Frequency: 630 Kc.....Power: 500 Watts d.  
 Owned-Oper. By Edward & Elizabeth Lynett  
 Address.....Penn Ave. at Spruce  
**News Service**.....UP, AP  
 Newspaper Affil.....Times  
 Trans. Ser.....Standard, Lang-Worth  
 Membership.....RAB, NARTB  
 Station Rep.....Meeker  
 Gen., Sta. Mgr.....Cecil Woodland  
 Program Director.....Hugh Connor  
 Pub. Dir.....Bill Pierce  
 Chief Eng.....Guy Rauer

**WMAJ—State College—1945**  
**MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Centre Bcstrs., Inc.  
 Bus. Studio Address.....Box 888  
**News Service**.....AP  
 Transcription Service.....World  
 General Manager.....Mrs. Alethea Ulerich  
 Station Manager.....Milton Bergstein

**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.  
**News Service**.....AP  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....David M. Baltimore  
 Station Mgr.....Barry Sherman  
 Comm. Mgr.....Bert Oliver  
 Sales Prom. Mgr.....Barry Sherman  
 Program Dir.....David L. Griffiths  
 Chief Engineer.....Willard Shimski

**WPPO—Stroudsburg—1947**

Frequency: 840 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Pocono Bcstg., Inc.  
 Business-Studio Address.....578 Main St.  
**News Service**.....UP  
 Newspaper Affil.....Record  
 Representative.....Radio-TV 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

**WISL—Shamokin—1948**  
**MBS**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Bus. Studio Address.....Rock & Sunbury Sts.  
**News Service**.....AP  
 Transcription Service.....World  
 Representative.....Forjoe  
 Membership.....NARTB  
 President.....Henry W. Lark  
 Sta. Mgr.....Richard Owen  
 Chief Engineer.....Ray Williard

**WKOK—Sunbury—1933—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sunbury Bcstg. Corp.  
 Bus. Studio-Transmitter.....1150 N. Front St.  
**News Service**.....AP  
 Membership.....NARTB  
 Newspaper Affil.....Daily Item  
 President.....Harry H. Haddon  
 Comm., Sales Prom. Mgr.....C. Donald Walther  
 General Manager.....Homer R. Smith  
 Program Director.....Michael J. Kane  
 Publicity Director.....Malcolm E. Arter  
 Chief Engineer.....John W. Keller, Jr.

**WPIC—Sharon—1938**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Sharon Herald Bcstg. Co.  
 Business Address.....P. O. Box 541  
**News Service**.....UP  
 Transcription.....Associated, World, Thesaurus  
 Representative.....Adam J. Young, Jr.  
 Pres., Gen. Sta. Mgr.....John Fahline, Jr.  
 Program Director.....Harold R. Smith  
 Chief Engineer.....A. C. Heck

**WTIV—Titusville—1955**

Frequency: 1290 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Crawford Cty. Bcstg. Corp.  
 Address.....P. O. Box 184  
**News Service**.....AP  
 Transcription.....World  
 Representative.....V. D. Lindeman, Jr.  
 Membership.....NARTB, RAB  
 Manager.....Robert H. Sauber

**WVSC—Somerset—1950**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Somerset Bcstg. Co.  
 Address.....P. O. Box 231  
**News Service**.....UP

**WTRN—Tyrone—1954**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned.....Tyrone Bcstg. Co.  
 Address.....1006 Logan Ave.  
**News Service**.....UP  
 Trans. Ser.....World  
 President.....C. H. Simpson  
 V.P., Gen. Mgr.....John A. Fay  
 Station Manager.....Lee C. Ray



**WMBS—Uniontown—1927**  
CBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By Fayette Bdcstg. Corp.  
Address Fayette Nat. Bank Bldg.  
Representative Meeker Asso., Inc.  
Sta. Mgr., Prog. Dir. James Gismondi  
Comm., Sls. Prom. Mgr. Frederick David

**WNAE—Warren—1946**

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned-Oper. By N. Allegheny Bdcstg. Co.  
Address 310 Second Ave.  
News Service AP  
Transcription Service Thesaurus  
Membership NARTB, RAB  
Pres., Gen. Mgr. David Potter, Jr.  
Comm. Mgr. James Potter  
Sales Prom. Mgr. Frank Foster  
Prog. Dir. Leroy Schneck  
Pub. Dir. Dick Bove  
Chief Eng. Homer Haines

**WJPA—Washington—1942**  
MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Washington Bcstg. Co.  
Bus. Address George Washington Hotel  
News Service UP  
Transcription Service Thesaurus  
Representative Joseph Hershey McGillvra  
Membership NARTB  
Managing Director A. Boyd Siegel  
Gen., Prom. Mgr., Prog., Pub. Dir.  
John L. Merdian  
Chief Eng. Andrew Gaidos

**WAYZ—Waynesboro—1953**  
KBS

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Oper. By Richard Field Lewis Jr.  
Address 21 W. Main St.  
President Richard Field Lewis Jr.  
General Manager Sam Hanshaw

**WNBT—Wellsboro—1955—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Farm & Home Bcstg. Co.  
Address 89 Main St.  
News Service UP  
Transcription World  
President C. H. Simpson  
V.P., Gen. Manager John A. Fay  
Station Manager Robert Kahle  
Account Exec. Ed Stevens  
Chief Engineer Robert Barton

**WBAX—Wilkes-Barre—1922**  
MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Anna Stenger  
Business-Studio Address 85 W. Union St.  
News Service UP

Representative Burn-Smith  
Licensee Anna Stenger  
Gen., Comm. Manager John H. Stenger  
Program Director Ed Kusma  
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.  
News Service AP  
Transcription Service Lang-Worth  
Representative Headley-Reed  
Membership NARTB  
Pres., Gen. Mgr. David M. Baltimore  
Comm. Mgr. Ernest Lewis  
Operations Director F. D. Coslett  
Program Director Robert Schumacher  
Chief Engineer Charles Szkoski, Sr.

**WHWL—Wilkes Barre—1946**

(See Nanticoke Listing)

**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.  
News Service AP  
Transcription Service Thesaurus  
Representative Avery-Knodel  
Membership NARTB  
President Mitchell Jenkins  
Exec. Vice President Roy E. Morgan  
Treasurer Thomas P. Shelburne  
Sales Prom. Mgr., Pub. Dir. Marlene Scalfido  
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  
News Service AP  
Transcription Standard  
Representative Donald Cooke  
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  
Pub. Dir. W. Richard Carlson  
Chief Engineer Norman Briggs

**WRAK—Williamsport—1930**  
NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By WRAK, Inc.  
Address 1559 West 4th St.  
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  
 Representative ..... Burn-Smith  
 News, Affil. .... Grit Publishing Co.  
 News Service ..... UP  
 Transcription ..... World  
 Membership ..... NARTB, RAB  
 President ..... Harry J. W. Klessling  
 Gen., Sta. Manager ..... Woodrow W. Ott  
 Program Director ..... Louis C. Cate  
 Comm., Sales Prom. Mgr. .... Phil Lane  
 Publicity Director ..... Albert Decker  
 Chief Engineer ..... Carl Steinbacher

**WNOV—York—1948**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Helm Coal Co.  
 Business-Studio Address ..... 25 S. Duke St.  
 Transcription Service ..... Lang-Worth  
 Representative ..... Robt. S. Keller  
 Membership ..... RAB

General Manager ..... Lowell W. Williams  
 Program Director ..... H. E. Daugherty  
 Comm. Mgr. .... Richard E. Burg  
 Chief Engineer ..... G. Winter

**WORK—York—1932—NBC**

Frequency: 1350 Kc. .... Power: 5000 d.; 1000 n.  
 Owned-Oper. By ..... Associated Bcstrs.  
 Business-Studio Address ..... 13 S. Beaver St.  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 Membership ..... NARTB  
 Representative ..... Robert Meeker  
 Station Executive ..... Clair R. McCollough  
 Station Manager ..... Clare I. Miller  
 Natl. Sales Mgr. .... J. Robert Gullick  
 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 Bdcstg. Co.  
 Address ..... Box 910  
 News Service ..... AP  
 Transcription ..... World  
 Membership ..... NARTB, RAB  
 Representative ..... Young  
 President ..... Louis J. Appell  
 Comm., Sales Prom. Mgr., Pub. Dir. . P. K. Eberly  
 Prog. Dir. .... Robert Shipley  
 Chief Engineer ..... Arthur Hafer

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NEW ENGLAND**

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# Rhode Island

Pop. March 1 (Est.) 832,000—Families 252,000  
Radio Homes 244,000—TV Homes 226,000—Stations in State 11

## WADK—Newport—1948 KBS

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By The Aquidneck Bcstg. Corp.  
Address Box 367  
News Service AP  
Transcription Service World  
Representative Walker  
Pres., Gen. Mgr. Milton E. Miller  
Comm. Mgr. Frank Booth  
Sales Prom. Mgr. George McNamara  
Prog. Mgr. Bill Sheridan  
Chief Engineer Luigi Bianco

## WPAW—Pawtucket—1950

Frequency: 550 Kc. Power: 1000 Watts d.  
Owned-Oper. By Roger Williams Bcstg. Co.  
Address 34 N. Union St.  
News Service UP  
Representative Nona Kirby  
Membership NARTB  
Station Manager Allen Jones  
Sales Manager Noel C. Breault

## WEAN—Providence—1922 ABC-MBS-YANKEE

Frequency: 790 Kc. Power: 5 Kw. d.  
Owned Providence Journal Co.  
Address 75 Fountain St.  
News Affil. Providence Journal-Bulletin  
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.  
News Service AP, UP  
Representative Blair  
Membership NARTB, RAB  
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.  
Representative Indie  
News Service INS  
Transcription Associated, SESAC  
Commercial Mgr. Earl Casleman  
Gen., Sta. Manager Antonio Pace

## WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts  
Owned Providence Radio, Inc.  
Address 209 Weybosset St.  
News Service AP  
Rep. John E. Pearson, Harry Wheeler  
Membership NARTB, RAB  
President, Gen. Mgr. Edwin T. Elliot  
Station, Sales Prom. Mgr. John F. Crohan  
Comm. Mgr. John F. Maurer  
Program Director Sherm Strickhouser  
Publicity Director Jim Mendes  
Chief Engineer Paul Garvo

## WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Oper. By Intercity Bcstg. Co.  
Business-Studio Address 144 Westminster St.  
Representative Headley-Reed, Kettel-Carter  
President Frank W. Miller, Jr.  
General Mgr. Robert T. Engles  
Business Mgr. John E. Metts  
Comm. Mgr. Harry L. Case  
Sales Prom. Mgr. Milo J. Berking  
Prog. Director C. George Taylor  
Pub. Director Bruce L. Williamson  
Chief Engineer Carroll A. Philbrook

## WJAR—Providence—1922 NBC

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By The Outlet Co.  
Business-Studio Address 176 Weybosset St.  
News Service AP, INS  
Membership NARTB  
Representative Weed  
Vice Pres., Treas. George O. Griffith  
General Manager David Shurtleff  
Comm. Manager Arthur Gordon  
Chief Engineer Thomas C. J. Prior  
(See Page 274)

## WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned Oper. By Radio Westerly, Inc.  
Address 34 Main St.  
News Service UP  
Representative Walker  
Pres., Gen. Mgr. Ted Estabrook  
Sls. Prom. Mgr. Joe Corey  
Comm. Mgr. Dot Kidder  
Chief Engineer Charles Austin

## WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts  
Owner Friendly Bcstg. Co., Inc.  
Address 814 Diamond Hill Road  
News Service UP  
Membership NARTB, RAB  
President, Gen. Manager Joseph Britt  
Comm. Manager John Thomas

## WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts



Owned-Oper. By . . . . . Woonsocket Bcstg. Co.  
 Business-Studio Address . . . . . 99 Main St.  
 News. Affil. . . . . Evening Call Pub.  
 News Service . . . . . AP  
 Transcription . . . . . World  
 Membership . . . . . NARTB  
 Station Rep. . . . . Grant Webb, Nona Kirby

President . . . . . Millicent S. Palmer  
 Sta. Mgr. . . . . Zel Levin  
 Gen. Mgr. . . . . Buell W. Hudson  
 Prog. Dir. . . . . Frank E. Titus, Jr.  
 Chief Engineer . . . . . Harold M. Belknap  
 Sales Director . . . . . Eugene Mailloux

## South Carolina

Pop. March 1 (Est.) 2,387,000—Families 588,000  
 Radio Homes 562,000—TV Homes 398,000—Stations in State 59

### WAKN—Aiken—1952—KBS

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By Aiken Electronics Adv. Corp.  
 Address . . . . . Box 811  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . RAB  
 President . . . . . John Mare  
 General Manager . . . . . W. Randall Davidson  
 Commercial Mgr. . . . . Wayne Mashburn  
 Program Director . . . . . Ronald Martin  
 Chief Engineer . . . . . Allen Askins, Jr.

### WBEU—Beaufort—1954 KBS

Frequency: 960 Kc. . . . . Power: 1 Kw.  
 Owned . . . . . Beaufort Bcstg. Co.  
 Address . . . . . Beaufort  
 News Service . . . . . UP  
 Trans. Service . . . . . World  
 President . . . . . John M. Trask  
 General Manager . . . . . W. C. Bochman  
 Comm. Mgr. . . . . Carson Rembert  
 Program Director . . . . . Hugh Ward  
 Chief Engineer . . . . . Don Shannon

### WAIM—Anderson—1935 CBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Wilton E. Hall  
 Address Trans. Local . . . . . 321 Kingsley Road  
 News Service . . . . . INS  
 Newspaper Affil. . . . . Independent, Daily Mail  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Headley-Reed  
 Owner . . . . . Wilton E. Hall  
 Gen. Sta. Mgr. . . . . Glenn P. Warnock  
 Commercial Mgr. . . . . G. P. Browne  
 Sales Prom. Mgr. . . . . V. Barath  
 Program Director . . . . . Marshall Gaillard  
 Chief Engineer . . . . . Earl Cosens

### WHPB—Belton—1955

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Community Bcstg. Co.  
 Address . . . . . P. O. Box 426  
 News Service . . . . . UP  
 Transcription . . . . . Associated, Standard  
 General Mgr. . . . . James H. Lee  
 Program Director . . . . . Charles Smith

### 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  
 News Service . . . . . AP  
 Representative . . . . . Indie Sales  
 Exec. Vice President . . . . . Y. W. Scarborough, Jr.  
 General Manager . . . . . Neil Terrell  
 Chief Engineer . . . . . John Gronert

### WANS—Anderson—1949 MBS-KBS

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Carolina Bcstrs.  
 Address . . . . . Box 211  
 Transcription Service . . . . . Standard  
 Representative . . . . . Devney  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . C. R. Johnson, Sr.  
 Program Director . . . . . C. W. Martin  
 Comm. Mgr. . . . . Carroll S. Lee  
 Chief Engineer . . . . . Alfred W. Pratt

### WAGS—Bishopville—1954 KBS

Frequency: 1380 Kc. . . . . Power: 1 Kw.  
 Owned . . . . . Lee County Bcstg. Co.  
 Address . . . . . P. O. Box 168  
 News Service . . . . . AP  
 Trans. Ser. . . . . World  
 Station Rep. . . . . Interstate  
 Partners . . . . . J. F. Coggins, E. L. B. Osborne  
 Comm. Prom. Mgr. . . . . John Martin  
 General Manager . . . . . Joe Morris  
 Program Director . . . . . William Fields  
 Chief Engineer . . . . . Norbert Tessier

### WBAW—Barnwell—1953

Frequency: 740 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . WBAW, Inc.  
 News Service . . . . . UP  
 Representative . . . . . Hil F. Best  
 Transcription Service . . . . . World  
 Newspaper Affil. . . . . Seneca Journal  
 President . . . . . J. A. Gallimore  
 General Mgr. . . . . Joe Wilder

### WACA—Camden—1948

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Station WACA  
 Address . . . . . Camden



**News Service** .....UP  
**Transcription Service**.....Thesaurus  
**President**.....Haygood S. Bowden  
**General Manager**.....Tom Richards  
**Commercial Manager**.....C. Ballard  
**Program Director**.....A. A. Amodio

**WCSC—Charleston—1930**  
**CBS**

**Frequency:** 1390 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By** .....WCSC, Inc.  
**Address**.....485 East Bay St.  
**News Service** .....UP  
**Transcription Service**.....World  
**Rep.**.....Peters, Griffin, Woodward, Inc.  
**Membership** .....NARTB, RAB  
**President**.....John M. Rivers  
**Gen. Mgr.**.....John B. Hearne  
**Program Director**.....Al Stone  
**Pub. Dir., Nat. Sales Mgr.**.....Annie Lee Small  
**Prod. Co-ord.**.....Alexandria Dengate  
**Chief Engineer**.....Wilbur Albee

**WHAN—Charleston—1946**  
**MBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Charleston Bcstg. Co.  
**Business Address**.....P. O. Box 183  
**News Service** .....UP  
**Representative** .....Walker  
**Membership** .....NARTB  
**Pres., Gen. Manager**.....H. C. Weaver  
**Program Director**.....Ray Thomas  
**Comm. Mgr., Ch. Eng.**.....William P. Birchfield

**WPAL—Charleston—1947**

**Frequency:** 730 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Speidel-Fisher Bcstg. Corp.  
**Business-Studio Address**.....149 Wentworth St.  
**Representative** .....Forjoe, Dora-Clayton  
**Pres., Gen. Mgr.**.....Albert T. Fisher, Jr.  
**Sta., Comm., Sales Prom. Mgr., Pub. Dir.**  
 Bob Chrystie  
**Program Director**.....Louise Withrock  
**Chief Engineer**.....Joe Sarko

**WTMA—Charleston—1939**  
**NBC**

**Frequency:** 1250 Kc.....**Power:** 5000 d.; 1000 a.  
**Owned-Oper. By**.....Atlantic Coast Bcstg. Co.  
**Business Address** .....133 Church St.  
**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**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Low Country Bcstg. Co.  
**Address**.....42 10th Ave.  
**News Service** .....UP

**Representative** .....Pearson  
**President**.....Sol Panitz  
**Gen., Sta. Manager**.....E. H. Keown  
**Comm. Manager**.....Barry Winton

**WCRE—Cheraw—1953—KBS**

**Frequency:** 1420 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Radio Cheraw Inc.  
**Address** .....Box 631  
**Transcription** .....SESAC  
**Representative** .....Ayers, Best, Keystone  
**News Service** .....UP  
**President**.....Roy F. Zess  
**Gen., Comm., Sales Prom. Mgr., Prog. Dir.**  
 Jack L. Shiver  
**Chief Engineer**.....Ralph Haneman

**WGCD—Chester—1948**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Dispatch Pub. Co.  
**Address**.....128 Main St.  
**Newspaper Affil.**.....Dispatch Publ. Co.  
**Trans. Ser** .....SESAC  
**Station Rep.** .....McGillvra  
**President** .....C. V. Sink  
**Gen., Sta., Comm. Mgr.**.....John T. Cashion  
**Sec'y-Treas.**.....Joe Sink

**WCOS—Columbia—1939**  
**ABC**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Radio Columbia  
**Address**.....Cornel Arms Bldg.  
**News Service** .....AP  
**Transcription Service** .....World  
**Representative** .....Headley-Reed  
**Membership** .....NARTB, RAB  
**Pres., Gen. Mgr.**.....Charles W. Pittman  
**Sales Manager**.....Hub Terry  
**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.  
**News Service** .....AP  
**Transcription Service**.....Thesaurus  
**Representative**.....Peters, Griffin, Woodward, Inc.  
**Membership** .....NARTB, RAB  
**President**.....B. Calhoun Hipp  
**General Manager**.....G. Richard Shafto  
**Managing Director**.....W. Frank Harden  
**Dir. Admin. Services**.....J. D. Saumenig  
**Sales Manager**.....David A. Moss  
**Promotion Director**.....Lillian Davis  
**Prod. Mgr.**.....Mackie Quave  
**Chief Engineer**.....John W. Watts

**WMSC—Columbia—1945**  
**CBS**

**Frequency:** 1320 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....WMSC Radio, Inc.  
**Business-Studio Address**.....1127 Lady St.

**News Service** ..... UP  
**Transcription Service** ..... Standard, SESAC  
**Representative** ..... H.R. Ayer  
**Membership** ..... NARTB, RAB  
**Pres., Gen., Sta., Comm. Mgr.** ..... C. W. Martin  
**Prog. Dir.** ..... Gray Olive  
**Chief Engineer** ..... C. E. Stone, Jr.

**WNOK—Columbia—1947**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Palmetto Radio Corp.  
**Address** ..... 1811 Main St., Box 5307  
**News Service** ..... AP  
**Representative** ..... Raymer  
**Membership** ..... NARTB  
**Gen. Mgr.** ..... H. Moody McElveen, Jr.  
**Commercial Manager** ..... G. Quick  
**Program Director** ..... Jack Cook  
**Chief Engineer** ..... Charlton Bowers

**WOIC—Columbia—1954**

**Frequency:** 1470 Kc. .... **Power:** 5 Kw., d.  
**Owned-Oper. By** ..... Speidel Fisher Bcstg. Co.  
**Address** ..... Barringer Bldg.  
**Representative** ..... Walker, Dora-Clayton  
**Membership** ..... NARTB, RAB  
**President** ..... Albert T. Fisher, Jr.  
**Gen., Sta., Comm. Mgr.** ..... Russell George  
**Sales Prom. Mgr.** ..... Frankie Porter  
**Prog. Dir.** ..... James Carter  
**Chief Engineer** ..... William Bridges

**WLAT—Conway—1945**  
**MBS**

**Frequency:** 1330 Kc. .... **Power:** 1000 Watts  
**Owned** ..... Coastal Broadcasting Co.  
**Address** ..... U. S. Highway 501 N.W., Box 799  
**News Service** ..... AP  
**Representative** ..... McGillvra  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.** ..... L. M. Hawley  
**Comm. Mgr.** ..... Jack E. Hawley  
**Program Director** ..... Hamp Smith  
**Chief Engineer** ..... H. L. Hanks

**WFPD—Darlington—1955**

**Frequency:** 1350 Kc. .... **Power:** 500 Watts  
**Owned** ..... Darlington Broadcasting Co.  
**Address** ..... Box 277  
**News Service** ..... UP  
**Transcription** ..... Lang-Worth  
**Representatives** ..... Hil F. Best  
**Membership** ..... NARTB  
**President** ..... Robert Hilker  
**Gen. Mgr.** ..... J. Norman Young  
**Comm. Mgr.** ..... Ted Y. Preva te  
**Sls. Prom. Mgr.** ..... Bill Hopkins  
**Program Director** ..... Graham Caddell  
**Publicity Director** ..... Jackie Sansbury  
**Chief Engineer** ..... George Webb

**WDSC—Dillon—1946—ABC**

**Frequency:** 800 Kc. .... **Power:** 1000 Watts o.  
**Owned-Oper. By** ..... Border Bcstg. Co., Inc.  
**Address** ..... U. S. Highway 301  
**Representative** ..... Gill-Perna

**News Service** ..... UP  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.** ..... Joseph Martin  
**Station Mgr., Prom. 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  
**Representative** ..... Indie Sales  
**Membership** ..... RAB  
**News Service** ..... UP  
**Transcription** ..... Associated, Standard  
**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  
**News Service** ..... UP  
**Transcription Service** ..... Thesaurus  
**Membership** ..... NARTB, RAB  
**Representative** ..... Walker, Dora-Clayton  
**President** ..... Eugene E. Stone  
**Gen., Sta. Mgr.** ..... Paul H. Benson, Jr.  
**Chief Engineer** ..... Frank Jenne

**WOLS—Florence—1937**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Florence Bcstg. Co., Inc.  
**Business-Studio Address** ..... 151 S. Dargan St.  
**Transcription** ..... SESAC  
**Pres., Gen. Mgr.** ..... Melvin Purvis

**WFGN—Gaffney—1948**

**Frequency:** 1570 Kc. .... **Power:** 250 Watts d.  
**Owned-Oper. By** ..... Cherokee Radio Co., Inc.  
**Address** ..... P. O. Box 759  
**News Service** ..... UP  
**Representative** ..... Radio-TV Promotion Synd.  
**President** ..... A. Ray Godshall  
**Gen., Sta. Mgr.** ..... Morton E. Green

**WGTN—Georgetown—1949**  
**MBS**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Georgetown Bcstg. Co.  
**Address, Trans. Loc.** ..... 216 Fraser St.  
**Station Rep.** ..... Donald Cooke  
**News Service** ..... UP  
**Transcription** ..... Lang-Worth  
**Membership** ..... NARTB  
**Pres., Gen. Manager** ..... J. B. Delzell  
**Commercial Manager** ..... Allen Wester  
**Program Director** ..... M. A. Delzell

**WQOK—Greenville—1950**  
**CBS**

**Frequency:** 1440 Kc. .... **Power:** 5 Kw., d.

**Owned-Oper. By**...Piedmont Bcstg. Co., Inc.  
**Address**.....3 College St.  
**Transcription Service**.....Associated  
**Representative**.....Walker, Dora-Clayton  
**Membership**.....NARTB  
**President**.....Albert T. Fisher, Jr.  
**Managing Director**.....James G. Meade  
**General Manager**.....James K. Whitaker  
**Prog. Dir.**.....Jerry Mosteller

**WESC—Greenville—1947**

**Frequency**: 660 Kc.....**Power**: 5000 Watts d.  
**Owned-Operated By**.....Greenville Bcstg. Co.  
**Business-Studio Address**.....1 College St.  
**News Service**.....AP  
**Representative**.....Rambeau, Brown  
**Membership**.....NARTB, RAB  
**President**.....(Mrs.) Christie K. Meade  
**General Mgr.**.....J. Davenport  
**Commercial Manager**.....William Ingram  
**Program Director**.....B. A. Krieger  
**Publicity Director**.....Betty Jo McGuire  
**Asst. Mgr.**.....I. Wayne Davis  
**Chief Engineer**.....J. Harold White

**WFBC—Greenville—1933**  
NBC

**Frequency**: 1330 Kc.....**Power**: 5000 Watts  
**Owned-Oper. By**.....WMRC, Inc.  
**Bus.-Studio Address**.....505 Rutherford St.  
**News Service**.....AP  
**Newspaper Affil.**.....News-Piedmont  
**Transcription**.....SESAC  
**Representative**.....Avery-Knodel  
**Membership**.....NARTB, RAB  
**President**.....R. A. Jolley  
**Sta. Mgr.**.....Bruce Buchanan  
**Comm. Mgr.**.....Keener Garrett  
**Pub. Dir., Prom. Mgr.**.....Lidie Walters  
**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  
**Station Representative**.....Cooke  
**Pres., Gen. Mgr.**.....C. F. Cope  
**Comm. Mgr.**.....A. B. Robinson  
**Sls. Prom. Mgr., Pub. Dir.**.....Max Mace  
**Sta. Mgr., Prog. Dir., Chief Eng.**.....W. T. Arrington

**WMUU—Greenville—1949**

**Frequency**: 1260 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Bob Jones Univ.  
**Address**.....Greenville  
**Trcms. Service**.....SESAC, Lang-Worth  
**Station Rep.**.....Continental  
**Membership**.....RAB  
**President**.....Dr. Bob Jones, Jr.  
**General Manager**.....R. K. Johnson  
**Station Manager**.....Jim Ryerson  
**Comm. Manager**.....David Yearick  
**Program Director**.....Jack Buttram  
**Pub. Dir.**.....Elmer Rumminger  
**Chief Engineer**.....Robert Devine

**WCBS—Greenwood—1941—NBC**

**Frequency**: 1450 Kc.....**Power**: 250 Watts  
**Owned**.....Grenco, Inc.  
**Address**.....P. O. Box 868  
**News Service**.....AP  
**Transcription Service**.....Thesaurus  
**Representative**.....Clark, Ayers  
**President**.....Douglas Featherstone  
**Gen., Sta. Mgr.**.....Dan Crosland  
**Commercial Mgr.**.....Ralph Norman

**WGSW—Greenwood—1953**  
MBS-KBS

**Frequency**: 1350 Kc.....**Power**: 1000 Watts d.  
**Owned**.....Radio Greenwood, Inc.  
**Address**.....Edward Arms Bldg.  
**News Service**.....UP  
**Representative**.....Indie Sales; Dora-Clayton  
**President**.....W. C. Woodall, Jr.  
**Manager**.....George B. Cook, Jr.

**WCKI—Greer—1955**

**Frequency**: 1300 Kc.....**Power**: 1 Kw.  
**Owned-Oper. By**.....Greer Radiocasting Co.  
**Address**.....P. O. Box 431  
**Representative**.....Best  
**Pres., Comm. Mgr.**.....Gibson Bruce  
**Gen. Mgr., Prog. Dir.**.....Vernon T. Fox  
**Sales Prom. Mgr.**.....F. G. Benefield  
**Promotion Manager**.....W. L. Southerland

**WEAB—Greer—1947—KBS**

**Frequency**: 800 Kc.....**Power**: 250 Watts d.  
**Owned-Oper. By**.....Greer Bcstg. Co.  
**Address**.....Jones Rd.  
**News. Affil.**.....The Citizen  
**News Service**.....UP  
**Transcription Service**.....World  
**Pres., Gen. Mgr.**.....E. A. Burch  
**Sales Prom. Mgr.**.....James Roper  
**Program Director**.....Betty Beers  
**Chief Engineer**.....William Martin

**WHSC—Hartsville—1946**  
MBS-KBS

**Frequency**: 1450 Kc.....**Power**: 250 Watts  
**Owned**.....Hartsville Bcstg. Co., Inc.  
**Address**.....1306 College Ave.  
**News Service**.....AP  
**Transcription Service**.....Capitol  
**V.P., Gen. Mgr.**.....Raymond Caddell  
**Commercial Mgr.**.....Oby B. Lyles  
**Publicity Dir.**.....Eleanor Flowers  
**Chief Engineer**.....J. E. Parker

**WDKD—Kingtree—1949**

**Frequency**: 1300 Kc.....**Power**: 5000 Watts d.  
**Owned-Operated By**.....Palmetto Bcstg. Co.  
**Address**.....P. O. Box 450  
**News Service**.....AP  
**Transcription Service**.....Thesaurus  
**Pres., Prom., Gen. Mgr.**.....E. G. Robinson, Jr.  
**General Manager**.....E. G. Robinson, Jr.  
**Comm. Manager**.....Arnold Graham



Program Director.....Carroll Godwin  
 Pub. Director.....Glenn French  
 Chief Engineer.....Walter Turner

### WJOT—Lake City—1953 MBS

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned.....Lake Bcstg. Corp.  
 Address.....10 S. Acline Ave.  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Donald Cooke, Inc.  
 President, Gen. Mgr.....J. Olin Tice, Jr.  
 Sta. Mgr.....Harry Hyman  
 Comm. Mgr.....H. J. Palmer  
 Prog. Dir.....Frances M. Tice  
 Chief Engineer.....Clarence Jackson

### WLCM—Lancaster—1951 KBS

Frequency: 1360 Kc.....Power: 1000 Wtts d.  
 Owned-Operated By.....Royal Bcstg. Co.  
 Address.....103 S. Catawba St.  
 News Service.....AP  
 Station Rep.....Media Sales  
 Transcription Service.....Thesaurus, World  
 President.....Charles Connelly  
 General Manager.....William Coble

### WLBG—Laurens—1948

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Laurens-Clinton Bcstg. Co.  
 Business Address.....Box 642, Laurens  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Indie Sales  
 President.....James R. Dalrymple, Jr.  
 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 & Marion Bcstg. Co.  
 Address.....Highway 76, P. O. Box 41  
 News Service.....AP  
 Transcription Service.....Lang-Worth. SESAC  
 President.....W. G. Smith  
 Gen. Mgr.....James F. Ramsey  
 Prog. Dir.....Gene Lewis  
 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.  
 News Service.....UP  
 Representative.....Cooke  
 President.....James Olin Tice, Jr.  
 Gen., Sta., Sls. Mgr., Pub. Dir.....J. G. Kenworthy  
 Comm. Manager.....Phil Rice  
 Program Director.....Robert Thompson  
 Chief Engineer.....W. G. Griffin

### WKDK—Newberry—1946 MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.  
 Address, Trans.....11 Radio Dr.  
 Representative.....Interstate United Newspapers  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 President.....James F. Coggins

### WDIX—Orangeburg—1946 ABC

Frequency: 1150 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....WDIX, Inc.  
 Address.....Whitman St. Ext.  
 News Service.....AP  
 Station Rep.....Devney, Holman, Forjoe  
 Membership.....NARTB  
 President.....Charles S. Henerey  
 General Manager.....Frank B. Best  
 Comm., Sls. Prom. Mgr.....Norman M. Matthews  
 Program Director.....Gene Bardo  
 Chief Engineer.....Gus Browning

### WTND—Orangeburg—1948 KBS

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WTND, Inc.  
 Address.....1 Memorial Plaza  
 News Service.....UP  
 Representative.....Thos. F. Clark  
 Pres., Gen. Manager.....J. I. Sims  
 Prog. Dir.....L. R. Rhame  
 Engineers.....W. L. Styles, I. P. Herrington

### 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.  
 News Service.....AP  
 Representative.....McGillvra  
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.  
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty  
 Comm. Mgr., Sls. Mgr., Pub. Dir.....H. S. Gault

### WTYC—Rock Hill—1949

Frequency: 1150 Kc.....Power: 1 Kw. d.  
 Owned.....Tri-County Bcstg. Corp.  
 Address.....P. O. Box 1091  
 News Service.....UP  
 Representative.....Indie Sales  
 Membership.....RAB  
 President.....T. Lamar Simmons  
 Gen., Sta. Mgr., Prog. Dir.....E. L. Burwell  
 Comm. Mgr.....Arnold Baynard  
 Sls. Prom. Mgr.....R. F. Adams  
 Pub. Dir.....Jack Howe  
 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  
 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.  
 News Service .....AP  
 Trans. Ser. ....World  
 Membership .....NARTB  
 President.....W. Ennis Bray  
 Gen., Sta. Mgr., Prog. Dir...Raymond C. Starr  
 Commercial Manager.....W. Reid Bray  
 Publicity Director.....Anthony Brooks  
 Sales Prom. Mgr.....Joe Tillittson  
 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.  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative.....Paul H. Raymer  
 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.  
 News Service .....UP  
 Transcription Service .....Standard  
 Membership .....NARTB, RAB  
 Representative .....Hollingbery  
 President.....Walter J. Brown  
 Station Manager.....Roger A. Shaffer  
 Commercial Manager.....Ross M. Holmes  
 Program Director.....Henry Bussey  
 Chief Engineer.....H. R. Beckholt

**WFIG—Sumter—1940**  
**MBS-KBS**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....WFIG, Inc.  
 Business-Studio Address...Radio Center Bldg.  
 News Service .....AP  
 Transcription Service .....SESAC, Capitol  
 Membership .....NARTB  
 Representative....Joseph Hershey McGillvra  
 President.....F. B. Creech, Sr.  
 General Manager.....T. Doug Youngblood  
 Comm. Manager.....Fulton B. Creech, Jr.  
 Program Director.....Paul Reidy  
 Chief Engineer.....Richard Elam

**WSSC—Sumter—1953—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Sumter Inc.  
 Address .....Box 1342  
 Representative .....Best  
 President.....J. A. Gallimore  
 General Manager.....Ed Damron  
 Comm. Manager.....H. W. Fowler  
 Prog., Pub. Director.....Lillian Davis

**WBCU—Union—1946—MBS**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Bcstg. Co. of Union, Inc.  
 Address .....210 East Main St.  
 News Service .....UP  
 Transcription Service .....World  
 Station Rep....Interstate United Newspapers  
 Pres., Gen. Mgr.....Edward L. B. Osborne  
 V.P. Sec'y.....James F. Coggins  
 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.  
 News Service .....AP  
 General Manager.....Louis M. Neale

**WYCL—York—1956**

Frequency: 1580 Kc.....Power: 250 Watts  
 Owned.....York-Clover Broadcasting Co.  
 Address .....P. O. Box 398  
 News Service .....AP  
 Transcription .....World  
 Representative .....Continental  
 President.....C. B. Sigmon  
 General Manager.....Harvey Laughter  
 Commercial Manager.....Clyde Laughter

# South Dakota

Pop. March 1 (Est.) 701,000—Families 198,000  
Radio Homes 189,000—TV Homes 108,000—Stations in State 16

## KABR—Aberdeen—1952

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Operated By... Aberdeen Bcstg. Svc.  
Address Box 173  
News Service UP  
Membership NARTB  
General Manager... D. T. Hunt

## KSDN—Aberdeen—1948 ABC

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By... Aberdeen News Co.  
Address 12 Third Ave.  
Newspaper Affil. American-News  
Representative Wood  
Membership NARTB  
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 KBS

Frequency: 1430 Kc. Power: 500 Watts  
Owned-Oper. By... Brookings Bcstg. Co.  
Address Northwest Bank Bldg.  
News Service AP  
Transcription Service World  
Pres., Sales Mgr., Prog. Dir., Chief Eng.  
Robert Reimers  
Gen., Comm. Mgr. E. C. Stangland  
Pub. Dir. Eugene Platek

## KDSJ—Deadwood—1946

Frequency: 980 Kc. Power: 1000 Watts  
Owned-Oper. By... John. Eli & Harry Daniels  
Address 745 Main  
Station Rep. Holman  
Membership NARTB  
News Service UP  
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.  
News Service UP  
Transcription Service Thesaurus  
Membership NARTB  
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  
News Service UP  
Transcription Service Lang-Worth  
Membership NARTB

Pres., Gen., Sta. Mgr., Prog. Dir. R. 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.  
News Service UP  
Pres., Gen., Comm., Prom. Mgr., Prog., Pub.  
Dir. Ida A. McNeil  
Chief Engineer Hugo Conrath, Jr.

## KOTA—Rapid City—1936 CBS-KBS

Frequency: 1980 Kc. Power: 5000 Watts  
Owned-Oper. By... Black Hills Bcstg. Co. of  
Rapid City  
Business Address 1819 W. St. Joe St.  
News Service UP, AP  
Representative Headley-Reed  
Transcription Service Capitol  
Membership NARTB, RAB  
President, Gen. Mgr. Helen S. Duhamel  
Sales Prom. Mgr. Jack A. Crowley  
Prog., Pub. Dir. Abner H. George  
Business Manager William F. Turner  
Farm, Ranch Dir. Gene Taylor  
Chief Eng. Robert Musfeldt

## KRSD—Rapid City—1953

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Heart of the Black Hills  
Address P. O. Box 609  
News Service UP  
Trans. Ser. Thesaurus  
General Manager Eli Daniels

## KELO—Sioux Falls—1937 NBC

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By... Midcontinent Bcstg. Co.  
Bus.-Studio Address Phillips Ave.—8th St.  
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 Jim Molohon  
Chief Engineer Lester Froke

## KIHO—Sioux Falls—1948 MBS

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By... Ware Bcstg. Corp.  
Address 218 South Main Ave.  
News Service UP  
Representative Pearson  
Trans. Ser. World  
Pres., Gen. Mgr. Les Ware

Sta., Comm. Mgr. . . . . Ben Butler  
 Pub. Director . . . . . Lloyd Revier  
 Chief Eng. . . . . Ralph Maples

**KISD—Sioux Falls—1948**  
**KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KISD, Inc.  
 Bus. Studio Address . . . . . 3631 W. 12 St.  
 News Service . . . . . AP  
 Station Representative . . . . . Cooke  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr., Prog. Dir. . . . . Verl Thompson  
 Comm. Manager . . . . . Roland Phillip  
 Sls. Prom. Manager . . . . . Vyrne Linton  
 Publicity Director . . . . . Vi Overby  
 Chief Engineer . . . . . Dick Perry

**KS00—Sioux Falls—1927**  
**ABC**

Freq.: 1140 Kc. . . . . Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By . . . . . Sioux Falls Bcstg. Asso., Inc.  
 Address . . . . . 317 S. Phillips Ave.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Station Representative . . . . . Avery-Knodel, Inc.  
 President . . . . . Morton Henkin  
 Vice Pres. . . . . George R. Hahn  
 Comm. Mgr. . . . . Orrin Melton  
 Prog. Dir. . . . . Ray Loftness  
 Chief Engineer . . . . . Max E. Pierce

**KWAT—Watertown—1940**  
**MBS**

Frequency: 950 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Midland Natl. Life Ins. Co.  
 Address . . . . . Watertown

News Service . . . . . AP  
 Transc. Service . . . . . Standard, World  
 Representative . . . . . Gill-Perna  
 Membership . . . . . NARTB, RAB  
 President . . . . . H. Smith Hagen  
 Gen., Sta., Comm. Mgr. . . . . Ross E. Case  
 Program Director . . . . . Gene Branter  
 Sales Prom. Mgr. . . . . B. J. Kinney  
 Pub. Director . . . . . Rich Petershagen  
 Chief Engineer . . . . . Francis Alwin

**KYNT—Yankton—1955—KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Yankton Bcstg. Co.  
 Address . . . . . 214½ W. 3rd St.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NARTB  
 President . . . . . William M. Smith  
 Gen. Mgr., Exec. V.P. . . . . William E. Johnson  
 Prog. Dir. . . . . Lloyd Grant  
 Chief Engineer . . . . . James Cope

**WNAX—Yankton—1922—CBS**

Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Cowles Bcstg. Co.  
 Bus. Studio Address . . . . . 3rd & Mulberry Sts.  
 Newspaper Affil. . . . . Des Moines Register &  
 Tribune, Minn. Star Tribune  
 News Service . . . . . AP, UP  
 Transc. Service . . . . . Lang-Worth, Capitol, Cole  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, RAB  
 President . . . . . Luther L. Hill  
 General Manager . . . . . Donald D. Sullivan  
 Asst. Manager . . . . . Chris Mack  
 Commercial Manager . . . . . Nick Bolton  
 Prom. Mgr., Pub. Dir. . . . . George Greenwood  
 Program Director . . . . . Roland Peterson  
 Chief Engineer . . . . . Clifton M. Todd

**Tennessee**

Pop. March 1 (Est.) 3,494,000—Families 954,000  
 Radio Homes 905,000—TV Homes 647,000—Stations in State 87

**WLAR—Athens—1946**  
**KBS-MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Athens Bcstg. Co.  
 Business-Studio Address . . . . . Athens  
 News Service . . . . . UP  
 Newspaper Affil. . . . . Daily Post-Athehian  
 Transcription Service . . . . . Thesaurus, Keystone  
 President . . . . . Lowell F. Arterburn  
 Gen., Comm. Mgr. . . . . Buell J. Charles  
 Program Director . . . . . William P. Atkins  
 Chief Engineer . . . . . Andrew Bates

**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.

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**  
**KBS**

Frequency: 1570 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Tri-County Broadcasting Corp.  
 News Service . . . . . UP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NARTB, RAB  
 President . . . . . J. Gil Thompson  
 Gen., Sta., Prom. Mgr. . . . . Earl Carney  
 Comm. Mgr., Prog. Dir. . . . . John C. Ke r  
 Publicity Director . . . . . Louise McCaleb  
 Chief Engineer . . . . . J. W. Chessor





**WAGC—Chattanooga—1946**  
MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By WAGC Bcstg. Co.  
Address Hotel Patten  
News Service AP  
Representative Jim Ayres  
Membership NARTB, RAB  
Pres. P. F. Furlow  
Gen. Sta. Mgr. Cliff W. Bowers  
Sales Mgr. Barton T. Fellowes  
Prog. Dir. Harry Edelstein  
Chief Engineer George McMurtrie

**WAPQ—Chattanooga—1934**  
ABC

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By WAPQ Bcstg. Service  
Business-Studio Address Read House  
News Service UP  
Transcription Service Thesaurus  
Representative H-R Reprs.  
Pres., Gen. Mgr. Ramon Patterson  
Comm. Mgr. Walter Stamper

**WDEF—Chattanooga—1941**  
NBC

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Oper. By WDEF Bcstg. Co.  
Bus.-Studio Address 425 Volunteer Bldg.  
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

**WDOD—Chattanooga—1925**  
CBS

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By WDOD Bcstg. Corp.  
Address Hamilton Natl. Bank Bldg.  
News Service AP  
Transcription Service Standard, World  
Representative Paul H. Raymer  
President, Gen. Mgr. Earl W. Winger  
General Manager Norman A. Thomas  
Gen. Sales Mgr. Bryan J. Bush  
Program Director Earnest Feagans

**WDXB—Chattanooga—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By French, Inc.  
Representative Forjoe  
News Service INS  
Pres. Stephen C. French

**WMFS—Chattanooga—1951**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Operated By WMFS, Inc.

Address 835 McCallie Ave.  
Representative Pearson  
Pres., Gen. Mgr. B. F. J. Timm  
Sls. Prom. Manager Alan Burke  
Sta., Comm. Mgr., Prog., Pub. Dir. F. Webb  
Chief Eng. Glenn Channells

**WMCH—Church Hill—1954**

Frequency: 1260 Power: 1000 Watts  
Owned-Oper. By Twin Cities Bcstg.  
Address P. O. Box 4  
News Service AP  
President. Thales E. Wallace  
Comm. Manager F. R. Gentry

**WDXN—Clarksville—1954**

Frequency: 540 Kc. Power: 250 Watts  
Owned-Oper. Clarksville Bcstg. Co., Inc.  
Address Bailey Bldg.  
News Service UP  
Representative Burns-Smith  
Gen., Comm. Manager J. M. Cecil  
Sta. Mgr., Prog. Dir., Ch. Eng. J. McDonough

**WJZM—Clarksville—1941**  
MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Campbell & Shaftall  
Business-Studio Address 411 Madison St.  
News Service AP  
Transcription Service Thesaurus  
Membership NARTB, RAB  
Representative Rambeau  
Pres., Gen. Manager J. Parry Shaftall  
Sta. Mgr., Chief Eng. John Bailey  
Program Director Ernest Simmans  
Publicity Director William Brittain  
Commercial Manager Charles Malone  
Sls. Prom. Mgr. John Berwind

**WBAC—Cleveland—1945**  
MBS

Frequency: 1340 Kc. Power: 250 Watts  
Own.-Oper. By Fitch & Kile, Inc.  
Business-Studio Address 180 Central Ave.  
News Service UP  
Rep. Dora-Clayton, Gill-Perna  
Pres., Gen., Sta. Mgr. Thad E. Fitch  
Comm. Sls. Prom. Mgr. Bland Sells  
Prog., Pub. Director Paul Kirksey  
Chief Engineer William D. Stuart

**WKRK—Columbia—1946**  
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned Middle Tenn. Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address P. O. Box 71  
News Service AP  
Transcription Service World, Thesaurus  
Representative Walker  
Membership NARTB, RAB  
Pres., Gen.-Sta. Mgr. R. M. McKay, Jr.  
Sls. Prom., Comm. 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: Cookeville  
 News Service: UP  
 Representative: Continental Radio Sales  
 Membership: NARTB, RAB  
 Pres., General Manager: M. L. Medley  
 Sta. Mgr.: Stacey Mott  
 Prog. Dir.: John H. Carr  
 Chief Engineer: Claude Haston

**WKBL—Covington—1954**

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned: Tipton County Broadcasting Co., Inc.  
 Address: Roper Building  
 News Service: AP  
 Pres., Gen. Mgr.: Ken Sparks  
 Sta. Mgr., Ch. Eng.: Bill Hoffman  
 Comm., Sales Prom. Mgr.: Jack Whitehorn  
 Program Director: Bill Hazlerig  
 Publicity Director: Dick Akers

**WAEW—Crossville—1952**

**KBS**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By: WAEW, Inc.  
 Address: P. O. Box 278  
 News Service: UP  
 Membership: RAB  
 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  
 News Service: AP  
 Membership: RAB  
 Pres., Gen., Sta. Mgr.: W. Poits  
 Comm., Sls. Prom. Mgr.: Warren Medley  
 Program Director: Howell Smith  
 Chief Engineer: Richard D. Essner

**WDSG—Dyersburg—1946**

**MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: State Gazette Bcstg. Co.  
 Address: Box 58  
 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: 626½ Elk Ave.  
 Representative: Dora-Clayton, Gill-Perna  
 News Service: UP

Pres.: R. W. Turrentine, Jr.  
 Gen., Sta. Mgr.: William E. Hale  
 Comm. Mgr.: James P. Austin  
 Program Director: Harold Henley  
 Chief Engineer: Lynn R. Williams

**WCPH—Etowah—1955**

Frequency: 1220 Kc. Power: 1 Kw., d.  
 Owned-Oper. By: Morgan Bcstg. Co.  
 Address: 109 9th St.  
 Transcription: World  
 Representative: Hil F. Best  
 President, Gen. Mgr.: H. J. Morgan

**WEKR—Fayetteville—1948**

**MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Fayetteville Bcstg. Co.  
 Business-Studio Address: Box 625  
 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.  
 News Service: AP  
 President: William Ormes  
 Gen. Mgr., Ch. Engineer: Ellis F. Jones, Jr.

**WHIN—Gallatin—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Sumner County Bcstg. Co.  
 News Service: UP  
 Transcription: Capitol  
 Membership: NARTB  
 Gen. Mgr., Prog. Dir.: J. B. Thomas  
 Commercial Manager: Charles Brewer

**WGRV—Greeneville—1947**

**MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Greeneville, Inc.  
 Address: Radio Bldg.  
 News Service: UP  
 Manager: Paul Metcalfe  
 Commercial Manager: Hugh Pickel

**WHBT—Harriman—1946—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: Folkways Bcstg. Co., Inc.  
 Address: Devonian & Crescent  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Continental  
 Pres., Gen. Mgr.: William R. McDaniel

**WIRJ—Humboldt—1949**  
KBS

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By... Gibson Co. Bcstg. Co., Inc.  
Address... 210 N. 22nd Ave.  
News Service... AP  
Newspaper Affil... Courier-Chronicle  
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  
News Service... UP  
Transcription Service... World  
Representative... Headley-Reed  
Membership... NARTB  
Pres., Gen. Mgr... Aaron B. Robinson  
Sales Manager... Jack Murphy

**WJAK—Jackson—1955**

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Oper. By... Jackson Broadcasting Co.  
Address... 416 Poplar St.  
News Service... UP  
Rep... Hil F. Best, Dora-Clayton  
Membership... NARTB  
Pres... Dr. Alexander Leech  
Station Director... Robert Blow  
Comm., Sales Mgr... Gerald R. Beilke  
Program Director... Winston C. Martindale  
Chief Eng... Henry S. Lesh

**WTJS—Jackson—1931—ABC**

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By... The Sun Publishing Co.  
Bus. Studio Address... 104 Baltimore St.  
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 Elzey

**WETB—Johnson City—1947**

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Press, Inc.  
Business Address... Press Bldg.  
Representative... McGillvra  
Transcription Service... World  
News Service... AP  
Membership... NARTB, RAB  
President... Carl A. Jones  
Manager... Arthur Kelsey

**WJHL—Johnson City—1938**  
CBS

Freq.: 910 Kc. Power: 5 Kw. d., 1 Kw. n.  
208—RADIO STATIONS—R.A.  
Owned-Operated By... WJHL, Inc.  
Business-Studio Address... 145 W. Main St.  
News Service... AP, UP  
Representative... John E. Pearson  
Membership... NARTB  
Pres., Gen. Mgr... W. H. Lancaster, Jr.  
Program Director... Herbert Howard  
Sta., Comm. Mgr... K. Marsh  
Sls. Prom. Mgr., Pub. Dir... W. E. McDonald  
Spvr. Engineer... Rolland Medlar

**WKIN—Kingsport—1951**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned & Operated... WKIN, Inc.  
Address... Market & Wexler Sts.  
News Service... AP  
Transcription Service... World  
Membership... NARTB  
Representative... Walker  
Pres., Gen. Mgr... Cy N. Bahakel  
Sta., Prom. Manager... Phil Bahakel

**WKPT—Kingsport—1940**  
NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Kingsport Bcstg. Co., Inc.  
Business-Studio Address... 222 Commerce St.  
News Service... AP  
Transcription Service... Thesaurus  
Representative... Burn-Smith  
Membership... NARTB, RAB  
President... C. P. Edwards, Jr.  
Gen., Sta. Manager... Paul L. Overbay  
Commercial Mgr... Phil Weaver  
Program Dir... Martin Karant  
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.  
News Service... UP  
Transcription... Thesaurus  
Representative... Gill Perna  
Membership... NARTB, RAB  
President, Manager... John P. Hart  
Station, Comm. Mgr... Robert F. John  
Program Director... Robert Agee  
Publicity Director... Mrs. Gloria Fisher  
Chief Engineer... J. Rex Horton

**WIVK—Knoxville—1953**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Dick Bcstg. Co.  
Address... 319 N. Gay Street  
Representative... Forjoe, Dora-Clayton  
Membership... NARTB, RAB  
Pres., Gen., Sta., Sls. Prom. Mgr... J. A. Dick

**WKGK—Knoxville—1947**  
MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....WKGK Inc.  
Bus-Studio Address.....Box 1750  
News Service.....AP  
Station Representative.....Rambau  
Membership.....NARTB, RAB  
Gen., Sta., Prog. Dir.....Guy L. Smith, III  
Comm. Manager.....Glynn They  
Chief Engineer.....Robert Goodman

**WKXV—Knoxville—1953**  
KBS

Frequency: 900 Kc. Power: 1000 Watts  
Owner.....Knoxville Ra-Tel, Inc.  
Address.....411 1/2 W. Main St.  
Representative.....Stars National  
General Mgr.....H. Scott Killgore  
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.  
Newspaper Affiliation.....News Sentinel  
News Service.....UP  
Transcription Service.....Standard  
Representative.....John Blair  
Membership.....NARTB, RAB  
President.....Jack R. Howard  
Gen., Sta. Manager.....R. B. Westergaard  
Publicity Director.....Gene Miller  
Comm., Sts. Prom. Mgr.....O. L. Smith  
Prog. Director.....C. A. McMahon  
Chief Engineer.....Ray Evans

**WATE—Knoxville—1927**  
NBC

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By.....WATE, Inc.  
Business-Studio Address.....612 Gay St.  
News Service.....UP  
Transcription Service.....World  
Representative.....Avery-Knodel  
Membership.....NARTB, RAB  
President.....Paul Mountcastle  
Gen., Sta. Mgr.....W. H. Linebaugh  
Commercial Manager.....J. T. McCloud  
Program Dir.....Wayne Hudson  
Sales Prom. Mgr., Pub. Dir.....Carl Hustex  
Chief Engineer.....Fred Andrews

**WLAF—Lafollette—1953**  
MBS-KBS

Frequency: 1450 Kc. Power: 100 Watts  
Owner.....LaFollette Bcstg. Co.  
Address.....Piedmont Hotel  
News Service.....AP  
Transcription Service.....World

Gen. Mgr., Chief Eng.....Marvin L. Paul  
Commercial Manager.....John H. Farmer

**WDXE—Lawrenceburg—1951**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Lawrenceburg Bcstg. Co.  
Address.....Locke Bldg.  
News Service.....UP  
Trans. Ser.....World  
Representative.....Headley-Reed  
President.....Aaron B. Robinson  
Gen., Sales Prom. Mgr.....Ken Marston  
Comm. Mgr.....Bud Sawyer  
Program Director.....Bryan F. Bellar  
Publicity Director.....Frances Baxter  
Chief Engineer.....Phil Kemper

**WCOR—Lebanon—1949—KBS**

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Operated By.....Lebanon Bcstg. Co., Inc.  
Address.....P. O. Box 300  
News Service.....AP  
Pres., Sta. Mgr.....Theo. F. Ezell, Jr.  
Commercial Manager.....Jack Hendrickson  
Program Director.....Walter Dillard  
Chief Engineer.....William Johnston

**WLIL—Lenoir City—1950**  
KBS

Frequency: 730 Kc. Power: 1000 Watts d.  
Owner.....WLIL, Inc.  
Address.....P. O. Box 151  
News Service.....UP  
Membership.....NARTB, RAB  
Pres., Gen., Sta. Mgr.....Arthur Wilkerson  
V.P., Office Mgr.....Mrs. Evelyn Wynn  
Commercial Manager.....Tommy Tuck

**WJJM—Lewisburg—1947**  
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Louis D. Lingner  
Address.....East Hill  
Trans. Ser.....World  
News Service.....AP  
Representative.....Hil F. Best  
Membership.....NARTB  
Station Manager.....Bob Davidson

**WDXL—Lexington—1954**  
KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Lexington Bcstg. Co.  
Address.....Broad & Church  
News Service.....UP  
Station Representative.....Headley-Reed  
General Manager.....Neal B. Bunn  
Comm. Mgr., Chief Eng.....B. L. Enochs  
Sales Prom. Mgr., Prog. Dir.....J. Williams

**WGAP—Maryville—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Aluminum Cities Bcstg. Co.  
Address.....215 Court St.

**Membership** ..... NARTB, RAB  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus, World  
**Representative** ..... Hil F. Best  
**General Manager** ..... F. H. Corbell  
**Commercial Manager** ..... Horace McGill  
**Prog. Dir.** ..... Ken D. Kribbs  
**Publicity Director** ..... Ken Johnson  
**Chief Engineer** ..... Henry McDonald, Jr.

**WHDM—McKenzie—1954**

**Frequency:** 1440 Kc. .... **Power:** 500 Watts  
**Owned-Oper.** ..... Tri-County Bcstg. Co., Inc.  
**Address** ..... P. O. Box 188  
**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  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**President** ..... Dr. W. W. Davis  
**General Manager** ..... Franklin H. Brown  
**Program Director** ..... James R. Eastman  
**Chief Engineer** ..... Roy E. Pearsall

**WMMT—McMinnville—1947**  
**MBS-KBS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By.** ..... McMinnville Bldg. Co., Inc.  
**Address** ..... N. Chancery St.  
**News Service** ..... UP  
**Transcription** ..... World  
**General Manager** ..... Royce E. Richards

**KWEM—Memphis—1946**

**Frequency:** 990 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By.** ..... KWEM, Inc.  
**Address** ..... Box 142  
**Representatives** ..... Stars National  
**Chairman, Board** ..... E. D. Rivers, Jr.  
**President** ..... W. H. Keller, Jr.  
**Manager** ..... Vincent L. Randolph

**WLOK—Memphis—1951**

**Frequency:** 1480 Kc. .... **Power:** 5000 Watts d.  
**Owned-Oper. By.** ..... WLOK, Inc.  
**Address** ..... 378 Beale St.  
**Rep.** ..... Dora-Clayton, Forjoe, Clayton-Cosse  
**Pres.** ..... Jules Paglin  
**Gen. Sta., Comm. Mgr.** ..... Eugene P. Weil  
**Chief Engineer** ..... William Jones

**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.

**News Service** ..... UP  
**Representative** ..... Pearson  
**Membership** ..... RAB, NARTB  
**Pres.** ..... John R. Pepper  
**General Manager** ..... Bert Ferguson  
**Commercial Manager** ..... Harold F. Walker

**WHBQ—Memphis—1925**  
**MBS-ABC**

**Frequency:** 560 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By.** ..... RKO Teleradio Pictures  
**Bus-Studio Address** ..... Hotel Chisca  
**News Service** ..... UP  
**Representative** ..... H.R.  
**Membership** ..... RAB  
**President** ..... Thomas F. O'Neil  
**Gen. Sta. Mgr.** ..... John Clegghorn  
**Comm. Mgr.** ..... Max Michel, Jr.  
**Prog. Director** ..... Charles Sullivan  
**Sales Service Mgr.** ..... Jack Starr  
**Publicity Director** ..... Gene Roper  
**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.  
**News Service** ..... UP  
**President** ..... Sam C. Phillips  
**Assistant Manager** ..... Dotty Abbott  
**Commercial Manager** ..... Bob Rodgers

**WHHM—Memphis—1946**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By.** ..... Mid-South Bcstg. Corp.  
**Business-Studio Address** ..... 930 Madison Ave.  
**News Service** ..... UP  
**Reps.** ..... A. Young; C. Melville, J. S. Ayres  
**Membership** ..... RAB, NARTB  
**President** ..... P. E. Furlow  
**General Manager** ..... C. K. Beaver  
**Program Director** ..... Jay Black  
**Commercial Manager** ..... Allan Avery  
**Chief Engineer** ..... William Marsh

**WMC—Memphis—1923—NBC**

**Frequency:** 790 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By.** ..... Memphis Publishing Co.  
**Business-Studio Address** ..... Third & Madison  
**News, Affil.** ..... Memphis Pub. Co.  
**News Service** ..... UP  
**Representative** ..... John Blair  
**Membership** ..... NARTB, RAB  
**President** ..... Enoch Brown  
**General Manager** ..... H. W. Slavick  
**Station Manager** ..... Stan Torgerson  
**Sales Mgr.** ..... Ray Gill  
**Program Director** ..... Harlan Judkins  
**Comm. Mgr.** ..... Boone Nevin  
**Pub. Director** ..... Walter E. Frase  
**Chief Engineer** ..... E. C. Frase, Jr.

**WMPS—Memphis—1925**

**Freq.:** 680 Kc. .... **Power:** 10 Kw. d.; 5 Kw. n.  
**Owned-Operated By.** ..... WMPS, Inc.

**Business-Studio Address**.....112 Union Ave.  
**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  
**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 Ramey

**WKBJ—Milan—1955**

**Frequency:** 1600 Kc.....**Power:** 1000 Watts  
**Owned**.....West Tennessee Bcstg. Co.  
**Address**.....Milan  
**News Service** .....AP  
**President** .....Ben Ivey King  
**Gen., Station Mgr.**.....Jack Merrill  
**Sales Prom. Mgr.**.....W. G. Denney  
**Prog. Director**.....Billy J. Haney  
**Chief Engineer**.....Bill Markham

**WCRK—Morristown—1947**  
**MBS-KBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Cherokee Bcstg. Corp.  
**Bus.-Studio-Transmitter Address**.....Radio Center  
**News Service** .....AP  
**Trans. Ser.** .....World  
**Representative** .....Hal Holman  
**Membership** .....NARTB  
**General Manager**.....Howell Ashford

**WGNS—Murfreesboro—1946**  
**KBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WGNS, Inc.  
**Address** .....Box 456  
**News Service** .....AP  
**Representative** .....Holman  
**Trans. Ser.** .....Thesaurus  
**Membership** .....NARTB  
**President, Gen. Mgr.**.....Cecil Elrod, Jr.  
**Sta. Mgr.**.....Betty Tenpenny  
**Comm. Mgr.**.....Joe Clayton  
**Sales Prom. Mgr.**.....Joe Overton  
**Prog. Director**.....Bill Stamps  
**Publicity Director**.....Hal Christenson  
**Chief Engineer**.....William Dunn

**WMTS—Murfreesboro—1953**

**Frequency:** 860 Kc.....**Power:** 250 Watts  
**Owned**.....Arthur D. Smith, Jr.

**Address**.....112 N. W. Broad St.  
**Trans. Service**.....Standard, World  
**News Service** .....UP  
**President, Gen. Mgr.**.....A. D. Smith, Jr.  
**Sls. Prom., Sta. Mgr.**.....Virgil Trimm  
**Commercial Mgr.**.....Charles Snoddy  
**Sales Prom. Mgr.**.....Clyde Major  
**Prog. Dir.**.....John Hood  
**Pub. Dir.**.....Mable Brock  
**Chief Eng.**.....John Wade

**WKDA—Nashville—1946**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Capitol Bcstg. Co.  
**Address**.....American Natl. Bank Bldg.  
**Representative** .....Stars National, Inc.  
**News Service** .....AP  
**Trans.** .....Capitol, Standard  
**Membership** .....NARTB, RAB  
**President**.....John W. Kluge  
**V. P., Gen., Sta., Comm., Sales Prom. Mgr., Pub. Dir.**.....Harvey L. Glascock  
**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.  
**Transcription Service**.....Thesaurus  
**Representative** .....Katz  
**Membership** .....NARTB, RAB  
**V. P., Gen. Mgr.**.....F. C. Sowell  
**Commercial Manager**.....E. G. Blackman  
**Promotion Manager**.....Trace Warren  
**Program Director**.....Paul Oliphant  
**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  
**Station Rep.**.....Broadcast Time Sales, Ayers  
**News Service** .....UP  
**President**.....Howard D. Steere  
**Comm., Sales Prom. Mgr.**.....Blackstone Dozier  
**Gen., Sta. Mgr., Prog. Dir.**.....Robert Lyons  
**Pub. Dir.**.....Dave Steere  
**Chief Eng.**.....Homer Cole

**WNAH—Nashville—1949**  
**MBS-KBS**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Hermitage Bcstg. Corp.  
**Address**.....James Robertson Hotel  
**News Service** .....UP  
**Representative** .....Continental  
**Pres., Gen., Comm. Mgr.**.....Van T. Irwin, Jr.  
**Comm. Manager**.....Herman Rippy  
**Program Director**.....Dave Lyman  
**Pub. Dir.**.....William Connor  
**Chief Engineer**.....Harold Woodard



**WSIX—Nashville—1927**  
**ABC**

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Oper. By WSIX, Inc.  
Address Nashville Trust Building  
News Service AP  
Station Representative George P. Hollingbery  
Membership NARTB  
Pres., Gen. Mgr. R. D. Stanford, Jr.  
Comm. Mgr., Prom Mgr. 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 7th & Union  
News Service AP, INS, UP  
Representative John Blair  
Membership RAB, NARTB  
Chairman of Board E. W. Craig  
President John H. DeWitt, Jr.  
V. P., Tech. Dir. George Reynolds  
Commercial Manager Irving C. Waugh  
Sales Manager Bob Cooper  
Dir. of Publicity Harrienne Moore  
Program Director Jack Stapp  
Chief Engineer Carl Jenkins

**WSOK—Nashville—1951**

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Operated By Robert W. Rounsaville  
Address 400 Davidson St.  
News Service AP  
Representative Gill-Perna, Dora-Clayton  
Pres., Gen. Mgr. Robert W. Rounsaville

**WLIK—Newport—1954—KBS**

Frequency: 1270 Kc. Power: 5 Kw.  
Owned WLIK, Inc.  
Address P. O. Box 270  
News Service UP  
Membership RAB  
President, Gen. Mgr. Arthur Wilkerson  
V.P., Sta., Comm. Mgr. Ita B. Crisp

**WATO—Oak Ridge—1948**  
**MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By WATO, Inc.  
Address 253 Main St., E.  
News Service AP  
Transcription Service World  
Representative Clarke Brown  
General Manager Sam Thrower  
Program Director Harry Deitrick  
Comm. Manager Samuel P. Thrower, Jr.

**WOKE—Oak Ridge—1951**  
**KBS**

Freq.: 1290 Kc. Power: 1000 W. d., 500 W. n.  
Owned-Oper. By Air Mart Corp.  
Address Box 2017

News Service AP  
Representative Hil F. Best  
General Sales Manager Owen J. McReynolds  
Program Director Charles D. Pickel  
Chief Engineer T. A. Lewis

**WTPR—Paris—1947**  
**KBS-MBS**

Frequency: 710 Kc. Power: 250 Watts d.  
Owner Paris Bcstg. Co.  
Address Davis Bldg.  
News Service UP  
Trans. Service World  
Representative Headley-Reed  
Membership NARTB  
President, Gen. Mgr. A. B. Robinson  
Sta. Mgr., Prom. Mgr. Will Coker  
Commercial Manager D. A. Drumm  
Prog., Pub. Dir. Verne A. Brooks  
Chief Engineer Don Somerville

**WKSR—Pulaski—1947—ABC**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned Richland Broadcasting Co.  
Address Radio Center  
News Service UP  
Transcription Thesaurus  
Representative T. F. Clark  
Membership NARTB  
Pres., Gen., Sta. Mgr. John R. Stephens  
Commercial Manager Mrs. Alene Cane  
Sales Prom. Mgr. Mrs. John R. Stephens  
Program Director George Martin  
Publicity Director Nathan Street  
Chief Engineer N. G. Morgan

**WTRB—Ripley—1954—KBS**

Frequency: 1570 Kc. Power: 250 Watts  
Owned West Tenn. Radio Bcstrs.  
Address P. O. Box 302  
News Service UP  
Rep. Hil F. Best  
Partners Hobson H. Daws, Harold L. Baker  
Sta. Mgr. Harold L. Baker  
Gen., Comm., Sales Prom. Mgr., Pub. Dir.  
Hobson H. Daws  
Program Director Virginia Harrison  
Chief Engr. Harvey Inman

**WRGS—Rogersville—1955**

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Oper. By Rogersville Bcstg. Co.  
Address Burem Pike  
News Service UP  
Transcription Service Thesaurus  
Rep. Hil F. Best  
General Manager John E. Beal  
Commercial Manager Charles W. Beal  
Gen., Station Mgr. George Beal  
Pub. Dir., Prog. Dir., Chief Eng. F. A. Berry

**WORM—Savannah—1956**

Frequency: 1010 Kc. Power: 250 Watts  
Owned Florence Broadcasting Co., Inc.  
Address P. O. Box 368



News Service ..... AP  
 President..... Joe T. Van Sandt  
 General Manager..... Jack Pullen  
 Station Manager..... Eddie Sharp

**WSEV—Sevierville—1955**

Frequency: 930 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By. Smoky Mountain Bcstg. Co.  
 Address ..... Box 192  
 News Service ..... UP  
 Representative..... Wm. Rameau Co.  
 Membership..... RAB, NARTB  
 President..... James McAfee  
 Gen., Sta., Comm. Mgr..... Clay Cline  
 Sales Promotion Mgr..... Frank Prater  
 Traffic Manager..... Malcolm Hodges  
 Publicity Director..... James Travis  
 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  
 News Service ..... UP  
 V.P., Gen. Mgr..... Charles Christian

**WEPG—South Pittsburgh  
 1954**

Frequency: 910 Kc.....Power: 500 Watts  
 Owned. Marion County Broadcasting Service  
 Address ..... Railroad Street  
 News Service ..... UP  
 Transcription ..... World  
 President, Gen., Sta. Mgr., Eaton P. Govan, Jr.  
 Comm., Sales Prom. Mgr., Hugh B. Patton  
 Prog., Pub. Dir., Willard L. Howell  
 Chief Engineer..... Richard Smith

**WSMT—Sparta—1953**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Sparta Bcstg. Co. Inc.  
 Address..... Box 390  
 News Service ..... UP  
 Transcription ..... World  
 President..... Sam J. Albritton  
 Gen., Sta. Comm., Sls. Prom, Prog. Dir.  
 B. L. Upchurch  
 Publicity Dir..... Virginia Upchurch  
 Chief Engineer..... Gordon L. Moore

**WDBL—Springfield—1950  
 KBS**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By. Springfield Bcstg. Co., Inc.  
 Address ..... P. O. Box 464  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership..... NARTB  
 Gen., Sta. Mgr..... Walter A. Duke  
 Comm. Mgr..... Bill Gray  
 Prog. Dir., Chief Eng..... Ann Duke

**WDEH—Sweetwater—1955  
 KBS**

Frequency: 800 Kcs.....Power: 500 Watts  
 Owned-Oper. By..... WDEH, Inc.  
 Address..... Highway 11  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Owner..... F. L. Crowder  
 Manager..... W. A. Mann  
 Commercial Manager..... Lewis Penval  
 Program Director..... Rhodes Robinson

**WJIG—Tullahoma—1947**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..... Col. R L. Prescott, Jr.  
 Business Address..... West End Drive  
 News Service ..... UP  
 Transcription Service ..... World  
 Gen. Mgr..... Col. R. L. Prescott, Jr.  
 Comm. Mgr..... Murray Chumbley  
 Sales Prom. Mgr..... Mary Prescott  
 Prog. Dir..... Bill Vanhook  
 Pub. Dir., Chief Eng..... Al Parsons

**WENK—Union City—1946  
 MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By. Union City Bcstg. Co.  
 Address..... Clymer Furn. Bldg.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative..... Headley-Reed  
 President, Gen. Mgr..... Aaron B. Robinson  
 Sta. Mgr., Comm. Mgr. Edwin F. Kallenberg, Jr.  
 Prog. Dir..... Virginia Osborne  
 Pub. Dir..... William King  
 Chief Engineer..... Charles Holland

**WCDD—Winchester—1948  
 ABC-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned..... Franklin County Radio & Bcstg. Co.  
 Address..... P. O. Box 1103  
 News Service ..... UP  
 Transcription ..... World, Standard  
 President..... Francis V. Frassrand  
 Gen., Comm., Prom. Mgr., Harry W. Sullivan  
 Program Director..... James V. Webb, Jr.



# Texas

Pop. March 1 (Est.) 9,088,000—Families 2,626,000  
Radio Homes 2,575,000—TV Homes 1,911,000—Stations in State 216

## 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.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Paul H. Raymer  
Membership.....NARTB, RAB  
President, Gen. Mgr.....Dale Ackers  
Station Manager.....Lloyd Barham  
Comm., Sales Prom. Mgr.....Steve Cowan  
Program Director.....Jim Ridgeway  
Publicity Director.....Lynn Hall  
Ch. Eng.....H. F. Ridgeway  
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  
News Service.....AP, UP  
Transcription Service.....World  
Rep.....Venard, Rintoul & McConnell, Melville  
Membership.....NARTB  
General Manager.....A. C. Etter

## KBKI—Alice—1947

Frequency: 1070 Kc.....Power: 1000 Watts  
Owned-Operated By.....Alice Bcstg. Co.  
Business Address.....Box 731  
News Service.....AP  
Representative.....Pearson  
Membership.....NARTB  
General Manager.....Robert I. Grimes

## KVLF—Alpine—1947 KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Big Bend Bcstrs.  
Business Address.....Box 779  
News Service.....UP  
Representative.....Hil F. Best, Clark Brown  
Pres., Gen., Sta., Comm. Mgr.....Gene Hendryx  
Program Director.....Phil Wayne  
Chief Engineer.....Sherman Newsom

## KAMQ—Amarillo—1947 MBS

Frequency: 1010 Kc.....Power: 5000 Watts d.,  
500 Watts n.  
Owned.....Top of Texas Broadcasting Co., Inc.  
Address.....1301 Polk Street  
News Service.....AP  
Trans.....Thesaurus, Major Sound Effects  
Representative.....Forjoe  
President.....Hoyt Houck  
General Manager.....Robert Houck  
Sta., Comm., Prom. Mgr.....George Oliver  
Prog., Pub. Dir.....Jerry Gardner  
Chief Engineer.....Stewart Parsons

## KFDA—Amarillo—1933 ABC-MBS

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.  
Business-Studio Address.....Tee-Anchor Blvd.  
News Service.....AP  
Representative.....H.R. Brown  
Membership.....RAB  
President.....Gene L. Cagle  
Station Manager.....Jim McClain  
Sales Manager.....Doug Rains

## KLYN—Amarillo—1947 CBS

Frequency: 940 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Kenyon Brown  
Address.....1014 West Seventh  
Representative.....John Blair & Co.  
Membership.....NARTB, RAB  
General Manager.....Willard L. Kline  
Station Director.....Joe S. Ramay

## KGNC—Amarillo—1922—NBC

Frequency: 710 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Plains Radio Bcstg. Co.  
Address.....2000 N. Polk St.  
News Service.....UP, AP  
Newspaper Affil.....Globe-News  
Transcription Service.....World  
Representative.....Katz  
Membership.....NARTB, RAB  
President.....B. E. Walker  
General Manager.....Wes Izzard  
Business Manager.....Calvin Handy  
Station Mgr.....Jack D. Liston  
Asst. Gen. Mgr.....A. Jackson  
Prog. Dir.....Bill Lane  
Prom. Mgr., Pub. Dir.....Kin Raley  
Chief Engineer.....W. H. Torrey

## KRAY—Amarillo—1955

Frequency: 1360 Kc.....Power: 500 W., d.  
Owned-Operated By.....R. D. Hollingsworth  
Address.....233 Paramount Bldg.  
News Service.....AP  
Representative.....Melville  
President.....R. D. Hollingsworth  
General Station Manager.....Don Hodges  
Commercial Manager.....Doyle Henry  
Program Director.....Fred Salmans

## KZIP—Amarillo—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Panhandle Bcstg. Co.  
Address.....808 Charlotte St.  
Reps.....Broadcast Time Sales, Dora-Clayton  
News Service.....AP  
General Manager.....Ray Winkler  
Comm. Manager.....Jess Richardson  
Sales Manager.....Eric Ross

## KACT—Andrews—1954

Frequency: 1360 Kc.....Power: 500 Watts

Owned-Oper. By..... Joseph E. Young  
 Address..... P. O. Box 638  
 News Service..... AP  
 Transcriptions..... World  
 Co.-Oner, Gen. Mgr., Ch. Eng..... J. E. Young  
 Promotion Manager..... J. Young  
 Sales Promotion Manager..... Weldon Kidd

**KBUD—Athens—1948**

Frequency: 1410 Kc..... Power: 250 Watts  
 Owned..... Henderson Cty. Bcstg. Co.  
 Address..... Box 309  
 News Service..... UP  
 Gen. Mgr., Chief Eng..... J. B. McNutt, Jr.

**KALT—Atlanta—1950**

Frequency: 900 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Ark-La-Tex Bcstg. Co.  
 Address..... Box 289  
 Transcription Service..... World  
 News Service..... AP  
 Representative..... Hil F. Best  
 President..... Herman H. Wommack, Jr.  
 Gen., Sta. Mgr., Chief Eng. David A. Wommack  
 Commercial Manager..... A. N. Dowd  
 Program Director..... George D. Womack  
 Publicity Director..... Jeane Wommack

**KNOW—Austin—1927—ABC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned..... Pioneer Bcstg. Co., Inc.  
 Address..... 520 Capital Nat. Bank Bldg.  
 News Service..... AP  
 Trans. Service..... Standard  
 Station Rep..... Avery-Knodel  
 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..... The LBJ Company  
 Bus.-Studio Address..... P. O. Box 717  
 News Service..... UP  
 Representative..... Raymer  
 Chairman of the Board..... Claudia T. Johnson  
 Pres., Gen. 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..... Ben Hearn

**KTXN—Austin—1947**

Frequency 1370 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Radio Station KTXN  
 Address..... Box 1102  
 Rep..... Oakes, Clayton, O'Connell,  
 National Time Sales  
 News Service..... UP  
 President..... Robert Pinkerton  
 V. P..... Ed Pool  
 Gen. Mgr..... W. Simpson

Merchand. Mgr..... Stanley Hudson  
 Program Director..... Juan Gilberto De Leon  
 Chief Engineer..... Buck Brown

**KVET—Austin—1946—MBS**

Frequency: 1300 Kc..... Power: 1 Kw., d.  
 Owned..... Austin Bcstg. Corp.  
 Address..... Box 1116  
 News Service..... UP  
 Representative..... Forjoe, Clarke Brown  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr..... Willard Deason  
 Commercial Mgr..... H. W. Dunlop  
 Nat. Reg. Sales..... Dave Smith  
 Prog. Dir..... Glenn Brown  
 Chief Engineer..... Willis Morter

**KRUN—Ballinger—1947  
 KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Runnels County Bcstg. Co.  
 Address..... Box 351  
 News Service..... AP  
 Trans. Ser..... World  
 Representative..... Best, Melville  
 General Manager..... R. F. McGarvey

**KIOX—Bay City—1947  
 MBS**

Frequency: 1270 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Bay City Bcstg. Co.  
 Business Address..... Box 1391  
 News Service..... UP  
 Representative..... Hil F. Best  
 President..... J. G. Long  
 Gen., Station Manager..... Harry L. Becker  
 Sls. Prom. Mgr., Comm. Mgr..... Charles Arthur  
 Prog. Dir..... Jack D. Rhea  
 Pub. Dir..... John Nash  
 Chief Eng..... Tom F. Lowe

**KRCT—Baytown—1947  
 KBS**

Frequency: 650 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Bay Bcstg. Co.  
 Address..... Box 629  
 News Service..... AP  
 Station Rep..... Best  
 Membership..... NARTB  
 President..... W. D. Christmas  
 V. P., General Manager..... J. H. Touchstone  
 Treasurer..... Robert H. Jones  
 Secretary..... E. T. Wilson

**KREL—Baytown—1947**

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Tri-Cities Bcstg. Co.  
 Business Address..... Box 419  
 News Service..... UP  
 Representative..... Hil F. Best  
 President..... J. B. Blayton, Sr.  
 Vice President..... J. B. Blayton, Jr.  
 Station Manager..... Robert H. Brisendine  
 Sales Manager..... Zane P. Roden

**KFDM—Beaumont—1924**  
ABC

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By Beaumont Bdcstg. Corp.  
Address P. O. Box 2950  
News Service UP  
Transcription Service Lang-Worth  
Representative Peters, Griffin, Woodward, Inc.  
Membership NARTB  
President D. A. Cannon  
Gen. Mgr. C. B. Locke  
Comm. Mgr. Ed E. Carroll  
Program Director Wes Wise  
Publicity Director H. F. Caldwell  
Chief Eng. Harold W. Bartlett

**KJET—Beaumont—1948**

Frequency: 1380 Kc. Power: 1 Kw.  
Owned KPBX Bcstg. Corp.  
Address P. O. Box 2873  
News Service UP  
Station Rep. Forjoe  
Membership NARTB  
Transcription Capitol  
V. P., Gen., Comm. Mgr. Walter L. Rubens

**KRIC—Beaumont—1938**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By The Enterprise Co.  
Bus. Studio Trans. Address 3130 Blanchette  
Newspaper Affiliation "Enterprise", "Journal"  
Representative Branham  
News Service AP  
Transcription World  
V.P. E. C. Davis  
General Manager Al Tremble  
Commercial Manager Tom Vaccarello  
Prog. Dir. Gordon Clark

**KTRM—Beaumont—1947**

Frequency: 990 Kc. Power: 1000 Watts  
Owned-Operated By KTRM, Inc.  
Business-Studio Address 230 Orleans St.  
Rep. Adam Young, Clarke Brown  
Pres., Gen. Mgr. Jack Neil  
Station Manager Roy D. Shotts

**KIBL—Beeville—1949**

Frequency: 1490 Kc. Power: 250 Wts.d. n.  
Owned-Oper. By Bee Bdcstg. Co.  
Address P. O. Box 850  
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.  
News Service AP  
Representative Pearson  
Trans. Standard  
Pres., Gen., Sta. Mgr., Comm. Mgr. William J. Wallace  
Sls. Prom., Pgr. Dir., Pub. Dir. J. N. Young, Jr.  
Chief Engineer Andrew M. Jones

**KTXC—Big Springs—1949**  
MBS-KBS

Frequency: 1400 Kc. Power: 100 Watt  
Owned-Oper. By Big State Bdcstg. Co.  
Address Big Spring City Park  
Transcription Service World  
News Service AP  
Rep. Hil F. Best, Clyde Melville  
Membership NARTB  
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.  
News Service UP  
Transcription Service World  
President, Gen. Mgr. Charles Cain  
Assistant Manager Jessie Mae Cain

**KHUZ—Borger—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By KHUZ, Inc.  
Business Address 1431 Clayton St.  
News Service UP  
Transcription Service SESAC  
Membership NARTB, RAB  
President R. G. Hughes  
Sta. Mgr., Prog., Pub. Dir. Jack Roberts  
Comm. Sls. Prom. Mgr. W. P. McLaughlin, Jr.  
Chief Engineer Herman Kreiger

**KNEL—Brady—1933—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Ruth Burns  
Business-Studio Address Gibbons Bldg.  
Representative Hil F. Best  
President Gene M. Burns  
Commercial Manager J. S. Sloane

**KSTB—Breckenridge—1947**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Oper. By Radio Breckenridge  
Business-Studio Address Miller Bldg.  
News Service UP  
Station Rep. Best  
News, Afil. Hamilton Herald-News,  
Dublin Progress  
Membership NARTB  
Transcription Service World  
Gen. Mgr. Coy Perry  
Comm. Mgr. Jim Miller  
Chief Eng. R. L. Smith

**KWHI—Brenham—1947**

Frequency: 1280 Kc. Power: 1000 Watts d.

Owned-Oper. By.....Tom S. Whitehead  
 Business Address.....108½ Main St.  
 Membership.....NARTB  
 Manager.....Tom S. Whitehead  
 Commercial Manager.....J. C. Price

**KTFY—Brownfield—1949**

Frequency: 1300 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Terry Cty. Bdstg. Co.  
 Address.....Drawer 1032  
 News Service.....AP  
 Trans. Service.....Standard, Thesaurus  
 Membership.....NARTB  
 Representative.....Hil F. Best  
 Pres., Sta., Gen., Comm. Mgr., Mike A. Barrett  
 Assistant Manager.....Hal Roche  
 Program Director.....Crawford Taylor

**KBOR—Brownsville—1949**  
 ABC

Frequency: 1600 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Brownsville Bcstg. Co.  
 Address.....Box 472  
 News Service.....AP  
 Trans. Service.....World, Thesaurus  
 Representative.....Best  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr., M. J. Wilson  
 Commercial Manager.....Vance C. Wilson  
 Sales Prom. Mgr., Prog., Pub. Dir., Bill Mack  
 Chief Engineer.....Willis A. Wilson

**KBWD—Brownwood—1941**  
 MBS

Freq.: 1380 Kc....Power: 1000 Watts  
 Owned-Oper. By.....Brown County Bcstg. Co.  
 Business-Studio Address...800 Hawkins St.  
 News Service.....AP  
 Representative.....Avery-Knodel  
 Transcription.....World  
 Membership.....NARTB  
 Pres., Gen. Manager.....Wendell Mayes  
 Commercial Manager.....Bill Jamar

**KEAN—Brownwood—1953**

Frequency: 1240 Kc....Power: 100 Watts  
 Owned-Oper. By.....KEAN Radio Corp.  
 Address.....2220 Fisk Ave.  
 News Service.....AP  
 Transcription.....Lang-Worth  
 Representative.....Best  
 President.....J. H. Childs  
 Manager.....Eddy Farren  
 Program Director.....Cile Farren

**KORA—Bryan—1947—MBS**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By.....Bryan Bcstg. Co.  
 Bus-Studio Address.....310 E. 25th St.  
 Station Rep.....Best  
 News Service.....INS  
 Trans.....World, SESAC  
 Membership.....NARTB  
 Owner.....David C. Jones, Jr.  
 Comm. Manager.....Mrs. Ambyr Buchanan

General Manager.....Mike Misticovich  
 Chief Eng.....James L. Harvey

**KMIL—Cameron—1955**

Frequency: 1330 Kc....Power: 500 W., d.  
 Owned-Oper. By.....Milam Cty. Bcstg. Serv.  
 Address.....Box 432

**KBEN—Carrizo Springs—1955**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned-Operated By..Walter and Roy Herbolt  
 Address.....104 S. 5th St.  
 News Service.....AP  
 General Manager.....Walter Herbolt  
 Commercial Manager.....Roy W. Herbolt

**KGAS—Carthage—1955**

Frequency: 1590 Kc....Power: 1000 Watts  
 Owned.....Carthage Broadcasting Company  
 Address.....107½North St. Mary  
 News Service.....AP  
 Representative.....Hil F. Best  
 Co-Owner, General Manager...Thomas Allford  
 Co-Owner, Sta. Mgr., Prog. Dir., F. E. Barr  
 Comm., Sales Prom. Mgr., Bob Braziel  
 Publicity Director.....Calvin Hancock  
 Chief Engineer.....Don Runyon

**KDET—Center—1949**

Frequency: 930 Kc....Power: 1000 Watts d.  
 Owned-Operated By..Center Bcstg. Co., Inc.  
 Address.....205 Austin St.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Gill-Perna, Clarke Brown  
 Gen. Mgr.....Tom E. Foster  
 Sta., Comm. Mgr.....Jack Bell  
 Prog. Dir.....Mrs. Inez Brown  
 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.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Hil F. Best  
 President.....R. Malone Hagan  
 General Manager.....George E. Morey

**KCAR—Clarksville—1955**

Frequency: 1350 Kc....Power: 500 Watts d.  
 Owned-Operated By.....Texo Bcstg. Co.  
 Address.....Box 609  
 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.....Marti, Inc.  
 Address.....919 N. Main  
 News Service.....AP  
 Representative.....Hil F. Best  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....George W. Marti  
 Commercial Mgr.....John Marti  
 Sales Prom. Mgr.....Frank H. Hardgrove  
 Program Director.....D'Voe Lee  
 Pub. Dir.....Monroe Coston  
 Chief Engineer.....Walter C. Lacy

**KVLB—Cleveland—1954**

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Cleveland Bcstg. Co.  
 Address.....Box 487  
 Transcription.....Capitol  
 News Service.....AP  
 General Manager.....Harvard C. Bailes  
 Program Director.....Wally Wallington  
 Sales Manager.....H. C. Bailes

**KSTA—Coleman—1947—KBS**

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Coleman County Bcstg. Co.  
 Business Address.....Box 432  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Melville  
 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  
 News Service.....AP  
 Sta. Mgr.....Elsie Patranella  
 Commercial Manager.....Chester A. O'Donnell  
 Sales Prom. Mgr.....Iris Bullard  
 Prog. Dir.....John Scoggin  
 Chief Engineer.....Brent Mount

**KVMC—Colorado City—1950  
 KBS**

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned.....Colo. City Bcstg. Co.  
 News Service.....AP  
 Trans. Ser.....World  
 Representative.....Best  
 Membership.....NARTB  
 Pres., General Manager.....Eldon Mahon  
 Sta., Sales Prom. Mgr., Prog., Pub. Dir.  
 Walter B. Grubbs  
 Comm. Mgr., Chief Eng.....P. A. Richardson

**KMCO—Conroe—1951**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned.....Montgomery County Bcstg. Co.  
 Address.....324½ N. Main  
 News Service.....AP  
 Transcription.....Standard  
 Rep.....Hil F. Best

Membership.....NARTB  
 President.....Reagan Smith  
 Prog. Dir.....James C. Dorrell  
 Gen., Sta., Comm. Mgr.....David L. Oglesby  
 Sls. Prom. Mgr.....Lee Meredith  
 Pub. Dir.....Hal Coley  
 Chief Engineer.....John W. Neathery, Jr.

**KATR—Corpus Christi—1944**

Frequency: 1030 Kc.....Power: 50 Kw. d.  
 Owned.....Broadcasters, Inc.  
 Address.....Box 898  
 Representative.....Branham  
 News Service.....AP  
 Pres.....Glenn E. Alexander  
 Gen., Sales Prom. Mgr.....Harry H. Hayes  
 Sta. Mgr., Program Dir.....Edward W. Dunn  
 Comm. Mgr.....Weldon Robinson  
 Pub. Dir.....Barbara Todd  
 Chief Engineer.....Paul Waller

**KCCT—Corpus Christi—1954**

Frequency: 1150 Kc.....Power: 1,000 Watts d.  
 Owned & Oper. By.....International Radio Co.  
 Address.....403 South Staples  
 Representative.....O'Connell, Tracy Moore  
 News Service.....AP  
 President.....Dr. J. A. Garcia  
 Vice-President.....Dr. H. P. Garcia  
 Gen. Mgr., Chief Eng.....Mike Ferdin

**KEYS—Corpus Christi—1941  
 CBS-MBS**

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Nuces Bcstg. Co.  
 Address.....P. O. Box 1460  
 Representative.....Raymer  
 News Service.....UP  
 General Manager.....E. C. Hughes  
 Sta. Mgr.....Allan Dale  
 Comm. Mgr.....Bill Keck  
 Prog. Dir.....Alan Heacock  
 Chief Engineer.....Harold Griffith

**KRIS—Corpus Christi—1927  
 NBC**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Gulf Coast Bcstg. Co.  
 Address.....P. O. Box 840  
 Representative.....Peters, Griffin, Woodward, Inc.  
 Transcription.....Standard  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....T. Frank Smith  
 Commercial Manager.....William Elkner  
 Program Director.....Charles Nethery  
 Promotion Mgr.....T. F. Smith, Jr.

**KSIX—Corpus Christi—1947  
 ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Corpus Christi Bdstg. Co., Inc.  
 Address.....Show Room Bldg.  
 Representative.....Forjoe, Clarke Brown  
 News Service.....AP

Membership ..... NARTB, RAB  
 Pres., Gen. Sta. Mgr. .... Vann M. Kennedy  
 Commercial Mgr. .... Charles R. Manning  
 Program Director ..... Eugene M. Looper  
 Sls. Prom. Mgr., Pub. Dir. .... Claude Allen  
 Chief Eng. .... Eric Beal

**KUNO—Corpus Christi—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... KUNO, Inc.  
 Address-Trans. Loca. .... 406 19th St.  
 News Service ..... AP  
 Representative ..... Everett-McKinney, Inc.  
 Pres., Gen. Mgr. .... Leslie C. Smith  
 Commercial Mgr. .... Herb Garrett

**KAND—Corsicana—1937**

**KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Alto, Inc.  
 Bus.-Studio Address ..... 609 W. 7th Ave.  
 News Service ..... AP  
 Representative ..... Branham  
 Membership ..... NARTB  
 President ..... R. E. Lee Glasgow  
 General Manager ..... Luther A. Johnson, Jr.

**KIVY—Crockett—1949**

**KBS**

Frequency: 1290 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Pioneer Bcstg. Co.  
 Address ..... Box 670  
 News Service ..... AP  
 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.  
 Representative ..... Best, Biddick  
 News Service ..... UP  
 General Manager ..... A. M. Respondek

**KXIT—Dalhart—1948—KBS**

Frequency: 1410 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Dalhart Broadcasters  
 Address ..... Box 1350  
 Representative ..... Best  
 Transcription Service ..... World  
 News Service ..... UP  
 Manager ..... R. J. Beller

**KGKO—Dallas—1953**

Freq.: 1480 Kc. .... Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By. .... Lakewood Bcstg. Co.  
 Address ..... P. O. Box 11747  
 Representative ..... Avery-Knodel  
 News Service ..... UP  
 General Manager ..... T. A. (Buddy) Harris  
 Comm. Mgr. .... Jack Howard  
 Prog. Dir. .... Hal Bokke

**KIXL—Dallas—1947**

Frequency: 1040 Kc. .... Power: 1000 Watts d.

Owned-Operated By. .... Variety Bcstg. Co., Inc.  
 Business-Studio Address. .... 1401 S. Akard St.  
 News Service ..... AP  
 Transcription Service. .... Standard, Capitol,  
 Associated, McGregor, Thesaurus

Rep. .... Webb, Melville Good Music Bdctrs.  
 Chairman of the Board ..... Lee Segall  
 Pres. .... Julius Schepps  
 General Mgr. .... Bob E. Tripp  
 Ass't. Gen. Mgr. .... Cliffe Robinson  
 Prog. Dir. .... Don Robinson  
 Pub. Dir. .... Bob Putnam  
 Chief Engineer ..... Bob E. Tripp

**KLIF—Dallas—1947**

Freq.: 1190 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. .... McLendon Investment Corp.  
 Business-Studio Address. .... 2104 Jackson St.  
 News Service ..... INS, UP  
 Representative ..... John Blair  
 President ..... Gordon McLendon  
 Sta., Comm. Mgr. .... Bill Morgan  
 Program Director ..... George Singer  
 Chief Engineer ..... Glenn Callison

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**KRLD—Dallas—1926—CBS**

Frequency: 1080 Kc. Power: 50,000 Watts  
 Owned-Operated By: KRLD Radio Corp.  
 Address: Herold Square  
 News Service: AP, UP  
 Trans. Service: Standard, Thesaurus  
 Newspaper Affiliation: Times Herald  
 Membership: NARTB  
 President: Clyde W. Rembert  
 S'a. Mgr., Gen. Comm. Mgr.: W. A. Roberts  
 Sales Prom. Mgr.: Lloyd Price  
 Program Director: Ted Parrino  
 Publicity Director: Jack Saunders  
 Chief Engineer: B. B. Honeycutt

**KSKY—Dallas—1941**

Frequency: 660 Kc. Power: 1000 Watts d.  
 Owned-Operated By: SKY Bcstg. Service  
 Address: Hotel Stoneleigh  
 News Service: UP  
 General Manager: A. L. Chilton  
 Comm. Prom. Manager: R. G. Terrill  
 Prog. Dir.: Leonard Holland  
 Chief Engineer: Morris M. Ming

**WFAA—Dallas—1922  
 NBC-ABC**

Frequency: 820 Kc., 570 Kc.  
 Power: 50,000 W., 5000 W.  
 Owned-Oper. By: A. H. Belo Corp.  
 Business-Studio Address: Young & Houston Sts.  
 News Service: AP, UP

Newspaper Affil.: Morning News  
 Representative: Edward M. Petry  
 Membership: NARTB, RAB  
 President: E. M. Dealey  
 General Manager: Alex Keese  
 Comm. Mgr.: George K. Ulley  
 Sales Prom. Mgr.: Stan Weinberg  
 Station Mgr.: Karl Lambertz  
 Publicity Director: Barbara Elam  
 Prog. Dir., Prod. Mgr.: Dan Valentine  
 Chief Engineer: Jim Webb Cooper

**WRR—Dallas—1920—MBS**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: City of Dallas  
 Business Address: Fair Park  
 News Service: UP  
 Representative: John Blair  
 Trans.: Major Records  
 Membership: NARTB, RAB  
 Gen., Mgr., Chief Engr.: Durward Tucker  
 Comm. Mgr.: Carolyn Moffett  
 Sales Prom. Mgr.: Charles Frauman  
 Publicity Dir.: Patricia Chandler  
 Program Director: Richard Weeks

**KDLK—Del Rio—1946—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Del Rio Bcstg. Co.  
 Business Address: P. O. Box 1162  
 News Service: UP  
 Station Manager: Don R. Howard, Jr.



might as well face it . . .

**KRLD is the only Full-Time  
 50,000 watt station in  
 the Dallas - Fort Worth area**

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

**KRLD Radio CBS Dallas**

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herold Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON  
 Chairman of the Board

CLYDE W. REMBERT  
 President

**KDSX—Denison-Sherman  
1948**

Frequency: 950 Kc. Power: 500 Watts  
Owned-Oper. By.....KDSX, Inc.  
Address.....P. O. Box 263, Denison  
News Service.....AP  
Sta. Rep.....Melville  
President, Gen. Mgr.....B. V. Hammond, Jr.  
Station Mgr.....L. L. Hendrick  
Comm. Mgr., Sales Prom. Mgr.....Bill Jaco  
Station Director.....William A. Duke  
Pub. Dir.....Howard Mayes  
Chief Engineer.....J. D. Knight

**KDNT—Denton—1938**

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Harwell V. Shepard  
Address.....Radio Center Bldg.  
Membership.....NARTB, BAB  
Owner & Manager.....Harwell V. Shepard

**KDDD—Dumas—1947—KBS**

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By.....North Plains Bcstg. Corp.  
Address.....Box 337  
News Service.....AP  
Membership.....NARTB  
Trans.....Standard  
Representative.....Hil F. Best  
President.....Lucian Spencer  
Gen., Sta. Mgr.....Ken Duke  
Comm. Manager.....John James  
Prog. Dir.....Coy Jensen  
Chief Eng.....G. Murphy

**KERC—Eastland—1953**

Frequency: 1590 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Tri-Cities Bcstg. Co.  
of Eastland Cty.  
Address.....P. O. Box 590  
News Service.....AP  
Trans. Ser.....Capitol, Thesaurus  
Representative.....Hil F. Best  
General Manager.....Hugh Neeld  
Commercial Manager.....Grover Lee  
Program Director.....John Slaughter  
Chief Engineer.....Dale Chick

**KURV—Edinburg—1947**

Frequency: 710 Kc. Power: 250 Watts d.  
Owned-Oper. By.....KURV, Inc.  
Address.....Hiway 281  
News Service.....UP  
Rep.....William G. Rambeau  
President.....Rogers Kelley  
Gen. Mgr., Comm. Mgr.....J. M. McDonald  
Program Director.....Don Myers  
Chief Engineer.....I. D. Williams

**KULP—El Campo—1948**

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Wharton County Bcstg. Co.  
Business Address.....Box 1390  
News Service.....UP

Transcription Service.....Thesaurus  
President.....Culp Krueger  
Station, Comm. Manager.....V. Frank Jones  
Sales Prom. Mgr.....Bill Pribble  
Program Director.....Jerry H. Werlla  
Chief Engineer.....Joe H. Miller

**KELP—El Paso—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....McLendon Inv. Corp.  
Address.....4530 Delta St.  
News Service.....UP  
Representative.....H.R.  
President.....G. B. McLendon  
Gen. Mgr.....Herb Golombeck  
Comm. Manager.....Walt DePuy  
Program Director.....Chuck Lay  
Chief Eng.....Dave Mott

**KEPO—El Paso—1948  
ABC-MBS**

Frequency: 690 Kc. Power: 10,000 Watts  
Owned-Oper. By.....KEPO, Inc.  
Address.....2419 N. Piedras St.  
News Service.....UP  
Representative.....Pearson  
General Manager.....Frank Stewart

**KROD—El Paso—1940—CBS**

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Oper. By.....Roderick Bcstg. Co.  
Address.....2201 Wyoming St.  
Membership.....NARTB, RAB  
News Affil.....Times  
News Service.....AP  
Representative.....Branham  
Pres.....D. D. Roderick  
General Manager.....Val Lawrence  
Station Mgr.....Bruce Barnard  
Comm. Manager.....Tom Wisehart  
Prom. Mgr.....Gordon Phillips  
Program Director.....Marlin Haines  
Pub. Dir.....Gordon Phillips  
Chief Eng.....Vince Roberts

**KSET—El Paso—1949**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Rio Grande Bcstg. Co.  
Address.....904 Magoffin  
Representative.....Melville, McGavren-Quinn  
Transcription Service.....Capitol, World  
Membership.....NARTB  
President.....Fred Hervey  
General Manager.....Tom R. McKenna  
Sta. Mgr., C.E., Prog. Dir.....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.  
News Service.....UP  
Transcription Service.....Thesaurus  
Rep.....George P. Hollingbery, Clarke Brown  
Membership.....NARTB  
Pres., Gen. Mgr.....Karl O. Wylar



V.P., Sales Mgr. Roy T. Chapman  
 Publicity Director John Phelan

**KBLP—Falfurrias—1953**

Frequency: 1260 Kc. Power: 500 Watts d.  
 Owned & Oper. By Bob Hicks  
 Address 104 North St. Mary's St.  
 News Service AP  
 Transcription Thesaurus  
 General Manager Bob Hicks  
 Station Manager Jimmy Ray

**KFLD—Floydada—1951**  
 KBS

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Operated By West Texas Bcstrs. Inc.  
 Address P. O. Box 1006  
 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 Barbara McNeill  
 Chief Engineer W. M. Highfill

**KFST—Ft. Stockton—1954**  
 KBS

Frequency: 860 Kc. Power: 250 Watts  
 Owned KFST, Inc.  
 Address Springerst Hotel Bldg.  
 News Service AP  
 Trans. Capitol  
 Representative Hil F. Best  
 Membership NARTB  
 Pres. George Baker  
 Gen., Sta. Mgr. H. Dennis Fisher  
 Prom. Mgr. Nick James  
 Prog. Dir. Durwood Haddock  
 Chief Eng. Martin Baze

**KNCN—Fort Worth—1947**

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Oper. By Blue Bonnet Bcstg. Corp.  
 Bus. Studio Address 2212 East 4th St.  
 News Service UP  
 Membership NARTB  
 Pres., Gen., Sta. Mgr., Comm. Mgr. J. H. Speck  
 Sales Prom Mgr. Jim Hoadly  
 Prog. Dir. Walt Jones  
 Chief Engineer Chester Grubbs

**KCUL—Fort Worth—1946**

Frequency: 1540 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned Dalworth Broadcasting Co.  
 Address 3607 Camp Bowie Blvd.  
 News Service AP  
 Transcription Thesaurus  
 Representative Charles Bernard  
 President Kurt A. Meer  
 Gen., Sta., Comm. Mgr. Buddy E. Starcher  
 Program Director Jack Henderson  
 Publicity Director Frances Henderson  
 Chief Engineer R. L. McAllister

**KFJZ—Fort Worth—MBS**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Oper. By Tarrant Bcstg. Co.  
 Business-Studio Address 4801 W. Freeway  
 News Service AP  
 Representative H. R. Rep.  
 Membership RAB, NARTB  
 Pres., Gen. Mgr. Gene L. Cagle  
 V. P., Sta. Mgr. Charles B. Jordan  
 Comm. Mgr., Prom. Mgr. Hazel Riley  
 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  
 News Service UP  
 Representative John E. Pearson  
 President John Flood Jr.  
 Sta., Comm. Mgr. J. R. Pipes

**KXOL—Fort Worth—1947**

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By KXOL, Inc.  
 Bus. Studio Address 3004 W. Lancaster St.  
 News Service AP  
 Representative Avery-Knodel  
 Membership NARTB, RAB  
 President Wendell Mayes  
 Gen., Sta. Mgr. E. Fletcher  
 Comm. Mgr. Hewel Jones  
 Prom. Mgr., Pub. Dir. Jerry Hahn  
 Prog. Dir. Kent Burkhart  
 Chief Eng. Hugh McBeath

**WBAP—Fort Worth—1922**  
 NBC-ABC

Frequency 820 Kc., 570 Kc.  
 Power 50,000 W., 5,000 W.  
 Owned-Oper. By Carter Publications, Inc.  
 Business Address Fort Worth  
 News Service AP  
 Newspaper Affiliation Star Telegram  
 Trans. Service Associated, World M. M. Cole  
 Representative Peters, Griffin, Woodward, Inc.  
 Membership NARTB  
 President Amon Carter, Jr.  
 Gen., Sta. Manager George Cranston  
 Commercial Manager Roy Bacus  
 Program Director A. M. Woodford  
 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  
 Representative Hil F. Best  
 Membership NARTB  
 President Arthur Stehling  
 Gen. Mgr., Chief Engr., Comm. Mgr.  
 Norbert A. Fritz  
 Program Director Alene Fritz

**KBRZ—Freeport—1952**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Sta. KBRZ, Inc.  
 Address.....Box 1077  
 News Service.....AP  
 Trans. Ser.....Thesaurus  
 Representative.....Best  
 President.....William D. Schueler  
 Sta., Gen. Manager.....Kenneth Ferguson

**KGAF—Gainesville—1947**  
**KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Gainesville Bcstg. Co.  
 Address.....P. O. Box 222  
 News Service.....AP  
 Representative.....Clyde Melville  
 Membership.....NARTB, RAB  
 President.....Joe M. Leonard, Sr.  
 General Manager.....Joe M. Leonard, Jr.  
 Comm. Mgr.....Earl Leonard  
 Prog. Dir.....Bob Couch  
 Chief Eng.....J. O. Miller

**KGBC—Galveston—1947**

Frequency: 1540 Kc. Power: 1 Kw. d., 250 n.  
 Owned-Oper. By.....The Galveston Bcstg. Co.  
 Business-Studio Address.....715 Marine Ave.  
 News Service.....AP  
 Station Representative.....John E. Pearson  
 Membership.....NARTB, RAB  
 Owner, Manager.....James W. Bradner, Jr.  
 Prog. Dir.....John Speciale  
 Chief Engineer.....Luke Stripling

**KLUF—Galveston—1922**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....The KLUF Bcstg. Co.  
 Business-Studio Address.....Box 562  
 President.....Geo. Roy Clough  
 Traffic Manager.....Braden E. Clough  
 Chief Engineer.....Lee Clough

**KSII—Gladewater—1949**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Gladewater Bcstg. Co.  
 Address.....T. W. Lee Bldg.  
 News Service.....AP  
 Trans. Ser.....Capitol  
 Representative.....Hil F. Best  
 Membership.....NARTB  
 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.  
 News Service.....AP  
 Representative.....Cooke  
 Gen., Comm. Mgr.....Lawrence M. Walshak

**KSWA—Graham—1948**

Frequency: 1330 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Webb Enterprises  
 Address.....Box 1050  
 News Service.....UP  
 Station Rep.....Clyde Melville  
 General Manager.....Gilbert Webb

**KGVL—Greenville—1946**  
**MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....KGVL, Inc.  
 Address.....1400 Wolfe City Drive  
 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  
 Owned.....Hamilton Broadcasting Co.  
 Address.....Box 592  
 Newspaper Affiliation.....Herald-News,  
 Dublin Progress  
 News Service.....UP  
 Transcription.....World  
 Representative.....Keystone  
 Membership.....NARTB  
 Owners.....Coy Perry, C. M. Hatch  
 General Manager.....C. M. Hatch  
 Sta., Comm. Manager.....J. B. Miller  
 Sales Prom. Mgrs.....J. B. Miller, Al Scott  
 Program Directors.....Reed Harris,  
 Mary Nell Manning  
 Publicity Dir.....Mary Nell Manning  
 Chief Eng.....Carl Knelly

**KGBT—Harlingen—1941**  
**CBS**

Freq.: 1530 Kc. Power: 50 Kw d., 10 Kw. n.  
 Owned-Oper. By.....Harbenito Bcstg. Co., Inc.  
 Address.....1519 West Harrison  
 News Service.....AP, UP  
 Representative.....H.R. Clarke Browne  
 Membership.....NARTB  
 President.....McHenry Tichenor  
 Gen. Mgr.....Bob McDonald  
 Chief Eng.....S. Harold Jones

**KGRI—Henderson—1947**

Frequency: 1000 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Henderson Bcstg. Co.  
 Business-Studio Address.....P. O. Box 311  
 Representative.....Best  
 News Service.....AP  
 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..... Skaggs Bldg., Plainview  
 News Service..... UP  
 Membership..... NARTB  
 Representative..... Best  
 President..... Marshall Formby  
 General Manager..... Clint Formby  
 Commercial Manager..... Chris Clark  
 Publicity Director..... Forrest Friedly

Address..... Milby Hotel  
 News Service..... UP  
 Representative..... Walker  
 Membership..... NARTB  
 President..... Howard W. Davis  
 General Manager..... Glenn Douglas  
 Prog. Dir..... Bill Pelham  
 Comm. Mgr..... G. Weinman, Jr.  
 Sales Prom. Mgr., Pub. Dir..... Beverly Baird  
 Chief Eng..... Frank Maher

**KHBR—Hillsboro—1948**  
**KBS**

Frequency: 1560 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Hill County Bcstg. Co.  
 Station Rep..... Best, Melville  
 News Service..... UP  
 Transcription..... World  
 General Manager..... Nelson W. Galle

**KNUZ—Houston—1948**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Veterans Bcstg. Co.  
 Address..... 4701 Caroline St., Box 2135  
 News Service..... UP  
 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

**KCOH—Houston—1948**

Frequency: 1430 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Call of Houston Inc.  
 Business-Studio Address..... 1 Main St.  
 News Service..... UP  
 Representative..... John E. Pearson  
 Membership..... NARTB  
 Owner, Gen. Manager..... Robert C. Meeker  
 Comm. Manager..... R. E. Mulvey

**KPRC—Houston—1926—NBC**

Frequency: 950 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... The Houston Post Co.  
 Address..... P. O. Box 1234  
 Newspaper Affil..... Post  
 Membership..... NARTB, RAB  
 Representative..... Edw. Petry & Co.  
 Gen., Sta. Mgr..... Jack W. Harris  
 Commercial Manager..... Jack McGrew

**KLBS—Houston—1948—KBS**

Frequency: 610 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Howard Bcstg. Corp.

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**K-NUZ**

**BY AN EVEN WIDER MARGIN!**

Hooper October and November, 1956

| Monday thru Friday<br>7 A.M.—12 Noon |      |
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| Net. Sta. "A"                        | 10.4 |
| Net. Sta. "B"                        | 9.2  |
| Net. Sta. "C"                        | 15.3 |
| Net. Sta. "D"                        | 14.1 |
| Ind. Sta. "A"                        | 6.7  |
| Ind. Sta. "B"                        | 5.1  |
| Ind. Sta. "C"                        | 6.3  |

| Monday thru Friday<br>12 Noon—6 P.M. |      |
|--------------------------------------|------|
| K-NUZ                                | 30.2 |
| Net. Sta. "A"                        | 11.4 |
| Net. Sta. "B"                        | 6.3  |
| Net. Sta. "C"                        | 12.1 |
| Net. Sta. "D"                        | 9.0  |
| Ind. Sta. "A"                        | 8.2  |
| Ind. Sta. "B"                        | 6.3  |
| Ind. Sta. "C"                        | 10.7 |



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National Reps.: FORJOE & CO. — Southern Reps.:  
 New York • Chicago • Los Angeles • Dallas • New Orleans • Atlanta  
 San Francisco • Philadelphia • Seattle

IN HOUSTON, CALL DAVE MORRIS, Jackson 3-2581

**KTHT—Houston—1944—MBS**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Texas Radio Corp.  
 Business Address...4005 Travis St., Box 3011  
 News Service.....UP  
 Transcription.....Associated, Capitol  
 Representative.....Raymer  
 V.P., Gen. Mgr.....Sam H. Bennett

**KTRH—Houston—1930—CBS**

Frequency: 740 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KTRH Bdcstg. Co.  
 Address.....Rice Hotel  
 News Service.....AP, INS  
 News, Affil.....The Chronicle  
 Transcription Service.....SESAC  
 Representative.....John Blair  
 Membership.....NARTB  
 President.....B. F. Orr  
 General Manager.....W. C. Bryan  
 Commercial Manager.....Ray Bright  
 Pub. Dir.....Byron Beasley  
 Program Director.....Tom Jacobs  
 Engineer.....Lester Mullan

**KXYZ—Houston—1930—ABC**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Shamrock Bdcstg.  
 Address.....Gulf Bldg.  
 News Service.....UP  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 Chairman of the Board...Glenn H. McCarthy  
 Pres., General Manager.....Fred Nahas  
 Station Manager.....Ted Hills  
 Program Director.....Bob Blase  
 Prom., Pub. Director.....Phil Snyder  
 Comm. Mgr.....Ken Bagwell  
 Chief Engineer.....Gerald R. Chinski

**KYOK—Houston—1947**

Frequency: 1590 Kc.....Power: 5 Kw.  
 Owned.....KYOK, Inc.  
 Address.....412 Main St.  
 News Service.....UP  
 Rep.....Stars National, Dora-Clayton, Melville  
 President.....Jules J. Paglin  
 General Manager.....Stanley W. Ray, Jr.  
 Station Manager.....John W. Watkins

**KSAM—Huntsville—1938  
 MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Huntsville Bcstg. Co.  
 Address.....Box 312  
 News Service.....AP  
 Transcription Service.....Capitol  
 General Manager.....Jack Nichols

**KEBE—Jacksonville—1946  
 KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KEBE, Inc.

**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**

**Address** ..... Box 1071  
 Transcription ..... World  
 News Service ..... UP  
 President, Gen. Mgr. .... Mrs. Leita M. Laurie  
 Commercial Manager ..... Jerry D. Spencer  
 Prog., Pub. Dir. .... Ben Erle Laurie  
 Chief Engineer ..... Dave Schmidt, Jr.

**KTXJ—Jasper—1948**

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Jasper Bcstg. Co.  
 Address ..... P. O. Box 6090  
 President ..... Joe J. Fisher  
 Gen., Station Mgr. .... H. G. Pendergast  
 Commercial Manager ..... L. G. Robinson  
 Program Dir. .... James Brasher  
 Chief Engineer, Pub. Dir. .... Fred B. Smith

**KMBL—Junction—1950—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. Kimble County Bcstg. Co.  
 Address ..... Flat Rock Lane  
 Station Rep. .... Best  
 General Mgr. .... Farrell M. Brooks

**KENN—Karnes City-Kenedy  
 1954**

Frequency: 990 Kc. .... Power: 250 Watts  
 Owned ..... The Camel Co.  
 Address ..... Box 990, Kenedy  
 News Service ..... AP  
 Representative ..... Avery-Knodel  
 President ..... Charles W. Balthrope  
 Station Manager ..... Ed C. Balthrope  
 Commercial Manager ..... E. L. Richards  
 Program Director ..... Chuck Martin  
 Chief Engineer ..... Bill Porter

**KERB—Kermit—1950—KBS**

Frequency: 600 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... KERB, Inc.  
 Address ..... Hway. 302  
 Transcription Service ..... Thesaurus, SESAC  
 Representative ..... Best, Melville  
 Membership ..... NARTB  
 President ..... E. S. Walden  
 Sales Manager ..... Ernie Allen

**KERV—Kerrville—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Kerrville Bcstg. Co.  
 Address ..... P. O. Box 791  
 News Service ..... AP  
 Transcription Service ..... World  
 Station Rep. .... Best  
 Pres., Gen., Sta. Mgr., Prog. Dir. A. G. Rodgers  
 Comm. Mgr. .... Wanda Oster  
 Prom. Mgr. .... C. L. McClish  
 Chief Eng. .... Clyde Jones

**KOCA—Kilgore—1936**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Sta. KOCA, Inc.  
 Address ..... 102½ E. North St.  
 President ..... Roy G. Terry

Gen., Manager ..... H. A. Degner  
 Commercial Manager ..... Wayne Douglas

**KLEN—Killeen—1955**

Frequency: 1050 Kc. .... Power: 250 W., d.  
 Owned-Operated By ..... Highlite Bcstg Co.  
 Address ..... Box 935  
 News Service ..... AP  
 Trans. .... Thesaurus  
 Pres., Gen., Comm. Mgr., Chief Eng. ....  
 A. W. Stewart

Program Director ..... Regina Mahramas  
 Promotion Manager ..... Ladelle Drake  
 Comm. Mgr. .... Rhett Sargent  
 Publicity Director ..... Sammy Lillibridge

**KINE—Kingsville—1948**

Frequency: 1330 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... KINE, Inc.  
 Address ..... 205 E. King Ave.  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 Pres. .... James H. Clement  
 General Manager ..... Ben A. Glusing  
 Comm. Sta. Mgr. .... Eston R. Pace  
 Chief Eng. .... R. T. Whitaker

**KPET—Lamesa—1946—KBS**

Frequency: 690 Kc. .... Power: 250 Watts  
 Owned ..... Lamesa Broadcasting Co.  
 Address ..... P. O. Box 30  
 News Service ..... AP  
 Membership ..... NARTB  
 President ..... R. O. Parker  
 General Manager ..... Bob Bradbury  
 Commercial Manager ..... Paul Crow  
 Sales Promotion Manager ..... Gene Campbell  
 Program Director ..... Geneva Crutcher  
 Publicity Director ..... Hal Fees  
 Chief Engineer ..... Roland Ouellette

**KCYL—Lampasas—1948**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lampasas Bcstg. Co.  
 Address ..... H'way 281  
 News Service ..... UP  
 Trans. Ser. .... Lang-Worth  
 Representative ..... Best

**KVOZ—Laredo—1952  
 MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Border Broadcasters, Inc.  
 Address ..... P. O. Box 1498  
 News Service ..... AP  
 Rep. .... Pearson, National Time Sales  
 President ..... E. J. Harpole  
 General Manager ..... Burney Jones  
 Comm. Mgr. .... Neil Gilligan, Jr.  
 Sales Promotion Manager ..... George Holt  
 Chief Engineer ..... Frank Manuel

**KLVT—Levelland—1949**

Frequency: 1230 Kc. .... Power: 250 Watts

Owned.....Herald Broadcasting Co.  
 Address.....Box 866  
 Newspaper Affiliation.....Daily Sun News  
 News Service.....AP  
 Transcription.....Thesaurus  
 Membership.....NARTB  
 President.....Forrest Weimhold  
 Station Manager, Ch. Eng.....Gil Patschke  
 Commercial Manager.....Barney Chadwick  
 Program Director.....M. Dwayne Grimes

**KVOW—Littlefield—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwestern Bcstrs.  
 Business Address.....Littlefield  
 Owners.....J. B. McShan, J. C. Rothwell  
 General Manager.....J. B. McShan

**KFRO—Longview—1934  
 ABC-KBS**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Voice of Longview  
 Address.....Curtis Bldg., P. O. Box 792  
 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  
 News Service.....AP  
 Trans. Ser.....Thesaurus, Standard, World  
 Representative.....Pearson  
 President.....R. G. LeTourneau  
 Gen. Manager.....Virgil Stone  
 Comm. Mgr.....Bill Pirtle  
 Sales Prom. Mgr.....Jim Curran  
 Prog. Dir.....Don Clark  
 Pub. Dir.....Lee Ann Ward  
 Chief Eng.....Robert A. Jones

**KDAV—Lubbock—1953**

Frequency: 580 Kc.....Power: 500 Watts  
 Owned.....KDAV, Ltd.  
 Address.....Box 270  
 News Service.....UP  
 Sta. Rep...Broadcast Time Sales, Clarke Brown  
 Membership.....NARTB  
 Gen. Manager.....D. P. Pinkston  
 Sales Prom. Manager.....Ralph Cery  
 Comm. Mgr.....Gerald Sanders  
 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  
 Representative.....Branham  
 News Service.....AP, INS

Membership.....NARTB  
 Transcription.....Standard  
 Pres., Gen. Manager.....W. D. Rogers  
 Station Manager.....John Kreiger  
 Sls. Prom. Mgr.....W. H. Shipley  
 Program Director.....Eddie Gale  
 Publicity Director.....Duncan Ellison  
 Chief Engineer.....Ruby Starnes

**KCBD—Lubbock—1946—NBC**

Frequency: 1590 Kc.....Power: 1000 Watts  
 Owned-Operated By

Bryant Radio & Television, Inc.  
 Address.....P. O. Box 1507  
 News Service.....UP, AP  
 Transcription Service.....Standard  
 Representative.....Raymer  
 Membership.....NARTB, RAB  
 President, Gen. Mgr.....Joe H. Bryant  
 Sta., Comm. Mgr.....Robert L. Synder  
 Program Director.....Al Goodnight  
 Sales Prom. Mgr.....Ray Poindexter  
 Pub. Dir.....Joan Prigmore  
 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  
 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.....Dan Tarpley  
 Prog. Dir., Pub. Dir.....Robert A. Nash  
 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.....1916 Avenue Q  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Rambeau, Melville  
 President.....Walter G. Russell  
 Gen., Sta. Mgr., Pub. Dir.....M M. Rochester  
 Business Manager.....W. N. McDowell  
 Comm., Sales Manager.....R. C. Hughes  
 Prog. Director.....D. G. Opheim  
 Chief Engineer.....Roger V. Hively

**KLLL—Lubbock—1953—KBS**

Frequency: 1460 Kc.....Power 1000 Watts d.  
 Owned-Oper. By.....R. B. McAllister, G. F. Mapes  
 News Service.....UP  
 Membership.....NARTB  
 Pres., Gen. Manager.....R. B. McAllister  
 Station Manager.....E. E. Mark  
 Comm. Mgr.....Lowell Cato  
 Sales Prom. Mgr.....Wendell Bagwell  
 Chief Eng.....Alvis Woolam



## KRBA—Lufkin—1938 ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Darrell E. Yates  
Address: Lufkin  
Representative: Continental Radio Sales  
Membership: NARTB  
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  
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  
Pub. Dir.: Tom Hooser  
Prog. Dir., Sales Prom. Mgr.: Boyd Porter, Jr.  
Chief Engineer: E. C. Gresham

## KMLW—Marlin—1953

Frequency: 1010 Kc. Power: 250 Watts  
Owned: KMLW, Inc.  
Address: P. O. Box 335  
News Service: AP  
Representative: Hil F. Best  
President: Charles E. Reagan  
Gen., Sta. Comm. Mgr.: Duane W. Ramsey  
Program Director: Jerry S. Hughes  
Chief Engineer: Paul Wagenschein

## KMHT—Marshall—1947 KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned: Harrison Cnty Broadcasting Co.  
Address: 408 Marshall National Bank Building  
News Service: AP  
Representative: Continental  
Membership: NARTB  
President: E. W. Mahone, Jr.  
Gen., Sta. Mgr.: H. A. Bridge, Jr.  
Comm., Sales Prom. Mgr.: Vinson Stevens  
Prog., Pub. Dir.: Sam Stringfellow  
Chief Engineer: B. ad Redfearn

## KRIO—McAllen—1947 ABC-MBS

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By: Valley Bcsting Co.  
Business Address: 500 E. Beaumont St.  
Rep.: Everett-McKinney, Clarke Brown  
Membership: RAB  
News Service: AP  
President: Gene L. Cagle  
VP: Charles B. Jordan  
Manager: Chuck McKasson

## KCMR—McCamey—1954 MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts

Owned: Sprayberry Bcstg. Co., Inc.  
Address: 101 East 5th St.  
News Service: UP  
Representative: Hil F. Best  
Membership: NARTB  
President: Jack W. Hawkins  
General Manager: John Whitmore  
Prog. Dir., Chief Eng.: Claud Barnett

## KMAE—McKinney—1947

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned: McKinney Air Enterprises, Inc.  
Bv., Studio Address: 218 E. Virginia St.  
News Service: AP  
Transcription: World  
Owner: George W. Smith, Jr.  
Comm. Manager: Melvin Belew  
General Manager: Mrs. Denise Smith

## KBUS—Mexia—1956

Frequency: 1590 Kc. Power: 500 Watts  
Owned: Bi-Stone Broadcasting Company  
Address: P. O. Box 227  
News Service: UP  
Owner, Gen. Mgr.: J. B. McNutt, Jr.  
Station Manager: Ralph Weedon  
Chief Engineer: William F. Jones

## KCRS—Midland—1935 ABC

Freq.: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned: Clarence & Ruth Scharbauer, Jr.  
Business-Studio Address: Box 1072  
Representative: William G. Rambeau  
News Service: UP  
Membership: NARTB  
President: Clarence Scharbauer, Jr.  
Gen., Sta. Mgr.: Wallace R. Jackson  
Comm. Mgr.: Eleanor McDonald  
S.s. Prom. Mgr.: Royce Collier  
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.  
News Service: UP  
Transc. Serv.: World, Standard, Keystone  
Representative: Best  
Membership: NARTB, RAB  
Pres., Gen. Mgr., Chief Engr.: Jack Cecil  
Commercial Mgr.: Naomi Boswell  
Program Director: Keith Ward

## KORC—Mineral Wells—1946

Frequency: 1140 Kc. Power: 250 Watts d.  
Owned-Operated By: J. Elroy McCaw  
Address: Crazy Hotel  
Transcription Service: World  
Representative: Continental, Melville  
General Manager: Harry A. Riley  
Sales Manager: R. B. Dill, Sr.

**KVKM—Monahans—1946**  
**MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... Monahans Bcstrs., Inc.  
Address ..... Radio Center  
Membership ..... NARTB, RAB  
Representative ..... Hil F. Best  
Pres., Gen., Sta. Manager..... J. R. Rucker  
Commercial Manager..... Ken Rutledge

**KIMP—Mount Pleasant—1948**  
**KBS**

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Mt. Pleasant Bcatg. Co.  
Business Address ..... Box 990  
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..... Stone Fort Broadcasting Co.  
Address ..... Box 8  
News Service ..... UP  
President ..... Kelly Bell  
Gen., Sta. Mgr., Pub. Dir..... J. C. Stallings  
Comm. Mgr., Program Dir..... R. C. Atherton  
Chief Engineer..... Frank Murray

**KSFA—Nacogdoches—1947**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Nacogdoches Br. Co., Inc.  
Address ..... 2107 North St.  
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 Bcatg. Co.  
Address ..... 184 Castell  
Newspaper Affiliation ..... Herald  
Transcription Service ..... Thesaurus  
News Service ..... AP  
Exec. Dir., Gen., Comm., Prom. Mgr., Pub. Dir.  
F. T. Wilson  
Prog. Dir..... A. E. Moeller, Jr.  
Chief Eng..... Bob Stewart

**KECK—Odessa—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By... Ector County Bcatg. Co.  
Business Address ..... 120 W. 3d  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... ForJoe  
General Manager..... Ben Nedow

Comm., Sls. Prom. Manager..... Roy Elsner  
Program Director..... Art Holt

**KOSA—Odessa—1947**  
**CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... Odessa Bcatg. Corp.  
Business-Studio Address..... 1300 South Crane  
News Service ..... AP  
Transcription Service ..... World, Capitol  
Representative..... John E. Pearson  
Membership ..... NARTB, RAB  
President, Gen. Mgr..... Cecil L. Trigg  
Station Manager, Pub. Dir..... Doyce Elliott  
Program Director..... Jack Foster  
Comm., Prom. Mgr..... Lou Lindsay  
Chief Engineer..... James Simpson

**KRIG—Odessa—1946**  
**MBS-KBS**

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Oper. By... Oil Center Bcatg. Co., Inc.  
Address ..... Box 231  
News Service ..... UP  
Representative..... Hil F. Best  
Membership ..... NARTB  
President..... R. O. Canon  
General Manager..... Kenneth Bond  
Station Manager..... Marguerite LaRue  
Sales Prom. Mgr..... Carl Boone  
Program Director..... John Logan  
Chief Engineer..... Harold Whitley

**KOGT—Orange—1948—KBS**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By... Sabine Area Brcatg. Corp.  
Address ..... Orange  
Station Rep. .... Best  
Membership ..... NARTB, RAB  
News Service ..... UP  
Trans. .... Lang-Worth, World  
President ..... M. L. Jacobs  
Exec. V.P., Gen. Manager..... Ed Lovelace  
Prog. Dir..... Betty Klein  
Chief Engineer..... Hulan Smith

**KNET—Palestine—1936**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Palestine Bcatg. Corp.  
Business-Studio Address..... P. O. Box 649  
News Service ..... UP  
Trans. .... World  
Pres., Gen., Sta. Mgr..... Allen E. Vinson  
Comm., Mgr..... Milton M. Evans  
Sales Prom. Mgr..... Don Norton  
Program Director..... Marvin Crain  
Publicity Director..... Errol Coker, Jr.  
Chief Engineer..... James K. Richardson

**KPAT—Pampa—1951**

Frequency: 1230 Kc. Power: 250 Watts  
Owned ..... Pampa Broadcasting Co.



Address..... P. O. Box 1779  
 News Service..... AP  
 Representative..... Continental  
 President..... Bob Bradbury  
 Gen., Sta., Comm., Sales Prom. Mgr.  
 John A. Mungus  
 Prog., Pub. Dir..... Delores Cooper  
 Chief Engineer..... Dan Daniels

**KPDN—Pampa—1936—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Top O' Texas Bcstg. Co.  
 Address..... Hughes Bldg.  
 News Service..... UP  
 Transcription Service..... World  
 Station Rep..... Best  
 Membership..... NARTB  
 General Manager, Pub. Dir..... Coy Paimer  
 Sta. Mgr., Prog. Dir..... Warren Hasse  
 Chief Engineer..... Bill Spiller

**KFTV—Paris—1950**

Frequency: 1250 Kc..... Power: 500 Watts d.  
 Owned-Operated By..... Lamar Bcstg. Co., Inc.  
 Address..... 210 First Nat'l Bank Bldg.  
 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..... North Star Broadcasting Co., Inc.  
 Address..... Highway 24  
 News Service..... AP  
 Representative..... John E. Pearson  
 President, Gen., Sta. Mgr..... Fred Kincaid  
 Sales Promotion Manager..... Hal Raphael  
 Program Director..... John Kunsak  
 Publicity Director..... Virginia Jessee  
 Chief Engineer..... Jeff Methven

**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  
 Sales Manager..... Johnny P. Hernandez  
 Program Director..... Joe Martinez Morales

**KIUN—Pecos—1935  
 MBS-KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Jack Hawkins, Barney Hubbs  
 Business-Studio Address..... Kiun Bldg.  
 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.  
 Address..... P. O. Box 917  
 News Service..... AP  
 Transcription Service..... Lang-Worth  
 Membership..... NARTB  
 President..... Carl Ellis  
 Gen., Sta. Mgr..... Irving R. Buchanan  
 Comm. Mgr..... G. K. Rupprecht  
 Program Director..... Kenneth Roller  
 Chief Engineer..... Don Smith

**KVOP—Plainview—1944  
 MBS-KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KVOP, Inc.  
 Address..... 1100 W. 24th St.  
 News Service..... AP  
 Membership..... NARTB  
 Gen., Sta. Manager..... Kermit Ashby  
 Comm. Manager..... Tut Tawwater

**KBOP—Pleasanton—1950  
 KBS**

Frequency: 1380 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Atascosa Broadcasting Co.  
 Address..... P. O. Box 247  
 Representative..... Best  
 News Service..... AP  
 General Manager..... Ben L. Parker  
 Comm., Prom. Mgr..... Tom Everitt  
 Prog. Dir..... W. M. Hilburn  
 Chief Eng..... Mona Parker

**KOLE—Port Arthur—1947**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Port Arthur Bcstg. Co.  
 Address..... 400 4th St.  
 News Service..... UP, AP  
 Trans. Ser..... Lang-Worth  
 Membership..... RAB  
 General Manager..... Socs Vratiss  
 Station Manager..... Mary A. Petru  
 Sales Manager..... Bob Tucker

**KPAC—Port Arthur—1934  
 MBS**

Freq. 1250 Kc..... Power: 5 Kw. d, 1 Kw. n.  
 Owned-Oper. By..... Port Arthur College  
 Business-Studio Address..... P. O. Box 511  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Pearson  
 Membership..... NARTB  
 Sta., Gen. Manager..... Marjorie R. Vickers  
 Commercial Manager..... George Crouchet  
 Prom. Mgr..... Mack Newberry  
 Pub., Program Director..... Corinne Enos

**KRWS—Post—1955—KBS**

Frequency: 1370 Kc..... Power: 500 Watts d.  
 Owned-Operated By  
 Wallace Simpson & Bob Garrison

Address.....206 E. Main St.  
 News Service.....UP  
 Membership.....NARTB  
 General Manager.....Bob Garrison  
 Program Director.....Lou Garrison  
 Chief Engineer.....Jerry White

**KOLJ—Quanoh—1952—KBS**

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Orville L. Jenkins  
 Address.....Quanoh  
 News Service.....AP  
 Station Rep.....Best  
 Transcription Service.....World  
 Owner.....Orville L. Jenkins

**KFRD—Rosenberg—1948**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Ford Bend Bcstg. Co.  
 Business Address.....P. O. Box 832  
 News Service.....UP  
 Membership.....NARTB  
 General Manager.....Jim Hairgrove

**KTLU—Rusk—1955**

Frequency: 1580 Kc.....Power: 500 W., d.  
 Address.....P. O. Box 316  
 Representative.....Best  
 News Service.....AP

**KGKL—San Angelo—1928**

ABC

Freq.: 960 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By  
 Angelo Broadcasting-Telecasting Inc.  
 Business-Studio Address.....Box 850  
 News Service.....AP  
 Representative.....John E. Pearson  
 Membership.....NARTB  
 Pres., General Manager.....Lewis O. Seibert  
 Commercial Manager.....Tom Campbell  
 Program Director.....Franklin Rainey  
 Chief Engineer.....William Poteet

**KTXL—San Angelo—1947**

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wes-Tex Bcstg. Co., Inc.  
 Address.....1015 E. 28th St.  
 News Service.....UP  
 Trans. Service.....World  
 Representative  
 Melville; Venard, Rintoul & McConnell, Melville  
 Membership.....NARTB  
 General Manager.....J. Harley Hubbard  
 Radio Director.....Al Cobb

**KWFR—San Angelo—1954**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Solar Broadcasting Co., Inc.  
 Address.....421 W. 26th St.  
 News Service.....AP  
 Rep.....Clarke-Brown, Thomas F. Clark  
 President.....Arthur Foster  
 General Manager.....Walton Foster

Comm. Mgr.....Corwin Riddell  
 Program Director.....Jack Du Blon  
 Chief Eng.....Alvin Wood

**KPEP—San Angelo—1954**

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned.....C. H. Treadway & David Pinkston  
 Address.....Box 1350  
 News Service.....UP  
 Representative.....Hil F. Best  
 Membership.....NARTB  
 General Manager.....C. H. Treadway  
 Comm., Sales Prom. Mgr.....Richard Dean  
 Program Director.....A. N. Peters  
 Publicity Director.....Jonny Thurman  
 Chief Engineer.....Robert Featherston

**KCOR—San Antonio—1945**

Freq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned.....KCOR, Inc.  
 Address.....111 Martinez St.  
 Rep.....O'Connell; Dora-Clayton, Tracy Moore  
 Membership.....NARTB  
 President.....Raoul A. Cortez, Sr.  
 General Mgr.....Nathan Safir  
 Station Mgr.....Raoul A. Cortez, Jr.  
 Commercial Manager.....Ben Tamborello  
 Program Dir.....Oscar Arguendo

**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 & 4th St.  
 News Service.....AP  
 Newspaper Affil.....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  
 Promotion Manager.....Robert Miller  
 Chief Engineer.....Bill Jackson

**KEYX—San Antonio—1953**

Frequency: 1250 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Leal Bcstg. Co., Inc.  
 Address.....403 N. Flores St.  
 Pres., Gen. Mgr.....Manuel D. Leal  
 Commercial Mgr.....M. Davila  
 Asst. Gen. Manager.....Louis M. Muro  
 Program Director.....R. Chavez

**KITE—San Antonio—1947**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Station KITE  
 Business-Studio Address.....310 Transit Tower  
 Representative.....Avery-Knodel  
 News Service.....AP, UP  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Charles W. Ballthroe  
 Station Manager.....Alex A. Coe  
 Commercial Mgr.....Kelly Wolford  
 Prog. Mgr.....Stanley 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 . . . . . Radio KIWW, Inc.  
 Address . . . . . 518 W. Houston St.  
 News Service . . . . . UP  
 Representative . . . . . Nat'l Time Sales, Oakes  
 President! . . . . . Robert N. Pinkerton  
 General Manager . . . . . James F. Anderson  
 Prog. Dir. . . . . Juan Gattas  
 Pub. Dir. . . . . Rogelio Frias  
 Chief Eng. . . . . William Ellis

**KMAC—San Antonio—1926**  
**MBS**

Frequency: 630 Kc. . . . . Power: 5,000 Watts  
 Owned-Oper. By . . . . . Howard W. Davis  
 Address . . . . . 22-224 W. Commerce  
 Membership . . . . . NARTB  
 Pres., Gen. Sta. Mgr. . . . . Howard W. Davis  
 Program Director . . . . . A. S. (Tony) Bessan  
 Pub. Dir. . . . . Carol Lay  
 Chief Eng. . . . . Al Knight

**KONO—San Antonio—1927**

Frequency: 860 Kc. . . . . Power: 5000 d., 1000 n.  
 Owned-Operated By . . . . . Mission Bdcstg. Co.  
 Address . . . . . 317 Arden Grove  
 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

**KTSA—San Antonio—1928**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Sunshine Bcstg. Co.  
 Business-Studio Address . . . . . 1130 Broadway  
 News Service . . . . . AP, UP  
 Representative . . . . . Raymer  
 General Manager . . . . . Bill Weaver  
 Program Director . . . . . Don Keyes  
 Chief Engineer . . . . . Glenn Cook

**WOAI—San Antonio—1944**  
**ABC-NBC**

Frequency: 1200 Kc.; Power: 50,000 Watts d., n.  
 Owned-Oper. By . . . . . Southland Industries, Inc.  
 Address . . . . . 1031 Navarro St.  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . Edward Petry & Co., Inc.  
 Trans. . . . . World  
 President . . . . . Hugh A. L. Hall  
 General Manager . . . . . James M. Gaines  
 Commercial Manager . . . . . Rex Prels  
 Sales Prom. Mgr. . . . . Bill N. Yancy  
 Program Director . . . . . Robert Reed  
 Publicity Director . . . . . Imogene Stanley  
 Chief Engineer . . . . . Charles L. Jeffers

**KCNY—San Marcos—1948**  
**KBS**

Frequency: 1470 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Central Brcstg. Co.  
 Address . . . . . 1105 McKie St.  
 News Service . . . . . AP  
 Representative . . . . . Hil F. Best  
 President . . . . . Lawrence Walshak  
 Vice President . . . . . Frank T. Wilson, Jr.  
 Commercial Manager . . . . . Mel Ammerman  
 Program Director . . . . . Elward Ruffin

**KWED—Seguin—1948**

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Seguin Bdcstg. Co.  
 Business-Studio Address . . . . . 200 S. Camp St.  
 News Service . . . . . UP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NARTB  
 President, Gen. Mgr. . . . . Garfield Kiel  
 Com., Sta. Mgr., Prom. Mgr. . . . . Stan McKenzie  
 Prog. Dir. . . . . Henry Lehnhoff  
 Pub. Dir. . . . . Faye Chessher  
 Chief Engineer . . . . . Louis Sowder

**KSML—Seminole—1954—KBS**

Frequency: 1250 Kc. . . . . Power: 1000 Watts d  
 Owned-Oper. By . . . . . Seminole Bcstrs.  
 Address . . . . . 402 South Main St.  
 News Service . . . . . UP  
 Co-Owner . . . . . Clint, Marshall Formby  
 General Manager . . . . . Hal Blymiller

**KSEY—Seymour—1950**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . W. C. Moss, Jr.  
 Address . . . . . Lubbock Hy.  
 News Service . . . . . AP  
 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  
 Newspaper Affil. . . . . Texan  
 News Service . . . . . UP  
 Representative . . . . . Best  
 Manager, Program Director . . . . . Bill B. Day

**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)  
 Representative . . . . . Pearson  
 General Manager . . . . . Tom E. Spellman

**KTAN—Sherman—1947**  
**KBS**

Frequency: 1500 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Groves Ccstg Co.

Address.....P. O. Box 661  
 News Service .....AP  
 Representative .....Hil F. Best  
 General Mgr.....J. L. Groves

**KANN—Sinton—1954**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
 Owned.....San Patricio Bcstg. Co.  
 Address.....Box 1366, Simon  
 News Service .....AP  
 Transcription .....World  
 Representative .....Melville  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Tom C. Fleet  
 Assistant Manager.....Princess J. Fleet  
 Commercial Manager.....Fred Mayhew  
 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  
 News Service .....UP  
 Pres., Gen., Sta. Mgr., Pub. Dir....David Ratliff  
 Comm., Sales Prom. Mgr.....Phil Keener  
 Program Director.....Elton Higgs  
 Chief Engineer.....Harold McDonald

**KSTV—Stephenville—1947**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned.....O. H. Halvorson & O. Folkvord  
 Address.....P. O. Box 102  
 News Service .....UP  
 Co-Owner, Mgr.....O. H. Halvorson  
 Co-owner .....Olaf Folkvord

**KSST—Sulphur Springs—1947  
 MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hopkins County Bcstg. Co.  
 Business-Studio Address.....P. O. Box 284  
 News Service .....AP  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....William E. Bradford  
 Comm. Mgr.....Clovis Pinion  
 Sales Prom. Mgr.....Buddy Funderburke  
 Program Director.....Margaret Thomas  
 Publicity Director.....Lou Erck  
 Chief Engineer.....Bill Bradford

**KXOX—Sweetwater—1939  
 KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....F. L. Ledbetter & Myrl Stein  
 Bus. Studio-Transmitter Address.....Box 570

News Service .....AP  
 Representative .....Hil F. Best, Melville  
 Membership .....NARTB  
 President .....F. L. Ledbetter  
 Gen. Mgr.....Myrl Stein  
 Comm. Manager.....Elwood Fritsch  
 Program Director.....Faye Broadwell  
 Chief Engineer.....Walter D. Tobler

**KTAE—Taylor—1949—KBS**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KTAE, Inc.  
 Business Address.....P. O. Box 191  
 News Service .....UP  
 Representative .....Keystone  
 Membership .....NARTB  
 General Manager.....Graham Gillis Conoley  
 Sta. Mgr., Prog. Dir.....Harry Gaines  
 Commercial Manager.....John Wehby  
 Sales Prom. Mgr.....Mame Steadman  
 Publicity Director.....Joe Hegar  
 Chief Engineer.....Gordon Rainey

**KTEM—Temple—1936—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Bell Broadcasting Co., Inc.  
 Address.....17 South Third  
 Newspaper Affiliation.....Daily Telegram  
 News Service .....UP  
 President .....Frank W. Mayborn  
 General Manager.....Harry O'Connor  
 Program Director.....Bob Sunderland  
 Chief Engineer.....Dalton Sanders

**KTER—Terrell—1950**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Terrell Bcstg. Corp.  
 Address.....Walnut & State Sts.  
 Transcription Service .....Thesaurus  
 News Service .....AP  
 Membership .....RAB  
 Pres., Gen. Mgr.....Paul A. Wnorowski  
 Commercial Manager.....Bill Collins

**KCMC—Texarkana—1932  
 ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCMC, Inc.  
 Business-Studio Address.....315 Pine St.  
 Newspaper Affil., Texarkana Newspapers, Inc.  
 Representative .....Venard, Melville  
 News Service .....AP  
 Membership .....NARTB, RAB  
 General Manager.....Frank O. Myers  
 Chief Engineer.....Harvey Robertson

**KTFS—Texarkana—1946  
 KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KTFS, Inc.  
 Business-Studio Address.....4305 Stateline Ave.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Indie, Clarke-Brown  
 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.  
 News Service .....UP  
 Sta. Rep..... Best  
 Station Mgr., Prog. Dir..... Roy E. Hanson

**KTUE—Tulia—1954—KBS**

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

**KDOK—Tyler—1956**

Frequency: 1330 Kc..... Power: 500 Watts  
 Owned..... Dana W. Adams  
 Address..... 808 Peoples Bank Building  
 News Service .....AP  
 Membership ..... NARTB  
 President, General Manager..... Dana W. Adams  
 Commercial Manager..... Pat Morgan  
 Sales Promotion Manager..... Toby Durst  
 Program Director..... Jay Dodson  
 Chief Engineer..... Robie Morgan

**KGKB—Tyler—1930—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lucille Lansing  
 Address..... Box 957  
 Representative ..... O'Connell, Brown  
 Membership ..... NARTB  
 President ..... Lucille Lansing  
 General Manager..... Gerry Lansing

**KTBB—Tyler—1947—ABC**

Freq.: 600 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Blackstone Bcstg. Co.  
 Business-Studio Address..... 311 N. Broadway  
 News, Affil..... Courier Times Telegraph  
 News Service .....UP  
 Representative ..... Venard, Melville  
 Membership ..... NARTB, RAB  
 President..... Mrs. C. N. Clyde  
 Gen., Sta. Mgr., Pub. Dir..... M. Danbom  
 Comm. Mgr., Sales Prom. Mgr., Bill Whitworth  
 Prog. Dir..... Don Tausch  
 Chief Engineer..... R. A. Wileman

**KVOU—Uvalde—1947—KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 News Service .....UP  
 Gen. Mgr..... Edward J. Harpole  
 Commercial Manager..... Jim Kennington  
 Program Director..... Bill Woods  
 Chief Engineer, Sta. Mgr..... Al Mason

**KVWC—Vernon—1939**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Johnson-Garrison Co.  
 Address..... 1813½ Wilbarger  
 Representative ..... Clark, Melville  
 President ..... Bobo Johnson  
 General Manager..... Joe Garrison  
 Commercial Manager..... Aubrey Rummel

**KNAL—Victoria—1949**

Frequency: 1410 Kc..... Power: 500 Watts  
 Owned-Operated By..... Victoria Bcstg. Co.  
 Address..... Box 1410  
 Representative..... Hil F. Best  
 Gen., Sta. Manager..... James A. Traber  
 Commercial Mgr..... Warren Dentler

**KVIC—Victoria—1939—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KVIC Bcstg. Co.  
 Business Address..... Box 725  
 News Service .....UP  
 Membership ..... RAB  
 President..... J. G. Long  
 Gen., Sta., Comm. Mgr..... William C. Burks  
 Commercial Manager..... Vernon L. Townsend  
 Program Dir., Pub. 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  
 News Service..... AP, INS  
 Representative ..... Pearson  
 Membership ..... NARTB  
 President..... M. N. Bostlick  
 Gen. Mgr..... C. L. Hinkle  
 Commercial Manager..... J. M. Brlnegar  
 Program Director..... Joe Saragusa  
 Puo. Dir..... Chuck Hardin  
 Chief Engineer..... William Moore

**WACO—Waco—1922**  
**ABC-MBS**

Frequency: 1460 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Waco Bcstg. Co.  
 Business Address..... 3620 Franklin Ave.  
 News Service .....AP  
 Representative..... Weed, Brown  
 President..... Wendell Mayes  
 V. P., Gen. Mgr..... R. Lee Glasgow  
 Chief Engineer..... Jack Vinson

**KBEC—Waxahachie—1955**  
**KBS**

Frequency: 1390 Kc..... Power: 500 W., d.  
 Owned-Operated By..... Richard Tuck Enterprises  
 Address..... Hwy. 287 E.  
 News Service .....AP  
 Representative..... Melville  
 Pres., Gen. Mgr..... Richard Tuck  
 Commercial Manager..... Leon Joslin  
 Prog. Dir..... Faye Tuck  
 Chief Engineer..... Edwin Zoch

**KRGV—Weslaco—1927**  
NBC

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By Taylor Radio & TV Corp.  
Bus. Studio-Transmitter Address: 201 Border St.  
News Service AP  
Transcription Service World, SESAC  
Representative Pearson  
Membership RAB, UARTB  
Exec. Gen. Manager O. L. (Ted) Taylor  
News Director Brad H. Smith

**KSYD—Wichita Falls—1947**  
ABC-MBS

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By Grayson Enterprises  
Address: P. O. Box 2130  
News Service AP  
Trans. Ser. World  
Station Rep.  
Venard, Rintoul & McConnell, Clarke Brown  
Membership NARTB  
President Sydney A. Grayson  
Gen. Mgr. George Craig

Prog. Dir. Jim Risner  
Chief Engineer Herb Wiley

**KTRN—Wichita Falls—1949**

Freq. 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Texoma Bcstg. Co.  
Address: 917½ Scott St.  
News Service AP  
Representative Pearson  
Membership NARTB  
General Manager Boyd Kelley  
Program Director Roger Stoner

**KWFT—Wichita Falls—1939**  
CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned Kenyon Brown  
Address: P. O. Box 420  
News Service UP  
Transcription Standard  
Representative John Blair  
Membership NARTB, RAB  
President, Gen. Mgr. Kenyon Brown  
Sta. Mgr., Prog. Dir. H. B. Cornwell, Jr.  
Commercial Manager A. L. Pierce  
Publicity Director Mrs. Owanah Shelton  
Chief Engineer Melvin O. Harrison

**Utah**

Pop. March 1 (Est.) 817,000—Families 226,001  
Radio Homes 215,000—TV Homes 177,000—Stations in State 21

**KBUH—Brigham City—1948**  
KBS

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By Ravella M. Bone  
Address: 948 W. Forest Rd.  
Owner Ravella M. Bone  
General Manager Wade M. Ebeling  
Prog. Director Mel Richardson

**KSUB—Cedar City—1937**  
CBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By So. Utah Bcstg. Co.  
Address: 189 N. Main St.  
News Service UP  
Rep. Western Bcstg. Sales  
Membership NARTB, RAB  
President Ivor Sharp  
Gen., Sta. Mgr., Prog. Dir. Arthur Higbee  
Sales Manager W. V. Lowe  
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.  
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 Bcstg. Co.  
Address: 1393 N. Main St.  
News Service UP  
Representative Avery-Knodel  
Transcription Service World  
President Herschel Bullen  
Gen., Sta. Mgr., Sls. Prom. Mgr. Reed Bullen  
Commercial Manager W. W. Kirkland  
Program Director Maye Meservy  
Chief Engineer W. L. Jones

**KMUR—Murray—1948**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By O. J. Wilkinson  
Address: 333 Clark St.  
News Service UP  
Transcription Service Lang-Worth  
Membership NARTB  
Owner O. J. Wilkinson  
Gen., Sta. Mgr. D. R. Stringfellow  
Comm., Prom. Mgr. Vern T. Bruggeman  
Prog., Uub. Dir., Eng. Dorain R. Hale

**KLO—Ogden—1924**  
MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By Interstate Bcstg. Corp.  
Address: Hotel Ben Lomond  
News Service UP



**Representative** ..... Avery-Knodel  
**Membership** ..... NARTB, RAB  
**President** ..... Edris Glasmann  
**Sta. Mgr.** ..... W. Kimball Ward  
**Prog. Dir.** ..... Rex Wallgren  
**Chief Eng.** ..... Wayne Moss

**KKOG—Ogden—1947**

**Frequency:** 730 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... KOPP, Inc.  
**Address** ..... W. 12th St.  
**News Service** ..... UP  
**Rep.** ..... Peggy Stone  
**President** ..... William Lindsey  
**General Manager** ..... Robert K. Hansen  
**Comm., Sales Prom. Mgr.** ..... Roger Thomsen  
**Program Director** ..... Lee Jorgensen  
**Publicity Director** ..... Mary Ketts  
**Chief Engineer** ..... Hirschel Urie

**KVOG—Ogden—1948**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... United Bcstg. Co.  
**Business Address** ..... 1538 Gibson Ave.  
**Representative** ..... Webb  
**News Service** ..... AP  
**Transcription** ..... Thesaurus  
**Pres., Gen. Mgr.** ..... Arch G. Webb

**KOAL—Price—1936**  
**MBS-KBS-IMN**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Eastern Utah Bcstg. Co.  
**Address** ..... Price  
**Representative** ..... Avery-Knodel  
**Commercial Manager** ..... Jack Richards

**KEYY—Provo—1949—KBS**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Mid Utah Bcstg. Co.  
**Address** ..... Box 205  
**News Service** ..... AP  
**President** ..... D. Spencer Grow  
**Gen. Mgr.** ..... E. A. Niehay

**KIXX—Provo—1947—ABC**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned** ..... Central & Utah Bcstg. Co.  
**Address** ..... P. O. Box 550  
**Representative** ..... Hollingbery, Webb  
**News Service** ..... UP  
**Transcription** ..... Standard, Capitol  
**Gen. Manager** ..... Harold E. Van Wagenen

**KOVO—Provo—1939—MBS**

**Frequency:** 960 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... KOVO Bcstg. Co.  
**Business-Studio Address** ..... 16 E. 3rd N.  
**News Service** ..... UP  
**Membership** ..... NARTB, RAB  
**President** ..... Ashley L. Robison  
**Gen. Mgr.** ..... Glenn Shaw  
**Comm. Mgr.** ..... L. H. Curtis  
**Publicity Dir.** ..... Wayne Carle

**KSVC—Richfield—1947**  
**INTERMOUNTAIN**

**Frequency:** 980 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Sevier Valley Bcstg. Co.  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Avery-Knodel  
**Membership** ..... NARTB, RAB  
**President** ..... Homer Bandlely  
**General Manager** ..... Arthur Tucker  
**Sales Manager** ..... Ralph Ross  
**Nat'l. Sales Manager** ..... Lynn Meyer

**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.  
**Newspaper Affil.** ..... Ogden Standard-Examiner  
**Representative** ..... Avery-Knodel, Inc.  
**Membership** ..... NARTB, RAB  
**P. es., Gen. Mgr.** ..... George C. Hatch  
**Sta., Comm. Mgr.** ..... Homer K. Peterson  
**Sls. Prom. Mgr., Pub. Mgr.** ..... Dick Westman  
**Program Director** ..... Clark Lobb  
**Chief Engineer** ..... W. D'Orr Coxson

**KDYL—Salt Lake City—1922**  
**NBC**

**Frequency:** 1320 Kc. .... **Power:** 5000 Watts  
**Owned** ..... Intermountain Bcstg & Telev. Corp.  
**Bus. Studio Address** ..... 130 Social Hall Ave.  
**Representative** ..... Katz  
**Membership** ..... NARTB, RAB  
**News Service** ..... UP  
**Transcription** ..... Thesaurus  
**President, Gen. Mgr.** ..... G. Bennett Larson

**KNAK—Salt Lake City—1945**

**Freq.:** 1280 Kc. .... **Power:** 5 Kw. d., 500 W. n.  
**Owned** ..... Granite District Radio Bcstg. Co.  
**Business-Studio Address** ..... 1042 So. 6th W.  
**News Service** ..... UP  
**Representative** ..... Forjoe  
**P. esident, Chief Eng.** ..... Howard D. Johnson  
**Gen., Comm. Mgr.** ..... William Wright  
**Program Director** ..... Mildred Baker

**KSOP—Salt Lake City—1955**  
**KBS**

**Frequency:** 1370 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Seagull Broadcasting Co.  
**Address** ..... Box 2557  
**News Service** ..... UP  
**Trans.** ..... SESAC  
**Representative** ..... Gill-Perna  
**Membership** ..... NARTB  
**Gen. Manager** ..... M. H. Hilton  
**Commercial Manager** ..... Gil Hilton  
**Prog. Dir.** ..... Sam Moll  
**Sales Prom. Mgr.** ..... Garth Wheeler  
**Publicity Director** ..... Jim Carroll  
**Chief Engineer** ..... Lyle Wahlquist

**KSL—Salt Lake City—1922**  
CBS

Frequency: 1160 Kc. Power: 50,000 Watts  
Owned-Oper. By... Radio Service Corp. of Utah  
Bus.-Studio Address... 145 Social Hall Ave.  
News Service... AP, UP  
Transcription Service... World  
Representative... CBS Radio Spot Sales  
Membership... NARTB, RAB  
President... J. Reuben Clark  
General Manager... Jay W. Wright  
Director of Operation... J. Allen Jensen  
Commercial Manager... Joseph A. Kjar  
Program Manager... Rex L. Campbell  
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... 165 Social Hall Ave.  
News Service... UP

Representative... Hollingbery  
Membership... NARTB  
President, General Mgr... Frank C. Carman  
Commercial Mgr., Prom. Mgr... Allan Thomas  
Chief Eng... Delbert Williams

**KWHO—Salt Lake City—1955**

Frequency: 860 Kc. Power: 1 Kw., d.  
Owned-Operated By... Reese C. Anderson  
Address... 345 S. State St.  
News Service... UP  
Trans... SESAC  
Membership... NARTB  
Pres., Gen. Mgr... Reese C. Anderson  
Prog. Dir... Cherie Johnsen  
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.  
Trans... Standard, Capitol, MacGregor, Cole  
Manager... Lee Walker

**Vermont**

Pop. March 1 (Est.) 369,000—Families 107,000  
Radio Homes 104,000—TV Homes 76,000—Stations in State 13

**WBTN—Bennington—1953**

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By... Catamount Bcstrs. Inc.  
Address... Bennington  
News Service... UP  
Representative... McGillvra, Kirby  
Membership... RAB  
Pres., Gen. Mgr., Chief Eng... J. G. Keyworth  
Sta., Comm. Mgr... Benjamin A. Hubley

Owned... WDOT, Corp.  
Address... 109 S. Winooski Ave.  
News Service... UP  
Membership... NARTB  
Station Representatives... Walker  
President, Gen., Sta... Vol Carter  
Comm. Mgr., Prom. Mgr... V. J. D'Acuti  
Chief Engineer... Glendon Fleury

**W TSA—Brattleboro—1950**  
ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Tri-State Area Bcstg. Corp.  
Address... Box 819  
News Service... UP  
Representative... Walker  
President... Theodore Feinstein  
Gen., Sta., Comm. Mgr... Phillips Terhune

**WJOY—Burlington—1946**  
ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Vermont Bcstg. Corp.  
Bus.-Studio-Transmitter Location... 633 Main St.  
News Service... AP  
Trans... World  
Representative... Everett-McKinney, Kettel Carter  
Membership... RAB, NARTB  
Station Manager... Frank A. Balch  
Prog. Dir... Ted Barker  
Chief Eng... Don Wheatley

**WCAX—Burlington—1931**  
CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By... WCAX Radio, Inc.  
Business-Studio Address... 135 Main St.  
News Service... UP  
Representative... Weed  
Membership... NARTB, RAB  
President, Sta. Mgr... C. P. Hasbrook  
Prog. Dir... W. C. Dow  
Chief Engineer... James W. Tierney

**WSKI—Montpelier-Barre**  
1947—ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned By... Montpelier-Barre Bcstg. Co.  
Bus. Address... Union Mutual Bldg., Montpelier  
News Service... AP  
Representative... Nona Kirby  
Membership... NARTB  
President... Paul Perreault  
V.P., Gen. Mgr... Arthur Tacker  
Commercial Manager... Harry C. Perrigo

**WDOT—Burlington—1954**

Frequency: 1400 Kc. Power: 250 Watts





### WIKE—Newport—1952

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Memphremagog Bcstg. Co.  
 Address: Box 586  
 Transcription Service: World  
 News Service: UP  
 Membership: RAB  
 Reps.: McGillvra, Walker, Alexander  
 President: E. Dean Finney  
 Gen. Mgr., Chief Eng., Pub. Dir.: D. Thurston  
 Commercial Manager: Helen Bowman  
 Sales Promotion Manager: Melvin Carter  
 Program Director: William Graham

### WHWB—Rutland—1949

Frequency: 1000 Kc. Power: 1000 Watts  
 Owned: Central Vermont Broadcasting Corp.  
 Address: West Proctor Road  
 News Service: AP  
 Transcription: World  
 Representative: Gill-Perna  
 General Manager: John H. Bennett  
 Commercial Manager: Frank McCormack  
 Program Director: David J. Corey  
 Chief Engineer: Vail Church

### WSYB—Rutland—1930 KBS-MBS-YANKEE

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Philip Weiss Music Co.  
 Bus. Studio Address: 35 Washington St.  
 Representative: McGillvra, Walker  
 Gen., Comm. Manager: Philip Weiss  
 Business Manager: J. H. Weiss

### WWSR—St. Albans—1941 YANKEE

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned: Vermont Radio Corp.  
 Address: 75 North Main Street  
 News Service: UP  
 Transcription: World  
 Representative: Walker  
 President, General Manager: Lloyd S. Squier  
 Sales Promotion Manager: Ceci Fahl  
 Program Director: Bob Leavitt  
 Chief Engineer: Ted Boisvert

### WTWN—St. Johnsbury—1949

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Twin State Bcstrs. Inc.  
 Address: Concord Ave.  
 News Service: UP  
 Transcription Service: World  
 Membership: NARTB, RAB  
 Representative: McGillvra  
 Pres., Gen. Mgr.: E. Dean Finney  
 Commercial Manager: John Byrne  
 Prog. Dir., Ch. Eng.: Guy O. Austin  
 Publicity Manager: Robert Smith

### WNIX—Springfield—1954

Frequency: 1480 Kc. Power: 1 Kw.

Owned: Conn. Valley Bcstg. Co., Inc.  
 Address: 106 Park St.  
 News Service: UP  
 Trans. Ser.: Thesaurus, World  
 Station Rep.: McGillvra, Walker  
 President, Gen. Mgr.: E. Dean Finney  
 Sta. Mgr.: Frederick C. Stearns, Jr.  
 Program Director: Edwin A. Ellis  
 Chief Eng.: D. W. Churchill

### WDEV—Waterbury—1931 MBS-YANKEE

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Oper. By: Lloyd E. Squier  
 Address: 9 Stowe St.  
 News Service: UP  
 Transcription Service: World  
 Membership: RAB  
 General Manager: Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir.: Craig S. Parker  
 Chief Engineer: Warren Chase

**MORE NEWS**

**MORE FEATURES**

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# AP

and **MORE**  
 RADIO AND  
 TELEVISION STATIONS

depend on  
**The Associated Press**

# Virginia

Pop. March 1 (Est.) 3,693,000—Families 956,000  
Radio Homes 916,000—TV Homes 743,000—Stations in State 72

## WPIK—Alexandria—1945

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Potomac Bcstg. Corp.  
Address. Virginia Theatre Bldg.  
Representative. Breen & Ward  
News Service. AP  
Membership. NARTB, RAB  
Pres., Gen. Mgr. Carl L. Lindberg  
Comm. Mgr., Prog. Dir. John C. Moran  
Sales Prom. Mgr. Robt. E. Lee Moore

## WARL—Arlington—1946

Frequency: 780 Kc. Power: 1000 Watts  
Owned. Northern Virginia Broadcasters, Inc.  
Address. 5232 Lee Highway  
News Service. UP  
Representative. Charles Bernard  
President. Cy Blumenthal  
General Manager. Ray Armand  
Station Manager. George Crump  
Commercial Manager. Robert Cobbins  
Sales Promotion Manager. James Clark  
Program Director. John Galloway  
Publicity Director. Jack Laurence  
Chief Engineer. James Petty

## WEAM—Arlington—1947

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Oper. By. Arlington Fairfax Bcstg. Co.  
Address. 1300 G. St., N.W.  
News Service. AP  
Trans. Standard  
Rep. McGillvra  
President. Harold H. Thoms  
Gen., Sta., Comm. Mgr. Sidney Magelof  
Prog. Dir. Jay Perri  
Pub. Dir. Nat Albright  
Chief Eng. Ray Mills

## WBLT—Bedford—1950

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned-Oper. By. Bedford Bcstg. Corp.  
Address. P. O. Box 406  
News Service. AP  
Transcription Service. Thesaurus  
Membership. NARTB  
Pres., Gen., Sta. Mgr. J. E. Synan  
Commercial Manager. Douglas B. Catlin  
Program Director. Robert A. Scott, Jr.  
Chief Engineer. J. P. Laughlin

## WLSD—Big Stone Gap—1953

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Gap Bcstg. Co.  
Address. Box 244  
News Ser. AP  
Trans. Ser. World  
Membership. NARTB, RAB  
Gen., Comm. Manager. W. H. Wren, Jr.  
Commercial Manager. Larry Dean  
Prog Dir., Ch. Eng. James J. Gilmore  
Promotion Director. Baker Fraley

## WKLW—Blackstone—1947 MBS

Frequency: 1490 Kc. Power: 250 watts  
Owned-Oper. By. Blackstone Bdcstg. Corp.  
Address. Community Bldg.  
Transcription Service. Thesaurus  
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  
News Service. AP  
Transcription Service. World  
Station Rep. Weed  
Membership. NARTB, RAB  
President, Gen. Mgr. Robert H. Smith  
Sales Mgr. J. Fey Rogers  
Prog., Pub. Dir. Francis R. Russell  
Chief Engineer. R. V. Robinson

## WFHG—Bristol—1946 MBS-KBS

Frequency: 890 Kc. Power: 5000 Watts  
Owned-Oper. By. Bristol Bcstg. Co.  
Address. Valley Drive  
News Service. UP  
Membership. NARTB  
Trans. Ser. Thesaurus  
Station Rep. Walker  
Pres. W. C. Nininger  
Gen., Sta. Mgr. W. L. Nininger  
Prog., Pub. Dir. Basil Saffer  
Chief Eng. John Hughlett, Jr.  
Comm. Mgr., Sales Prom. Mgr. Jack Martin

## WCHV—Charlottesville—1933 ABC

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. Barham & Barham  
Bus-Studio-Transmitter Address. Rose Hill Dr.  
News Service. AP  
Representative. Clark  
Membership. RAB  
Owner. Charles Barham, Jr.  
Gen., Sta., Comm. Mgr. Robert C. Walker  
Prog., Pub. Dir. R. G. Sketchley  
Promotion Manager. Charles Smith  
Chief Engineer. Ken Colby

## WINA—Charlottesville—1949 MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Charlottesville Bcstg. Corp.  
Address. P. O. Box 1230  
News Service. UP  
Transcription Service. Standard, Lang-Worth  
Station Representative. Walker  
Membership. RAB



Pres., Gen. Mgr. . . . . Donald G. Heyne  
Comm. Mgr. . . . . Thomas M. Behrendt  
Prog. Dir. . . . . Edward Desmond

**WBCR—Christianburg—1954**  
KBS

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Montgomery Bcstg. Co.  
Address . . . . . P. O. Box 96  
Representative . . . . . Indie Sales  
News Service . . . . . AP  
Transcription Service. . . . . Lang-Worth  
President. . . . . Dr. Vernon H. Baker  
Gen., Comm. Mgr., Sta. Mgr. . . . . Durwood Powell  
Prog. Dir. . . . . Frank Starling  
Pub. Dir. . . . . Bob Mitchell  
Chief Eng. . . . . Vernon Baker

**WCFV—Clifton Forge—1950**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Clifton Forge Bcstg. Corp.  
Address . . . . . Fairview Hts  
Transcription Service . . . . . Standard  
News Service . . . . . AP  
General Manager. . . . . T. V. Stevens

**WKCY—Covington—1941**  
ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned. . . . . Earl M. Key  
Address . . . . . P. O. Box 710  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Devney  
Membership . . . . . NARTB  
Gen., Sta. Mgr. . . . . Earl M. Key  
Comm., Prom. Mgr., Pub. Dir. . . . . Kenneth L. Bryant  
Program Director. . . . . John L. Davis  
Chief Engineer . . . . . Grover K. Fulk

**WSVS—Crewe—1946**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . So. Virginia Bcstg. Corp.  
Business Address . . . . . Melody Lane  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Interstate United News, Inc.  
President . . . . . Calvin S. Willis  
Station Manager . . . . . F. H. Watkins, Jr.  
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.  
News Service . . . . . UP  
Trans. Ser. . . . . Standard, Lang-Worth  
Representative . . . . . Indie  
Membership . . . . . NARTB  
President . . . . . Leonard T. Preston  
Gen. Mgr. . . . . John T. Rogers  
Commercial Manager. . . . . Philip T. Butler

**WBTM—Danville—1930**  
ABC

Freq.: 1330 Kc. . . . . Power: 5 Kw. d., 1 Kw. a.  
Owned-Operated By. . . . . Piedmont Bcstg. Corp.  
Bus. Studio Address . . . . . 710 Grove St.  
Representative . . . . . Gill-Perna  
News Service . . . . . AP  
Membership . . . . . NARTB, RAB  
Manager . . . . . Milton Adams  
Comm. Manager. . . . . George Lund  
Program Director. . . . . Earl Stogner  
Prom. Mgr., Pub. Dir. . . . . Eddie Allgood  
Chief Eng., Asst. Mgr. . . . . L. C. Motley

**WDVA—Danville—1947**  
MBS-KBS

Freq.: 1250 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. . . . . Va. Carolina Bcstg. Corp.  
Address . . . . . Lexington Ave.  
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.  
Sales Prom. Mgr. . . . . Norman J. Waugh, Jr.  
Program Director. . . . . Richard Campbell  
Chief Engineer. . . . . Howard Clendenon

**WEVA—Emporia—1952**

Frequency: 860 Kc. . . . . Power: 1000 Watts  
Owned. . . . . Stone Broadcasting Corp.  
Address . . . . . Washington & Delaware Streets  
News Service . . . . . AP  
Transcription . . . . . Standard  
Pres., Gen., Sta. Mgr. . . . . Maxey E. Stone  
Comm., Sales Prom. Mgr. . . . . Sallie J. Whitlock  
Program Dir. . . . . Will Stone  
Publicity Director. . . . . Eddie Anderson  
Chief Engineer. . . . . Elton A. Short

**WF CR—Fairfax—1955**

Frequency: 1310 Kc. . . . . Power: 500 Watts  
Owned. . . . . OK Broadcasting Corp.  
Address . . . . . Box 67  
News Service . . . . . AP  
Representative . . . . . Hil F. Best  
Membership . . . . . NARTB  
Pres., Prom. Mgr. . . . . George E. Oleson  
Gen., Comm. Mgr. . . . . Arthur Kellar  
Program Director. . . . . Jules Henry  
Publicity Director. . . . . Jack Heaton  
Chief Engineer. . . . . Joe Terrien

**WFAX—Falls Church—1948**  
KBS

Frequency: 1220 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By. . . . . Lamar A. Newcomb  
Address . . . . . Tower Square  
News Service . . . . . UP  
General Manager . . . . . Lamar A. Newcomb  
Comm. Manager. . . . . Jack James



**WFLO—Farmville—1947**

Frequency: 870 Kc. Power: 1000 Watts d.  
Owned-Operated By... Colonial Bcstg. Co.  
Business Address... Cumberland Rd.  
Representative... Clark  
News Service... UP  
Transcription... Thesaurus  
Membership... NARTB, RAB  
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... P. O. Drawer 269  
News Service... UP  
Exec. Vice-Pres... Richard Lewis  
Gen. Sta., Comm. Mgr., Ch. Eng... J. C. Morgan  
Sls. Prom. Mgr... Jack H. Tucker  
Prog., Pub. Dir... 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  
News Service... AP  
Transcription... World  
Membership... NARTB  
General Manager... Kenneth Gordon  
Program Director... Tom Gibson

**WBOB—Galax—1946  
MBS-KBS**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned... Carroll-Grayson Broadcasting Corp.  
Address... Poplar Knob Road  
News Service... AP  
Representative... Continental Radio Sales  
Membership... NARTB  
President... Robert V. Morris  
Gen., Sta. Mgr... Joe P. Crockett  
Comm., Prom. Mgr... Brice Parks  
Program Director... Muriel M. Bell  
Publicity Director... Marguerite Vass  
Chief Engineer... Edward Boyer

**WNRG—Grundy—1955**

Frequency: 1250 Kc. Power: 1 Kw., d.  
Owned-Oper. By... Va.-Ky. Bcstg. Co., Inc.  
Address... Box 245  
News Service... UP  
President... H. G. Dotson  
Gen., Mgr., Chef Eng., Sta. Mgr... D. B. Jordan  
Asst. Mgr... Aubry Garber

**WVEC—Hampton—1948  
NBC**

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned-Operated By... Peninsula Bcstg. Co.

Studio-Trans. Address... 1490 Pembroke  
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**

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned... Shenandoah Valley Broadcasting, Inc.  
Address... P. O. Box 789  
News Service... AP  
Transcription... Standard  
Rep... Peters, Griffin, Woodward, Inc.  
Membership... NARTB, RAB  
Pres., Gen. Sta. Mgr... Hamilton Shea  
Comm. Mgr... Howard C. Evans  
Prom. Mgr., Pub. Director... N. L. Royster  
Program Director... Alvin Mullenax  
Chief Engineer... J. Maxwell Foley

**WHAP—Hopewell—1949  
KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... The Hopewell Bcstg. Co.  
Business Address... Box 621  
News Service... UP  
Membership... NARTB  
Representative... Indie Sales  
Pres... C. S. Willis  
Sta. Mgr... William R. Craig  
Comm. Manager... Sally Lowry  
Prog., Pub. Director... William H. Woody, Jr.  
Chief Engineer... Everett Wilson

**WREL—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.  
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 Uttal  
Pub. Dir... Rod Lea  
Chief Engineer... John T. Orth



**WWOD—Lynchburg—1947**  
**NBC**

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By  
Lynchburg Independent Bcstrs., Inc.  
Address..... P. O. Box 1300  
News Service..... UP  
Representative..... Walker  
Membership..... NARTB  
Pres..... Cy N. Bahakel  
Sta. Mgr., Chief Eng..... F. J. Pinkerton  
General 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  
News Service..... AP  
Transcription Service..... World  
Representative..... Indie Sales  
Membership..... NARTB, RAB  
Pres., Gen., Comm. Mgr., Sales Prom. Mgr.  
Robert C. Wollenden  
Pub. Dir..... Bob Wollenden  
Pgm. Dir., Sta. Mgr..... Stella D. Wollenden  
Chief Engineer..... Edward Surface

**WHEE—Martinsville—1954**

Frequency: 1370 Kc. Power: 1000 Watts  
Owned..... Mechlenburg Bcstg. Corp.  
Address..... Set-Back Bldg.  
News Service..... UP  
Representative..... Stars National  
Membership..... NARTB  
Pres., Sta., Gen. Mgr..... John W. Shultz  
Pub. Dir., Comm. Mgr..... Charles F. Adams  
Promotion Manager..... Thomas W. Patterson

**WMVA—Martinsville—1941**  
**NBC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Martinsville Bcstg. Co., Inc.  
Address..... Chatham Heights  
News Service..... AP  
Representative..... McGavren-Quinn  
Membership..... NARTB  
Transcription..... Keystone  
President..... H. Grady Moore  
Gen., Sta. Mgr., Pub. Dir. 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: 1000 Watts  
Owned..... Richard F. Lewis, Jr., Inc.  
Address..... Mount Jackson  
News Service..... UP  
Membership..... NARTB, RAB  
President..... Richard F. Lewis, Jr.  
Gen., Sta., Comm., Prom. Mgr., Chief Eng.  
H. T. Van Derwerker

Program Director..... Edward Madden  
Publicity Director..... Arthur Barrett

**WNRV—Narrows—1953**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Giles Bcstg. Co.  
Address..... Route 100  
News Service..... AP  
Transcription..... World  
President..... H. J. Romanus  
General Manager..... Tom Hicks  
Commercial Mgr..... John Holland

**WYOU—Newport News—1947**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Eastern Bcstg. Corp.  
Business-Studio Address..... 114 W. 24th St.  
Representative..... United Bcstg., Dora-Clayton  
President..... Richard Eaton  
Station Manager..... Joseph Gathings  
Commercial Manager..... Ca. son Brooks

**WGH—Norfolk-Newport News**  
**1928—ABC**

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By Hampton Roads Bcstg. Corp.  
Bus.-Studio Address..... 739 Boush St., Norfolk  
News Service..... AP  
News, Affil..... Daily Press, Times-Herald  
Representative..... Forje  
Membership..... NARTB, RAB  
President..... William R. Van Buren, Sr.  
Gen. Manager, V.P..... Edward E. Bishop  
Station Manager..... Dan E. Hydrick  
Commercial Manager..... Jack Whitehead  
Sls. Prom. Mgr..... Ambert Dail  
Prog. Dir..... Edward Meyer  
Publicity Director..... Robert Calvert  
Chief Engineer..... George Sokol

**WCMS—Norfolk—1954**

Frequency: 1050 Kc. Power: 1000 W. d.  
Owned-Oper. By..... Cy Blumenthal  
Address..... Helena Building  
News Service..... UP  
Rep..... Charles Bernard  
President..... Cy Blumenthal  
General Manager..... George Crump  
Station Manager..... Roy La Mere  
Commercial Manager..... Charles K. Bentz  
Program Director..... Lon Backman  
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  
News Service..... UP  
Representative..... Venard, Rintoul & McConnell  
President..... James Coan  
General Manager..... W. M. Carpenter  
Sta. Mgr..... J. B. Matthews  
Comm. Mgr..... W. Voight  
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.  
 Transcription Service Lang-Worth  
 Representative Weed  
 News Service AP  
 President Louis H. Peterson  
 Gen. Manager Earl Harper

**WRAP—Norfolk—1952**

Frequency: 850 Kc. Power: 5 Kw. d.; 1 Kw., n.  
 Owned-Operated By Rollins Bcstg., Inc.  
 Address 300 Portlock Bldg.  
 Representative Pearson, Rollins  
 President O. Wayne Rollins  
 Sta., Comm. Mgr. James H. Mayes, Jr.  
 Prog. Dir. Libby Taylor  
 Chief Eng. Glen Frazier

**WTAR—Norfolk—1923—CBS**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By WTAR Radio Corp.  
 Bus. Studio Address 720 Boush St.  
 News Affil. Norfolk Newspapers, Inc.  
 Membership NARTB, RAB  
 News Service AP  
 Trans. Standard, World  
 Representative Edward Petry  
 Pres., Gen. Mgr. Campbell Arnoux  
 Asst. Gen. Mgr. John C. Peffer  
 Gen. Sales Mgr. Robert M. Lambe  
 Radio Sls. Mgr. Jack Black  
 Prog. Dir. William Johnson  
 Pub. Dir. Hal Powell  
 Chief Eng. R. L. Lindell

**WNVA—Norton—1945**

**MBS-KBS**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned Radio-Wise, Inc.  
 News Service UP  
 President, General Manager R. B. Helms  
 Sta., Comm., Promotion Mgr. Jack Helms  
 Program, Publicity Dir. Jack Darnell  
 Chief Engineer Gene Tommerdahl

**WJMA—Orange—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By James Madison Bcstg. Corp.  
 Address Box 271  
 News Service UP  
 Membership NARTB  
 Transcription Service World  
 President Woodbury S. Ober  
 General Manager Bob C. Wagner  
 Commercial Manager R. H. MacCallum  
 Chief Engineer E. V. Bossieux, Jr.

**WCLA—Petersburg—1955**

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By Harry A. Epperson, Jr.  
 Address Archer Ave., Colonial Hts., Va.  
 News Service UP

Transcription Service Lang-Worth  
 Representative Thomas F. Clark  
 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.  
 News Service AP  
 Transcription Capitol  
 Membership NARTB  
 President Louis H. Peterson  
 General Manager Ray L. Moss

**WAVY—Portsmouth—1943**

**NBC**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By Hampton Roads Teleradio, Inc.  
 Address 709 Boush St., Norfolk  
 Representative H.R. Repts., Inc.  
 News Service AP  
 Membership NARTB, RAB  
 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 Manrow

**WPUV—Pulaski—1946**

Frequency: 1580 Kc. Power: 5000 Watts  
 Owned-Oper. By Southwest Bcstg. Corp.  
 Address Box 351  
 News Service AP  
 Transcription Service World  
 Representative Dora-Clayton  
 Pres., Gen. Mgr. Mason C. Deaver  
 Asst. Mgr., Prog. Dir., Ch. Eng. J. A. Columbus  
 Commercial Manager Larry Schoenfeld  
 Publicity Director Carolyn Farmer

**WRAD—Radford—1950**

Frequency: 1460 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By Highlands Bcstg., Inc.  
 News Service AP  
 Representative Robert S. Keller, Inc.  
 President Dr. Perry E. Gresham  
 Gen., Sta., Comm. Mgr. Wendell H. Siler

**WRIC—Richlands—1951**

Frequency: 540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Clinch Valley Bcstg. Corp.  
 Address P. O. Box 218  
 Transc. Service Thesaurus, World, SESAC  
 Membership NARTB  
 Gen. Mgr., Prog. Dir. Lindy Seamon

**WANT—Richmond—1951**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned United Broadcasting Co.  
 Address 513 East Main Street



News Service .....UP  
 Rep. .... Oakes, United Broadcasting Co.,  
 Dora-Clayton  
 President ..... Richard Eaton  
 General Manager, Chief Eng. .... S. J. Bell  
 Program Director ..... Bernice W. Armstead

**WLEE—Richmond—1945**  
**NBC**

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Leo Bcstg. Corp.  
 Business-Studio Address ..... 6200 Broad St. Road  
 News Service ..... AP  
 Representative ..... Forjoe, Kettell-Carter  
 Membership ..... RAB  
 President ..... Thomas G. Tinsley, Jr.  
 Gen. Mgr. .... Irvin G. Abeloff  
 Station, Commercial Mgr. .... H. L. Hudson  
 Sales Prom. Mgr., Pub. Dir. .... James W. Evans  
 Program Director ..... S. A. Ludgate  
 Chief Engineer ..... Thomas J. Kita

**WLLY—Richmond—1955**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned ..... WLLY, Inc.  
 Address ..... Broad-Grace Arcade  
 News Service ..... AP  
 Representative ..... John E. Pearson  
 Membership ..... NARTB  
 President ..... Louis Adelman  
 Gen., Sta., Comm. Mgr. .... Melvin E. Whitmire  
 Sales Prom. Mgr., Prog. Dir. .... Gene Creasy  
 Publicity Director ..... Harriet Meyer  
 Chief Engineer ..... Kenith Shelton

**WMBG—Richmond—1926**  
**ABC**

Frequency: 1380 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Havens & Martin, Inc.  
 Bus.-Studio Address ..... 3301 W. Broad St.,  
 News Service ..... UP  
 Membership ..... RAB  
 Representative ..... Bolling Co.  
 Pres., Gen., Sta. Mgr. .... Wilbur M. Havens  
 Commercial Mgr. .... Walter A. Bowry, Jr.  
 Sales Prom. Mgr. .... William J. Filer  
 Prog. Dir., Pub. Dir. .... Frank Wilson  
 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.  
 News Service ..... AP  
 Newspaper Affil. News Leader: Times Dispatch  
 Trans. Serv. .... Standard, Thesaurus, SESAC  
 Representative ..... Edward Polry  
 Membership ..... NARTB  
 President ..... D. Tennant Bryan  
 Station Manager ..... E. S. Whitlock  
 Sales Manager ..... Frank Soden  
 Prog. Dir. .... Charles R. Maillet  
 Publicity Director ..... Miss Fan Cox  
 Chief Engineer ..... E. V. Wolstenholme

**WRVA—Richmond—1925**  
**CBS**

Frequency: 1140 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... Larus & Brother Co.  
 Business Address ..... Hotel Richmond  
 News Service ..... UP  
 Transcription Service ..... 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 ..... Irby N. Hollans, Jr.  
 Program Manager ..... Raymond L. Kennedy  
 Production Manager ..... Harold Phillips  
 Pub. Rel. Mgr. .... W. R. Bishop  
 Chief Engineer ..... Rudolph W. Raabe

**WXGI—Richmond—1947**

Frequency: 950 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Radio Virginia, Inc.  
 Bus.-Studio Address ..... 100 W. Franklin St.  
 Representative ..... Burn-Smith  
 News Service ..... UP  
 Membership ..... NARTB  
 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 ..... P. O. Box 150  
 News Service ..... AP  
 News. Affil. .... Times, World News  
 Transcription Service ..... World  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership ..... NARTB, RAB  
 President ..... M. W. Armistead, III  
 V.P., Managing Dir. .... Ray P. Jordan  
 Program Director ..... Paul E. Reynolds  
 Sales Director ..... Frank E. Koehler  
 Promotion Director ..... Katherine Grifley  
 Chief Engineer ..... J. Edward Newman

**WRIS—Roanoke—1953**

Frequency: 1410 Kc. .... Power: 5000 Watts d.  
 Owned ..... Roanoke Independent Bcstrs, Inc.  
 Address ..... Box 702  
 News Service ..... AP  
 Representative ..... Walker  
 Membership ..... NARTB  
 General Mgr. .... Cy Bahakel  
 Asst. Gen. Mgr. .... Frank Titico

**WROV—Roanoke—1946**  
**ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... WROV Bcstrs., Inc.  
 Bus.-Studio Address ..... 15th & Cleveland Ave.  
 News Service ..... UP  
 Representative ..... Burn-Smith  
 Trans. .... Standard  
 Membership ..... RAB  
 Pres., Gen. Mgr., Comm. Mgr. .... Burton Levine



Pub. Dir.....Barbara Felton  
Chief Engineer.....Stephen J. Hart

**WSLS—Roanoke—1940**  
**NBC-MBS**

Frequency: 610 Kc.....Power: 1000 Watts  
Owned.....Shenandoah Life Stations, Inc.  
Business-Studio Address.....Radio-TV Center  
Transcription Service.....Thesaurus  
Representative.....Avery-Knodel  
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.  
News Service.....AP  
Membership.....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.....P. O. Box 216  
Transcription Service.....Lang-Worth  
President.....C. D. Pennington, Jr.  
Gen., Sta., Comm. Mgr.....W. Hoffer  
Publicity, Program Director.....A. W. Walthall  
Chief Engineer.....Charles E. Brown

**WAFC—Staunton—1954**

Frequency: 900 Kc.....Power: 1 Kw. d.  
Owned.....Am. Home Bcstg. Corp.  
Address.....P. O. Box 396  
News Service.....UP  
Trans. Ser.....SESAC  
Station Rep.....Clark  
General Manager.....Lloyd Gochenour

**WTON—Staunton—1946**  
**ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Charles P. Blackley  
Business-Studio Address.....Morrison Bldg.  
Transcription Service.....Lang-Worth  
General-Station Mgr.....Charles P. Blackley  
Comm.-Sales Prom. Mgr.....Charles F. Seebeck  
Program Director.....Ray H. Honaker, Jr.  
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.

News Service.....AP  
Pres., General Mgr.....Fred L. Hart  
Comm. Mgr.....L. Earl Hundley  
Chief Eng.....Veryl W. Rupp

**WBOF—Virginia Beach—1954**

Frequency: 1600 Kc.....Power: 1 Kw.  
Owned.....Va. Beach Bcstg. Corp.  
Address.....Box 36  
Rep.....Hil F. Best  
Membership.....NARTB, RAB  
Pres., Gen., Sta. Mgr., Prom. Mgr., Leo Hoarty  
Prog. Dir.....Frank Roberts  
Comm. Mgr.....William Vidal  
Pub. Dir.....Harry Doggette  
Chief Engineer.....Thane S. Garrison

**WNNT—Warsaw—1949—KBS**

Frequency: 690 Kc.....Power: 250 Watts d.  
Owned.....Grayson Headley  
Address.....Warsaw  
Transcription Service.....Standard  
Pres., Gen. Mgr.....Grayson Headley  
Commercial Mgr.....Ruth R. Rouzie  
Sales Prom. Mgr.....Bill Allison  
Prog. Dir.....Chris Naumann  
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.  
Rep.....Donald Cooke  
Membership.....NARTB  
Transcription.....World  
Pres., Gen., Sta., Comm. Mgr., N. Wilbur Kidd  
Sales Manager.....Albert C. Schmick  
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 805  
Membership.....NARTB  
President, Gen. Mgr.....Richard Field Lewis, Jr.  
Sta. Mgr.....James Holder  
Comm., 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  
Membership.....NARTB  
Transcription Service.....Lang-Worth  
General Manager.....A. M. Gates, Jr.  
Program Director.....Frank Lindamood  
Chief Engineer.....Jack Fleming



# Washington

Pop. March 1 (Est.) 2,713,000—Families 839,000  
Radio Homes 824,000—TV Homes 615,000—Stations in State 64

## KBKW—Aberdeen—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By KBKW, Inc.  
Address 701 E. Heron St.  
News Service AP  
Transcription World  
Representative Feltis, McGillvra  
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.  
News Service UP  
Rep. Walker, Ayres, Art Moore  
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  
News Service UP  
Newspaper Affil. Burley (Id.) Herald,  
St. Helena (Ore.) Mist, Othello (Wa.) Outlook  
Rep. Headley Reed; Hunt; Moore  
Trans. Lang-Worth  
Membership NARTB  
President Jessica L. Longston  
Gen. Mgr. Robert E. Pollock  
Station Manager John DiMeco  
Comm. Mgr. Oscar Lundgren  
Publicity Dir. Dorothy Jacobson  
Sls. Prom. Mgr. Richard Z. Thompson  
Program Director John K. Munroe  
Chief Engineer Donald R. Pinney

## KVOS—Bellingham—1927 ABC

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By KVOS, Inc.  
Bus. Studio Address KVOS Bldg.  
News Service UP  
Representative Forjoe, Stovin  
President Rogan Jones  
Gen. Mgr. Alex de Schweinitz  
Station Manager Loyal H. Vickers  
Nat. Sales Manager Fred Elsethagen

## KBRO—Bremerton—1947

Frequency: 1490 Kc. Power: 250 Watts

Owned Bremerton Broadcast Co.  
Address 205 Washington Ave.  
News Service UP  
Transcription Standard  
Representative Hugh Feltis  
Membership NARTB  
Owner Bruce Bartley  
General Manager Linc Perry  
Office Manager Shirley Seid  
Sales Prom. Mgr. Bruce Perry  
Program Director Bill Luckhurst  
Chief Engineer Dick McCabe

## 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  
News Service UP  
Rep. Walker, O'Connell, McGavren, Art Moore  
Membership RAB  
President J. Elroy McCaw  
Sec.-Treas. Mabel A. Gwinn  
Gen. Sta. Mgr. Joe Chytil  
Asst. Mgr. Lee Stottlemyre  
Sales Prom. Mgr. William Tilton  
Program Director Donald Younghans  
Publicity Director Richard Dawson  
Chief Engineer Lloyd Hannah

## KITI—Chehalis-Centralia 1954

Frequency: 1420 Kc. Power: 1 Kw. d.  
Owned-Operated By KITI Corp.  
Address 804 Market St.  
Newspaper Affil. Daily Chronicle  
News Service UP  
Transcription World  
Representative Best; Moore; Feltis; Cox  
Membership NARTB, RAB  
Pres., Gen., Sls. Prom. Mgr. D. Whitman  
Commercial Manager Jack Luetjen  
Chief Engineer Harold C. Singleton

## KCLX—Colfax—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Adrian De Vries  
Address Box 710  
News Service AP  
Representative Best; Art Moore  
Owner, Gen., Sta. Mgr. Adrian De Vries

## KCVL—Colville—1955—KBS

Frequency: 1480 Kc. Power: 1 Kw. d.  
Owned-Operated By Colville Bcstg. Co.  
Address P. O. Box 208  
Representative Best, Art Moore  
News Service UP  
Gen. Mgr., Prog Dir., Chief Eng.  
Merle B. Peterson  
Commercial Manager Jerry V. Fountain

**KGDN—Edmonds—1954**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned... Garden of the King Enterprises, Inc.  
 News Service UP  
 Transcription SESAC  
 President A. B. Martin  
 Manager A. Orville Helgeson  
 Program Director Gerald Swanson  
 Comm. Mgr. George W. Boucher  
 Chief Eng. Bob Nichols

**KXLE—Ellensburg—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Central Washington Bcstrs.  
 Bus. Add. Trans. Loc. Box 600  
 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: 1000 Watts  
 Owned... Columbia Basin Broadcasting Co.  
 Address 118 "B" Street Northwest  
 News Service UP  
 Transcription Standard  
 Membership RAB  
 President R. E. Billingsley  
 Gen., Sta., Comm., Prom. Mgr. Bob Moore  
 Program Director Dorothy McCue  
 Chief Engineer Len Brown

**KRKO—Everett—1920—MBS**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By The Everett Bcstg. Co., Inc.  
 Address P. O. Box 916  
 News Service AP  
 Representative McGillvra, Art Moore  
 Membership RAB  
 General Manager William R. Tait  
 Sales Manager Warren Johnson  
 Chief Engineer Dave Foley

**KFDR—Grand Coulee—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Ralph A. Nachtmann  
 Address Box 395  
 News Service UP  
 Representative Best, Art Moore  
 General Manager R. A. Nachtmann  
 Program Director Alcuin Theisen  
 Chief Engineer Frank Van Hemert

**KLOG—Kelso—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By N.W. Public Services, Inc.  
 Address P. O. Box 90  
 News Service UP  
 Representative Feltis, Ayres, Best  
 President Roscoe A. Day, Jr.

General Manager John Carlson  
 Chief Engineer Jay Erisman

**KWIE—Kennewick—1949**  
**CBS**

Frequency: 610 Power: 5000 Watts  
 Owned-Oper. By KWIE, Inc.  
 Address 11 S. Cascade St.  
 Representative Art Moore, Robert Meeker  
 Membership NARTB  
 News Service AP  
 President, Gen. Mgr. Harold A. Clark  
 Comm. Mgr., Chief Eng. C. J. McCredie  
 Program Director Mar Jean Matthews

**KNBX—Kirkland—1947**  
**KBS**

Frequency: 1050 Kc. Power: 1 Kw. d.  
 Owned-Oper. By Eastside Bdcstg. Co.  
 Address Trans. Loca. Civic Center  
 News Service UP  
 Representative Best, Art Moore  
 General Manager G. A. Wilson  
 Program Director R. Anita Busek

**KBAM—Longview—1955**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Altru Bcstg. Co.  
 Address Box 31  
 News Service INS  
 Rep. Holman, H. S. Jacobson  
 Membership RAB  
 Partners W. Gordon Allen & John Truhan  
 General Manager Arne G. Peterson  
 Commercial Manager Lowell Bryan  
 Prom. Mgr. William Hoftzyer  
 Pub. Dir. Gary Burns  
 Program Director Charles Nelson  
 Chief Engineer Kenneth Vancil

**KWLK—Longview—1938**  
**DON LEE-MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Twin City Bcstg. Corp.  
 Bus. Studio Add. Natl. Bank of Commerce Bldg.  
 News Affil. Daily News  
 News Service UP  
 Transcription Service World  
 Representative W. S. Grant, Art Moore  
 Membership RAB  
 Pres. J. M. McClelland, Jr.  
 Gen., Sta. Mgr. Marvin E. Johnston  
 Prog. Dir. Doyle Seeley

**KSEM—Moses Lake—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By KSEM, Inc.  
 Address Box 276  
 News Service UP  
 Representative Headley-Read  
 Manager James Schroeder

**KWIQ—Moses Lake—1956**

Frequency: 1260 Kc. Power: 1000 Watts



Owned..... Central Basin Broadcasting Co.  
 Address..... Box 1133  
 News Service..... AP  
 Representative..... Hugh Felts  
 President..... Robert S. McCaw  
 Gen., Sta. Mgr..... Doug Setterberg  
 Commercial Manager..... C. Nat Harris  
 Chief Engineer..... James N. Soyk

**KBRC—Mount Vernon—1946**

Freq.: 1430 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Beckley Radio Co.  
 Bus. Studio Address..... P.O. Box 240  
 News Service..... UP  
 Rep..... McGillvra, Art Moore  
 Membership..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... Leo H. Beckley  
 Commercial Mgr..... Frank Snyder  
 Prog. Dir..... Joe Arney  
 Pub. Dir..... Dick Buffum  
 Chief Engineer..... Walt Bjerke

**KGY—Olympia—1922**  
**MBS-DON LEE-KBS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Tom Olsen  
 Address Trans. Loca..... P. O. Box 710  
 News Service..... UP  
 Representative..... George Clark, Art Moore  
 Membership..... RAB, NARTB  
 General Manager..... Tom Olsen  
 Sta., Comm. Mgr..... Herb Anderson  
 Sls. Prom., Prog Dir..... Don Jones  
 Publicity Director..... Robert Cummings  
 Chief Engineer..... Charles Roark

**KITN—Olympia—1956**

Frequency: 1440 Kc..... Power: 500 Watts d.  
 Owned..... KITN Corp.  
 Address..... 610 Columbia Street  
 News Service..... UP  
 Representative..... Best, Felts  
 Pres., Gen., Sales Prom. Mgr..... D. Whitman  
 Commercial Manager..... J. Harris Dorr  
 Chief Engineer..... Dave Hubert

**KOMW—Omak—1947**

Frequency: 680 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... KOMW, Inc.  
 Business-Studio Address..... Box 151  
 News Service..... UP  
 Representative..... Felts; Ayres  
 Membership..... NARTB  
 President..... R. L. McNett  
 General Manager..... Dean Nichols  
 Comm. Mgr..... Jerry Weaver  
 Prog. Dir..... Marilyn Moomaw  
 Chief Eng..... Milton Kristensen

**KZUN—Opportunity—1955**

Frequency: 1270 Kc..... Power: 1 Kw. d.  
 Owned-Oper. By..... Voice of Spokane Valley  
 Address..... P. O. Box 123  
 News Service..... AP  
 Representative..... W. S. Grant  
 General Manager..... Robert L. Swartz

Co-Manager..... Arthur R. MacKelvie  
 Sales Manager..... Richard White

**KPKW—Pasco—1945—ABC**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Western Radio Corp.  
 Address..... P. O. Box 233  
 News Service..... UP  
 Representative..... Felts  
 Transcription Service..... Capitol  
 Pres., Gen. Mgr..... V. B. Kenworthy  
 Sta. Mgr..... Don Heinen  
 Comm. Mgr..... Bob White  
 Prog. Dir., Chief Engineer..... Robert Rockne

**KONP—Port Angeles—1945**  
**KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Radio Pacific Inc.  
 Address..... 313 West First Street  
 Newspaper Affiliation..... Evening News  
 News Service..... UP  
 Transcription..... World  
 Representative..... Art Moore  
 Membership..... RAB  
 President..... C. N. Webster  
 Station Manager..... Keith E. Patterson  
 Commercial Manager..... Jack K. Proctor  
 Chief Engineer..... Frederick F. Fields

**KOFE—Pullman—1950**

Frequency: 1150 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Bayton & Hicks  
 Address..... Pullman-Collay Hy.  
 Representative..... Ayres, Best  
 News Service..... UP  
 Station Mgr..... J. Ronald Bayton  
 Promotion Mgr..... B. J. Bayton

**KAYE—Puyallup—1952**  
**KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Radio "K" Inc.  
 Address..... P. O. Box 271  
 News Service..... UP  
 Representative..... Art Moore  
 President, Program Director..... Gale Mix  
 General, Sta. Manager..... Warren D. Peterson  
 Commercial Manager..... Jack Delauney  
 Sales Promotion Manager..... Don Broughman  
 Publicity Director..... E. C. Herold  
 Chief Engineer..... Henry Perozzo

**KAPA—Raymond—1950**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Willapa Bcstg. Corp.  
 Address..... P. O. Box 626  
 Representative..... Walker, Art Moore  
 Sta. Mgr..... R. E. Claunch  
 Comm. Mgr..... J. W. Reavley  
 Chief Engineer..... Robert Sheetz

**KLAN—Renton—1952**

Frequency: 910 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Interlake Bdcstg. Corp.

Address Trans. Loca.....Box 449  
 News Service.....UP  
 President.....Ralph Sander  
 General Mgr.....Clifford H. Hansen  
 Commercial Mgr.....Ray Pounder  
 Pub. Dir.....Fred Grant  
 Chief Engineer.....Earl Bayne

**KALE—Richland—1950**

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KALE, Inc.  
 Address.....P. O. Box 367  
 Representative.....Headley-Reed  
 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.  
 News Service.....UP  
 Rep.....Headley-Reed, Art Moore  
 President.....Jessica L. Longston  
 Exec. Vice-Pres.....R. E. Pollock  
 Sta. Mgr.....Jim Hamstreet  
 Comm. Mgr.....Charles Sullivan  
 Sales Prom. Mgr.....Ted Bell  
 Prog. Dir.....Russ Norman  
 Pub. Dir.....Bob Engler  
 Chief Eng.....Tad Jones  
 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.  
 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.....Paul H. Smith  
 Chief Engineer.....A. A. Shultz

**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.  
 News Service.....UP  
 Transcription.....Columbia  
 Representative.Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB  
 President.....Saul Haas  
 Comm. Manager.....William F. Tucker  
 Station Manager.....Lincoln W. Miller  
 Publicity Director.....John Shield  
 Program Director.....Warren McCloy  
 Chief Engineer.....James Uphthegrove

**KJR—Seattle—1923**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper....Mt. Rainier Radio & TV Bcstg.  
 Business-Studio Address....2600 26 Ave. S.W.

News Service.....UP  
 Transcription Service.....Standard  
 Representative.Branham, McGavren, Jacobson  
 Membership.....RAB  
 Pres., Gen Mgr.....Lester M. Smith  
 Commercial Manager, Gen. Sales Mgr.  
 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.  
 News Service.....UP, INS  
 Representative.....Bolling  
 Membership.....RAB  
 President.....Marie S. Taft  
 General Manager.....Archie Taft, Jr.  
 Asst. Mgr.....W. L. Simpson  
 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.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....NBC Spot Sales  
 Membership.....NARTB, RAB  
 President.....O. W. Fisher  
 Gen. Mgr., Exec. V. P.....W. W. Warren  
 Comm. Manager.....King Mitchell  
 Sls. Prom. Mgr.....Bill Cathey  
 Program Manager.....F. J. Patterson  
 Pub. Dir.....Margaret Frey  
 Chief Engineer.....C. E. Miller

**KTIX—Seattle—1956**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned.....KTIX Broadcasting Co.  
 Address.....101 Bellevue Ave., N.  
 News Service.....INS  
 Representative.....ForJoe  
 Membership.....NARTB, RAB  
 President.....W. Gordon Allen  
 Gen., Comm. Mgr.....Tom Kelly  
 Sales Prom. Mgr.....Paul C. Law  
 Program Dir.....Keith M. Samples  
 Publicity Director.....Doris Holman  
 Chief Engineer.....Kenneth Vancil

**KTW—Seattle—1920**

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned.....The First Presbyterian Church  
 Address.....7th Ave. & Spring St.  
 Pres.....Glenn T. Whitney  
 Gen. Mgr., Ch. Eng.....James S. Ross  
 Sta., Comm., Prom. Mgr.....Don Bevilacqua  
 Prog., Pub. Dir.....Bill Lehnoff

**KVI—Seattle—1929—MBS**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Puget Sound Bcstg. Co., Inc.  
 Business Address.....Camlin Hotel



**News Service** .....AP  
**Transcription Service** .....Thesaurus  
**Representative** .....H-R Reprs.  
**Membership** .....NARTB  
**President, Gen. Mgr.** .....Mrs. Vernice Irwin  
**Commercial Mgr.** .....Earl T. Irwin  
**Sales Promotion Manager** .....Evelyn Egan  
**Program Dir.** .....Harry Long  
**Chief Engineer** .....D. M. McDonough

**KXA—Seattle—1926**

**Frequency:** 770 Kc. ....Power: 1000 Watts d.  
**Owned-Operated By** .....KXA, Inc.  
**Bls.-Studio Address** ....320 Second Ave., W.  
**News Service** .....AP  
**Representative** .....Meeker  
**Membership** .....NARTB, RAB  
**President** .....Wesley I. Dumm  
**Comm. Mgr.** .....G. A. Wellington  
**Gen. Mgr., Chief Eng.** .....John Dubuque

**KGA—Spokane—1926—ABC**

**Frequency:** 1510 Kc. ....Power: 50,000 Watts  
**Owned-Oper. By** .....Bankers Life and Casually  
**Bus.-Studio Address** ....Moran Prairie, Box 141  
**News Service** .....UP  
**Transcription** .....Thesaurus, World  
**Representative** .....Everett-McKinney, O'Connell  
**General Manager** .....Jack Wells  
**Managing Director** .....Ray J. Williams

**KHQ—Spokane—1922—NBC**

**Frequency:** 590 Kc. ....Power: 5000 Watts  
**Owned-Operated By** .....KHQ, Inc.  
**Bus.-Studio Address** ....700 Radio Central Bldg.  
**News Service** .....AP  
**Representative** .....Katz  
**Membership** .....NARTB, RAB  
**Pres., Gen. Sta. Mgr.** .....Richard O. Dunning  
**Comm. Mgr.** .....William Merrill  
**Prog. Dir.** .....John Fahey  
**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  
**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  
**News Service** .....AP  
**Membership** .....RAB  
**Representative** .....Forjoe  
**Gen., Sta., Sales Prom. Mgr.** .....Robert H. Temple  
**Program Director** .....E. A. Moseley  
**Chief Engineer** .....Hommer W. Mead

**KSPO—Spokane—1922**

**Frequency:** 1340 Kc. ....Power: 250 Watts  
**Owned-Oper. By** .....Williams and Cody  
**Address, Trans. Loca.** .....Realty Bldg.  
**Membership** .....NARTB  
**Representative** .....Grant Webb  
**General Mcnager** .....Gene Williams

**KXLY—Spokane—1922**

**CBS**

**Frequency:** 920 Kc. ....Power: 5,000 Watts  
**Owned-Oper. By** .....No. Pacific Radio Corp.  
**Address** .....W. 315 Sprague Ave.  
**Rep.** .....Avery-Knodel, Art Moore  
**Trans.** .....Standard  
**Membership** .....NARTB  
**Pres.** .....Norman Alexander  
**General Manager** .....Richard E. Jones  
**Sales Mgr.** .....James Agostino  
**Program Director** .....George Anthony  
**Prom. Mgr., Prog. Mgr.** .....Robert Moore  
**Chief Eng.** .....George Langford

**KREW—Sunnyside—1950**

**Frequency:** 1230 Kc. ....Power: 250 Watts  
**Owned-Oper. By** .....Cole E. Wylie  
**Address** .....7th & Decatur  
**News Service** .....AP  
**Representative** .....Tracy Moore  
**Membership** .....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** .....P. O. Box 1651  
**Representative** .....Avery-Knodel  
**News Service** .....UP  
**Trans.** .....Thesaurus  
**Membership** .....RAB  
**Pres., Gen. Sta. Mgr.** .....J. Archie Morton  
**Comm., Prom. Mgr.** .....Herb Pollock  
**Pub. Dir.** .....Doris Finholm  
**Program Director** .....Clair Weidenaar  
**Chief Engineer** .....Duane White

**KTAC—Tacoma—1942**

**Frequency:** 850 Kc. ....Power: 1000 Watts  
**Owned-Operated By** .....Tacoma Bcstrs., Inc.  
**Address** .....Winthrop Hotel  
**News Service** .....UP  
**Transcription Service** .....World  
**Representative** .....Gill-Perna, Duncan A. Scott  
**Membership** .....NARTB  
**President, Gen. Mgr.** .....Jerry Geehan  
**Station, Sales Prom. Mgr.** .....John Condon  
**Prog. Dir., Pub. 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.  
 Transcription Service.....Lang-Worth  
 Newspaper Affil.....News Tribune  
 News Service.....AP, UP  
 Membership.....NARTB, RAB  
 Representative.....Weed  
 Gen., Sta. Mgr.....Larry Carino  
 Commercial Mgr.....John Upham  
 Sales Prom. Mgr.....Robert Lyte  
 Program Director.....Don St. Thomas  
 Chief Engineer.....Max H. Bice

**KENE—Toppenish—1954**  
**KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Radio Broadcasters Inc.  
 Address.....P. O. Box 350  
 Representative.....Hil F. Best  
 President.....Jack R. Woodroofe  
 General Manager.....Jack E. Everhart  
 Program Director.....Verne Sawyer  
 Chief Engineer.....Orville Bishop

**KHFS—Vancouver—1954**  
**KBS**

Frequency: 1150 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....Western Bcstg. Co.  
 Address.....5500 Fourth Plain Road  
 News Service.....UP  
 Trans.....Standard  
 General Manager.....Ralph C. Weagant  
 Commercial Manager.....Ernest Crater  
 Chief Engineer.....Bryce Howard

**KVAN—Vancouver—1939**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KVAN, Inc.  
 Studio Address.....707 Main St.  
 Newspaper Affil.....Coos Bay Times  
 News Service.....UP  
 Representative.....Grant Webb, Tracy Moore  
 Membership.....RAB  
 President.....Sheldon F. Sackett  
 General-Station Mgr.....Jack Irvine  
 Gen. Sales Mgr.....Larry H. Lau  
 Nat. Sales Mgr.....Isabelle Hoyt  
 Chief Engineer.....Leo Erickson

**KTEL—Walla Walla—1946**  
**ABC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Walla Walla Bdcstg. Co.  
 Address.....Book Nook Bldg.  
 Membership.....RAB  
 Transcription Service.....World  
 Representatives.....Grant, Feltis  
 Pres., Gen. Mgr.....Jack Keating  
 Sales Manager.....Don Harris

**KUJ—Walla Walla—1928**  
**MBS**

Frequency: 1420 Kc.....Power: 5000 Watts

Owned-Operated By.....**KUJ, Inc.**  
 Business-Studio Address.....55 E. Main St.  
 News Service.....UP  
 Representative.....Forjoe, Art Moore  
 President, Gen. Mgr.....H. E. Studebaker  
 Comm. Mgr.....Sam Kelly  
 Prog. Dir.....Verne Russell  
 Chief Eng.....M. L. MacLafferty

**KPQ—Wenatchee—1929**  
**ABC-NBC**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Wescoast Bcstg. Co., Inc.  
 Bus.-Studio Address.....1st & Mission  
 Phone: NO 3-5121.....Air Time: Full Time  
 Representative.....Forjoe  
 Pres., Sta., Gen. Mgr.....James W. Wallace  
 V. P., Comm. Mgr.....Pat O'Halloran  
 Program Director.....Dorothy Lee  
 Publicity Director.....Dorothy Simpson  
 Chief Engineer.....Doug Whipple

**KWNW—Wenatchee—1948**  
**MBS-DON LEE**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wenatchee Broadcasters  
 Address.....P. O. Box 1510  
 Representatives.....McGillvra, Feltis, Cox  
 News Service.....AP  
 Transcription.....Standard  
 Co-Owners.....S. Maus, M. Sorley  
 Sales Manager.....Mark Sorley

**KIMA—Yakima—1944—CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Cascade Bdcstg. Co.  
 Address.....P. O. Box 702  
 News Service.....AP  
 Membership.....NARTB, RAB  
 Rep.....Weed & Co., Art Moore  
 President.....A. W. Talbot  
 Gen. Manager.....Thomas C. Bostic  
 Station Mgr.....W. B. Hansen  
 Sales Manager.....Bob Davis  
 Program Director.....Gene Grischow

**KIT—Yakima—1929**  
**KBS**

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KIT, Inc.  
 Bus.-Studio Address.....414½ E. Yakima Ave.  
 Representative.....Branham, Feltis, Cox  
 President.....Carl E. Haymond  
 Gen., Sta., Comm., Prom. Mgr.....Jack H. Goetz  
 Prog. Dir.....Hugh McIntosh  
 Chief Engineer.....H. B. Murphy

**KUTI—Yakima—1955**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Independent Broadcasters  
 Address.....Box 261  
 News Service.....UP  
 Representative.....Forjoe

President ..... W. N. Nelskog  
 Gen., Sta. Mgr. .... P. M. Crain  
 Comm. Mgr. .... R. R. Fleming  
 News Dir. .... R. R. Woodward  
 Chief Eng. .... D. M. Gay

Owned-Oper. By. .... Yakima Bcstg. Co.  
 Address. .... P. O. Box 172  
 News Service ..... UP  
 Trans. .... World  
 Representative ..... Headley-Reed  
 President. .... Robert S. McCaw  
 Gen., Sta., Comm. Mgr. .... Warren J. Durham  
 Program Dir. .... Fran King

**KLOQ—Yakima—1947—MBS**  
 Freq.: 1390 Kc. .... Power: 1 Kw. d., 500 W. n.

**West Virginia**

Pop. March 1 (Est.) 1,982,070—Families 535,000  
 Radio Homes 498,000—TV Homes 360,000—Stations in State 44

**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  
 News Service ..... UP  
 Representative ..... Burke—Stuart  
 Membership ..... NARTB  
 President, Gen. Mgr. .... Joe L. Smith, Jr.  
 Chief Engineer. .... Al J. Ginkel

Pres., Gen. Mgr., Comm. Mgr. J. Lindsley Alley  
 Sta. Mgr., Prog. Dir. .... Ed Erb  
 Chief Engineer. .... Roy H. Yost

**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.  
 News Service ..... AP  
 Representative ..... 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. .... Hazel Phillips  
 Chief Eng. .... Anthony P. Gonzalez

**WCAW—Charleston—1946**  
 Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Capitol Bcstg. Corp.  
 Address. .... Kanawha Hotel  
 Trans. Service. .... Thesaurus, Standard  
 News Service ..... UP  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... E. M. Johnson  
 Comm. Mgr. .... Elaine Johnson  
 Prom. Mgr. .... Bert Files  
 Program Director. .... Al Walker  
 Chief Engineer ..... Frank Allender

**WHIS—Bluefield—1928**  
**NBC-KBS**  
 Frequency: 1440 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Daily Telegraph Prtg. Co.  
 Business-Studio Address. .... Bland St.  
 Newspaper Affil. Daily Telegraph, Sunset News  
 Transcription Service ..... Cole  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Katz  
 Admin. Dir. .... P. T. Flanagan  
 Gen. Mgr. .... Hugh I. Shott, Jr.  
 Sta. Mgr. .... Melvin Barnett  
 Prom. Mgr. .... George Hendrick  
 Prog. Dir. .... O. C. Young  
 Program Director. .... Janie Marie Lambert  
 Chief Engineer ..... Kenneth Dick

**WCHS—Charleston—1927**  
**CBS**  
 Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... The Tierney Co.  
 Address. .... 1111 Virginia St.  
 News Service ..... AP, UP  
 Representative ..... Bramham  
 Membership ..... NARTB, RAB  
 President. .... Hawthorne D. Battle  
 Gen. Mgr., Sta. Mgr. .... John T. Gelder, Jr.  
 Prom. Mgr. .... George Spruce  
 Comm. Mgr. .... Robert M. Sinclair  
 Program Director ..... Joe Farris  
 Pub. Dir. .... Harry Brawley  
 Chief Engineer. .... William E. Dixon

**WKOY—Bluefield—1948**  
**MBS**  
 Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... WKOY, Inc.  
 Address. .... 2121 College Drive  
 News Service ..... UP  
 Rep. .... Devney & Co., Holman, Dora-Clayton

**WGKV—Charleston—1939**  
**NBC**  
 Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned. .... Kanawha Valley Bcstg Co.  
 Address. .... 210 Dickinson St.  
 Transcription Service ..... SESAC  
 Newspaper Affil. .... Huntington Publ. Co.  
 Representative ..... Katz  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 Pres. .... Lawrence H. Rogers  
 Gen. Mgr. .... William R. Murray  
 Comm. Manager. .... Gilbert D. Brooks  
 Program Director. .... Don O. Hays  
 Chief Engineer. .... William E. Ford



**WKNA—Charleston—1946**  
**ABC**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By Joe L. Smith, Jr., Inc.  
Bus.-Studio Address Box 3106  
News Service UP  
Representative Burke—Stuart  
President Joe L. Smith, Jr.  
Gen., Sta. Manager Willard S. Jackson  
Comm. Director J. Kent Hackleman  
Prom. Mgr. M. L. Pennington  
Prog. Dir. J. J. Herget  
Pub. Director Pearl Richardson  
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 & Flite  
News Service UP  
Membership NARTB, RAB  
Representative Forjoe, Dora-Clayton  
President Gus Zaharis  
Gen., Sta. Mgr. Berton Sonis  
Comm. Mgr. Mel S. Burka  
Sis. Prom., Prog. Dir., Pub. Dir. Bob Bower  
Chief Engineer Paul Sullivan

**WBLK—Clarksburg—1937**  
**NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Ohio Valley Bcstg. Corp.  
Address Parkersburg, W. Va.  
Representative Branham  
Membership RAB, NARTB  
Vice President George H. Clinton  
Comm. Manager Richard Husted  
Publicity Director Wilda McCarty  
General Manager Carl Loose  
Sales Prom. Mgr. Gene Panetta  
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. Loca. 1200 E. Pike St.  
News Service UP  
Transcription World  
Rep. Burn-Smith  
Membership NARTB  
Pres. Walter Patterson  
Vice-Presidents R. K. Richards, E. R. Huse  
Prom. Mgr. Charles Gaylord  
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.  
News Service AP  
V.P., Treas. R. C. Warden  
Gen. Mgr. Joe M. Larosa

**WDNE—Elkins—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Marja Bcstg. Corp.  
Address Davis & Wash. Sts.  
News Service UP  
Transcription Service World  
Membership NARTB, RAB  
Pres., Gen. Mgr. Jack Carr  
Vice-Pres. Howard A. Donahoe  
Program Director Larry Draper  
Comm. Manager Grady F. Guye

**WMMN—Fairmont—1928**  
**CBS**

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Oper. By Peoples Bcstg. Co.  
Address Columbus, Ohio  
News Service AP  
Representative H.R. Reys  
Membership NARTB, RAB  
Pres. Murray D. Lincoln  
Vice President, Gen. Mgr. Herbert Evans  
Station Manager A. G. Ferrise  
Asst. Manager, Prog. Dir. Frank J. Lee  
Chief Engineer Harry W. Jackson

**WTCS—Fairmont—1946**  
**ABC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned Fairmont Broadcasting Co.  
Address Box 1549  
News Service AP  
Representative Gill-Perna, Keystone  
Membership NARTB  
President Paul Pitrolo  
V.P., Gen., Comm. Mgr. Nick Fantasia  
Program Director Jack Tennant  
Publicity Director Josephine Trotta  
Chief Engineer Richard L. McBride

**WHTN—Huntington—1947**  
**MBS**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. Cowles Bcstg. Co.  
Business-Studio Address 625 Fourth Ave.  
Transcription Service Thesaurus  
Rep. Indie Sales  
News Service UP  
Membership NARTB  
General Manager Robert A. Tinchler  
Station Manager John S. Phillips  
Program Director Joe Herget

**WPLH—Huntington—1946**

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By Huntington Bcstg. Corp.  
Business-Studio Address 1105 Fourth Ave.  
News Service AP





Transcription Service .....Capitol  
 Representative .....Walker  
 Membership .....NARTB  
 President.....Cy N. Bahakel  
 Manager.....C. W. Krause

**WSAZ—Huntington—1923**  
**ABC-NBC**

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WSAZ, Inc.  
 Business-Studio Address.....201 Ninth St.  
 Newspaper Affil.....Huntington Publ. Co.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Katz  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....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**

Freq.: 1270 Kc.....Power: 5000 Kw. d.  
 Owned .....WKYR Inc.  
 Address .....Box 231  
 Station Rep.....Burn-Smith  
 News Service .....UP  
 Transcription .....World  
 Membership .....NARTB  
 President.....Robert K. Richards  
 Gen. Mgr.....William W. Robinson  
 Sta. Manager.....Tom Butscher  
 Comm. Manager.....June Merrill  
 Program Director.....Kenneth Robertson  
 Chief Engineer.....Gary Daniels

**WLOG—Logan—1940—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...C. H. Frey, R. O. Greever  
 Address.....445 Stratton St.  
 Newspaper Affil.....Banner  
 News Service .....AP  
 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.  
 News Service .....UP  
 Gen., Comm. Mgr.....William P. Becker  
 Commercial Manager.....C. H. Murphey  
 Program Director.....Lucille Gallion  
 Chief Engineer.....Lew Frye

**WEPM—Martinsburg—1946**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Martinsburg Bcstg. Co.  
 Business Address.....Peoples Trust Co. Bldg.  
 News Service .....AP  
 Transcription Service .....Thesaurus

Representative .....McGillvra  
 Membership .....NARTB  
 Co-Owner.....C. M. Zinn  
 Co-Owner, Gen. Mgr.....C. Leslie Golliday  
 Program Director.....John E. Taylor  
 Comm. Manager.....George N. O'Brien  
 Sales Prom. Mgr.....C. Rodig  
 Chief Engineer.....Sheridan Campbell

**WHJC—Matewan—1951**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Three States Bcstg. Co.  
 Transcription Service.....SESAC, Standard  
 News Service .....UP  
 Representative .....Continental  
 President, Gen. Mgr.....Fred Morningstar

**WMON—Montgomery—1946**  
**MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Fayette Associates, Inc.  
 Address.....1028 First Ave.  
 News Service .....AP  
 Transcription .....World  
 President.....Arnold M. Vickers  
 General Manager.....Andrew W. Vickers  
 Program Director.....Richard A. Rhodes  
 Chief Engineer.....J. C. Craver

**WAJR—Morgantown—1940**  
**MBS**

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 Watts, n.  
 Owned-Oper. By...West Virginia Radio Corp.  
 Business-Studio Address.....446 Spruce St.  
 News Service .....UP  
 Newspaper Affil...W. Va. Newspaper Pub. Co.  
 Transcription Service.....World, Thesaurus  
 Rep.....Tom C. Clark  
 Membership .....NARTB  
 President.....Agnes J. Reeves Greer  
 General Manager.....Richard E. Nason  
 Comm. Manager.....James Redmond  
 Porg. Director.....Bill Harrington  
 Chief Engineer.....Al Novak

**WCLG—Morgantown—1954**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned.....Morgantown Broadcasting Co.  
 Address.....P. O. Box 885  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....McGillvra  
 Owner, Gen. Mgr.....C. Leslie Golliday  
 Station Manager.....Carl J. Raymond  
 Program Director.....John Floyd  
 Chief Engineer.....James McEwuen

**WMOD—Moundsville—1950**  
**KBS**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Miracle Valley Bcstg. Co.  
 Address.....505 Seventh St.  
 News Service .....UP  
 Representative .....Thomas Clark  
 Pres., Gen., Prom. Mgr.....John T. Taylor

Sta. Mgr., Pub. Dir. . . . . Andrew J Smik, Jr.  
 Program Director . . . . . John Corrigan  
 Chief Engineer . . . . . J. W. Jones

**WETZ—New Martinsville  
 1952—MBS**

Frequency: 1330 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Magnolia Broadcasting Co.  
 Address . . . . . P. O. Box 391  
 News Service . . . . . AP  
 Representative . . . . . Gill-Perna  
 Trans. Service . . . . . Standard, Sesac  
 President, Gen. Mgr. . . . . Harry G. Bright  
 Comm. Manager . . . . . George K. Eubanks  
 Prog. Director . . . . . Harold Showman  
 Pub. Director . . . . . Nell Shurtleff  
 Chief Engineer . . . . . J. W. Jones

**WOAY—Oak Hill—1947**

Frequency: 860 Kc. . . . . Power: 10 Kw. d.  
 Owned-Oper. By . . . . . Robert R. Thomas, Jr.  
 Business Address . . . . . Box 251  
 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**

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Franklin Broadcasting Co.  
 Address . . . . . P. O. Box 228  
 News Service . . . . . AP  
 Transcription . . . . . Standard  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . NARTB  
 Gen. Mgr., Ch. Eng. . . . . C. E. Franklin  
 Commercial Mgr. . . . . Marsh McCarty  
 Sales Prom. Mgr. . . . . Bernard Russi, Jr.  
 Program Director . . . . . Dorothy Leon  
 Publicity Director . . . . . Harvey Kaye

**WCOM—Parkersburg—1947  
 ABC**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Valley Broadcasters Inc.  
 Address . . . . . 317 Ninth St.  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 Transcription Service . . . . . World  
 Representative . . . . . McGillvra  
 President . . . . . Joseph M. Hamdian  
 Gen., Sta., Comm. Mgr., Prom., Pub. Dir.  
 . . . . . 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 . . . . . 211½ 5th St.  
 News Service . . . . . UP  
 Newspaper Affil. . . . . News Pub. Co.

Transcription Service . . . . . Thesaurus  
 Representative . . . . . Bramham  
 Membership . . . . . NARTB, RAB  
 President . . . . . Austin V. Wood  
 V.P., Gen. Mgr., Comm. Mgr. George H. Clinton  
 Prom. Mgr. . . . . Hazel N. Mercer  
 Prog. Dir. . . . . Sherman Grimm  
 Chief Eng. . . . . Vilah G. Brooks

**WWYO—Pineville—1949**

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Wyoming Bdcstg. Co., Inc.  
 Address . . . . . Box 184  
 News Service . . . . . UP  
 Trans. Ser. . . . . World  
 President . . . . . R. D. Bailey  
 Gen., Sta., Comm. Mgr. . . . . Edward Hawley  
 Program Director . . . . . Elaine Taylor  
 Chief Engineer . . . . . William D. Stone

**WLOH—Princeton—1947  
 ABC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mountain Bcstg. Co.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Gen., Sta. Mgr. . . . . Robert Harrison  
 Commercial Manager . . . . . Bill Waldorf  
 Sales Prom. Mgr., Prog. Dir. . . . . Ed Davis  
 Chief Engineer . . . . . Earle Graham

**WRON—Ronceverte—1947  
 NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Blake Bcstg. Co.  
 Address . . . . . Fairlea  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NARTB  
 General Mgr. . . . . William E. Blake  
 Comm. Mgr. . . . . Gladys Livesay

**WKLC—St. Albans—1955**

Frequency: 1300 Kc. . . . . Power: 1 Kw.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Charles Bernard  
 General Manager . . . . . Raymond I. Kandel  
 Commercial Manager . . . . . C. C. Clere  
 Chief Engineer . . . . . Harry Bowen

**WEIR—Weirton—1950**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Tri-State Bcstg. Co.  
 Address . . . . . 3992 Main St.  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Rambeau  
 General Manager . . . . . Edward J. Hirschberg  
 Station Manager . . . . . Robert E. Badger

**WELC—Welch—1950**

Frequency: 1150 Kc. . . . . Power: 1000 Watts d.

**Owned-Oper. By**.....Pocahontas Bcstg. Co.  
**Address**.....Box 1032  
**News Service**.....UP  
**Representative**.....McGillvra  
**Transcription Service**.....World  
**Membership**.....NARTB  
**President, General Manager**.....Sam Sidote  
**Comm., Prom. Mgr.**.....James French, Jr.  
**Program Director**.....I. Cullop  
**Chief Engineer**.....Howard R. King

**WMCD—Welch—1955—MBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Williamson Broadcasting Corp.  
**Address**.....Rhodes Realty Building  
**News Service**.....AP  
**Membership**.....NARTB  
**President**.....Alice Shein  
**Gen., Sta. Mgr.**.....John Blair  
**Chief Engineer**.....Clifton Branham

**WHAW—Weston—1948**  
**KBS-MBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Central W. Va. Serv. Corp.  
**Address**.....P. O. Box 431  
**News Service**.....UP  
**Trans. Service**.....Associated, Keystone  
**President**.....R. H. Ralston  
**Vice Pres.**.....Francis Andrew

**WHLL—Wheeling—1949**

**Frequency:** 1600 Kc.....**Power:** 5000 Watts d.  
**Owned-Operated By**.....Wheeling Bcstg. Co.  
**Address**.....Box 989  
**Representative**.....Gill-Perna  
**News Service**.....UP  
**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.  
**News Service**.....UP  
**Station Representative**.....Weed  
**Membership**.....NARTB  
**Pres., Gen. Manager**.....John B. Reynolds  
**Comm., Prom. Mgr.**.....Elsie M. Cook  
**Program Director**.....Dale M. Schussler  
**Pub. Dir.**.....John B. Reynolds, Jr.  
**Chief Engineer**.....William E. Jones

**WWVA—Wheeling—1926**  
**CBS**

**Frequency:** 1170 Kc.....**Power:** 50,000 Watts  
**Owned-Oper. By**.....Storer Broadcasting Co.  
**Address**.....Hawley Bldg.  
**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. Mgr.**.....Howard W. Meagle  
**Program Director**.....Paul A. Myers  
**Chief Engineer**.....Edwin L. Keim

**WBTH—Williamson—1939**  
**MBS**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Williamson Bcstg. Corp.  
**Business Address**.....P. O. Box 261  
**Representative**.....Gene Grant & Co.  
**Membership**.....NARTB  
**Manager**.....Alice Shein

**Wisconsin**

Pop. March 1 (Est.) 3,806,000—Families 1,109,000  
 Radio Homes 1,100,000—TV Homes 878,000—Stations in State 70

**WATK—Antigo—1947**

**Frequency:** 900 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Antigo Bcstg. Co.  
**Address**.....Journal Bldg.  
**Newspaper Affil.**.....Daily Journal  
**President, Gen. Mgr.**.....A. F. Berner

**WAPL—Appleton—1952**

**Frequency:** 1570 Kw.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Bartell Broadcasters, Inc.  
**Address**.....Balliet Hotel, 124 W. Wash. St.  
**Rep.**.....Gill-Perna  
**News Service**.....UP  
**Membership**.....NARTB  
**President**.....Gerald A. Bartell  
**General Manager**.....Connie Forster  
**Comm. Manager**.....Bob Culp  
**Program Director**.....Jack Gardiner

**WHBY—Appleton—1924**  
**MBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WHBY, Inc.  
**Bus.-Studio Address**.....600 So. Law St.  
**News Service**.....AP  
**Representative**.....Meeker  
**Gen., Comm. Mgr.**.....Lewis J. Process  
**Sales Prom. Mgr.**.....Chris Schneider  
**Program Director**.....Raymond Brock  
**Publicity Director**.....John Flynn  
**Chief Engineer**.....George Merkl

**WATW—Ashland—1940**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WATW, Inc.  
**Address**.....No. State Bank Bldg.  
**Representative**.....Thomas F. Clark  
**President, Gen. Mgr.**.....Gene Halker

**WBEV—Beaver Dam—1951**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Beaver Dam Bcstg. Co.  
 Address ..... Box 430  
 President ..... W. E. Walker  
 Vice-Pres. .... J. D. Mackin  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Representative ..... Hal Holman  
 Membership ..... RAB  
 Exec. V.P., Gen. Mgr. .... Charles R. Dickoff

**WBEL—Beloit—1948**

Frequency: 1380 Kc. Power: 5000 Watts d.  
 Owned-Oper. By ..... Beloit Bcstrs., Inc.  
 Business-Studio Address ..... 430 State St.  
 News Service ..... UP  
 Representative ..... Gill-Perna  
 President ..... Russ Salter  
 General Mgr. .... Robert O. Moran  
 Sta., Comm. Mgr. .... Joe Moen  
 Sales Prom. Mgr. .... Irv Andreoni  
 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  
 News Service ..... AP  
 Rep. .... Everett McKinney  
 President ..... Sidney H. Bliss  
 General Manager ..... Vern Williams  
 Commercial Manager ..... Bill Bessaire  
 Sta. Mgr. .... Tom Anderson  
 Program Director ..... Lou Wendlandt  
 Chief Engineer ..... Wayne Clay

**WCHF—Chippewa Falls—1954**

Frequency: 1150 Kc. Power: 1 Kw. d.  
 Owned ..... Chippewa Bcstg. Co.  
 Address ..... 108 Bridge St.  
 Representative ..... Clark  
 News Service ..... UP  
 Transcription ..... World  
 Pres., Gen. Mgr. .... W. F. Kean  
 Vice-President ..... Russell G. Salter  
 Station Manager ..... R. Brennan

**WBIZ—Eau Claire—1947**  
 MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By ..... WBIZ, Inc.  
 Address ..... 809 Cameron St.  
 Representative ..... Pearson  
 Membership ..... RAB  
 News Service ..... UP  
 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  
 News Service ..... UP  
 Trans. Serv. .... Thesaurus  
 Representative ..... Hollingberry  
 Membership ..... NARTB, RAB  
 President ..... W. C. Bridges  
 General Mgr. .... Leo Howard  
 Station Mgr. .... Bob Nelson  
 Commercial Mgr. .... Norm Haagenson  
 Program Dir. .... Al Young  
 Chief Eng. .... T. O. Torgenson

**WRFW—Eau Claire—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned... Chippewa Valley Radio & TV Corp.  
 Bus.-Studio-Transmitter Address... P. O. Box 23  
 News Service ..... AP  
 Transcription Service ..... Capitol, Standard  
 Rep. .... Sears & Ayer  
 President ..... Thomas K. Werner  
 Gen., Sta. Mgr., Prog. Dir. .... Jack Kelly

**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.  
 Newspaper ..... Commonwealth Reporter  
 Representative ..... Holman  
 Membership ..... NARTB  
 Exec. Vice Pres. .... Emery W. Martin

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

... and **MORE**  
 RADIO AND  
 TELEVISION STATIONS  
 depend on  
**The Associated Press**



**WBAY—Green Bay—1922**  
CBS

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By: Norbertine Fathers  
Address: 115 South Jefferson  
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  
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.  
News Service: UP  
Rep.: Forjoe  
Membership: NARTB  
Pres., Gen. Mgr.: Ben A. Laird  
Sta., Prom. Mgr.: Allen H. Embury  
Comm. Mgr.: Alfred L. Mayer  
Prog. Dir.: John Kessenich  
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.  
News Service: AP  
Trans. Ser.: Standard, World  
Representative: Burn-Smith  
Membership: NARTB  
General Manager: Joseph Horner, Jr.  
Station Manager: John M. Walter  
Commercial Manager: Glen R. Holznecht  
Program Director: Charles Goutlie  
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  
Transcription Service: World  
News Service: UP  
General Mgr.: Walter Zastrow  
Station Mgr., Prog. Dir.: Don Zastrow  
Chief Engineer, Sales Mgr.: George Dodge

**WCLO—Janesville—1930**  
MBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned: Southern Wisconsin Radio, Inc.  
Business-Studio Address: 200 E. Milwaukee St.  
News Service: AP  
Newspaper Affiliation: Daily Gazette  
Representative: Everett-McKinney  
Membership: NARTB

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

**... and MORE RADIO AND TELEVISION STATIONS**

**depend on**

**THE ASSOCIATED PRESS**

President.....Sidney H. Bliss  
 Gen., Sta. Mgr.....V. W. Williams  
 Commercial Manager.....Charles W. Bessire  
 Prom., Pgm., Pub. Dir.....Ralph Schroeder

**WLIP—Kenosha—1947**

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned-Oper. By.....W. L. Lipman  
 Address.....Kenosha Nat. Bank Bldg.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Everett-McKinney  
 Membership.....RAB, NARTB  
 General Manager, Pub. Dir.....William L. Lipman  
 Sta., Comm. Manager.....Hugh Gately  
 Program Director.....Jerome Golden  
 Chief Engineer.....Casimir Lubinski

**WKBH—La Crosse—1923**  
 NBC

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WKBH, Inc.  
 Business-Studio Address.....141 So. 6th St.  
 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.....Box 751  
 News Service.....UP  
 Rep.....Everett-McKinney, Bulmer-Johnson  
 President.....Herbert H. Lee  
 Gen. Mgr.....Don O'Brien  
 Comm. Mgr.....Milo Knutson  
 Sales Prom. Mgr.....Charles R. Kearns

**WL CX—La Crosse—1947**  
 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Phillippe Bcstg. Corp.  
 Address.....Rivoli Theatre Bldg.  
 News Service.....UP  
 President.....R. L. Phillippe  
 General Mgr.....Gene W. Phillippe

**WL DL—La Crosse—1956—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Lyons Broadcasting Co.  
 Address.....306 Rivoli Building  
 News Service.....UP  
 Transcription.....World  
 President.....Lyle D. Lyons  
 Gen., Comm., Prom. Mgr.....Robert A. Gaumer  
 Program Dir.....Don D. Knutson  
 Publicity Dir.....Rogers L. D. Mattice  
 Chief Engineer.....Virgel Koers

**WLDY—Ladysmith—1947**  
 MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Flambeau Bcstg. Co.  
 Representative.....Thomas Clark  
 News Service.....AP  
 President.....Ruth B. Nelson  
 Sec'y Treas., Gen. Mgr.....Chas. H. Nelson

**WIBA—Madison—1925—NBC**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Badger Bcstg. Co.  
 Business-Studio Address.....3800 Regent St.  
 News. Affil.....Capital Times,  
 Wisc. State Journal  
 News Service.....AP  
 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.  
 News Service.....UP  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership.....RAB  
 President.....Ralph M. Imnell  
 General Manager.....Ralph O'Connor  
 Comm., Sls. Prom. Mgr.....Lews J. Bassett  
 Prog., Pub. Dir.....Phebe Rogers  
 Chief Engineer.....Gerard Batz

**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.  
 News Service.....UP  
 Representative.....Headley-Reed  
 President.....Stewart Watson  
 General Manager.....Ben Hovel  
 Station Manager.....P. M. Enright  
 Sales Prom. Mgr.....John Shambow  
 Program Director.....Roseann Parr  
 Tech. Supervisor.....Bob Wickhem

**WOMT—Manitowoc—1926**  
 MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Francis M. Kadow  
 Business-Studio Address.....1118 Washington St.  
 News Service.....UP  
 Membership.....NARTB  
 General Mgr.....Francis M. Kadow  
 Comm. Mgr.....John Saxe  
 Program Director.....George H. Erdman  
 Chief Eng.....H. E. Willis



**WWOC—Manitowoc—1952**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Manitowoc Bcastg. Co.  
 Address... 2500 N. Mirror Drive  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... McGillvra  
 Gen. Mgr. Edward Allen, Jr.  
 Program Director... Tom Maples  
 Sta., Comm. Mgr., Chief Eng. Edward Jacker

**WMAM—Marinette—1939**  
**NBC**

Freq.: 570 Kc. Power: 250 W. d., 100 W. n.  
 Owned-Oper. By... M. & M. Bcastg. Co., Inc.  
 Bus.-Studio Address... 400 Wells St.  
 News Service... UP  
 Representatives... Burn-Smith  
 President... William E. Walker  
 General Manager... Joseph D. Mackin  
 Sta., Comm. Mgr., Prog. Dir. Howard L. Emich  
 Prom. Mgr., Pub. Dir. Curt Kaufman  
 Chief Engineer... Al Alexander

**WDLB—Marshfield—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned... Clarkwood Broadcasting Corp.  
 Address... Box 512  
 News Service... UP  
 Transcription... World  
 Representative... McGillvra  
 Membership... RAB  
 President, Gen. Mgr. Hartley L. Samuels  
 Commercial Manager... John R. Thornton  
 Program Director... Glenn Brown  
 Publicity Director... Jack Hackman  
 Chief Engineer... Richard Hanneman

**WIGM—Medford—1941**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned... Murphy-Nelson Bcastg. Co., Inc.  
 Address... Hy. 13  
 Representative... Clark  
 Pres., Gen. Mgr. Paul Allman  
 V.P., Sls. Mgr. Joe Dalvig

**WMNE—Menomonie—1951**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned-Oper. By... Menomonie Bcastg. Co.  
 Address... 603½ Broadway  
 Representative... Lawson  
 News Service... UP  
 Transcription... Lang-Worth, World  
 General Manager... Dr. Wendell Hansen  
 Sta., Mgr. Douglas Welkley

**WEMP—Milwaukee—1935**

Frequency: 1250 Kc. Power: 5 Kw.  
 Owned-Oper. By... Milwaukee Bcastg. Co.  
 Bus. Address... 1701 W. Wisconsin Ave.  
 News Service... UP  
 Representative... Headley-Reed  
 Membership... NARTB, RAB  
 President... A. M. Spheeris  
 Gen. V. P. Hugh K. Boice, Jr.

Sales Manager... John C. Gagliano  
 Publicity Director... Marylou Shanahan  
 Program Director... Tom Shanahan  
 Chief Engineer... Roland Paske

**WFOX—Milwaukee—1946**  
**KBS**

Frequency: 860 Kc. Power: 250 Watts  
 Owned... Business Management Inc.  
 Address... 208 E. Wisconsin Ave.  
 News Service... AP  
 Representative... Grant Webb  
 President... Joseph A. Clark  
 General Manager... Neil K. Searles  
 Sales Promotion Manager... Jeanne Harrington  
 Program Director... Jo Boyd  
 Chief Engineer... Robert Mayer

**WISN—Milwaukee—1922**  
**ABC**

Frequency: 1150 Kc. Power: 5,000 Watts  
 Owned-Oper. By... Hearst Corporation  
 Address... 540 N. Plankinton Ave.  
 Newspaper Affil. Sentinel  
 Representative... Petry  
 News Service... AP, INS, UP  
 Membership... RAB, NARTB  
 Gen. Mgr. John B. Soell  
 Asst. Mgr. Carl Zimmerman  
 Prom. Mgr., Pub. Dir. Lou Riepenhoff  
 Chief Eng. Donald Weller  
 Public Service Dir. Pat Barnes  
 Business Mgr. Joseph Sergio

**WMIL—Milwaukee—1947**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Cream City Bcastg. Co., Inc.  
 Bus.-Studio Address... 2625 W. Wisconsin Ave.  
 News Service... UP  
 Membership... NARTB  
 Representative... Forjoe  
 President... Gene Posner  
 Station Mgr. Paul DeChan  
 Program Co-ord. 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.  
 Representative... Katz  
 Membership... RAB  
 General Mgr., V.P. Melvin Bartell  
 Program Dir. J. A. Reddy  
 Chief Engineer... Ralph Evans

**WRIT—Milwaukee—1955**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Foster & Assoc., Inc.  
 Address... 5407 W. Martin Dr.  
 News Service... AP, INS  
 Representatives... H-R, Clarke Brown  
 General Manager... Bill Weaver  
 Program Director... Gene Edwards  
 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.  
News Service. AP  
Newspaper Affil. Journal  
Representative. Christal  
V.P., General Mgr. Walter J. Damm  
Asst. Mgr. R. J. Heiss  
Station Manager. George Comte  
Sales Manager. Neale V. Bakke  
Prog. Mgr. Don Loose  
Mgr., Engineering. Phillip B. Laeser  
Prom. Mgr. Bruce Wallace

**WEKZ—Monroe—1951**

Frequency: 1260 Kc. Power: 1 Kw. d.  
Owned-Operated By. Green County Bcstg. Co.  
Address. Box 460  
News Service. AP  
President. Kenneth Stuart  
Program Director. Stan Neuberger  
General Manager. Joseph Urban  
Chief Engineer. Rex Eyerl

**WNAM—Neeenah—1947**

Frequency: 1280 Kc. Power: 1 Kw.  
Owned. Neeenah-Menasha Bcstg. Co.  
Address. Radio & Television Park  
News Service. UP  
Station Rep. John E. Pearson  
Transcription. Thesaurus  
President. Clayton Ewing  
General Mgr. Don C. Wirth  
Commercial Mgr. Don Harrington  
Program Dir. Tom Collins  
Chief Engineer. Gordon Daily

**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  
Transcription. Lang-Worth  
News Service. UP  
Representative. Clark  
Pres., Gen., Comm. Mgr. 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. P. O. Box 1  
News Service. AP  
Membership. NARTB  
General. Comm. Mgr. R. J. Bodden  
News Dir. Art Hill, Jr.  
Chief Engineer. Raymond Skinner

**WPLY—Plymouth—1954**  
**KBS**

Frequencies: 1420 Kc. Power: 500 Watts d.  
Owned-Oper. By. WPLY, Inc.  
Address. Box 222  
Rep. Regional Radio Reps.  
Pres., Sta. Mgr., Prog. Dir. Milton Maltz  
Gen., Comm. Mgr. Robert G. Wright  
Chief Eng. Eugene Capelle

**WPDR—Portage—1952**

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Operated By. Portage Bcstg. Co.  
Address. Box 142  
Newspaper Affil. Daily Register  
News Service. UP  
President. W. T. Comstock  
Manager. Robert D. Hutchings

**WIBU—Poynette—1925**  
**KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. William C. Forrest  
Bus.-Transmitter Address. Poynette  
News Service. UP  
Pres., Gen., Sta. Mgr., Comm., Prom. Mgr.  
William C. Forrest  
Program Dir. Sarah A. Forrest  
Chief Engineer. Leonard Doese

**WPRE—Prarie Du Chien—1952**

Frequency: 1280 Kc. Power: 500 Watts d.  
Owned. Prarie Bcstg. Co., Inc.  
Address. P. O. Box 36  
Transcription. Capitol, World  
Representative. Holman  
Gen., Sta. Mgr. W. C. Schlarugat, Jr.  
Comm., Sales Prom. Mgr. Thomas Multerer

**WRAC—Racine—1949**

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned-Oper. By. WRAC, Inc.  
Address. Arcade Bldg.  
News Service. UP  
Trans. Service. World  
Representative. Sears & Ayer  
Membership. NARTB  
Vice-Pres. William J. Pricaulx

**WRJN—Racine—1926—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Racine Bcstg. Corp.  
Business Address. Amer. Bank Bldg.  
Representative. Walker  
Newspaper Affiliation. Journal-Times  
Membership. NARTB  
Station Manager. Harold J. Newcomb





**WRDB—Reedsburg—1953**  
KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: William C. Forrest  
Address: Box 207, Reedsburg  
News Service: UP  
Transcription Service: Standard  
President: William C. Forrest  
General Manager: Mike Flaherty  
Comm. Mgr.: Larry Durand  
Prog. Dir.: Joseph Boyle  
Chief Engineer: Richard Ingwell

**WOBT—Rhineland—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Onelda Bcstg. Co.  
Business Address: Route 2  
News Service: UP  
Trans.: Thesaurus  
Membership: RAB  
Representative: McGillvra  
President: James Cleary  
Gen. Mgr., Sta. Mgr.: George F. Thoma  
Comm. Mgr.: Howard Koenitzer  
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  
News Service: UP  
Transcription Service: World, SESAC  
Representative: Hollingbery  
Membership: RAB  
President: W. C. Bridges  
Station Manager: Russell J. Brown

**WRCO—Richland Center—1949**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Richland Bcstg. Co.  
Address: P. O. Box 192  
News Service: UP  
Transcription Service: Thesaurus, World  
Membership: NARTB, RAB  
Gen., Sta. Mgr.: Hala D. Peebles  
Comm. Manager: Gerald W. Cook  
Chief Engineer: Pete Athanas

**WTCH—Shawano—1948**

Frequency: 960 Kc. Power: 1,000 Watts d.  
Owner: Shawano County Leader Pub. Co.  
Business-Studio Address: 107 E. Green Bay St.  
Representative: Hil F. Best  
News Service: UP  
Transcription Service: 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: Box 27  
News Service: AP  
Membership: NARTB  
Sta. Rep.: Burn-Smith  
Pres., General Manager: Paul F. Skinner  
Comm. Manager: Ray Witluhn  
Comm. Traffic Mgr.: Doris Donnie  
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.  
News Service: UP  
Rep.: Sears & Ayer, Inc.  
Pres., Gen. Manager: David A. Bensman  
Comm. Manager: Charles E. Doheny  
Sales Prom. Mgr.: Richard Barrett  
Program Director: Marvin Bensman  
Publicity Director: Margaret P. Hall  
Chief Engineer: George Schneider

**WCOW—Sparta—1951**

Frequency: 1290 Kc. Power: 1000 Watts  
Owned: Sparta-Tomah Broadcasting Co.  
Address: 124½ S. Water Street  
News Service: UP  
Rep.: William Rambeau, Bulmer & Johnson  
Pres., Gen., Sta. Mgr.: John D. Rice  
V.P.: Victor Tedesco  
Commercial Manager: Hugh Dickie

**WSPT—Stevens Point—1948**

Frequency: 1010 Kc. Power: 250 Watts d.;  
Owned-Oper. By: Stevens Pl. Bcstg. Co.  
Business-Studio Address: 414 Main St.  
News Service: UP  
Membership: NARTB  
Representative: Hal Holman  
President: W. F. Johns, Jr.  
General Manager: P. A. Barnard  
Program Director: Jere Smith, Jr.

**WDOE—Sturgeon Bay—1947**

Frequency: 910 Kc. Power: 500 Watts d.  
Owned-Oper. By: Door County Bcstg. Co. Inc.  
Address: P. O. Box 88  
Representative: McGillvra  
Membership: NARTB  
News Service: AP  
Pres., Gen., Comm., Prom. Mgr.: Edward Allen, Jr.  
Prog. Dir.: Jeanne Ahlers  
Pub. Dir.: Dolores Allen  
Chief Engineer: Joseph Hogan

**WOKW—Sturgeon Bay—1951**

Frequency: 1260 Kc. Power: 1 Kw. d.  
Owned-Operated By: Door County Radio Co.  
Address: 25 S. Madison  
Rep.: Best  
News Service: UP  
Transcription Service: World  
President: Chandler F. Harris  
General Mgr.: H. R. Peters

Sales Prom. Mgr. . . . . Frank K. Ullsperger  
 Prog. Director . . . . . Jack Schaefer

**WDSM—Superior—1937**  
**ABC-MBS**

Frequency: 710 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WDSM, Inc.  
 Business Address . . . . . 230 E. Superior St.  
 News. Affil. . . . . Herald & News Tribune  
 Representative. Peters, Griffin, Woodward, Inc.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . Robert Ridder  
 General Manager . . . . . Carlo Anneke  
 Sales Prom. Mgr. . . . . Gilbert Amundson  
 Program Director . . . . . James T. Payton  
 Chief Engineer . . . . . George Carlson

**WTRW—Two Rivers—1951**

Frequency: 1590 Kc. . . . . Power: 1000 W. d.  
 Owned-Operated By . . . . . Two Rivers Bcstg. Co.  
 Address . . . . . 1817 Washington  
 Transcription Service . . . . . Standard  
 News Service . . . . . UP  
 Membership . . . . . RAB  
 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.  
 Address . . . . . 104 W. Main St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Pres., Gen., Sta. Mgr. . . . . Carl V. Kolata  
 Prog., News Dir. . . . . Willard James  
 Chief Engineer . . . . . Douglas Beaudoin

**WAUX—Waukesha—1947**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Waukesha Bcstg. Co.  
 Business-Studio Address . . . . . 319 W. Main St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Holman  
 V.P., Gen. Mgr., P.Brog., Pub. Dir. . . . . Mig Figi  
 V.P., Sls. Mgr. . . . . Charles E. Williams  
 Chief Eng. . . . . A. Randall

**WDX—Waupaca—1955**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Laird Broadcasting Co.  
 Address . . . . . P. O. Box 94  
 Representative . . . . . Forjoe  
 President . . . . . Ben A. Laird  
 General Mgr. . . . . Allen Embury  
 Station Mgr. . . . . Tom Karavakis

**WHVF—Wausau—1953**

Freq.: 1230 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Lakeland Bcstg. Corp.

Address . . . . . 1110 Wausau Ave.  
 News Service . . . . . AP  
 Representative . . . . . Indie  
 Trans. Service . . . . . World, Standard  
 Membership . . . . . NARTB  
 President . . . . . Hilding V. Forseen  
 General Mgr. . . . . R. Topinka

**WOSA—Wausau—1948**  
**MBS-ABC**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Alvin E. O'Konski  
 Address . . . . . 4th & Scott Sts.  
 Rep. . . . . Rambeau, Bulmer & Johnson  
 Trans. Ser. . . . . Capitol, Standard, Cole, SESAC  
 Lang-Worth, Associated  
 News Service . . . . . UP, AP  
 General Manager . . . . . Alvin O'Konski

**WSAU—Wausau—1937—NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Wisc. Valley TV Corp.  
 Business-Studio Address . . . . . 714 Fifth St.  
 Newspaper Affil. . . . . Record Herald  
 News Service . . . . . AP, UP  
 Trans. . . . . Thesaurus  
 Membership . . . . . NARTB  
 Representative . . . . . Meeker  
 President . . . . . J. C. Sturtevant  
 General Manager . . . . . George T. Frichette  
 Comm. Mgr. . . . . Richard D. Dudley  
 Prog. Dir. . . . . B. Kellinhausner  
 Pub. Dir. . . . . Tom Bolger  
 Chief Engineer . . . . . Roland W. Richardt

**WBKV—West Bend—1950**

Frequency: 1470 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . West Bend Bcstg. Co.  
 Address . . . . . Box 60, Decorah Rd.  
 Representative . . . . . Clark  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus  
 Pres., Gen. Mgr. . . . . August C. Berkholtz  
 Sta., Prom. Mgr. . . . . Harold H. Berkholtz  
 Comm. Mgr., Chief Eng. . . . . Paul J. Mueller  
 Program Director . . . . . Ray Kessnich  
 Publicity Dir. . . . . Jack Skidmore

**WFHR—Wisconsin Rapids**  
**1940—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . William F. Huffman Radio  
 Business Address . . . . . 143 W. Grand Ave.  
 Newspaper Affil. . . . . Daily Tribune  
 Representative . . . . . Devney & Co.  
 News Service . . . . . AP  
 Trans. . . . . Thesaurus  
 Membership . . . . . NARTB, RAB  
 President . . . . . Louise F. Huffman  
 Gen., Sta., Prom. Mgr. . . . . Geo. T. Fréchette  
 Comm., Prom. Mgr. . . . . L. J. Zurawski  
 Prog. Dir. . . . . James Tighe  
 Chief Engineer . . . . . Gordon Miller

# Wyoming

Pop. March 1 (Est.) 323,000—Families 94,000  
Radio Homes 91,000—TV Homes 46,000—Stations in State 19

## KATI—Casper—1956—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned..... Jack L. Breece  
Address..... P. O. Box 2006  
News Service..... AP  
Representative..... Continental  
Gen. Mgr., Ch. Eng..... Jack L. Breece  
Sta. Mgr., Prog. Dir..... Gene W. Robinson  
Commercial Mgr..... Kenneth Prather  
Publicity Dir..... Mrs. Mae MacDonald

## KSPR—Casper—1930—CBS

Freq.: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Donald L. Hathaway  
Business Address..... Box 930  
News Service..... UP  
Trans. Service..... Thesaurus  
Representative..... Walker, Moore  
Membership..... NARTB  
Gen. Mgr..... Donald L. Hathaway  
Asst. Station Manager..... Marcus R. Nichols  
Chief Eng..... C. L. Brandt

## KVOC—Casper—1946 ABC-MBS-IMN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... KVOC Bcstg. Co.  
Bus.-Studio-Transmitter Address..... Box 2090  
News Service..... AP  
Representative..... McGillvra  
Membership..... NARTB, RAB  
Co-Owner, Comm. Mgr., Chief Eng.

Duane Simons  
Sta. Mgr., Co-Owner..... William F. Shutts  
Program Director..... Jim Baker  
Pub. Dir..... Robert P. Turner

## 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  
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

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Great West Co.  
Address..... Box 926  
News Service..... AP  
Membership..... RAB, NARTB  
Rep..... McGillvra  
President, Gen. Mgr..... Wm. T. Kemp  
Sta. Mgr..... Ernie Galbos

Commercial Mgr..... Ruth Dorr  
Sales Prom. Mgr..... G. G. Bennetsen  
Program Director..... Millie Barnett  
Pub. Dir..... Bob Rubin  
Chief Engineer..... Harold M. Roberts

## KODI—Cody—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... Park Broadcasters  
Address..... P. O. Box 762  
News Service..... UP  
Transcription Service..... World  
Representative..... McGillvra  
Membership..... RAB  
President..... R. B. Croft  
General Manager..... R. B. Beall  
Station Manager..... W. E. Killmer  
Program Director..... C. Owen Allen  
Chief Engineer..... Phil Barnhart

## KLUK—Evanston—1953 MBS-IMN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... BBH Enterprises  
Address..... P. O. Box 198  
News Service..... UP  
Transcription Service..... Thesaurus  
Representative..... Avery-Knodel  
President..... M. D. Buchen  
General Manager..... Al Pyatt  
Chief Engineer..... Harry Albers

## KOVE—Lander—1948 KBS-MBS-IMN

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Operated By..... Edward J. Breece  
Business Address..... P. O. Box 438  
News Service..... AP  
News, Affil..... Wyoming State Journal  
Representative..... Continental  
Sta., Gen. Mgr..... Jack L. Breece  
Comm. Manager..... Dorothy L. Reed  
Gen. Sales Mgr..... E. J. Breece

## KOWB—Laramie—1948 MBS-KBS-IMN

Frequency: 1340 Kc. Power: 250 Watts d.  
Own.-Oper. By Snowy Range Bcstg. Co., Inc.  
Address..... Box 972  
News Service..... UP  
Representative..... Avery-Knodel  
Transcription..... World  
Membership..... NARTB  
General Manager..... Harry D. Peck  
Chief Engr., Pgm. Dir..... L. O. Smith

## KASL—Newcastle—1953 ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned..... Northeast Wyoming Bcstrs. Inc.  
Address..... P. O. Box 967



News Service .....AP  
 Representative ..... McGillvra  
 General Manager.....Floyd L. Sparks

**KPOW—Powell—1941**  
**MBS-KBS-IMN**

Freq... 1260 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....A. J. Meyer  
 News Service ..... AP  
 Transcription .....Thesaurus  
 Representative ..... Avery-Knodel  
 President, Sta. Manager.....Al Meyer  
 Comm. Manager.....K. Meyer  
 Program Director.....Agnes Fields  
 Chief Engineer.....J. S. Kilness

**KRAL—Rawlins—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Rawlins Bcstg. Co.  
 Address ..... U.S. Hwy. 30  
 News Service .....AP  
 Representative....Joseph Hershey McGillvra  
 Membership .....NARTB  
 Manager ..... Donald D. Stanczyk  
 Program Director ..... Jean Rippee

**KWRL—Riverton—1943**  
**MBS-IMN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Joseph P. Ernst  
 Address .....Worland, Wyo.  
 News Service ..... AP  
 Membership ..... NARTB  
 General Manager..... Joseph P. Ernst  
 Sta. Mgr., Prog. Dir.....Jim Meredith  
 Commercial Manager.....Ray Rostron  
 Chief Engineer .....William Ross

**KVRS—Rock Springs—1938**  
**MBS-IMN-KBS**

Freq.: 1360 Kc.. Power: 1 Kw. d., 500 Watts n.  
 Owned.....Wyoming Broadcasting Co.  
 Address .....Rock Springs  
 News. Affil. ...Rock Springs Newspapers, Inc.  
 News Service ..... AP  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB  
 President .....D. G. Richardson  
 Gen., Sta. Mgr.....Dwight A. Fisher  
 Comm., Sales Prom. Mgr....Laurel H. Mosbey  
 Prog., Pub. Dir.....Imogene Parr  
 Chief Engineer.....John Corman

**KWYO—Sheridan—1934**  
**MBS-IMN**

Frequency: 1410 Kc....Power: 1000 d., 500 n.  
 Owned-Operated By.....Bighorn Bcstg. Co.  
 Business-Studio Address.....21 N. Main  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Avery-Knodel  
 Membership ..... NARTB  
 Pres., Gen. Mgr.....Jim Carroll  
 Commercial Mgr.....Don Tannehill  
 Sales Prom. Mgr.....Zeke Taggart  
 Program Director.....Bill Thompson  
 Chief Engineer.....Bob Crosthwaite

**KRTR—Thermopolis—1955**  
**MBS-IMN**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned ..... Mildred V. Ernst  
 Address .....800 Broadway  
 News Service ..... AP  
 Membership ..... NARTB  
 President, Comm. Mgr..... Mildred V. Ernst  
 General, Sta. Mgr.....Karl V. Kerston  
 Sales Promotion Manager.....Sue Gebhart  
 Chief Engineer.....Phil Ernst

**KTHE—Thermopolis—1955**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned....Thermopolis Broadcasting Co., Inc.  
 Address ..... P. O. Box 192  
 News Service ..... UP  
 Transcription ..... World  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr., Chief Eng. Joe C. Henry  
 Commercial Manager.....Olin Pike  
 Program Director.....Patricia Hudson

**KGOS—Torrington—1950**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....DeVeny-Kath Broadcasting Co.  
 Address ..... Box 271  
 News Service ..... UP  
 Transcription ..... Lang-Worth  
 Gen., Comm., Prom. Mgr., Prog. Dir..Kern Kath  
 Sta. Mgr., Chief Eng.....Cee DeVeny  
 Publicity Director.....Jack Jolly

**KWOR—Worland—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Joseph P. Ernst  
 Comm. Manager .....Mildred V. Ernst

# TERRITORIES and POSSESSIONS

## Alaska

### **KBYR**—Anchorage—1948

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By Radio Anchorage, Inc.  
Business-Studio Address P. O. Box 1960  
News Service AP, UP  
Representative Pan-American Bcstg. Co.  
General Manager E. Pournelle

### **KENI**—Anchorage—1948 MBS-ABC-CBS

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By Midnight Sun Bcstg. Co.  
Address Box 1160  
News Service AP  
Representative James Fletcher, Del Day  
President Harry J. Hill  
General Manager Alvin Bramstedt  
Comm. Mgr. Bill Stewart  
Program Dir. Frank Roberts  
Chief Engineer Ralph Walker

### **KFQD**—Anchorage—1924 CBS

Frequency: 730 Kc. Power: 10,000 Watts  
Owned-Oper. By Anchorage Broadcasters, Inc.  
Address Box 1040  
News Service AP  
Transcription Service Lang-Worth  
Representative Alaska Radio-TV Sales  
Pres. Frank M. Reed  
Gen., Sta. Mgr. Ernest Spink  
Program Director Edward R. Mack  
Chief Engineer William E. Duck

### **KLAM**—Cordova—1954

Frequency: 1450 Kc. Power: 250 Watts  
Owned Northern Light Broadcasting Co p.  
Address Box 278  
News Service AP  
Pres., Gen., Sta., Comm. Mgr., Chief Eng.  
Charles L. Buck  
Program Director Dona Buck

### **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.  
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 P. O. Box 950  
Representative Alaska Radio-TV Sales  
Station Mgr. Lawrence M. Laby

### **KINY**—Juneau—1935—CBS

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Oper. By Alaska Bcstg. Co.  
Address 830 Securities Bldg., Seattle  
Representative Alaska Radio-TV Sales  
Station Manager Jerry McKinley

### **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 2231  
Representative Day, Fletcher  
News Service AP  
President Harry Hill  
Station Manager Donald C. Anderson  
Gen. Manager Alvin O. Bramstedt  
Comm. Manager Joseph B. Mangan  
Program Director Dave Vincent  
Prom. Mgr., Pub. Dir. 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 Robert C. Mehan  
Address Box 1308  
News Service AP  
Transcription Service Lang-Worth  
Representative Alaska Radio-TV Sales  
Sta., Comm., Mgr., Chief Eng. Robert C. Mehan  
Program Director Michael P. Quinn  
Sales Prom. Mgr. Bob Olson

### **KIBH**—Seward—1949—CBS

Frequency: 1340 Kc. Power: 250 watts



Owned-Operated By.....Alaska Bcstg. Co.  
 Address.....830 Securities Bldg., Seattle  
 Representative.....Alaska Radio-TV Sales  
 Pres., Gen. Mgr.....Wm. J. Wagner

Address.....830 Securities Bldg., Seattle  
 Representative.....Alaska Radio-TV Sales  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Wm. J. Wagner

**KIFW—Sitka—1949—CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alaska Bcstg. Co.

**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.....Radio Guam, Inc.  
 Address.....Box 68, Agana  
 News Service.....UP  
 Transcription.....Ziv

Representative.....Adam Young  
 Membership.....NARTB  
 President.....Harry M. Engel Jr.  
 General, Sta. Mgr.....H. Richard Maguire  
 Commercial Manager.....Mary Chapelle  
 Sales Promotion Manager.....Robert Green  
 Program Director.....Madeleine Bordallo  
 Publicity Director.....John Barton  
 Chief Engineer.....Stuart Rider

**Hawaii****KHBC—Hilo—1936—CBS**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hawaiian Bcstg. System, Ltd.  
 Address.....Piihonua, Hilo  
 Newspaper Affiliation.....Honolulu Star Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Sta., Sales Rep.....Melvin B. Wright

Address.....1534 Kapiolani Blvd.  
 Newspaper Affiliation.....Star-Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Sta., Sales Mgr.....Melvin B. Wright

**KILA—Hilo—1951**

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....James E. Jaeger  
 Address.....Box 1595  
 Representative.....Hollingbery  
 News Service.....UP  
 Trans.....World  
 Gen. Mgr., Chief Eng.....James E. Jaeger

**KGU—Honolulu—1922—NBC**

Frequency: 760 Kc.....Power: 2500 Watts  
 Owned-Operated By.....Advertiser Pub. Co., Ltd.  
 Address.....Advertisers Bldg.  
 Representative.....NBC Spot Sales  
 Newspaper Affil.....Advertiser  
 President.....Lorin P. Thurston  
 General Mgr.....William O. Paine  
 Nat. Adv. Mgr.....Lee D. Hirshland

**KIPA—Hilo—1947—NBC**

Frequency: 1110 Kc.....Power: 1,000 Watts  
 Owned-Oper. By.....Big Island Bcstg. Co., Ltd.  
 Business-Studio Address.....P. O. Box 1602  
 News Service.....UP  
 President.....William Gonsalves  
 General Mgr.....Tad Eio  
 Program Dir.....Sue Osgood  
 Chief Engineer.....R. W. Jaderstrom

**KHON—Honolulu—1946**

Frequency: 1380 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Aloha Bcstg. Co., Ltd.  
 Business Address.....1701 Ala Wai Blvd.  
 Representative.....Bolling  
 Pres., Gen. Mgr.....Ira G. Mercer

**KIKI—Honolulu—1951**

Frequency: 860 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KIKI, Ltd.  
 Address.....320 Ward Ave.  
 News Service.....AP  
 Representative.....Grant  
 Pres., Chief Eng.....Rayal V. Howard  
 Exec. V.P., Gen., Sta., Prom. Mgr., Pub., Prog.  
 Dir.....Angelo J. Rossi

**KGMB—Honolulu—1929—CBS**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned.....Hawaiian Bcstg. System, Ltd.



### KPOA—Honolulu—1946 MBS

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By WTAC-WFBL-KTVR.  
 Founders Corp.  
 Address 420 Lexington Ave.  
 Representative George P. Hollingbery  
 President John M. Shaheen  
 Exec. V.P., Gen., Commun. Mgr. Fin Hollinger  
 Sales Mgr. Henry T. Wilcox  
 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.  
 News Service AP  
 Representative Adam Young  
 General Manager Jack A. Burnett  
 Comm. Manager M. F. Warren  
 Sales Mgr. Robert Denison

### KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By Windward Bcstg. Co., Ltd.

Address P.O. Box 697, Oahu  
 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. Local Wailuku-Maui  
 News Service UP  
 Newspaper Affil. Maui News  
 Transcription Service Thesaurus  
 Representative Thomas A. Clarke  
 Membership NARTB  
 President J. Walter Cameron  
 General Manager Ezra J. Crane  
 Sta., Asst. Gen. Mgr. Richard E. Mawson  
 Commercial Manager Frank Kovacic  
 Promotion Manager W. J. Belknap  
 Chief Engineer George Tam

# KPOA RADIO

# DOMINATES!

## HONOLULU, HAWAII

### 1<sup>st</sup> in the Market

6:00 A.M. — 12 Noon ..... 25%  
 12 Noon — 6:00 P.M. .... 23% (Pulse)  
 6:00 P.M. — Midnight ..... 24%

National representative — George P. Hollingbery Co.

## FOUNDERS CORP.

One of the Founders' group of stations, including  
 WTAC, Flint, Michigan; WFBL, Syracuse,  
 New York; and KTVR, Channel 2,  
 Denver, Colorado.



**KAHU—Waipahu—1950**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By Rural Bcstg. Co., Ltd.  
 Address P. O. Box 1007  
 News Service AP

Representative William Rambeau  
 President Dr. Timothy I. Wee  
 General Mgr. Harry En Chou  
 Sta. Mgr. 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  
 General Manager F. Bonnet Velez

**WAEL—Mayaguez—1948**

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By Mario Acosta  
 Business Address 12 Iglesia St.  
 Gen. Manager Mario Acosta  
 Sta. Mgr. Manuel Pirallo  
 Comm. Mgr. Carlos Pirallo  
 Chief Eng. Arthur S. Clawson

**WCMN—Arecibo—1947**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By Caribbean Bdcstg Corp.  
 Address P. O. Box 7  
 Membership NARTB  
 President Antonio E. Vidal  
 General Manager Nabal Barreto  
 Comm. Mgr. Frank L. Oronoz  
 Prog. Dir. Hector M. Somohano  
 Chief Eng. Jose Soler

**WKJB—Mayaguez—1946**

Frequency: 710 Kc. Power: 1000 Watts  
 Owned-Operated By Jose A. Bechara, Jr.  
 Address 54 Minerva St., Box 1293  
 Representative Inter-Amer. Pub., Inc.  
 Newspaper Affil. El Mundo  
 Pres., Gen. Mgr. Jose A. Bechara, Jr.  
 Manager Arturo Cortes

**WENA—Bayamon—1947**

Frequency: 1560 Kc. Power: 250 Watts  
 Owned-Operated By Bayamon Bcstg. Corp.  
 Address Box 157

**WORA—Mayaguez—1947**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Americas Corp.  
 Studio Address P. O. Box 43  
 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  
 Chief Engineer Jose E. Garcia

**WNEL—Caguas—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owner Inter-American Radio Corp.  
 Address Box 487  
 News Service INS  
 Pres., Gen. Mgr., C. E. Eduardo Blascoechea  
 Station Mgr. Augustina Valez  
 Program Director Charles Miner  
 Comm., Prom. Mgr. John W. Rodriguez

**WPRA—Mayaguez—1937**

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Oper. By WPRA, Inc.  
 Address Box 869  
 President Andres Camara  
 S.a. Mgr. Virginia Di Cristina

**WVJP—Caguas—1947**

Frequency: 1110 Kc. Power: 250 Watts  
 Owned-Oper. By Borinquen Bdcstg. Co.  
 Address P. O. Box 207  
 General Manager Hector Pereira  
 Station Manager Federico E. Virella  
 Commercial Manager Jorge L. Arzuaga  
 Program Director J. Colon Santiago

**WTIL—Mayaguez—1950**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By Mayaguez Radio Corp.  
 Address Post & Palmer Sts.  
 President William G. Mamary  
 Representative Continental  
 Comm., Nat'l. Sales Mgr. Gilbert Mamary  
 Station Mgr. Patricio Fremaintt

**WMDD—Fajardo—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By WMDD, Inc.  
 Address Box 387  
 General Manager Agustin B. Camunas

**WISO—Ponce—1953**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By South P. R. Bcstg. Corp.  
 Address Box 2023  
 President Andres Jillasca  
 Gen. Comm. Mgr., Chief Eng. Luis E. Freyre  
 Program Dir. A. L. Ramos  
 Sta. Manager Nilda P. Freyre  
 Sls. Prom. Mgr. Manuel Pirallo

**WXRf—Guayama—1948**

Frequency: 1590 Kc. Power: 1,000 Watts  
 Owned-Operated By Rafael Fuster  
 Business-Studio Address 42 Hostos St.  
 General Mgr. Charles L. Cordero





**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.  
Representative.....Inter-American Pub'l. Inc.  
Membership.....NARTB  
Pres., Gen. Mgr.....A. Gimenez-Aguayo  
Program Director.....Eliseo Borrero  
Chief Engineer.....Alfonso Santos

**WPRP—Ponce—1936**

Frequency: 910 Kc. Power: 5000 Watts  
Owned.....Voice of Forto Rico, Inc.  
Address.....P. O. Box 430  
Transcription.....BHI, ASCAP  
Representative.....Young International, Ltd.  
President, Gen. Mgr....Alfredo R. de Arellano  
Station, Comm. Mgr.....Antonio Miro  
Program Director.....Carlos R. Teissonniere  
Chief Engineer.....Russell Oscar Johnson

**WRIO—Rio Piedras—1949**

Frequency: 1320 Kc. Power: 5 Kw. d. 1 Kw. n.  
Owned-Oper. By...The Master Bdcstg. Corp.  
Address.....Box 335, Hato Rey, Rio Piedras  
President.....Isidoro Quinones Vidal  
Sta. Mgr., V.P.....Julio Morales Ortiz

**WWW—Rio Piedras—1949**

Frequency: 1520 Kc. Power: 250 Watts  
Owned-Oper. By.....Frank A. Gandia  
Address.....P. O. Box 935  
Gen. Mgr. ....Frank A. Gandia

**WAPA—San Juan—1947**

Frequency: 680 Kc. Power: 10,000 Watts  
Owned-Oper. By.....José Ramón Quñones  
Bus. Address.....357 Ponce De Leon Ave.  
Membership.....NARTB  
Representative.....Caribbean Network, Inc.  
Owner, Gen. Mgr.....Jose Ramon Quinones  
Sta., Comm. Mgr.....Segismundo Quinones  
Program Dir.....Francisco Aranzamendi, Jr.  
Chief Engineer.....Jose Arzuaga

**WHOA—San Juan—1954**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned.....Continental Broadcasting Corp.  
Address.....566 Ponce de Leon Ave.  
News Service.....AP  
Transcription.....Lang-Worth  
Representative.....Pan-American Broadcasting  
Membership.....NARTB  
Pres., Gen., Sta. Mgr., Chief Eng.

William R. Anthony  
Traffic Manager.....James Corona  
Sales Prom. Mgr., Pub. Dir.....Sally Vladimir  
Program Director.....M. J. Brian

**IN**

**Puerto Rico**

**WAPA**

680 Kcs

10 Kws

IS

**TOPS**

to deliver

your

message

U. S. Sales Office:

**CARIBBEAN NETWORKS, INC.**

200 West 57th Street

New York 19, N. Y.

Circle 7-8224

**WJAC—San Juan—1947**

Frequency: 740 Kc. .... Power: 10 Kw.  
 Owned-Oper. By... Radio Station WJBS, Inc.  
 Address ..... Box 4504  
 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 ..... P. O. Box 2792  
 Newspaper Affiliation..... El Imparcial  
 General Manager..... Grimaldi Graw

**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.  
 Newspaper Affiliation..... El Mundo  
 Transcription Service ..... Associated  
 News Service ..... UP  
 Representatives... Inter-American Pub'l., Inc.  
 Membership ..... NARTB  
 President..... Angel Ramos  
 General Mgr..... V. Lamas, Jr.  
 Comm. Mgr..... Carlos Vizcarrondo  
 Program Director..... Esther Pales  
 Chief Eng..... Jose A. Fernandez

**WKVM—San Juan—1952**

Frequency: 810 Kc. .... Power: 5000 Watts  
 Owned-Oper... American Colonial Bcstg. Corp.  
 Address ..... 1000 Ponce de Leon Ave.  
 Representative..... Pan American Bcstg. Co.  
 Pres., Gen. Mgr..... R. P. Perry

**Virgin Islands**

**WSTA—St. Thomas—1950**  
**MBS-NBC**

Frequency: 1340 Kc. .... Power: 250 Kc.  
 Owned-Oper. By..... William N. Greer  
 Address ..... Box 538  
 Representative ..... Young  
 News Service ..... AP  
 Gen. Mgr., Chief Eng..... William N. Greer  
 Commercial Mgr..... Nellie Greer  
 Program Director..... Rick Ricardo

**WIVI—Christiansted-**  
**Frederiksted—1952—ABC-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper... Radio American West Indies, Inc.  
 Address ..... Christiansted, St. Croix, V. I.  
 News Service ..... AP  
 Transcription ..... Standard  
 Representative..... Pan American Bcstg. Co.  
 Pres., Gen., Sta., Comm. Mgr.. Hazel M. Vickers  
 Pub. Director, Prog. Dir..... Ron de Lugo  
 Chief Engineer..... Raymond E. Higdon

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

... and **MORE** RADIO AND TELEVISION STATIONS  
 depend on  
**THE ASSOCIATED PRESS**

# Canadian Broadcasting: Brief Summary and Outlook for 1957



By JULES  
LAROCHELLE  
Can. Correspondent  
Radio-Television Daily

WITH some fifty-four percent of Canadian households now equipped with television receiving sets and practically 96 percent of all households having radio sets as at the end of 1956, according to latest official government census, the Canadian radio and television industry experienced favorable results during 1956. Outlook for the year 1957 is reported good from almost all aspects.



Further television broadcasting stations came into operation in the past year but at same time, radio broadcasters also showed growth, and demonstrated that they have now "learned to live with television." As a matter of fact, radio broadcasters point out that radio set sales in Canada have shown continued and sustained increase as compared with sales of television sets, which tended to ease off considerably in 1956. Increased radio set sales, it was pointed out by radio broadcasters, showed definitely the sustained high level of radio listening audiences.

Radio broadcasters, in order to continue to attract sponsors, have adapted their programming to obtain best audience results. More and more, radio broadcasting is slanted towards busy housewives during earlier housework hours, and during early morning hours for the motoring and night-time workers. As far as television time is concerned there is gradual increase in operating time. But advertising time continues "hard to obtain", especially for periods considered most favorable.



Radio broadcasters generally report satisfactory operating results. Schedules have been altered, operators admit. The biggest change, it is gathered, has been in program sponsorship. There has been a tendency for shows, especially the major ones, to be sponsored by a number of advertisers. Spot announcement also has become more widespread. Radio broadcasters have drawn special attention to advertisers of service that can be rendered on a local basis and this has proved very satisfactory and has meant that radio operators have been able to maintain revenues in the face of television competition.

Probably the biggest thing that occurred in Canada's radio and television broadcasting industry in the past year was the extensive investigation made by the Royal

Commission on Broadcasting headed by R. M. Fowler of Montreal. The commission heard hundreds of briefs, at a number of sittings both in Canada and the United States. The commission report is expected to have a strong effect on the future of the industry.



Further progress is being made on 4,000-mile microwave radio relay network—from Sydney, Nova Scotia, to Victoria, B.C. The Toronto-North Bay-Winnipeg section has been completed, as well as part of the Maritime Provinces section. The entire network is scheduled to go into operation in 1958. When the network is complete, it will afford simultaneous network television for 28 cities from the east to the west.

Official government figures indicate that television set sales in Canada in 1956 amounted to 598,149 units, or down 22 per cent from the record year, 1955. Value of sales slipped from \$234,800,000 to \$179,900,000. Radio set sales, on the other hand recorded sharp advance to 709,416 units up 16 per cent from 609,993 sold in year before. Radios sets sales were valued at \$46,311,633 compared to \$491,907,208.



The Canadian Association of Radio and Television Broadcasters, comprised of private operators across Canada, increased its membership during the past year and a report, issued by the association in the latter part of January said that CARTB membership to date totalled 145 radio broadcasting stations, 28 television broadcasting stations, and 54 associate members.

As far as CBC is concerned, high officials of the corporation reported early this year that considerable progress had been recorded both in television and radio and that the outlook remained very bright. At the turn of the year, A. Davidson Duntton, chairman of the Board of Governors of CBC pointed out in a progress report that there were 38 television stations in Canada which could attain some 80 percent of the population and that Canadian broadcasting is second to none in the world.

# CANADA

ALPHABETICAL INDEX  
BY CALL LETTERS

NETWORKS

STATIONS

CARTB


CBC

1957

FOR maximum penetration OF THE CANADIAN MARKET

FOR maximum impact

## ADVERTISERS BUY Network TV AND RADIO



TV — There are more than 2,500,000 television homes in Canada. Over 60% of all Canadian households now have TV.

CBC TELEVISION NETWORKS . . . English and French . . . serve this enormous audience through CBC stations and 30 affiliated stations.

RADIO—There are more than 4,000,000 radio homes in Canada . . . over 6,800,000 radio sets in Canadian homes and automobiles.

CBC RADIO NETWORKS comprised of both CBC stations and affiliates, English and French, serve Canadians in all parts of Canada . . . in markets large and small . . . reaching millions of listeners at home and countless thousands on Canadian highways.

Used in combination, CBC NETWORKS make available to advertisers the tremendous impact of television plus the effective, low-cost mass coverage that only network radio provides.

In both French and English, you'll have our full cooperation in the effective use of CBC networks . . . and in the creation and production of Canadian programs.

## CANADIAN BROADCASTING CORPORATION

354 Jarvis Street  
Toronto 5, Ontario

*Commercial Division*

1425 Dorchester St.  
Montreal 25, P. Q.

# CANADIAN BROADCASTING CORP.

## OFFICES

Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

## EXECUTIVES and STAFF

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J. P. Gilmore, Co-ord. of TV  
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### REGIONAL OFFICES

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Regional Program Dir., J. B. Nixon

#### PRAIRIE REGION

541 Portage Ave., Winnipeg, Manitoba  
Director, J. R. Finlay  
Regional Program Dir., D. E. Cameron

#### ONTARIO REGION

354 Jarvis St., Toronto, Ontario  
Director, Ira Dilworth  
Dir. of Network Co-ord., H. G. Walker

#### QUEBEC REGION

1425 Dorchester St. West, Montreal, Quebec  
Director, Gerard Lamarche  
Regional Program Dir., Roger Rolland

#### MARITIME REGION

100 Sackville St., Halifax, Nova Scotia  
Director, Capt. W. S. Briggs  
Regional Program Dir., S. R. Kennedy

#### NEWFOUNDLAND REGION

T. A. Building, St. John's, Newfoundland  
Director, William F. Galgay  
Area Engineer, E. D. Witherstone

.....

## *Even a phony professor can spot a real dollar*

"You Canadians may have no culture, no flag and no president, but you sure do have a dollar. . . . Your dollar is strong; people want it." It was Professor Horrors Fleegle, lecturer in economics at Upstate U., speaking. (Or so H. Devon Smith, Financial Editor of The Toronto Telegram, reported recently.)

Frankly, we suspect Professor Fleegle is a phony . . . but there's no question at all about the genuineness of the Canadian dollar. In fact, Canadian exporters feel it's a bit *too* genuine! In November, the Canadian dollar reached a 23-year high in terms of U.S. currency. That kind of money makes it hard for Canadians to sell.

Here's what happens. In the first ten months of 1956, Canadian purchases from the U. S. exceeded sales to the States by more than \$1 billion. This is Canada's biggest trade deficit with the U.S. in history. But the "fat" dollars, which make it hard for Canada to sell, make it *easy* for Canada to buy; make her a wonderful market for other countries.

Then, too, Canada is enjoying unprecedented prosperity in spite of an unfavourable trade balance, Manufacturers' shipments, and sales at

retail and wholesale, were all substantially higher in 1956 than they were in 1955.

Any professor of economics—faked or famed—would see this as a good time to go after Canadian business. But one thing remains: harnessing this great sales potential to good selling media. Canada provides these media.

Canadians love both radio and TV. How else can you explain the amazing purchase of sets? Canada, with a population of only 16 million, has about 6½ million radio sets (including more than a million car radios); and approximately 2,400,000 TV sets. In the first 9 months of 1956 alone, 156,591 radios and 403,399 TV sets were sold. Transistor radios and portable TV's are pushing sales still higher.

Television is really getting its stride in Canada, with new stations, network extensions, and more programming hours.

Most products lend themselves to radio or TV advertising . . . especially on independent stations. We urge you to take advantage *now* of Canada's remarkable purchasing power. Our Association offices will be glad to work with you.

### **CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS**

103 Sparks St., Ottawa

200 St. Clair West, Toronto, Ontario

# CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

## OFFICES

Head Office—108 Sparks St., Ottawa, Ont.

Phone: CE 3-4035

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.

Phone: Walnut 2-3334



## Officers

|                                     |                  |
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| Immediate Past President.....       | J. M. Davidson   |
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| Executive Vice-President.....       | T. J. Allard     |
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| Vice-President, TV.....             | H. A. Crittenden |
| Secretary-Treasurer.....            | Flora Love       |
| Director of Sales and Research..... | C. W. Fenton     |



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## Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 144 privately owned (independent) radio broadcasting stations, and 26 television stations in Canada.





## Picture of a woman buying a refrigerator

**B**EDTIME . . . but she's already on her way to a \$465 purchase tomorrow. Wherever you go there's not only radio, but a woman companioned by radio.

Through CFRB, you reach her and all the others like her who do the buying for 1,156,000 families\* living in the rich heartland of Ontario. Annual family buying power (after income tax) within the forty-four counties served by CFRB totals \$6,118,230,000\* . . . annual retail sales in this same area now account for 84% of Ontario's total.\*

**RADIO REACHES YOU EVERYWHERE**

Are you and your product getting a proper share of this booming, easy-to-speak-to, *waiting* market? Let CFRB send a representative around to show you how inexpensive and profitable a well-designed radio campaign can be.

**REPRESENTATIVES:**

**United States:** Canadian Station  
Representatives Ltd.

**Canada:** All-Canada Radio Facilities Limited

*\* Based on Sales Management's Survey of Buying Power, Canadian Edition, May, 1956*

**50,000 watts**  
**1010 on your dial**

**CFRB**  
**TORONTO**

# 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.        | 696      | CFRA         | Ottawa, Ont.                | 691      |
| CBAF         | Moncton, N. B.          | 686      | CFRB         | Toronto, Ont.               | 693      |
| CBE          | Windsor, Ont.           | 693      | CFRG         | Gravelburg, Sask.           | 698      |
| CBF          | Montreal, Que.          | 695      | CFRN         | Edmonton, Alta.             | 681      |
| CBG          | Gander, Nfld.           | 686      | CFUN         | Vancouver, B. C.            | 684      |
| CBH          | Halifax, N. S.          | 687      | CHAB         | Moose Jaw, Sask.            | 698      |
| CB1          | Sydney, N. S.           | 688      | CHAD         | Amos, Que.                  | 694      |
| CBJ          | Chicoutimi, Que.        | 694      | CHAT         | Medicine Hat, Alta.         | 682      |
| CBK          | Watrous, Sask.          | 699      | CHED         | Edmonton, Alta.             | 681      |
| CBL          | Toronto, Ont.           | 693      | CHEF         | Granby, Que.                | 694      |
| CBM          | Montreal, Que.          | 695      | CHEX         | Peterborough, Ont.          | 691      |
| CBN          | St. John's, Nfld.       | 687      | CHFA         | Edmonton, Alta.             | 681      |
| CBO          | Ottawa, Ont.            | 691      | CHGB         | St. Anne de La Poc, Que.    | 696      |
| CBT          | Grand Falls, Nfld.      | 687      | CHLN         | Three Rivers, Que.          | 697      |
| CBU          | Vancouver, B. C.        | 683      | CHLO         | St. Thomas-London, Ont.     | 692      |
| CBV          | Quebec City, Que.       | 696      | CHLP         | Montreal, Que.              | 695      |
| CBW          | Winnipeg, Man.          | 685      | CHLT         | Sherbrooke, Que.            | 697      |
| CBX          | Edmonton, Alta.         | 681      | CHML         | Hamilton, Ont.              | 689      |
| CBXA         | Edmonton, Alta.         | 681      | CHNC         | New Carlisle, Que.          | 696      |
| CBY          | Corner Brook, Nfld.     | 686      | CHNO         | Sudbury, Ont.               | 692      |
| CFAB         | Windsor, N. S.          | 688      | CHNS         | Halifax, N. S.              | 687      |
| CFAC         | Calgary, Alta.          | 681      | CHOK         | Sarnia, Ont.                | 692      |
| CFAR         | Flin Flon, Man.         | 685      | CHOV         | Pembroke, Ont.              | 691      |
| CFBC         | Saint John, N. B.       | 686      | CHRC         | Quebec City, Que.           | 696      |
| CFCF         | Montreal, Que.          | 695      | CHRD         | Drummondville, Que.         | 694      |
| CFCH         | North Bay, Ont.         | 691      | CHRL         | Roberval, Que.              | 696      |
| CFCL         | Timmins, Ont.           | 692      | CHSJ         | Saint John, N. B.           | 686      |
| CFCN         | Calgary, Alta.          | 681      | CHUB         | Nanaimo, B. C.              | 683      |
| CFCO         | Chatham, Ont.           | 689      | CHUM         | Toronto, Ont.               | 693      |
| CFCW         | Camrose, Alta.          | 681      | CHVC         | Niagara Falls-Welland, Ont. | 690      |
| CFCY         | Charlottetown, P. E. I. | 694      | CHWK         | Chilliwack, B. C.           | 682      |
| CFDA         | Victoriaville, Que.     | 697      | CJAD         | Montreal, Que.              | 695      |
| CFGP         | Grande Prairie, Alta.   | 682      | CJAT         | Trail, B. C.                | 683      |
| CFGT         | Alma, Que.              | 694      | CJAV         | Fort Albany, B. C.          | 683      |
| CFJB         | Brampton, Ont.          | 689      | CJBC         | Toronto, Ont.               | 693      |
| CFJC         | Kamloops, B. C.         | 682      | CJBQ         | Belleville, Ont.            | 688      |
| CFJR         | Brockville, Ont.        | 689      | CJBR         | Rimouski, Que.              | 696      |
| CFNB         | Fredericton, N. B.      | 686      | CJCA         | Edmonton, Alta.             | 681      |
| CFNS         | Saskatoon, Sask.        | 699      | CJCB         | Sydney, N. S.               | 688      |
| CFOB         | Fort Frances, Ont.      | 689      | CJCH         | Halifax, N. S.              | 687      |
| CFOR         | Orillia, Ont.           | 691      | CJCS         | Stratford, Ont.             | 692      |
| CFOS         | Owen Sound, Ont.        | 691      | CJDC         | Dawson Creek, B. C.         | 682      |
| CFPA         | Port Arthur, Ont.       | 692      | CJEM         | Edmundston, N. B.           | 685      |
| CFPL         | London, Ont.            | 690      | CJET         | Smith Falls, Ont.           | 692      |
| CFPR         | Prince Rupert, B. C.    | 683      | CJFP         | Riviere-Du Luop, Que.       | 696      |
| CFQC         | Saskatoon, Sask.        | 699      |              |                             |          |

| Call Letters | City                            | See Page | Call Letters | City                                                   | See Page |
|--------------|---------------------------------|----------|--------------|--------------------------------------------------------|----------|
| CJFX . . . . | Antigonish, N. S. . . . .       | 687      | CKLN . . . . | Nelson, B. C. . . . .                                  | 683      |
| CJGX . . . . | Yorkton, Sask. . . . .          | 699      | CKLS . . . . | La Sarre, Que. . . . .                                 | 695      |
| CJIB . . . . | Vernon, B. C. . . . .           | 684      | CKLW . . . . | Windsor, Ont. (See Listing,<br>Detroit, Mich.) . . . . | 693      |
| CJIC . . . . | Sault Ste. Marie, Ont. . . . .  | 692      | CKLY . . . . | Lindsay, Ont. . . . .                                  | 690      |
| CJKL . . . . | Kirkland Lake, Ont. . . . .     | 690      | CKMR . . . . | New Castle, N. B. . . . .                              | 686      |
| CJLS . . . . | Yarmouth, N. S. . . . .         | 688      | CKNB . . . . | Campbellton, N. B. . . . .                             | 685      |
| CJMS . . . . | Montreal, Que. . . . .          | 695      | CKNW . . . . | New Westminster, B. C. . . . .                         | 683      |
| CJMT . . . . | Chicoutimi, Que. . . . .        | 694      | CKNX . . . . | Wingham, Ont. . . . .                                  | 693      |
| CJNB . . . . | North Battleford, Sask. . . . . | 698      | CKOC . . . . | Hamilton, Ont. . . . .                                 | 690      |
| CJOE . . . . | Winnipeg, Man. . . . .          | 685      | CKOK . . . . | Penticton, B. C. . . . .                               | 683      |
| CJOC . . . . | Lethbridge, Alta. . . . .       | 682      | CKOM . . . . | Saskatoon, Sask. . . . .                               | 699      |
| CJON . . . . | St. John's, Nfld. . . . .       | 687      | CKOT . . . . | Tillsonburg, Ont. . . . .                              | 692      |
| CJOR . . . . | Vancouver, B. C. . . . .        | 683      | CKOV . . . . | Kelowna, B. C. . . . .                                 | 682      |
| CJOY . . . . | Guelph, Ont. . . . .            | 689      | CKOX . . . . | Woodstock, Ont. . . . .                                | 693      |
| CJQC . . . . | Quebec City, Que. . . . .       | 696      | CKOY . . . . | Ottawa, Ont. . . . .                                   | 691      |
| CJRL . . . . | Kenora, Ont. . . . .            | 690      | CKPC . . . . | Brantford, Ont. . . . .                                | 689      |
| CJRW . . . . | Summerside, P. E. I. . . . .    | 694      | CKPG . . . . | Prince George, B. C. . . . .                           | 683      |
| CJSO . . . . | Sorel, Que. . . . .             | 697      | CKPR . . . . | Fort William, Ont. . . . .                             | 689      |
| CJSP . . . . | Leamington, Ont. . . . .        | 690      | CKRB . . . . | St. George De Beauce,<br>Que. . . . .                  | 697      |
| CJVI . . . . | Victoria, B. C. . . . .         | 684      | CKRC . . . . | Winnipeg, Man. . . . .                                 | 685      |
| CKAC . . . . | Montreal, Que. . . . .          | 695      | CKRD . . . . | Red Deer, Alta. . . . .                                | 682      |
| CKBB . . . . | Barrie, Ont. . . . .            | 688      | CKRM . . . . | Regina, Sask. . . . .                                  | 698      |
| CKBC . . . . | Bathurst, N. B. . . . .         | 685      | CKRN . . . . | Rouyn, Que. . . . .                                    | 696      |
| CKBI . . . . | Prince Albert, Sask. . . . .    | 698      | CKRS . . . . | Jonquiere, Que. . . . .                                | 694      |
| CKBL . . . . | Matane, Que. . . . .            | 695      | CKSB . . . . | St. Boniface, Man. . . . .                             | 685      |
| CKBM . . . . | Montmagny, Que. . . . .         | 695      | CKSF . . . . | Cornwall, Ont. . . . .                                 | 689      |
| CKBW . . . . | Bridgewater, N. S. . . . .      | 687      | CKSM . . . . | Shawinigan Falls, Que. . . . .                         | 697      |
| CKCH . . . . | Hull, Que. . . . .              | 694      | CKSO . . . . | Sudbury, Ont. . . . .                                  | 692      |
| CKCK . . . . | Regina, Sask. . . . .           | 698      | CKTB . . . . | Ste. Catharines, Ont. . . . .                          | 692      |
| CKCL . . . . | Truro, N. S. . . . .            | 688      | CKTR . . . . | Trois Rivieres, Que. . . . .                           | 697      |
| CKCR . . . . | Kitchener, Ont. . . . .         | 690      | CKTS . . . . | Sherbrooke, Que. . . . .                               | 697      |
| CKCV . . . . | Quebec City, Que. . . . .       | 696      | CKVD . . . . | Val D'Or, Que. . . . .                                 | 697      |
| CKCW . . . . | Moncton, N. B. . . . .          | 686      | CKVL . . . . | Montreal, Que. . . . .                                 | 695      |
| CKDA . . . . | Victoria, B. C. . . . .         | 684      | CKVM . . . . | Ville Marie, Que. . . . .                              | 698      |
| CKDM . . . . | Dauphin, Man. . . . .           | 684      | CKWS . . . . | Kingston, Ont. . . . .                                 | 690      |
| CKEC . . . . | New Glasgow, N. S. . . . .      | 688      | CKWX . . . . | Vancouver, B. C. . . . .                               | 684      |
| CKEN . . . . | Kentville, N. S. . . . .        | 688      | CKX . . . .  | Brandon, Man. . . . .                                  | 684      |
| CKEY . . . . | Toronto, Ont. . . . .           | 693      | CKXL . . . . | Calgary, Alta. . . . .                                 | 681      |
| CKFH . . . . | Toronto, Ont. . . . .           | 693      | CKY . . . .  | Winnipeg, Man. . . . .                                 | 685      |
| CKGB . . . . | Timmins, Ont. . . . .           | 693      | CKYL . . . . | Peace River, Alta. . . . .                             | 682      |
| CKGR . . . . | Galt, Ont. . . . .              | 689      | VOAR . . . . | St. John's, Nfld. . . . .                              | 687      |
| CKLB . . . . | Oshawa, Ont. . . . .            | 691      | VOCM . . . . | St. John's, Nfld. . . . .                              | 687      |
| CKLC . . . . | Kingston, Ont. . . . .          | 690      |              |                                                        |          |
| CKLD . . . . | Thetford Mines, Que. . . . .    | 697      |              |                                                        |          |
| CKLG . . . . | Vancouver, B. C. . . . .        | 684      |              |                                                        |          |

# Alberta

## CFAC—Calgary—1922—CBC

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By.... Calgary Bcstg. Co., Ltd.  
Bus.-Studio Address.... 1000 Greyhound Bldg.  
News Service ..... BN, PUB, CP  
Newspaper Affil. .... Herald  
Transcription.... Thesaurus, World Associated  
Representative ..... All-Canada, Weed  
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.  
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—1927

Frequency: 1140 Kc. Power: 1000 Watts  
Owned-Oper. By ..... CKXL Ltd.  
Address..... 210 9th Ave. W.  
Representative..... H. C. Stovin, Forjoe  
News Service ..... BUP  
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

## CFCW—Camrose—1954

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... Camrose Bcstg. Co.  
Address..... Smith Bldg.  
News Service ..... Press News  
Representative ..... Lorrie Potts  
Membership ..... CARTB  
Pres., Gen., Comm., Prom. Mgr..... H. J. Yerxa  
Off. Mgr., Prog., Pub. Dir..... Gene Ross  
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 MacDonal Hotel  
Sta. Mgr..... D. C. Claringbull  
General Manager..... J. Alphonse Oulmet  
Commercial Manager..... W. E. Powell  
Prog. Dir..... Charles Jennings

## 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  
Station Mgr..... D. Claringbull  
Program Director..... Charles Jennings

## CFRN—Edmonton—1934 CBC

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By.... Sunwapta Bcstg. Co., Ltd.  
Business-Studio Address..... 109 CPR Bldg.  
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..... Corinne Noonan  
Chief Engineer..... Frank G. Makepeace

## CHED—Edmonton—1954

Frequency: 1080 Kc. Power: 1,000 Watts.  
Owned-Oper. By..... CHED, Ltd.  
Address ..... 10006—107th St.  
Representative ..... Stephens & Towndrow,  
Forjoe, Hunt, Messner  
News Service ..... BUP, CP  
Membership ..... CARTB, B.B.M.  
Manager ..... Don McKay  
Commercial Mgr..... M. D. Dyck  
Prog. Dir..... Jerry Forbes  
Chief Engineer..... Clint Nichol

## CHFA—Edmonton—1949 CBC

Frequency: 680 Kc. Power: 5000 Watts  
Owned-Operated By.... Radio Edmonton, Ltd.  
Business Address..... 10012—109th St.  
News Service ..... AP  
Rep..... Omer Renaud Co., Hunt, McGillvra  
Membership ..... CARTB  
President..... Dr. L. P. Mousseau  
Sta. Mgr..... B. J. Gagnon  
Sales Prom. Mgr..... Jean Caron  
Prog. 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.  
News Service ..... BN, BUP  
Newspaper Affil. .... Journal  
Trans. Serv..... Standard, World  
Representative ..... All-Canada, Weed  
Membership ..... CARTB  
General Manager..... Gerry Gaetz  
Asst. Sta. Mgr..... Rolfe Barnes  
Commercial Manager..... Cameron Perry  
Program Director..... Dalt Elton  
Promotion Manager..... Mrs. Virginia Bell  
Chief Engineer..... Frank Hollingworth

**CFGP—Grande Prairie—1937**

CBC

Frequency: 1050 Kc. Power: 1000 Watts  
**Owned-Oper. By**.....Northern Bcstg. Corp., Ltd.  
**Address**.....Grande Prairie  
**News Service**.....AP  
**Representative**.....All-Canada, Weed  
**Membership**.....CARTB  
**President**.....H. E. Pearson  
**Gen. Manager**.....Arthur J. Balfour  
**Sta., Comm. Mgr.**.....Jack E. Soars  
**Pub. Director**.....Dan Taylor  
**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.  
**News Service**.....Canadian Press  
**Trans. Service**.....Assoc. Thesaurus, World  
**Representative**.....Weed, ACRF  
**Membership**.....CAB, BBM, WAB  
**President**.....H. R. Carson  
**Station Manager**.....N. Botterill  
**Assistant 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.  
**Representative**.....Weed, All-Canada  
**News Service**.....AP  
**Membership**.....CARTB, WAB  
**Transcription Library**.....World, SESAC  
**President**.....J. H. Yull  
**Gen., Sta. Mgr.**.....R. J. Buss  
**Commercial, Prom. Mgr.**.....Orv Kope  
**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**.....Radio Bldg.  
**News Service**.....Broadcast News  
**Transcription**.....SESAC  
**Representative**.....Hunt, Lorrie Potts  
**Manager**.....W. C. Gliege  
**Engineer**.....Bob Guy  
**Sls. Prom. Mgr.**.....Dave Lilwall

**CKRD—Red Deer—1949—CBC**

Freq.: 850 Kc. Power: 1000 Watts  
**Owned-Oper. By**.....Central Alberta Bcstg. Co.  
**Business Address**.....Foster Block  
**News Service**.....BN  
**Representative**.....Radio Reps., Young  
**Transcription**.....Capitol  
**Membership**.....CARTB  
**President**.....Gordon S. Henry  
**Comm. Mgr.**.....Cam Harju  
**Prom., Pub. Mgr.**.....J. M. Younie  
**Program Director**.....Stan Sparling  
**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  
**News Service**.....Broadcast News  
**Representative**.....All-Canada, Weed  
**Trans.**.....World  
**Membership**.....CARTB  
**Gen. Mgr., Pres.**.....Jack Pilling  
**Cmm. Mgr., Prom. Mgr.**.....W. G. Teetzel  
**Prog., Pub. Dir.**.....J. M. MacLachlan  
**Chief Eng.**.....Jack Pilling

**CJDC—Dawson Creek—1947**

Frequency: 1350 Kc. Power: 1000 Watts  
**Owned-Operated By**.....Radio Station CJDC, Ltd.  
**Business Address**.....2nd Ave. & 9th St.  
**News Service**.....Broadcast News, Press News  
**Transcription Service**.....World  
**Representative**.....Radio Representative, Cooke  
**Membership**.....CARTB, WAB, BCAB  
**Manager**.....W. Mike Lavern Michaud  
**Asst. Manager**.....Trevor C. Schofield

**CFJC—Kamloops—1927**

CBC

Frequency: 910 Kc. Power: 1 Kw. d.  
**Owned**.....Kamloops Sentinel, Ltd.  
**Address**.....387—Fourth Ave.  
**Newspaper Affil.**.....Sentinel  
**News Service**.....CP  
**Trans. Service**.....Thesaurus  
**Sta. Rep.**.....All-Canada, Weed  
**Membership**.....CARTB  
**Station Mgr.**.....Ian G. Clark  
**Comm. Mgr.**.....John Skelly  
**Sls. Prom. Mgr.**.....W. Harwood  
**Program Director**.....Jamie Gray  
**Chief Engineer**.....Fred Webber

**CKOV—Kelowna—1931**

CBC

Frequency: 830 Kc. Power: 1000 Watts  
**Owned-Oper. By**.....Okanagan Bcstrs., Ltd.  
**Address**.....Box 1481  
**News Service**.....BN  
**Transcription Service**.....World

**Representative** ..... All-Canada, Weed  
**Membership** ..... CARTB  
**President** ..... Mrs. J. W. B. Browne  
**Gen. Mgr.** ..... J. H. Browne  
**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  
**Newspaper Affil.** ..... Vancouver Sun  
**News Service** ..... UP  
**Transcription Service** ..... World, Standard  
**Representative**

Stephens & Towndrow, Hunt, Stovin, Cooke  
**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** ..... P. O. Box 250  
**Newspaper Affiliation** ..... Nelson Daily News  
**News Service** ..... BN  
**Representative** ..... Stovin, Can. Sta. Reps.  
**Membership** ..... CARTB, WARTB, BCARTB, BBM  
**President** ..... Maj. R. H. Green  
**Gen., Sta. Mgr., Chief Eng.** ..... 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.  
**News Service** ..... BUP, BN  
**Transcription** ..... Associated, Standard  
**Representative** ..... Forjoe, R-Reps., B'cast. Reps.  
**Membership** ..... CARTB  
**President** ..... Frank A. Griffiths  
**Assistant Manager** ..... Hugh Wallace  
**Prog. Dir.** ..... Hal Davis  
**Gen., Station Mgr.** ..... W. J. Hughes  
**Sales Prom. Mgr.** ..... Mel Cooper  
**Chief Engineer** ..... Leo Haydamack

### CKOK—Penticton—1948 CBC

**Freq.:** 800 Kc. .... **Power:** 1 Kw. d., 500 Wts. n.  
**Owned-Operated By** ..... CKOK, Ltd.  
**Business-Studio Address** ..... 125 Nanaimo Ave.  
**News Service** ..... BUP, CP  
**Transcription Service** ..... Standard  
**Representative** ..... Mulvihill, Forjoe  
**Membership** ..... BCARTB, WAB, CARTB  
**Pres., Gen., Mgr.** ..... Maurice P. Finnerly  
**Station Manager** ..... Roy G. Chapman  
**Sales Mgr.** ..... Ralph Robinson  
**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.  
**News Service** ..... BN  
**Transcription** ..... Lang-Worth, Capitol, World  
**Membership** ..... CARTB  
**Rep.** ..... Hunt, Cooke, Stephens & Towndrow  
**President** ..... Harold E. Warren  
**Managing Dir.** ..... Kenneth Hutcheson  
**Comm. Mgr.** ..... J. Geoffrey Holmes

### CKPG—Prince George—1945 CBC

**Frequency:** 550 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Radio Station CKPG, Ltd.  
**Address** ..... 1220 Sixth Ave.  
**News Service** ..... Can. Press  
**Representative** ..... All-Canada, Weed  
**Membership** ..... CARTB, BBM, BCARTB  
**President** ..... Frank H. Elphicke  
**General Manager** ..... Cecil G. Elphicke  
**Comm. Manager** ..... R. T. Harkins  
**Prog. Director** ..... J. E. Carbutt  
**Chief Engineer** ..... G. Graham

### CFPR—Prince Rupert—1938 CBC

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned By** ..... Canadian Broadcasting Corp.  
**Address** ..... 343 W. 2nd Ave.  
**Sta. Mgr.** ..... W. C. Hankinson  
**General Manager (CBC)** ..... J. A. Oulmet  
**Comm. Mgr.** ..... W. E. Powell  
**Prog. Dir.** ..... Charles Jennings

### CJAT—Trail—1931—CBC

**Frequency:** 610 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Kootenay Bcstg. Co., Ltd.  
**Business-Studio Address** ..... 815 Victoria St.  
**News Service** ..... AP  
**Trans.** ..... World  
**Rep.** ..... Weed, All-Canada Radio Facilities  
**President** ..... A. S. Mawdsley  
**General Manager** ..... John W. Loader  
**Sales Prom. Mgr.** ..... John Boates  
**Comm. Mgr.** ..... J. P. Kobluk  
**Prog. Dir.** ..... Ken Hughes  
**Chief Engineer** ..... Jack Molyneux

### CBU—Vancouver—1936—CBC

**Frequency:** 690 Kc. .... **Power:** 10,000 Watts  
**Owned-Oper. By** ..... Canadian Bcstg. Corp.  
**Address** ..... 701 Hornby St.  
**Dir. for Brit. Col.** ..... Kenneth Caples  
**General Manager (CBC)** ..... J. Alphonse Oulmet  
**Commercial Mgr. (CBC)** ..... Walter E. Powell  
**Prog. Dir.** ..... Charles Jennings

### CJOR—Vancouver—1926 CBC-DOMINION

**Frequency:** 600 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... CJOR, Ltd.

**Business-Studio Address**.....846 Howe St.  
**News Service**.....BUP, Press News  
**Transcription Service**.....Thesaurus  
**Representative**... Stovin, Canadian Sta. Reps.  
**Membership**.....CARTB  
**Pres., Sta. Mgr., Gen. Mgr.** George C. Chandler  
**Sales Manager**.....G. E. 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  
**News Service**.....AP  
**Transcription Service**.....SESAC, Muzak  
**Reps.**.....Don Cooke, Lorrie Potts  
**Membership**.....RAB  
**President**.....W. Clarke Gibson  
**General Mgr.**.....A. E. Gibson  
**Station Mgr.**.....Robert T. Bowman  
**Comm. Manager**.....James Crawford  
**Prog. Director**.....Rudy Hartman  
**Chief Engineer**.....T. Payne

**CFUN—Vancouver—1922**

**Frequency:** 1410 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Radio CFUN Ltd.  
**Address**.....812 Robson St.  
**News Service**.....UP  
**Representative**.....Nat. Broadcast Sales  
**President**.....R. R. Keay  
**Gen. Mgr.**.....J. L. Sayers  
**Comm. Manager**.....Fin Anthony  
**Pub., Prom. Mgr.**.....Stan Buchanan  
**Prog. Director**.....Stan Lettner  
**Chief Engineer**.....Dave Rogers

**CKWX—Vancouver—1923**  
**MBS**

**Frequency:** 980 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....CKWX Radio, Ltd.  
**Business-Studio Address**.....1275 Burrard St.  
**News Service**.....CP, BUP  
**Transcription Service**.....World  
**Representative**.....All-Canada, Weed  
**President**.....Arthur Holstead

**General Manager**.....Frank H. Elphicke  
**National Sls. Manager**.....Clare Copeland  
**Program Manager**.....John Ansell  
**Plng., Res. Director**.....MacIntosh MacDonald  
**Assistant Manager**.....Sam G. Ross  
**Prom. Manager**.....Phil J. Baldwin  
**Prod. Manager**.....Laurie Irving  
**Chief Engineer**.....Charles Smith

**CJIB—Vernon—1947—CBC**

**Frequency:** 940 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Interior Bcstrs., Ltd.  
**Business Address**.....3330 Barnard Ave.  
**Rep.**.....Radio Representatives, Forjoe  
**Pres.**.....C. H. Pitt  
**General Manager**.....A. G. Seabrook  
**Commercial Mgr.**.....Ann Gaustin  
**Program Director**.....Jack Pollard  
**Chief Engineer**.....Laurie Wright

**CJVI—Victoria—1941—CBC**

**Frequency:** 900 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Island Bcstg. Co., Ltd.  
**Business-Studio Address**.....817 Fort Street  
**News Service**.....BN, TTS  
**Transcription Service**.....Associated, World  
**Representative**.....Weed, All-Canada  
**Membership**.....CARTB, RAB  
**President**.....J. M. Taylor  
**Sta. Gen. Mgr.**.....W. M. Guild  
**Sls. Prom. Mgr.**.....Hugh Curtis  
**Comm. Mgr.**.....Fred G. Usher  
**Prog. Dir.**.....R. T. Batey  
**Chief Engineer**.....Joe Sommers

**CKDA—Victoria—1950—CBC**

**Frequency:** 1280 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Capital Bcstg. System  
**Address**.....1450 Douglas St.  
**News Service**.....BUP, CP  
**Transcription Service**.....Standard, SESAC  
**Representatives**  
 Radio Reps. Broadcast Reps, Hunt, Forjoe  
**Membership**.....CAB, NCARTB  
**Pres., Gen. Mgr.**.....David M. Armstrong  
**Comm. Mgr.**.....Allan Klenman  
**Sta. Mgr.**.....David G. Hill  
**Prom. Mgr.**.....Harry O. Watts  
**Prog. Dir.**.....T. J. O'Neil  
**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.  
**Transcription Service**.....SESAC  
**Representative**  
 Radio Representatives, Hunt, Messner  
**News Service**.....BN  
**Membership**.....CARTB, WAB  
**Pres., Gen. Manager**.....J. B. Craig  
**Commercial Manager**.....E. D. Holland

**Asst. Sta. Manager**.....Eric Davies  
**Prog. Dir.**.....Frank Bird  
**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.  
**News Service**.....CP  
**Trans. Service**.....SESAC  
**Representative**.....Radio-Rep., Young, Messner

**Membership** ..... CARTB  
**President**..... A. T. Warnock  
**Gen., Sta. Manager**..... J. M. Henderson  
**Comm. Manager**..... Lawrence Schwartz  
**Prom. Mgr., Prog., Pub. Dir.**..... Brian Skinner  
**Chief Engineer**..... Harrison Thomas

**CFAR—Flin Flon—1937—CBC**

**Frequency:** 590 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**..... Arctic Radio Corp., Ltd.  
**Address**..... 75 Hill St.  
**Representative**..... Stovin, Canadian Reps.  
**Membership** ..... CARTB  
**Station Manager**..... C. H. Witney  
**Program Director**..... E. Smallwood

**CKSB—St. Boniface—1946  
 CBC**

**Frequency:** 1250 Kc.....**Power:** 1000 Watts  
**Owned**..... Radio-St. Boniface Ltd.  
**Address**..... 607 Langevin St.  
**News Service** ..... CP  
**Trans. Service** ..... SESAC  
**Representative**..... Renaud, McGillivra, Hunt  
**President**..... Dr. P. E. LaFleche  
**Manag. Dir., Prom. Mgr.**..... Roland Couture  
**Commercial Mgr.**..... Raoul Normandeau  
**Program Dir.**..... Denis Belair  
**Chief Engineer**..... Yves Savignac

**CBW—Winnipeg—1948—CBC**

**Frequency:** 990 Kc.....**Power:** 50,000 Watts  
**Owned-Operated By**..... Canadian Bcstg. Corp.  
**Business Address**..... 541 Portage Ave.  
**News Service** ..... PN, BUP  
**Gen. Mgr.**..... J. A. Ouimet  
**Reg. Director**..... J. R. Finlay  
**Prog. Dir.**..... A. E. Parr  
**Reg. Engineer**..... R. D. Cahoon  
**Comm. Sls. Rep.**..... R. L. Horley  
**Publicity Dir.**..... C. E. l'Ami

**CJOB—Winnipeg—1946**

**Frequency:** 1340 Kc.....**Power:** 250 Watts

**Owned-Operated By**..... Blick Bcstg., Ltd.  
**Business-Studio Address**..... Lindsay Bldg.  
**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**..... R. M. MacLennan  
**Office Manager**..... Frances Sprague  
**Sales Prom. Mgr.**..... R. Moody  
**Prog. Director**..... George C. Davies  
**Chief Engineer**..... R. V. Durlie

**CKRC—Winnipeg—1934  
 CBC-DOMINION**

**Frequency:** 630 Kc.....**Power:** 5000 Watts  
**Owned**..... Transcanada Communications, Ltd.  
**Bus.-Studio Address**..... 300 Carlton St.  
**News Service**..... BUP, BN, CP  
**Membership** ..... CARTB, BBM  
**Representative** ..... Weed, All-Canada  
**President** ..... Clifford Sifton  
**Gen., Sta. Mgr.**..... William A. Speers  
**Commercial Manager**..... R. F. Tait  
**Prom. Mgr., Pub. Dir.**..... Wm. M. Edge  
**Program Director**..... Robert Bye  
**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.  
**Transcription**..... Capital, SESAC, Associated  
**Representative** ..... Stovin, Forjoe  
**Membership** ..... RAB  
**President**..... Lloyd E. Moffatt  
**Sta. Manager**..... W. E. Collier  
**Comm. Manager**..... R. G. Stapley  
**Sales Prom. Mgr.**..... D. A. McDermid  
**Program Director**..... Jack R. Stewart  
**Chief Engineer**..... Andy Malowanchak

**New Brunswick**

**CKBC—Bathurst—1955**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned**..... Bathurst Broadcasting Co., Ltd.  
**Address**..... 455 Golf Street, West Bathurst  
**News Service** ..... CP  
**Transcription** ..... Lang-Worth, SESAC  
**Representative** ..... Lorrie Potts  
**Membership** ..... CARTB  
**President, Sta. Mgr.**..... J. Leo Hachey  
**Comm., Sales Prom. Mgr.**..... R. J. Gallagher  
**Prog., Pub. Dir.**..... Ray Bourque  
**Chief Engineer**..... Phil Paquet

**CKNB—Campbellton—1939  
 CBC-DOMINION**

**Frequency:** 950 Kc.....**Power:** 1000 Watts

**Owned-Oper. By**..... Restigouche Bcstg. Co., Ltd.  
**Business Address**..... P. O. Drawer 226  
**Representative** ..... Hardy, Weed  
**Membership** ..... CARTB, BBM  
**Mgn. Director**..... Dr. Charles H. Houde  
**Manager** ..... Bob Richards

**CJEM—Edmundston—1944  
 CBC**

**Frequency:** 570 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**..... Edmundston Radio, Ltd.  
**Address**..... 91 Canada Rd.  
**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. .... Walter Martin

Representative ..... Renaud  
 News Service ..... BUP, RP  
 President ..... L. W. Flett  
 Sta. Mgr., Chief Eng., Comm. Mgr.  
 R. J. Wallace  
 Publicity Director. .... Fred Haining

**CFNB—Fredericton—1923**  
**CBC**

Frequency: 550 Kc. .... Power: 5000 Watts  
 Address ..... York St.  
 News Service ..... U.P. R.P.  
 Transcription Service ..... Thesaurus  
 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. Fenety  
 Chief Engineer. .... Glenn D. Love

**CBA—Sackville—1939—CBC**

Frequency: 1070 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... Canadian Bcstg. Corp.  
 Address ..... 100 Sackville St., Halifax, N. S.  
 Regional Director. .... W. E. S. Briggs  
 Regional Prog. Dir. .... S. R. Kennedy  
 Comm. Rep. .... Don LeBlanc  
 Press & Info. Rep. .... A. W. Wilson  
 Reg. Engineer. .... H. M. Smith

**CFBC—Saint John—1946**  
**CBC-DOMINION**

Frequency: 930 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Fundy Bcstg. Co., Ltd.  
 Address ..... 68 Carleton St.  
 Representative. .... Young, Nat'l Bcst. Sales  
 News Service ..... BUP, RP  
 Trans. .... Thesaurus  
 Membership ..... CARTB  
 President ..... A. M. A. McLean  
 General Manager. .... Hugh T. Trueman  
 Sales Manager. .... C. F. Bedford  
 Program Supervisor. .... D. H. Armstrong  
 Prom. Mgr. .... Marita McNulty  
 Chief Engineer. .... H. M. Stout

**CBAF—Moncton—1954—CBC**

Frequency: 1300 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Canadian Bcstg. Corp.  
 Address ..... 232 St. Georges St.  
 Sta. Mgr. .... J. E. R. Teasdale  
 General Manager. .... Alphonse Ouimet  
 Commercial Mgr. .... W. E. Powell  
 Prog. Dir. .... C. Jennings

**CKCW—Moncton—1934—CBC**

Frequency: 1220 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By. .... Moncton Bcstg., Ltd.  
 Address ..... K of P Bldg.  
 News Service ..... BUP, CP, Radio Press  
 Transcription Service ..... Lang-Worth  
 Rep. .... Canadian Station Reps., Stovin  
 Membership ..... RAB  
 Pres., Gen. Mgr. .... F. A. Lynds  
 Sta., Comm. Manager. .... T. Tonner  
 Program Director ..... Robert Reid  
 Prom. Mgr., Pub. Dir. .... Gene Allton  
 Chief Engineer ..... Keith MacConnell

**CHSJ—Saint John—1934**  
**CBC**

Frequency: 1150 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... New Brunswick Bcstg. Co.  
 Business-Studio Address. .... 14 Church St.  
 Trans. .... World, SESAC  
 Membership ..... CARTB  
 Newspaper Affil. .... Journal, Globe  
 Representative. .... All Canada, Weed & Co.  
 President. .... T. F. Drummie  
 General Manager. .... George A. Cromwell  
 Program Director. .... Cleve G. Stillwell  
 Comm. Mgr. .... James Morrow  
 Station Manager. .... Earl McCarron  
 Sls. Prom. Mgr. .... Frank Doody  
 Pub. Director. .... Alfred E. Murphy  
 Chief Engineer ..... J. G. Bishop

**CKMR—New Castle—1949**  
**CBC**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned ..... Miramichi Bcstg. Co., Ltd.

**Newfoundland**

**CBY—Corner Brook—1942**  
**CBC**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Canadian Bcstg. Corp.  
 Representative. .... C. V. Hierlihy  
 Gen. Mgr. (CBC). .... J. Alphonse Ouimet  
 Comm. Mgr. .... W. E. Powell  
 Prog. Dir. .... Charles Jennings

**CBG—Gander—1949—CBC**

Frequency: 1450 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Canadian Bcstg. Corp.  
 Address ..... Gander  
 Sta. Mgr. .... A. W. Barrett  
 General Manager. .... J. A. Ouimet  
 Comm. Mgr. .... W. E. Powell  
 Prog. Dir. .... Charles Jennings

**CBT—Grand Falls—1949**  
**CBC**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Address ..... High Street  
 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 ..... T. A. Building  
 Dir. for NFLD. .... W. F. Galgay  
 General Manager (CBC) ... J. Alphonse Ouimet  
 Commercial Mgr. (CBC) ... W. E. Powell  
 Prog. Director ..... Charles Jennings

**CJON—St. John's—1951**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Oper. By ..... Nfld. Bcstg. Co., Ltd.  
 Address ..... Prince of Wales St.  
 News Service ..... AP, CP  
 Transcription Service ..... SESAC  
 Reps. .... All-Canada Radio, Weed

Membership ..... CARTB  
 Pres. .... Geoffrey W. Stirling  
 General Manager ..... Don Jamieson  
 Sta. Mgr. .... Art Hartnett  
 Commercial Manager ..... Jim McGrath  
 Sales Prom. Mgr. .... Mary Myler  
 Program Director ..... Gerry Ottenheimer  
 Publicity Director ..... Emile Davis  
 Chief Engineer ..... Oscar Hierlthy

**VOAR—St. John's—1929**

Frequency: 1230 Kc. Power: 100 Watts d.  
 Owned-Oper. By... Canadian Union Conf. Corp.  
 Address ..... P. O. Box 374  
 President ..... W. A. Nelson  
 General Manager ..... Philip Moores  
 Chief Engineer ..... George Rabbitts

**VOCM—St. John's—1936**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Operated By... Colonial Bcstg. System  
 Business Address ..... McBride's Hill  
 News Service ..... BUP, BN  
 Transcription Service ..... Thesaurus  
 Membership ..... CARTB  
 Representative ..... Stovin, Canada, Young  
 Pres., Ch. Eng. .... W. B. Williams  
 Managing Director ..... H. N. Butler  
 Station Mgr. .... J. V. Butler  
 Commercial Manager ..... M. Shulman  
 Program Director ..... J. M. Murdoch

**Nova Scotia****CJFX—Antigonish—1943**  
**CBC-DOMINION**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By ..... Atlantic Bcstrs., Ltd.  
 Address ..... Broadcasting Bldg.  
 News Service ..... BUP  
 Rep. .... Mulvihill, Canadian Sta. Reps.  
 Sta. Mgr., Chief Eng. .... Gordon MacDougall  
 Continuity Mgr. .... Charles O'Brien  
 Program Dir. .... Bruce Rafuse

**CBH—Halifax—1947—CBC**

Frequency: 1330 Kc. Power: 100 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business-Studio Address ..... 100 Sackville St.  
 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

**CKBW—Bridgewater—1947**  
**CBC**

Frequency: 1000 Kc. Power: 1000 Watts  
 Owned-Oper. By ..... Acadia Bcstg. Co., Ltd.  
 Address ..... 399 King St.  
 Representative ..... Radio Reps., Don Cooke  
 News Service ..... Can. Press  
 Membership ..... CARTB  
 President ..... C. J. Morrow  
 General Manager ..... John F. Hirtle  
 Sta. Mgr., Comm. Mgr. .... James A. MacLeod  
 Sales Mgr. .... Lester L. Rogers  
 Program Director ..... A. Maxwell Ramey  
 Publicity Director ..... David Flack  
 Chief Engineer ..... Douglas B. Hirtle

**CHNS—Halifax—1926—CBC**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By... Maritime Bcstg. Corp., Ltd.  
 Bus.-Studio Address ..... 10 Tobin St.  
 News Service ..... CP, BUP  
 Transcription Service ..... Thesaurus, Lang-Worth  
 Representative ..... All-Canada, Weed  
 President ..... Graham W. Dennis  
 Gen., Station Manager ..... Gerald Redmond  
 Commercial Manager ..... Douglas Grant  
 Program Manager ..... John A. Funston  
 Chief Engineer ..... Arthur H. Greig

**CJCH—Halifax—1944**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By ..... Chronicle Co., Ltd.



**Bus.-Studio Address**.....741 Robie St.  
**News Service**.....BN, Can. Press  
**Transcription Service**.....World, SESAC  
**Representative**.....Mulvihill, Can. Station Reps.  
**President**.....B. Pearson McCurdy  
**Station Manager**.....E. Finlay MacDonald  
**Comm. Manager**.....Howard E. Gerard  
**Sls. Prom. Manager**.....Clair Chambers  
**Program Director**.....Len J. Chapple  
**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  
**News Service**.....BN  
**Transcription Service**.....World  
**Representative**.....Lorrie Polts  
**Membership**.....CARTB, BBM, AAB  
**President**.....George Wilson  
**General Manager**.....J. A. C. Lewis  
**Commercial Mgr.**.....Mrs. E. J. Macmillan  
**Sales Prom. Mgr.**.....J. F. Crossan  
**Program Director**.....W. A. Bishop  
**Publicity Director**.....Graham Galloway  
**Chief Engineer**.....A. M. Bishop

### CKEC—New Glasgow—1953 CBC

**Frequency:** 1230 Kc. .... Power: 250 Watts  
**Owned-Oper. By**.....Hector Bcstg. Co.  
**Address**.....130 George St.  
**News Service**.....BN  
**Transcription**.....Lang-Worth  
**Representative**.....Renaud, Cooke  
**General Manager**.....James M. Cameron  
**Asst. Gen., Comm. Mgr.**.....Howard MacLean  
**Sales Mgr.**.....D. P. Hinton  
**Chief Engineer**.....Charles Goguen

### 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  
**Gen. Mgr.**.....J. Alphonse Ouimet  
**Comm. Mgr.**.....W. E. Powell  
**Prog. Dir.**.....Charles Jennings

### 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.  
**News Service**.....PM  
**Transcription Service**.....Thesaurus, Lang-Worth  
**Representative**.....All-Canada, Weed  
**Membership**.....RAB  
**Pres.**.....J. Marvin Nathanson  
**Gen. Sta. Mgr.**.....Norris L. Nathanson  
**Commercial Manager**.....R. M. Gass  
**Prog. Dir.**.....Lloyd W. Taylor  
**Sales Prom. Mgr.**.....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.  
**News Service**.....UP  
**Transcription Service**.....World, SESAC  
**Representative**.....Radio Time Sales  
**Membership**.....CARTB  
**President, General Mgr.**.....J. Arthur Manning  
**Comm. Mgr., Pub. Dir.**.....H. C. Deryk Upton  
**Program Director**.....Doug Freeman  
**Chief Engineer**.....Sidney Bernasconi

### CFAB—Windsor—1944

**Frequency:** 1450 Kc. .... Power: 250 Watts  
**Owned-Oper. By**.....Evangeline Bcstg. Co., Ltd.  
**Address**.....Radio Centre  
**News Service**.....BN  
**Transcription Service**.....World  
**Representative**.....Lorrie Polts  
**Membership**.....CARTB, BBM, AAB  
**President**.....George Wilson  
**General Manager**.....J. A. C. Lewis  
**Comm. Mgr.**.....Mrs. E. J. MacMillan  
**Promotion Mgr.**.....J. F. Crossan  
**Program Director**.....Doug Freeman  
**Publicity Director**.....Graham Galloway  
**Chief Engineer**.....A. M. Bishop

### CJLS—Yarmouth—1934 CBC-DOMINION

**Frequency:** 1340 Kc. .... Power: 250 Watts  
**Owned-Oper. By**.....Gateway Bcstg. Co., Ltd.  
**Address**.....222 W. Main St.  
**News Service**.....CP  
**Transcription Service**.....United, Lang-Worth  
**Representative**.....All-Canada, Weed  
**Gen., Comm. Mgr.**.....D. L. Smith

## Ontario

### CKBB—Barrie—1949

**Frequency:** 1230 Kc. .... Power: 250 Watts  
**Owned-Oper. By**.....Barrie Bcstg. Co. Ltd.  
**Address**.....Box 67  
**News Service**.....BN  
**Membership**.....CARTB, BBM  
**Representative**.....Young, Mulvihill  
**Pres.**.....Ralph T. Snelgrove  
**Sta. Mgr., Comm. Mgr.**.....Robert Hunter

**Program Director**.....Leon Mangoff  
**Chief Engr.**.....Jack Mattenley

### CJBQ—Belleville—1946—CBC

**Frequency:** 800 Kc. .... Power: 1000 Watts  
**Owned-Operated By**.....Quinte Bcstg. Co., Ltd.  
**Address**.....11 Victoria Ave.  
**News Service**.....Broadcast News  
**Transcription Service**.....World, SESAC

Representative . . . . . Can. Sta. Rep., H. N. Stovin  
 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.  
 News Service . . . . . BN, BUP  
 Trans. Service . . . . . World, Lang-Worth, SESAC  
 Membership . . . . . CARTB  
 Rep. . . . . Radio Time Sales  
 President . . . . . Frank Early  
 Sta. Mgr. . . . . W. E. Todd  
 Comm. Manager . . . . . Stan Larke  
 Program Director . . . . . John Fox  
 Chief Eng. . . . . Robert McBean

**CKPC—Brantford—1923—CBC**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Telephone City Bcst., Ltd.  
 Address . . . . . 525 Colborne St.  
 Transcription Service . . . . . World  
 News Service . . . . . BUP  
 Membership . . . . . CARTB  
 Representative . . . . . Lorrie Potts  
 Pres., Gen. Mgr. . . . . Mrs. F. M. Buchanan  
 Station Manager . . . . . R. Buchanan  
 Comm., Prom. Mgr. . . . . Russ Waters  
 Prog. Dir. . . . . Arnold Anderson  
 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  
 News Service . . . . . BNL  
 Representative . . . . . Stoven, Canadian Reprs.  
 Pres., Gen. Mgr., Pub. Dir. . . . . Jack R. Radford  
 Asst. Sta. Mgr. . . . . Thomas Statham  
 Comm. Mgr. . . . . Keith Pelton  
 Program Director . . . . . Jim Chapman  
 Chief Engineer . . . . . Sid Chapman

**CFCO—Chatham—1926  
 CBC—DOMINION**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . John Beardall  
 Business Address . . . . . P. O. Box 277  
 News Service . . . . . BUP  
 Membership . . . . . CARTB  
 Transcription Service . . . . . Lang-Worth  
 Manager . . . . . John Beardall

**CKSF—Cornwall—1945—CBC**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Standard-Freeholder, Ltd.  
 Business-Studio Address . . . . . 36 Pitt St.  
 Representative . . . . . Stovin, McGillivr

Membership . . . . . CARTB  
 Station Manager . . . . . Fred H. Pemberton  
 Program Director . . . . . Carl Fisher

**CFOB—Fort Frances—1944  
 CBC-DOMINION**

Frequency: 800 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Border Bcstg., Ltd.  
 Business-Studio Address . . . . . 242 Scott St.  
 News Service . . . . . BN, UP  
 Transcription Service . . . . . World, Lang-Worth  
 Rep. . . . . Cooke, Radio Reprs., Bcst. Reprs.  
 Manager . . . . . Don Fawcett

**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.  
 News Service . . . . . BN  
 Trans. Ser. . . . . Thesaurus  
 Rep. . . . . Radio Reprs., Can. Sta. Reprs., Stovin  
 Membership . . . . . CARTB  
 Pres., Gen. Mgr. . . . . H. F. Dougall  
 Sta., Comm. Mgr. . . . . George Jeffrey  
 Program Director . . . . . J. P. Friesen  
 Pub. Dir., Sales Prom. Mgr. . . . . 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.  
 News Service . . . . . AP  
 Representative . . . . . Radio Time Sales  
 Membership . . . . . CARTB, CCBA  
 Pres., Gen. Mgr. . . . . John V. Evans  
 Program Director . . . . . Mike McMahon  
 Chief Eng. . . . . Paul Kemper

**CJOY—Guelph—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . CJOY, Ltd.  
 Business Address . . . . . Bond Bldg.  
 News Service . . . . . BN  
 Representative . . . . . Radio Reprs., Cooke  
 Membership . . . . . CARTB, RAB  
 Pres., Sta. Mgr. . . . . Wallace Slatter  
 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  
 CBC**

Frequency: 900 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Maple Leaf Bcstg. Co., Ltd.  
 Business-Studio Address . . . . . 848 Main St., E.  
 News Service . . . . . BN  
 Rep. . . . . Stephens & Towndrow, Can. Sta. Reprs.  
 Nat. B'cast Sales  
 Membership . . . . . CARTB, RAB

President..... Kenneth D. Soble  
 General Manager..... Tom Darling  
 Commercial Manager..... W. D. Whitaker  
 Program Director..... Agnes M. Anderson  
 Sales Prom. Mgr., Pub. Dir..... 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.  
 News Service..... BUP, BN, Can. Press  
 Transcription Service..... World  
 Representative..... All-Canada, Weed  
 Membership..... CARTB, BBM  
 President..... H. R. Carson  
 V. P., General Manager..... W. T. Cranston  
 Comm. Mgr., Asst. Mgr..... J. N. Inkster  
 Promotion Mgr..... K. D. Wright  
 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  
 News Service..... BN  
 Representative..... Stovin, Cooke  
 Membership..... BBM, RAB, CARTB  
 Station Manager..... Bill Whittingham  
 Program Director..... M. Cooke

**CKLC—Kingston—1953  
 CBC-DOMINION**

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... St. Lawrence Bcstg. Co., Ltd.  
 Address..... 99 Brock St.  
 News Service..... BUP  
 Transcription Service..... World  
 Representative..... Stovin, Forjoe  
 Sta., Gen. Manager..... T. D. French  
 Comm. Manager..... J. F. French  
 Prog. Director..... C. J. Birmingham  
 Chief Engineer..... Barry M. Ogden

**CKWS—Kingston—1942—CBC**

Frequency: 960 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Frontenac Bcstg. Co., Ltd.  
 Address..... 170 Queen St.  
 News Service..... BN  
 Newspaper Affil..... Kingston Whig Standard  
 Rep..... Natl. Bcst. Sales, Weed  
 Membership..... CARTB  
 President..... Senator W. R. Davies  
 Gen. Manager..... J. M. Davidson  
 Station Manager..... P. D. Scanlon  
 Comm. Manager..... W. G. King  
 Prog. Director..... W. Williamson  
 Pub. Director..... W. E. Barnes  
 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  
 News Affil..... Thomson Dailies  
 Trans..... World  
 News Service..... BN  
 Representative..... Natl. Bcst. Sales, Weed  
 President..... Roy H. Thomson  
 General Manager..... J. M. Davidson  
 Station Manager..... Gord Burnett  
 Comm. Mgr., Prom. Mgr..... Ken Billings  
 Prog. Dir., Pub. Dir..... Jesse French  
 Chief Engineer..... C. L. Spence

**CKCR—Kitchener—1929  
 CBC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... K.W. Bcstg. Co., Ltd.  
 Business-Studio Address..... 125 King St. W.  
 Transcription Service..... SESAC, World  
 Rep..... Renaud, McGillvra  
 Membership..... CARTB  
 Pres., Gen. Mgr..... James C. Mitchell  
 Comm. Mgr..... Jack G. Liddle  
 Sales Prom. Mgr..... G. J. Schus  
 Sta. Mgr., Prog. Dir..... Ken W. Mackinnon  
 Publicity Dir..... Jim Shearon  
 Chief Engineer..... Lon Hartman

**CJSP—Leamington—1954**

Frequency: 710 Kc..... Power: 250 W., d.  
 Owned-Operated By..... Sun Parlor Bcstrs., Ltd.  
 Address..... 23 Erie St., N.  
 Representative..... Best  
 Pres., Comm. Mgr..... A. A. Bruner  
 Sales Manager..... J. L. Moore

**CKLY—Lindsay—1955**

Frequency: 910 Kc..... Power: 1 Kw.  
 Owned-Operated By..... Greg-May Bcstg. Ltd.  
 Address..... 249 Kent St. W.  
 News Service..... BN  
 Transcription..... Lang-Worth  
 Representative..... Lorrie Potts  
 Gen. Mgr..... E. Neill Gregory  
 Comm. Mgr..... C. A. Gregory

**CFPL—London—1933—CBC**

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Oper..... London Free Press Printing Co.  
 Address..... 442 Richmond St.  
 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. Robitaille

**CHVC—Niagara Falls-Welland  
 1947**

Frequency: 1600 Kc..... Power: 5,000 Watts  
 Owned-Oper. By..... Radio Station CHVC, Ltd.

Business Address... Rainbow Bridge, Niagara Falls—76 Division St., Welland  
 News Service..... BUP  
 Representative..... Cooke, Lorrie Potts  
 President..... B. Howard Bedford  
 Prog. Director..... A. W. Blakely  
 Chief Engineer..... L. H. Rooke

**CFCH—North Bay—1931**  
**CBC**

Frequency: 600 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Thompson Enterprises  
 Address... Bank of Nova Scotia Bldg., Toronto  
 Transcription Service..... World  
 Rep..... Natl. Bcst. Sales, Weed  
 News Service..... CP  
 Membership..... CARTB  
 President..... Ken Thompson  
 General Manager..... Jack Davidson  
 Station Manager..... Keith Packer  
 Commercial Manager..... Gord Robinson  
 Sales Prom. Mgr..... Bill O'Halloran  
 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..... Radio Station CFOR  
 Bus-Studio Address..... 241 West St., N.  
 News Service..... BN  
 Transcription Service..... World  
 Rep. . . . Stephens & Towndrow, Can. Sta. Reps.  
 Membership..... CARTB, BBM  
 Owner, Sta. Mgr..... Gordon E. Smith  
 Comm. Manager..... William Pratt  
 Sales Prom. Mgr..... Charles Sterne  
 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.  
 Transcription Service..... World  
 News Service..... BN  
 Rep..... Lorrie Potts, John N. Hunt, McGillvra  
 Membership..... CARTB, BBM  
 Pres., Gen. Mgr., Prom. 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  
 Station Manager..... Charles P. Wright  
 Gen. Mgr..... J. O. Quimet  
 Comm. Mgr..... W. E. Powell  
 Prog. Dir..... Charles Jennings

**CFRA—Ottawa—1947**

Frequency: 560 Kc..... Power: 5000 Watts  
 Owned..... CFRA, Ltd.  
 Address..... Auditorium

News Service..... BUP, BN  
 Transcription Service... Capitol, Lang-Worth  
 Representative... Stephens & Towndrow, Weed  
 Pres., Gen., Sta. Mgr..... Frank Ryan  
 Comm. Mgr..... George M. Gowing  
 Program Director..... Terry Kielly  
 Program Manager..... Tom Foley  
 Publicity Director..... Don MacKinnon  
 Chief Engineer..... Harold Peerenboom

**CKOY—Ottawa—1949—CBC**

Freq.: 1310 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... CKOY, Ltd.  
 Address..... 635 Richmond Rd.  
 News Service..... BUP, CP  
 Transcription Service... Capitol, Thesaurus,  
 World, Lang-Worth  
 Representative..... Cooke, Natl. Bcst. Sales  
 President..... Irving Cameron  
 Station Mgr., Prog. Dir..... Jack Daly  
 Commercial Manager..... Keith Kearney  
 Pub. Dir..... Tom Williams  
 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.  
 News Service..... BN  
 Newspaper Affil..... Sun-Times  
 Rep..... Horace N. Stovin, Can. Sta. Reps.  
 Membership..... CARTB  
 President..... C. J. McTavish  
 Station Manager..... William N. Hawkins  
 Program Director..... Stew Blancher  
 Publicity Director..... L. Phillips  
 Chief Engineer..... Garritt Stauffer

**CHOV—Pembroke—1942**  
**CBC-DOMINION**

Frequency: 1350 Kc..... Power: 1000 Watts  
 Owned-Oper. By... Ottawa Valley Bcstg. Co.  
 Address..... 319 Pembroke St.  
 News Service..... BUP  
 Transcription Service..... Thesaurus, SESAC  
 Representative... Stovin, Canadian Sta. Reps.  
 Pres., Gen. Mgr..... E. G. Archibald  
 Program Director..... Bill Kay  
 Comm., Prom. Manager... Ramsay F. Garrow

**CHEX—Peterborough—1942**  
**CBC-DOMINION**

Frequency: 1430 Kc..... Power: 1000 Watts  
 Owned..... Kawartha Bcstg. Co., Ltd.  
 Business-Studio Address... Box 627  
 News Service..... BN  
 News. Affil..... The Examiner  
 Representative..... Natl. Bcst. Sales, Weed  
 Membership..... CARTB, RAB  
 Transcription..... Lang-Worth  
 President..... W. R. Davies  
 Vice-President..... Roy H. Thomson  
 Station Manager..... N. J. Weatherwax



**CFPA—Port Arthur—1944**  
**CBC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Ralph H. Parker  
Address: 87 N. Hill St.  
News Service: BN  
Trans. Service: Standard, SESAC  
Rep.: Lorrie Potts, A. J. Messner, Weed, Hunt  
Membership: CARTB, BBM  
President, Gen. Mgr.: Ralph H. Parker  
Station Manager: R. P. MacGowan  
Program Director: Jim Haldorsen

**CKTB—Ste. Catharines—1930**  
**CBC**

Frequency: 620 Kc. Power: 1000 Watts  
Owned: Niagara District Bcstg. Co., Ltd.  
Business-Studio Address: 12 Yates St.  
News Service: CP  
Transcription Service: Standard, World  
Representative: McGillvra, P. Mulvihill  
President: W. B. C. Burgoyne  
Gen. Sta. Mgr.: Mary C. Burgoyne  
Comm. Manager: V. A. Lococo  
Sales Prom. Mgr., Pub. Dir.: Roy Bonisteel  
Prog. Dir.: Jack Damsen  
Chief Engineer: W. H. Allen

**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  
News Service: BUP  
Representative: Stephens & Towndrow, John N.  
Hunt, Donald Cooke  
Membership: CARTB, CCBA, BBM  
President: G. C. Nichols  
General Manager: E. M. Smith  
Ass't Mgr., Prom. Mgr., Pub. Dir.: P. K. Dickens  
Program Director: W. G. Moyer  
Chief Engineer: W. R. Onn

**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.  
News Service: BN  
Transcription Service: Lang-Worth  
Representative: Cooke, Mulvihill  
Membership: CARTB, CCBA  
Pres., Gen. Mgr.: Claude R. Irvine  
Station Manager: Karl E. Monk  
Commercial Manager: Arthur H. J. O'Hagan  
Program Director: Phil Clayton  
Chief Engineer: Robert F. Cooke

**CJIC—Sault Ste. Marie—1934**  
**CBC**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By: Hyland Radio-TV Ltd.  
Address: 119 East St.  
News Service: BN  
Representative: Lorrie Potts, McGillvra  
Membership: CARTB  
Pres., Gen. Mgr.: J. G. Hyland  
Commercial Manager: E. Vance

**CJET—Smith Falls—1955**

Frequency: 1070 Kc. Power: 1000 Watts  
Owned: Rideau Broadcasting Ltd.  
Address: Box 1070  
News Service: BN  
Representative: Lorrie Potts, McGillvra  
Membership: CARTB  
President, Gen. Mgr.: Jark Pollie  
Comm. Mgr.: Dirk Weiler  
Program Director: Bill Falkner  
Chief Engineer: Carl Warner

**CJCS—Stratford—1924**  
**CBC-DOMINION**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: CJCS, Ltd.  
Address: 125 Ontario St.  
News Service: BN  
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.  
News Service: BN  
Trans. Service: SESAC  
Rep.: Renaud, Hunt, Can. Sta. Reps.  
Membership: RAB  
President, General Mgr.: F. B. Ricard  
Station, Commercial Manager: R. Riel  
Sales Prom. Mgr.: Peter Scott  
Chief Engineer: Len Stone

**CKSO—Sudbury—1935—CBC**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By: CKSO, Radio, Ltd.  
Bus. Studio Address: Box 400  
Representative: All-Canada, Weed  
President: G. M. Miller, Q.C.  
General Manager: W. J. Woodill

**CKOT—Tillsonburg—1955**

Frequency: 1510 Kc. Power: 250 W.  
Owned-Oper. By: Tillsonburg Bcstg. Co., Ltd.  
Address: 20 Baldwin St.  
Representative: Radio Reps.  
Pres.: Dr. Ralph A. Hawkins  
General Manager: John Lamers  
Comm. Mgr.: Jack Campbell  
Prog. Dir., Chief Eng.: A. Ken Orton

**CFCL—Timmins—1951—CBC**

Frequency: 580 Kc. Power: 1 Kw. d. n.

**Owned**.....J. Conrad Lavigne  
 Address.....Box 620  
 News Service.....CP  
 Trans. Service.....SESAC  
 Representative.....Renaud, McGillvra  
 Membership.....CARTB  
 President.....J. Conrad Lavigne  
 Sta., Sales Prom. Mgr.....Rene Barrette  
 Sta., Prom. Mgr.....Albert Aube  
 Comm. Mgr.....Ted Meunier  
 Program Dir.....Raymond Lemay  
 Publicity Dir.....Marg. Filion  
 Chief Engineer.....Roch Demers

**CKGB—Timmins—1933—CBC**

Frequency: 680 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Timmins Bcstg. Ltd.  
 Bus.-Studio Address.....44 King St., W.  
 News Service.....BN  
 News. Affil.....Daily Press  
 Transcription Service.....World  
 Rep.....Natl. Bcst. Sales, Weed, All-Canada  
 Membership.....CARTB  
 President.....R. H. Thomson  
 Station Mgr.....Wally Rewegan

**CBL—Toronto—1927—CBC**

Frequency: 740 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Business-Studio Address.....354 Jarvis St.  
 Dir. of Radio.....J. M. Kannawin  
 General Manager (CBC).....J. Alphonse Ouimet  
 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.  
 News Service.....BUP, BN  
 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

**CHUM—Toronto—1946**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....York Bcstrs., Ltd.  
 Address.....250 Adelaide St. W.  
 News Service.....Canadian Press  
 Representative.....R. & TV Sales  
 Membership.....CARTB  
 President, Gen. Mgr.....Allan F. Waters  
 Exec. V.P., Prom. Mgr., Pub. Dir.....Phil Stone  
 Comm. Mgr.....Edd Harris  
 Prog. Dir.....Phil Ladd  
 Chief Engineer.....George Jones

**CJBC—Toronto—1936—CBC**

Frequency: 880 Kc.....Power: 50 Kw.  
 Owned.....Canadian Broadcasting Corp.  
 Address.....354 Jarvis Street

Representative.....Horace N. Stovin  
 General Manager.....Dr. Ira Dilworth  
 Director of Radio.....J. M. Kannawin  
 Commercial Manager.....W. E. Powell  
 Asst. Dir. of Radio.....R. de Boer  
 Regional Engineer.....H. R. Hilliard

**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.  
 Transcription Service.....World, Lang-Worth.  
 Standard, Associated, Capitol, Thesaurus  
 Representative.....Natl. Bcst. Sales, Cooke  
 President, Gen. Mgr.....Jack K. Cooke  
 Station Manager.....Hal Cooke  
 Commercial Manager.....Jack Turrall  
 Program Director.....Don Insley

**CKFH—Toronto—1951**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Foster Hewitt Bcstg., Ltd.  
 Address.....1 Grenville St.  
 Transcription Service.....Associated, SESAC  
 Representative.....Stephens & Towndrow, Weed  
 President.....Foster Hewitt  
 Sales Manager.....Keith Davey  
 Station Director.....Bill Hewitt  
 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.  
 Manager.....K. A. Murray  
 General Mgr. (CBC).....J. Alphonse Ouimet  
 Commercial Manager (CBC).....W. E. Powell  
 Prog. Dir. (CBC).....Charles Jennings

**CKLW—Windsor—CBC**

(See U. S. Listing, Detroit, Mich.)

**CKNX—Wingham—1926**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned.....CKNX, Ltd.  
 Address.....Carling Terrace  
 Transcription Service.....Thesaurus  
 Representative.....Lorrie Potts, Can. Sta. Reps.  
 Pres.....W. T. Cruikshank  
 Sta. Manager.....J. J. Cruikshank  
 Program Dir.....John Langridge  
 Chief Engineer.....S. C. Reid

**CKOX—Woodstock—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oxford Bcstg. Co.  
 Business Address.....290 Dundas St.  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Hunt, Renaud  
 President, Gen.-Station Mgr.....Monty J. Werry  
 Comm. Mgr., Prom. Mgr.....Rex Brooks  
 Program Director.....William Tonner



# 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.  
News Service..... Broadcast News  
Transcription Service..... Thesaurus  
Representative..... All-Canada, Weed  
Membership..... CARTB  
President..... Mrs. K. S. Rogers  
Sta. Mgr., Comm. Mgr..... R. F. Large  
Promotion Manager..... M. E. Large  
Prog. Traffic Mgr..... E. P. Williams  
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.  
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..... Angus MacKie

# Quebec

## CFGT—Alma—1953—CBC

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By..... Radio Lac. St. Jean, Ltee.  
Address..... 112 St. Joseph St.  
Representative..... Renaud  
News Service..... CP  
Transcription..... SESAC  
Membership..... CARTB  
Pres..... Conrad Bergeron  
General Manager..... Jean Jacques Fortin  
Commercial Mgr..... Eric Gagnon  
Program Dir..... France Fortin  
Pub. Dir..... Rosaire Pelletier  
Chief Engineer..... Marius Girard

President..... J. O. Masse  
Gen., Sta. Mgr., Prog. Dir..... J. Marcel Houle  
Commercial Manager..... Janine Tremblay  
Sales Promotion Manager..... Denise Fortin  
Publicity Director..... Francois Belley  
Chief Engineer..... Lucien Simard

## CHRD—Drummondville—1955

Frequency: 1340 Kc. Power: 250 Watts  
Address..... 248 Lindsay St.  
Owned-Operated By..... Radio Drummond Ltee.  
Representative..... Renaud  
News Service..... CP  
Mgr., Comm. Dir..... Benoit Vanier

## CHAD—Amos—1942—CBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Northern Radio Inc.  
Business Address..... P. O. Box 70  
News Service..... BUP  
Rep..... Renaud, Weed  
Membership..... CARTB  
Pres., Gen. Mgr..... David A. Gourd  
Sta. Mgr..... Jean Perreault  
Comm., Prom., Pub. Mgr. George A. Chartand  
Chief Eng..... Jean G. Langevin

## CHEF—Granby—1945

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Granby Bcstg. Co., Ltd.  
Address..... 13 Centre  
News Service..... BUP  
Newspaper Affil..... La Revue  
Representative..... Omer Renaud  
Membership..... CARTB  
Gen., Sta. Mgr..... J. Oliva Hains

## CBJ—Chicoutimi—1933—CBC

Frequency: 1580 Kc. Power: 10,000 Watts  
Owned-Oper. By..... Canadian Bcstg. Corp.  
Address..... 121 Racine Street, E.  
General Manager..... J. A. Ouimet  
Station Manager..... V. Fortin  
Commercial Mgr..... W. E. Powell  
Chief Engineer..... J. Roberts

## CKCH—Hull—1933—CBC

Frequency: 970 Kc. Power: 5000 Watts  
Owned..... Syndicat D'Oeuvres Soc. Limit.  
Business Studio Address..... 121 Notre-Dame St.  
News Service..... CP  
News. Affil..... Le Droll  
Transcription..... SESAC  
Representative..... Renaud, McGillvra  
President..... Wilfrid Carr  
General Manager..... J. P. Lemire  
Comm. Manager..... Henry Allard  
Publicity Dir..... S. Lanctot  
Chief Engineer..... J. L. Guerette

## CJMT—Chicoutimi—1953

Frequency: 1450 Kc. Power: 250 Watts  
Owned..... CJMT Ltd.  
Address..... 365 Racine Street, E.  
News Service..... CP  
Transcription Service..... SESAC  
Representative..... Renaud  
Membership..... CARTB

## CKRS—Jonquiere—1947

Frequency: 590 Kc. Power: 1000 Watts  
Owned..... Radio-Saguenay Ltd.  
Address..... 735 St. Hubert St.  
News Service..... CP  
Representative..... Hardy, Young, Hunt

**President** ..... Henri Lepage  
**General Manager**..... Tom Burham  
**Station Manager**..... Guy Boivin  
**Comm., Sales Prom. Mgr., Pub. Dir.**  
                                                             Bob Singfield  
**Program Director**..... Yvan Frenette  
**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  
**News Service** ..... BUP  
**Pres., Gen. Mgr.**..... David Armand Gourd  
**Sales Mgr.**..... George A. Chartrand

**CKBL—Matane—1948**

**Frequency:** 1250 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.... Le Cie De Radio Diffusion  
**Address** ..... Ave. St. Jerome  
**Newspaper Affil.**..... La Voix  
**Representative** ..... Hardy  
**News Service** ..... BN  
**Transcription** ..... World, Standard, SESAC  
**Pres., Gen., Sta. Mgr.**..... Rene Lapointe  
**Vice President**..... Octave Lapointe  
**Prom., Pub. Dir.**..... André St. Arnaud  
**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, Prog. Dir.**..... 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** ..... 1425 Dorchester St., W.  
**General Mgr.**..... J. A. Ouimet  
**Dir., Sound Bcstng.**..... Benoit Lafleur  
**Commercial Mgr.**..... W. E. Powell  
**Program Dir.**..... Charles Jennings

**CBM—Montreal—1933—CBC**

**Frequency:** 940 Kc.....**Power:** 50,000 Watts  
**Owned-Oper. By**.... Canadian Bcstg. Corp.  
**Bus-Studio Address**..... 1425 Dorchester St.  
**Dir., Sound Bcstng.**..... Benoit Lafleur  
**Gen. Mgr.**..... J. Alphonse Ouimet  
**Comm. Mgr.**..... W. E. Powell  
**Prog. Dir.**..... Charles Jennings

**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.  
**News Service**..... BUP, CP, UP  
**Transcription Service** ..... Standard  
**Representative** ..... Weed, All-Canada  
**Membership** ..... CARTB  
**General Manager**..... R. E. Misener  
**Comm. Mgr.**..... Keith Dancy  
**Program Director**..... Vin Dittmer  
**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.  
**News Service**..... BUP, CP  
**Transcription Service** ..... Associated  
**Rep.**..... Renaud, Hunt  
**Managing Dir.**..... Fenard E. Bergevin

**CJAD—Montreal—1945—CBS**

**Frequency:** 800 Kc.....**Power:** 10,000 Watts  
**Owned-Operated By**..... CJAD, Ltd.  
**Business-Studio Address**... 1191 Mountain St.  
**News Service**..... BUP, PN  
**Transcription Service** ..... Lang-Worth  
                                                             World, SESAC, Thesaurus  
**Rep.**..... Can. Sta. Reps., Radio Time Sales  
**Membership** ..... CARTB  
**Pres., Gen. Mgr.**..... J. Art Dupont  
**Comm. Mgr.**..... Berthe Poulet  
**Prog. Dir.**..... Ned Conlon  
**Sales Prom. Manager**..... R. L. Laurion  
**Sta. Mgr.**..... H. T. McCurdy  
**Chief Engineer**..... Aurele Boisvert

**CJMS—Montreal—1954**

**Frequency:** 1280 Kc.....**Power:** 5000 Watts  
**Owned**..... La Bonne Chanson Inc.  
**Address** ..... 188 Dorchester St., E.  
**News Service** ..... BN  
**Rep.**..... Horace N. Stovin, Moricelli & Co.  
**Membership** ..... CARTB  
**President** ..... J. L. Guay  
**General Manager**..... Lionel Morin  
**Comm. Manager**..... Roger Vermette  
**Program Director**..... Albert Brie  
**Chief Engineer**..... Jean Garceau

**CKAC—Montreal—1921—CBS**

**Freq.:** 730 Kc.....**Power:** 10 Kw. n., 5 Kw. d.  
**Owned-Oper. By**.... La Cie De Publication  
**Studio Address**..... 980 St. Catherine St., W.  
**Representative** ..... Can. Sta. Reps., Renaud  
**News, Affil.**..... La Presse  
**News Service**..... BN, France-Presse  
**Membership** ..... CARTB  
**Pres.**..... Mrs. A. Du Tremblay  
**Sta. Manager**..... Phil Lalonde  
**Program Director**..... Ferdinand Biondi  
**Comm. Mgr.**..... G. Bourassa  
**Pub. Dir.**..... Paul Gelinas  
**Chief Engineer**..... Leonard Spencer

**CKVL—Montreal—1946**

**Frequency:** 850 Kc.....**Power:** 10,000 Watts  
**Owned-Oper. By**..... CKVL, Ltd.

Address..... 211 Gordon Ave.  
 Newspaper Affil..... Radiomonde Ltd.  
 Rep..... Radio & TV Sls., Inc., Cooke  
 News Service..... BUP  
 Transcription..... Lang-Worth, United  
 President..... Jack Tietolman  
 Station Manager..... Corey Thomson

News Service..... BN  
 Membership..... RAB. CARTB  
 President..... Gaston Pratte  
 Gen., Sta., Comm. Mgr..... Paul Lepage  
 Sales Prom. Mgr..... J. G. Bernier  
 Prog. Dir..... Marcel Leboeuf  
 Chief Engineer..... Lucien Gobeil

**CHNC—New Carlisle—1933**  
**CBC**

Frequency: 610 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Gaspesia Radio Bcstg. Co.  
 News Service..... PN  
 Membership..... CARTB  
 Representative..... Hardy, Young  
 President..... Dr. Charles A. Dumont  
 General Mgr..... Dr. Charles Houde  
 Sta., Comm. Manager..... Viateur Bernard  
 Chief Engineer..... Mark Mullins

**CJBR—Rimouski—1937**  
**CBC**

Frequency: 900 Kc..... Power: 10,000 Watts  
 Owned..... Gen. Pub. Service Corp., Ltd.  
 Address..... 6 St. John St.  
 News Service..... BN  
 Transcription Service..... SESAC  
 Membership..... CARTB, BBM  
 Newspaper Affil..... Le Progres Du Golfe  
 Rep..... H. N. Stovin, Can. Sta. Reps.  
 President..... Jacques Brillant  
 Station Manager..... André Lecomte  
 Commercial Manager..... Robert Cote  
 Pub. Dir..... L. P. Cliche  
 Sls. Prom., Prog. Dir..... S. Burgess  
 Chief Eng..... Ronald Tennett, Marcel Vallee

**CBV—Quebec City—1934**  
**CBC**

Frequency: 980 Kc..... Power: 5,000 Watts  
 Owned..... Canadian Bcstg. Corp.  
 Address..... Palais Montclam  
 General Manager..... J. Alphonse Oulmet  
 Station Mgr..... Roger Daveluy  
 Commercial Mgr..... W. E. Powell  
 Prog. Dir..... Charles Jennings

**CJFP—Riviere-Du-Loup**  
**1947—CBC**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Radio-Temiscouata Ltee  
 Address..... 322 rue Lafontaine  
 Newspaper Affiliation..... Le St. Laurent  
 Representative..... Renaud, Canadian Sta. Reps.  
 Pres., Gen. Mgr..... Armand Belle  
 Sta. Mgr., Pub. Dir..... Henri Bourdeau

**CHRC—Quebec City—1926**

Frequency: 800 Kc..... Power: 5000 Watts  
 Owned-Operated By..... CHRC, Limitée  
 Business-Studio Address..... 39 St. John St.  
 News Service..... UP, BN  
 Transcription Service..... Standard  
 Representative..... Can. Sta. Reps., Hardy  
 Membership..... CARTB  
 President..... Herve Baribeau  
 General Manager..... Henri Lepage  
 Comm. Mgr., Prom. Mgr., Pub. Dir.....  
 Aurele Pelletier  
 Program Director..... Magella Alain  
 Chief Engineer..... Arsene Nadeau

**CHRL—Roberval—1949**

Frequency: 910 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Radio Roberval Inc.  
 Address..... C. P. 930  
 News Service..... BN  
 Representative..... Jos. A. Hardy  
 Membership..... CAB  
 President..... Georges Gagnon  
 Station Mgr..... J. Wilfrid Mondoux

**CJQC—Quebec City—1953**  
**CBC**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... The Goodwill Bcstrs. of  
 Quebec, Inc.  
 Address..... 405 Wilfrid Hamel  
 News Service..... BN  
 Transcription Service..... World, Lang-Worth  
 Representative..... Radio Time Sales  
 President..... G. Howard Wert  
 Gen., Sta. Mgr..... G. M. MacDonald  
 Prog. Dir..... M. Doyle  
 Chief Eng..... M. Lcvallee

**CKRN—Rouyn—1937—CBC**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned..... Northern Radio Nord, Inc.  
 Address..... P. O. Box 70  
 Representative..... Renaud, Weed  
 News Service..... BUP  
 Membership..... CARTB  
 Pres., Gen. Mgr..... David A. Gourd  
 Station Mgr..... Ron Knight  
 Comm. Mgr..... G. Chartrand  
 Chief Engineer..... Guy Langevin

**CKCV—Quebec City—1926**

Frequency: 1280 Kc..... Power: 1000 Watts  
 Owned-Operated By..... CKCV, Ltd.  
 Business-Studio Address..... 142 St. John St.  
 Representative..... Renaud, Weed

**CHGB—Ste. Anne de La Poc**  
**1938—CBC**

Frequency: 1350 Kc..... Power: 1 Kw. d.  
 Owned..... G. Thomas Desjardins  
 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  
**News Service** ..... BUP  
**Managing, Comm. Dir.** Charles A. Thibaudeau

**CKSM—Shawinigan Falls  
 1950**

**Frequency:** 1220 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ..... Shawinigan Falls  
 Broadcasting Co.  
**Address** ..... City Hall Bldg.  
**News Service** ..... BUP  
**Representative** ..... Hardy  
**Gen. Mgr., Pub. Dir.** ..... Allen Rogerson  
**Comm. Prom. Mgr.** ..... Emilien Beaulieu  
**Prog. Dir.** ..... Alain Chartier  
**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.  
**Trans. Ser.** ..... Thesaurus, Lang-Worth  
**News Service** ..... PN  
**Representative** ..... Hardy, Young  
**President** ..... Paul Desruisseaux  
**General Manager** ..... A. Gauthier  
**Sta. Mgr., Comm. Mgr.** ..... Jean Louis Gauthier  
**Sales Prom. Mgr.** ..... A. Choquette  
**Prog. Dir.** ..... J. M. Provost  
**Pub. Dir.** ..... G. L'Ecuyer  
**Chief Eng.** ..... M. Lyonnais

**CKTS—Sherbrooke—1946  
 CBC-DOMINION**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Oper.** ..... Telegram Printing & Pub. Co.  
**Business-Studio Address** ..... 221 Dufferin St.  
**News Service** ..... PN  
**Trans. Ser.** ..... Thesaurus, Lang-Worth  
**Representative** ..... Hardy, Young  
**President** ..... Hon. C. B. Howard  
**General Manager** ..... A. Gauthier  
**Commercial Mgr.** ..... J. L. Gauthier  
**Sales Prom. Mgr.** ..... A. Choquette  
**Prog. Dir.** ..... Morris Austin  
**Pub. Dir.** ..... Georges L'Ecuyer  
**Chief Eng.** ..... M. Lyonnais

**CJSO—Sorel—1945—FRA**

**Frequency:** 1320 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Radio Richelieu, Ltee  
**Business Studio Address** ..... 72 du Roi St.  
**News Service** ..... BN  
**Representative** ..... J. A. Hardy Co. Ltd.  
**Membership** ..... CARTB  
**President** ..... J. Arthur Villeneuve  
**Gen. Mgr., Pub. Dir.** ..... 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 Megantic Ltee.  
**Address** ..... Thetford Mines  
**Representative** ..... Hardy  
**Newspaper Affil.** ..... Canadian Press  
**Pres., Sta. Manager** ..... Henri Lagueux  
**Comm. Mgr., Pub. Dir.** ..... Will Dugre  
**Sls. Prom. Manager** ..... J. Landry  
**Prog. Director** ..... R. Buri  
**Chief Eng.** ..... Yvon Laplante

**CHLN—Three Rivers—1937**

**Frequency:** 550 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Radio Trois-Rivieres, Inc.  
**Bus. Studio Address** ..... 522 Bonaventure St.  
**News Service** ..... BUP  
**Representative** ..... Renaud, Young  
**Membership** ..... CARTB  
**President** ..... Hon. Jacob Nicol  
**Station Manager** ..... Léon Trépanier  
**Program Dir.** ..... Maurice Dansereau  
**Comm., Prom., Pub. Dir.** ..... Maurice Duval  
**Chief Engineer** ..... Oric Lefebvre

**CKTR—Trois-Rivieres—1954**

**Frequency:** 1350 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... CKTR, Ltd.  
**Address** ..... 543 Gervais St.  
**Representative** ..... Cooke, Radio & TV Sales  
**Pres., Gen., Sta. Mgr.** ..... J. Fernand Rufiange  
**Commercial Manager** ..... Charles Couture

**CKVD—Val D'Or—1937—CBC**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned** ..... Northern Radio-Radio Nord, Inc.  
**Address** ..... P. O. Box 70  
**Representative** ..... Renaud, Weed  
**Membership** ..... CARTB  
**President** ..... David A. Gourd  
**Station Manager** ..... Claude Renard  
**Sls. Prom. Mgr., Comm. Mgr., Pub. Dir.** ..... G. Chartrand  
**Chief Engineer** ..... Jean Guy Langevin

**CFDA—Victoriaville—1951**

**Frequency:** 1380 Kc. .... **Power:** 1000 Watts



Owned-Oper. By. Radio Victoriaville Limitee  
 Address . . . . . Victoriaville  
 Representative . . . . . Radio & TV Sales  
 News Service . . . . . BN  
 Membership . . . . . CARTB  
 President . . . . . Dr. C. A. Gilbert  
 Gen. Mgr., Sta., Comm. Mgr., Pub. Dir.  
 Roger Gilbert  
 Sales Prom. Mgr. . . . . Real Vaudreuil  
 Prog. Dir. . . . . J. Maurice Bilodeau

**CKVM—Ville-Marie—1950**  
**CBC**

Frequency: 710 Kc. . . . . Power: 1000 Watts

Owned-Oper. By. Radio-Temiscamisque, Inc.  
 Address . . . . . Ville-Marie  
 Representative . . . . . Canadian Station, Hardy  
 News Service . . . . . BUP  
 Membership . . . . . CARTB  
 President . . . . . Herve LeBlanc  
 Sta. Mgr., Pub. Dir. . . . . Guy Burelle  
 Comm. Mgr. . . . . G. Trepanier  
 Sales Prom. Mgr. . . . . Marcel Ladouceur  
 Prog. Dir. . . . . Giselle Loisel  
 Chief Engineer . . . . . G. Tasset

**Saskatchewan**

**CFRG—Gravelbourg—1952**  
**CBC**

Frequency: 710 Kc., d., 1230 Kc., n.  
 Power: 5 Kw., d., 250 W., n.  
 Owned-Oper. By. Radio Gravelbourg, Ltd.  
 Address . . . . . Edifice Villeneuve  
 News Service . . . . . BUP  
 Representative . . . . . Renaud, Hunt  
 President . . . . . Dr. R. Morin  
 Gen., Sta., Comm. Mgr., Prog., Pub. Dir.  
 Dumont LePage  
 Sales Prom. Mgr. . . . . Joseph E. DeGagne  
 Chief Engineer . . . . . Marc Riou

**CHAB—Moose Jaw—1922**  
**CBC-DOMINION**

Frequency: 800 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . CHAB, Ltd.  
 Bus-Studio Address . . . . . 127 Main N.  
 News Service . . . . . BUP  
 Trans. . . . . Lang-Worth  
 Representative . . . . . Stovin, Weed, Radio Time  
 Sales, Stephens & Towndrow  
 Membership . . . . . CARTB  
 President . . . . . Mrs. L. A. Davis  
 General Manager . . . . . Sid Boyling  
 Comm. Manager . . . . . Jack Johnson  
 Prom. Dir. . . . . Martha Fidler  
 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.  
 Address . . . . . Box 484  
 News Service . . . . . BN  
 Transcription Service . . . . . Standard  
 Representative . . . . . Stovin  
 Membership . . . . . CARTB  
 Gen., Sta. Mgr. . . . . Harry Dekker

**CKBI—Prince Albert—1934**  
**CBC**

Frequency: 900 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Central Bcstg. Co., Ltd.  
 Address . . . . . 10th St. West  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . All-Canada, Weed  
 General Manager . . . . . E. A. Rawlinson  
 Asst. Mgr. . . . . F. F. Rawlinson  
 Commercial Manager . . . . . Gerald Prest  
 Production Mgr. . . . . J. J. Cannon

**CKCK—Regina—1922—CBC**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned. . . . . Trans Canada Communications Ltd.  
 News Service . . . . . BUP, BN  
 Transcription Service . . . . . World  
 Representative . . . . . Weed, All-Canadian  
 Membership . . . . . CARTB, RAB  
 Representative . . . . . All-Canada, Weed  
 President . . . . . Clifford Sifton  
 General Manager . . . . . Harold A. Crittenden  
 Station Mgr. . . . . Don Dawson  
 Commercial Manager . . . . . Roy Malone  
 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.  
 Membership . . . . . CARTB  
 Trans. . . . . Lang-Worth, SESAC  
 News Service . . . . . BUP, CP  
 Representative . . . . . Radio Reps. Ltd.  
 President . . . . . Dr. E. A. McCusker  
 Business Manager . . . . . A. Smith  
 Station Manager . . . . . D. J. Oaks  
 Commercial Manager . . . . . H. C. Dane  
 Prom. Mgr. . . . . Joyce Gilfillian  
 Program Director . . . . . B. R. Hill  
 Merchandising Mgr. . . . . D. Beisel  
 Chief Engs. . . . . L. Cozine, K. Baker

**CFNS—Saskatoon—1952**  
**CBC**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Oper. By... Radio-Prairies-Nord, Ltd.  
 Address ..... 1902 Broadway  
 Rep. .... Renaud, Hunt, McGillvra  
 Membership ..... CARTB  
 President ..... Rev. J. A. Beaulac  
 Sta. Mgr. .... Charles Papen  
 Comm. Mgr. .... J. DeGagne  
 Prog. Dir. .... M. A. Papen  
 Chief Engineer ..... J. Lacroix

**CFQC—Saskatoon—1923**  
**CBC**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By... A. A. Murphy & Sons, Ltd.  
 Bus. Studio Address..... 216 1st Ave., N.  
 Trans. Service... Standard, Lang-Worth, World  
 Representative ..... Canadian Stations Reps.  
 Membership ..... CARTB  
 President..... A. A. Murphy  
 Station Manager..... Vernon Dallin  
 Pub. Dir..... Mrs. Edna Kinloch  
 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

Transcription Service.....Thesaurus, Capitol  
 Representative .....Stovin, Weed  
 Membership .....CARTB  
 News Service.....Broadcast News, CP  
 Pres., Gen. Mgr.....R. A. Hosle  
 Commercial Mgr.....G. D. Tunnicliffe  
 Sls. Prom. Manager.....Pat Murphy  
 Program Director.....G. E. Walburn  
 Prod. Mgr.....Arnold Stilling  
 Publicity Director.....Dan Worden  
 Chief Engineer.....Maynard Greer

**CBK—Watrous—1939—CBC**

Frequency: 540 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....1840 McIntyre St.  
 Sta. Mgr.....R. H. Roberts  
 Prog. Mgr.....C. Jennings  
 General Manager.....A. Ouimet  
 Commercial Mgr.....W. E. Powell

**CJGX—Yorkton—1927—CBC**

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.  
 Address .....171 McDermot Ave., Winnipeg  
 Transcription Service .....Lang-Worth  
 Rep. ....Stovin, Adam Young, Inland Bcstg.  
 Membership .....CARTB  
 President .....Dawson Richardson  
 Gen. Mgr.....F. K. Tully  
 Sta. Mgr.....J. M. Shortreed  
 Comm., Prom. Mgr., Pub. Dir.....J. C. Goodman  
 Prog. Dir.....M. G. Phillips

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

... and **MORE RADIO AND TELEVISION STATIONS**  
 depend on  
**THE ASSOCIATED PRESS**

# Foreign Language Stations Service Strong Ad Markets



RALPH N. WEIL  
By  
Exec. V.P. & General  
Manager WOV

AN ADVERTISER'S modern media arsenal isn't complete unless it includes foreign language radio! True or false? Very, very true. If you're an advertiser you can't sell to people unless they know who you are and what your product will do for them. And a sizeable share of them will never find out if you spend your total efforts just telling your story in another language (English) somewhere other than where they're tuned.



Foreign language radio is the most—and often the only — effective instrument for sparking sales among the foreign language segments in a community. And these "segments", by the way, can be very large, depending on the area and the language. In WOV's case, the area is New York City-and-environs and the foreign language is Italian. With the Italian language population figured at better than 2,000,000 people it adds up to the size of one of the world's major cities all by itself.

Listeners are in tune with—not just tuned to — foreign language broadcasting. They really stay with it, not just over the years and on into a new generation (they do that too) but throughout the day. They're habit-gearred to turn to their foreign language station for familiar entertainment. Our own experience over the years shows it is one of the most satisfactory groups a broadcaster can direct himself to. Certainly its one of the most desirable groups to which an advertiser can direct his efforts. The language listener feels a comfortable pride in "his" station and also embodies an advertiser's dream prospect. Why? Because your language listener—with what amounts to devotion and trust concerning the station—is motivated to accept foreign language radio advertising as a wise and urgent recommendation that had best be heeded.



Foreign language listeners become very active customers—so active in fact that they aid with merchandising and distribution. They will really harangue a retailer to stock up on an advertised item. The list of products which foreign language radio can sell successfully is longer than that of English language media. Why? Because your language listener is a potential customer for everything any other American in the same community is a prospect for (chewing gum, bread, movies, automobiles) plus full lines of additional items like special food products.

The Italian-American group (that we at WOV serve) is large and its buying power is strong. However, in areas where the total group identified with a given language is numerically smaller, or even proportionately smaller, foreign language time may be the media buy that lights up an otherwise dormant dollar sign. The reason is that if the programming bears the ring of authenticity and nostalgia for the listening group, and if it has become part of their habit patterns, it is a stronger influence on their buying habits than any other medium. Costs being in ratio, the advertiser who buys foreign language is getting more than his money's worth whether in a great city or a small community.



Programming is the vehicle. It definitely does take a knack to combine the all important quality of nostalgia with a new-every-day "quickening" quality. News, for example, is heavily emphasized by WOV. We even maintain our own shortwave news service from Italy (and have often scooped the wire services on news from abroad). The actual news is in itself an item of major importance — and a genuine service. In addition, however, it has the added value of imbuing language programming with "today-ness". A news flash from "La Casa Bianca" alerts attention just as instantaneously in its league (in fact I believe more so) as a flash from "The White House" hits listening-in-English ears.



When programming has done its job of establishing loyalty, the job is still not done! well begun, yes, but not done—not without properly keyed advertising. Very seldom, can an agency just have its English language pitch translated and let it go at that. The message must really be "transposed", idiomatically styled. The station can, and as a rule is willing to, offer excellent suggestions in the matter of angling to make a campaign roll right from the beginning. There is no market, I feel, which can best it for heady yields of year-in, year-out success stories.

# **INTERNATIONAL**

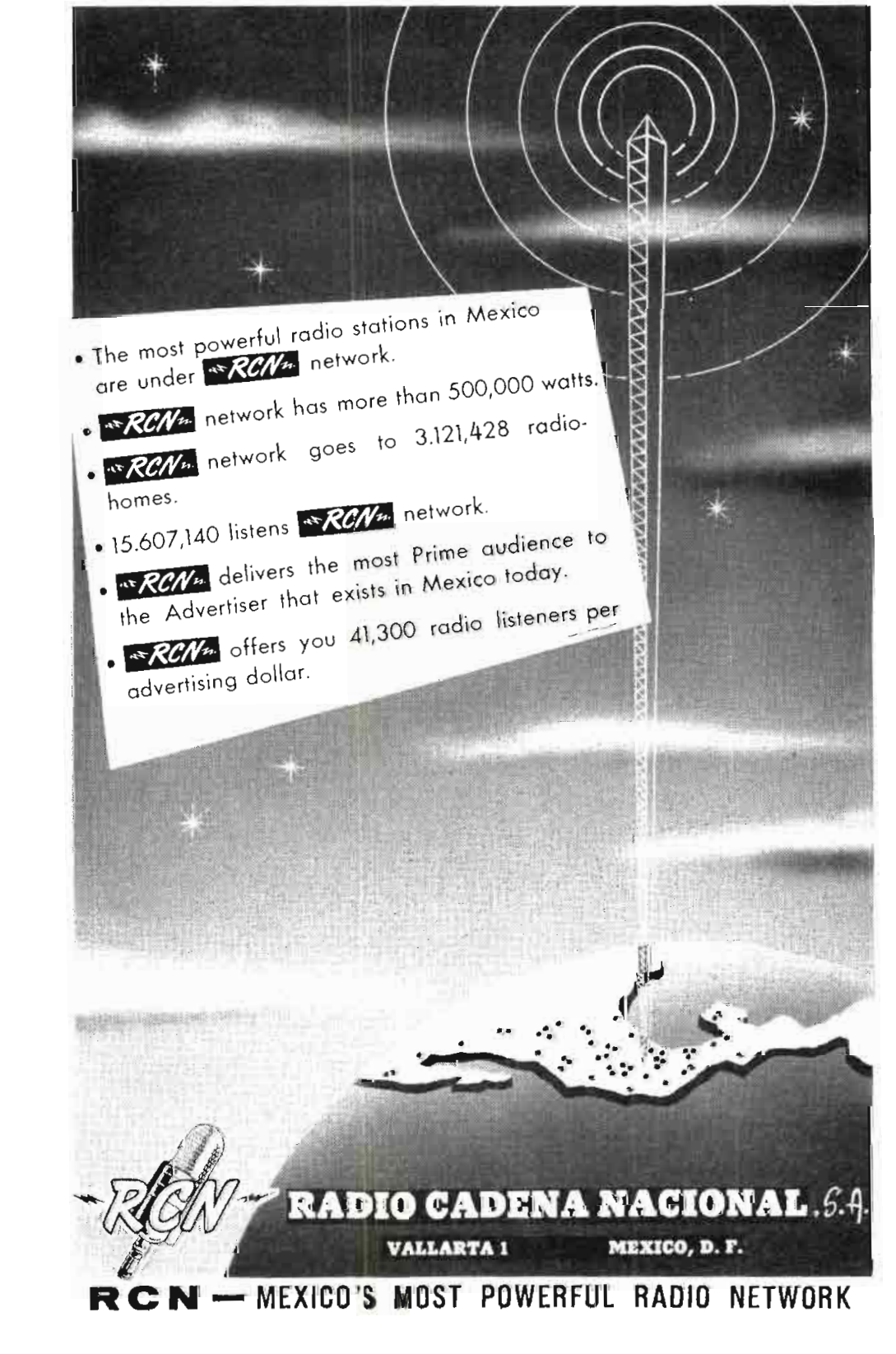
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**AM STATIONS OF MEXICO, CUBA,
HAITI, DOMINICAN REPUBLIC,
BAHAMAS AND JAMAICA**

**INTERNATIONAL BROADCAST
STATIONS OF U. S. AND CANADA**

**RADIO PROGRAMAS
de MEXICO, S.A.**

**RADIO CADENA NACIONAL, S.A.
MEMBER STATIONS**

1957

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- The most powerful radio stations in Mexico are under **RCN** network.
 - **RCN** network has more than 500,000 watts.
 - **RCN** network goes to 3,121,428 radio-homes.
 - 15,607,140 listens **RCN** network.
 - **RCN** delivers the most Prime audience to the Advertiser that exists in Mexico today.
 - **RCN** offers you 41,300 radio listeners per advertising dollar.



RADIO CADENA NACIONAL S.A.

VALLARTA 1

MEXICO, D. F.

RCN — MEXICO'S MOST POWERFUL RADIO NETWORK

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEYI	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	770	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver.	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuma, Coah.	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam.	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax.	XECA	1480	
Ciudad, Lerdo	XENO	960	
Ciudad Lerdo, Dur.	XEGZ	790	
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 Cliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepec, Ver.	(New)	700	
Coatzacoalcos, Ver.	XEGB	840	



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
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	580	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culican, Sin.		920	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	860	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.	XEPM	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.	XEGL	1280	Quirino Franciseo Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso 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	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	800	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vida
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	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEJJ	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
Lagos de Moreno	XEIQ	1110	
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	1200	
Leon, Gto.	XEKX	1270	
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	(New)	650	
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	1310	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 Emisora de Occidente
Mazatlan, Sin.	XEDC	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.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XENP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Valeggi Esparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XENK	620	Grat. Brig. P.A.F. Prad 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 Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Ouers de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
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 Taranaya, 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 Pregonero del Norte
Monterrey, N.L.	(New)	690	
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	1010	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	
Nogales	XEXW	1300	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carbanza
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	930	
Oaxaca, Oax.	(New)	570	
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	650	Sucrs de Francisco Campos II.

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Pachuca, Hgo.	XETK	1420	
Pachuca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Patzcuaro, Mich.	(New)	600	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEFO	1480	
Progreso, Yuc.	XEGO	620	
Progreso, Yuc.	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	(New)	650	
Queretaro, Qro.	XEJX	1250	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	
Rio Verde, S.L.P.	(New)	660	
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, S.L.P.	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 Potosi, S.L.P.	(New)	750	
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 Barbara, Chih.	(New)	820	
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago Ixcuintla, Hay.	XEEF	620	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	



STATIONS OF MEXICO



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Teapa, Tab.	XEUI	1320	
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	XETS	630	Napolcan Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaimc Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax.	XEDS	600	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepic, Nay.	XEEF	620	
Tepic, Nay.	(New)	820	
Teziutlan, Pue.	XEFJ	1330	
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	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferro
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonalá, Jal.	XEHJ	760	
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 Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S A
Villahermosa, Tab.	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zamora, Mich.	XEQL	860	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	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.	(New)	880	
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



Location	Call Letters	Frequency	Owner
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Aufran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	
Bayamo	CMDE	1260	
Caibaguan	CMHY	1590	
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.
Camaguey	CMJJ	540	
Camaguey	OMJN	960	
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	CMJZ	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Ciego de Avila	CMJM	840	
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHN	680	
Cienfuegos	CMHF	1040	
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Colon	CMGU	1340	
Colon	CMGM	1440	
Cruces	CMHK	1210	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guantanamo	CMKA	1250	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1130	Luis Coronado Estrada
Guantanamo	CMKI	1400	Union Radio S.A.
Guantanamo	CMKS	900	Candido S. von Suarez
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	890	Andres Martinez
Havana	CMBX	1390	*Alberto Alvarez Ferrera
Havana	CMBG	1360	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMBK	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	CMCG	1420	
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	CMCY	550	

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	CMBE		690	
Havana	CMCD		760	La Voz del Aire
Havana	CMCA		730	Radio Publicidad Tropico S.A.
Havana	CMW		590	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	CMBD		1520	
Holguin	CMDL		1150	
Holguin	CMKJ		600	
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	Cirento CMQ S.A.
Holguin	CMKP		670	Satellite CMBC Havana
Holguin	CMKM		560	Union Radio S.A.
Jobellanos	CMGN		960	
Matanzas	CMGF		930	Manuel Dominguez Motolongo
Manzanillo	CMDF		1590	
Matanzas	CMGW		1100	Ramon A. de Zayas Lopez
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		1450	Maria Dominguez Dousseu
Pinar del Rio	CMAF		680	
Pinar del Rio	CMAN		840	
Pinar del Rio	CMAB		740	Simcon Ferro Martinez
Pinar del Rio	CMAL		1340	Radioccidenta S.A.
Pinar del Rio	CMAQ		920	Cirquito CMQ S.A.
Pinar del Rio	CMAW		800	Pedro Redondo Fernandez
Puerto Padre	CMKY		1350	Pedro Zacca Cheda
Sagua la Grande	CMHO		1310	
Sagua La Grande	CMHR		1570	
San Cristobal	CMAC		1030	
Sancti Spiritus	CMHT		990	Juan B. Sanfana Padron
Sancti Spiritus	CMHB		780	Union Radio S.A.
San Luis	CMKQ		1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB		680	Synchronized with CMBC Camaguey
Santiago de Cuba	CMKN		930	
Santiago de Cuba	CMKC		770	Radio Orientale S.A.
Santiago de Cuba	CMKL		800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU		850	Cirquito CMQ S.A.
Santiago de Cuba	CMKW		1000	Reloj Del Aire S.A.
Santiago de Cuba	CMDZ		1120	
Santiago de Cuba	CMKR		1090	Jaime Nadal
Santiago de Cuba	CMKB		1170	Union Radio S.A.
Sagua la Grande	CMHA		1280	Justimiano Valdes Aguano
Santiago de Cuba	CMDA		1320	
Santa Clara	CMHQ		640	Cirquito CMQ S.A.
Santa Clara	CMHW		810	
Santa Clara	CMHZ		970	
Santa Clara	CHMM		1130	
Santa Clara	CMHG		670	Synchronized with Camaguey
Santa Clara	CMHD		890	Union Radio S.A.
Santa Clara	CMHC		1410	
Sancti Spiritus	CMHL		1450	
Sancti Spiritus	CMHP		1250	
Victoria de las Tunas	CMKG		1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ		840	
Victoria de las Tunas	CMGE		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
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad 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.

Main Office: Vallarta #1
 Mexico 4, D. F.-Mexico
 P. O. Box 7892
 Cable: RCN — Phone: 46-96-48
 Monterrey Office: Edif. Alanis Tamez 509
 Padre Mier y Cap. E. Carranza
 Monterrey, N. L., Mexico

— PERSONNEL —

President and General Manager	Rafael Cutberto Navarro
Treasurer	Juan Manuel Romero
Sales Manager	Luis Gurza Villarreal
Office Manager	Carlos Gonzales Flores
Traffic Dept.	Enrique Bernal Servin
Publicity Dept.	Manuel Merodio

RADIO PROGRAMAS DE MEXICO, S. A.

Institucion Mexicana de Radio
 General Offices: Bucareli 109
 Phones:
 General Offices: 36-29-01 — 12-65-44 — 13-91-14
 P. O. Box 1324
 Mexico City, Mexico

— PERSONNEL —

President & General Manager	Clemente Serna Martinez
Vice President	Antonio Eufrazio Ontiveros
Vice President	Horacio Niño Medina
Vice President	Dr. Luis de la Rosa
Manager	Javier Salcido
Sales Executive	Lic. Jose Sanchez Navarro
Audio and Recording Supervisor	Ing. Enrique Dorsh Garcia
Asst. to Pres., Gen. Manager	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.	XEMH	1490
Acuna, Coah.	XERF	1570	Merida, Yuc.	XEZ	600
Aguascalientes, Ags. ...	XERO	1490	Mexicali, B.C.	XECL	990
Agua Prieta, Son. . .	XEFH	1310	Mexico, D. F.	XERCN	1110
Agua Prieta, Son.	XEAQ	1490	Miguel Aleman, Tamps.	XEHI	1470
Cd. Juarez, Chih.	XEJ	970	Monterrey, N. L.	XET	990
Cd. Juarez, Chih.	XEFV	1240	Monterrey, N. L.	XEH	1420
Cd. Juarez, Chih.	XEWG	1490	Monterrey, N. L.	XEJM	1450
Cd. Obregon, Son.	XEDB	1340	Monterrey, N. L.	XEG	1050
Cd. Obregon, Son.	XEAP	1290	Morelia, Mich.	XESP	1300
Cd. Victoria, Tamps. ...	XEHP	580	Nogales, Son.	XECO	1240
Coatzacoalcos, Ver. . .	XEGB	840	Nvo. Laredo, Tamps. .	XEDF	960
Cordoba, Ver.	XEDZ	580	Nvo. Laredo, Tamps. .	XERG	1090
Culiacan, Sin.	XECQ	1300	Nva. Rosita, Coah. ...	XENR	980
Chihuahua, Chih.	XEBU	620	Oaxaca, Oax.	XEOA	570
Chihuahua, Chih.	XEM	1390	Pachuca, Hgo.	XEPK	1420
Delicias, Chih.	XEBN	1240	Parral, Chih.	XEJS	1150
Durango, Dgo.	XEDU	860	Puebla, Pue.	XECD	1170
Durango, Dgo.	XEND	1470	Reynosa, Tamps. . .	XEOR	1390
Ensenada, B. C.	XEDX	1010	Saltillo, Coah.	XEKS	1330
El Mante, Tampa . . .	XECM	1450	San Luis Potosi, S.L.P.	XEPO	1310
Guadalajara, Jal. . .	XEHL	1010	Sta. Ana, Son.	XEAB	1400
Guadalajara, Jal. . .	XEBA	840	Tampico, Tamps. . .	XEFW	810
Guadalajara, Jal. . .	XEAD	1150	Tampico, Tamps. . .	XETO	1370
Guaymas, Son.	XEBQ	1240	Tecate, B. C.	XEKT	1380
Hermosillo, Son.	XEDL	1250	Tecuala, Nay.	XETD	1450
Iguala, Gro.	XEKF	1360	Tepic, Nay.	XEXT	980
Jalapa, Ver.	XEJJ	1550	Tijuana, B. C.	XEBG	1550
Jimenez, Chih.	XEJZ	1320	Toluca, Mex.	XECH	1490
Leon, Gto.	XELG	680	Torreon, Coah.	XEBP	1310
Leon, Gto.	XERZ	1240	Torreon, Coah.	XETJ	760
Los Mochis, Sin.	XECU	1470	Tuxtla Gutierrez, Chis	XEUE	1360
Manzanillo, Col. . . .	XECS	1400	Valles, S. L. P.	XECV	1260
Matamoros, Tamps. . .	XEO	970	Veracruz, Ver. . . .	XEHV	1310
Matamoros, Tamps. . .	XEMT	1340	Zacatecas, Zac.	XEXZ	1150
Matehuala, S.L.P. . . .	XEFF	1490			
Mazatlan, Sin.	XERJ	1320			

INTERNATIONAL STATIONS

In The United States and Canada

Station Operator and Location	Call Letters	Power
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBB-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Mason, Ohio.	WLWO-1	200 kw.
	-2	200 kw.
	-3	200 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
*General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
†General Electric Company, Belmont, Calif.	KGEI-1	50 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WBOU-1	100 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	50 kw.
	-5	50 kw.
	-6	50 kw.

*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used exclusively for Voice of America broadcasts.

CANADIAN SHORTWAVE STATIONS

Licensee and Location	Call Letters	Power in Watts
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
Canadian Broadcasting Corp., St. John's, Nfld.	CBNX	300
Canadian Broadcasting Corp., Vancouver, B. C.	CBUX	500

REGIONAL NETWORKS AND GROUP STATION OPERATIONS

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

V. P. West Div. Earl Hudson
Sales Manager Vince Francis
Pgm. Mgr. English Smith

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSEW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KGW-TV, Portland Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTU, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLRJ-TV, Las Vegas, Nev.; KZTV, Reno, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska.

Air Trails Network

121 N. Main St., Dayton 2, Ohio
Phone: Hemlock 3773

President Charles Sawyer
Gen. Mgr. J. P. Williams
WING, Dayton, WCOL-FM-AM, Columbus
WIZE Springfield, all Ohio; WKLO, Louisville, Ky.

Alabama Community Network

Station WAVU, Albertville, Ala.

General Manager Pat M. Courlington

STATIONS

WCRL, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

Alabama Key Market Network

P. O. Box 234, Florence, Ala.

Manager Richard B. Biddle

STATIONS

WILD, Birmingham; WABB, Mobile; WAPX, Montgomery; WGAD, Gadsden; WOWL, Muscle Shoals (Florence); WTBC, Tuscaloosa; WBHP, Huntsville; WAGF, Dothan; WHMA, Anniston; WHBB, Selma; WHOS, Decatur; WMLS, Sylacauga; WCTA, Andalusia; WRFS, Alexander City; WPNX, Columbus (Ga.); WAVU, Albertville; WJMW, Athens; WATM, Atmore; WAUD, Auburn; WEBJ, Brewton;

WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WXAL, Demopolis; WIRB, Enterprise; WULA, Eufala; WWWW, Fayette; WHEP, Foley; WZOB, Fort Payne; WGEA, Geneva; WGVV, Greenville; WSGV, Guntersville; WJBB, Haleyville; WEHR, Hamilton; WPBB, Jackson; WWWB, Jasper; WRLD, Lanett; WJAM, Marion; WMFC, Monroeville; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZK, Ozark; WPID, Piedmont; WELR, Roanoke; WWWR, Russellville; WCRL, Scottsboro; WHTB, Talladega; WILS, Tallahassee; WTBF, Troy; WTUS, Tuskegee; WETU, Wetumpka; WLAQ, Rome (Ga.); WTUP, Tupelo; (Miss.)

Alaska Broadcasting System

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.

All Islands Radio Network

Station KGU, Honolulu, Hawaii

Manager William O. Paine

STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KIPA, Hilo.

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr. Richard O. Lewis
Commercial Manager E. W. Harvey

BRANCH OFFICES

Box 2091, Tucson, Ariz.

Phone: Main 3-2555

President Clinton McKinnon
Box 548, Clifton, Ariz.

Phone: University 4-4114

General Manager Paul Merrill
Station KCLS, Flagstaff, Ariz.

Phone: 946

Pres., Gen. Mgr. Chas. Saunders
 E. Gurley St., Prescott, Ariz.
 Phone: 244

Pres., Gen. Mgr. Harold Ritter
 Box 373, Winslow, Ariz.
 Phone: 1010

Gen. Mgr. O. E. Whelan
 1901 First St., Yuma, Ariz
 Phone: 3-3305

Gen. Mgr. Roy Jorgenson

STATIONS
 KVOA, Tucson; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

Arizona Network

c/o Station KOY, Phoenix, Ariz.
 Executive Officers. John L. Hogg, Koy;
 Lee Little, KTUC; Arlo Woolery, KSUN; William Lindsey, KYMA; Ed Whelan, KVNA; Chuck Mizner, KYNC; Ed Williams, KAWT.

STATIONS
 KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas.

Arkansas Network

1001 Spring St., Little Rock, Ark.
 General Manager. T. K. Barton
 Commercial Mgr. Ernest Howard

STATIONS
 Comprising KARK, Little Rock, and all other stations in Arkansas.

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.
 Manager. Waller C. Bridges

STATIONS
 WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

Blue Ridge Network

c/o WBAW, Seneca, S. C.
 National Rep. Hil F. Best

STATIONS
 WBAW, WSNW, Seneca; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

Booth Michigan Group

700 Buhl Bldg., Detroit, Michigan
 President. John L. Booth

STATIONS
 WBBC, Flint; WSGW, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend, and WIOU, Kokomo, both Ind.

Gene Antry Stations

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, all Arizona; KMPC Los Angeles; KSFO, San Francisco.

Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.
 Phone: Kenmore 6-0854
 President James Muzley

Manager. J. J. Manning
 Program Director. E. P. Gieringer
 Mdsing, Director F. P. Russell

STATIONS

"Ken & Carolyn's Kitchen" Pgm.
 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.

"The Marjorie Mills Hour" Pgm.
 WVDA, Boston, Mass.; WAAB, Worcester, Mass.; WCSH, Portland, Maine; WLBZ, Bangor, Maine; WJAR, Providence, R. I.; WTIC, Hartford, Conn.

NATIONAL REPRESENTATIVE
 Weed & Company

Kenyon Brown Stations

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGLC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.
 Phone: 2700
PERSONNEL

Pres., Gen. Mgr. Les Biederman

STATIONS
 WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.
 Phone: TH 3-9600

Cactus State Network

President Jack Hawkins
 National Rep. Hil F. Best Co.

STATIONS
 KIUN, Pecos; KRIG, Odessa; KCMR, Mc Camey; KVLV, Alpine, all Tex.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
 Phone: TH 3-9600

Manager. Milton L. Levy
 Radio Dir. Bill Adams
 KFI, Los Angeles; KGO, San Francisco; KFBK, Sacramento; KMJ, Fresno; KGDM, Stockton; KMOD, Modesto; KERN, Bakersfield; KHUB, Watsonville; XKO, El Centro.

California Northern Group

c/o Station KSYC, Yreka, Calif.
 Manager D. M. Comstock

STATIONS
 KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; KRDG, Redding.

California Radio Network

3401 Russell St., Riverside, Calif.
 Phone: Overland 6-0260
 Gen. Mgr. Dale R. Peterson

STATIONS
 KPRO Riverside; KREO Indio; KYOR Blythe; KROP Brawley, all Calif.

California Rural Network

111 N. LaCienega Blvd., Beverly Hills, Calif.
Exec. in Charge.....Arthur W. Chipman
STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Fort Bragg; KOCS, Ontario; KMOR, Oroville; KAFP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.
General Manager.....Russell W. Holcomb
STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

Columbia New England

c/o WEEL, Boston, Mass.
National Rep.....CBS Radio Spot Sales
STATIONS

WEEL, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRG, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WENE, Keene; WFEA, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

Colorado Network

P. O. Box 279, Montrose, Colo.
Phone: 599

Pres., Gen. Mgr.....George O. Cory
Treasurer.....Kenneth J. Stone
Network Director.....Douglas J. Taylor
Sales Manager.....Bob Fehr
Sales Coordinator.....Shulom Kurtz

SALES OFFICE

1022 Midland Savings Bldg., Denver 2, Colo.
Phone: TAbor 5-2291

STATIONS

KRAL, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KVOD, Denver, Colo.

CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: WEBster 8-3000

General Manager.....Clark B. George
Manager.....Robert D. Wood
Business Manager.....Larry Lazarus
Prog. Director.....Donald M. Hine
Dir. Sls., Prom. & Pub.....Dean Linger
Dir. Ops. & Traf.....Donald Rosenquest

STATIONS

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTU, Colorado Springs, Colo.; KBOL, Boise, Idaho; KOOK-TV, Billings, Mont.; KLAS, Las Vegas, Nevada; KOLO-TV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KXYL-TV, Spokane, Wash.; KTNT-TV, Seattle-Tacoma, Wash.; KIMA-TV,

Yakima, Wash.; KFBC, Cheyenne, Wyoming; KTVA, 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; KVOStV, Bellingham, Wash.; KREX-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.; KINY-TV, Juneau, Alaska; KBAB-TV, Bakersfield, Calif.; KGEZ-TV, Kalispell, Mont.; KAVE-TV, Carlsbad, N. Mex.; KICA-TV, Clovis, N. Mex.; KOTI-TV, Klamath, Oreg.; KUAM, Guam.

Columbia Pacific Radio Network

6121 Sunset Blvd., Hollywood 28, California
Phone: Hollywood 9-1212

Manager.....Bert S. West
Commercial Mgr.....Donald M. Ross
Sales Promotion Mgr.....John Asher
Program Director.....Robert P. Sutton
Chief Engineer.....Ted Denton
Director of Operations.....Maurie 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. Gordon F. Hayes, Gen. 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. Thomas H. Peterson, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212. Jack Woolley, Sales Mgr.; 805 Peachtree St. Atlanta, Ga., EL 0727. George Swearengen, 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.

The Connecticut State Network

440 Meadow St., Waterbury, Conn.
Phone: Plaza 5-1121

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; WNBAB, Bridgeport; WICH, Norwich; WNLC, New London.

James M. Cox Stations

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

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: FEderal 8-5689

President..... H. W. Linder

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, Hattiesburg, Miss. Hattiesburg, Miss. Phone: JUniper 3-1741

President, Gen. Mgr..... Charles W. Holt
Commercial Mgr..... Robert N. Robinson
Program Director..... Bill Slaton
Sales Prom. Mgr..... Connie Holt
Publicity Dir..... Sonny Morgan
Chief Engineer..... Charles Sharpling

STATIONS

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WARB, Covington, La.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn. Phone: 7-9611

President..... A. B. Robinson
V. P., Gen. Mgr..... Jack Cecil
V. P., Chief Engineer..... James Thomas
WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.; WDXE Lawrenceburg, Tenn.; WDXL Lexington, Tenn.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif. Phone: HOLlywood 2-2133

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..... Bill 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 Rich-

ards, V. P., Eastern Sales Mgr., Phone: OX 7-3120; National Reprs., H-R Representatives; New York, Chicago, San Francisco.

STATIONS

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; EXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Idaho; 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; KFJI, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Alberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUL, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.; KRDG, Redding, Calif.

ADDITIONAL GROUPS AVAILABLE:

KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KVNA, 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.

National Representative

H-R Reprs. N. Y. C., Chicago, San Francisco, Atlanta, Houston, Dallas, New Orleans.

Vic Diehl Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

Downeast Network

c/o WABI, Bangor, Maine
National Rep..... George P. Hollingbery Co.

STATIONS

WABI, Bangor; WIDE, Biddeford; WPOR, Portland, Maine.

DuMont Broadcasting Corp.

205 E. 67 St., N. Y., N. Y. Phone: LE 5-1000

President..... Bernard L. Goodwin
Vice President..... Ted Cott
V.P., WABD Sales..... Bennet Korn
Treasurer..... Paul Raibourn
Asst. Treas..... R. L. Geismay
Secretary..... Arthur Israel
Chief Engineer..... William D. Kelly
Gen. Counsel, Asst. Sec'y..... Robert Dreyer

Directors: Dr. Allen B. DuMont, Paul Raibourn, Barney Balaban, Armand Erpt, Dr. Thomas T. Goldsmith, Jr., 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 Coast Network

c/o WCDJ, Edonton, North Carolina
National Rep.....Interstate United Newspapers, Inc.

STATIONS

WCDJ, Edonton; WMBL, Moorehead City; WOOW, New Bern; WTAB, Tabor City; WHED, Washington, N. C.

East Texas Network

205 Austin St., Center, Tex.

Phone: LYric 8-3305

Pres., Gen. Mgr.....Tom E. Foster
KRBA Lufkin; KDET Center; KSIJ Glade-water; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KMHT Marshall; KOGT, Orange, all Texas.

Farm & Home Radio

Station KMMJ, Grand Island, Nebr.

PresidentDon Searle

STATIONS

KIOA, Des Moines; KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

John E. Fetzer Stations

124 W. Michigan Ave., Kalamazoo, Mich.

Phone: FI 5-2101

President.....John E. Fetzer
Vice President.....Carl E. Lee
WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM Grand Rapids; WMBD AM Peoria Ill.

Flambeau Network

Station WLDY, Ladysmith, Wis.

President.....Charles H. Nelson
Secy.-Treas.Harold R. Murphy

STATIONS

WLDY, Ladysmith; WIGM, Medford; WPPF, Park Falls; WCHF, Chippewa Falls, Wis.

Florida Select List

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WTVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

Friendly Group

428 Market St., Steubenville, Ohio

Phone: ATLantic 2-6265

Managing Director.....John J. Laux
National Sales Mgr.....Rod Gibson
Sales Prom. Mgr.....William McClinton

STATIONS

WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBMS, Boston, Mass.

Awaiting FCC Approval: KSWM-AM-FM-TV, Joplin, Mo.; WPAR-AM-FM, Parkersburg, W. Va.; WBLK, Clarksburg, W. Va.

Theodore R. Gamble Stations

140 S.W. Columbia, Portland, Ore.

Phone: CA 8-3333

President.....Ted R. Gamble
Managing Dir., Comm. Mgr..Harry Buckendahl
Program Dir.....Willard A. Mears
Publicity Director.....Robert McGill
Chief Engineer.....Louis S. Bookwalter
KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

Gannett Stations

40 Franklin St., Rochester, New York

Phone: BAKer 5-6740

Exec. Vice-PresidentPaul Miller
Gen. Business Mgr.....L. N. Bitner
Managing Dir., Radio Group..C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y. . .

Withers Gavin Stations

Threefoot Building, Meridian, Miss.

Phone: 2-7714

Pres. & Man.....Withers Gavin

STATIONS

WCOC-AM-TV, Meridian, Miss.; WJQS, Jackson, Miss.

Georgia Assn. of Local Stations

Box 66, Atlanta, Ga.

Sales Director.....Tom Carr

STATIONS

Comprises 29 Georgia radio stations.

Georgia Major Market Trio

c/o WAGA, Atlanta, Ga.

National Rep.....The Katz Agency, Inc.

STATIONS

WAGA, Atlanta; WTOG, Savannah; WMAZ, Macon.

Granite State Network

155 Front St., Manchester, N. H.

Phone: NAional 4-4077

Treasurer.....William Rust, Jr.
Gen. Manager.....Ralph Gottlieb
Comm. Mgr.....Jack King
Pgm. Director.....Wm. Morrissey
Chief Engineer.....Albert Davis

BRANCH OFFICES

419 Boylston St., Boston, Mass.

Phone: LI 2-6481

Exec. in Chg.....Harry Wheeler
477 Madison Ave., New York, N. Y.

Phone: PL 9-1810

Exec. in Chg.....Stephen Machcinski
Prudential Plaza, Chicago Ill.

Phone: MI 2-6190

Exec. in Chg. William Reilly
317 N. 11th St., St. Louis, Mo.
Phone: MA 1-15020

Exec. in Chg. Jack Hetherington
6331 Hollywood Blvd., Los Angeles, Calif.

Exec. in Chg. William Wallace
593 Market St., San Francisco, Calif.

STATIONS

WKBR Manchester; WTSV, Claremont; and
WTSL, Hanover; WTSN, Dover; WMOU, Ber-
lin; WJWC, Conway, all in New Hampshire.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 3584

PERSONNEL

Sec. Treas. M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM,
Minot, N. D.; KVOC, Valley City, N. D.; KDLR,
Devils Lake, N. D.; KGCX, Sidney, Mont-Will-
ston, N. D.; KNOX, Grand Forks, N. D.; KGDE,
Fergus Falls, Minn.; KEYJ, Jamestown.

Great Plains Trio

c/o KDAV, Lubbock, Tex.

National Rep. Broadcast Times Sales

STATIONS

KDAV, Lubbock; KPEP, San Angelo; KZIP,
Amarillo, Tex.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
Phone: DA 2-5681

President G. Bennett Larson
Comm. Mgr. Chet Kreidler

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho;
KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho;
KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great
Falls, Mont.; KXLL, Missoula, Mont.; KXLQ,
Bozeman, Mont.; KOOK, Billings, Mont.; ZLG,
Denver, Col.; KOB, Albuquerque; KLGW,
Logan, Utah; KVSL, Vernal, Utah; KLAS, Las
Vegas; KELY, Ely, Nev.; KREX, Grand Junc-
tion, Colo.

NATIONAL REPRESENTATIVES

Weed and Company

John T. Griffin Stations

STATIONS

KTVX TV Muskogee Okla.; KATV TV Pine
Bluff, Ark.; KWTW TV Oklahoma City; KTUL
Tulsa; KOMA Oklahoma City; KFPW AM FM
Fort Smith, Ark.

Hearst Stations

959 Eighth Ave., New York 19, N. Y.
Phone: Circle 5-7667

V.P., Exec. Dir. Charles McCabe
V.P., Gen. Mgr. D. L. Provost
WBAL AM TV Baltimore; WISN AM TV Mil-
waukee; WCAE Pittsburgh.

Imperial Broadcasting

(Formerly owned by B'casting Corp. of Am. &
Calif. Radio Net)

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 2-6464

Pres., Gen. Mgr. Frank K. Danzig
V.P., Gen. Sls. Mgr. A. Bartlett Ross, Jr.
Office Mgr. Elaine Metzger
Chief Engineer. James Gardner

STATIONS

KPRO, Riverside; KREO, Indio; KROP, Braw-
ley; KYOR, Blythe, Calif.

Indianhead Network

c/o WJMS, Ironwood, Mich.

National Rep. Hil F. Best Co.

STATIONS

WJMS, Ironwood; WIKB, Iron River, Mich.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: Empire 4-3561

President Lynn L. Meyer
Exec. 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

Vice Pres. Kenneth E. Palmer

STATIONS

KGHF, Pueblo, Colo.; KBMY, Billings, Mont.;
KCPR, Butte, Mont.; KCAP, Helena, Mont.;
KOM, Havre, Mont.; KMON, Great Falls,
Mont.; KXLO, Lewiston, Mont.; KPRK, Living-
ston, Mont.; KATL, Miles City, Mont.; KIYL,
Shelby, Mont.; KNEB, Scottsbluff, Neb.; KORK,
Las Vegas, Nev.; KELK, Elko, Nev.; KFXD,
Nampa, Idaho; KIFI, Idaho Falls, Idaho;
KWIK, Pocatello, Idaho; KLIX, Twin Falls, Ida-
ho; 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.; KQRS, Rock
Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM,
Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ,
Kaliispell, Mont.; KVEL, Vernal, Utah; KBAR,
Burlingame, Idaho; KOWB, Laramie, Wyoming;
KIMN, Denver, Colorado; KBNZ, La Junta,
Colorado; KCRT, Trinidad, Colorado; KFKA,
Greeley, Colo.; KRNL, Canon City, Colo.;
KEXO, Grand Junction, Colo.; KLMR, Lamar,
Colo.; KVRH, Salida, Colo.; KGIW, Alamosa,
Colo.; KBTK, Missoula, Mont.; KSID, Sidney,
Neb.; KSCV, Richfield, Utah; KRAL, Rawlins,
Wyo.; KWRL, Riverton, Wyo.; KGOS, Torrington,
Wyo.; KWOR, Worland Wyo.; KRTR,
Thermopolis, Wyo.

Jefferson Standard Life Insurance Co. Stations

1 Jefferson Pl., Charlotte, N. C.
Phone: EDison 3-8833

President Joseph M. Bryan
Exec. V.P., Gen. Mgr. Charles Crutchfield

STATIONS

WBT, WBTW Charlotte, N. C.; WBTW (TV)
Florence, S. C.; WBIG Greenboro, N. C.;
WFMY TV, Greensboro, N. C.

Knorr Broadcasting Group

Station WKMh, Detroit, Mich.
 General Sales Mgr. George Millar

STATIONS

WKMh, Detroit; WSAM, Saginaw; WKHM,
 Jackson; WKMF, Flint, Mich.

**Harry Willard Linder
 Stations**

KLGR Redwood Falls, KMHL Marshall,
 KWLM Willmar, KDMA Montevideo, KTOE
 Mankato, all Minnesota.

Lobster Network

223 Lisbon Street, Lewiston, Maine
 Phone: 2-7650

Director Faust Couture

STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU,
 Augusta; WRUM, Rumford; WGHM, Skow-
 hegan; WGUY, Bangor; WFST, Caribou, all
 Maine.

Long Radio Enterprises

P. O. Box 1391, Bay City, Mich.

Managing Director J. G. Long

STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW,
 Texas City, Tex.

Maine Broadcasting System

157 High St., Portland 3, Me.
 Phone: SPruce 2-0181

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

28 W. 44th St., New York 36, N. Y.

KORC Mineral Wells, Tex.; KTVW (TV)
 Tacoma, Wash.; WINS New York; KELA Cen-
 tralia, Wash.; KALE Richland, Wash.; KYA
 San Francisco, KONA (TV) Honolulu; KTVR,
 Denver; KONA, Honolulu; KDAY, Santa
 Monica, Calif.; KPOA, Honolulu; WTAC, Flint,
 Mich.; WFBL, Syracuse, N. Y.

McClatchey Beeline Stations

21st & Q. Sacramento, Calif.

KFBK AM FM Sacramento, KMJ AM FM
 Fresno, KERN AM FM, Bakersfield, KBEE AM
 FM Modesto, KOH Reno.

Meredith Station Group

17th & Locust Sts., Des Moines, Iowa
 Phone: ATLantic 8-8511

President Fred Bohlen
 Vice Pres. E. T. Meredith
 Treas., Radio-TV Dir. Payson Hall

Asst. Dir. Radio-TV C. A. Larson
 KCMO AM FM TV Kansas City, KPHO
 AM TV Phoenix, Ariz., WOW AM TV
 Omaha, WHEN AM TV Syracuse.

The Storz Stations

800 Kilpatrick Bldg., Omaha 3, Nebr.
 Phone: ATLantic 2228

President Todd Storz
 V.P., Dir., Engineering Dale Moudy

Branch Offices

Builders Exchange Bldg., Minneapolis, Minn.
 Phone: FEderal 5-2271

Gen. Mgr. Stephen Labunski
 Pickwick Hotel Bldg., Kansas City, Mo.

Phone: BALtimore 1-8300

V.P., Gen. Mgr. George Armstrong
 624 Canal St., New Orleans, La.

Phone: MAGnolia 3562

V.P., G.M. Fred Berthelson
 Du Pont Bldg., Miami, Fla.

Phone: FRanklin 4-6121

Gen. Mgr. Jack Sandler

STATIONS

KOWH, Omaha, Nebr.; WDGY, Minneapolis,
 Minn.; WHB, Kansas City, Mo.; WTIX, New
 Orleans, La.; WQAM, Miami, Fla.

**Midnight Sun Broadcasting
 Co.**

c/o KFAR, Fairbanks, Alaska

Comprises KFAR, Fairbanks; KENI, Anchor-
 age; KJNO, Juneau; KABI, Ketchikan, all
 Alaska.

The Mid-South Network

WCBL, Columbus, Mississippi
 Phone: Fairfax 8-7271

General Manager Bob McRaney

STATIONS

WCBL, Columbus; WELO, Tupelo; WMOX-
 Meridian; WROX, Clarksdale; WNAG, Gren-
 ada; WROB, West Point; WAMY, Amory, all
 Mississippi.

**Miracle Valley Radio
 Network**

Station WETZ, New Martinsville, W. Va.
 Executive John T. Taylor

STATIONS

WMOD, Moundsville; WETZ, New Martins-
 ville; WCEF, Parkersburg, all W. Va.

Mooney Belt Group

Station WBET, Brockton, Mass.
 National Rep. Walker Rep. Co.

STATIONS

WBET, Brockton; WPEP, Taunton; WARA,
 Attleboro; WPLM, Plymouth, Mass.

**Montana Metropolitan
 Markets Group**

146 S. Main St., Salt Lake City, Utah
 Sales Manager Lynn L. Meyer

STATIONS

KBMY, Billings; KMON, Great Falls; KOPR,
 Butte, Mont.

NBC Western Network

c/o KGEE, Bakersfield, Calif.
 Vice Pres., Western Div., NBC, John K. West
STATIONS

Pacific Coast Group:
 KGEE, Bakersfield; KUGN, Eugene; KMJ, Fresno; KFI, Los Angeles; KMED, Medford; KGW, Portland; KOH, Reno; KCRA, Sacramento; KFSD, San Diego; KNBC, San Francisco; KIST, Santa Barbara; KOMO, Seattle; KHQ, Spokane; KIT, Yakima, Arizona Group; KWJB, Globe; KTAR, Phoenix; KYCA, Prescott; KGLU, Safford; KVOA, Tucson; KYUM, Yuma. Mountain Group: KOB Albuquerque; KSWs, Roswell; KOA, Denver; KTSM, El Paso; KDYL, Salt Lake City; KORK, Las Vegas; KGHL, Billings; KIDO, Boise; KXLF, Butte; KXLQ, Bozeman; KXLK, Great Falls; KXLJ, Telena; KXLL, Missoula; KSEI, Pocatello; KTFI, Twin Falls.

National Negro Network, Inc.

President, Gen. Mgr., Leonard Evans
STATIONS

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHL, Little Rock, Ark.; KWKW, Pasadena; KSAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBs, Jacksonville; WMBM, Miami Beach; WEBK, Tampa, Fla.; WERD, Atlanta; WAUG, Augusta; WPNX, Columbus; WJIV, Savannah, Ga.; WGES, Chicago; WLOU, Louisville, Ky.; WMRY, New Orleans; KENT, Shreveport; WSID, Baltimore; WBMS, Boston; WJLB, Detroit; WRBC, Jackson, Miss.; KPRS, Kansas City; KATZ, St. Louis, Mo.; WLIB, New York, N. Y.; WGIV, Charlotte; WAAA, Winston-Salem, N. C.; WCIN, Cincinnati; WJMO, Cleveland; KBYE, Oklahoma City; WHAT, Philadelphia; WILY, Pittsburgh; WPAL, Charleston; WCOS, Columbia; WESC, Greenville, S. C.; WMFS, Chattanooga; WIVK, Knoxville; WDIA, Memphis; WSOK, Nashville, Tenn.; KWBC, Dallas-Ft. Worth; KCOH, Houston; WRAP, Norfolk; WANT, Richmond, Va.

National Saturation Group

c/o Station WABC, New York, N. Y.
 National Rep., John Blair & Co.
STATIONS

WABC, New York City; WHDH, Boston, Mass.; WFIL, Philadelphia, Pa.; WTRY, Albany-Troy-Schenectady, N. Y.; WBNF, Binghamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFyr, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WBNS, Columbus, Ohio; KXOK, St. Louis, Mo.; KFH, Wichita, Kans.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WSM, Nashville, Tenn.; WAPL, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WJAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.;

KWFT, Wichita Falls, Tex.; KTRH, Houston, Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, Okla.; KIDO, Boise, Idaho; KFxm, San Bernardino, Calif.; KFRE, Fresno, Calif.; KOY, Phoenix, Ariz.; KGDM, Stockton, Calif.; KGW, Portland, Oreg.; KING, Seattle, Wash.; KGO, San Francisco.

Nevada Network

Station KORK, Las Vegas, Nev.
 Executive, Harry Huey
 National Rep., John E. Pearson Co.
STATIONS

KORK, Las Vegas; KOLO, Reno; KPTL, Carson City; KELY, Ely; KWNA, Winnemucca, Nev.

New England Regional Network

Station WTIC, Hartford, Conn.
 Operations Director, Paul W. Morency
STATIONS

WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.
 Phone: 3-7111
 WSyr AM TV Syracuse; WTPA Harrisburg, PA; KOIN AM TV Portland, Ore.; WABT, WAPL, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

New Jersey Network

Station WVNJ, Newark, N. J.
 National Rep., Broad Time Sales
STATIONS
 WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

North Country Stations

Concord Ave., St. Johnsbury, Vt.
 General Manager, E. Dean Finney
 Assistant Manager, Donald Thurston
STATIONS
 WTWN, St. Johnsbury; WIKE, Newport; WNIX, Springfield, Vt.
 c/o KFGO, Fargo, N. Dak.

North Dakota Radio Trio Network

National Rep., Gill-Perna, Inc.
STATIONS
 KFGO, Fargo; KGCU, Bismarck; KLPM, Minot, N. Dak.

Northern New England Network

Station WKNE, Keene, New Hampshire
 Executive, Frank B. Estes
 National Rep., Richard O'Connell
STATIONS
 WKNE, Keene; WGIR, Manchester; WWNH, Rochester, N. H.

OK Group

Headquarters: 505 Baronne St., New Orleans.
 President..... Jules J. Paglin
 V.P., Gen. Mgr..... Stanley Ray Jr.
 WBOK New Orleans; KYOK Houston;
 KAOK Lake Charles; WXOK Baton Rouge;
 WLOK, Memphis.

Oklahoma Big Five Network

Station KSWO, Lawton, Okla.
 President..... Leo R. Morris
 National Rep..... John E. Pearson Co.

STATIONS

KOCY, Oklahoma City; KFMJ, Tulsa; KCRC,
 Enid; KSWO, Lawton; KMUS, Muskogee;
 KSEO, Durant; KSIW, Woodward; KWHW,
 Altus; KNED, McAlester; WBBZ, Ponca 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.

Ozark Network

Station KICK, Springfield, Mo.

General Manager..... Richard Bradley

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO,
 Monett; KWPM, West Plains; KALM, Thayer;
 KLRB, Mountain Grove, KBHM, Branson, Mo.;
 KMDO, Fort Scott, Kans.

Personality Stations

WJLS Bldg., Beckley, W. Va.

President..... Joe L. Smith, Jr.

STATIONS

WKNA, Charleston; WJLS, Beckley; WKWK,
 Wheeling, W. Va.

John Poole Stations

6540 Sunset Blvd., Hollywood, Calif.
 KBIG Avalon, KBIF, Fresno, Calif.

Quality Radio Group

Headquarters: 630 Fifth Ave.,
 New York City.
 Phone: PL 1-0116

President..... Ward Quaal

Vice-President..... W. H. Summerville

Secretary-Treasurer..... William D. Wagner

KOB Albuquerque; WSB Atlanta; WBZ
 WBZA 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 An-
 tonio; KIRO Seattle; KVOO Tulsa (all stock-
 holder stations).

RKO Teleradio Pictures, Inc.

(General Teleradio Div.)

President..... Thomas F. O'Neil

Vice-Presidents..... J. Glen Taylor,
 Willet H. Brown, Gordon Gray, Robert A. S.
 Schmid, George N. Steffy, Norman S. Knight,
 Robert Leder, John B. Poor, Robert Manby.
 Secy., Gen. Auditor..... Patrick J. Winkler
 National Sales V.P..... Wendell B. Campbell

STATIONS

.. WNAC AM FM TV, Boston; KHJ AM FM TV,
 Los Angeles; KFRC San Francisco; WOR AM
 FM TV, New York; WHBQ AM TV Memphis;
 WEAT AM TV, West Palm Beach, Fla.; CKLW-
 TV, Detroit-Windsor. Also owns and operates
 Don Lee & Yankee MBS Networks.

Rhode Island Coastal Group

c/o WADK, Newport, R. I.

National Rep..... Walker Representation Co.

STATIONS

WADK, Newport; WERI, Westerly, R. I.

Rounsaville Radio Stations Network

3165 Mathieson Dr., N.E., Atlanta, Ga.

Phone: Cedar 3-2195

Pres., Gen. Mgr..... Robert W. Rounsaville

Commercial Mgr..... Lee R. Smith

Chief Engineer..... Paul Cram

BRANCH OFFICES

301 Beekman St., Cincinnati, Ohio

Phone: MU 1-7600

Station Mgr..... Ralph Johnson

2549 S. Third St., Louisville, Ky.

Phone: ME 7-3689

Station Mgr..... Art Selley

400 Davidson St., Nashville, Tenn.

Phone: CH 2-0489

Vice-President..... William Wagner

3165 Mathieson Dr., Atlanta, Ga.

Phone: CE 3-2195

Station Mgr..... John Fulton

1036 Mary St., Jacksonville, Fla.

Phone: EX 8-3411

Station Manager..... Carter Jones

Washington Blvd., Tampa, Fla.

Phone: TAmPa 4-1109

Station Mgr..... Joe Starr

McArthur Causeway, Miami Beach, Fla.

Station Mgr..... Arnold Kaufman

WQXL, WQXI-TV Atlanta, Ga.; WLOU,

WQXL-TV Louisville, Ky.; WCIN, WQXN-TV

Cincinnati, Ohio; WMBM Miami Beach, Fla.;

WIOK, Tampa, Fla.; WSOK, Nashville, Tenn.;

WOBS, Jacksonville, Fla.

Rural Radio Network

306 E. State St., Ithaca, N. Y.

Phone: 4-6357

PERSONNEL

Net. Mgr..... H. S. Brown

STATIONS

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara
 Falls; WRRL, Weathersfield-Bliss; WHDL-FM,
 Olean; WRRE, Bristol Center; WRRD, De-
 Ruyster; WRUN-FM, Utica-Rome; WWNY-FM,
 Watertown; WMSA-FM, Massena; WRRR,
 Cherry Valley; WFLY, Troy; WEJL, Scranton.

Pa.; WHEN, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newburgh, N. Y.; WGY, Schenectady, 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.; WNBC, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WRRL, Wethersfield; WHDL-FM, Olean; WVET, Rochester; WWHG, Hernell.

Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio
Phone: MAin 1-1811

President.....Jack R. Howard
WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCI-TV, Memphis.

William B. Smullin Stations

KLEM AM-TV, KRED-FM Eureka, Calif.; Grants Pass, Ore.; KOTI-TV, Klamath Falls, Ore.

Sooner State Network

Box 1588, Muskogee, Okla.
Phone: MU 2-2488

President.....George Overton

STATIONS

KCRC, Enid; WBBZ, Ponca City; KOME, Tulsa; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward, all Oklahoma.

Southern Michigan Network

c/o WTVB, Coldwater, Mich.

General Manager.....James B. Luck

STATIONS

WTVB, Coldwater; WSBE, Hillsdale; WSTR, Sturgis, Mich.

Southern Minnesota Network

c/o KYSM, Mankato, Minn.

National Rep.....Robert Meeker

STATIONS

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

Southwest Network

Station KROD, El Paso, Tex.

National Rep.....Branham Co.

STATIONS

KROD, El Paso, Tex.; KAVE, Carlsbad; KNEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.

Spanish Language Network

Station KWKW, Pasadena, Calif.

National Rep.....Broadcast Time Sales

STATIONS

KWKW, Pasadena; KGMS, Sacramento; KRNO, San Bernardino; KVEN, Ventura; KGST, Fresno; KSAN, San Francisco; KPMC, Bakersfield; KSJO, San Jose; KSCO, Santa Cruz;

KCOK, Tulare; KMOD, Modesto, Calif.; XERB, Rosarite Beach, Mex.; KOLD, Yuma, Ariz.

Speidel-Fisher Broadcasting Group

WOOK, Greenville, S. C.

National Rep. Walker Representation Co.

STATIONS

WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: EXpress 7-5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough

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.; WRAK, Williamsport.

Sunflower Network

c/o Station WREN, Topeka, Kans.
Phone: 2-0505

President.....Max Falkenstien
Secy-Treas.....Bob Pratt

STATIONS

KOAM, Pittsburg, Kans.; KFBI, Wichita, Kans.; KVGB, Great Bend, 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
Exec. Vice Pres.....Lee B. Wailes
Vice Pres. Ops.....Stanton P. Kettler
V.P., Adm. Asst. to Pres.....Keith Kiggins
Treasurer.....Harry A. Steensen
V.P. Planning, Finance, Secy.....John McCoy
V.P. Eng.....Glenn Boundy
V.P. Northern Dist.....Wm. Kine
V.P. Southern Dist.....George B. Storer, Jr.
V.P., Natl. Pgm. Dir.....Ewald Kockritz
V.P. Eng.....G. Boundy
Advertising & Sls. Prom.....A. C. Schofield
Merchandising Mgr.....James P. Storer
Dir. Engineering.....Clemens Castile

BRANCH OFFICES

118 E. 57th St., New York 22, N. Y.
V.P., National Sales Dir.....Tom Harker
National Sales Mgr.....Robert C. Wood
Merchandising Mgr.....James P. Storer
20 N. Michigan Ave., Chicago, Ill.
Mid-West TV Sales Mgr.....Lewis P. Johnson
Mid-West Radio Sales Mgr.....Paul B. Evans
111 Sutter St., San Francisco, Calif.
V.P., West Coast Sales Mgr.....Gayle V. Grubb
Vice-Presidents.....Glenn Jackson,
J. Robert Kerns, Miller Babcock, Harry Lip-

son, Bill Michaels, James Bailey, Allan Haid, Paul Miller.

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.

Tall Corn Network

c/o KROS, Clinton, Iowa

National Rep.....John E. Pearson Co.

STATIONS

KROS, Clinton; KSIB, Creston; KDTH, Du-
buque; KVFD, Fort Dodge; KFJB, Marshall-
town; KWPC, Muscatine; KICD, Spencer;
KCIM, Carroll; KOEL, Oelwein; KBOE, Osea-
loosa; KSAL, Ames; KOKX, Keokuk; KXIC,
Iowa City.

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

Representative.....Edward Petry Co.
(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 Spanish Language
Network**

c/o KIWW, San Antonio, Tex.

National Rep.....National Time Sales, Inc.

STATIONS

XEJ, Juarez (El Paso); KIWW, San Antonio;
KTXN, Austin; XEO, Brownsville; XEOR, Mc-
Allen, Tex.

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PErshing 7-6631

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;
KRRV, Sherman; KPLT, Paris; KENS, San An-
tonio; WRR, Dallas; KCMC, Texarkana;
WACO, Waco; KFRO, Longview; KBWD,
Brownwood; KNOW, Austin; KTRH, Houston;
KGVJ, Greenville, KTRN, Wichita Falls, KTBB,
Tyler, all Texas.

Time Inc. Stations

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

TV-Radio Exec.....Weston Pullen, Jr.
KOB AM TV Albuquerque, N.M.; KDYL
AM FM, KTVT-TV Salt Lake City; KLZ AM
FM TV Denver.

Tobacco Network, Inc.

516 S. Salisbury St., Raleigh, N. C.

Phone: Temple 2-8885

President.....Allen Jones
Vice-President.....Ray D. Williams
Secretary-Treasurer.....Phillip G. Sewell
Exec. V.P., Gen. Mgr.....Kenneth C. Willson
Office Mgr.....Nina Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh;
WHIT, New Bern; WJNC, Jacksonville; WHK,
Durham; WGNI, Wilmington; WCEC, Rocky
Mount, N. C.; WGBR, Goldboro, N. C.; WFTC,
Kinston, N. C.; WRCS, Ahoskie, N. C.

Triangle Publications, Inc.

Radio & TV Division

46th & Market Sts., Philadelphia 9, Pa.

Phone: EVergreen 2-4700

V.P., Gen. Mgr.....Roger W. Clipp
Exec. Asst. to Gen. Mgr.....David J. Bennet
Dir. of Natl. Sales.....Edward H. Benedict
Dir. Public Rel. Pgmng.....John D. Scheuer
Dir. of Engineering.....Henry E. Rhea
Business Mgr.....John C. Harlan
Research Mgr.....Richard W. Gideon

STATIONS

WFIL-AM-FM-TV, Philadelphia; WNBF-AM-
FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Al-
toona, Pa.; WNHC-AM-FM-TV, New Haven,
Conn.

Tri-Mart Radio Network

P. O. Box 631, Salem, Ore.

Sales Manager.....Dave Hoss

STATIONS

KSLM, Salem; KCOV, Corvallis; KORE,
Eugene, Ore.

Tri-W Network

Station WWWB, Jasper, Ala.

President.....W. W. Bankhead

STATIONS

WWWB, Jasper; WWF, Fayette; WWWR,
Russellville, Ala.

**Upper Midwest Broadcasting
System**

518 Produce Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

PERSONNEL

President.....Louis M. Knopp

STATIONS

KASW, Albany; KXRA, Alexandria; KBUN,
Bemidji; KLIZ, Brainerd; KBMW, Breckenridge;
KDHL, Fairbault; KSUM, Fairmont; WEVE,
Eveleth; CKFI, International Falls; KDLM, De-
troit Lakes; KROX, Crookston; KNUJ, New
Ulm; KVOX, Fargo-Moorhead, all in Minnesota;
KDLR, Devils Lake; KOVC, Valley City; KNDC,

Hettinger, 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; WLCC, La Crosse; WLDY, Ladysmith; WIBU, Poynette; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASL, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Sorm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCON, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.; KLPM, Minot; WBIZ, Eau Claire; KOKX, Keokuk, Iowa; WJAG, Norfolk, Nebr.

United Broadcasting Network

Eighth & Eye Sts., N.W., Washington, D. C.
 President Richard Eaton

STATIONS

WOOK, WFAN, Washington, D. C.; WARK, Hagerstown; WSID, Baltimore; WINX, Rockville; Md.; WANT, Richmond; WYOU, Newport News, Va.; WJMO, Cleveland, Ohio.

Vermont State Network

c/o WBTV, Bennington, Vt.
 National Rep., Joseph Hershey McGilvra, Inc.

STATIONS

WBTV, Bennington; WIKE, Newport; WSYD, Rutland; WTWN, St. Johnsbury; WNIX, Springfield, Vt.

Westinghouse Broadcasting Co., Inc.

122 E. 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 7-0808

President Donald H. McGannon
 Exec. Asst. to Pres. R. H. Teter
 V.P., Engineering R. N. Harmon
 V.P., Sales A. W. Dannon
 V.P., Programming R. M. Pack
 Natl. Engineering Mgr. G. E. Hagerty
 Eastern Sales Mgr. P. B. Bascom
 Mid-West Sales Mgr. E. M. Blain
 Natl. Program Mgr. William Kaland
 Natl. Adv., Sales Prom. Mgr. D. E. Partridge
 Dir. of Research M. A. Goldberg
 V.P., Washington J. E. Baudino
 V.P., Boston W. C. Swartley
 V.P., Pittsburgh H. C. Lund
 V. P., Cleveland R. V. Tooke
 West Coast Executive P. G. Lasky

BRANCH OFFICES

20 N. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-6373

Midwest Sales Mgr. E. M. Blain
 1625 "K" St., N.W., Washington, D. C.
 Phone: STerling 3-0903
 Vice-President J. E. Baudino

STATIONS

KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
 Phone: 723

PERSONNEL

President John M. Waller
 Sec.-Treas., Mgr. Dir. George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit, Wisc.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
 Phone: 4-4461

STATIONS

KFBC, Cheyenne; KRAL, Rawlins; KYOOC, Casper; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
 Phone: Commonwealth 6-0800

Exec. V.P., Gen. Mgr. Norman Knight

STATIONS

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WOGB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLG, 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.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WNLG, New London, Conn.; WAGM, Piquette Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.

Z-Bar-Net

Station KXLF, Butte, Mont.
 Managing Director Ed Craney

STATIONS

KXLF, Butte; KXLI, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.

STATE BROADCASTER ASSOCIATIONS

Alabama Broadcasters Association

P.O. Box 6174, University, Alabama
Meetings: March and October
Elections: March meeting
Members: 81
President... Julian C. Smith, WAGF, Dothan
Vice-Pres.... Herbert M. Martin, WAPI, Birmingham
Secy.-Treas..... W. W. Hunt, WCOV, Montgomery

Arizona Broadcasters Association

Meetings: January, May
Elections: January
Members: 20
Pres... Dick Lewis, KTAR, KVAR, Phoenix
Vice-Pres... Tom Wallace, Sr., KTKT, Tucson
Secy.-Treas... Howard Loeb, KRIZ, Phoenix

Arkansas Broadcasters Association

Meetings: March and August
Elections: March
Members: 45
President... Melvin Spann, KWAK, Stuttgart
Vice-Pres.... Ted Rand, KDRS, Paragonld
Secy.-Treas..... C. J. Dickson, KBLO, Hot Springs

California State Radio and Television Broadcasters Association

1420 Truxton Ave., Bakersfield
Meetings: November (and on special call)
Elections: November
Members: 97
President..... Jack Schacht, KBET-TV, Sacramento
1st Vice-Pres..... George Whitney, KFMB, San Diego
Vice-Pres. (Radio)..... Lloyd Sigmon, KMPC, Los Angeles
Vice-Pres. (TV).... Joe Drilling, KJEO-TV, Fresno
Sec'y.-Treas..... Gil Paltridge, KROW, Oakland

Colorado Broadcasters and Telecasters Association

c/o Executive Secretary
Meetings: Semi-annual
Elections: June
Members: 53

President.... Phil Hoffman, KLZ, KLZ-TV, Denver
Vice-Pres.... Jerry Fitch, KGLN, Glenwood Springs
Secy.-Treas..... Harry Hoth, KRDO, KRDO-TV, Colorado Springs
Exec.-Secy..... T. Ellsworth Stepp, Director Radio-TV, University of Colorado, Boulder

Connecticut Broadcasters Association

President..... Daniel Kops, WAVZ, New Haven
Vice-Pres..... 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: 85
President.... H. Dennison Parker, WTAN, Clearwater
1st Vice-Pres..... James L. Howe, WJRA, Fort Pierce
2nd Vice-Pres..... John H. Phipps, WCTV, Tallahassee
Secy.-Treas..... Charles Fernandez, WKXY, Sarasota

Georgia Association of Broadcasters

c/o President or Secretary
Meetings: August and January
Elections: August
Members: 56
President... L. H. Christian, WRFG, Athens
Vice-Pres.... W. N. Morris, WMLT, Dublin
Secy.-Treas.... John W. Jacobs, Jr., WDUN, Gainesville

Hawaiian Association of Radio and TV Broadcasters

P. O. Box 1380, Honolulu, T. H.
Meetings: On call
Elections: May
Members: 18
President..... John D. Keating, KONA-TV, Honolulu

Idaho Broadcasters Association

Meetings: Fall
 Elections: Fall
 Members: 23
 President.....Clair Hull, KCID, Caldwell
 Vice-Pres.....G. N. Layne, KID, Idaho Falls
 Secy.-Treas.....K. Clark, KBAR, Burley

Illinois Broadcasters Association

c/o President or Secy.-Treas.
 Meetings: February and October
 Elections: October
 Members: 65
 President...George C. Biggar, WLBK, DeKalb
 Vice-Pres.....Harold L. Dewing, WCYS, Springfield
 Secy.-Treas.....Charles Cook, WJPF, Herrin
 Leg. Chairman.....J. Ray Livesay, WLBB, Mattoon

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
 Meeting: Annual
 Elections: Annual
 Members: 12
 President.....Anthony J. Koelker, KMA, Shenandoah, Iowa
 Vice-Pres....Gene Claussen, KNC, Iowa City, Iowa
 Secy.-Treas.....Ernie Sanders, WOC, Davenport, Iowa

Kansas Association of Radio Broadcasters

KIUL, Garden City
 Meetings: April or May
 Elections: April or May
 Members: 10

President.....Robert Wells, KIUL, Garden City
 Vice-Pres....Arden Booth, KLWM, Lawrence
 Secy.-Treas....Tom Bashaw, KFH, Wichita
 Leg. Chairman....Wendell Elliott, KGNO, Dodge City

Kentucky Broadcasters Association

c/o Miss Katherine Peden, Secy.-Treas., WHOP, Hopkinsville
 Meetings: October and March
 Elections: October
 Members: 51
 President.....Arthur Eiderman, WZIP, Covington
 First Vice-Pres....Dee Huddleston, WIEL, Elizabethtown
 Second Vice-Pres....Al Temple, WKCT, Bowling Green
 Secy.-Treas.....Katherine Peden, WHOP, Hopkinsville
 Exec. Committee....Gilmore Nunn, WLAP, Lexington; Francke Fox, WHLN, Harlan; Don Horton, WNLK, Lexington

Louisiana Association of Broadcasters

Box 379, Baton Rouge, La.
 Meetings: November
 Elections: November
 Members: 60
 President.....Frank Ford, Jr., KENT, Shreveport
 Radio Vice-Pres....Hillman Bailey, KNOC, Natchitoches
 TV Vice-Pres....Tom Gibbens, WAFB-TV, Baton Rouge
 Treasurer....Gene Jones, KSLO, Opelousas
 Exec. Secy.....Rolfie McGollister, Box 379, Baton Rouge

Maine TV and Radio Broadcasters Association

c/o WLOB, Portland, Maine
 Meetings: Spring and Fall
 Elections: November
 Members: 26
 President.....Melvin Stone, WLOB, Portland, Me.
 Vice-Pres.....Parker Hoy, WIAM, Lewiston, Me.
 Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

Maryland-D.C. Radio and TV Broadcasters Association

c/o President or Secy.-Treas.
 Meetings: June and November
 Elections: November
 Members: 19

President Robert Cochrane, WWAR,
Baltimore
Vice-Pres. William H. Paulsgrove,
WJEJ, Hagerstown
Secretary Fred Houwink, WMAL,
Washington

Massachusetts Broadcasters Association, Inc.

President Sherwood J. Tarlow
Vice-Pres. Roy V. Whisnand
Treasurer George H. Jaspert
Secretary Henry Solomon

Michigan Association of Broadcasters

c/o WHFB, Benton Harbor, Mich.

Meetings: May-September
Elections: November
Members: 85
President J. P. Scherer, WHFB,
Benton Harbor
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, Ben-
ton Harbor; Harold Neal, WXYZ-TV, De-
troit

Minnesota Association of Broadcasters

KSTP, St. Paul, Minn.

Meetings: September
Elections: September
Members: 30
President Kenneth Hance, KSTP, St. Paul

Mississippi Broadcasters Association

c/o President or Secy.-Treas.

Meetings: March or April
Elections: March or April
Members: 53
President Howard Cole, WHOC,
Philadelphia
Vice-President Bill Guest, WPMP,
Pascagoula

Missouri Broadcasters Association

Meetings: April and October
Elections: October
President W. Earl Dougherty, KXEO,
Mexico

Vice-Pres. Bruce Barrington, WEW,
St. Louis
Secy.-Treas. Wally Richter, KWOS,
Jefferson City

Montana Radio Stations, Inc.

c/o President, KFBB, Great Falls

Meetings: August
Members: 26
President Joe Wilkins, KFBB, Great Falls
Vice-Pres. Art Mosby, KGO, Missoula
Secy.-Treas. Charlotte Brader, KOJM, Havre
Leg. Chairman Paul MacAdam, KPRK,
Livingston

Nebraska Broadcasting Association

c/o KFOR, Lincoln, Nebraska

Meetings: May 1st
Elections: May 1st
Members: 34
President R. W. Chapin, KFOR, Lincoln
Vice-Pres. David W. Young, KSID, Sidney
Secy.-Treas. Bud Pentz, KWBE, Beatrice

New Hampshire Association of Broadcasting

President Frank B. Estes, WKNE, Keene
Vice-Pres. John Guider, WMOU, Berlin
Manchester
Secy.-Treas. Ralph Gottlieb,
WKBR, Manchester
Directors William White, WMUR-TV,
Manchester; Norton Virgien, WFEA, Man-
chester

New Jersey Broadcasters Association

2881 Mt. Ephraim Ave., Camden 4, N. J.

Meetings: May and October
Elections: October
Members: 20
President Gordon Giffin, WKDN, Camden
Vice-Pres. Jerry McCarthy, WTOA, Trenton
Secy.-Treas. John G. Struckell, WOND,
Pleasantville

New Mexico Broadcasters Association

P.O. Box 268, Alamogordo

Meetings: September and April
Elections: April
Members: 32
Pres. Wayne Phelps, KALG, Alamogordo
Vice-Pres. Jim Duncan, KSIL, Silver City
Treas. John Burroughs, KENM, Portales
Leg. Chairman Merle Tucker, KGAK, Gallup

New York State Association of Radio and Television Broadcasters

Address: c/o President
 Meetings: Annual
 Elections: Annual
 Members: 92
 President.....E. R. Vadoboncour, WSYR,
 Syracuse
 1st Vice-Pres.....William Doeri, WEBR,
 Buffalo
 2nd Vice-Pres.....Gordon Gray, WOR,
 WOR-TV, New York
 Secretary.....W. S. Elliott, WIBX, Utica
 Treasurer.....George Dunham, WNBF,
 Binghamton

North Carolina Association of Broadcasters Inc.

Meetings: June and October
 Elections: October
 Members: 100
 Pres.....E. H. Smith, WIRC, Hickory
 Vice-Pres...E. Z. Jones, WBBB, Burlington
 Vice-Pres.....Harold Essex, WSJS-TV,
 Winston-Salem
 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: 22
 President....Les Kleven, KNDC, Hettinger
 Vice-Pres...Charles G. Bucke, KFGO, Fargo
 Secy-Treas....Les Maupin, KPLM, Minot

Ohio Association of Radio and Television Broadcasters

33 N. High St., Columbus

Meetings: March and October
 Elections: March
 Members: 83
 President.....J. L. Bowden, WKBN-TV,
 Youngstown
 Vice-Pres. (Radio)...Hubbard Hood, WKRC,
 Cincinnati
 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

James W. Frost, Box 5025, Eugene

Meetings: Semi-annual
 Elections: April
 President...James A. Mount, Matlack-Mount-
 Thomas Organization, Portland
 Vice-Pres.....Dave Hoss, KSLM, Salem
 Secy-Treas...Carl O. Fisher, KUGN, Eugene
 Leg. Chairman.....R. M. Brown, KPOJ,
 Portland

Pennsylvania Association of Broadcasters

Box 606, Harrisburg

Meetings: May
 Elections: May
 Members: 130
 President.....Thomas B. Price, WBVP,
 Beaver Falls
 1st Vice-Pres.....Roy Morgan, WILK,
 Wilkes-Barre
 2nd Vice-Pres...J. Wright Mackey, WRAK,
 Williamsport
 Treasurer...Tom Metzger, WMRF, Lewistown
 Secretary.....George Koehler, WFIL,
 Philadelphia

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

Rhode Island Radio & Television Broadcasters Association

c/o WEAN, 75 Fountain St., Providence

Meetings: Quarterly
 Elections: June
 Members: 12
 President.....H. William Koster, WEAN,
 Providence
 Vice-Pres...Edward Boghossian, WJAR-TV,
 Providence
 Secy-Treas.....Milton Mitler, WADK,
 Newport

South Carolina Radio & Television Broadcasters Association

Sec.'s Office, Box 30, Souter, S. C.

Meetings: January
 Elections: January
 Members: 17
 President.....Charles A. Batson, WIS-TV,
 Columbia
 Vice-Pres...Randy Davidson, WAKN, Aiken



Secy.-Treas...T. Doug Youngblood, WFIG,
Sumtner
Leg. Chairman...C. Wallace Martin, WMSC,
Columbia

South Dakota Broadcasters Association

President. Evans A. Nord, KELO, KELO-TV,
Sionx Falls
Vice-Pres....Ross Case, KWAT, Watertown

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28

Chrmn. Bd.....Lloyd Sigmon, KMPC
President.....William J. Taylor, KSLR
Vice-Chairman.....Howard Gray, KGIL
Secretary.....John Hansen, KABC
Treasurer.....Thelma Kirchner, KGfJ

Tennessee Association of Broadcasters

P. O. Box 680, Maryville .

Meetings: May and October
Elections: October
Members: 56
Pres....Frank H. Corbett, WGAP, Maryville
Vice-Pres...Paul Overbay, WKPT, Kingsport
Secy.-Treas.....John H. Reese, WATE,
Knoxville

Texas Association of Broadcasters

KTRE, Lufkin, Texas

Meetings: Spring and Fall
Elections: Fall
Members: 140
President.....R. G. Lewin, KTRE, Lufkin
Vice-Pres....Barney Ogle, KRGV, Weslaco
Sec.-Treas....Dave Morris, KNUZ, Houston

Utah Broadcasters Association

146 So. Main St., Salt Lake City

Meetings: January and June
Elections: January
Members: 20
President.....George C. Hatch, KALL,
Salt Lake City
Vice-Pres....Harold Van Wagenen, KIXX,
Provo, Utah
Secy.-Treas....Arch G. Webb, KVOG, Ogden

Vermont Association of Radio & Television Broadcasters

c/o WSKI, Montpelier, Vt.

President.....J. Gordon Keyworth, WBTN,
Bennington
Vice-Pres...Frank Balch, WJOY, Burlington
Treasurer...Craig Parker, WDEV, Waterbury
Clerk-Sec'y.....Phil Weiss, WSYB, Rutland

Virginia Association of Broadcasters

c/o WDVA, Danville

Meetings: May or June
Elections: May or June
Members: 62 radio stations and 12 associate members
President.....Emerson J. Pryor, WDVA,
Danville
Vice-Pres.....Carl L. Lindberg, WPIK,
Alexandria
Secy.-Treas.....Milton B. Henson, WREL,
Lexington
Leg. Chairman.....C. T. Lucy, WRVA,
Richmond

Washington State Association of Broadcasters

Ronald A. Murphy, Manager
Legislative Building, Olympia

Meetings: April and October
Elections: April
Members: 50
President...Len Higgins, KTNT & KTNT-TV,
Tacoma
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

900 Gay Building, Madison

Meetings: 1st Tuesday in October
Elections: 1st Tuesday in October
Members: 46
President.....Hugh K. Boice, Jr., WEMP,
Milwaukee
Vice-Pres...Paul Skinner, WHBL, Sheboygan
Secretary...Carl Kolata, WTTN, Watertown
Treasurer....Mig Figi, WAUX, Waukesha
Exec. Secy.....Ed Conrad

Wyoming Assn. of Radio & TV Broadcasters

c/o Secretary

Meetings: Spring
Elections: Spring
Members: 16
President...James Carroll, KWYO, Sheridan
Secretary....Joseph Ernst, KWOR, Worland

MANAGERS AND AGENTS

Addresses and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago

NEW YORK

Affiliated Artists Representatives
527 Madison Ave. Plaza 5-3990

Alexander, Willard, Inc.
30 Rockefeller Plaza Circle 6-4224

Appell, James S.
400 Madison Ave. Plaza 3-7846

Basch, Buddy
17 East 45th St. Murray Hill 7-8351

Becker, V. S. Advertising Service
551 Fifth Ave. Murray Hill 2-0777

Brisson & Goldsmith, Inc.
522 Fifth Ave. Murray Hill 2-6244

Brooks, Ted
134 East 57th St. Plaza 9-1344

Chase, Cleveland B. Co., Inc.
369 Lexington Ave. Oregon 9-3691

Cohan, Louis W.
7 W. 49th St. WArlin 9-0670

Collins, Ted
7 W. 49th St. WArlin 9-0670

Columbia Artists Management, Inc.
113 West 57th St. Circle 7-6900

Consolidated Concerts
30 Rockefeller Plaza Columbus 5-3580

Cooper, Frank, Associates
17 E. 54th St. Plaza 1-0725

DeGroot, Roy, Consultants, Inc.
17 E. 54th St. Plaza 1-0725

Ediman Associates, Ltd.
1501 Broadway LAckawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave. Circle 7-6200

Herman Finkoff Agency
1560 Broadway JUdson 2-4037

Gabbe, Lutz & Heller
119 W. 57th St. Circle 5-7998

Gale, Inc.
38 West 48th St. Plaza 7-7100

General Artists Corp.
640 Fifth Ave. Circle 7-7543

Gibbs, John E., & Co.
1270 Sixth Ave. Plaza 7-5959

Gilmer, Joe, Inc.
110 West 55th St. Circle 5-9071

Goodman, Martin
85 W. 54th St. JUdson 6-1180

Gresler, Abner J.
1270 Sixth Ave. Circle 7-3025

Grossman, Al
1270 Sixth Ave. Circle 5-8422

Hahlo, Sylvia
113 W. 57th St. JUdson 6-2731

Hanna, Mark
664 Madison Ave. TEmpleton 8-8730

Hayward, Leland, Ltd.
655 Madison Ave. TEmpleton 8-5100

Hurok Attractions, Inc.
711 Fifth Ave. PLaza 9-6000

Karn, Estella H.
49 West 45th St. JUdson 2-2170

Leddy, Mark J.
48 West 48th St. JUdson 6-2760

Leipzig, Syd
1564 Broadway JUdson 6-0044

Lipset, Benjamin B.
1407 Broadway CHickering 4-2486

Management Corp. of America
598 Madison Ave. Plaza 9-7500

William McCaffrey Agency
501 Madison Ave. ELdorado 5-1076

Morris, William Agency, Inc.
1740 Broadway JUdson 6-5100

Morrow, Marjorie
1501 Broadway CHickering 4-0644

Moses, John H.
730 Fifth Ave. Circle 6-2677

Music Corp. of America
598 Madison Ave. Plaza 9-7500

National Concert & Artists Corp.
711 Fifth Ave. Plaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway JUdson 6-3550

North, Meyer B.
1564 Broadway Plaza 7-3445

O'Connor, John
1697 Broadway Circle 5-4920

Peed, Earl S.
35 West 53rd St. Plaza 7-3726

Richard, Max
1776 Broadway Plaza 7-6414

Shaw Artists Corp.
565 Fifth Ave. MUrray Hill 8-2230

Shurr, Louis
1501 Broadway CHickering 4-8240

Stanley, Aileen
1619 Broadway Plaza 7-6779

Stark, Wilbur-Jerry Layton
270 Park Ave. Plaza 3-1742

Storer, Douglas F.
1270 Sixth Ave. Circle 7-6325

MANAGERS AND AGENTS

Talad Corp.
730 Fifth Ave. (Suite 1901) .COlumbus 5-3530

Wolf Associates, Inc.
420 Madison Ave. PLaza 5-2050

Yost, Ben, Enterprises
1650 Broadway CIRCLE 6-6532

Darrow Agency, The
600 N. Sepulveda Blvd., Bel Air. . . . GR 2-9514

Davis, Mary Webb BRadshaw 2-6584
8532 Sunset Blvd. (46) CRestview 1-6121

Deuser, Lewis J., Agency
425 S. Beverly Dr., B. H. . . . CRestview 1-9134

Doak, Virginia, Agency, Inc.
9172 Sunset Blvd. (46) BRadshaw 2-6211

Donaldson Agency, The
971 N. La Cienega (46) OLiver 2-0355

Draesemer, Isabelle, Agency WE 5-1759
8272 Sunset Blvd. (46) HOLLYWOOD 4-1782

Fame Agency, The
8208 Sunset Blvd. (46) HOLLYWOOD 5-2254

Famous Artists Corporation
9441 Wilshire Blvd., B. H. . . . CRestview 1-5222

Fidler, Adeline, Agency
3213 Riverside Dr. (27) NO 5-7938

Field, Marjorie, Artists
9081 Santa Monica (48) CRestview 6-8080

Frings, Kurt, Agency
468 N. Camden Dr., B. H. . . . CRestview 1-6115

Garfield, Milton, Agency
9000 Sunset Blvd. (46) CRestview 4-8631

Gertz, Mitchell, Agency
338 N. Rodeo Dr., B. H. . . . CRestview 4-5491

Gold, Sid, Agency
221 N. Robertson Blvd., B. H. CRestview 4-7247

Goldstone, Jules & Co., Inc.
8721 Sunset Blvd. (46) CRestview 5-1191

Goldstone-Tobias Agency
404 N. Roxbury Dr., B. H. . . . CRestview 6-1071

Green, Ivan, Agency, The
292 S. La Cienega, B. H. OLiver 2-4010

Greshler, Abner J.
8701 Wilshire Blvd., B. H. OLiver 2-3012

Grossman-Lecve-Garfield
9000 Sunset Blvd. (46) CRestview 4-8631

Grossman, Milton M., Agency
9000 Sunset Blvd. (46) CRestview 4-8631

Halliburton, Jeanne
9172 Sunset Blvd. (46) CRestview 5-5575

Hamilburg, Mitchell J., Agency
8776-8780 Sunset Blvd. (46) . CRestview 5-4171

Herdan-Sherrell Agency
201 N. Robertson Blvd., B. H. CRestview 1-5236

Hershon, Red, Agency
9952 Santa Monica Blvd., B.H. . . . CRestview 4-6381

Herzbrun, Walter
8820 Sunset Blvd. (46) CRestview 6-4157

H. I. T. Agency
Hollywood International TV and
Theatrical Agency
8820 Sunset Blvd. (46) CRestview 1-3132

Ingersoll, George, Agency HOLLYWOOD 7-0882
7167 1/2 Sunset Blvd. (46) HOLLYWOOD 2-2301

★ LOS ANGELES ★

Alexander, Alee, Agency
208 S. Beverly Dr., B. H. . . . CRestview 1-6101

Allan, Lane, Agency
8746 Sunset Blvd. (46) CRestview 6-9617

Alvarado, Carlos, Agency CRestview 5-7203
8820 Sunset Blvd. (46) BRadshaw 2-3688

Armstrong, Sam, Agency
425 S. Beverly Dr., B. H. . . . CRestview 4-5937

Artigue, Louis
8776 Sunset Blvd. (46) CRestview 6-4652

Artists Associates Agency
160 N. La Brea Ave. (28) HOLLYWOOD 4-4179

Artists' Management Corporation
121 S. Beverly Dr., B. H. . . . CRestview 4-5167

Auer, Miles Bohm
5205 Hollywood Blvd. (27) HOLLYWOOD 9-1691

Auslander, Leland
139 S. Beverly Dr., B. H., Suite 312
CRestview 1-2131

Barnes, William, Agency
8776 Sunset Blvd. (46) CRestview 4-1166

Bender-Ward Agency
971 N. La Cienega Blvd. (46) . . . OLiver 2-1465

Bernie, Herman, Agency
260 S. Beverly Dr., B. H. . . . CRestview 5-0117

Bonham, C. Hershel, Agency
8584 Sunset (46) BRadshaw 2-7933

Brandies, Bob, Agency HOLLYWOOD 5-6978
11559 Ventura Blvd., Studio City . . . SU 2-4872

Brewis, Alex, Agency
7417 Sunset Blvd. (46) CRestview 4-6701

Burr, Dorothy, Agency HOLLYWOOD 4-6898
8272 Sunset Blvd. (46) HOLLYWOOD 4-8082

Cloutman-Barskin-Short Agency, Inc.
8743 Sunset Blvd. (46) CRestview 5-4137

Collins and Associates
8165 Sunset Blvd. (46) HOLLYWOOD 3-5545

Cooper, Frank, Associates
9145 Sunset Blvd. (46) CRestview 5-4128

Cooper, Ray, Agency
139 S. Beverly Dr., B. H., Suite 333
CRestview 6-9769

C. S. Agency PO 6-4248
5062 Lankershim Blvd., N. Hollywood
HOLLYWOOD 7-2600

MANAGERS AND AGENTS

Irwip, Lou, Inc. 9165 Sunset Blvd. (46) CRestview 1-7434	Ochs, M. Hollywood 9-6470 1651 Cosmo St. (28) Hollywood 9-1518
Jackson, Edith, Inc. Hollywood 5-0155 6665 Hollywood Blvd. (28) Hollywood 4-9236	Oliver, Maurine 8820 Sunset Blvd. (46) CRestview 1-6382
Jaffe Agency, Inc., The 8553 Sunset Blvd. (46) CRestview 6-6124	Omega Artists, Inc. 1610 N. Argyle St. (28) Hollywood 9-7185
Katz, Fred, Agency, Inc. 9171 Sunset Blvd. (46) CRestview 6-3489	Payton, Bob, Agency 8272 Sunset Blvd. (46) Hollywood 9-1114
Kaufman, Milton, Agency 129 El Camino Dr., B. H. CRestview 1-5749	Pearson, Ben 1046 N. Carol Dr. (46) CRestview 1-5488
Kohner, Paul, Inc. 9169 Sunset Blvd. (46) CRestview 1-5165	Pomeroy, Jack 7616 Sunset Blvd. (46) Hollywood 9-6306
Kunin-Olenick Agency 355 S. Union Dr., B. H. CRestview 1-5224	Powers-Stanley 1741 N. Ivar (28) Hollywood 2-0791
Lance, Leon O. 8820 Sunset Blvd. (46) CRestview 6-6914	Premiere Artists & Productions Agency 1046 Carol Dr. (46) CRestview 4-5488
Lauren, J. W., Agency 8272 Sunset Blvd. (46) Hollywood 7-5987	Preminger, Ingo, Agency 8462 Sunset Blvd. (46) Hollywood 2-7396
Lazar, Irving Paul 211 S. Beverly Dr., B. H. CRestview 5-6153	Producers Studio Corp. Agency 5634 Santa Monica Blvd. (28) Hollywood 9-7728
Leonard, Fred J., Agency Hollywood 4-7546 7411 Sunset Blvd. (46) Cl 3-5285	Reeves, Mary—Oriental Casting 959 N. Clark St. (46) CRestview 6-8455
Lesser, Ted, Agency 909 Wilshire Blvd. (47) MU 7356	Rocamora, Wynn 8584 Sunset Blvd. (46) CRestview 1-5134
Levee, M. C. 9060 Sunset Blvd. (46) CRestview 6-6785	Rose-Ann Agency 7074 Laurelwood (28) Hollywood 9-2692
Levee, Sid 9669 Sunset Blvd. (46) CRestview 4-8631	Rosen Agency, The 232 N. Canon Dr., B. H. CRestview 5-6154
Linder, Jack, Agency 368 N. La Cienega Blvd. (48) Oliver 2-0562	Rosenberg-Coryell Agency 404 N. Roxbury Dr., B. H. CRestview 1-7384
Longenecker, Robert 8428 Melrose Pl. (46) Oliver 3-3770	Rosner, Mill, Agency 9110 Sunset Blvd. (46) CRestview 6-7023
MacQuarrie, Earl 717 N. La Cienega Blvd. (46) Oliver 2-1480	Rush, Art, Inc. 357 N. Union Dr., B. H. CRestview 4-6841
Marx, Bert, Agency 915 1/2 Westbourne Pl. (46) CRestview 1-9144	Ryan, Frank CRestview 1-4627 8949 Sunset Blvd. (46) CRestview 1-9324
MCA Artists, Ltd. 9370 Santa Monica Blvd., B. H. CRestview 6-2004	Salkow, Lester, Agency 8719 Sunset Blvd. (46) CRestview 5-4505
McMillan, Hazel, Agency CR 6-9823 7471 Melrose Ave. (46) WE 1-1174	Saphier, James J., Agency, Inc. 9538 Brighton Way, B. H. CRestview 1-7234
Medford, Ben 300 S. Beverly Dr., B. H. CRestview 1-7024	Schuller, William, Agency CRestview 1-8949 9151 Sunset Blvd. (46) BRadshaw 2-4984
Messinger, Lillie, Agency 8428 Melrose Place (46) CRestview 5-8544	Schwartz Agency CRestview 5-5132 124 S. Beverly Dr., B. H. CRestview 6-9369
Meyers, Walter 9167 Sunset Blvd. (46) CRestview 1-8161	Seaman, George, Agency 8272 Sunset Blvd. (46) Hollywood 2-1461
Middleton, Wallace, Agency 8278 Sunset Blvd. (46) Hollywood 1-1465	Shanberg-Gold Agency 6223 Selma (28) Hollywood 9-2994
Mishkin Agency, The 392 S. La Cienega, B. H. Oliver 2-0944	Shauer, Melville, A., Agency 9110 Sunset Blvd. (46) CRestview 1-1403
Moore, Lola, Agency 9172 Sunset Blvd. (46) CRestview 6-5161	Shaw, Glenn BRadshaw 2-1044 8746 Sunset Blvd. (46) CRestview 5-8582
Morris, Wm., Agency, Inc. CRestview 4-7451 151 El Camino, B. H. BRadshaw 2-1444	Shiffriu, William, Agency 119 S. Beverly Dr., B. H. CRestview 1-7643

Shurr, Louis, Agency
327 N. Rodeo Dr., B. H.CRestview 1-1116

Silber, Arthur, Agency
1597 Cross Roads of World (28)
Hollywood 4-9106

Small, Paul, Artists Ltd. Inc.
9244 Olympic Blvd., B. H.CRestview 4-5877

Snitzer, Lou-Fritze, Al, Inc.
6404 Hollywood Blvd. (28)Hollywood 9-0271

Somlyo, E. T., Agency
1100 S. Beverly (35)CRestview 6-2041

Stempel, Frank
717 N. La Cienega Blvd. (46)OLiver 2-1404

Stewart, Rosalie, Agency
441 S. Beverly Dr., B. H.CRestview 4-6123

Swanson, H. N., Inc.
8523 Sunset Blvd. (46)CRestview 1-5115

Swoverland, HaroldHOLLYWOOD 4-7265
8218 Sunset Blvd. (464)HOLLYWOOD 4-0226

Talad Corp.
3460 Wilshire Blvd., Suite 306(5)
DUNKIRK 7-1344

Thompson, David H.
9172 Sunset Blvd. (46)CRestview 1-2188

Ullman, George, Agency, Inc.
8979 Sunset Blvd. (40)CRestview 4-5238

Usher, Marge
8212 Vista Del Mar, Playa Del Rey
CRestview 4-6161

Wadsworth, Jessie B., Agency
9172 Sunset Blvd. (46)CRestview 6-0698

Weil, Agency, The
971 N. La Cienega (46)OLiver 2-2872

Weiner, Jack, Agency
8979 Sunset Blvd. (46)CRestview 6-7081

Weintraub, Murry, Agency
9172 Sunset Blvd. (46)CRestview 1-1137

Welch, Suey, AgencyHOLLYWOOD 4-2461
306 W. 3rd St. (13)MADISON 6-3938

Wendling, Charles, Agency
9111 Sunset Blvd. (46)CRestview 6-2348

White, Al, AgencyST 9-8681
3551 Vista Haven Rd., Sherman Oaks
HOLLYWOOD 2-3471

White, William B., Agency
332 S. Beverly Dr., B. H.CRestview 4-6301

Wiley, Richard, Agency
8923 Sunset Blvd. (46)CRestview 5-4179

Wilkins, Paul, Agency
9006 Sunset Blvd. (46)CRestview 1-6188

Willson, Henry
9441 Wilshire Blvd., B. H.CRestview 1-5223

Wilson, Bill, Agency
8736 Sunset Blvd. (46)CRestview 4-5915

Winkler, Daniel M.
9606 Santa Monica Blvd., B. H.
CRestview 1-7244

Winters, Ralph H., Agency
8272 Sunset Blvd. (46)HOLLYWOOD 2-1149

Wookey, Betty, Agency
1610 Las Palmas (28)HOLLYWOOD 2-2301

Zimmerman Theatrical Agency
1600 N. La Brea (28)HOLLYWOOD 5-1582

☆ **CHICAGO** ☆

Associated Booking Corp.
203 North WabashCENTRAL 6-9451

Benn Theatrical Enterprises
64 West Randolph St.DEARBORN 2-6850

Consolidated Radio Artists of Ill.
32 W. Randolph St.FRANKLIN 2-8300

General Artists Corp.
8 S. MichiganSTATE 2-6288

Harry Greben Enterprises
203 N. WabashDEARBORN 2-0996

Gumbiner Management Co.
120 S. LaSalle St.STATE 2-0248

Charles E. Hogan
203 North WabashCENTRAL 6-2032

Tweet Hogan
203 North WabashANDOVER 3-6910

Jack & Jill Players Radio Artists Co.
25 E. JacksonWABASH 2-0317

Lear, Les Productions Corp.
112 W. RandolphFRANKLIN 2-7840,
RANDOLPH 6-0905

Paul Marr Theatrical Agency
203 North WabashDEARBORN 2-7415

McConkey Artists Corporation
Congress Hotel.HARRISON 7-9660

Morris, William, Agency Inc.
919 N. MichiganWHITEHALL 3-1744

Morse, Sidney P.
203 N. Wabash Ave.FRANKLIN 2-4408

Music Corporation of America
430 N. Michigan Ave.DELAWARE 7-1100

Mutual Entertainment Agency, Inc.
203 North WabashRANDOLPH 6-8990

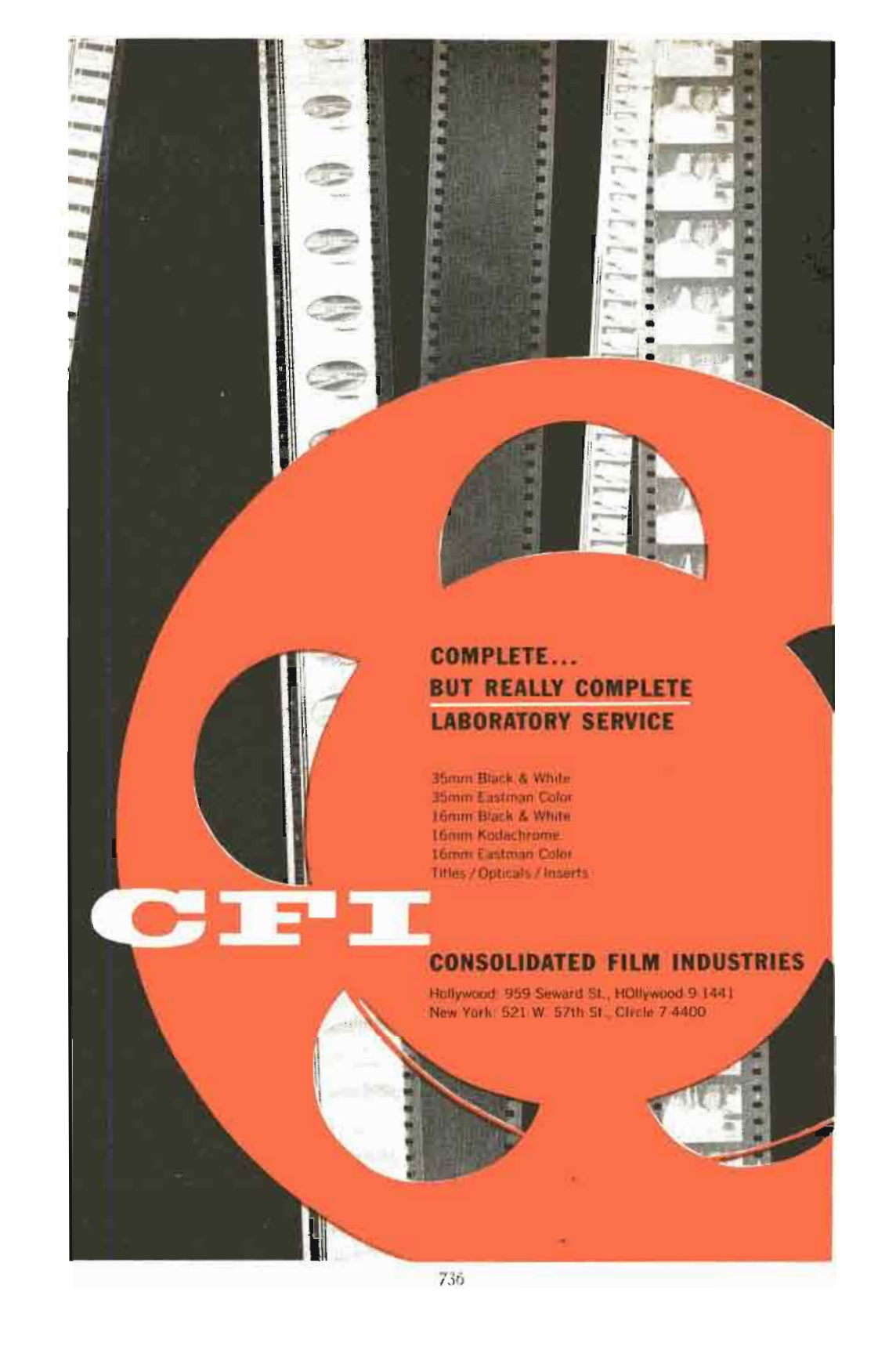
O'Malley, David P., Inc.FRANKLIN 2-5070

Page, Sidney J.
203 North WabashSTATE 2-7344

Radio Talent, Inc.
35 E. WackerFRANKLIN 2-4351

Schuster, Milton
127 North Dearborn St.DEARBORN 2-2708

WLS Artists Bureau
1230 W. Washington Blvd.MONROE 6-9700



**COMPLETE...
BUT REALLY COMPLETE
LABORATORY SERVICE**

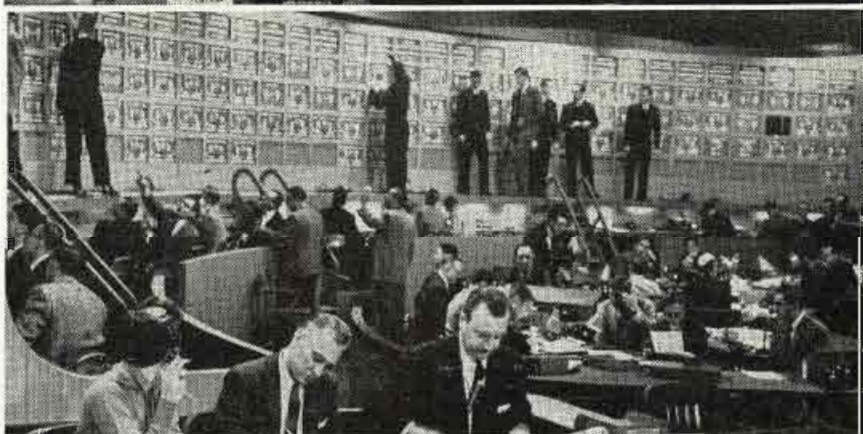
35mm Black & White
35mm Eastman Color
16mm Black & White
16mm Kodachrome
16mm Eastman Color
Titles / Opticals / Inserts

CFI

CONSOLIDATED FILM INDUSTRIES

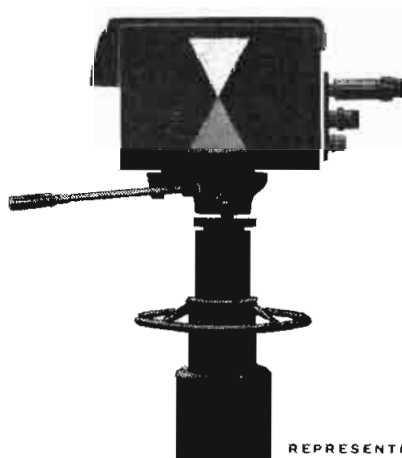
Hollywood: 959 Seward St., HOLLYWOOD 9 1441
New York: 521 W. 57th St., Circle 7-4400

FULLEST ELECTION COVERAGE ON TV IN HISTORY



From top to bottom, representative scenes of the ABC, CBS, and NBC television coverage of the presidential election night returns. Smoothly coordinating a great deal of detail, and conveying results to listeners with extraordinary speed, the networks achieved the most complete and successful coverage in history.

TELEVISION'S FINEST HOUR OF LIVE DRAMA



ALUMINUM COMPANY OF AMERICA

PRESENTS

The **ALCOA HOUR**

ALTERNATE SUNDAY EVENINGS
NBC-TV 9-10 P. M. E. S. T.

REPRESENTED BY FULLER & SMITH & ROSS INC - ADVERTISING

Sigalert—An Instant Warning Device to Alert the Public



By
LOYD C. SIGMON
Chairman of the Board
Southern California
Broadcasters Assn.

SIGNALERT, born of necessity as an instantaneous warning device to alert the public of disaster or major inconvenience, has become the model for modern emergency communication in less than two years of official use.

Forty-eight communities in the County of Los Angeles, in addition to cities in Nevada and Arizona, are joined today in a mighty electronic network that instantly relays, through Sigalert, news of disaster, impending or actual, major traffic tieups or other information considered to be vital to the public interest.

Within a few months, Sigalert will be made available to radio stations, newspaper offices, police and civil defense departments and other agencies nationwide.

With Sigalert installed in radio stations throughout the country, the President of the United States, for example, could instantly reach the listening public with a message of major importance, simply by pressing a Sigalert button. All radio and TV stations equipped with Sigalert could immediately broadcast the President's voice, or his taped message could be played back on the air numerous times.

As now installed in more than a score of radio and TV stations, newspaper offices, aircraft companies, civil defense posts and public utilities offices, Sigalert is a specially-designed receiver that is turned on and off by sub-audible impulse from the Los Angeles police radio station. A red light glows, a bell rings, and the tape recorder goes into action.

Responsible fire or police officers utilize the Sigalert system whenever, in their opinion, a situation exists likely to affect any considerable part of the population of Southern California, Nevada or Arizona. The officer says via police band radio: "This is a Sigalert bulletin" and the message is immediately broadcast on police shortwave from the Los Angeles Police Communications Center to all Sigalert receivers.

An example of the speed with which Sigalert bulletins can be effective over vast areas is the case of the 7-year-old boy who was critically injured in a traffic accident on Santa Monica Boulevard in Los Angeles. His identity was unknown. A Sigalert bulletin went out over the commercial stations in Los Angeles, and within 20 minutes after the bulletin was aired, the boy's father in Idaho was on the long-distance phone in contact with the Santa Monica General Hospital to make identification.

Sigalert, developed at the request of Los Angeles Police and in collaboration with the Southern California Broadcasters Association, has proved itself in many crises since Labor Day, 1955, when it first went on the air.

Chief of Police William Parker credits Sigalert with holding down the death toll in the tragic Santa Fe train wreck in Los Angeles last year. Through Sigalert bulletins, doctors, nurses and ambulances were summoned, hospitals alerted and the curious public told to stay away. Sigalert served the public interest in the Pacific Palisades landslide and during the extensive Malibu fires which destroyed thousands of acres of timber, burned scores of homes. Sigalert notified residents to pack up and leave, notified motorists to by-pass the inferno, helped marshal off-duty firemen, police officers, Red Cross workers and volunteers.

Sigalert alerted Long Beach to evacuate thousands of homes when Los Angeles County experienced, in '56, a seven-day rain-storm and flood that threatened to obliterate retaining walls and inundate the city. Taped messages of public importance accumulated so fast one network station killed its program until the danger was past.

In the words of Arthur C. Hohmann, Deputy Chief of the Los Angeles Police Department, "Sigalert has notified the public of many dangerous or delaying conditions. Public response has been excellent. Sigalert bulletins have forestalled many telephonic inquiries that otherwise would have overloaded police telephone circuits. Sigalert can become Free Worldwide in scope. Meanwhile, it plods incident by incident toward the certainty of the universal success it so richly deserves."

Chief Hohmann's opinion of Sigalert and its future is known and shared by many Police Chiefs throughout the country. Word has gone out: Sigalert is on the way . . . and by a simple addition to any existing police transmitter, it will arrive soon in Hometown, U.S.A.

The standard of quality
wherever films are used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS
THE EASTMAN 16mm PROJECTOR, MODEL 275
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 Sale and Distribution of Eastman Professional Motion Picture Films

W. J. GERMAN, INC.

Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

Advertising Agency Puts Case Of Handling TV Production



By
EMIL MOGUL
President
Emil Mogul Company
Inc.

SHOULD advertising agencies produce television shows? In a word, my position on the question is *Yes*. The only proviso I would make is that agencies obviously must be equipped with more than just a desire to be creators and impresarios.

Consider it first from the advertiser's point of view. It seems to me the client stands to benefit in a variety of ways from an agency-produced show. There is first the advantage of economy. Since agencies do not depend on TV show production for their profit, as the independent producers do, or even partially as the networks do, shows would on the whole cost clients less if agencies produced them and felt responsible for justifying the costs. In the present economics of the TV business, the prices of network shows are often supported at an unnecessarily high level by the shortage of time—with networks able to command higher prices than they are necessarily worth for shows that occupy desirable time slots. Independent packagers are in business to produce and sell shows and naturally require greater profits than agencies would require for the same production. Since the agency's primary interest is not in selling a program but in utilizing TV time to attract the largest possible audience, the agency is or at least should be, less interested in propping from the production itself.

Shows produced by agencies would automatically be much more closely supervised by the agencies than they are when, for practical purposes, they are out of the agency's hands and—no sarcasm intended—in the laps of the gods. Since an agency's fortunes with a particular client rise or fall, as they so often do, with the ratings of the client's TV show, it seems to me the agency should have much more to do with running the show than simply choosing it in the first place and then praying that the initial judgment was correct, to say nothing of the moral obligation of *earning* its commission on talent and production costs.

From the network's point of view, the question may appear to be a different one. Admittedly, networks must, for their own protection and as a public obligation, maintain standards of taste, quality, interest and programming diversification which it might be difficult to maintain if each sponsor were an individual producer. But this is not a really valid argument against encouraging

agencies to assume the responsibility. Many of the finest shows on the air today are produced by independent packagers — and in some cases they are far greater credit to the network and stations which telecast them than much of the networks own product. And at least two of the really outstanding shows on the air are currently agency-produced. Maintaining proper programming standards would still be a matter of network policies, policing, and the prerogatives of approval and disapproval.

From the public's point of view, it should make no difference whatsoever who produces the show they watch—network, packager or agency. The inalienable right to tune in and tune out is the most effective arbiter of what's good TV and what's bad TV, in any case. As for the agencies themselves, all of this presupposes the necessary talent and manpower to produce programs of sufficient quality and interest to attract and hold audiences. And this of course means large additional overhead which would in many instances exceed the agency 15% or 17.65% gross income. To maintain the same profits that it currently earns on a network produced or packaged show, the agency would have to charge a substantial additional production fee. But this should certainly still leave room for a considerable saving to the client.

Whether it is or should be an agency responsibility to produce its own shows is quite a different question from whether agencies should be allowed or *encouraged* to do it. And whether any individual agency should *seek* this additional responsibility is of course for that agency to decide. As for ourselves, we've created and produced successful shows in the past and we plan to do so again. When we put our money on a *horse*, we're willing to gamble on our judgment and the jockey. But when we put our client's money on a TV show, we'd like to have as much as possible to do with making it run—even if it means a lot more work for us.

East-West TV Network — Economic Closed Circuit Package Deals

A package deal, in closed circuit television, can be made available through the coordination of a group of clients and the multiple use of leased facilities of A.T.&T. and local phone companies. The packages now ready to deliver are of this type.

Services rendered in the 9 and 11 city package deals described below are as follows: Origination from any included city; video and audio—long lines and local loops; 9'x12' TV projection, with union operation, and Network supervision at each location; hotel liaison; facility test prior to show; reports on test and show.

NINE MAJOR INDUSTRIAL MARKETS

(April — May — June)

Chicago	South Bend	Pittsburgh
Columbus	Cincinnati	Cleveland
Detroit	Indianapolis	Huntington, W. Va.

9 CITY PACKAGE RATE

1 Hour	\$ 9,746.39
2 Hour	\$12,954.00
COMPARE:	
Average 1 Hour	\$13,531.04
East-West Package	9,746.39
SAVING	\$ 3,784.65

ELEVEN KEY FARM BELT MARKETS

(June — July — August)

Minneapolis	Omaha	Wichita
Mason City	Quincy	Siaux Falls, S.D.
Des Moines	Pearia	Kansas City, Mo.
Madison, Wisc.		Davenport, Iowa

11 CITY PACKAGE RATE

1 Hour	\$11,965.00
2 Hour	\$16,427.00
COMPARE:	
Average 1 Hour	\$17,400.00
East-West Package	11,965.00
SAVING	\$ 5,435.00

EAST WEST PROJECTION OPERATION RATES

Uniform 9' x 12' projection equipment
Available in any key market—anytime.

To 1 Hour 30 Minutes	\$435.00
Base period to 3 Hours	\$525.00

"Off-the-air" projection service available

(Price includes Agency commission.)

— ESTIMATING COST —

It is relatively simple to estimate the cost of a closed circuit show. By using the following formula you can readily determine the approximate cost of a show for your Company.

Multiply the number of cities to be reached

by \$480.00, (average one time local video and audio charge); add, \$435.00 per city for projection; plus \$1.24 per airline mile for inter-city video and audio, (includes Fed. tax); average studio origin at \$1500.00; your estimate of script and talent.

Prices Include Fed. Tax and Agency Commission. Does not include script or talent.

EAST-WEST TV NETWORK

**2924 AUBURN AVE.
TOLEDO 6, OHIO**

Creative Thinking Necessary in TV Film Commercial Activity

AS a man deeply interested in the graphic arts, I assume it's within my province to attempt to forecast some of the developments that can be expected in the field of television film commercials during 1957.

Generally, the picture appears to be bright. During 1956, an estimated total of \$397,498,000 was spent by national advertisers alone in spot television. Naturally, this steady growth pattern is reflected in the film commercial business and we expect to see this healthy trend continue upward during the coming year.



There are many factors contributing to the increased activity within this field. Advertisers have been compelled to use a greater variety of commercials to cater to an increasingly sophisticated television audience. A spot that was considered outstanding five years ago might be quite ordinary by today's standards.

There is a more discerning audience to be sold today. We can remember in the early days when some commercials ran two or three years with quite a successful sales record. Today, a campaign can be "old hat" in a matter of months.



Another product of this era of intensified competition will be the excursion by advertisers and agencies into new areas of commercial expression. I anticipate more experimentation in the field of commercial technique with utilization of some art forms which have been considered, up to this time, as somewhat esoteric and avant garde. I believe the influence of abstraction and other non-objective art forms will be felt more strongly this next year.

Coupled with these new graphic forms will be an ever increasing and ingenious use of new sounds. Only now is there a growing appreciation of what sound can do to enhance the film commercial. I look for greater use of original orchestral scores sound effects and unique instrumental combinations to bolster the attention-getting power of the commercial sell.



By
SHAMUS CULHANE
President
Shamus Culhane Prod.,
Inc.

Animation will be employed more than ever before. In my judgment, animation remains the most exciting and desirous form of commercial. Quite probably, the rotoscope technique, which optically combines live action and animation, will be utilized to a greater extent than before despite the increased cost due to intricacy of production. This marriage of realism and imagination will be effectively harnessed by more advertisers in 1957.

The antics of Bert and Harry Piel have already exerted an influence that is bound to extend into 1957. Agencies are presently attempting to duplicate the success of this series by a more careful attention to characterization in their animated commercials.



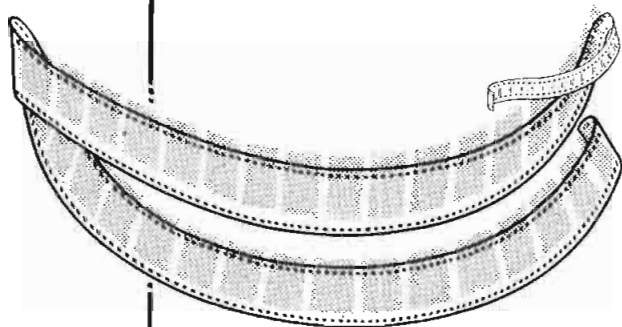
One cannot survey any field of television endeavour without contemplating the impact of color on the 1957 scene. Here is a subject of vast possibilities, one, which I venture, will affect merchandising revolution beyond present expectation when it is finally accepted by advertisers as a truly mass medium. Having experienced its explosive impact on Hollywood upon its introduction in the 30's, I can fully appreciate its potential. Despite its growing popularity, for 1957 at least, black and white commercials will continue to dominate the commercial field.



I have attempted, with the usual reservations, to map just a few of the possibilities. There are certainly many turns in the road which may turn out to be dead ends. To judge how successful a prognosis this has been, I suggest checking this space next year to see whether I've been booked for a return engagement.



COMPLETE CREATIVE PRODUCTION



Service

with a

Smile...

Let



put your TV commercials on FILM.



has more years in the business of advertising on film than anybody.



has studios fully equipped to produce live or animated films in New York, Hollywood and London.

NATIONAL SCREEN SERVICE CORPORATION
TELEVISION & INDUSTRIAL FILMS DIVISION

TV Equipped Motion Picture Theatres in the United States

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>	<i>Equip. Mftrs.</i>
California	Fresno	2,169	Fresno	RCA
	Huntington Park	1,468	Huntington Park	RCA
	Los Angeles	1,757	Downtown	RCA
		2,213	Orpheum	RCA
		3,387	Paramount	RCA
	San Francisco	1,363	Ritz	GPL
		2,646	Paramount	RCA
399		Telenews	Trad	
Colorado Dist. of Col.	Denver	2,096	Paramount	GPL
	Washington	3,452	Capitol	RCA
Florida	Jacksonville	1,838	Keith's	RCA
		1,155	Florida	Trad
	Miami	2,000	Carib	RCA
Georgia	Atlanta	—	Capitol	RCA
	2,476	Paramount	Trad	
Illinois	Chicago	1,299	Crown	RCA
		3,931	Marbro	RCA
	2,649	State Lake	RCA	
	—	Loop	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	RCA
Maryland	Baltimore	2,048	Century	RCA
		1,320	Metropolitan	Trad
	2,843	Stanley	RCA	
	1,860	State	RCA	
	1,500	Pilgrim	RCA	
Massachusetts	Boston	3,583	State	RCA
		2,500	Eastown	RCA
Michigan	Detroit	3,435	Hollywood	RCA
		4,029	Michigan	PT.
		(Intermediary)		
		2,967	Palms State	RCA
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	4,060	Fox	RCA
		2,146	Marine	RCA
	N. Y. C.—Manhattan	450	Guild Newsreel	RCA
3,650	Paramount	PT.		
(Intermediary)				

State	City	Seating Capacity	Theatre	Equip. Mfrs.	
North Carolina	N.Y.C.—Flushing	2,282	Victoria	GPL	
	Charlotte	2,146	Prospect	RCA	
	Cincinnati	1,405	Carolina	Trad	
	Cleveland	3,037	Albee	RCA	
		3,009	Allen	RCA	
		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	
	Erie	1,434	Shea's	RCA	
		2,584	Warner	RCA	
	Philadelphia	1,030	Royal	Trad	
		2,947	Stanley	RCA	
	Pittsburgh	2,016	J. P. Harris	RCA	
		3,486	Penn	RCA	
		3,719	Stanley	RCA	
	Texas	Dallas	—	Tower	RCA
		Houston	—	Kirby	RCA
Utah	Salt Lake City	1,759	Utah	RCA	
Virginia	Richmond	1,396	Byrd	RCA	
		1,393	National	RCA	
		668	State	RCA	
Washington	Seattle	2,559	Orpheum	RCA	
Wisconsin	Milwaukee	2,436	Riverside	RCA	
		2,431	Warner	RCA	

Represented Nationally
by Peters, Griffin,
Woodward, Inc.



WTVJ Miami . . .

NOW 8 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

BASIC AFFILIATE

MIAMI

1956 "EMMY" WINNERS

- BEST SINGLE PROGRAM OF THE YEAR**
"Requiem For A Heavyweight"—"Playhouse 90."
- BEST NEW PROGRAM SERIES**
"Playhouse 90."
- BEST SERIES (HALF HOUR OR LESS)**
"The Phil Silvers Show."
- BEST SERIES (ONE HOUR OR MORE)**
"Caesar's Hour."
- BEST PUBLIC SERVICE SERIES**
"See It Now."
- BEST COVERAGE OF A NEWSWORTHY EVENT**
"Years Of Crisis," Year-end report, Murrow and correspondents—CBS.
- BEST CONTINUING PERFORMANCE IN A DRAMATIC SERIES (ACTOR)**
Robert Young in "Father Knows Best."
- BEST CONTINUING PERFORMANCE IN A DRAMATIC SERIES (ACTRESS)**
Loretta Young in "Loretta Young Show."
- BEST CONTINUING PERFORMANCE BY A COMEDIAN IN A SERIES**
Sid Caesar in "Caesar's Hour."
- BEST CONTINUING PERFORMANCE BY A COMEDIENNE IN A SERIES**
Nanette Fabray in "Caesar's Hour."
- BEST SINGLE PERFORMANCE (ACTOR)**
Jack Palance in "Requiem For A Heavyweight"—"Playhouse 90."
- BEST SINGLE PERFORMANCE (ACTRESS)**
Claire Trevor in "Dodsworth"—"Producer's Showcase."
- BEST SUPPORTING PERFORMANCE (ACTOR)**
Carl Reiner on "Caesar's Hour."
- BEST SUPPORTING PERFORMANCE (ACTRESS)**
Pat Carroll on "Caesar's Hour."
- BEST MALE PERSONALITY (CONTINUING PERFORMANCE)**
Perry Como.
- BEST FEMALE PERSONALITY (CONTINUING PERFORMANCE)**
Dinah Shore.
- BEST NEWS COMMENTATOR**
Edward R. Murrow.
- BEST TELEPLAY WRITING (HALF HOUR OR LESS)**
James P. Cavanagh for "Fog Closing In" on "Alfred Hitchcock Presents."
- BEST TELEPLAY WRITING (HOUR OR MORE)**
Rod Serling for "Requiem For A Heavyweight"—"Playhouse 90."
- BEST COMEDY WRITING**
"Phil Silvers"—Hiken, Friedberg, Webster, Stern, Rosen, Jacoby.
- BEST DIRECTION (HALF HOUR OR LESS)**
Sheldon Leonard for "Danny's Comeback"—"The Danny Thomas Show."
- BEST DIRECTION (ONE HOUR OR MORE)**
Ralph Nelson for "Requiem For A Heavyweight"—"Playhouse 90."
- BEST ART DIRECTION (HALF HOUR OR LESS)**
Paul Barnes for "Your Hit Parade."
- BEST ART DIRECTION (ONE HOUR OR MORE)**
Albert Heschang for "Requiem For A Heavyweight," "Playhouse 90."

(Continued on Page 749)

Sunday's something special
on
NBC-TV 9-10 P.M., E.S.T.

*The Goodyear Tire
& Rubber Company
Presents . . .*

**THE
GOODYEAR
PLAYHOUSE**



Young & Rubicam, Inc., Advertising

The one and only thing NEW in television!

ZENITH "SPACE-COMMAND" TV TUNER

It answers silent commands from your easy chair...or even from the next room. Turns set on and off, changes stations, mutes sound, shuts off long, annoying commercials!

You'll be amazed! There's nothing between you and the television set but space! No wires, no cords, no batteries, no radio control waves. Yet the "SPACE-COMMANDER" control box in your hand carries out your commands from across the

room, or even from the next room. Is it magic? How does it work? Well, see it yourself...try it yourself at your Zenith dealer's. You've just never seen anything like it! And remember—only Zenith has it!

NOTHING BETWEEN YOU AND THE SET BUT SPACE

- You hear nothing!
- You see nothing!
- No transistors!
- No radio control waves!
- No wires!
- No flashlights!
- No batteries!
- No cords!
- The only wireless complete remote control!



The Royalty of RADIO,
TELEVISION and PHONOGRAPHS

Backed by 38 years of leadership in radionics exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Ill

1956 "EMMY" WINNERS

BEST CINEMATOGRAPHY FOR TELEVISION
Norbert Brodine for "The Pearl"—"Loretta Young Show."

BEST LIVE CAMERA WORK
"A Night To Remember"—"Kraft Television Theatre," NBC.

BEST EDITING OF A FILM FOR TELEVISION
Frank Keller for "Our Mr. Sun"—"A. T. & T. Science Series."

BEST MUSICAL CONTRIBUTION FOR TELEVISION
Leonard Bernstein for "Omnibus."

BEST ENGINEERING OR TECHNICAL ACHIEVEMENT
Ampex and CBS for video tape development.

NEW YORK EMMY AWARDS

MOST OUTSTANDING LIVE LOCAL PROGRAM
"Night Beat"—WABD.

BEST DOCUMENTARY OR EDUCATIONAL PROGRAM
"Camera Three" (January 1-15, 1956)—WCBS-TV.

BEST NEWS PROGRAM
"11th Hour News" with John K. M. McCaffery—WRCA-TV.

BEST CHILDREN'S OR TEEN AGE PROGRAM
Tie: "Children's Theatre," WRCA-TV; "On The Carousel," WCBS-TV.

MOST OUTSTANDING MALE PERSONALITY
Mike Wallace—WABD.

MOST OUTSTANDING FEMALE PERSONALITY
Jinx McCrary—WRCA-TV.

SPECIAL STATION ACHIEVEMENT
Dual award to WABD for "Night Beat," and WPIX for UN coverage.

HOLLYWOOD EMMY AWARDS

BEST ENTERTAINMENT PROGRAM
"Stars Of Jazz"—KABC-TV.

BEST DOCUMENTARY OR EDUCATIONAL SHOW
"Harvest" with Dr. Frank Baxter—KRCA.

BEST CHILDREN'S PROGRAM
"Faith Of Our Children"—KRCA.

BEST NEWS PROGRAM
"Big News," C. Roberts, B. Stout, G. Stratton, A. Green—KNXT.

BEST SPORTS PROGRAM
"Gil Stratton's Sport News"—KNXT.

MOST OUTSTANDING MALE PERSONALITY
Clete Roberts—KNXT.

MOST OUTSTANDING FEMALE PERSONALITY
Eleanor Powell—KRCA.

BEST LOCAL PRODUCTION ALSO SEEN OUTSIDE LOS ANGELES
Paul Coates' "Confidential File"—KTTY.

SPECIAL STATION ACHIEVEMENT AWARD
*KNXT for general overall excellence in public service.
Honorable Mention—To KTTY for standards of public service.*



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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.

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- Aid in music clearance.

TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist

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The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety programs or as scene-setting segments.

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TELEVISION NETWORKS

EXECUTIVE

PERSONNEL

ARTICLES

MAPS

1957

Learning Public's Tastes Needed for TV Series' Success



By
OLIVER TRELYZ
Vice President
in Charge
ABC Television
Network

As everyone has heard at one time or another, build a better mousetrap and the whole world will come to you. Television is certainly no exception.

To bring the viewer to your network channel requires consistency and quality, finding a need and filling it, building a habit of expectancy. Programs with a sawtooth, up and down record, cannot succeed as winners over the long haul. Inevitably, a spotty viewing audience will result, since people will not follow a program if it doesn't deliver with regularity.



Witness the record of feature films in the Los Angeles area alone. At first a sensation when the MGM package was presented, an up and down rating pattern soon developed. This was the direct result of offering features of varying quality. As in any feature package, this group included films both bad and good, and in-between. The public, as discerning a group as there ever was, reacted with the same inconsistency as the film series itself.

In contrast, consider any number of network shows which maintain consistency throughout the year and develop strong audience loyalty. Each new rating report shows a stability in share of audience. Possessing an intangible though pre-existing personality and giving the audience consistency each week, these programs will always emerge victorious over the spectaculars, the shows which cannot maintain a theme and focus.

Who would underestimate the regular drawing power of a "Disneyland," which presents something new and different each week, yet holds the attention of the viewer since he knows what to expect from the inimitable talent of Walt Disney.



Always a winner with motion picture audiences, Westerns and Adventures have established themselves firmly as television leaders. "Cheyenne," "The Life and Legend of Wyatt Earp," "Gunsmoke," "Broken Arrow" and "The Adventures of Jim Bowie" fill a need of the American public and deliver with consistent high quality. I, for one, predict they'll be with us for a long time to come, maintaining loyalty as long as Americans are Americans.

Many examples of programs which deliver with regularity could be cited. In network television today, we have "Crossroads," Alfred Hitchcock, "The \$64,000 Question,"

"Father Knows Best," "The Ed Sullivan Show," "What's My Line?," "Dragnet" and many others, all of which have that extra something which distinguishes them in the eye of the viewer. They have found a need, and filled it.

Of the newer shows of the past season or two, none has quite equalled the record of Lawrence Welk. Where other musical shows had failed, Welk and his Champagne Music became an overnight phenomenon. Welk hit the top and has remained there since with a combination of his magnetic personality and the presentation of music in the way the people wanted to hear it. As such, he'll continue to hold top ratings.



In its planning for the 1957-58 season, ABC Television will rely heavily on this quality-consistency-expectancy formula as it readies new programs. We believe that Frank Sinatra, long a favorite, will become a firmly entrenched habit with television viewers. So too, will the new Walt Disney program and the latest adventure series to come from the Warner Bros. studios.

One important factor in building expectancy which cannot be ignored is 52-week exposure. ABC Television research has found that shows which are in there punching the year-round build up a much stronger habit than those which take the conventional hiatus during the summer months. This exposure has helped immeasurably in the success of Welk, "Disneyland," Wyatt Earp, "Cheyenne," Ed Sullivan and others.



While not relying on mousetraps to capture audiences, ABC Television has achieved unusual results with a "mouse." With the "Mickey Mouse Club" ABC-TV has established itself firmly in the daytime picture. With its year-round appeal, the club has become a habit with the housewife and young America. With it as a keystone, ABC Television is planning new and important daytime entries. As at night, we will follow the pattern of finding a need and filling it, firmly convinced that it will bring us public acceptance and acclaim.

A.B.C. TELEVISION NETWORK

JAMES T. AUBREY, JR.

Vice President in Charge of Programming and Talent



James T. Aubrey, Jr. was named vice president in charge of programming and talent for ABC-TV network in January, 1957. He had previously served as manager of CBS-TV programs in Hollywood since June, 1956. From 1952 to 1956, Aubrey was general manager of KNXT, Hollywood, and of the Columbia TV Pacific Network. Prior to this, he was sales manager of KNXT from January to June 1952; account executive with KNXT during 1951-52 and account executive with KNX from 1948 to 1951. Aubrey was associated with Street and Smith Publications and Conde Nast Publications following World War II. During the war he served with the Air Force. A graduate of Princeton University, Summa Cum Laude, Aubrey is married to actress Phyllis Thaxter. They have two children.

SLOCUM CHAPIN

Vice President in Charge of Sales

Slocum Chapin, VP in charge of sales for ABC-TV, is a graduate of Dartmouth College. Prior to joining WJZ (now WABC) as sales manager in 1942, he served in sales promotion for World Broadcasting System; in sales with WOC, Davenport, Iowa; as sales manager of WKBN, Youngstown, Ohio, and as general manager of WSTC, Stamford, Conn. Chapin moved from the local New York station in 1944 to the radio network sales department and then in 1948, was appointed eastern sales manager for ABC-TV when the department was created in 1948. In 1951, he was named vice president in charge of owned and operated stations for ABC, a post he held until being named to his present position in 1954.



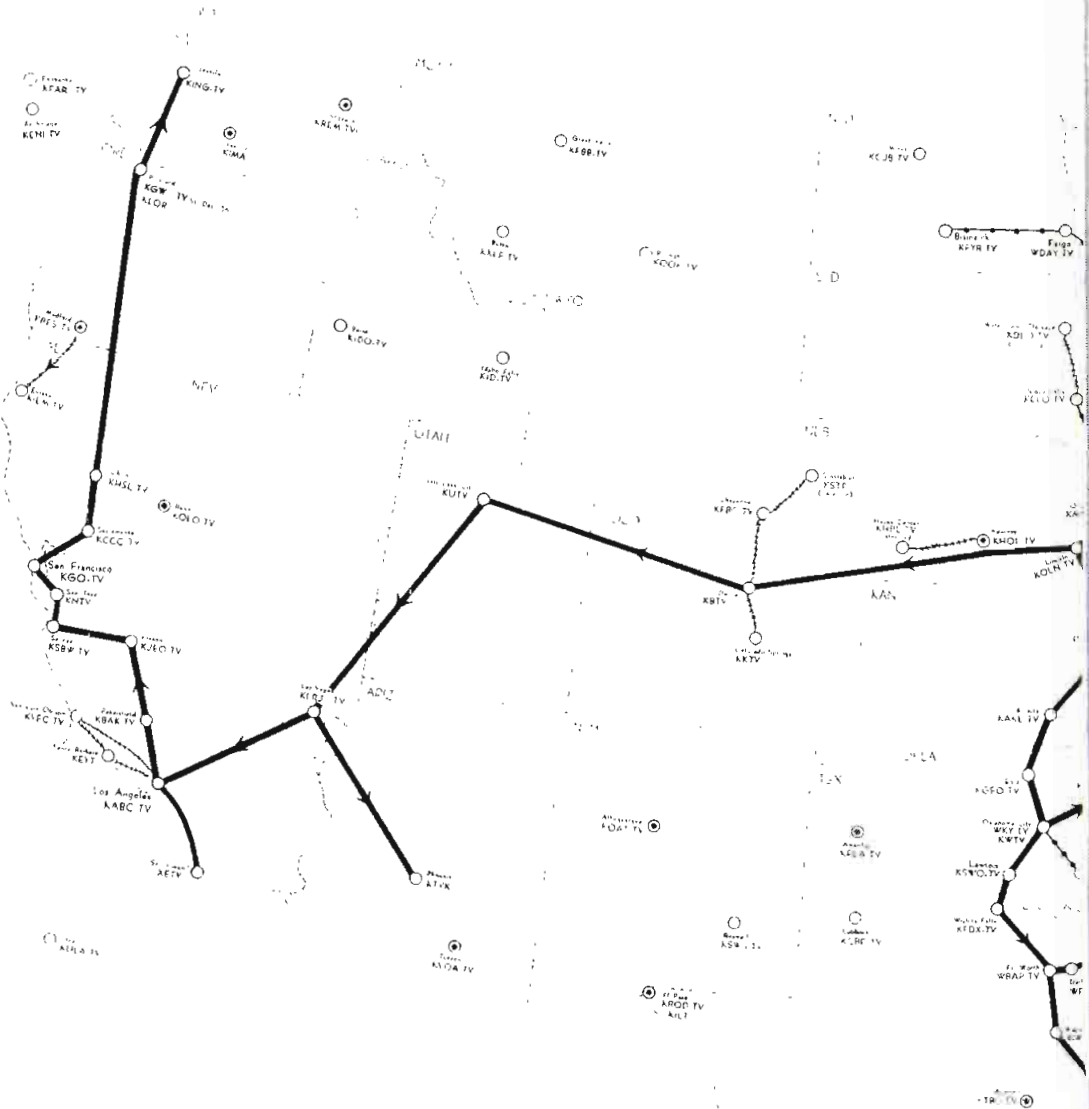
JOHN DALY




V.P. in Charge of News, Special Events, Sports and Public Affairs



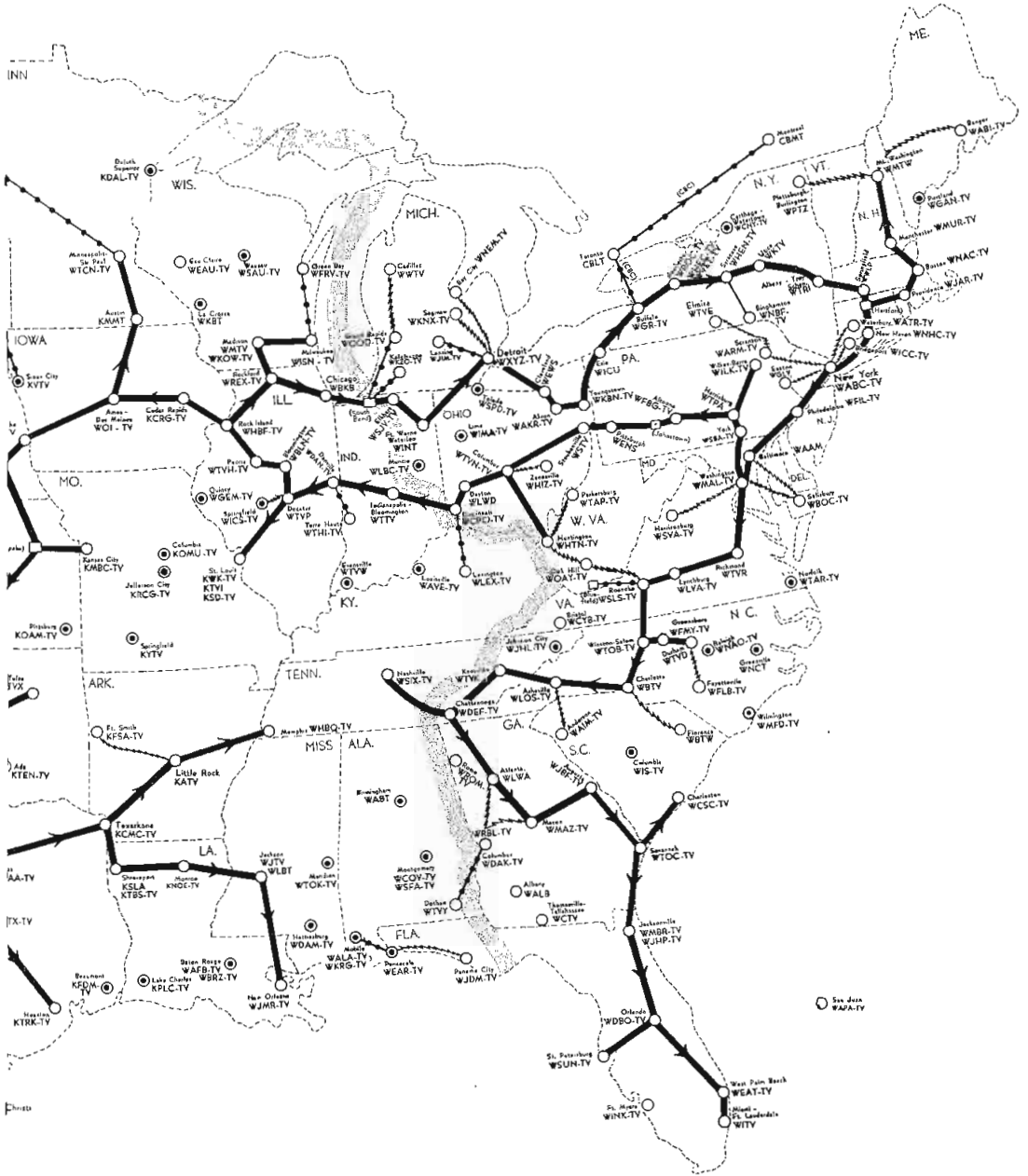
John Daly, vice president of ABC in charge of news, special events, sports and public affairs, started as a CBS radio reporter and commentator in 1937 in Washington, D. C., after leaving Boston College. He left CBS after 12 years, joining ABC in 1949 and was named to his present post in August, 1953. Daly worked under a Washington dateline for four years. He was transferred to New York in 1941. Daly's combat reporting included eye witness accounts of the Sicilian campaign, the Italian campaign and the Anzio landing. He returned to cover the 1944 conventions, Presidential campaign and election. Since joining ABC he has directed or participated in the coverage of each year's great stories—from the Korean crises through the major sessions of the UN, the 1956 political events, the inaugurations of President Eisenhower, the coronation of Queen Elizabeth, the Army McCarthy hearings, the Suez Invasion and the Hungarian rebellion.

AMERICAN BROAD



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-  LINES SHARED WITH OTHER NETWORKS
-  STATION CONTROLLED FACILITIES
-  LIMITED CONNECTED SERVICE

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AMERICAN BROADCASTING CO., 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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James W. Beach Vice-President
Alfred Beckman Vice-President
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Eugene Accas Administrative V.P.

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Omar Elder Secretary & Ass't. General Counsel
Richard L. Freund Dir. of Labor Relations

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Theodore H. Fetter Director of Program Dept.
Freelon Fowler Film Program Manager
Frederick P. Laffey Administrative Manager
& Budget Officer
Daniel Melnick Program Development Manager
Charles Mortimer Mgr. Prog. Prod.
William Seaman Mgr TV Prog. Service

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Department
Ruth K. Blainey Operations Manager
Leonard Maskin Television Services Manager
James McNaughton Executive Art Director
Frederick J. Schuhman Studio Services
Coordinator

News, Special Events, Sports & Public Affairs

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News, Special Events, Sport & Public Affairs
Thomas Velotta Vice-President & Adminis-
trative Officer of News, Special Events, Sport
& Public Affairs
Donald G. Coe Dir. of Special Events and Ops.
Rutli Crawford Librarian
Francis N. Littlejohn News and Public
Affairs Dir.
William A. Whitehouse Director of Radio &
TV Sports

Press Information & Advertising

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John H. Eckstein Director of Advertising
Hank Warner Director of Press Information

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Donald S. Shaw Jr., Director of Station Clearance
Joseph Giaquinto Manager Station Clearance

Sales

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Henry T. Hede Business Mgr.-TV Network
Alice Stamatis Manager of Order Processing
Eugene Wyatt National Program Sales Mgr.

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Station Relations

Research and Sales Development

Donald Coyle.....V.P., Research
& Sales Development
Julius Barnathan.....Mgr. of Research
Bert Briller.....Mgr. of Sls. Development

ABC Film Syndication, Inc.

1501 Broadway

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Richard P. Morgan.....Vice-President
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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

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20 N. Wacker Drive, Chicago 6, Ill.

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Charge of WBKB
James W. Beach.....Vice-President and
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Grover Allen.....Exec. Producer
Ralph Andrews.....Manager, WBKB Film Dept.
Manuel Fingerhut.....Comptroller, WBKB
Elliott W. Henry, Jr.....Pub. and Prom. Dir.
William P. Kusack.....Manager of Engineering
Dept.
Rex Maupin.....Director of Music for WBKB
Con O'Dea.....Manager, WBKB News &
Special Events
Daniel Schuffman.....Program Manager, WBKB
Matthew Vieracker.....General Manager, WBKB
Harold Wettersten.....Sales Manager, TV Network
Central Division

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Elizabeth Ashton.....Traffic Manager
Joseph C. Cassel.....Controller
Harold Christian.....V. P., in Charge of
Merchandising & Research
Ralph Dawson.....Television Sales Manager
Page Heldenbrand.....Promotion Manager
Charles Kocher.....Chief Engineer
John Lee.....Television Manager
John Pival.....Vice-President for Television
Peter Strand.....Executive Producer

HOLLYWOOD

ABC Television Center

Hollywood 27, Calif.

Earl Hudson.....Vice-President, Western Division
J. Clifford Anderson.....Director of Labor Relations
Jack Brembeck.....Promotion Manager
Dorothy L. Brown.....Continuity Acceptance Editor,
Western Division
Sanford Cummings.....ABC Coordinator,
Disney TV
Ralph G. Denechaud.....Asst. to Chief Engineer,
Western Division

Thomas Lufkin.....Program Mgr., National
TV Network, Western Division
Theodore Grenier.....Chief Engineer, Western
Division
Allen E. Maynard.....Purchasing Agent &
Building Maintenance Supervisor
Courtney McLeod.....Dir. of Network Traffic,
Station Clearance & TV Sales Service,
Western Division
Robert P. Myers.....Pacific Coast Counsel, ABC
Norma T. Olson.....Director TV Program
Operations
Daniel P. O'Reilly.....News Editor, Western Division
Frank G. Ralston, Jr.....Network Film Director,
ABC-TV
Peter G. Robinson.....Program Director, KABC-TV
Elton Rule.....Sales Manager, KABC-TV
Florence T. Schiro.....Personnel Director
Selig Seligman.....General Manager of KABC-TV
J. English Smith.....Director
John C. Wagner.....Controller, Western Division
Ernest Stern.....Dir. of Promotion-Publicity,
Western Division

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

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Russ Baker.....Program Manager
Jon Barkhurst.....Prom. and Pub. Mgr.
Vincent Francis.....Western Division Sales Manager
TV Network
Harry Jacobs.....Chief Engineer & Building
Maintenance Manager
Edith Kirby.....Traffic Manager
Robert Mitchell.....Film Editor
Lorraine Pedersen.....Continuity Acceptance Editor
Victor Reed.....Manager of News & Special Events
& Advertising, Promotion & Publicity
David Sacks.....Sales Manager KGO & KGO-TV
Henry Saroyan.....Controller & Purchasing Agent
Edward Smith.....Production Manager
Mary Jane Wolf.....Sales Service Mgr.

WASHINGTON

1735 DeSales St., N.W.

Washington, D. C.

Robert H. Hinckley.....Vice-President in Charge
of Washington Office

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Robert L. Stone.....V.P. in Charge of WABC-TV
Gordon Kunz.....Production Manager of WABC-TV
Joseph Stamler.....Sales Mgr.
George Rice.....Program Manager
ABC-TV Station Affiliates Association
Frederick Houwink (Chrmn.).....WMAL,
Washington, D. C.
Harry LaBrun (V. Chrmn.).....WLWA, Atlanta, Ga.
Joseph Hladky (Sec'y).....KCRG-TV, Cedar Rapids,
Ia.
Joseph Drilling (Treas.).....KJEO-TV, Fresno, Calif.
Board of Governors
Joseph Bernard.....WGR-TV, Buffalo, N. Y.
Donald Davis.....KMBC-TV, Kansas City, Mo.
Joseph Herold.....KB-TV, Denver, Colo.
Robert Lemon.....WTTV, Indianapolis, Ind.
William Walbridge.....KTRK-TV, Houston, Texas

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

what they watch



needs watching

"Every day is a school day. The things Johnny learns from TV—really remarkable."

"Peter never used to look both ways before he crossed the street. Now he does it—because *Jiminy Cricket* told him to!"

A few years back, you didn't hear parents talk like that about children's television. Nobody thought the whole country could be a classroom. Maybe you remember some of the things that parents used to say.

Today, such words have a far-away ring, like the bell on the little red school house. Today the whole country's a classroom.

It isn't that parents have changed or that children have changed. Nothing has changed—but television itself.

Television is no longer a child. Today's shows for children are sometimes educational, often exciting and always entertaining. Today's television is wonderful. And ABC intends to keep it wonderful—make it even more wonderful by daring to make it thoughtfully different.

We watch what children watch. We watch *Rin Tin Tin* and *Mickey Mouse Club* and *Jim Bowie* and *Disneyland* and *Cheyenne*. We hope that parents watch the way we do.

We are never too preoccupied to be watchful. But we are proud of our efforts—and of the efforts of other networks—in making television for children a trusted, well-adjusted playmate.



CBS Television Programming Assumes Basic Viewing Habits



By
MERLE S. JONES
President
CBS Television

AFTER a decade of television, it would be reasonable to expect that the unprecedented hold which the medium has had on the American public would begin to wear out. But nothing of the sort has happened. Nor are there any indications that the pattern will change during the coming year.



Indeed industry estimates predict that set ownership will climb a substantial 5%, raising the number of television homes to 41,800,000, or 83% of the U.S. total. But even though this gain in raw circulation is impressive, it is outshaded by the forecast that the average television family in 1957 will continue to spend more than five hours a day watching television entertainment, information and education.

With viewing remaining at the same high level, and with the addition of 3 million new television families, America by the end of 1957 will be spending 209 million hours a day watching television—4½ million more hours per day than in 1956.

The public's increasing commitment to television carries important implications for both the broadcaster and the advertiser—on the one hand the acceptance of greater responsibilities, and on the other, recognition of greater opportunities.

We at CBS Television will seek to meet this greater challenge by adhering to the basic programming policy which won for the network in 1956 a leadership unmatched in the history of the medium—a monthly average of 8 out of the Top 10 nighttime programs, 8 of the Top 10 daytime programs... and an audience virtually as large as those delivered by the other two networks combined.



In our opinion this unprecedented record stems directly from a two-fold policy—first, to create the best in entertainment, information, and public service programming; and second, to give each program a reserved spot on the schedule so that it can be presented at the same time on the same day, week after week.

This policy of program frequency and continuity springs from a recognition that man is a creature of habit with a recurring pattern to his activities week to week. As part of this routine, he not only watches television but develops the habit of watching the same programs week after week. Thus, CBS Televi-

sion has sought to mesh its program schedule into the normal behavior and activities of the television audience, so that each viewer will form the habit of watching certain programs on certain days at certain times.

But this faith in the value of regular week to week programming does not mean that the CBS Television schedule will remain unchanged in the future, any more than it meant there were no changes in the past. During 1956, for example, more than twenty new program series were introduced on the network, and undoubtedly a comparable number of new series will be introduced during 1957.



This commitment to a regular weekly schedule does not preclude the so-called "special one-time broadcasts." We believe in the merit of such broadcasts but only when they provide viewers with entertainment or information of sufficient value to justify a break in the viewer's normal routine. In other words, a special show must offer something special. Operating within this definition CBS Television in 1956 broadcast such special events as the Kentucky Derby and The Orange Bowl, "The Sinking of the Andrea Doria", the annual news review by CBS News foreign correspondents—"Years of Crisis," day and night coverage of the two National Conventions, the Election Night returns, such special public affairs programs as "The Secret Life of Danny Kaye", and such entertainment one-shots as "The Victor Borge Show."



We at CBS Television during the coming months will do everything possible to maintain our role as "pace setter of the networks." We hope to achieve this goal by strengthening our regularly scheduled program lineup, by presenting one-time broadcasts that are indeed special, and by further extending our efforts in the fields of education and information through such exciting series as the new "Odyssey." By so doing we hope to provide our advertisers with a still more effective means of reaching—and selling—their products to the largest audiences ever gathered by a medium of mass communication.

C.B.S. TELEVISION NETWORK

HUBBELL ROBINSON, JR.

Executive Vice President in Charge of Network Programs



Hubbell Robinson, Jr. was named to his post of vice president and director of CBS-TV network programs in 1951 when the web was reorganized into separate network operations for television and radio. He joined CBS in 1947 as a vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam 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. A native of Schenectady, N. Y., Robinson was graduated from Brown University. Following 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 News and Public Affairs

Appointed vice president in charge of CBS News and Public Affairs in 1954, Sig Mickelson took over when the Radio and Television News and Public Affairs Departments were combined. Prior to that, he had served as director of news and public affairs for TV. 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. Mickelson joined CBS in 1943 as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He served as director of news and special events, director of public affairs and production manager there. Late, in 1949, he transferred to New York to be CBS director of public affairs. Two years later he headed news and public affairs for TV. Mickelson was graduated from Augustana College, S. Dak., in 1934. Later, he received his master's degree at the University of Minnesota.



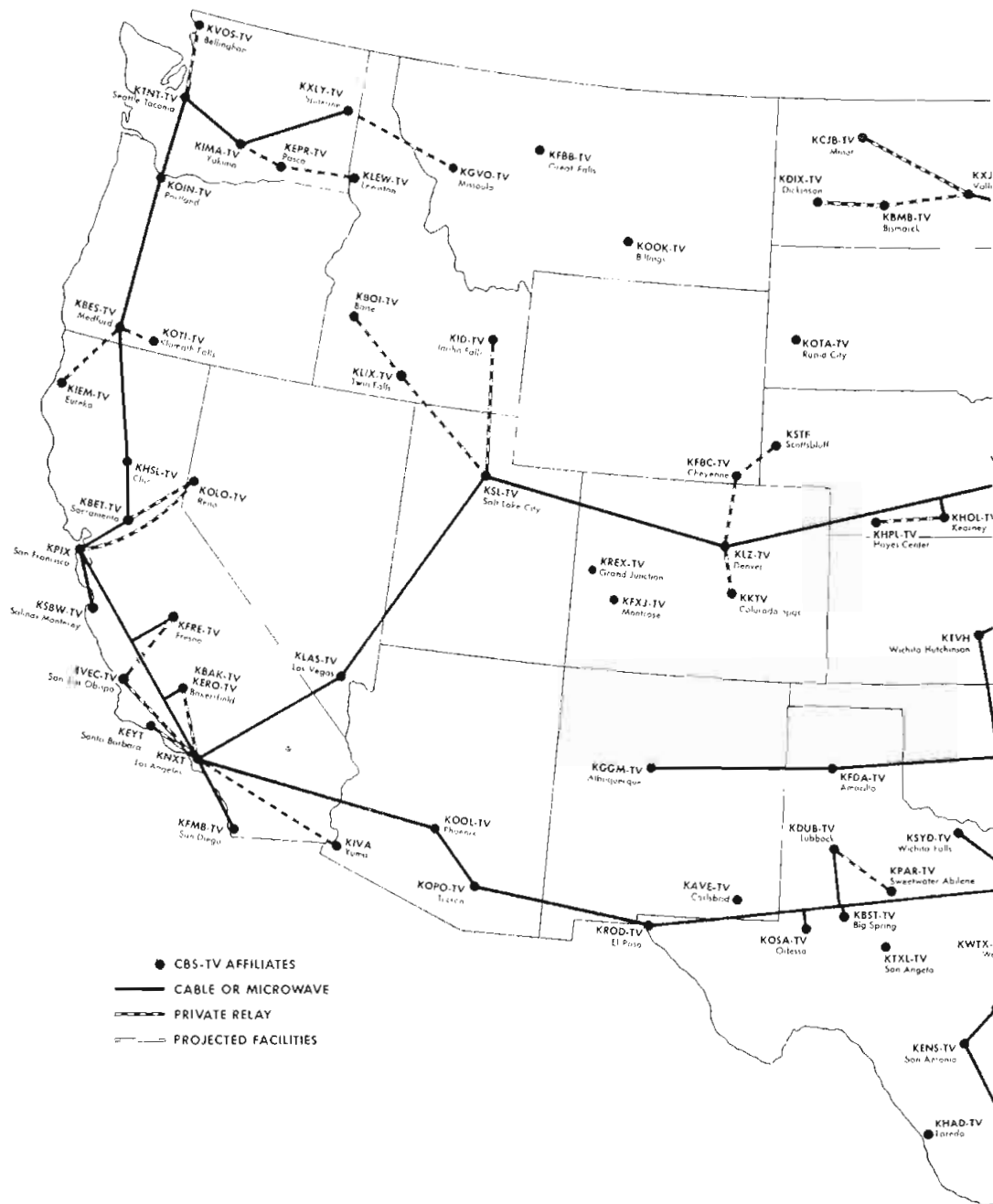
WILLIAM H. HYLAN

Vice President of Sales Administration

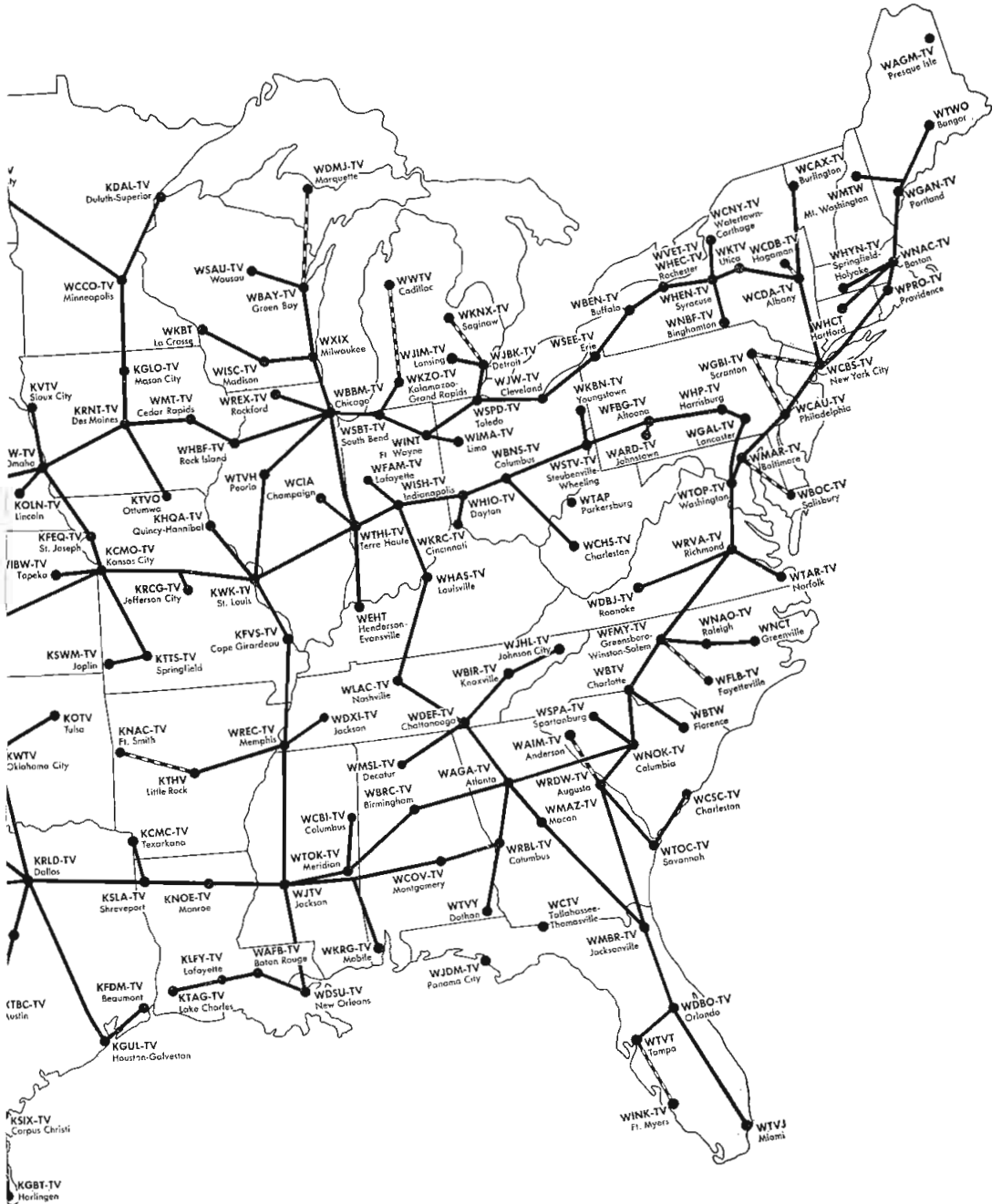


Associated with CBS for 19 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He entered military service with the Army after four years as an account executive with CBS Radio Sales from 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, Hylan was appointed eastern sales manager. He was born in New York City in 1905 and 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



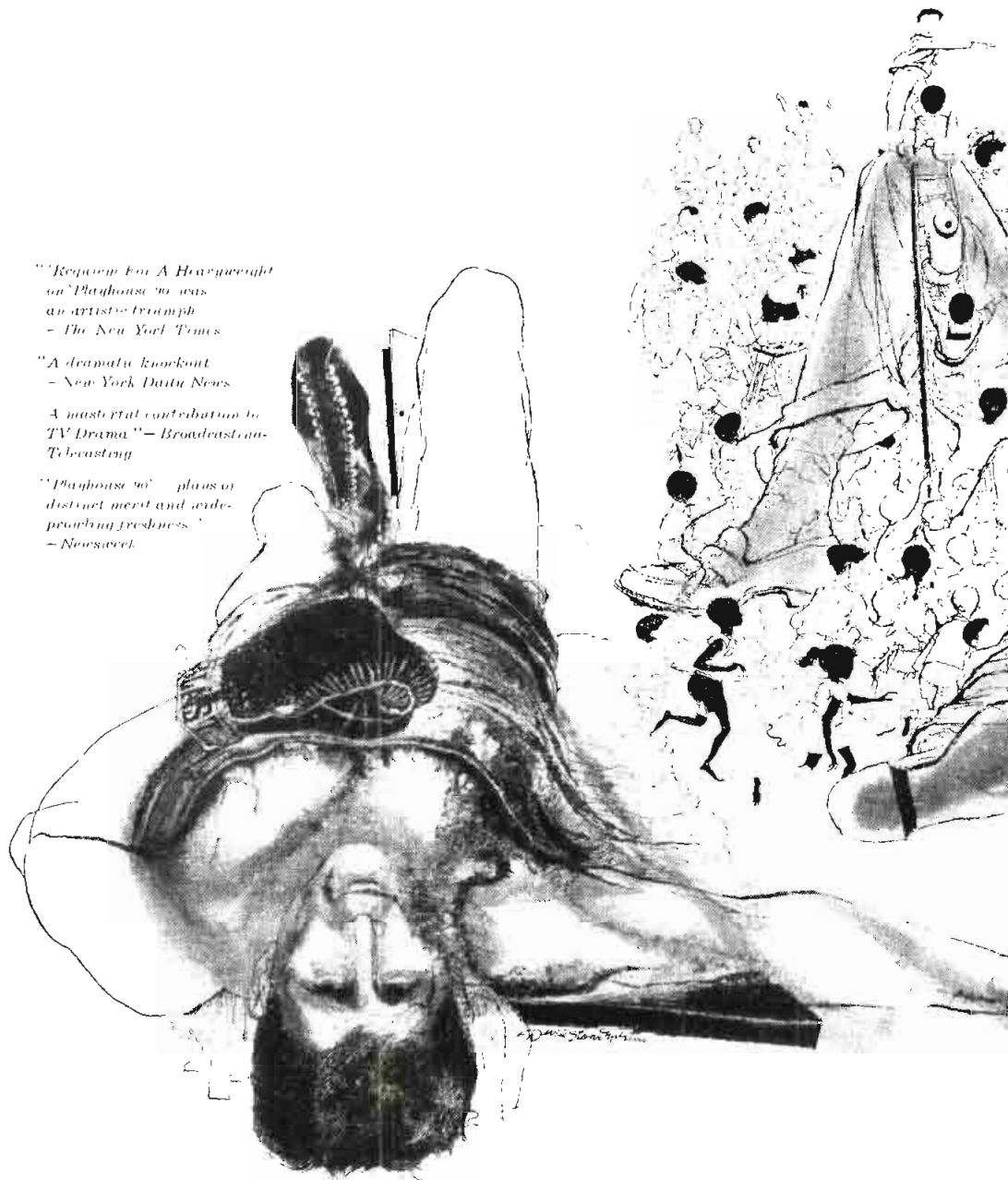
programs for

*"Requiem For A Hairweight
on 'Playhouse 90' was
an artistic triumph
- The New York Times*

*"A dramatic knockout
- New York Daily News*

*"A masterful contribution to
TV Drama" - Broadcasters
Television*

*"'Playhouse 90' plus of
distinct merit and wide-
proving freshness."
- Newsweek*



profit

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, "*The Secret Life of Danny Kaye*."

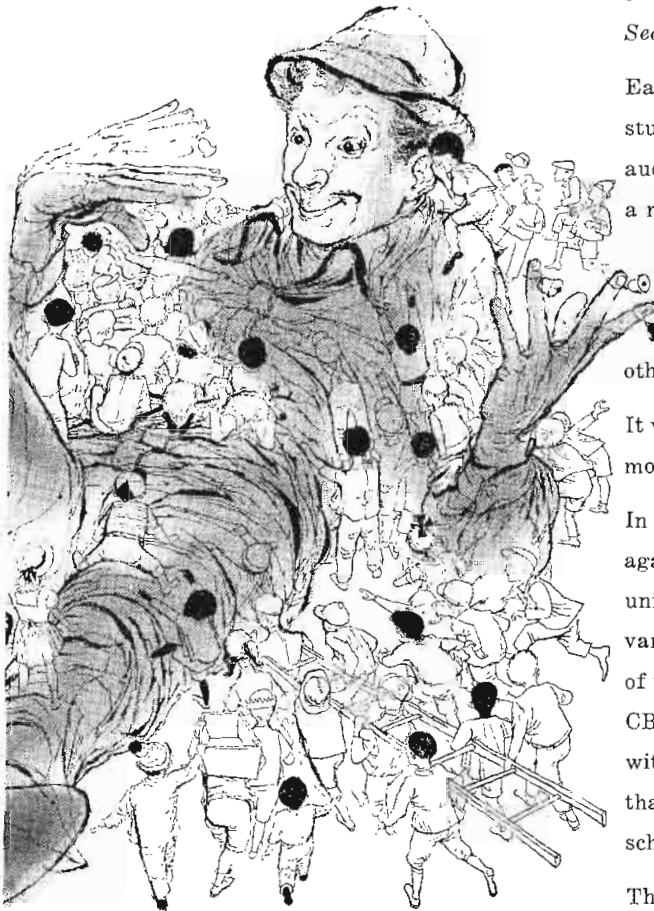
Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce. One yielded its producers a tangible financial reward; the other nothing but critical acclaim.

It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

CBS TELEVISION



"Moving, heartwarming and funny. . . Kaye, Murrow and Friendly did their work for nothing: the money . . . went to UNICEF." — *New York Post*

"... Not only grand television . . . but . . . great statesmanship."
— *Variety*

"... will probably win all the awards . . . will deserve every last one of them." — *New York World-Telegram and Sun*



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

Merle S. Jones	President
Hubbell Robinson Jr.	Exec. V.P. in Charge of Network Programs
Harry C. 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.
Oscar Katz	V.P. in Chg. of Daytime Programs
H. Leslie Atlas	Vice-President in Charge of Central Division
Edward L. Saxe	V.P. in Charge of Operations General Services
William H. Hylan	V.-P. of Sales Administration
Herbert V. Akerberg	Vice-President in Charge of Station Relations
Edward Shurick	Vice-President and Director of Station Relations
William B. Lodge	Vice-President of Engineering and Station Relations
Howard S. Meighan	Vice-President in Charge of Western Division
Leslie Harris	Vice-President & General Manager, CBS Television Film Sales, Inc.
W. Spencer Harrison	Vice-President and Business Mgr. of Talent & Contract Properties
Craig Lawrence	Vice President in Charge of CBS Television-Owned Stations
Thos. K. Fisher	Vice-President and General Attorney
William J. Flynn	Controller

Network Sales

Thomas H. Dawson	Vice-President in Charge of Network Sales
George E. Klayer	Network Sales Manager
Sam K. Maxwell	Eastern Sales Manager
Roland Blair	Mid-Western Sales Manager
Charles R. Stcrritt	Detroit Sales Manager
William J. Fagan	Business Manager
Robert Hoag	Program Sales Mgr.
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.	Executive Vice President in Charge of Network Programs
Harry C. 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.
Oscar Katz	Vice President in Charge of Daytime Programs
Lester Gottlieb	General Executive
Marlo Lewis	Executive Producer, Music & Variety Programs
Gilbert A. Ralston	Director, Network Programs, N. Y.
Robert D. Martin	Talent & Casting Director, New York
Milo Frank	Talent & Casting Director, Hollywood
Bert Berman	Dir. of Daytime Pgm. Development
Edwin Friendly	Dir. of Daytime Programs
Richard Lewine	Executive Producer
E. Carlton Wirckler	Production Manager

Operations

Edward L. Saxe	Vice-President in Charge of Operations
Henry Grossman	Director of Operations
R. G. Thompson	Director of Technical Operations
H. C. Meier	Manager of Network Operations
Walter R. Pierson	Dir. Production Facilities Planning
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	Vice-President & 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 of
 Information Services
 Larry Lowenstein.....Director—N.Y.
 James J. Kane.....Director—Hollywood
 Robert F. Blake.....Manager of Special Projects
 Harry Feeny.....Trade News Editor
 Dorothy Leffler.....Director of Magazine Division

Research

Jay Eliasberg.....Director
 Rose Marie O'Reilly.....Manager of Ratings
 Tore Hallonquist.....Manager of Program Analysis
 Leonard DeNooyer.....Mgr., Coverage Div.

Engineering

William B. Lodge.....V.P., Engineering
 and Station Relations
 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 and Busi-
 ness Mgr. of Talent & Contract Properties
 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
 Murray Benson.....Sales Manager

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 Newsfilm
 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
 William MacPhail.....Director of Sports
 Helen Sioussat.....Director of Talks
 Theodore F. Koop.....Director of News and
 Public Affairs, Washington

CBS Television Spot Sales

John A. Schneider.....General Manager
 Ben Margolis.....Business Manager
 Robert F. Davis.....Research Manager
 Walter Stein.....Ass't Research Manager
 Bruce Bryant.....Eastern Sales Manager
 Frank Elliott Jr.....Director Sales Development
 B. Colvig.....Director Sales Promotion

Branch Offices

Arthur C. Elliott.....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
 Thos. W. Moore.....General Sales Manager
 Fred Mahlstedt.....Director of Operations
 Eugene Moss.....Sales Promotion Manager
 Walter Scanlon.....Merchandising Manager
 John C. Sebastian.....Publicity Manager

Terrytoons Division

Paul Terry, Newell T. Schwin

CBS-OWNED TELEVISION STATIONS

Craig Lawrence.....Vice President in Charge of
 CBS Television-Owned Stations

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.

Clark B. George.....General Manager

WXIX, 5445 North 27th St. Milwaukee, Wis.

Edmund C. Bunker.....General Manager

WHCT, Asylum Street Hartford, Conn.

Harvey Struthers.....General Manager

Spectaculars, Color Gain Firm Hold on Viewing Public



By
EMANUEL SACKS
Vice President
TV Network Programs
National Broadcasting
Company

ONE of the most significant developments of the 1956-57 broadcasting season has been the success of the Spectaculars and other special shows injected in the regular schedule. This type of NBC programming, nearing the end of its third season, has become progressively more attractive to both the public and the advertiser.

The bare statistics tell the story:

The Spectaculars and the one-shot programs this season are averaging higher audience ratings than in either of their first two years.



These special shows on NBC television averaged a 42 per cent higher rating in the Fall than the average of all nighttime shows scheduled on a regular basis on the three television networks.

Of the 169 Spectaculars presented in the last three seasons, 40 per cent, or four out of ten, achieved Top Ten rankings in the Nielsen ratings.

The Spectaculars alone, separately rated from the special one-shot programs, showed an 18 per cent audience gain for 1956-57 over the previous season.

One of the Spectaculars, "Jack and the Beanstalk," attracted the largest audience ever to view a 90-minute show—55,000,000 viewers, a 75 per cent greater audience than the average of the three main competing shows.

The Spectaculars and the special programs apparently have won a permanent place in the plans of major advertisers. This is a statement which can be made with some confidence on the basis of inquiries at hand and interest in our plans for these programs in the 1957-58 season. Advertisers looking for special power, special impact and special merchandising find the answer in the Spectaculars and the special one-shot programs.



In addition to the Specials, we will always continue to maintain a strong schedule of regular daily and weekly programming. We recognize that regular programming, building strong audience interest and habit, is the backbone of our programming.

Although NBC remained the only network broadcasting Spectaculars and special programs on a regular basis at the outset of 1957, indications are that other networks may yet return to them. This is a development foreshadowed by heavy advertiser interest and public demand.

In any compilation of the factors which contributed most to the success of the Spectaculars and special programs, two stand out: the excitement of color and live television. Color is catching on and taking hold with the public and live programming is proving an enduring audience attraction.

The added beauty, emotion and realism of color TV is now on tap every night of the week. Color adds still more excitement to this special event type of programming and accelerates audience building. In the process, it brings the program added promotional power.



At NBC we believe that television is fundamentally a live medium. This remains the major fact-of-life in our industry despite the influx of Hollywood films.

The success of the Spectaculars, the fact that such shows as Perry Como and Steve Allen are doing better than ever on live programs, the new viewer interest created by "Playhouse 90" on CBS through some of its live presentation of television originals, prove that audiences are attracted by live programming—by the immediacy, the excitement, the right-before-the-eyes quality of a live show.

This does not mean that there isn't plenty of room for film in television. Some of the most popular shows on all networks are on film. Also, this doesn't overlook the fact that "The Wizard of Oz," presented in prime time as a network show, drew a huge audience. But how many features are there which have the wonderfully timeless appeal of that show?

The networks, together, present some 12,000 hours of programming a year. Hollywood's yearly film output is less than one-tenth of this total.



The future lies in live programming. We must continue to build new live shows. We must continue our search for creative talent—writers, producers, entertainers. We must recruit from all areas of show business. We must go on trying out new ideas. We must emphasize in television the quality which is unique to that medium. It was this quality which gave TV its fantastic rate of growth.

N.B.C. TELEVISION NETWORK

ROBERT E. KINTNER

Executive Vice President, TV Network Programs and Sales



Robert E. Kintner was elected to his present post of executive vice president, TV network programs and sales, in February, 1957. He had been named an executive vice president a month earlier. Kintner, former president of ABC, is a graduate of Swarthmore College. He joined the editorial staff of the New York Herald Tribune, later becoming Washington correspondent for that paper. With Joseph Alsop, he wrote a nationally syndicated column. Kintner has co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas, and with the War Department Bureau of Public Relations in Washington. He joined ABC as VP in 1944 with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive VP, and president in 1949. He resigned in October, 1956.

THOMAS A. McAVITY

Executive Vice President, Staff

Appointed to his new post as executive vice president, staff, on Feb. 6, 1957, Thomas A. McAvity was formerly vice president, TV network programs and sales. He first joined NBC in 1929 as a producer, then left in 1932 and for several years supervised the production of radio programs as vice president of Lord and Thomas' radio department. From 1937 to 1941, McAvity was manager of their Hollywood office. He later concentrated on free-lance productions and packaging, rejoined NBC in 1951 as director of talent and program procurement for TV. McAvity was appointed national program director in 1952. He was elected VP of the TV network programs division in 1954 and a year later was made VP in charge of the TV network. A native of St. John, N. B., McAvity attended Ridley College in Ontario and McGill University in Montreal.



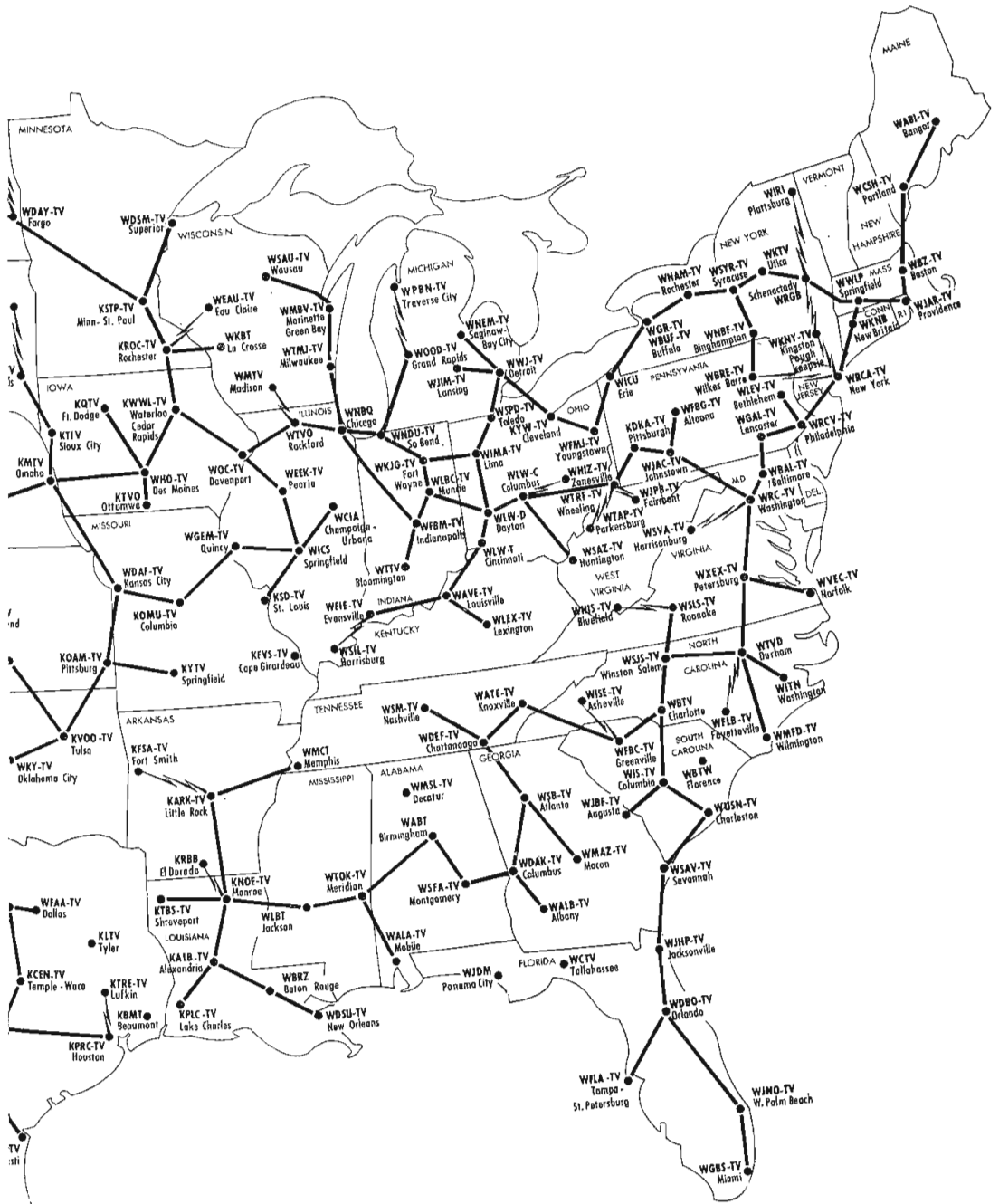
WILLIAM R. GOODHEART, JR.

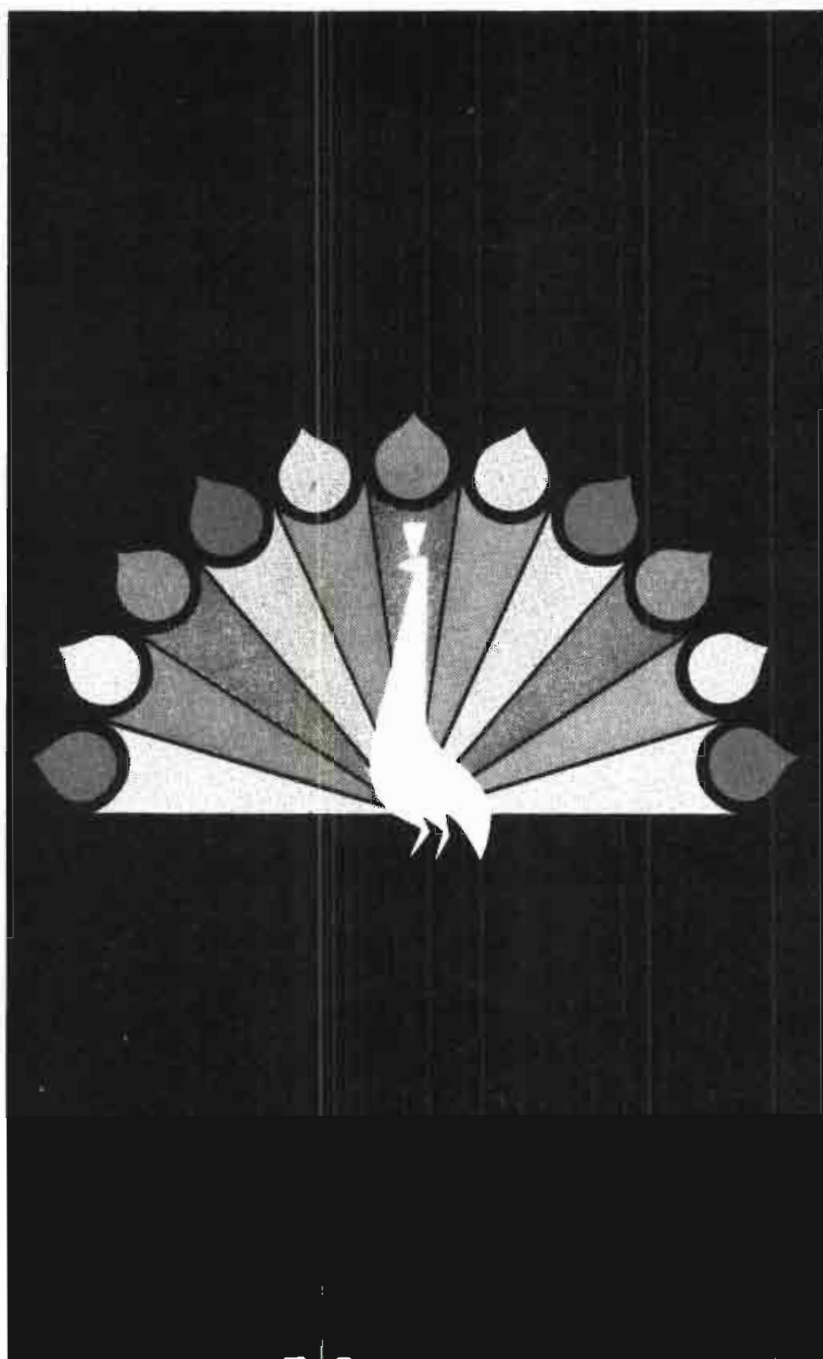
Vice President, Television Network Sales



William R. Goodheart, Jr. was placed in charge of sales for the NBC television network in September of 1956 and was named a vice president the succeeding month. Goodheart joined NBC in May of 1956 in an executive capacity. For almost a quarter of a century, he discovered, developed and managed stars in the entertainment field. Goodheart co-founded the Music Corporation of America in 1924. He retired from MCA in 1943 as an executive vice president and established the Goodheart Farms at Eaton, Ohio, specializing in Aberdeen Angus cattle and Hampshire hogs. Since coming to NBC, he conceived the "NBC Bandstand" program series of live big-name orchestra music on both radio and TV. Born in Chicago, Goodheart attended the Universities of Chicago and Illinois.

CASTING COMPANY





more and more

advertisers

are selling in

COLOR


every night

of the

week on

NBC

television

a service of 

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.

EXECUTIVE

Robert W. Sarnoff President
Joseph V. Heffernan Staff Vice President

ADMINISTRATIVE DIVISION

J. M. Clifford Executive Vice President,
Administration

Engineering and Facilities Administration

Andrew L. Hammerschmidt Vice President,
Engineering and Facilities Administration
Joseph J. Arnone Manager, Design and
Construction
William A. Clarke Manager, Engineering
Administration and Services
George K. Graham Liaison Engineer
Raymond F. Guy Director, Radio Frequency
Engineering
Albert Humbert Manager, Building Maintenance
Edward M. Lowell Manager, Administration
Robert F. McCaw Director, Facilities
Administration

Integrated Services Department

William S. Hedges Vice-President in Charge
of Integrated Services
Edwin L. Dunham Manager, Music Library and
Services
Willard Frech Chief Accountant
Mildred Joy Chief Librarian
J. Robert Myers Manager, Traffic

TELEVISION NETWORK

Programs and Sales

Robert E. Kintner Executive Vice President,
Television Network Programs and Sales
William V. Sargent Director, Administration,
Television Network

Network Sales

William R. Goodheart, Jr. Vice President,
Television Network Sales
Michael H. Dann Vice President,
Television Program Sales

Walter D. Scott Vice President,
Television Sales Director
Edward R. Hitz Vice President,
Television Sales, Central Division

Treasurer

H. Earl Rettig Vice President and 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
Donald Foley National Sales Promotion Manager
John Graham Art Director
Edwin Vane National Audience
Promotion Manager

Press and Publicity Department

Sydney H. Eiges Vice President, Press and
Publicity
Ellis Moore Director, Press Department
William E. Anderson Manager, Business and
Trade Publicity
Milton Brown Manager, Program Publicity
Robert R. Brown Manager, Institutional Publicity
Kathryn Cole Manager, Information
Sidney Desfor Manager, Photo Unit
Mike Horton Director, Information
William Burke Miller Night Executive Officer
Charles Henderson Pub. Mgr., Radio Net.,
O & O Stations, NBC Spot Sales
Cornelius K. Sullivan Public Relations Rep.

Planning & Development Department

Leonard H. Hole Director of Program
Development
Tadeusz Danielewski Manager, Program
Development Production
Ross Donaldson Manager, Writing Services
Robert Garthwaite Coordinator, Program
Development
Nat Wolff Director, Program Planning
David W. Tebet General Program Executive

Station Relations Division

Harry Bannister.....Vice-President for
Station Relations
Donald J. Mercer...Director of Station Relations

TELEVISION NETWORK PROGRAMS DIVISION

Emanuel Sacks.....Vice President,
Television Network Programs

National Program Department

Mort Werner.....Vice-President, National
Programs
Giraud Chester, John P. Cleary...General Program
Executives
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 Operations

Ernest W. Theiss.....Manager, Production
Stanley Parlan.....Manager, Broadcast Film
Edward A. Whitney.....Manager, Broadcast

Network Business Affairs

Carl M. Stanton.....Vice President, Television
Network Programs and Sales, Business Affairs
John J. Heywood.....Director, Business Affairs
Edward J. Stegeman.....Associate Director,
Business Affairs
Joseph M. Milroy...Manager, Program Services
Francis X. O'Shea.....Manager, Business
Administration

FILM DIVISION

Daniel Curtis.....Manager, Eastern Sales
H. Weiler Keever.....Director, Sales
Edward Montanus.....Manager, Central Sales
Clifford Ogden.....Manager, Western Sales

WRCA-TV—New York

William N. Davidson.....General Manager
Frederick E. Acker.....Business Manager
Peter Affe...Manager, Studio and Film Operations
William A. Berns...Manager, News and Special
Events

Max Buck.....Director, Advertising, Promotion
and Merchandising
George A. Heinemann.....Manager, WRCA-TV
Programs
Jay Heitin.....Director, WRCA-TV Sales
John R. O'Keefe.....Director, Publicity

WBUF-TV—Buffalo

Charles Bevis.....General Manager

WNBQ—Chicago

Jules Herbeuveaux.....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

Thomas B. McFadden.....Vice President, NBC
Owned Stations and NBC Spot Sales
Donald E. Bishop.....Director, Publicity and
Community Services
Thomas S. O'Brien...Director, Business Affairs

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell...Vice-President, Washington

Pacific Division

John K. West.....Vice President for the
Pacific Division
Alan W. Livingston.....Vice President,
Television Network Programs
Lewis S. Frost.....Manager, Radio Network
Programs, Pacific Division
Sheldon B. Hickox, Jr.....Director of
Station Relations
Harold Kemp.....General Program Executive
John R. Kennedy.....Liaison Engineer
Thomas W. Sarnoff...Vice President, Director,
Production and Business Affairs
Ralph F. Shawhan...Director, Press and Publicity
Oscar C. Turner...Personnel and Labor Relations
Manager

*NOTE: A listing of the personnel of
California National Productions, Inc.,
will be found on Page 985.*

NTA Plans Future Based On Advantages Of Film Web



By
ELY A. LANDAU
President
NTA Film Network

THE time honored business advice "Find a need and fill it" probably sums up the reasons "why" of the NTA Film Network as well as any maxim in the book.

That's if you don't use the word "find" in the sense of "discovery," of course. We were hardly the first to discover the need for a television network linking its affiliates by the use of film, unshackled by the built-in restrictions and heavy cost burdens of coaxial cable.



Nor can we in these, our incipient stages, accurately measure how completely we fill this need. We can, however, pause for a deep breath after a hectic yesterday, and venture a look at tomorrow as viewed from the vantage point of today.

I have repeatedly referred to America's fourth television network as a lower case network with an upper case tomorrow. In that tomorrow, I am convinced, the archaic aspects of network broadcasting, virtually unchanged since the mid-Twenties, will be drastically overhauled and updated. The television network of this tomorrow will be a modernized version, primarily a film network, and we of the NTA Film Network are pointing for this future in the hurly-burly of our busy today.



The Network's status report is just as simple as its compilation was complicated. It seems like yesterday . . . and it was, as a matter of fact, a few short months ago . . . that we decided to organize a network that would give its stations an additional source of strong, competitive programming and national advertising revenue; that would offer to the advertiser and his agency a new, convenient marketplace to buy nationwide coverage at a realistic cost; and a network which would elevate the program standards of television, offering finer entertainment to the television household of the nation.

We set October 15th, 1956 as our target date, and we met our deadline. As of April 1st, the Network will be operating under its first commercial auspices, as the sponsorship by the Warner-Lambert Pharmaceutical Company, one of the country's most respected advertisers, goes into effect.

Even in these, our "lower case" days, the NTA Film Network will be furnishing commercial service to 128 television stations from coast to coast covering with their combined signals over ninety percent of America's television homes.

And tomorrow? Mindful of the fact that tomorrow, despite the popular saying to the contrary, always comes, we are making earnest preparations for its advent. An hour and a half children's spectacular, our next program project, is nearing completion. Eleven series of half hour programs are in varying stages of development at Twentieth Century-Fox and Desilu. We are, in a word, arming ourselves for an expanded tomorrow, stepping up our programming support to our affiliates and the communities they serve, thus creating new television advertising opportunities for America's already television conscious advertisers.



We feel that we are already serving the public by broadening the base of the television medium, widening the program horizons on channels already available. With the increase in the number of stations a virtual certainty, these top programs will be available to more and more people.

Mindful of the fact that service to the public is TV's primary reason for existence, our Network will constantly seek ways and means to further that service. We believe that the phrase "public service programming" can be consonant with excitement and entertainment, and we are not unmindful of the challenge such programming represents.



In the years to come we confidently expect "NTA" to loom more and more importantly in the television spectrum as network television advances.

NTA FILM NETWORK

A Subsidiary of National Telefilm Associates

60 West 55th Street, New York, New York

Telephone: PLaza 7-2100

President.....Ely A. Landau
Exec. V.P.....Oliver Unger
V.P. Director Sales.....Harold Goldman
V.P. & Sec'y.....Edythe Rein
Sales Manager.....William Koblenzer
Dir. Station Relations.....Tony Azzato
Dir. Promotion.....Martin Roberts
Dir. Advertising.....Kermit Kahn
Dir. Public Relation.....Frank Young
Dir. Film Dept.....Marvin Schlaffer
Mgr. Sta. Prom. Service.....Barbee Wolf
Mgr. Traffic Dept.....Vincent Fiumano
Mgr. Shipping Operations.....Dan Kennis

Offices

New York

60 West 55th Street
New York, N. Y.

Chicago

612 N. Michigan Ave.
Chicago, Ill.

Hollywood, Calif.

8721 Sunset Blvd.
Hollywood, Calif.

NTA FILM



NETWORK



Speaking of Launching



This is a model of the man-made satellite, which will encircle the earth in this international Geo-Physical Year, travelling at a speed of 18,000 miles an hour, in an orbit 300 miles away in space.

NTA

New Concepts . . .

Just as the satellite is a totally new concept in aerodynamics, so is the NTA Film Network in the dynamics of television air.

To wit: coverage of about 90% of America's television homes . . . at an amazingly low cost that is science fact, not fiction. With the flexibility of "spot" and the prestige of network.

It seems to be working, too, inasmuch as the NTA Film Network went on the air on October 15th, 1956, with over 100 television stations and completed its first commercial sale effective April 1st, 1957, in 129 markets.

Everything considered, a rather good orbit to be travelling in.

FILM NETWORK

Tomorrow's TV Network today



SUSPENDED TV OPERATIONS

A list of TV stations which have gone off the air but have retained their C.P.'s

City	Call Letters	Dates of Broadcast Cessation
	CALIFORNIA	
Fresno	KBID-TV (UHF)	July 15, 1954
	FLORIDA	
Pensacola	WPFA-TV	
	GEORGIA	
Atlanta	WATL-TV	
	ILLINOIS	
Bloomington	WBLN (TV)	
	INDIANA	
Princeton	WRAY-TV (UHF)	July 17, 1954
	IOWA	
Des Moines	KGTV	
	KENTUCKY	
Louisville	WKLO-TV (UHF)	April 20, 1954
	MASSACHUSETTS	
Cambridge (Boston)	WTAO-TV	
Worcester	WWOR-TV	
	MICHIGAN	
Lansing	WTOM-TV (UHF)	
	MINNESOTA	
Duluth	WFTV (UHF)	July 11, 1954
	MISSISSIPPI	
Meridian	WCOC-TV (UHF)	July 30, 1954
	NEW JERSEY	
Atlantic City	WHTO-TV (UHF)	May 17, 1954
Asbury Park	WRTV	
	NEW YORK	
Elmira	WTVE	
Poughkeepsie	WKNY-TV	
	NORTH CAROLINA	
Charlotte	WQMC	
	OHIO	
Ashtabula	WICA-TV (UHF)	
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	
Reading	WHUM-TV (UHF)	
Scranton	WTVU (UHF)	
	RHODE ISLAND	
Providence	WNET	
	SOUTH CAROLINA	
Greenville	WGVL	
	TEXAS	
Beaumont	KBMT	
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
	WISCONSIN	
Milwaukee	WCAN-TV	

TELEVISION STATIONS
IN THE
UNITED STATES

ALPHABETICALLY
LISTED BY STATES — CITIES
CALL LETTERS
PERSONNEL
FACILITIES

1957

Index of The
TELEVISION STATIONS
of The United States

Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Ont.	826	KFBB-TV	— Great Falls, Mont.	831
KABC-TV	— Los Angeles, Calif.	794	KFBC-TV	— Cheyenne, Wyo.	884
KAKE-TV	— Wichita, Kans.	817	KFDA-TV	— Amarillo, Tex.	867
KALB-TV	— Alexandria, La.	818	KFDM-TV	— Beaumont, Tex.	867
KARD-TV	— Wichita, Kans.	817	KFDX-TV	— Wichita Falls, Tex.	876
KARK-TV	— Little Rock, Ark.	791	KFEQ-TV	— St. Joseph, Mo.	831
KATV	— Pine Bluff, Ark.	791	KFJZ-TV	— Fort Worth, Tex.	871
KAVE-TV	— Carlsbad, N. M.	834	KFMB-TV	— San Diego, Calif.	797
KBAK-TV	— Bakersfield, Calif.	793	KFRE-TV	— Fresno, Calif.	793
KEES-TV	— Medford, Oreg.	852	KFSA-TV	— Fort Smith, Ark.	791
KBET-TV	— Sacramento, Calif.	795	KFSD-TV	— San Diego, Calif.	797
KBMB-TV	— Bismarck, N. Dak.	842	KFVS-TV	— Cape Girardeau, Mo.	829
KBOI-TV	— Boise, Idaho	810	KFXJ-TV	— Montrose, Colo.	800
KBST-TV	— Big Spring, Tex.	867	KFYR-TV	— Bismarck, N. Dak.	842
KETV	— Denver, Colo.	799	KGBT-TV	— Harlingen, Tex.	871
KCBD-TV	— Lubbock, Tex.	872	KGEO-TV	— Enid, Okla.	851
KCCC-TV	— Sacramento, Calif.	795	KGGM-TV	— Albuquerque, N. M.	834
KCEN-TV	— Temple, Tex.	875	KGLO-TV	— Mason City, Iowa	816
KCJB-TV	— Minot, N. Dak.	842	KGMB-TV	— Honolulu, Hawaii	885
KCKT-TV	— Great Bend, Kans.	816	KGNC-TV	— Amarillo, Tex.	867
KCMC-TV	— Texarkana, Tex.	875	KGO-TV	— San Francisco, Calif.	798
KCMO-TV	— Kansas City, Mo.	830	KGUL-TV	— Galveston-Houston, Tex.	871
KCOP-TV	— Hollywood, Calif.	793	KGW-TV	— Portland, Ore.	853
KCOR-TV	— San Antonio, Tex.	873	KHAD-TV	— Laredo, Tex.	872
KCRA-TV	— Sacramento, Calif.	795	KHAS-TV	— Hastings, Neb.	832
KCRG-TV	— Cedar Rapids, Iowa	815	KHJ-TV	— Los Angeles, Calif.	794
KCSJ-TV	— Pueblo, Colo.	800	KHOL-TV	— Kearney, Neb.	832
KDAL-TV	— Duluth-Superior, Minn.	828	KHPL-TV	— Hayes Center, Neb.	832
KDIX-TV	— Dickinson, N. Dak.	842	KHQ-TV	— Spokane, Wash.	879
KDKA-TV	— Pittsburgh, Pa.	858	KHQA-TV	— Hannibal, Mo.	830
KDLO-TV	— Florence, S. Dak.	862	KHSL-TV	— Chico, Calif.	793
KDRO-TV	— Sedalia, Mo.	830	KICA-TV	— Clovis, N. M.	834
KDUB-TV	— Lubbock, Tex.	872	KID-TV	— Idaho Falls, Idaho	811
KDWI-TV	— Tucson, Ariz.	790	KIDO-TV	— Boise, Idaho	810
KELO-TV	— Sioux Falls, S. Dak.	862	KIEM-TV	— Eureka, Calif.	793
KENI-TV	— Anchorage, Alaska	884	KILT-TV	— El Paso, Tex.	868
KENS-TV	— San Antonio, Tex.	875	KIMA-TV	— Yakima, Wash.	879
KEPR-TV	— Pasco, Wash.	878	KING-TV	— Seattle, Wash.	878
KERO-TV	— Bakersfield, Calif.	793	KINY-TV	— Juneau, Alaska	885
KEYT	— Santa Barbara, Calif.	798	KIVA	— Yuma, Ariz.	791
KFAR-TV	— Fairbanks, Alaska	884	KJEO-TV	— Fresno, Calif.	793

TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
KKTU	— Colorado Springs, Colo.	799	KPLC-TV	— Lake Charles, La.	819
KLAS-TV	— Las Vegas, Nev.	833	KPRC-TV	— Houston, Tex.	871
KLFY-TV	— Lafayette, La.	818	KPTV	— Portland, Ore.	853
KLIX-TV	— Twin Falls, Idaho	811	KQTV	— Fort Dodge, Iowa	815
KLOR	— Portland, Ore.	853	KRBB	— El Dorado, Ark.	791
KLRJ-TV	— Las Vegas, Nev.	833	KRBC-TV	— Abilene, Tex.	867
KLTV	— Tyler-Longview, Tex.	875	KRCA	— Hollywood, Calif.	793
KLZ-TV	— Denver, Colo.	799	KRCG-TV	— Jefferson City, Mo.	830
KMAU	— Wailuku, Hawaii	885	KRDO-TV	— Colorado Springs, Colo.	799
KMBC-TV	— Kansas City, Mo.	830	KREM-TV	— Spokane, Wash.	879
KMGH-TV	— Minneapolis, Minn.	828	KREX-TV	— Grand Junction, Colo.	800
KMID-TV	— Midland, Tex.	873	KRGV-TV	— Weslaco, Tex.	875
KMJ-TV	— Fresno, Calif.	793	KRIS-TV	— Corpus Christi, Tex.	867
KMMT	— Austin, Minn.	828	KRLD-TV	— Dallas, Tex.	868
KMSO-TV	— Missoula, Mont.	832	KRNT-TV	— Des Moines, Iowa	815
KMTV	— Omaha, Neb.	832	KROC-TV	— Rochester, Minn.	828
KMVI	— Wailuku, Hawaii	885	KROD-TV	— El Paso, Tex.	871
KNAC-TV	— Fort Smith, Ark.	791	KRON-TV	— San Francisco, Calif.	797
KNOE-TV	— Monroe, La.	819	KSAN-TV	— San Francisco, Calif.	798
KNOX-TV	— Grand Forks, N. Dak.	842	KSBW-TV	— Salinas-Montgomery, Calif.	795
KNTV	— San Jose, Calif.	798	KSD-TV	— St. Louis, Mo.	831
KNXT	— Los Angeles, Calif.	794	KSHO-TV	— Las Vegas, Nev.	833
KOA	— Denver, Colo.	800	KSIX-TV	— Corpus Christi, Tex.	867
KOAM-TV	— Pittsburgh, Kans.	817	KSL-TV	— Salt Lake City, Utah	876
KOAT-TV	— Albuquerque, N. M.	834	KSLA	— Shreveport, La.	821
KOB-TV	— Albuquerque, N. M.	834	KSTF	— Scottsbluff, Neb.	832
KODE-TV	— Joplin, Mo.	830	KSTP-TV	— St. Paul-Minneapolis, Minn.	828
KOIN-TV	— Portland, Ore.	853	KSVO-TV	— Ardmore, Okla.	851
KOLN-TV	— Lincoln, Neb.	832	KSWO-TV	— Lawton, Okla.	851
KOLO	— Reno, Nev.	833	KSWB-TV	— Roswell, N. M.	836
KOMO-TV	— Seattle, Wash.	879	KSYP-TV	— Wichita Falls, Tex.	875
KOMU-TV	— Columbia, Mo.	829	KTAG-TV	— Lake Charles, La.	819
KONA	— Honolulu, Hawaii	885	KTBC-TV	— Austin, Tex.	867
KONO-TV	— San Antonio, Tex.	875	KTBS-TV	— Shreveport, La.	821
KOOK-TV	— Billings, Mont.	831	KTEN	— Ada, Okla.	851
KOOL-TV	— Phoenix, Ariz.	790	KTHV	— Little Rock, Ark.	791
KOPO-TV	— Tucson, Ariz.	790	KTIV	— Sioux City, Iowa	816
KOSA-TV	— Odessa, Tex.	873	KTLA	— Los Angeles, Calif.	795
KOTA-TV	— Rapid City, S. Dak.	862	KTNT-TV	— Tacoma, Wash.	879
KOTI-TV	— Klamath Falls, Ore.	852	KTRE-TV	— Lufkin, Tex.	873
KOTV	— Tulsa, Okla.	852	KTRK-TV	— Houston, Tex.	871
KOVR	— Stockton, Calif.	798	KTSM-TV	— El Paso, Tex.	871
KPAR-TV	— Abilene, Tex.	867	KTTS-TV	— Springfield, Mo.	830
KPHO-TV	— Phoenix, Ariz.	790	KTTV	— Los Angeles, Calif.	795
KPIC	— Roseburg, Ore.	853	KTVÄ	— Anchorage, Alaska	884
KPIX	— San Francisco, Calif.	798	KTVF	— Fairbanks, Alaska	885

TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
KTVH	Hutchinson, Kans.	816	WARM-TV	Scranton, Pa.	859
KTVI	St. Louis, Mo.	831	WATE-TV	Knoxville, Tenn.	863
KTVK	Phoenix, Ariz.	790	WATR-TV	Waterbury, Conn.	803
KTVO	Ottumwa, Iowa	816	WATV	Newark, N. J.	834
KTVR	Denver, Colo.	803	WAVE-TV	Louisville, Ky.	817
KTVT	Salt Lake City, Utah	876	WBAL-TV	Baltimore, Md.	825
KTVW	Tacoma, Wash.	879	WBAP-TV	Fort Worth, Tex.	871
KTVX	Muskogee, Okla.	852	WBAY-TV	Green Bay, Wis.	881
KTWO	Casper, Wyo.	884	WEBM-TV	Chicago, Ill.	811
KTXL-TV	San Angelo, Tex.	873	WBEN-TV	Buffalo, N. Y.	836
KUAM-TV	Agana, Guam	886	WBIR-TV	Knoxville, Tenn.	863
KULA-TV	Honolulu, Hawaii	885	WBKB	Chicago, Ill.	811
KUTV	Salt Lake City, Utah	876	WBLN	Bloomington, Ill.	811
KVAL-TV	Eugene, Ore.	852	WBNS-TV	Columbus, Ohio	847
KVAR	Mesa, Ariz.	790	WBOC-TV	Salisbury, Md.	825
KVDO-TV	Corpus Christi, Tex.	868	WBRC-TV	Birmingham, Ala.	789
KVEC-TV	San Luis Obispo, Calif.	798	WBRE-TV	Wilkes-Barre, Pa.	859
KVIP	Redding, Calif.	795	WBRZ	Baton Rouge, La.	818
KVOA-TV	Tucson, Ariz.	790	WBTW	Charlotte, N. C.	840
KVOO-TV	Tulsa, Okla.	852	WBTW	Florence, S. C.	861
KVOS-TV	Bellingham, Wash.	878	WBUF-TV	Buffalo, N. Y.	836
KVTV	Sioux City, Iowa	816	WBZ-TV	Boston, Mass.	825
KVVG	Tulare, Calif.	798	WCAU-TV	Philadelphia, Pa.	858
KWK-TV	St. Louis, Mo.	831	WCAX-TV	Burlington, Vt.	876
KWTV	Oklahoma City, Okla.	852	WCBI	Columbus, Miss.	829
KWTX-TV	Waco, Tex.	875	WCBS-TV	New York, N. Y.	837
KWWL-TV	Waterloo, Iowa	816	WCCO-TV	Minneapolis, Minn.	828
KXJB-TV	Valley City, N. Dak.	842	WCDA-TV	Albany, N. Y.	836
KXLF-TV	Butte, Mont.	831	WCDB	Hagaman, N. Y.	837
KXLY-TV	Spokane, Wash.	879	WCHS-TV	Charleston, W. Va.	880
KYTV	Springfield, Mo.	831	WCIA	Champaign, Ill.	811
KYW-TV	Cleveland, Ohio	845	WCKT	Miami, Fla.	805
WAAM-TV	Baltimore, Md.	823	WCMB-TV	Harrisburg, Pa.	855
WABC-TV	New York, N. Y.	837	WCNY-TV	Carthage, N. Y.	836
WABD	New York, N. Y.	837	WCOV-TV	Montgomery, Ala.	789
WABI-TV	Bangor, Maine	821	WCPO-TV	Cincinnati, Ohio	845
WABT	Birmingham, Ala.	789	WCSC-TV	Charleston, S. C.	861
WAFB-TV	Baton Rouge, La.	818	WCSH-TV	Portland, Maine	823
WAGA-TV	Atlanta, Ga.	809	WCTV	Thomasville, Ga.	810
WAGM-TV	Presque Isle, Maine	823	WCYB-TV	Bristol, Va.	877
WAIM-TV	Anderson, S. C.	861	WDAF-TV	Kansas City, Mo.	830
WAKR-TV	Akron, Ohio	845	WDAK-TV	Columbus, Ga.	810
WALA-TV	Mobile, Ala.	789	WDAM	Hattiesburg, Miss.	829
WALB-TV	Albany, Ga.	807	WDAN-TV	Danville, Ill.	812
WAPA-TV	San Juan, P. R.	886	WDAY-TV	Fargo, N. Dak.	842
WARD-TV	Johnston, Pa.	855	WDBJ-TV	Roanoke, Va.	878

TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
WDDB-TV	— Orlando, Fla.	805	WICC-TV	— Bridgeport, Conn.	801
WDEF-TV	— Chattanooga, Tenn.	862	WICS	— Springfield, Ill.	813
WDMJ-TV	— Marquette, Mich.	827	WICU	— Erie, Pa.	855
WDSM-TV	— Duluth-Superior, Minn.	828	WILK-TV	— Wilkes-Barre, Pa.	859
WDSU-TV	— New Orleans, La.	819	WIMA-TV	— Lima, Ohio	849
WDXI-TV	— Jackson, Tenn.	863	WINK-TV	— Fort Meyers, Fla.	805
WEAR-TV	— Pensacola, Fla.	806	WINT	— Fort Wayne, Ind.	814
WEAT-TV	— West Palm Beach, Fla.	806	WIS-TV	— Columbia, S. C.	861
WEAU-TV	— Eau Claire, Wis.	881	WISC-TV	— Madison, Wis.	881
WEEK-TV	— Peoria, Ill.	812	WISE-TV	— Asheville, N. C.	840
WEHT	— Evansville, Ind.	813	WISH-TV	— Indianapolis, Ind.	814
WENS	— Pittsburgh, Pa.	859	WISN-TV	— Milwaukee, Wis.	883
WESH-TV	— Daytona Beach, Fla.	804	WITI-TV	— Milwaukee, Wis.	883
WEWS	— Cleveland, Ohio	845	WITN	— Washington, N. C.	841
WFAA-TV	— Dallas, Tex.	868	WITV	— Ft. Lauderdale, Fla.	804
WFAM-TV	— Lafayette, Ind.	814	WJAC-TV	— Johnstown, Pa.	857
WFBC-TV	— Greenville, S. C.	861	WJAR-TV	— Providence, R. I.	859
WFBG-TV	— Altoona, Pa.	855	WJBF-TV	— Augusta, Ga.	809
WFBM-TV	— Indianapolis, Ind.	814	WJBK-TV	— Detroit, Mich.	827
WFIE	— Evansville, Ind.	813	WJDM	— Panama City, Fla.	805
WFIL-TV	— Philadelphia, Pa.	857	WJHL-TV	— Johnson City, Tenn.	863
WFLA-TV	— Tampa, Fla.	806	WJHP-TV	— Jacksonville, Fla.	805
WFLB-TV	— Fayetteville, N. C.	840	WJIM-TV	— Lansing, Mich.	827
WFMY-TV	— Youngstown, Ohio	851	WJMR-TV	— New Orleans, La.	821
WFMY-TV	— Greensboro, N. C.	840	WJPB-TV	— Fairmount, W. Va.	880
WFRV-TV	— Green Bay, Wis.	831	WJTV	— Jackson, Miss.	829
WGAL-TV	— Lancaster, Pa.	857	WJW-TV	— Cleveland, Ohio	847
WGAN-TV	— Portland, Maine	823	WKAQ-TV	— San Juan, P. R.	835
WGBI-TV	— Scranton, Pa.	859	WKBN-TV	— Youngstown, Ohio	851
WGBS-TV	— Miami, Fla.	804	WKBT	— La Crosse, Wis.	881
WGEM-TV	— Quincy, Ill.	812	WKIG-TV	— Fort Wayne, Ind.	814
WGLV	— Easton, Pa.	855	WKNX-TV	— Saginaw, Mich.	827
WGN-TV	— Chicago, Ill.	811	WKOW-TV	— Madison, Wis.	881
WGR-TV	— Buffalo, N. Y.	836	WKRC-TV	— Cincinnati, Ohio	845
WHAS-TV	— Louisville, Ky.	817	WKRQ-TV	— Mobile, Ala.	789
WHBF-TV	— Rock Island, Ill.	813	WKTU	— Utica, N. Y.	838
WHBQ-TV	— Memphis, Tenn.	863	WKY-TV	— Oklahoma City, Okla.	852
WHCT-TV	— Hartford, Conn.	801	WKZO-TV	— Kalamazoo, Mich.	827
WHFC-TV	— Rochester, N. Y.	838	WLAC-TV	— Nashville, Tenn.	863
WHEN-TV	— Syracuse, N. Y.	838	WLBC-TV	— Muncie, Ind.	814
WHIO-TV	— Dayton, Ohio	849	WLBT	— Jackson, Miss.	829
WHIS-TV	— Bluefield, W. Va.	880	WLEV-TV	— Bethlehem, Pa.	855
WHIZ-TV	— Zanesville, Ohio	851	WLEX-TV	— Lexington, Ky.	817
WHO-TV	— Des Moines, Iowa	815	WLOS-TV	— Asheville, N. C.	840
WHP-TV	— Harrisburg, Pa.	855	WLVA-TV	— Lynchburg, Va.	877
WHIN-TV	— Huntington, W. Va.	880	WLWA	— Atlanta, Ga.	807
WHYN-TV	— Springfield-Holyoke, Mass.	826	WLWC	— Columbus, Ohio	847
WIBW-TV	— Topeka, Kans.	817	WLWD	— Dayton, Ohio	849
			WLWT	— Cincinnati, Ohio	845
			WMAL-TV	— Washington, D. C.	804
			WMAR-TV	— Baltimore, Md.	825
			WMAZ-TV	— Macon, Ga.	810
			WMBR-TV	— Jacksonville, Fla.	805
			WMBV-TV	— Marinette, Wis.	883

TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
WMCT	— Memphis, Tenn.	863	WSFE	— Erie, Pa.	855
WMFD-TV	— Wilmington, N. C.	841	WSFA-TV	— Montgomery, Ala.	790
WMGT-TV	— Adams, Mass.	825	WSIL-TV	— Harrisburg, Ill.	812
WMSL-TV	— Decatur, Ala.	789	WSIX-TV	— Nashville, Tenn.	864
WMT-TV	— Cedar Rapids, Iowa	815	WSJS-TV	— Winston-Salem, N. C.	841
WMTV	— Madison, Wis.	883	WSJV	— Elkhart, Ind.	813
WMUR-TV	— Manchester, N. H.	834	WSLS-TV	— Roanoke, Va.	878
WMTW	— Poland Spring, Maine	821	WSM-TV	— Nashville, Tenn.	864
WNAC-TV	— Boston, Mass.	825	WSPA-TV	— Spartanburg, S. C.	862
WNAO-TV	— Raleigh, N. C.	840	WSPD-TV	— Toledo, Ohio	851
WNBC	— West Hartford, Conn.	801	WSTV-TV	— Steubenville, Ohio	849
WNBFTV	— Binghamton, N. Y.	836	WSUN-TV	— St. Petersburg, Fla.	806
WNBQ	— Chicago, Ill.	812	WSVA-TV	— Harrisonburg, Va.	877
WNCT	— Greenville, N. C.	840	WSYE-TV	— Elmira, N. Y.	837
WNDU-TV	— South Bend, Ind.	814	WSYR-TV	— Syracuse, N. Y.	838
WNEM-TV	— Bay City-Saginaw, Mich.	826	WTAP	— Parkersburg, W. Va.	881
WNHC-TV	— New Haven, Conn.	803	WTAR-TV	— Norfolk, Va.	877
WNOK-TV	— Columbia, S. C.	861	WTCN-TV	— Minneapolis, Minn.	828
WNOW-TV	— York, Pa.	859	WTHI	— Terre Haute, Ind.	815
WOAI-TV	— San Antonio, Tex.	875	WTMJ-TV	— Milwaukee, Wis.	883
WOAY-TV	— Oak Hill, W. Va.	880	WTOB-TV	— Winston-Salem, N. C.	841
WOC-TV	— Davenport, Iowa	815	WTOC-TV	— Savannah, Ga.	810
WOI-TV	— Ames, Iowa	815	WTOK-TV	— Meridian, Miss.	829
WOOD-TV	— Grand Rapids, Mich.	827	WTOP-TV	— Washington, D. C.	804
WOR-TV	— New York, N. Y.	837	WTOV-TV	— Norfolk, Va.	877
WORA-TV	— Mayaguez, P. R.	886	WTPA	— Harrisburg, Pa.	855
WOW-TV	— Omaha, Neb.	832	WTRF-TV	— Wheeling, W. Va.	881
WPAG-TV	— Ann Arbor, Mich.	826	WTRI	— Albany, N. Y.	836
WPBN-TV	— Traverse City, Mich.	827	WTTG	— Washington, D. C.	804
WPFH	— Wilmington, Del.	803	WTTV	— Bloomington, Ind.	813
WPIX	— New York, N. Y.	837	WTVD	— Durham, N. C.	840
WPRO-TV	— Providence, R. I.	861	WTVE	— Elmira, N. Y.	837
WPTV	— Palm Beach, Fla.	805	WTVH-TV	— Peoria, Ill.	812
WPTZ	— Plattsburgh, N. Y.	838	WTVJ	— Miami, Fla.	805
WRAL-TV	— Raleigh, N. C.	841	WTVK-TV	— Knoxville, Tenn.	863
WRBL-TV	— Columbus, Ga.	810	WTVN-TV	— Columbus, Ohio	847
WRC-TV	— Washington, D. C.	804	WTVQ	— Rockford, Ill.	813
WRCA-TV	— New York, N. Y.	837	WTVP	— Decatur, Ill.	812
WRCV-TV	— Philadelphia, Pa.	858	WTVR	— Richmond, Va.	877
WRD-WV	— Augusta, Ga.	809	WTVT	— Tampa, Fla.	806
WREC-TV	— Memphis, Tenn.	863	WTVW	— Evansville, Ind.	813
WREX-TV	— Rockford, Ill.	812	WTVY	— Dothan, Ala.	789
WRGB	— Schenectady, N. Y.	838	WTWO	— Bangor, Maine	821
WRGP-TV	— Chattanooga, Tenn.	862	WTWV-TV	— Tupela, Miss.	829
WROC-TV	— Rochester, N. Y.	838	WUSN-TV	— Charleston, S. C.	861
WROM-TV	— Rome, Ga.	810	WVEC-TV	— Hampton-Norfolk, Va.	877
WRVA-TV	— Richmond, Va.	877	WVET-TV	— Rochester, N. Y.	838
WSAU-TV	— Wausau, Wis.	883	WWJ-TV	— Detroit, Mich.	826
WSAV	— Savannah, Ga.	810	WWL-TV	— New Orleans, La.	821
WSAZ-TV	— Huntington, W. Va.	880	WWLP	— Springfield, Mass.	825
WSB-TV	— Atlanta, Ga.	809	WWTW	— Cadillac, Mich.	826
WSBA-TV	— York, Pa.	859	WXEX-TV	— Petersburg, Va.	877
WSBT-TV	— South Bend, Ind.	814	WXIX	— Milwaukee, Wis.	883
			WXYZ-TV	— Detroit, Mich.	826

Alabama

Pop. March 1 (Est.) 3,174,000—TV Homes 472,000
Stations in State 8

WABT—Birmingham—1949 ABC-CBS

Channel: 13 VHF...AP: 178 Kw...VP: 316 Kw.
Oper. By.....Alabama Bcstg. System
Business Address.....P. O. Box 2553
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
Production.....Johnny Johnson
Film Manager.....Nod Nelson
Chief Engineer.....J. V. Sanderson

WBRC-TV—Birmingham 1949—CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Bus. Studio Address.....1177 Kane Concourse,
Miami Beach 54, Fla.
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.....Ralph C. Runyan
Chief Eng.....Robert L. Dupriest

WMSL-TV—Decatur—1957 NBC

Channel: 23 UHF...AP: 8.52 Kw...VP: 15.8
Owned-Oper. By.Tenn. Valley Radio & TV Co.
Address.....701 Bank Street
News Service.....AP
Rep.....Joseph Henry McGillvra, Inc.
President.....Frank Whisenant
S.a., Comm., Film Mgr:
Prog. Dir.....Louis C. Blizzard
Program Director.....Alice A. Whisenant
Chief Engineer.....Alvin B. Millwood

WTVY—Dothan—1955 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
Sales Mgr.....Art Craemer
Prog. Dir.....Daryl Griffin
Chief Engineer.....Ellis N. Anderson

WALA-TV—Mobile—1953 ABC-NBC

Channel: 10 VHF...AP: 235 Kw...VP: 316 Kw.

Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....210 Government St.
News Service.....AP
Representative.....Headley Reed
Membership.....NARTB, TvB
President.....W. O. Pape
V.P., Gen. Mgr.....W. E. Pape
Nat'l Sales Mgr.....Jim McNamara
Program Director.....Al Holman
Publicity Dir.....C. C. Badger
F'im Manager.....Pat Sheehy
Chief Engineer.....A. R. Bell

WKRQ-TV—Mobile—1955 CBS

Channel: 5 VHF...AP: 50 Kw...VP: 100
Owned-Operated By.....WKRQ-TV Inc.
Address.....162 Louis St.
Representative.....Avery Knodel
Membership.....NARTB
President.....Kenneth R. Giddens
V.P., Gen. Mgr.....C. P. Persons, Jr
V.P., Asst. Mgr.....Frank Conwell

WCOV-TV—Montgomery 1953—ABC-CBS

Channel: 20...AP: 117 Kw...VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
News Service.....UP

ALABAMA'S
"CLEAR PICTURE"
STATION
WBRC-TV
BIRMINGHAM



A STORER STATION
Represented By The Katz Agency

Representative Adam Young; Ayers
 President O. P. Covington
 Gen. Sta. Manager Hugh Smith
 Commercial Manager Morris South
 Prod., Prog. Dir. Caldwell Stewart
 Prom., Publicity Director Martha Hall
 Film Manager Bob House
 Chief Engineer W. D. Weatherly

WSFA-TV—Montgomery 1954—NBC

Channel: 12... AP: 158 Kw... VP: 316 Kw.

Arizona

Owned-Oper. By... WKY Television System, Inc.
 Business Address 10 East Deland
 Newspaper Affil. Okla. Publishing Co.
 News Service AP
 Membership NARTB, TvB
 Representative Katz
 General Manager Eugene B. Dodson
 V.P., Sta. Mgr. Hoyt Andres
 Nat'l Sales Promotion. R. L. Tuttle
 Prog. Dir., Film Mgr. R. F. Doty
 Prom., Publicity Dir. R. L. Tuttle
 Production Mgr. Gene Jacobsen
 Chief Engineer R. M. Hayward

Pop, March 1 (Est.) 1,113,000—TV Homes 188,000
 Stations in State 8

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.
 Representative Raymer
 Pres., Gen. Mgr. Richard O. Lewis
 Station Mgr. Dwight Harkins
 Commercial Mgr. E. W. Harvey
 Program Director Wm. Robb
 Continuity Dir. Hal Ackerman
 Production Manager Charles Wallace
 Film Director Betty Campbell
 Chief Engineer John Beck

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 Don Tuckwood
 Promotion Director Burton B. LaDow
 Film Manager Boyd Keltly
 Chief Engineer Bob Latham

KDWI-TV—Tucson—1956

Channel: 9 VHF... AP: 32.4 Kw... VP: 58 Kw.
 Owned-Oper. By... Tucson Television Co.
 Business Address 2175 North 6th Ave.
 Representative Headly-Reed
 V.P., Gen. Mgr. Tolbert Foster
 Station Manager J. W. Hays
 Ass't Gen., Comm. Mgr. T. J. Parker
 Dir., Engineering D. Peterson

KOOL-TV—Phoenix—1953

Channel: 10 VHF... AP: 12.5 Kw... VP: 29.45 Kw.
 Owned-Oper. By... KOOL Radio-TV, Inc.
 Business Address 511 West Adams St.
 Representative Hollingbery
 Membership NARTB
 Pres., Gen. Mgr. Tom Chauncey
 Asst. Gen. Mgr. Jack Murphy
 Film Manager Cris Carr
 Station Mgr. Kenneth Morton
 Sales Mgr. Robert Miller
 Chief Engineer Milford Richey

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.
 Representative Hollingbery
 Managing Dir. Tom Chauncey
 General Manager E. S. Mittendorf
 Commercial Manager Bernie Perlin
 Program Director Budd Wiener
 Promotion Director Virginia Harper
 Film Manager Reed Haythorne

KPHO-TV—Phoenix—1957 CBS

Channel: 5 VHF... AP: 100 Kw... VP: 17.5 Kw.
 Owned-Oper. By... Meredith Publishing Co.
 Business Address Des Moines, Iowa
 Representative Katz
 Membership NARTB, TvB
 General Manager Richard B. Rawls
 Ass't. Sta., Comm. Mgr. Howard Stalnaker
 Program Director Robert Martin
 Prom., Pub. Dir. Stephen Q. Shannon
 Film Manager Thomas Sherlock
 Chief Engineer George McClanathan

KVOA-TV—Tucson—1953 ABC-NBC

Channel: 4 VHF... AP: 2.69... VP: 5.37 Kw.
 Owned-Oper. By... Arizona Bcstg. Co.
 Business Address 209 West Elm St.
 Representative The Branham Co.
 Pres., Gen. Mgr. Clinton D. McKinnon
 Commercial Manager W. R. Duvey DuBots
 Program Director Henry Hubbard
 Prod. Manager L. D. Cable
 Film Manager Dorothy Wirtz
 Chief Engineer Raymond H. Holsclaw

KTVK—Phoenix—1955—ABC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By... Arizona TV Co.
 Address 3435 No. 16th St.

KIVA—Yuma—1953
NBC-CBS

Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.
Owned-Oper. By...Valley Telecasting Co.
Business Address...Box 1708
News Service...AP
Membership...NARTB

President...Donald Ellsworth
General Manager...Ray C. Smucker
Sta., Prom. Mgr...Leavenworth Wheeler
Publicity Director...Barbara Tracy
Program Director...Larry Roesser
Commercial Manager...Len Burkland
Film Manager...Aretta Crowell
Chief Engineer...R. J. Smith

Arkansas

Pop. March 1 (Est.) 1,831,000—TV Homes 263,000
Stations in State 6

KRBB—El Dorado—1955
NBC

Channel: 10 VHF...AP: 12.5 Kw...VP: 25 Kw.
Owned-Oper. By...S. Arkansas TV Co., Inc.
Address...Garret Hotel
News Service...AP
Station Representative...Pearson
President...Joe F. Rushton
General Manager...Bill Bigley
Prog. Dir...Doug Duperrault
Prom. Dir...Miss Pat Williams
Sta., Film Manager...Bruce B. Compton
Chief Engineer...Larry Self

Owned-Oper. By...Arkansas Radio &
Equipment Co.
Business Address...10th & Spring Streets
News Service...UP
Representative...Petry
Membership...NARTB, TvB
President...T. H. Barton
Gen., Sta. Mgr...T. K. Barton
Commercial Mgr...Lee Bryant
Prog. Dir., Film Mgr...Fred Schmutz
Promotion Dir...Shirley P. Kennedy
Chief Engineer...Champ Smith

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.
Newspaper Affil...Southwest American
News Service...UP
Representative...Pearson
Membership...NARTB
President...D. W. Reynolds
General Mgr...William Slates
Commercial Manager...Roland Hundley
Prog., Prom., Pub. Dir...Pat Porta
Film Manager...Charles Putman
Chief Engineer...Robert W. Platt, Jr.

KTHV—Little Rock—1955
CBS

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Operated By...Arkansas TV Co.
Address...313 Main St.
Newspaper Affil...Arkansas Democrat
News Service...UP
Station Representative...Branham
Membership...NARTB, TvB
President...K. A. Engel
Gen., Sta. Manager...B. G. Robertson
Comm. Manager...W. V. Hutt
Prom., Pub. Director...R. E. Brown
Prog. Dir., Film Manager...Jack Bomar
Chief Engineer...Cecil Suitt

KNAC-TV—Fort Smith
1956—CBS

Channel: 5 VHF...AP: 14.4...VP: 28.8 Kw.
Owned-Oper. By...American TV Co., Inc.
Business Address...Kelly Bldg.
News Service...AP
Representative...H-R
Membership...NARTB
General Manager...Cecil M. Sansbury
Ass't Mgr. Oper...Roger Garret
Chief Engineer...Claude Scott

KATV—Pine Bluff—1953
CBS-ABC

Channel: 7 VHF...AP: 80 Kw...VP: 170 Kw.
Owned-Oper. By...Central South Sales Co.
News Service...AP, UP
Representative...Avery-Knode Inc.
Membership...NARTB, TvB
President...John T. Griffin
V.P...James C. Leake
Managing Director...Mike Shapiro
General Manager...John H. Fugate
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

KARK-TV—Little Rock
1954—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.

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CALIFORNIA MARKET**
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Afternoon and Night*

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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
News Service.....UP
Newspaper Affil.....San Francisco Chronicle
Representative.....Weed
Membership.....NARTB, TvB
President.....Harold P. See
Program Director.....Jim Hayden
Gen. Manager, Vice President..A. H. Constant
Chief Engineer.....James Garner

KERO-TV—Bakersfield
1953—NBC

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.
Owned-Oper. By.....Kern County Bcstrs. Inc.
Business Address.....1420 Truxton Ave.
News Service.....UP
Representative.....Petry
Membership.....NARTB, TvB
Pres., Gen. Mgr.....Gene DeYoung
V.P. & Nat. Sales Mgr.....Edward Urner
Program Manager.....Kenneth R. Cross
Local Sales Manager.....John Barrett
Publicity Director.....Joe Henning
Production Manager.....Bruce Fleming
Film Manager.....John Ballinger
Chief Engineer.....Edwin Andress

KHSL-TV—Chico—1953
CBS-NBC-ABC

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Golden Empire Bcstg. Co.
Address.....180 E. 4th St.
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Nat'l Sales Mgr.....George Ross

KIEM-TV—Eureka—1953
CBS-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
Rep.....Blair Television Associates, Inc.
Membership.....NARTB
President.....William B. Smullin
Manager.....Donald H. Telford
Program Director.....W. Edwin Smith
Promotion Director.....Jack Mortimer
Tech. Director.....J. G. Bauriedel
Chief Engineer.....Donald King

KFRE-TV—Fresno—1956
CBS

Channel: VHF...AP: 158...VP: 316 Kw.
Owned By.....California Island Bcstg. Co.
Business Address.....733 L St., Fresno, Calif.
News Service.....UP
Representative.....Blair-TV
President.....Paul R. Bartlett
Station Manager.....Ed J. Frech
National Sales.....Bob Klein
Prog., Prom., Pub. Dir.....Hal C. O'Donnell
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey

KJEO-TV—Fresno—1953
ABC

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.
Owned:.....O'Neill Broadcasting Co.
Business Address.....P. O. Box 1708
News Service.....AP
Representative.....Branham
President.....J. E. O'Neill
V.P., General Manager.....Joseph C. Drilling
Comm. Manager.....W. O. Edholm
Production Manager.....Ray Jacobs
Promotion Director.....Patti Johns
Film Manager.....John Parkhurst
Chief Engineer.....Jack McElwain

KMJ-TV—Fresno—1953
NBC

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.
Owned-Operated By.....McClatchy Bcstg. Co.
Address.....1117 "N" St.
Representative.....Raymer
Membership.....NARTB, TvB
Station Mgr.....Perry Nelson
Nat'l Sls. & Ser. Mgr.....W. Lefler
Comm. Manager.....Orbie Sullivan

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.
Air Time.....Full Time
News Service.....UP
Representative.....Petry
Vice President, Gen. Mgr.....Jack Heintz
Commercial Manager.....Amos T. Baron
Asst. Gen. Mgr., Prog. Dir.....Al Flanagan
Sales Prom Dir.....Hal Biard
Film Mgr.....Mary Warren
Publicity Dir.....Jerry Ross
Chief Engineer.....Al Browdy

KRCA—Hollywood—1949
NBC

Channel: 4 VHF..AP: 23.5 Kw..VP: 47 Kw.
Bus.-Studio Address.....Sunset & Vine St.



News Service AP, INS, UP
 Membership NARTB
 Representative NBC Spot Sales
 President Robert Sarnoff
 Gen. Station Manager Thomas McCray
 Commercial Manager James Parks
 Program Director Dean Craig
 Prom., Pub. Dir. Jack Kenaston
 Operations Manager James Damon
 Film Manager George Burke
 Chief Engineer John Knight

KABC-TV—Los Angeles 1949—ABC

Channel: 7 VHF . . . AP: 82 Kw. VP: 165 Kw.
 Owned-Oper. By ABC
 Business Address Prospect & Talmadge Streets
 News Service AP, INS, UP
 Representative Katz
 Membership NARTB
 Gen., Sta. Mgr. Selig J. Seligman
 Gen. Sales Mgr. Elton Rule
 Program Director Peter Robinson
 Prom., Pub. Dir. Jack Brembeck
 Prod. Mgr. Jim Mandulay
 Film Manager Haword Lipstone
 Chief Engineer Theodore Grenier

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.
 Representative CBS TV Spot Sales
 News Service AP, UP
 Membership NARTB, TvB
 President J. L. Van Volkenburg
 General Manager Clark B. George
 Business Manager Larry Lazarus
 Gen. Sls. Manager R. D. Wood
 Executive Prod. Robert Quinlan
 Oper. & Trail. Manager Henry J. Schaefer
 Program Director Donald M. Hine
 Prom., Publicity Director Dean D. Linger
 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 RKO Teleradio, Inc.
 Business-Studio Address 1313 N. Vine St.
 Membership TvB
 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
 Prog. Dir., Film Mgr. James Higson
 Commercial Manager Howard Wheeler
 Promotion Director Robert M. Light
 Production Manager Pat Marrinan
 Publicity Director Bill Barron
 Chief Engineer Robert Arne

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television network

KTTV—Los Angeles—1949

Channel: 11 VHF..AP: 83 Kw... VP: 165 Kw.
 Owned-Oper. ByTimes-Mirror Co.
 Business Address5746 Sunset Blvd.
 Newspaper Affil.L.A. Times, Mirror
 News ServiceAP
 RepresentativeBlair TV
 MembershipNARTB, TvB
 Pres., Gen. Mgr.....Richard A. Moore
 V.P.-SalesJohn R. Vrba
 V.P.-ProgrammingRobert Breckner
 Dir. & Merch. & Prom.Jack O'Mara
 Publicity DirectorReavis Winckler
 Film ManagerRichard Woollen
 Chief EngineerEdward Benham

KTLA—Los Angeles—1942

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
 Owned-Oper. . .Paramount TV Production, Inc.
 Business Address . . .1501 B'way, N.Y. 36, N.Y.
 Studio Address...5800 Sunset Blvd., H'wood
 RepresentativeRaymer
 MembershipNARTB
 News ServiceINS
 PresidentPaul Raibourn
 Vice Pres.Bernard Goodwin
 Gen., Sta. Mgr.Lewis Arnold
 Ass't Gen. Mgr.Henry Flynn
 Commercial Mgr.Robert Mohr
 Production Mgr.Bernie Ebert
 Prom., Pub. Dir.James I. Rue
 Film ManagerJerry Rogers
 Chief EngineerJohn Silva

KVIP—Redding—1956—NBC

Channel: 7 VHF AP: 58.5VP: 117
 Owned ByShasta Telecasting Corp.
 Business Address.....2770 Pioneer Drive
 News ServiceAP
 RepresentativeBranham
 Pres., Gen. Mgr.George C. Fleharty
 Commercial ManagerJohn Dadiw
 Program DirectorTed Dooley
 Prom., Pub-DirJuanita Campbell
 Film ManagerRichard Bertolin
 Chief Eng., Ass't Mgr.Russell K. Olsen

**KBET-TV—Sacramento
1955—CBS**

Channel: 10...AP: 158 Kw...VP: 316 Kw.
 Owned By.....Sacramento Telecasters, Inc.
 Address601 7th Ave.
 News ServiceAP
 Rep.H-R
 MembershipNARTB
 PresidentWilliam P. Wright
 Vice-Pres., Gen. Mgr.....John H. Schacht
 Commercial Mgr.George J. Kapel
 Promotion Dir.....Harvey Tepfer
 Chief Eng.....Pete Onnigian

**KCCC-TV—Sacramento
1953—ABC**

Channel: 40 UHF ..AP: 114 Kw...VP: 200 Kw
 Owned-Oper. ByCapital City TV Corp.

Business Address.....P.O. Box 1596
 RepresentativeWeed; McGavern-Quinn
 PresidentLincoln Dellar
 General ManagerDave M. Greene
 Sales ManagerA. J. Richard
 Commercial Manager.....Ralph Guild
 Program DirectorBill Furnell
 Promotion Publicity DirectorTed Hardy
 Film Manager.....Rickie Dines
 Chief EngineerHarry Bartolomen

**KCRA-TV—Sacramento—1955
NBC**

Channel: 3 VHF..AP: 59 Kw. ...VP: 100 Kw
 Owned-Operated By.....KCRA, Inc.
 Address.....310 10th St.
 RepresentativePetry
 Pres., Gen. Mgr.....Ewing C. Kelly
 Station Manager.....Howard J. Smiley
 Comm. Mgr., Program Dir....Robert E. Kelly
 Business Mgr.....Irma Davis
 Promo, Publicity Dir.....Dick Block
 Operations Dir. and Buyer.....Tom Breen
 Chief EngineerW. Herbert Hartman

**KSBW-TV—Salinas-
Montgomery—1953
ABC-CBS-NBC**

Channel: 8 VHF. AP: 120 Kw. VP: 240 Kw.
 Owned-Oper. By.....Salinas Bcstg. Corp.
 Address.....P. O. Box 1651

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The Associated Press

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RepresentativeH-R Television
 MembershipNARTB, TvB
 Pres., Gen., Sta. Mgr.....John Cohan
 Comm. ManagerGraham H. Moore
 Program DirectorGary Ferlisi
 Promotion DirectorDean Moxley
 Film ManagerLutz Winkler
 Chief EngineerWilliam Hargan

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.
 RepresentativeKatz
 MembershipNARTB
 President.....James G. Rogers, Jr.
 General Manager.....William E. Goetze
 Commercial ManagerJay Grill
 Merchandising Mgr.Harold K. Boone
 Publicity DirectorGrant Recksieck
 Film Manager.....Eran Stecker
 Chief Engineer.....LeRoy A. Bellwood

KFMB-TV—San Diego—1949
CBS

Channel: 8 VHF..AP: 316 Kw..VP: 158 Kw.
 Owned...Wrather-Alvarez Broadcasting, Inc.
 Business Address.....1405 Fifth Ave.
 RepresentativePetry
 News Service.....AP, UP
 MembershipNARTB, TvB
 President.....Jack D. Wrather
 Vice President, General
 ManagerGeorge Whitney
 General Sales ManagerBill Fox
 Prog. DirectorByron Dowty
 Production Manager.....George Stantis
 Prom., Pub. Rel.....Dan Bellus
 Film Manager.....Del Gay
 Chief Engineer.....Charles Abel

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.
 News Service.....AP
 Newspaper AffiliationChronicle
 Representative..Peters, Griffin, Woodward Inc.
 MembershipNARTB, TvB
 PresidentCharles Thieriot
 Gen. ManagerHarold P. See
 Business Mgr.Tom Smith
 Comm., Film Mgr.....Norman Louva
 Program Dir.....Douglas Ellson
 AdvertisingJohn Reavis
 Publicity Director.....Tom Mullahey
 Film ManagerJim Bentley
 Chief EngineerJ. L. Berryhill

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 JULIAN M. KAUFMAN, V.P. and Gen. Mgr.
 San Diego 3, California

KGO-TV—San Francisco
1949—ABC

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper... Amer. Bcstg. Paramount Thlrs.
Address... 277 Golden Gate Ave.
Representative... Blair
News Service... AP, INS
Membership... TvB, NARTB
President (ABC)... Leonard Goldenson
V.P., Gen., Sta. Mgr... John H. Mitchell
Comm. Mgr... David Sacks
Pub., Promotion Director... Vic Reed
Production Manager... Edward Smith
Program Director... Russell Baker
Film Manager... Robert Mitchell
Chief Engineer... Harry Jacobs

KVEC-TV—San Luis Obispo
1953—CBS-ABC

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.
Owned-Oper. By... The Valley Enterprise Co.
Business Address... 787 Higuera St.
Representative... H.R.
Station Manager... Fred Beck
General Manager... John C. Cohan
Commercial Manager... Graham Moore
Program Director... Ted Warner
Orer. Director... Russ Furse
Film Buyer... Mike Giarratano
Chief Engineer... Lew Jones

KPIX—San Francisco—1948
CBS

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By... Westinghouse Bcstg., Inc.
Address... 2655 Van Ness Ave.
News Service... INS, UP
Representative... Katz
Membership... NARTB, TvB
Pres... Donald M. McGannan
General Manager... Philip G. Lasky
Asst. Gen. Manager... George Mathiesen
Commercial Manager... Lou Simon
Program Director,
Film Mgr... William C. Dempsey
Promotion Dir... William H. Ryan
Publicity Dir... Al Baccari
Chief Engineer... Thomas T. Ely

KEY-T—Santa Barbara—1953
ABC-CBS-NBC

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By... Santa Barbara Bcstg.-TV Co.
Business Address... 730 Miramonte Drive
News Service... UP
Representative... Hollingbery
Membership... NARTB
Pres., Gen. Sta. Mgr... Colin M. Selph
Comm. Mgr... Thomas C. Chase
Prog., Prod. Dir... Joe Costantino
Prom. Dir... Virginia Lee
Chief Engineer... Lloyd M. Jones

KSAN-TV—San Francisco
1954

Channel: 32 UHF...AP: 100 Kw...VP: 200 Kw.
Owned & Oper. By... S. H. Patterson
Address... 1111 Market Street
Representative... Stars National
Exec. Director... Norwood Patterson
Gen., Comm. Mgr... Richard P. Bott
Program Director... Bob McLaughlin

KOVR—Stockton—1954
ABC

Channels: 13 VHF...AP: 72.2 Kw...VP: 138 Kw.
Owned & Oper. By... Television Diablo, Inc.
Address... 225 East Miner Ave.
Representative... Avery-Knodel, Inc.
Pres., General Manager... Terry Hamilton Lee
Sales Mgr... Jay Watson
Production Manager... Bel Lange
Pub., Prom. Director... Norrie West
Film Director... John Kearns
Chief Engineer... Richard J. Anderson

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... Weed
President... A. T. Gilliland, Sr.
General Mgr... Fran Conrad
Gen. Sales Mgr... Hal Chase
Program Director... Russell M. Truesdell
Promotion Dir... James Emmett
Film Mgr... Calvin Cape
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... 1385 East Tulare St.
Representative... Lee F. O'Connell
Gen. Sta., Comm. Mgr... Ron Freeman
Program Director... Bob Lee
Film Manager... Joe Ridgeway
Chief Engineer... Hershell McKensie

KKTV—Colorado Springs 1952—ABC-CBS

Channel: 11 VHF.. AP: 54 Kw.. VP: 107½ Kw.
Owned-Operated By.....TV Colorado, Inc.
Address.....P. O. Box 1078
Membership.....NARTB, TvB
News Service.....UP
Representative.....Bolling
President, Gen., Station Mgr.. James D. Russell
Commercial Manager.....Robert D. Ellis
Local Sales.....W. B. Rogers
Film Mgr., Program Director...Carl Pehlman
Prom., Pub. Director.....Jack East
Chief Engineer.....Willis Shanks

KBTV—Denver—1952—ABC

Channel: 9 VHF.. AP: 141 Kw.. VP: 282Kw.
Owned-Operated By.....TV Denver, Inc.
Address.....1089 Bannock St.
News Service.....UP
Membership.....NARTB, TvB
Representative Peters, Griffin, Woodward, Inc.
President.....John C. Mullins
Station Manager.....Joseph Herold
Prom. Director.....Bill Walker
Asst. Sta. Mgr. Gil Lee
Comm. Mgr. Thomas Young
Film Mgr. Don Mumford
Chief Engineer.....Nelson Alquist

KRDO-TV—Colorado Springs 1953—NBC

Channel: 13 VHF. AP: 5.65 Kw. VP: 11.31 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Membership.....NARTB, TvB
News Service.....AP, UP
Representative.....Pearson
President, Gen. Comm. Mgr. Harry Hoth
Promotion Director.....Jay Cook
Film Manager.....Joe Calahan
Chief Engineer.....Herb Schubarth

KLZ-TV—Denver—1953 CBS

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By...Aladdin Broadcasting Corp.
Business Address.....131 Speer Blvd.
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

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Channel **9** Now Offers You
a 1½ Billion Dollar Market!

KBTV covers:

64% of Colorado's spendable income
57% of Colorado population PLUS
Cheyenne, Wyoming

DENVER — #4 Boomtown in the U.S.A.

Only 5 major markets in the U.S.A.
showed a Retail Sales Increase of 50% or
more between 1948 and 1954 Census
of Business—and still growing.

IN 1955

New Valuations ... \$108,555,000
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17 Colorado Counties and Laramie
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Population: Over 1 Million
Retail Sales: Over 1½ Billion

TOWER: Atop Lookout Mountain, 2400 feet above Denver.

Owned and Operated by: TV DENVER, INC.

1089 Bannock • Tabor 5-6386

Represented by Peters, Griffin, Woodward, Inc.

Joe Herold
Station Manager

John C. Mullins
President

Promotion Director John Connors
 Publicity Director Earl Wennergren
 Film Manager William Witt
 Chief Engineer Eugene Jenkins

KTVR—Denver—1951

Sam Papa .. 2-12-57. No 3
 8 on 8 —14 picas — Girder.....
 Channel: 2 VHF... AP: 100 Kw... VP: 50. Kw.
 Owned-Oper. By KTVR, Inc.
 Business Address 550 Lincoln St.
 Membership NARTB
 Representative Blair
 V.P., General Manager Hugh B. La Rue
 Commercial Manager George Kirkpatrick
 Program Director Dick McDaniel
 Production Director Ray Gallagher
 Chief Engineer Al Braun

KOA-TV—Denver—1953
NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By KOA, Inc.
 Business Address 1625 California
 Representative NBC Spot Sales
 Membership NARTB, TvB
 Pres., Gen. Manager William Grant
 Gen. Sales Mgr. William F. MacCrystall
 Program Director Heywood Siddons
 Promotion Mgr. Del Greenwood

KREX-TV—Grand Junction
1954—ABC-CBS-NBC

Channel 5 VHF... AP: 6.46 Kw... VP: 12 Kw.
 Owned-Oper. By
 Western Slope Broadcasting Co., Inc.
 Business Address Box 30
 Representative Hal Holman
 Membership NARTB
 President, General Mgr. Rex Howell
 Station Manager Jerry Fitch
 Pub. Program Dir.,
 Comm. Mgr. Robbie Robinson
 Promotion Director Bill Orr
 Film Manager TV Inc. (Agent)

KFXJ—Montrose—1956

Channel: 10 VHF... AP: 308 Kw... VP: 616 Kw.
 (Satellite of KREX-TV)

KCSJ-TV—Pueblo—1953

Channel: 5 VHF... AP: 6.8 Kw... VP: 13.6 Kw.
 Owned-Oper. By Star Broadcasting Co.
 Business Address 2226 Television Lane
 Representative John Pearson Company
 Membership NARTB
 Exec. Director Cliff Hendricks
 Operations Manager Dan F. Durniak
 Comm. Mgr., Prog. Dir. James Guy Croll
 Chief Engineer Marion C. Cunningham

OLIVIA DE HAVILLAND, CELESTE HOLM, EDMUND GWENN, MAUREEN O'HARA, CLIFTON WEBB, DANA ANDREWS, GENE TIERNEY, JOHN HODIAK, PEGGY ANN GARNER, MONA FREEMAN, JOAN

JOAN
 JEAN P
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 BAXTE
 HARDW
 CLAUD
 EDMUN
 JOHN

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 ARA STANWYCK, ANNE B
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 JSSELL, RONALD COLMAN,
 VILLAND, CELESTE HOLM,
 EWS, GENE TIERNEY, JOH

JOHN HODIAK, PEGGY ANN GARNER, MONA FREEMAN, JOAN FREEMAN, ORSON WELLES, TY
 TYRONE POWER, JAMES STEWART, SIMONE SIMON, JEAN PETERS, JENNIFER JONES, CHARLES B
 BOYER, PHIL SILVERS, VIVIAN BLAINE, PERRY COMO, SONJA HENIE, JOHN PAYNE, MILTON BE
 BERL, ROBERT TAYLOR, BARBARA STANWYCK, KAY FRANCIS, JOAN BENNETT, WALTER P
 IDGEON, LEE J. COBB, CEDRIC HARDWICKE, DON AMECHE, ALICE FAYE, BETTY GRABLE, ROSA
 ROSALIND RUSSELL, OLIVIA DE HAVILLAND, DANA ANDREWS, FONTAINE, OLIVIA DE HAVILLAND,
 DANA ANDREWS, FONTAINE, OLIVIA DE HAVILLAND, JENNIFER JONES, JOHN PAYNE,
 BENNY, KAY FRANCIS, DON AMECHE, COLBERT, HENRY FONDA, EDMUND GWENN, MAUREEN O'HARA,
 PEGGY ANN GARNER, JAMES STEWART, PHIL SILVERS, VIVIAN BLAINE, VIVIAN BLAINE,
 TAYLOR, BARBARA STANWYCK, ANNE BAXTER, JACK BENNY, KAY FRANCIS, JOAN BENNETT, W
 WALTER PIDGEON, LEE J. COBB, CEDRIC HARDWICKE, DON AMECHE, ALICE FAYE, BETTY GRABLE,

KTVR'S M-G-M Movies WINNER of
 FIRST PLACE in Billboard's 1956 awards
 for feature films!

OLIVIA DE HAVILLAND,
 DANA ANDREWS,
 FONTAINE,
 JENNIFER JONES,
 JOHN PAYNE,
 BENNY, KAY
 DON AMECHE,
 COLBERT, HENRY
 GWENN, MAUREEN
 PEGGY ANN GARNER,
 JAMES STEWART,
 SILVERS, VIVIAN

AND NOW . . . KTVR announces acquisition of Billboard's 1956
 second place winner, NTA's "Rocket 86" package of 20th
 Century Fox feature film masterpieces with the greatest stars
 of the century!

CONTACT any Blair Television Associates office or phone col-
 lect, Hugh Ben Larue, Executive V. P. KTVR, KEystone 4-8281,
 550 Lincoln St., Denver, Colo.

TAYLOR, BARBARA STANWYCK, ANNE BAXTER, JACK BENNY, KAY FRANCIS, JOAN BENNETT, W
 WALTER PIDGEON, LEE J. COBB, CEDRIC HARDWICKE, DON AMECHE, ALICE FAYE, BETTY GRABLE,

Connecticut

Pop. March 1 (Est.) 2,285,000—TV Homes 594,000
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
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

WHCT-TV—Hartford—1954 CBS

Channell: 18 UHF..AP: 97 Kw..VP: 86 Kw.
Owned.....CBS
Address.....555 Asylum Street
Representative.....CBS Spot Sales

General Manager.....Harvey Struthers
Gen. Sales Mgr.....Lamont Thompson
Program Director.....John O. Downey
Dir. Oper.....Harold Dorshug
Prom. Mgr.....Joseph Dowling

WNBC—West Hartford 1952—NBC

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned.....New Britain Bcastg. Co.
Address.....West Hartford 10
Representative.....Bolling
Membership.....NARTB
President.....Thomas B. McFadden
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
Secretary.....Wm. H. Day
National Sales Mgr.....David Scott
Film Manager.....Phillip B. Hale
Program Manager.....Robert W. Bray
Oper. Mgr., Chief Eng.....John Shipley

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WNHC-TV—seven days a week, sign on to
sign off—delivers average audiences 210%
greater than top New York City station reach-
ing any part of the area; 244% greater than
Hartford; 174% greater than New Britain.
Call KATZ for the proof. ARB, Nov. 1956;
PULSE, Oct. 1956; NIELSEN NCS #2, 1956.



WNHC-TV

NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV • CBS-TV

Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNNB-AM • FM • TV, Binghamton, N. Y.
WHQB-AM, Harrisburg, Pa. / WFBB-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York



...ESPECIALLY IN HARTFORD!

WNHC-TV—New Haven
1948—CBS-ABC

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By ..Triangle Publications, Inc.
Business Address1110 Chapel St.
News ServiceINS, AP
RepresentativeKatz
MembershipNARTB, TvB
Gen. Mgr.Edward Taddel
Sta. Mgr., Prog. Dir.Edward Obrist
Sales Mgr.J. Vincent Callanan
Promotion Dir.John Curran
Chief EngineerVincent DeLaurentis

WATR-TV—Waterbury
1953—ABC

Channel: 53....AP: 125 Kw.....VP: 245 Kw.
Owned-Operated By.....WATR, Inc.
Business Address.....440 Meadow St.
News ServiceUP
RepresentativeBurke Stuart
MembershipNARTB
PresidentHarold Thomas
Gen., Sta., Commercial Mgr....Samuel Elman
Prog. Dir., Film Manager.....Astrid Curtis
Promotion Director.....Wally King
Chief Engineer.....Andrew Toross

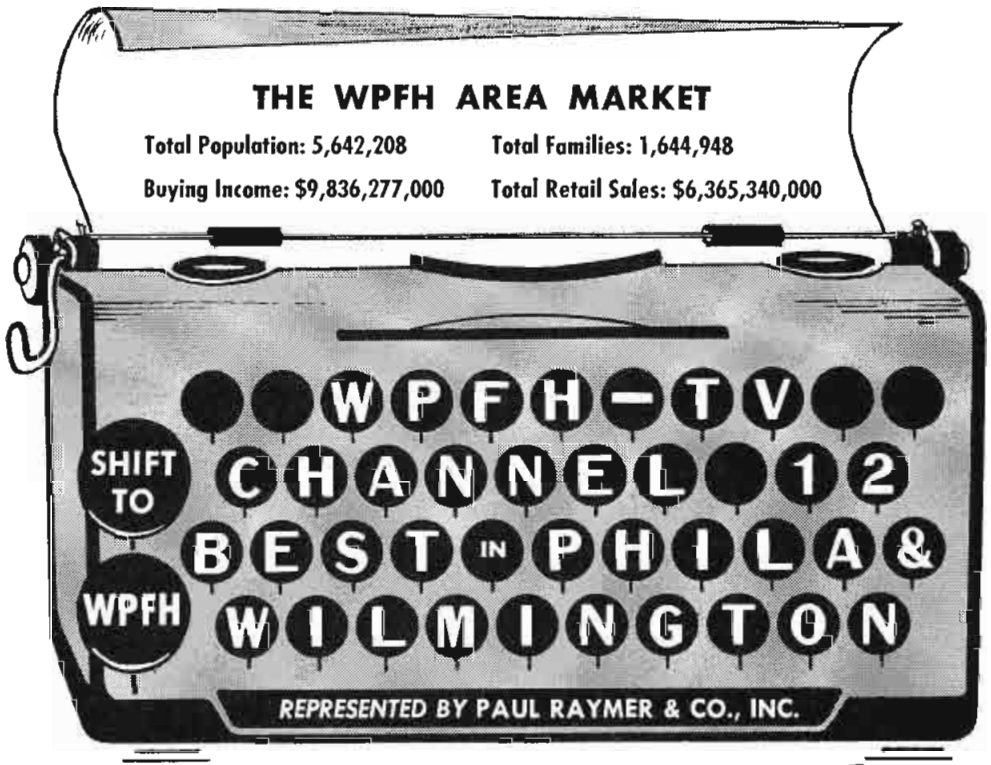
Delaware

Pop. March 1 (Est.) 421,000—TV Homes 108,000
Stations in State 1

WPFH—Wilmington—1949

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. ByWPFH Broadcasting Co.
AddressSuburban Sta. Bldg., Phila., Pa.
Studio AddressBox 867, Wilmington

RepresentativeRaymer
President, Gen. Mgr.Paul F. Harron
Commercial Mgr.Glenn B. Lau
Production ManagerMarvin Fisher
Promotion Manager.....William F. Conran
Chief EngineerLuther O. Piersol



Dist. of Columbia

Pop. March 1 (Est.) 871,000—TV Homes 223,000
Stations in District 4

WMAL-TV—Washington, D. C. 1947—ABC

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By **The Evening Star Bcstg. Co.**
Address.....4461 Connecticut Ave., N.W.
Newspaper Affiliation.....**The Evening Star**
Membership.....**NARTB, TvB**
Representative.....**H.R. Television**
News Service.....**AP**
President.....**John W. Thompson, Jr.**
General Manager.....**F. S. Houwink**
Commercial Manager.....**Neal J. Edwards**
Program Director.....**Theodore H. McDowell**
Prom. & Pub. Director.....**E. Haywood Meeks**
Film Manager.....**Robert Morgan**
Chief Engineer.....**Allan Powley**

WTOP-TV—Washington 1949—CBS

Channel: 9 VHF...AP: 175 Kw...VP: 316 Kw.
Owned-Oper. By.....**Washington Post**
Business Address.....**Broadcast House**
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**
Pub. & Prom. Director.....**Robert M. Adams**
Program Dir.....**Thomas Jones**
Film Mgr.....**William Hedgepeth**
Vice President for Engineering...**Clyde Hunt**

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**
Representative.....**NBC Television Spot Sales**
Membership.....**NARTB, TvB**
President.....**Carleton D. Smith**
General Mgr.....**Joseph Goodfellow**
Director of Sales.....**Charles de Lozier**
Director of Programs.....**James E. Kovach**
Dir. of Operations.....**Lefferts A. McClelland**
Program Mgr.....**William Grayson**
Prod. Mgr.....**Jas. McMurry**
Pub. Ser. Mgr.....**Burton Bridgens**
Dir. Prom., Adv. & P.R.....**Wm. Coyle**

WTTG—Washington—1947

Channel: 5 VHF...AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By.....**DuMont Bcstg. Corp.**
Business-Studio Address.....**Hotel Raleigh**
Representative.....**Weed and Co.**
Membership.....**NARTB**
President.....**Bernard Goodwin**
V.P., Gen. Manager.....**Ted Cott**
Station Manager.....**James Anderson**
Asst. Sta. Mgr.....**Richard S. Stakes**
Comm. Manager.....**Perry Walders**
Production Mgr.....**Weston J. Harris**
Prom., Pub. Director.....**Duncan Miller**
Film Director.....**Louis Lorenzetti**
Chief Engineer.....**Malcolm M. Burlison**

Florida

Pop. March 1 (Est.) 3,990,000—TV Homes 836,000
Stations in State 17

WESH-TV—Daytona Beach 1956

Channel: 2 VHF...AP: 2.5 Kw...VP: 5 Kw.
Owned-Oper. By.....**Telerad, Inc.**
Business Address.....**P.O. Box 1712**
Representative.....**Petry**
News Service.....**UP**
President.....**John H. Perry, Jr.**
General Manager.....**Thomas S. Gilchrist, Jr.**
Station Mgr., Comm. Mgr.....**Walter Stoussé**
Program Dir.....**William Hall**
Promotion Dir.....**Charlie Rogers**
Publicity Dir.....**Deanie Cates**
Film Manager.....**Gene Haff**
Chief Engineer.....**A. O. Peck**

Managing Director.....**W. M. Koessler**
Promotion Dir.....**Terry Mason**
Promotion Dir.....**Bob Edell**
Sales Manager.....**Dick Sloan**
Film Mgr.....**Douglas Johnson**
Chief Engineer.....**William Needs**

WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF...AP: 312 Kw...VP: 536 Kw.
Owned-Oper. By.....**Gerico Investment Co.**
Bus. Address.....**228 N.E. 3rd St.**
Representative.....**Forjoe**
President.....**L. C. Judd**
Gen. Mgr.....**C. Edw. Little**
Sta. Mgr.....**C. Azevedo**
Program Dir.....**Jean Scurman**
Sports Dir.....**Clure Mosher**
Comm. Dir.....**Mike Korman**
Publicity Director.....**Louise Richards**
Film Manager.....**John Murphy, Jr.**
Chief Engineer.....**Bill Latham**

WGBS-TV—Miami—1953

Channel: 23 UHF...AP: 92 Kw...VP: 185.5 Kw.
Owned-Oper. By.....**Storer Bcstg. Co.**
Business Address.....**316 N.E. 21st St.**
Representative.....**Katz**
President.....**George B. Storer**

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.....2824 Palm Beach Blvd.
Representative.....McGillvra; Ayres
Membership.....NARTB, TvB
Gen., Sales 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.
Newspaper Affil.....Jacksonville Journal
Representative.....Petry
News Service.....UP
President.....John H. Perry, Jr.
Gen. Mgr.....T. S. Gilchrist, Jr.
Film Manager.....Ted Booth
Commercial Manager.....Bill Fraker
Program Director.....Martha Thomas
Promotion Director.....Charles Ost
Chief Engineer.....Charles Carter
Technical Dir.....Beecher Hayford

WMBR-TV—Jacksonville
1949—ABC-CBS

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Washington Post
Business Address.....605 S. Main
Newspaper Affil.....Washington Post
News Service.....UP
Representative.....CBS TV Spot Sales
Membership.....NARTB, TvB
Pres. WMBR Div.....Glenn Marshall, Jr.
V.P., Gen. Mgr.....Charles Stone
Prom. Dir.....Ken McClure
Comm. Mgr.....Dave Bocher
Program Dir.....Harry Kalkines
Prod. Manager.....Leonard Mosby
Film Manager.....Jack Sears
Chief Engineer.....Ernest Vordermark

WPTV—Palm Beach
1954—NBC

(Formerly WJNO-TV)

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper.John H. Phipps Bcstg. Co.
Business Address.....5 Cocoanut Row
Representative.....Blair TV Assoc.
Membership.....NARTB, TvB
News Service.....AP
President.....John H. Phipps
General Manager.....Stephen P. Willis
Commercial Manager.....W. L. Woods
Program Director.....Robert F. Carris
Chief Engineer.....Gino Ricciardelli

WCKT—Miami—1956—NBC
NBC

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Biscayne Television Corp.
Business Address...Box M, Little River Sta.
Representative.....NBC Spot Sales
News Service.....AP
Membership.....NARTB
President, Gen. Mgr.....Niles Tramwell
Station Manager.....James M. Le Gate
Commercial Manager.....Robert L. Fidler
Traffic Manager.....Miss Ruth Richardson
Operations Manager.....Charles L. Kelly
Production Manager.....Robert E. Gilbert
Promotion Director.....Bob Nashick
Film Editor.....Frank L. Struzziere
Chief Engineer.....M. C. Scott, Jr.

WTVJ—Miami—1949
ABC-CBS

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....WTVJ, Inc.
Address.....316 N. Miami Ave.
News Service.....INS, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NARTB, TvB
President.....Mitchell Wolfson
Exec. V.P., Gen. Mgr.....Lee Ruwitch
Vice-Pres., Operations Mgr.....John A. Shry
Nat'l Sales Dir.....William Brazzil
Program Director.....Lee Waller
Pub. & Prom. Director.....Burt Toppas
Production Mgr.....Ashe Dawes
Business Film Mgr.....Louis Wolfson
Chief Engineer.....Earl W. Lewis

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.
News Service.....AP
Representative.....Blair-TV
Membership.....NARTB, TvB
President, Gen. Mgr...Harold P. Danforth, Sr.
Sales Co-ordinator.....A. V. Carlson
Prog. Dir., Film Buyer.....Walter E. Sickles
Publicity Director.....Audrey Lane
Film Manager.....Harold P. Danforth, Jr.
Chief Engineer.....J. E. Yarbrough

WJDM—Panama City—1953
NBC

Channel: 7 VHF...AP: 5.36 Kw...VP: 10.7 Kw.
Owned-Oper. By.....J. D. Manly
Business Address.....Box 428
Representative.....Hollingbery
General Manager.....Mel Wheeler
Ass't. Gen., Nat'l. Sales Mgr.Milt De Reyna
Station Mgr.....Harry C. Babb
Chief Engineer.....Claude Maenza



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
 Representative..... Hollingbery
 Membership..... NARTB, TvB
 President, Gen. Mgr..... Mel Wheeler
 Asst. Gen. Mgr. & National
 Sales Manager..... Milt de Reyna, Jr.
 Comm. Mgr..... Irv Welch
 Chief Engineer..... Jim Smith

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
 Representative..... Weed
 News Service..... UP
 Membership..... NARTB
 General Manager..... Fred P. Shawn
 Commercial Manager..... Bernard L. Kobres
 Program, Film Director..... Charles D. Bishop
 Promotion Director..... Barbara Young
 Sales Service Mgr..... Vera New
 Community Serv. Mgr..... Dayton Saltzman
 Production Manager..... Chad Mason
 Traffic Managers..... Doris Isler, Jeanne Nesmith
 Chief Engineer..... Louis J. Link

WCTV—Tallahassee—1955 ABC-CBS-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By
 John H. Phipps Broadcasting Co.
 Business Address..... P.O. Box 3166
 Representative..... Blair
 News Service..... AP, INS
 Membership..... TvB
 Owner..... John H. Phipps
 General Manager..... L. Herschel Graves
 National Sales Manager..... William L. Woods
 Program Director..... Harry R. Wagner
 Promotion Director..... Barbara Young
 Publicity Director..... Jos. Hoslford
 Film Manager..... Joyce Stone
 Director of Engineering..... W. A. Snowden

WTVT—Tampa—1955—CBS


Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... WKY Television
 Address..... 3213 Grand Central
 News Service..... AP, UP
 Representative..... Katz
 President..... E. K. Gaylord
 Vice Pres. and Gen. Mgr..... P. A. Sugg
 Commercial Mgr..... John Haberman
 Pub. Promotion Dir..... Edwin Jay
 Film Mgr..... Monte Gurwit
 Business Manager..... Norman Bagwell
 Operations Mgr..... Roger Olson
 Production Mgr..... Walter K. Rhoads
 Chief Engineer..... William Witt

WFLA-TV—Tampa—1955 NBC

Channel: 8 VHF... AP: 220 Kw... VP: 316 Kw.
 Owned-Oper. By..... Tribune Company
 Address..... Box 1410
 Newspaper Affiliation..... Tampa Tribune
 News Service..... AP
 Representative..... Blair-TV
 Membership..... NARTB, TvB
 President..... J. C. Council
 General Manager..... George W. Harvey
 Operations Mgr..... Daniel H. Smith
 Sales 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

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
 Representative..... H.R. Brown
 President..... Thomas F. O'Neil
 Gen. Mgr..... Bertram Lebbar, Jr.
 Program Dir..... Mary O'Connell
 Gen. Sales Mgr..... E. J. Hennessey
 Local Sales Mgr..... C. C. Levis
 Production Director..... Jack Poole
 Chief Engineer..... J. Ross McPherson



SUPPORT THE

AMERICAN

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Georgia

Pop. March 1 (Est.) 3,744,000—TV Homes 684,000
Stations in State 13

WALB-TV—Albany—1954 ABC-NBC

Channel: 10 VHF..AP: 56.2 Kw...VP: 112 Kw.

Owned-Oper. By.....Herald Publishing Co.

Address Stuart Ave. & Greenwood Dr.

Representative...Venard, Rintoul & McConnell

President.....James H. Gray

General Manager.....T. R. Stillwagon

Program Director.....Jack Mayer

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.

News ServiceUP

RepresentativeBomar-Lowrance

MembershipTvB, NARTB

PresidentR. E. Dunville

V.P.-General Manager H. A. LeBrun

V.P.-Business ManagerJ. P. Dwyer

Program Dir. Bob Hendrickson

Prom. Dir. Howard Rowe

Film. Dir. Thomas Hitchcock

Chief EngineerHarvey Aderhold

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out of
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dollar

... a long list of satisfied
clients testify to the
result-getting ability of

SOUTH GEORGIA'S

WALB ^T_V

Channel 10 ALBANY, GA.



NBC—ABC—and TOP LOCAL PROGRAMS

James H. Gray
President

T. R. Stillwagon
General Manager

Represented by
Venard, Rintoul & McConnell, Inc.



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wsb radio / wsb-tv

*Affiliated with The Atlanta Journal and Constitution
NBC affiliate Represented by Edw. Petry & Co*

WAGA-TV—Atlanta—1949
CBS

Channel: 5...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By...Storer Bcstg. Co., Inc.
 News Service**AP**
 Representative**Katz**
 MembershipNARTB, TvB
 President.....George B. Storer, Sr.
 Managing Dir.....Glenn C. Jackson
 Commercial Mgr.....Jack Collins
 Program Dir., Film Mgr.....Don Naylor
 Prom., Pub. Director.....Charles E. Trainor
 Chief Engineer.....Hugo Bondy

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.
 Newspaper Affiliations...Atlanta Newsp., Inc.
 News Service.....AP, INS, UP
 Representative**Petry**
 Membership NARTB, TvB
 General Manager John M. Outler
 General Manager J. R. Meachem
 Station Manager Marcus Bartlett
 Production Director Mark Toalson
 Film Director Jean Hendrix
 Chief Engineer..... R. A. Holbrook

WJBF-TV—Augusta—1953
NBC-ABC

Channel: 6...AP: 68 Kw... VP: 100 Kw.
 Owned-Oper. By...Georgia-Carolina Bcstg. Co.
 Business AddressAugusta, Ga.
 News ServiceUP
 Representative Hollingbery
 MembershipTvB, NARTB
 President.....J. B. Fuqua
 V.P.-Gen., Sta., Mgr.Donald M. Kelly, Jr.
 Program Director.....Ben Gear
 Comm. Mgr., Prom. Dir. . .Thomas J. Hennessy
 Pub. Dir.Jack Wideman
 Film Mgr.James Nabons
 Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954
CBS

Channel: 12 VHF...AP: 6 Kw...VP: 10 Kw.
 Owned-Oper. By...Southeastern Newspapers
 Business AddressP.O. Box F, N. Augusta
 News ServiceAP
 Newspaper AffiliationAugusta Chronicle,
 Augusta Herald
 RepresentativeBranham Company
 PresidentPat H. Rice, Jr.
 Gen., Sta., Comm. Mgr.....J. W. Hicks
 Program Dir.Richard A. Fennel
 Prom. DirectorDon Shepherd

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Film Manager..... Frank Allen
 Chief Engineer..... Joseph P. Gill, Jr.

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
 News Service..... AP
 Representative..... Headley Reed
 General Manager..... Allen Woodcall
 Station Manager..... E. F. McLeod
 Comm. Manager..... Joe V. Windsor
 Prog. Dir., Prod. Manager..... John Hughes
 Prom., Pub. Director..... M. M. Byrne
 Film Manager..... Ronnie Otwell
 Chief Engineer..... Reeve Owen

WRBL-TV—Columbus
1953—CBS-ABC

Channel: 14 VHF.. AP: 70 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Columbus Bcstg. Co.
 Business Address..... 1350 13th Ave.
 News Service..... UP
 Newspaper Affil..... Ledger Enquirer
 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
 Film Mgr..... Howard Shehane
 Chief Engineer..... Joe A. Gamble

WMAZ-TV—Macon—1953
CBS-ABC-NBC

Channel: 13 VHF.. AP: 125 Kw.. VP: 250 Kw.
 Owned-Oper. By..... Southeastern Bcstg. 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
 Prom., Pub. Dir., Film Buyer..... Ed Pendleton
 Production Manager..... Bob Savage
 Comm. Manager..... Frank Crowther
 Chief Engineer..... J. D. Lawhon

WROM-TV—Rome—1953

Channel: 9 VHF.. AP: 16 Kw.. VP: 32 Kw.

Owned-Oper. By..... WROM-TV, Inc.
 Business Address..... Box 473
 Representative..... McGillvra
 President..... Dean Covington
 General Manager..... Ed McKay
 Commercial Manager..... Charles Doss
 Chief Engineer..... T. H. Robertson

WSAV—Savannah—1956
ABC-NBC

Channel: 3 VHF.. AP: 16.2 Kw.. VP: 32.4 Kw.
 Owned-Oper. By..... WSAV, Inc.
 Business Address..... Liberty Nat'l Bank Bldg.
 Representative..... Blair
 President, Gen. Mgr., Sta. Mgr. Harban Daniel
 Operations Manager..... M. E. Thompson
 Commercial Manager..... H. M. Humpidge
 Program Director..... William E. Lucas
 Prom., Pub. Dir..... Elmer Alley
 Film Manager..... S. Rowland Smith
 Chief Engineer..... Byron Strong

WTOC-TV—Savannah
1954—CBS-ABC

Channel: 11 VHF.. AP: 104 Kw.. VP: 207.5 Kw.
 Owned-Oper. By..... Savannah Bcstg. Co.
 Business Address..... 516 Abercorn St.
 Station Representative..... Avery-Knodel
 Membership..... NARTB
 President & Gen. Mgr., William T. Knight, Jr.
 Commercial Mgr..... Ben B. Williams
 Film Mgr., Program Director..... Dwight J. Bruce
 Prom., Pub. Dir..... Frank S. Bryson, Jr.
 Chief Engineer..... Kyle Goodman

WCTV—Thomasville—1955
ABC-CBS-NBC

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... John H. Phipps Bcstg. Co.
 Business Address..... Box 3166, Tallahassee, Fla.
 Representative..... Meeker; Cummings
 Membership..... TvB
 Pres. & Owner..... John H. Phipps
 General Mgr..... L. Herschel Graves
 Nat'l Sales Mgr..... W. L. Woods
 Dir. Oper & Film Buyer..... Jos. Hostford
 Program Director..... Harry R. Wagner
 Promotion Dir..... Barbara Young
 Dir. Engineering..... Wm. A. Snowden

Pop. March 1 (Est.) 633,000—TV Homes 104,000
 Stations in State 4

Idaho

KBOI-TV—Boise—1953—CBS

Channel: 2 VHF.. AP: 33 Kw.. VP: 65 Kw.
 Owned-Oper. By..... Boise Valley Bcstrs. Inc.
 Business Address..... 1007 Jefferson St.
 Representative..... Peters, Griffin, Woodward, Inc.
 Pres., Gen. Mgr..... Westernman Whillock
 Sta., Comm. Mgr., Prog. Dir..... Earl Glade, Jr.
 Production Manager..... Bill Gratton

Film Manager..... Robert Howell
 Chief Eng..... J. A. Johtz, Jr.

KIDO-TV—Boise—1953
ABC-NBC

Channel: 7 VHF.. AP: 87.1 Kw.. VP: 166 Kw.
 Owned-Oper. By..... KIDO, Inc.

Address709 Idaho St.
 Representative Blair
 News Service AP
 Membership NARTB, TvB
 Pres. and Gen. Mgr. Georgia M. Davidson
 Commercial Mgr. George Ganz, Jr.
 Prog. Director..... Jack Link
 Film Manager William Harvey
 Chief Engineer..... Harold Toedtemeler

Prom., Pub. Dir. John Wrigley
 Chief Engineer..... Carroll Secrist

KLEW-TV—Lewiston—1956
 (Satellite of KIMA-TV, Yakima, Wash.)

**KLIX-TV—Twin Falls
 1955—ABC-CBS**

**KID-TV—Idaho Falls—1952
 CBS-NBC-ABC**

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.
 Owned-Oper. By..... Idaho Radio Corp.
 Business Address..... Box 761
 Air Time..... 8 hours daily
 Representative Gill-Perna; Moore
 President A. W. Schwieder
 Gen. Mgr..... C. N. Layne
 Comm. Manager..... Claude Cain
 Film Manager..... Quincy Jensen
 Program Dir. Roy Southwick

Channel: 11 VHF..AP: 14.5 Kw..VP: 29.5 Kw.
 Owned-Oper. By ..So. Idaho Bcstg. & TV Co.
 AddressEastland Dr. & Elizabeth St.
 Representative Gill-Perna; Moore
 Membership NARTB
 President A. L. Glassman
 V.P. & Gen. Manager..... Frank C. McIntyre
 Commercial Manager Joe Gibeay
 Program Director..... Dave Fox
 Prom. Dir. Rosie Stover
 Pub. Dir. John Graham
 Film Manager..... Vic Graybeal
 Chief Engineer..... C. W. Evans

Illinois

Pop. March 1 (Est.) 9,529,000—TV Homes 2,496,000
 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
 Representative McGillvra
 Pres., Gen. Manager..... Worth S. Rough
 Traffic Mgr. Madonna Rough

Representative..... CBS TV Spot Sales
 Membership NARTB, TvB
 Vice-Pres., Gen. Mgr..... H. Leslie Atlas
 Dir. Tech. Oper. Luther Pierce
 Sales Manager George Arkedis
 Sls. Traffic Mgr. Eugene McClure
 Sls. Service Mgr. Justin Cassidy
 Sls. Prom. Mgr. Tom Dawson
 Program Director..... William Ryan

**WCIA—Champaign—1953
 CBS-NBC**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..... Midwest Television, Inc.
 Business Address..... 509 S. Neil St.
 News Service UP
 Representative Hollingbery
 Membership NARTB, TvB
 President..... August C. Meyer
 V.P., Sales Manager..... Guy Main
 National Sales Dir. Leonard Davis
 Production Manager..... James Fielding
 Publicity Director Richard Wright
 Film Director..... John Ketterer
 Chief Engineer..... Bob Myers

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.
 Representative Blair-TV
 Membership NARTB, TvB
 Gen., Sls. Mgr. Sterling Quinlan
 Nat'l Sls. Mgr. Clar Heider
 Film Dir. Ralph Andrews
 Prog. Dir. Dan Schuffman
 Pub. Dir. Elliott Henry
 Chief Engineer Wm. Kussack

**WBBM-TV—Chicago—1953
 CBS**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..... CBS, Inc.
 Bus. Studio Address..... 410 N. Michigan Ave.

WGN-TV—Chicago—1948

Channel: 9 VHF..AP: 316 Kw..VP: 158 Kw.
 Owned-Oper. By Tribune Company
 Business Address..... 441 N. Michigan Ave
 Newspaper Affiliation..... Chicago Tribune
 News Service..... AP, UP, INS
 Representative Pety
 Membership TvB, NARTB
 President..... J. Howard Wood
 V.P., Gen., Sta. Mgr. Ward L. Quaal
 Program Director..... J. E. Faragham
 Sales Director..... Ted Weber
 Promotion Director..... Charles A. Wilson
 Publicity Director..... James Hamlon

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
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership.....NARTB, TvB
President.....Robert Sarnoff
General Manager.....Jules Herbuveaux
Asst. Gen. Mgr.....Henry T. Sjogren
Sales Dir.....Russell Stebbins
Sales Mgr.....Floyde Beaston
Mgr. Color Sales.....Howard W. Coleman
Prom. Director.....John Keys
Program Manager.....Robert Dressler
Publicity Director.....Chet Campbell
Film Manager.....Isabelle Cooney
Chief Engineer.....Howard C. Lutgens

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.
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
Chief Engineer.....Orville Neely

WTVP—Decatur—1953—ABC

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 108
Representative.....Bolling
President.....W. L. Shellabarger
Sta. Mgr.....Robert G. Wright
Comm. Mgr.....Ben K. West
Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg 1953—ABC

Channel: 22 UHF..AP: 14.12 Kw..VP: 11.1 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....2 W. Poplar St.
News Service.....UP
Representative.....Walker
Pres.....Oscar L. Turner
Sta. Mgr.....O. L. Turner, Jr.
Prog. Dir.....Bill Plater
Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953 NBC

Channel: 43 UHF..AP: 85 Kw..VP: 175 Kw.

Owned-Operated By.....West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
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.....Al Knapp
Dir. of Sports.....Hank Fisher
Film Manager.....Robert Kroepel
Chief Engineer.....Wayne Lovely

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.
Representative.....Petry
Membership.....NARTB
President.....Henry P. Slane
General Mgr.....Howard Phillips
National Sales Mgr.....William Pipher
Promotion Director.....Paul Proctor
Program Director.....Robert G. Holben
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953 ABC-NBC

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
Newspaper Affiliation.....Quincy Herald Whig
News Service.....UP
Representative.....Young TV Corp.
President.....T. C. Oakley
General Manager.....J. S. Bonansinga
Commercial Mgr.....J. Ben Stewart
Program Director.....Fred Colgan
Promotion Director.....Hal Heibredner
Chief Engineer.....Frank E. Laughlin

WREX-TV—Rockford—1953 ABC-CBS

Channel: 13 VHF..AP: 22.9 Kw..VP: 47 Kw.
Owned-Oper. By.....Greater Rockford TV, Inc.
Business Address.....Auburn & Winnebago Rds.
News Service.....UP
Newspaper Affil.....Winnebago Newsp., Inc.
Representative.....H-R Representatives
Membership.....NARTB, TvB
President.....L. E. Caster
General Manager.....Joe M. Baisch
Comm. Mmager.....A. J. Bilardello
Program Director.....John Mazzie
Prom., Pub. Dir.....Charles Olson
Production Manager.....Rod MacDonald
Film Manager.....Gene Hines
Chief Engineer.....Dick Peck

WTVO—Rockford—1953
NBC

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.
Owned-Oper. By..Winnebago Television Corp.
Business Address.....Meridian Rd.
Representative.....Headley-Reed
President.....Harry Balaban
Manager.....Harold Froelich
Sales Manager.....Edward Ruppe
Production Mgr.....John W. Kellin
Film Director.....Carl P. Stemler
Chief Engineer.....Herbert Eckstein

WHBF-TV—Rock Island
1950—CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address.....Telco Bldg.
Newspaper Affil....."The Argus"
News Service.....UP
Representative.....Avery-Knodel, Inc.

Indiana**WTTV—Bloomington—1949**
ABC

Channel: 10 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....East Hillside Dr.
News Service.....AP, UP
Representative.....Robert Meeker Assoc.
Membership.....NARTB, TvB
President.....Sarkes Tarzian
General Manager.....Robert Lemon
Program Manager.....Robert Petranoff
Prom., Pub. Dir.....Keith Wilson
Dir. Indianapolis Oper.....Jerry Danziger
Film Manager.....Warren Perney
Chief Engineer.....Carl Onken

WSJV—Elkhart—1954
ABC

Channel: 52 UHF..AP: 131 Kw..VP: 250 Kw.
Owned-Oper. By.....Truth Publishing Co.
Business Address.....Box 403
Newspaper Affiliation.....Elkhart Truth
Representatives.....H-R
Membership.....NARTB
President.....John F. Dille Jr.
Gen., Sta., Comm. Mgr.....Paul C. Brines
Program Director.....Edwin J. Lasko
Promotion Director.....Vince Doyle
Production Manager.....W. Forrest Morrow
Film Manager.....Arthur Whitaker
Chief Engineer.....Lester E. Zellner

WEHT—Evansville—
Henderson, Ky.—1953—CBS

Channel: 50 UHF..AP: 108.1 Kw..VP: 200.4 Kw.

Membership.....NARTB
President.....Ben. H. Potter
V.P., Sta., Gen. Manager.....Leslie C. Johnson
Asst. Mgr., Sls. Director.....Maurice Corken
Merchandising Mgr.....H. E. Darton
Prom., Pub. Director.....Fern Hawks
Film Manager.....Joseph Grear
Chief Engineer.....Robert J. SInnett

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.
News Service.....INS
Representative.....Adam Young
President.....Elmer Balaban
Gen., Sta. Manager.....Milton D. Friedland
Comm. Manager.....Warren King
Program Director.....H. I. Hoskins
Prom., Pub. Director.....Marion Alvey
Film Manager.....William Shaw
Chief Engineer.....Jerrold Merritt

Pop. March 1 (Est.) 4,491,000—TV Homes 1,186,000
Stations in State 14

Owned-Oper. By.....WEHT, Inc.
Business Address.....Box 395
Representative.....Young
Membership.....NARTB, TvB
News Service.....UP
Pres., Gen. Mgr.....Edwin G. Richter, Jr.
Station Mgr.....Ernest Felix
Comm. Mgr.....Charles C. Palmisano
Prom., Pub. Dir.....Anita Cook
Chief Engineer.....Robert M. Cleveland

WFIE—Evansville—1953
NBC

Channel: 62 UHF..AP: 77.5 Kw..VP: 155 Kw.
Owned-Oper. By.....Premier Television, Inc.
Business Address.....1115 Mount Auburn Rd.
News Service.....UP
Representative.....Venard, Rintoul & McConnell
Membership.....NARTB
President.....Nathan Lord
Gen., Station Mgr.....Berry Smith
Comm. Manager.....Robert Dean
Film Mgr., Program Director.....Chet Behrman
Prom., Pub Director.....Geneva Wright
Chief Engineer.....Paul Kelley

WTVW—Evansville—1956
ABC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Evansville TV, Inc.
Business Address.....405 Carpenter St.
Representative.....Hollingberry
Membership.....NARTB
News Service.....UP
President.....Rex Schepp
V.P., Gen. Mgr.....Joseph E. O'Daniel
Sta. Mgr.....Richard F. Shively

Comm. Mgr. William Spillman
 Program Dir. William Hill
 Prom. Dir. Georgia Pindell
 Film Manager S. J. Rusche
 Chief Engineer Edward P. Welcome

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.
 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

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.
 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 Estel Freeman
 Production Manager Earl C. Johnson
 Chief Engineer Harold S. Holland

WISH-TV—Indianapolis 1954-CBS

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By J. H. Whitney & Co.
 Business Address 1440 North Meridian
 News Service AP, UP
 Representative Bolling
 Membership NARTB
 President C. Wrede Petersmeyer
 Gen., Sta. Manager Robert B. McConnell
 Commercial Mgr. Robert F. Ohleyer
 Program Director Steve Briggs
 Prom., Pub. Director Jim Buck
 Chief Engineer Stokes Gresham, Jr.

WFAM-TV—Lafayette 1953—ABC-CBS-NBC

Channel: 59 UHF. AP: 51 Kw. VP: 102 Kw.
 Owned-Oper. By WFAM, Inc.
 Business Address Box 649
 Membership NARTB
 News Service UP
 Representative Rambeau
 President O. E. Richardson
 Sta. Mgr. Henry Rosenthal

Prog. Dir. James Mathis
 Chief Engineer Richard Cochran

WINT—Fort Wayne—1954 ABC-CBS

Channel: 15 UHF. AP: 254 Kw. VP: 470 Kw.
 Owned-Oper. By Indiana Broadcasting Corp.
 Business Address 2000 Lincoln Tower
 News Service UP
 Representative H-R Television
 Membership NARTB, TvB
 President C. Wrede Petersmeyer
 Managing Dir. R. Morris Pierce
 Gen. Mgr. Ben B. Baylor
 Prog. Dir. Franklin C. Mitchell
 Promotion Director Robert J. Keefe
 Film Manager James Goheen
 Chief Engineer Charles E. Wallace

WLBC-TV—Muncie—1953 ABC-CBS-NBC

Channel: 49 UHF. AP: 7.05 Kw. VP: 14.1 Kw.
 Owned-Oper. By Tri-City Radio Corp.
 Business Address Box 271
 News Service UP, AP
 Representative Holman
 Membership NARTB, TvB
 Pres., Gen., Sta. Mgr. Don Burton
 Comm., Film Mgr., Prom.,
 Pub., Dir. Bill Craig
 Program Director Lee Allerton
 Chief Engineer Pat Finnegan

WNDU-TV—South Bend 1955—NBC

Channel: 46. AP: 92.5 Kw. VP: 185 Kw.
 Owned-Oper. By Michiana Telecasting
 Address Box 989
 News Service AP
 Station Representative Petry
 Membership NARTB, TvB
 President, Rev. Theodore M. Hesburgh, C.S.C.
 Gen. Mgr. Bernard C. Barth
 Comm. Manager Wm. Thomas Hamilton
 Pub., Prog. Director Edward J. Roth
 Promotion Director Robert F. Stolfi
 Film Manager Theo. A. Much
 Chief Engineer Basil O'Hagan

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.
 Membership NARTB
 Newspaper Affil. Tribune
 Representative Raymer
 Gen. Mgr. Neal B. Welch
 National Sales Mgr. Wilbur R. Darch
 Program Director Robert Drain
 Film Manager Walter A. Switzer, Jr.
 Chief Engineer Arthur R. O'Neil

WTHI—Terre Haute—1954**ABC-CBS-NBC**

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
 Owned-Oper. By...Wabash Valley Bcastg. Co.
 Business Address...918 Ohio Street
 Representative...Bolling

Membership.....NARTB
 News Service.....UP
 President.....Anton Hulman, Jr.
 General Manager.....J. M. Higgins
 Night Oper. Dir.....Ben Falber, Jr.
 Day Oper. Dir.....Pat Murphy
 Prom. Dir.....Pat Griffith
 Chief Engineer.....Don Pettit

Iowa

Pop. March 1 (Est.) 2,718,000—TV Homes 712,000
 Stations in State 12

WOI-TV—Ames—1950—ABC

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
 Owned-Oper. By...Iowa State College
 Address...Ames, Ia.
 News Service.....AP, UP
 Representative...Weed
 President.....Dr. James Hilton
 Gen. Manger...Robert C. Mulhall
 Assoc. Gen. Manager...James H. Davis
 Sales, Program Director...Don Peterson
 Prom., Pub Dir...Nancy Seeley
 Film Manager...Warren Royer
 Chief Engineer...Keith Ketcham

Business Address...805 Brady St.
 News Service.....UP
 Representative...Peters, Griffin, Woodward, Inc.
 Membership.....NARTB, TvB
 President.....Col. B. J. Palmer
 Resident Manager...Ernest Sanders
 Sales Manager...Mark L. Wodlinger
 Publicity Editor...Paul Ives
 Film Editor...Ken Wagner
 Program Director...Raymond Guth
 Asst. Mgr. & Prom. Mgr...Fred Reed
 Chief Engineer...Paul Arvidson

**KCRG-TV—Cedar Rapids
1953—ABC**

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Cedar Rapids TV Co.
 Business Address...1st Ave. & 1st St., SW.
 Membership.....NARTB
 News Service.....AP, INS
 Representative...Blair Assoc.
 Newspaper Affiliation...Cedar Rapids Gazette
 President...Joseph F. Hladky, Jr.
 Gen. Mgr...Edna A. Herbst
 Comm. Mgr...John F. Cundiff
 Program Dir...Ralph D. Willey
 Prom., Pub Dir...Alvin Burshtan
 Film Mgr...Philip Hess
 Chief Engineer...Ira V. McDaniel

**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.
 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...Robert H. Harter
 Film Buyer, Prog. Director...Jack Kerrigan
 Production Manager...Kenneth Gfeller
 Chief Engineer...Reed E. Snyder

**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.
 News Service.....AP, UP, INS
 Representative...Katz
 Membership.....NARTB, TvB
 President...William B. Dolph
 V.P., Gen. Manager...William B. Quarton
 Sales Manager...Lew Van Nostrand
 Business Manager...Leo F. Cole
 Promotion Manager...Bob Kenney
 Dir. TV Operations...Douglas Grant
 Chief Engineer...George Hixenbaugh

**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.
 Newspaper Affil...Register and Tribune
 News Service.....AP, UP
 Representative...Katz
 Membership.....NARTB, TvB
 President...Luther L. Hill
 Station Manager...Robert W. Dillon
 Commercial Manager...Paul M. Elliott
 Program Director...Richard H. Covey
 Promotion Director...Joe G. Hudgens
 Prod. Manager...Guy Koenigsberger
 Film Manager...Wayne Ackley
 Chief Engineer...Charles F. Quentien

**WOC-TV—Davenport—1949
NBC**

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By...Central Bcastg. Co.

**KQTV—Fort Dodge—1953
NBC**

Channel: 21 UHF..AP: 170 Kw...VP: 330 Kw.

Owned-Oper. By... Northwest Television Co.
 Business Address... Warden Bldg.
 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

KGLO-TV—Mason City—1954 CBS

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Lee Radio, Inc.
 Business Address... Second & Pennsylvania
 News Service... AP, UP
 Representative... Weed
 Membership... NARTB
 President... Lee P. Loomis
 Exec. V.P., Gen. Manager... Herbert R. Ohrt
 Nat'l Sales Mgr... Walther Rothschild
 Film, Comm. Manager... Lloyd Loers
 Prod. Mgr., Prog. Director... Douglas Sherwin
 Promotion, Pub. Dir... Don Harrer
 Chief Engineer... Roger Sawyer

KTVO—Ottumwa—1955 CBS-NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... KBIZ, Inc.
 Business Address... 209 East 2nd St.
 Representative... Bolling
 News Service... AP
 Membership... NARTB
 Pres., Gen. Mgr... James J. Conroy
 Station Mgr... Berg Allison
 Comm. Mgr... Elmer Smith
 Program Dir... James Bolen
 Prom., Pub. Dir... Monty Moncrieff
 Film Manager... William Stevens
 Chief Engineer... James Riley

Kansas

KTIV—Sioux City—1954 NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... KTIV Television Corp.
 Address... Tenth & Grandview
 Newspaper Affil... Journal-Tribune
 News Service... UP
 Representative... Hollingbery
 Membership... NARTB
 Pres., Gen., Film Mgr... Dietrich Dirks
 Exec. V.P... Gene Flaherty
 Comm. Mgr... L. L. McCarnin
 Prog. Dir... Tom Searls
 Prom., Pub. Dir... Bill Mote
 Chief Engineer... Alvin Smith

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
 Newspaper Affiliation... Register & Tribune
 News Service... AP, UP
 Representative... Katz
 Membership... NARTB, TvB
 President... Luther L. Hill
 General Manager... Donald D. Sullivan
 Station Manager... Arthur J. Smith
 Comm. Manager... Robert B. Donovan
 Prog. Director... George Hutchins
 Promotion Director... Larry Coke
 Film Manager... Carl Morris
 Chief Eng... Jack Iverson, Charles Prohaska

KWWL-TV—Waterloo—1953 NBC-ABC

Channel: 7 VHF... AP: 214 Kw... VP: 316 Kw.
 Owned-Oper. By... Black Hawk Bcstg. Co.
 Business Address... Hotel Russell Lamson
 News Service... UP
 Representative... Avery-Knodel
 Pres., Gen., Sta. Mgr... Ralph J. McElroy
 Commercial Mgr... Don E. Inman
 Dir. of Programming... Warren Mead
 Chief Engineer... T. W. Kirksey

Pop. March 1 (Est.) 2,146,000—TV Homes 487,000
 Stations in State 6

KCKT-TV—Great Bend—1954 ABC-NBC

Channel: 2 VHF... AP: 52 Kw... VP: 100 Kw.
 Owned-Oper. By... Central Kansas TV Co., Inc.
 Business Address... Box 182
 News Service... UP
 Representative... Bolling
 President... E. C. Wedell
 Oper. Dir... E. L. Kuhlman
 Prom. Dir... Bill McGoffin
 Prog. Dir... Bonnie Perry
 Chief Eng... H. G. Haeefe

KTVH—Hutchinson—1953 CBS

Channel: 12 VHF... AP: 120 Kw... VP: 240 Kw.
 Owned-Oper. By... Wichita-Hutchinson Co., Inc.
 Business Address... 1800 North Plum
 Representative... H.R.
 Membership... NARTB, TvB
 President... Joyce A. Swan
 General Mgr... Howard O. Peterson
 Gen. Sales Manager... E. W. Dallier
 Film Mgr., Prog. Dir... Ray Huffer
 Prom., Pub. Director... Dale Larser
 Chief Engineer... Ken H. C

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
Membership.....NARTB, TvB
Representative.....Katz
General Manager.....R. E. Wade
Program Director.....Louis R. Martin
Chief Engineer.....Leo Stafford

KAKE-TV—Wichita—1953
ABC

Channel: 12 VHF..AP: 219 Kw...VP: 316 Kw.
Owned-Oper. By.....KAKE-TV, Inc.
Business Address.....1500 N. West St.
Representative.....Katz
Membership.....NARTB
General Manager.....Martin Umansky
Nat'l. Sales Manager.....Don Waldron
Operations Dir.....John Quigley
Prom., Pub. Dir.....Robert C. Payne
Chief Engineer.....Harold Newby

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.
Newspaper Affil.....Daily Capital
News Service.....AP, UP
Membership.....NARTB, TvB
President.....Philip Zach
General Manager.....Ben Ludy
Program Director.....Jack Ostrode
Prod. Manager.....Bob Ellis
Sales Manager.....Hilton Hodges
Publicity Director.....Dennis Murphy
Chief Engineer.....Lewis Dickensheets

KARD-TV—Wichita—1950
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Wichita TV Co.
Address.....833 N. Main St.
News Service.....AP
Representative.....Petry
Membership.....NARTB, TvB
President.....G. M. Brown
V.P., Gen., Sta. Mgr.....W. Moyer
Comm. Manager.....Donald Sbarra
Program Director.....Sam Worsham
Prom. Dir.....Leon Burt
Pub. Dir.....Mary J. Phares
Film Mgr.....Bob Edwards
Chief Engineer.....Robert B. Marye

Kentucky

Pop. March 1 (Est.) 3,044,000—TV Homes 512,000
Stations in State 3

WLEX-TV—Lexington
1955—ABC-CBS-NBC

Channel: 18 UHF..AP: 9.2 Kw...VP: 17 Kw.
Owned-Oper. By.....Central Ky. Bstctg. Co.
Business Address.....134 N. Limestone St.
Representatives.....Bolling; Dora-Clayton
Exec. V.P., Gen. Mgr.....Earl Boyles
Station Manager.....Harry C. Barfield
Sales Manager.....Les J. Tackett
Program Mgr.....Alex B. Macaulay
Chief Engineer.....Jim Robertson

Prog., Film Dir.....George Patterson
Production Manager.....Pat O'Hara
Prom., Pub. Dir.....Jas. Caldwell
Sales Reps.....Houston Jones,
Bob Franck, Robt. Burrows
Chief Engineer.....Wilbur Hudson

WAVE-TV—Louisville
1948—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Membership.....NARTB, TvB
Representative.....NBC Spot Sales
General Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson

WHAS-TV—Louisville—1950
CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Representative...Harrington, Righter, Parsons
Membership.....NARTB, TvB
President.....Barry Bingham
Director.....Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director.....Albert J. Gillen
Program Director.....Ralph M. Hansen
Film Manager.....Charles McDaniel
Dir. Engineering.....O. W. Towner

The Champ Is Still Champ!



4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. 8.)



CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 day-time show. If you want a breakdown . . .



8 OF 10 TOP MORNING SHOWS

and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.



6 WINNERS IN 6 NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB-TV

CBS

ABC

Reps: Blair Television Associates

First in TV in Baton Rouge

KALB-TV—Alexandria 1954—NBC-CBS-ABC

Channel: 5 VHF . . . AP: 15.1 Kw. . . VP: 28.2 Kw.
Owned & Oper. By . . . Alexandria Bcstg. Co.
Business Address . . . 6th & Washington St.
News Service . . . AP, UP
Representative . . . Weed
President . . . T. B. Lanford
General Manager . . . Willard L. Cobb
Comm. Manager . . . Jesse Sexton
Prog. Dir. . . Tommy Erwin
Prom., Pub. Director . . . Vivian Close
Prod. Mgr. . . Larry McHale
Film Manager . . . Robert Poor
Chief Engineer . . . Robert E. Miller

WAFB-TV—Baton Rouge 1953—CBS

Channel: 28 UHF . . . AP: 100 Kw. . . VP: 200 Kw.
Owned . . . Modern Bcstg. Co., Inc.
Business Address . . . Box 1566
Membership . . . NARTB, TvB
Reps . . . Blair TV; Clarke Brown
Pres., Gen. Mgr. . . Tom E. Gibbens
Comm. Mgr. . . Ron Litteral
Prog. Dir. . . Don Hallman
Pub. Dir. . . Grace McElveen
Chief Engineer . . . Donald K. Allan

WBRZ—Baton Rouge—1954 ABC-NBC

Channel: 2 VHF . . . AP: 56.2 Kw. . . VP: 100 Kw.
Owned-Operated By . . . La. TV Bcstg. Co.
Address . . . 1650 Highland Rd.
Newspaper Affiliation . . . State Times;
Morning Advocate
News Service . . . AP, INS
Representative . . . Hollingbery
Membership . . . NARTB, TvB
President . . . Douglas L. Manship
Sales Manager . . . Guy Corley
Program Director . . . John Ferguson
Promotion Director . . . Dolores Ballina
Production Manager . . . Aubrey L. Moore
Chief Engineer . . . Pat Weathersby

KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF . . . AP: 32 Kw. . . VP: 52.5 Kw.
Owned-Oper. By . . . Camelia Bcstg. Co., Inc.
Address . . . Box 398
Representative . . . Venard, Rintoul & McConnell
Clarke Brown
President . . . Paul H. DeClouet
General Manager . . . Dierell Hamm
Sales Manager . . . Quimman Henley
Program Manager . . . Sonny Baker
Chief Engineer . . . Maurice Wynne

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 Address320 Division St.
News ServiceUP
President.....T. B. Lanford
Gen., Sta. Manager.....P. E. Mills, Jr.
Comm. Manager.....Art Reuben
Pub. Director.....Sam Tarleton
Prom. Dir.....Gay St. Cyr
Film Manager.....Donald Johnson
Prog. Director.....A. B. Craft, Jr.
Production Director.....Bob Lashbrook
Chief Engineer.....Ed Barton

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
Membership.....NARTB
Representative.....H-R
Owner.....James A. Noe
Vice-Pres., Gen. Mgr.....Paul H. Goldman
Sales & Prom. Mgr.....Jack Ansell, Jr.
Program Director.....Harry Arthur
Operations Mgr.....Ansel Smith
Dir. Engineering.....Ray Boyd

KTAG-TV—Lake Charles
1953—CBS

Channel: 25 UHF...AP: 11 Kw...VP: 21 Kw.
Owned-Oper. By.....KTAG-Associates
Business Address.....Box 173
Representative.....Adam Young
News Service.....UP
Membership.....NARTB
President.....Warren Berwick
General Manager.....Raymond Dorsey
Comm. Manager.....Harper Clark
Prom. Prog. Director.....Nelda Barker
Pub. Dir.....Bob Pardue
Film Manager.....Bill Parks
Chief Engineer.....Lawrence Vicknair

WDSU-TV—New Orleans
1948—ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
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. Mgr.....A. Louis Heck
V.P., Chg. Programming.....Tom Hicks
Program Director.....Mel Leavitt
Prom., Pub. Dir.....Marion Annenberg
Operations Mgr.....Stanley Holiday
Chief Engineer.....Lindsey Riddle

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	Restaurants, Drinks, etc.	\$ 53,985,000
Families	476,260	Drugs	\$ 35,906,000
Spendable Income	\$1,591,352,000	Building Materials, Hardware	\$ 96,324,000
Food Stores	\$ 238,625,000	TOTAL RETAIL SALES	\$1,063,415,000
General Merchandise Stores	\$ 154,806,000	Farms, number operated	143,429
Auto Stores	\$ 232,292,000	Population Living on Farms	583,600
Service Stations	\$ 55,368,000	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

THE NEW
EYES AND EARS
IN NEW ORLEANS

WWL-TV

will Soon be on the air

CHANNEL

4

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WILL BE THE
SOUTH'S GREATEST
TV SALESMAN

SEE YOUR KATZ REPRESENTATIVE FOR AVAILABILITIES AND RATES

WJMR-TV—New Orleans
1953—ABC-CBS

Channel: 20 UHF..AP: 500 Kw..VP: 1,000 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....1500 Canal St.
Representative.....Weed
Pres.....Chester F. Owens
V.P., Gen. Mgr., Chief Eng..George A Mayoral
Commercial Mgr.....Paul Beville
Program Director.....Tom Abbott
Film Mgr.....Robert Jeffers

KSLA—Shreveport—1953
CBS-ABC

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Shreveport TV Corp.
Business Address.....Box 92
Membership.....NARTB, TvB
Representative.....Paul H. Raymer
Gen. Mgr.....Ben Beckham, Jr.
Comm. Mgr.....Deane R. Flett
Prom., Pub. Dir.....Carol Vinson
Film, Production Mgr.....John Renshaw
Chief Engineer.....Morris C. Barton

WWL-TV—New Orleans—1957

Owned-Operated By.....Loyola U. of South
Address.....Roosevelt Hotel
News Service.....UP, AP
Representative.....Katz
Membership.....NARTB
President.....Rev. Patrick Donnelly
General Manager.....W. H. Summerville
Comm. Manager.....Larry Baird
Sales Prom., Pub. Mgr.....Harry Hildebrand
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

KTBS-TV—Shreveport
1955—NBC-ABC

Channel: 3 VHF..AP: 68.9 Kw..VP: 100 Kw.
Owned-Oper. By.....KTBS, Inc.
Address.....312 E. Kings Hwy.
Representative.....Edward Pety
News Service.....UP
Membership.....NARTB
Pres., Gen. Mgr.....E. Newton Wray
Station Manager.....Patrick J. White
Commercial Manager.....Joe B. Foster
Production Manager.....Vlada Dimac
Prom., Pub. Dir.....Ruth August
Film Manager.....Marvin Perry
Chief Engineer.....C. H. Maddox

Maine

Pop. March 1 (Est.) 910,000—TV Homes 197,000
Stations in State 6

WABI-TV—Bangor—1953
ABC-NBC

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.
Owned-Oper.....Community Telecasting Serv.
Address.....57 State St.
News Service.....AP
Reps.....Hollingbery, Kettel-Carter
Membership.....NARTB
President.....Horace Hildreth
Gen., Station Mgr.....Leon P. Gorman, Jr.
Comm. Mgr.....Robert C. McCausland
Program Director.....Leon H. Nelson
Promotion Director.....Richard B. Bronson
Pub. Dir.....Pam Dill
Film Manager.....Ralph Libby
Chief Engineer.....Wallace Edwards

News Service.....UP
Representative..Venard, Rintoul & McConnell,
Louis Borgatti
President, Gen., Sta. Mgr..Murray Carpenter
Comm. Manager.....Rudolf Marcoux
Prog. Dir., Prod. Mgr.....James Robinson
Film Manager.....Don Deakin
Chief Engineer.....William Clark

WMTW—Poland Spring
1954—CBS-ABC

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.
Owned-Oper. By...Mt. Washington TV Inc.
Business Address.....Poland Spring
Representatives.....Harrington, Righter &
Parsons; Kettel-Carter; McDermott
Membership.....NARTB
Vice Pres. & Gen. Mgr.....John H. Norton Jr.
Program Director.....John T. Madigan
Production Mgr.....Claus Wiese
Film Dir.....Brian Higgins
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.



CUTTING A FINE FIGURE . . .

In Portland, Maine, Pulse area study Nov. 11-17
WCSH-TV LEADS 365 QUARTER HOURS TO 78

Yes, dependable Channel 6 improves with age in full-time viewer acceptance.

Compare quarter-hour leadership figures of June (ARB) and November (Pulse) 1956.

		WCSH-TV	Sta. "B"
Monday thru Friday 7:00-12 Noon	June	67.5	32.5
	Nov.	85	15
12 Noon-6:00	June	85.5	34.5
	Nov.	110	10
Sunday thru Saturday 6:00-11:00 p.m.	June	64	76
	Nov.	105	34 (1 tie)
Saturday 10:45-6:00	June	18	11
	Nov.	27	6 (1 tie)
Sunday 11:30-6:00	June	24	0
	Nov.	16	8

WCSH-TV

PORTLAND, MAINE



Affiliate



WEED - TELEVISION

Representatives

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
News Service.....UP
Representative.....Weed
Membership.....NARTB, TvB
President.....Adeline B. Rines
Managing Dir.....William H. Rines
Station Manager.....Jack S. Atwood
Comm. Manager.....Bruce McGorrill
Program Director.....Burnell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Film Manager.....William Kerkos
Chief Engineer.....Chas. Brown

WGAN-TV—Portland—1954
CBS

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.

Newspaper Affil.....Gannett Publ. Co.
News Service.....AP
Membership.....NARTB
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
Prom. Dir.....Perleston L. Pert, Jr.
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins

WAGM-TV—Presque Isle
1956—CBS

Channel: 8 VHF..AP: 25 Kw..VP: 50 Kw.
Owned-Oper. By.....Aroostook Bcstg. Corp.
Business Address.....Presque Isle, Me.
Reps.....Venard, Rintoul & McConnell;
Borgatti
General Manager.....Harold D. Glidden
Operations Mgr.....Forrest Craig
Program Mgr.....Don Jordan
Production Mgr.....Ted Coffin
Chief Engineer.....Elmer Snow

Maryland

Pop. March 1 (Est.) 2,869,000—TV Homes 677,030
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

AMERICAN BROADCASTING CO. AFFILIATE

SYMBOL OF

TELEVISION

SERVICE IN
BALTIMORE

MARYLAND



316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

FROM FAR AND NEAR... THEY'RE WATCHING CHANNEL 2

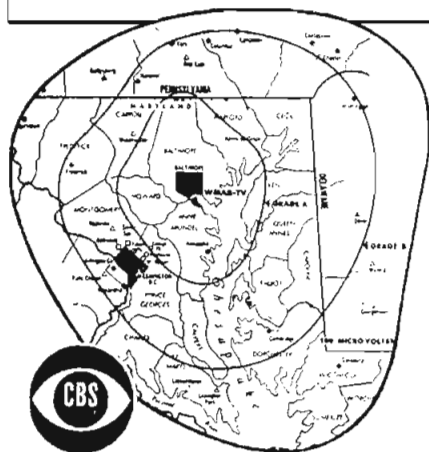
December ARB Report . . . station share of sets in use

6 P.M. to midnight	WMAR-TV	Station A	Station B	Other
SUNDAY	57.3	28.8	12.5	2.2
MONDAY	49.4	28.8	20.5	1.3
TUESDAY	36.1	22.8	39.6	2.4
WEDNESDAY	43.1	27.3	28.2	2.0
THURSDAY	44.8	36.9	16.4	2.0
FRIDAY	40.9	24.0	33.5	2.8
SATURDAY	46.8	31.1	20.7	1.9

December ARB shows these to be choice availabilities

Amos 'n Andy 6 to 6:30 P.M.				Racket Squad* 6:30 to 6:55 P.M.			
	WMAR-TV	Station A	Station B		WMAR-TV	Station A	Station B
Monday	15.8	10.0	6.4	Monday	14.5	6.5	4.4
Tuesday	16.7	4.4	13.6	Tuesday	19.9	4.2	2.3
Wednesday	15.3	8.3	4.2	Wednesday	15.5	5.3	3.2
Thursday	17.4	5.8	4.9	Thursday	17.9	5.4	2.0
Friday	13.6	8.3	4.6	Friday	17.0	1.9	1.6
cumulative rating 28.7				cumulative rating 30.4			

* Currently running in the profitable 6:30 to 6:55 P.M. segment are the following: WATERFRONT, Monday; PUBLIC DEFENDER, Tuesday and Thursday; CITY DETECTIVE, Wednesday; FEDERAL MEN, Friday.



the map tells the story— great sales potential

WMAR-TV's coverage area encompasses more than 2,500,000 homes. In the Baltimore area alone there are over 713,000 television sets*, and Channel 2's signal extends far out into the rich market surrounding the area, thereby providing an added potential for advertisers using WMAR-TV. *Baltimore Television Circulation Committee Report

In Maryland, most people watch

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
 Telephone MULberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
 Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

News Service AP
Representative.....Harrington, Righter and
 Parsons, Inc.
Membership NARTB, TvB
Exec. V.P......Norman C. Kal
V. P., General Mgr. Ken Carter
V. P., Dir. Eng. Ben Wolfe
Comm. Mgr. Pel Schmidt
Pub. Dir. Tommy Dukehart
Prog. Mgr., Film Buyer Jim Kilian
Ass't. Prog. Mgr. Herbert Steinberg
Dir. Public Service Ken Callee

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
Newspaper Affil......Baltimore News, Post &
 Sun, American
Representative Edward Petry
Membership NARTB, TvB
V.P., Exec. Dir......Chas. B. McCabe
Vice-Pres. & Gen. Mgr. D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Vice Pres., Sta. Mgr......Leslie H. Peard, Jr.
Business Mgr......Freeman W. Cardall
Program Director.....Sydney King
Comm. Manager.....Willis K. Friearnt
Publicity Dir......Wall Matthews
Chief Engineer.....William C. Bareham

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.
News Service AP. CBS Newstfilm
Newspaper Affiliation...Baltimore Sunpapers
Representative Katz
Membership NARTB, TvB
President William F. Schmick, Sr.
Exec. V.P......William F. Schmick, Jr.
V.P., Dir. of TV, Sta. Mgr......Ewell K. Jett
Comm., Prom., Pub. Mgr....Ernest A. Lang
Program Director.....Robert B. Cochrane
Prom. Co-ordinator Alex Dietrich
Film Mgr......D. V. Stickle
Production Manager.....Edwin B. Mick
Chief Engineer.....Carlton G. Nopper

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
News Service AP
Sta. Rep. Headley-Reed
President.....John W. Downing
Gen., Sta., Comm. Mgr......Charles J. Truitt
Prog. Dir......John W. Downing Jr.
Chief Engineer.....Jack W. Ward

Massachusetts

Pop. March 1 (Est.) 4,841,000—TV Homes 1,298,000
 Stations in State 5

WMGT-TV—Adams—1953
ABC

Channel: 74 UHF. **AP:** 100 Kw. **VP:** 200 Kw.
Owned-Oper. By.....Greylock Bcstg. Co.
Business Address.....8 Bank Row
Representative Walker
Membership NARTB
President Leon Podolsky
General Manager Wm. P. Geary
Prog., Prom. Dir. A. D. Vaber
Film Manager Dick Bolender
Chief Engineer.....Leonard Lavendol

WBZ-TV—Boston—1948
NBC

Channel 4.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper By...Westinghouse B'casting Co.
Address.....1170 Soldiers Field Rd.
News Service AP, UP, INS
Representative.....Peters, Griffin, Woodward, Inc.
Membership NARTB, TvB
President Donald H. McGannon
V. P. W. C. Swartley
General Mgr. F. A. Tooke
Sales Mgr. C. H. Masse
Prog. Mgr., Film Buyer.....Herbert Cahan
Ass't. Prog. Mgr. Ray Hubbard

Promotion Mgr. J. E. Allen
Publicity Dir. Frances Corcoran
Dir. Pub. Affairs C. F. Collier
Traffic Mgr. R. Duffield
Chief Engineer W. H. Hauser

WNAC-TV—Boston—1948
CBS-ABC

Channel: 7 VHF. **AP:** 158 Kw. **VP:** 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address...21 Brookline Ave.
Representative H-R
Membership TvB
President Tom O'Neill
Exec. V.P. & Gen. Mgr......Norman Knight
Sls. & Sls. Serv. Mgr......Tom Bateson
Promotion Dir......George Hallberg
Production Mgr......Tony Lang
Publicity Dir......Phyllis Doherty
Film Director.....James Pike
Technical Director.....Harry Whittemore

WWLP—Springfield—1953
ABC-NBC

Channel: 22 UHF. **AP:** 103 Kw. **VP:** 206 Kw.
Owned-Oper. By.....Springfield Television
 Bcstg. Corp.
Business Address Box 2210

News Service AP, UP
 Station Reps. Hollingbery, Kettell-Carter
 President Roger L. Putnam
 General Manager William L. Putnam
 Station Manager Howard S. Keefe
 Commercial Mgr. James H. Ferguson, Jr.
 Program Director Wallace I. Green
 Publicity Director Camillia T. Lemery
 Film Manager Wallace Sawyer
 Chief Engineer Donald C. Shaw

**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.
 News Service UP
 Representative Bramham, Weed
 Membership NARTB
 Gen. Sta. Manager Charles N. DeRose
 Comm. Manager Patrick J. Montague
 Program Director Kendall Smith
 Publicity Michael Horn
 Film Manager Gerald Loughran
 Chief Engineer Harold Schumacker

Michigan

Pop. March 1 (Est.) 7,661,000—TV Homes 1,967,000
 Stations in State 13

**WPAG-TV—Ann Arbor—1953
 DuM**

Channel: 20 UHF. AP: 10 Kw. VP: 18 Kw.
 Owned-Oper. By Washtenaw Bcstg. Co.
 Business Address Hutzel Bldg.
 News Service AP
 Representative Everett-McKinney
 President, 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 Gerity Telecasting Corp.
 Business Address 814 Adams St., Bay City
 News Service AP
 Membership NARTB, TvB
 Representative Pety
 President James Gerity, Jr.
 V.P., Ass't Gen. Mgr. Harry Travis
 V.P.-Sales O. W. Myers
 V.P.-Treas. D. Scott Hager
 Nat. Sales Mgr. John J. Keenan
 Program Director Tom Matthews
 Prom., Pub. Dir. Robert Lumpus
 Chief Engineer Robert L. Beurket

**WWTW—Cadillac—1954
 ABC-CBS**

Channel: 13 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By Spartan Bcstg. Co.
 Business Address 214 N. Mitchell St.
 Representative Weed
 Membership TvB, NARTB
 News Service AP
 President John J. Smith
 Comm. Gen. Mgr. Gene Ellerman
 Ass't Gen., Film Mgr. Daryl Sebastian
 Prog. Dir. Clayton A. Roehl
 Prom., Pub. Dir. R. W. Bishop
 Chief Engineer George A. Wilson

**CKLW-TV—Detroit-Windsor
 1954—CBC**

Channel: 9 VHF. AP: 180 Kw. VP: 325 Kw.
 Owned-Oper. Western Ontario Brcdstg. Co.
 Business Address 3300 Guardian Bldg.
 News Service INS, UP
 Rep. All-Canada TV Ltd., Adam Young
 Pres., Gen. Manager J. E. Campeau
 Dir. of Operations S. C. Ritchie
 Comm. Mgr. W. N. Hawkins
 Publicity Director Art 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
 News Service UP, AP
 Newspaper Affiliation Detroit News
 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 Ian Harrower
 Sales Prom. Manager Glenn Kyker
 Public Affairs Manager James Eberle
 Sls. Development Mgr. Frank Staltenkamp
 Natl. Sls. Mgr. Ray W. Colie
 Local Sls. Mgr. Douglas L. Sinn
 Film Manager Frank Picard
 Gen. Eng. Manager E. J. Love

**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.
 News Service AP, INS
 Representative Blair-TV

Membership NARTB, TvB
President, Gen. Mgr......James G. Riddell
V.P., Station Mgr......John F. Pival
Comm. Manager.....Ralph Dawson
Program Director.....John Lee
Promotion Director.....Page Heldenbrand
Publicity Director.....Doug Nicol
Chief Engineer.....Charles Kocher

WJBK-TV—Detroit—1948
CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. ByStorer Bcstg Co.
Business Address 7441 Second Blvd.
Newspaper Affiliation Miami Beach Sun
News Service AP, INS
Membership NARTB, TvB
Representative Katz
President George B. Storer
V.P., Managing Dir. Bill Michaels
District V.P. William E. Rine
Local Sales Mgr. Keith T. McKenney
Program Mgr. Ralph R. Rust
Prom., Merch, Mgr. Willard S. Smith
Publicity Dir. Ethel Smilick
Service Co-ordinator George Kenyon
Film Mgr. Jerry E. Christner
Chief Engineer Joseph B. Haigh

WOOD-TV—Grand Rapids
1949—ABC-NBC

Channel: 8 VHF..AP: 150 Kw...AP: 316 Kw.
Owned-Oper. ByGrandwood Bcstg. Co.
Address.....120 College S E
News ServiceUP
Membership NARTB, TvB
RepresentativeKatz
President.....Harry M. Bitner
Gen. Manager.....Willard Schroeder
Gen. Sales Manager..... Arthur M. Swift
Program Director.....Frank G. Sisson
Promotion DirectorClark Grant
Publicity Dir......Sharon Schneider
Film, Prod. Mgr.Dick Lamoreaux
Chief EngineerCharles Robison

WKZO-TV—Kalamazoo
1950—ABC-CBS

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
News ServiceAP
Membership NARTB, TvB
RepresentativeAvery-Knodel, Inc.
President.....John E. Fetzer
V.P., Managing Director.....Carl E. Lee
Sales Manager Donald DeSmit
Program Director.....Charles Lynch
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
Membership NARTB, TvB
RepresentativePetry
PresidentHarold Gross
Vice Pres......Howard K. Finch
Gen. Sales Mgr...... Gar Meadowcroft
Film Manager.....Phil Shorck
Chief EngineerCarleton Musson

WDMJ-TV—Marquette
1956—CBS

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By ...Lake Superior Bcstg Co.
Business Address 249 W. Washington St.
Newspaper AffiliationMining Journal
News Service AP
Membership NARTB
Representative Weed
President Frank J. Russell, Jr.
General Mgr. W. H. Treloar
Sta., Comm. Mgr. Robert J. Luke
Program Dir. John Holmes
Promotion Dir. Walter Reese
Film Mgr. Kenneth Borst
Chief Engineer Paul Anick

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.
News Service UP, INS
Representative Weed
President, Gen. Mgr......William J. Edwards
Station Manager.....Howard H. Wolfe
Commercial Manager.....Robert M. Chandler
Program DirectorRobert A. Oliver
Production Manager.....Jay Otto
Film Manager Otto Allen
Chief Engineer.....Max W. Thomas

WPBN-TV—Traverse City
1954—NBC-ABC

Channel: 7 VHF..AP: 30.9 Kw...VP: 51.3 Kw.
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....Paul Bunyan Bldg.
Representative Hal Holman
MembershipTvB
President, Gen. Mgr......Les Biederman
Station Mgr......John Anerson
Commercial Mgr......R. E. Detwiler
V.P.-Chief EngineerWilliam H. Kiker

Minnesota

Pop. March 1 (Est.) 3,271,000—TV Homes 728,000
Stations in State 8

KMMT—Austin—1953—ABC

Channel 6 VHF...AP: 9.4 Kw...VP: 18.7 Kw.
Business Office... Minnesota-Iowa TV Co.
Business Address... Hiway No. 1055
Representative... Avery-Knodel, Inc.
Gen. Mgr., Prog.
Dir., Film Buyer... Gene P. Loffler
Comm. Manager... Don Jones
Chief Engineer... Leo Chenier

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
Representative... Avery-Knodel
Membership... NARTB, TvB
General Manager... Dalton LeMasurier
Commercial Mgr... Odin S. Ramsland
Sales Manager... John Grandy
Prog. Dir., Film Buyer... Earl Henton
V.P., Chief Engineer... Robert Dettman

WDSM-TV—Duluth-Superior 1952—NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By... Northwest Publications, Inc.
Business Address... 55 E. 4th St., St. Paul,
Minn.
Representative, Peters, Griffin, Woodward, Inc.
News Service... AP
Membership... NARTB
President... Robert B. Ridder
General Mgr... Clarence D. Tully
Commercial Mgr... Tom Gavin
Program Dir... Ed Conrad
Promotion Dir... Paul Andersen
Merchandising Mgr... Martin Olson
Film Manager... Bill Ashton
Chief Engineer... George Carlson

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.
News Service... AP, UP
Membership... NARTB, TvB
Representative Peters, Griffin, Woodward, Inc.
Chr. of Bd... Wm. J. McNally
President... Robert B. Ridder
Exec. V.P... F. Van Konynenburg
Asst. Mgr. for TV... Sherman Headley
Comm. Mgr... Robert N. Ekstrum
Film Manager... Harry C. Jones
Prom., Pub. Director... Gene Godt
Program Dir... Gwen Harvey
Chief Engineer... John M. Sherman

WTCN-TV—Minneapolis 1953—ABC

Channel: 11 VHF...AP: 189 Kw...VP: 316 Kw.
Owned-Oper. By... Minnesota Television Public
Service Corp.
Business Address... 2925 Dean Blvd.
News Service... AP, UP
Representative... Katz
Membership... NARTB, TvB
President... Mr. Harry Bitner, Jr.
General Manager... Miller C. Robertson
Commercial Mgr... Dave Cole
Program Dir... Fred H. Kaufman
Promotion Dir... George Lord
Film Manager... Gene Wecker
Chief Engineer... Joseph Kahnke

KMGH-TV—Minneapolis 1954

(Formerly KEYD-TV)

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By... United Television, Inc.
Business Address... Foshay Tower
Representative... Branham
President... Seymour Weintraub
Station Mgr... Donald Menard
Program Dir... Dave Murray
Prom., Pub. Dir... Robert M. Stone
Film Mgr... Howard Reser
Chief Engineer... Gordon Benson

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.
Representative... Meeker TV, Inc.
President... Mrs. Gregory P. Gentling
V.P., Gen. Mgr... G. David Gentling
Sales & Sta. Mgr... Willard Lampmann
Production Manager... Donald Merz
Prom., Pub. Director... John Miller
Prog. Dir., Film Manager... Don Perry
Chief Engineer... Robert W. Cross

KSTP-TV—St. Paul- Minneapolis—1948—NBC

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.
Owned-Operated By... KSTP, Inc.
Bus., Trans. Loc... 3415 University Ave., St. Paul
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
V.P. Research, Dev... Stanley S. Hubbard
Prog. Dir., Film Mgr... Del Franklin
Prom., Pub. Director... William Davey
Chief Engineer... Wm. S. Sadler

Mississippi

Pop. March 1 (Est.) 137,000—TV Homes 234,000
Stations in State 6

WCBI—Columbus—1956 CBS-NBC

Channel: 4 VHF..AP: 10 Kw... VP: 20 Kw.
Owned-Oper. ByBernie Ines, Jr.
Business Address Highway 12
Newspaper Affiliation .. Commercial Dispatch
Representative McGillvra
General Mgr. Bob McRaney
Station Mgr. Chris Everson
Commercial Mgr. Bill Whitfield
Program Dir. Kevin O'Neill
Prom., Pub. Dir. Jim Garner
Film Manager Bob McRaney, Jr.
Chief Engineer Tom McFerrin

WDAM—Hattiesburg—1956 ABC-NBC

Channel: 9 VHF..AP: 33.9 Kw... VP: 55.7 Kw.
Owned-Oper. By Lion Television Corp.
Business Address Box 1649
Representative Pearson
News Service AP
Membership NARTB
President David A. Matison
General Mgr. Marvin Reuben
Station Mgr. Keith Glatzer
Commercial Mgr. Teck Jones
Prom., Pub. Dir. Miss Pat Flynn
Film Manager Charles Shade
Chief Engineer John Carrol

WJTV—Jackson—1953 ABC-CBS

Channel: 12 VHF..AP: 107 Kw... VP: 214 Kw.
Owned-Oper. By Ccpitol Broadcasting Co.
Business Address Box 8187
News Service AP
Station Representative Katz
President T. M. Hederman, Jr.
Gen., Film Manager..... L. M. Sepaugh
Station Manager..... Owens F. Alexander
Comm. Manager..... Bill Carlier

Program Director.....Ken Parks
Promotion Director.....Ken Jordan
Film Manager.....L. M. Sepaugh, Jr.
Chief Engineer.....C. A. Perkins

WLBT—Jackson—1953

Channel: 3 VHF..AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By Lamar Life Bcstg. Co.
Business Address.....715 S. Jefferson
News Service UP
Representative Hollingbery
Membership NARTB
Gen., Station Mgr..... Fred L. Beard
Comm. Manager..... Frank Gentry
Program Director..... Maurice Thompson
Prom., Pub. Director..... Charles H. Allen
Film Manager Bruce Nicholson
Chief Engineer..... Bob Smathers

WTOK-TV—Meridian—1953 ABC-CBS-NBC

Channel: 11 VHF..AP: 162 Kw... VP: 316 Kw.
Owned-Oper. By Southern Television Corp.
Business Address Southern Bldg.
Representative Headly-Reed
President..... Robert F. Wright
Sales Manager W. B. Crooks
Prog., Prom. Dir. Cecil Germany
Production Director George Shannon
Chief Engineer..... Joe Saxon

WTWV-TV—Tupelo—1956 NBC

Channel: 9 VHF..AP: 13.5 Kw... VP: 27.2 Kw.
Owned-Oper. By WTWV, Inc.
Business Address Beech Springs Rd.
Representative Young
News Service UP
Pres., Gen., Sta., Comm. Mgr. Frank K. Spain
Program Dir. Robert D. Gordon
Prom., Pub. Dir. Perrin Purvis
Film Manager Bertha Pety
Chief Engineer..... Joseph G. Pettit

Missouri

Pop. March 1 (Est.) 4,291,000—TV Homes 1,074,000
Stations in State 15

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
News Service UP, AP
Membership NARTB
Station Representative..... Headley-Reed Co.
President..... Oscar C. Hirsch
Manager of TV..... Robert O. Hirsch
Sales Manager..... John K. Ramsey
Program Director..... Donald T. McNeely
Chief Engineer R. O. Hirsch

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 Highway 63, South
News Service UP
Representative H.R.
Membership NARTB, TvB
Director of TV..... Edward C. Lambert
Sales Mgr..... John O. Conwell
Program Director Allen H. Scollay
Promotion Director Milton E. Gross
Film Manager..... S. K. Applebaum
Chief Engineer William J. Reagan



KHQA-TV—Hannibal—1953 CBS

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By..... Lee Broadcasting, Inc.
Business Address..... 150 Main St. Quincy, Ill.
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
Film Manager..... Charles Lotz
Chief Engineer..... J. E. Gray

KRCG-TV—Jefferson City 1955—CBS

Channel: 13 VHF. AP: 52.5 Kw. VP: 105 Kw.
Owned-Oper. By..... Jefferson TV Co.
Address..... Jefferson City
News Service..... AP
Representative..... Blair TV Assoc.
Membership..... NARTB, TvB
Pres..... Mrs. William H. Weldon
Gen., Sta. Mgr..... Robert Blosser
Program Director..... A. Laney Lee
Sales Mgr..... R. E. Maxwell
Prog. Dir..... Laney Lee
Chief Engineer..... Edward Schuelein

KODE-TV—Joplin—1954 ABC-CBS

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By..... WSTV, Inc.
Business Address..... 1928 W 13th St.
News Service..... INS
Membership..... NARTB
President..... Jack N. Berkman
Exec. V.P..... John J. Laux
V.P., General Mgr..... Harry Burke
Nat'l Sales Mgr..... Rod Gibson
Local Sales Mgr..... D. T. Knight
Program Dir..... Ron Robson
Promotion Dir..... Bill McClinton
Chief Engineer..... Jack Langford

KCMO-TV—Kansas City 1953—ABC

Channel: 5 VHF. AP: 60 Kw. VP: 100 Kw.
Owned-Oper. By..... Meredith Engineering Co.
Business Address..... 125 East 31st St.
News Service..... AP
Representative..... Katz
Membership..... NARTB, TvB
President..... E. T. Meredith, Jr.
General Manager..... E. K. Hartenbower
Comm. Manager..... S. B. Tremble
Program Dir..... Kenneth W. Heady
Prom., Pub. Director..... F. C. Strawn
Film Manager..... T. R. Thompson
Chief Engineer..... Karl Troeglen

KMBC-TV—Kansas City 1953—ABC

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By..... KMBC Bcstg. Co.
Business Address..... 11th & Central Streets
Membership..... NARTB, TvB
News Service..... AP, UP
Representative..... Peters, Griffin, Woodward, Inc.
President..... Donald Dwight Davis
Exec. V.P..... John T. Schilling
V.P. & Sales Man..... George J. Higgins
Station Mgr..... Mori Greiner
Production Manager..... Lou Kemper
Publicity Director..... Don Davis
Film Manager..... Margaret M. Maley
Chief Engineer..... Henry Goldenberg

WDAF-TV—Kansas City 1949—NBC

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By..... Kansas City Star Co.
Business Address..... 1729 Grand Ave.
News Service..... AP
Newspaper Affiliation..... Kansas City Star
Managing Dir..... H. Dean Fitzner
Representative..... Harrington, Righter, & Parsons
Membership..... NARTB, TvB
President..... Roy A. Roberts
Managing Dir..... H. Dean Fitzner
Station Mgr..... William A. Bates
Comm. Manager..... E. Manne Russo
Prom., Pub., Prog. Dir., Prod. Mgr.

Jay Barrington
Film Manager..... Robert Musberger
Chief Engineer..... James Schmidt

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
Representative..... Pearson
President..... Milton J. Hinlein
General Manager..... Herbert W. Brandes
Comm. Manager..... Jimmy Glenn
Prog., News & Sp. Events Dir..... Bob Younger
Program Director..... Jack Call
Chief Engineer..... Bob Klein

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 SSS
News Service..... AP, UP
Representative..... Weed
Membership..... NARTB
President..... J. H. G. Cooper
Gen., Sta. Mgr. Prom.,
Pub. Dir..... G. Pearson Ward
Sales Manager..... Bob Burke
Program Director..... Kevin McAndrews
Film Manager..... Ted Tucker
Chief Engineer..... William F. Curry

KYTV—Springfield—1953
ABC-NBC

Channel: 3 VHF..AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Springfield Television Inc.
Business Address.....999 W. Sunshine
Representative Hollingberry
Co-Mgr., Comm. Mgr..... Ralph L. Stufflebam
Co-Mgr., Prog. Dir..... Carl Fox
Chief Engineer..... E. Dennis White

KFEQ-TV—St. Joseph—1953
CBS

Channel: 2 VHF... AP: 26 Kw.... VP: 52 Kw.
Owned-Oper. By Midland Bcstg Co.
Business Address 40th & Faraon
News Service AP
Representative Blair Assoc.
President Kenyon Brown
General Mgr. Glenn G. Griswold
Commercial Mgr. A. Wayne Beavers
Prog. Dir., Film Mgr. Gene Milsteen
Chief Engineer J. Wesley Koch

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.
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
Pub. Dir. Robert Hannon
Film Mgr. Keith Gunther
Promotion Director Fred J. Mueller
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.
Newspaper Affil.... St. Louis Globe Democrat
News Service..... AP, UP
Membership TvB
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
Ass't. Sta., Prog. Dir., Film Buyer
John W. Tinnea
Promotion, Publicity, Dir.
James M. Henneberry
Film Mgr..... John Traxler
Chief Engineer..... N. J. Zehr

KTVI—St. Louis—1953
ABC-CBS

Channel: 36 UHF..AP: 209 Kw... VP: 417 Kw.
Owned-Oper. By.. Signal Hill Telecasting Corp.
Bus. Studio Address..... 5915 Berthold Ave.
Representative Weed
News Service UP
President Paul E. Peltason
Commercial Mgr. Paul R. Litt
General Manager..... Julius Schainblatt
Prog. Dir., Prod. Mgr..... Jack M. Murdock
Chief Engineer..... Richard J. Trompeter

Montana

Pop. March 1 (Est.) 638,000—TV Homes 72,000
Stations in State 4

KOOK-TV—Billings—1953
CBS-ABC-NBC

Channel: 2VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..... Montana Network
Business Address..... P. O. Box 2557
Membership NARTB
News Service UP
Representative Headley-Reed
President Joseph Sample
Gen., Station Manager..... V. V. Clark
Comm. Manager..... John Conner
Prog., Oper. Dir. Ed Peiss
Prom., Pub. Director..... Conna G. May
Chief Engineer..... Grant French

Membership TvB
Reps. East..... Walker,
West Pacific Northwest
President E. B. Craney
Station Manager..... Jim Manning
Commercial Mgr..... W. Jake Walker
Chief Engineer Lloyd Scott

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 Address..... Box 1139
News Service UP
Representative Blair
Pres., Gen. Mgr..... J. P. Wilkins
Prom., Pub. Dir., Ass't. Gen. Mgr. . W. E. Spahr
Comm., Sta. Manager..... W. C. Blanchette
Program Director Pen Brown
Film Manager Howard Ely
Chief Engineer..... Anthony Lopuch

KXLF-TV—Butte—1953
NBC

Channel: 6 VHF... AP: 1 Kw.... VP: 2 Kw.
Owned-Oper. By Television Montana
Business Address..... 1681 George St.

KMSO-TV—Missoula—1954
ABC-CBS-NBC

(Formerly KGVO-TV)

Channel: 13 VHF..AP: 95 Kw..VP: 191 Kw.
Owned-Oper. By.....Mosby's Inc.
Business Address.....127 East Main St.

News ServiceUP
RepresentativeGill-Perna
MembershipNARTB, TvB
Pres., Gen., Sta., Comm. Mgr.....A. J. Mosby
Program Director.....Phil Dixon
Promotion Director.....Robert Rolfsen
Publicity Director.....Charles Field
Chief EngineerAmos Hargarve

Nebraska

Pop. March 1 (Est.) 1,428,000—TV Homes 317,000
Stations in State 7

KHAS-TV—Hastings—1956
NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Nebraska TV Corp.
Business Address.....Box 476
Newspaper Affiliation Hastings Daily Tribune
News ServiceAP
MembershipNARTB
RepresentativeWeed
PresidentFred A. Seaton
General Mgr.....Duane L. Watts
Comm., Oper. Mgr.....Harry H. Packard
Production Mgr.....Bob Schnuelle
Publicity Dir.....Mrs. Mickey Mahlman
Film Manager.....Marsden Garey
Chief Engineer.....Duane Allison

President.....John E. Fetzer
Gen., Sta. Mgr.....A. James Ebel
Comm. Manager.....Lester C. Rau
Program Director.....Robert L. Johnson
Promotion Director.....James Barker
Production Manager.....William H. Hemke
Film Manager.....Eli Modenstein
Chief Engineer.....D. R. Taylor

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.
RepresentativePetry
MembershipNARTB
President.....Edward W. May
Exec. V.P., Gen. Mgr.....Owen Saddler
Sales Manager.....Arden Swisher
Program Director.....Glenn Harris
Promotion Director.....Amos Eastridge
Film Manager.....Jack Katz
Production Director.....Lew Jeffrey
Chief Engineer.....R. J. Schroeder

KHPL-TV—Hayes Center
1956

(Satellite of KHOL-TV, Kearny)

Channel: 6 VHF..AP: 14 Kw..VP: 28 Kw.
Representatives, Affiliations & Personnel
same as KHOL-TV

WOW-TV—Omaha—1949
CBS

Channels: 6 VHF..AP: 50 Kw..VP: 103 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
News ServiceUP, INS
RepresentativeBlair TV
MembershipNARTB, TvB
Chairman of Board.....Fred Bohan
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
Production Mgr.....Robert Froemming
Film Manager.....Bill McBride
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn

KOLN-TV—Lincoln—1953
ABC-CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Cornhusker Radio & TV Corp.
Address.....40th and W Sts.
RepresentativeAvery-Knodel
MembershipNARTB, TvB

KSTF—Scottsbluff—1955

(Satellite of KFBC-TV, Cheyenne, Wyo.)
Channel: 10 VHF..AP: 7.5 Kw..VP: 13 Kw.
Representatives, Affiliations & Personnel
same as KFBC-TV

**In the
rich
OMAHA
market—
it's**

WOW-TV
Channel 6



A MEREDITH STATION
affiliated with
Better Homes and Gardens and
Successful Farming Magazines

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Sales Manager

Represented by **BLAIR-TV, Inc.**

KLRJ-TV—Las Vegas—1955 ABC-NBC

Channel: 2 VHF...AP: 6.3 Kw...VP: 12.2 Kw.
Owned-Oper. By...Southwestern Publishing
Corp.
Business Address...4850 Henderson Highway
Newspaper Affiliation...Las Vegas Review
Journal
News Service.....AP
Membership.....NARTB, TvB
Representative.....Pearson
President.....Donald W. Reynolds
General Mgr.....William D. Stiles
Sales Manager.....Pat Burke
Managing Director.....A. E. Cahlan
Program Director.....Mark Smith
Promotion Director.....Norwin Yoffie
Publicity Director.....Robert W. Brier
Chief Engineer.....David Rogers

KLAS-TV—Las Vegas—1953 CBS

Channel: 8 VHF...AP: 27 Kw...VP: 55 Kw.
Owned-Oper. By...Las Vegas Television Inc.
Address.....250 E. Desert Inn Rd.
Representative.....Weed
Membership.....NARTB
Gen., Natl. Sls. Manager.....Marion Komar
Local Sales.....Alex Gold
Program Director.....James Hart
Prom., Pub. Director.....Kenneth O'Connell
Production Manager.....Ralph Hodges
Chief Engineer.....Dave Greenspun

KSHO-TV—Las Vegas—1956

Channel: 13 VHF...AP: 150 Kw...VP: 437 Kw.
Owned-Oper.....TV Co. of America
Business Address.....Fremont Hotel
Newspaper Affiliation.....Henderson Home
News, Boulder City News
News Service.....AP
General Mgr.....Moritz M. Zenoff
Station Mgr.....Truman Hinkle
Commercial Mgr.....Robert Gardner
Prog. Dir., Film Mgr.....Lee Peer
Chief Engineer.....Ervin Greene

KOLO—Reno—1953 ABC-CBS-NBC

Channel: 8 VHF...AP: 6 Kw...VP: 12 Kw.
Owned-Oper....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
News Service.....UP
Representative.....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Film, Comm. Mgr.....Ed Cardinal
Prod. Dir.....Durward Yasmer
Promotion Director.....Norwin Yoffie
Pub. Dir.....Helen Busscher
Chief Engineer.....Tom Hughes

New Hampshire

Pop. March 1 (Est.) 563,000—TV Homes 164,000
Stations in State 1

WMUR-TV—Manchester 1954—ABC-CBS-NBC

Channel: 9 VHF.. AP: 155 Kw.. VP: 282 Kw.
Owned-Oper. By... Radio Voice of N. H. Inc.
Business Address... 1819 Elm St.
News Service... UP

Representative... Forjoe
Membership... NARTB, TvB
President... Francis P. Murphy
Administrative Ass't... William C. White
V.P., Gen. Manager... Norman Gittleson
Comm. Manager... Gordon Moore
Prog. Dir... William Gildersleeve
Chief Engineer... Charles Halle

New Jersey

Pop. March 1 (Est.) 5,566,000—TV Homes 1,470,000
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
News Service... AP
Representative... Forjoe-TV
Membership... NARTB

President & Gen. Mgr... Irving R. Rosenhaus
Vice-President... Edmund S. Lennon
Managing Dir. of Sls... Ed Cosman
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

New Mexico

Pop. March 1 (Est.) 855,000—TV Homes 98,000
Stations in State 6

KGGM-TV—Albuquerque 1953—CBS

Channel: 13 VHF.. AP: 44.6 Kw.. VP: 89.1 Kw.
Owned-Oper. By... New Mexico Bcstg. Co.
Bus. Address... 1414 Coal Ave. S. W.
Membership... NARTB
News Service... AP
Representative... Weed
Pres., Gen., Sta. Mgr... A. R. Hebenstreit
Comm. Manager... Ralph C. Rhoads
Prog., Prom., Pub. Dir... Bob Van Driel
Film Manager... Ed Sanchez
Chief Engineer... Leonard F. Dodds

Representative... Branham
Membership... NARTB, TvB
Pres., Gen. Mgr... Wayne Coy
Comm. Manager... Rolf S. Nielsen
Program Director... Al Jarrett
Prom., Pub. Director... Dallas Wyant
Film Manager... Milford Williams
Chief Engineer... George S. Johnson

KAVE-TV—Carlsbad—1956 CBS

Channel: 6 VHF.. AP: 5 Kw.. VP: 11.7 Kw.
Owned-Oper. By... Voice of the Caverns, Inc.
Business Address... 2907 W. Church St.
Membership... NARTB
Representative... Branham
President... Nancy H. Battison
General Mgr... John H. Battison
Sta., Comm. Mgr... Ed Teer
Program Dir... Bob Fuller
Film Manager... Ronnie Dickman
Chief Engineer... W. C. Carnahan

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. Tulane Dr.
Membership... NARTB, TvB
Representative... Hollingbery
V.P., Gen. Mgr... Walter Stiles
Comm. Manager... Jerry Burns
Prog. Director... Esther Whitefield
Prod. Manager... Ron Richmond
Chief Engineer... Bruce Frazier

KICA-TV—Clovis—1956 CBS

Channel: 12 VHF.. AP: 16.37 Kw. VP: 30.34 Kw.
Owned-Oper. By... KICA, Inc.
Bus. Address... Box 111 or 1000 Sycamore St.
Representative... Pearson
Pres., Gen. Mgr... Garfield C. Packard
Sales Mgr... James W. Richardson
Program Director... Marilyn Davison
Promotion Director... Margaret O. Packard
Chief Engineer... R. A. Jau Devine

KOB-TV—Albuquerque 1948—NBC

Channel: 4 VHF.. AP: 5.3 Kw. VP: 10.2 Kw.
Owned-Oper. By... Albuquerque Bcstg. Co.
Bus.-Studio Address... 1430 Coal Ave., S. W.
News Service... UP, INS

MORE AUDIENCE* THAN
ANY STATION IN MINNEAPOLIS-
ST. PAUL 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 Baltimore, Houston, Milwaukee and other major markets; at lower cost than every station in eight of the ten major markets.
Telepulse, December, 1955.



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WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.
WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York

KSWs-TV—Roswell—1953

NBC-ABC-CBS

Channel: VHF..AP 158 Kw.. VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1723 W. Second St.
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
Prod. Director.....Owen Moore
Chief Engineer.....Ray Summersgill

New York

Pop. March 1 (Est.) 16,195,000—TV Homes 4,748,000
Stations in State 24

WCDA-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
Representative.....Harrington, Righter &
Parsons, Inc.
News Service.....UP
Membership.....NARTB, TvB
President, Managing Dir.....Frank M. Smith
General Manager.....Thomas S. Murphy
Sales Manager.....William J. Lewis
Program Director.....Charles Pogan
Promotion Dir.....Harry L. Goldman
Chief Engineer.....Charles Heisler

Membership.....TvB
President.....Alfred H. Kirchhofer
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.....James A. Christensen
Chief Engineer.....Ralph J. Kingsley

WTRI—Albany—1953—ABC

Channel: 35 UHF..AP: 85.2 Kw.. VP: 380 Kw.
Owned-Oper By.....Van Curler Bcstg Corp.
Business Address.....15 N. Pearl St.
News Service.....UP
Membership.....NARTB
Representatives Venard, Rintoul & McConnell
President.....S. H. Fabian
General Mgr.....William A. Ripple
Commercial Mgr.....Dom Tovino
Program Dir.....Fred D. Shavor
Chief Engineer.....Stephen J. Stanley

WBUF-TV—Buffalo—1953

NBC

Channel: 17 UHF..AP: 250 Kw.. VP: 500 Kw.
Owned-Oper. By.....NBC
Business Address.....2077 Elmwood Ave.
News Service.....UP
Representative.....NBC Spot Sales
Membership.....NARTB
President.....Robert Sarnoff
General Manager.....C. C. Bevis
Sales Manager.....W. B. Decker
Prog. Dir., Film Mgr.....Frank Harns
Prom., Pub. Dir.....Robert Fillmore
Chief Engineer.....Frank Whittam

WNBF-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.
News Service.....AP, INS
Representative.....Blair TV, Inc.
Membership.....NARTB, TvB
General Manager.....George R. Durham
Gen. Sales Mgr.....Andrew G. Hubbell
Program Director.....Clark Pollak
Prom. Director.....Don Winther
Chief Engineer.....Sherman Egan

WGR-TV—Buffalo—1954

ABC

Channel: 2 VHF..AP: 66 Kw.. VP: 100 Kw.
Owned-Oper. By.....WGR Corporation
Business Address.....184 Barton St.
News Service.....AP, INS
Representative.....Peters, Griffin, Woodward
Membership.....NARTB
President.....George F. Goodyear
General Manager.....J. J. Bernard
Comm. Mgr., Prom., Pub.
Dir.....G. Paschall Swift
Prog. Director.....VanBeuren De Vries
Film Manager.....Paul Sciandra
Chief Engineer.....Karl B. Hoffman

WBEN-TV—Buffalo

1948—CBS

Channel: 4 VHF..AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....WBEN, Inc.
Business Address.....Hotel Statler
News Service.....AP, INS, UP
Representative.....Harrington, Righter &
Parsons, Inc.

WCNY-TV—Carthage—1954

ABC-CBS

Channel: 7 VHF..AP: 95.5 Kw.. VP: 178 Kw.
Owned-Oper. By.....The Brockway Company
Bus. Address.....P. O. Box 211, Watertown, N. Y.
News Service.....UP
Representative.....Weed
Membership.....NARTB
President.....John B. Johnson

(See Page 835)

General Manager.....Louis Saiff, Jr.
 Station Manager.....James W. Higgins
 Sales Manager.....Alford M. Tauroney
 Prog., Director.....David M. Graves
 Production Manager.....Glenn H. Hall
 Flim Manager.....John A. LaLiberte
 Chief Engineer.....Michael R. Yonkovig

WSYE-TV—Elmira—1956

(Satellite of WSYR-TV, Syracuse)

Manager.....T. R. Bolger
 Sales Mgr.....Jack Dorn

WTVE—Elmira—1953—ABC

Channel: 35 UHF...AP: 18 Kw...39 Kw.
 Owned-Oper. By.....WTVE, Inc.
 Business Address.....Box 89
 Representative.....Forjoe
 Pres., Gen. Mgr.....T. K. Cassel
 Commercial Mgr.....H. L. Green
 Promotion Director.....H. A. Wolf
 Chief Engineer.....George Wagenseller

WCDB—Hagaman—1955

(Formerly WAST)

(Satellite WCDA-TV, Albany)

Channel: 29 UHF...AP: 125 Kw...VP: 252 Kw.
 Representative, Affiliation & Personnel
 same as WCDA-TV

WABC-TV—New York—1948 ABC

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.
 Owned-Oper. By

American Bcstg.-Paramount Theaters, Inc.
 Business Address.....7 W. 66th St.
 News Service.....INS, AP
 Membership.....NARTB, TvB
 Representative.....Blair TV
 President.....Leonard Goldenson
 Gen. Mgr.....R. L. Stone
 Sales Manager.....J. Stamler
 Program Director.....George Rice
 Nat. Spot Sales Mgr.....Barbara Case
 Production Mgr.....Gordon Kunz
 Publicity Director.....Heyward Ehrlich
 Film Dir.....T. Kako
 Chief Engineer.....G. Edward Hamilton

WABD—New York—1944

Channel: 5 VHF...AP: 18.6 Kw...VP: 37 Kw.
 Owner-Oper.

Allen B. DuMont Laboratories, Inc.
 Business Address.....205 E. 67th St.
 News Service.....INS
 Representative.....Weed
 Membership.....NARTB
 President.....Bernard Goodwin
 V.P., Gen. Mgr.....Ted Cott
 Exec. Ass't to V.P.....Augie Cavallaro
 V.P. chg. Sales.....Bennett H. Korn
 Sales Manager.....Bill Adler
 Dir. News & Sp. Events.....Ted Yates
 Prod. Supervisor.....Jeremy Tarcher
 Film Manager.....Merle Bredwell
 Film Buyer.....Jack Lynn
 Chief Engineer.....William Kelly

WATV—Newark, N. J.

(See New Jersey listing)

WCBS-TV—New York—1941 CBS

Channel: 2 VHF...AP: 21 Kw...VP: 43 Kw.
 Owned-Oper.....Columbia Bcstg. System Inc.
 Business Address.....485 Madison Ave.
 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
 Worden

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

WOR-TV—New York—1949

Channel: 9 VHF...AP: 65 Kw...VP: 130 Kw.
 Owned-Oper. By.....RKO Telradio Pictures
 Business Address.....1440 Broadway
 News Service.....INS, UP, Reuters
 Station Representative.....H-R
 Membership.....NARTB, TvB
 President.....Thomas F. O'Neil
 V.P.....Gordon Gray
 Executive Asst.....Seymour Handy
 Comm. Manager.....William Dix
 Dir. Sis. Dev.....Robert Hoffman
 Program Dir.....Ivan Reiner
 Pub. Rel. Director.....Richard Jackson
 Film Manager.....Dan German
 Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....N. Y. Daily News
 Address.....220 E. 42nd St.
 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
 V.P., Controller.....T. E. Mitchell
 V.P., Operations.....L. J. Pope
 Sales Mgr.....J. A. Patterson
 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

WRCA-TV—New York—1941 NBC

Channel: 4 VHF...AP: 12.9 Kw...VP: 30.2 Kw.
 Owned-Oper. By.....National Bcstg. Co.

Business Address..... 30 Rockefeller Plaza
News Service..... UP
Representative..... NBC Spot Sales Dept.
Membership..... NARTB, TvB
President..... Robert Sarnoff
General Manager..... William Davidson
Station Mgr...... Max Buck
Commercial Manager..... Jay Heitin
Program Director..... George Heineman
Promotion Director..... Tony Kraemer
Publicity Mgr...... John O'Keefe
Film Manager..... Al Odeal
Chief Engineer..... John H. Riedel

WPTZ—Plattsburgh—1954 ABC-NBC

Channel: 5 VHF. **AP:** 12 Kw. **VP:** 30 Kw.
Owned-Oper. By..... Rollins Bcstg. Co.
Business Address..... 357 Cornelia St.
Representative..... Blair TV
News Service..... AP, UP
President..... O. Wayne Rollins
General Mgr...... George Baren Bregge
Commercial Mgr...... Al. LaFrance
Prog., Prom. Dir...... Al. Cahill
Chief Engineer..... James Sharman

WROC-TV—Rochester—1949 NBC-ABC

Channel: 5 VHF. **AP:** 50 Kw. **VP:** 100 Kw.
Owned-Oper. By..... Transcontinental TV Corp.
Business Address..... 15 East 47th St.
News Service..... AP
Membership..... NARTB, TvB
Representative..... Peters, Griffin, Woodward
V.P., Gen. Mgr...... William Fay
Ass't. Gen. Mgr...... John W. Kennedy, Jr.
Commercial Mgr...... Armin N. Bender
Program Director..... Charles Siverson
Dir. Adv. & Sales..... L. Walton Smith
Film Manager..... David D. 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.
Representative..... Everett-McKinney, Bolling
News Service..... AP
Membership..... NARTB, TvB
President..... Frank E. Gannett
Gen. Mgr...... C. Glover DeLaney
Asst. Gen. Manager..... Lowell H. MacMillan
Comm. Manager..... LeMoine C. Wheeler
Film, Prog., Prom. Dir...... William J. Adams
Production Manager..... Warren Wightman
Technical Director..... Richard K. Blackburn

WVET-TV—Rochester—1953 CBS-ABC

Channel: 10 VHF **AP:** 62.5 Kw. **VP:** 123 Kw.
Owned-Oper. By..... Veterans Bcstg. Co., Inc.

Business Office..... 17 Clinton Ave. S.
Membership..... NARTB
Representative..... Bolling
Pres., Gen. Station Mgr...... Ervin F. Lyke
Comm. Manager..... Arthur Murrellwright
Dir. Adv. & Merch...... Donald Kalkock
Film Manager..... Arthur V. Cook
Chief Engineer..... Raymond Jobs

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
Representative..... NBC Spot Sales
Station Mgr...... Raymond W. Welpott
Department Mgr...... Bob B. Hanna, Jr.
Sales Manager..... Robert F. Reid
Film Buyer..... Albert G. Zink
Prom., Pub. Director..... James Q. Cobb
Chief Engineer..... Willard J. Purcell

WHEN-TV—Syracuse—1948 ABC-CBS

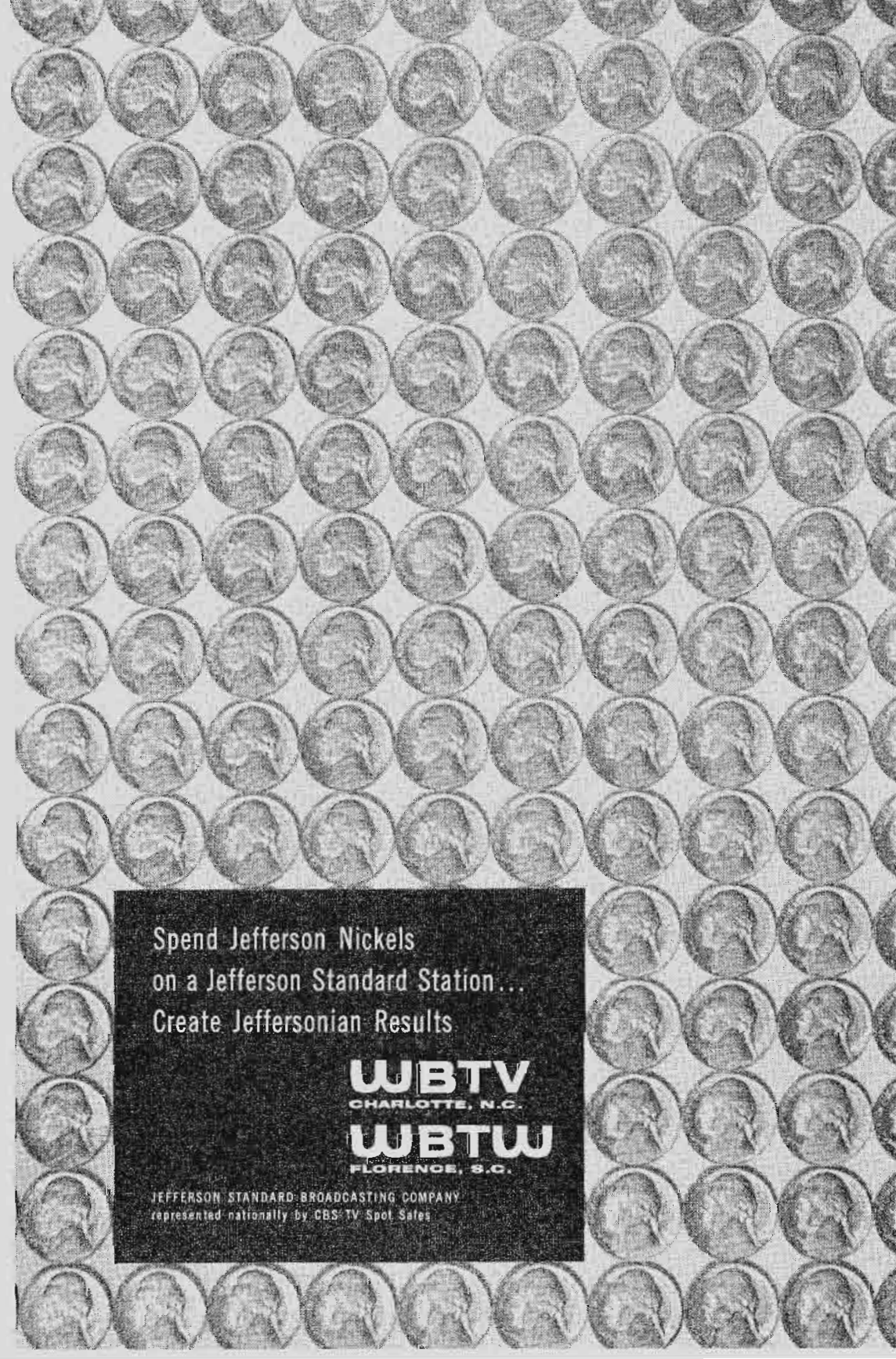
Channel: 8 VHF. **AP:** 100 Kw. **VP:** 190 Kw.
Owned-Oper. By..... Meredith Syracuse TV Corp.
Address..... 101 Court St.
Membership..... NARTB, TvB
Representative..... Katz
President..... E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr...... Paul Adanti
Comm. Manager..... Frederick R. Menzies
Prog. Dir., Film Mgr...... Gordon Alderman
Prom., Publicity Director..... Robert G. Peel
Chief Engineer..... Donald Langham

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.
News. Affil...... Post & Standard, Herald-Journal
Representative..... Harrington-Righter-Parsons
Membership..... NARTB
Pres., Gen. Sta. Mgr...... E. R. Vadeboncoeur
Comm. Manager..... William R. Alford, Jr.
V.P. in Charge of Prog...... William V. Rothrum
Prom., Pub. Director..... Louis Switzer
Film Manager..... Pat Montfort
Chief Engineer..... Albert Eichelzer

WKTV—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.
Representative..... Donald Cooke, Inc.
President..... Myron J. Kallet
Exec. Vice Pres...... William T. MacNeilly
Gen. Sta., Comm. Mgr...... M. C. Fusco
Publicity Director..... Frank Gruenwald
Promotion Director..... Steve Purcell
Film Manager..... Joseph Casaletta
Chief Engineer..... De Forest T. Layton, Jr.

The background of the entire advertisement is a dense, repeating grid of Jefferson nickels. Each nickel is shown in profile, facing right, and is slightly offset from the others to create a three-dimensional effect. The grid covers the entire page, with a dark rectangular box in the lower-left quadrant containing text and logos.

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. March 1 (Est.) 4,479,000—TV Homes 726,000
Stations in State 13

WISE-TV—Asheville—1953 NBC-CBS

Channel: 62... AP: 16 Kw... VP: 29 Kw.
Owned-Operated By... WISE, Inc.
Address... 98 Lookout Rd.
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
Rep... Venard, Rintoul & McConnell; Ayers
Membership... TvB
Executive V.P... Charles B. Britt
Regional Sales Mgr... H. J. Britt
Prod. Manager... Sterling W. Wright
Film Mgr... Bob Hensley
Chief Engineer... George Sprague

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.
Representative... CBS TV Spot Sales
Membership... NARTB, TvB
President... Joseph M. Bryan
Exec. V.P., Gen. Mgr... Charles H. Crutchfield
V.P., Managing Dir... Kenneth J. Treadwell
Gen. Sales Mgr... Wallace J. Jorgenson
V.P. Dir. of Engineering... Thomas Howard
Promotion Supervisor... John Dillon
Prod. Supervisor... Robert L. Rierson
Prog. Supervisor... Lucy Sellars
Publicity Director... James Babb
Film Supervisor... J. Nathan Tucker
Dir. Engineering... T. Howard
(See Page 839)

WTVD—Durham—1954 ABC

Channel: 11 VHF... AP: 170 Kw... VP: 316 Kw.
Owned-Oper... Durham Bcstg. Enterprises, Inc.
Business Address... 1750 Newton Rd.
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 Grup
Prom. Dir... Harry Middleton
Pub. Dir... Chas. H. Cash, Jr.
Film Mgr... Jack R. Preddy
Chief Engineer... Henry Cronin

WFLB-TV—Fayetteville 1955—CBS-NBC

Channel: 18 UHF... AP: 7.4 Kw... VP: 13.1 Kw.
Owned-Oper. By... Fayetteville Bcstgs, Inc.
Business Address... 1332 Fort Bragg Blvd.
Representative... Burn-Smith
Exec. V.P... L. W. Allen
General Manager... W. D. Bailey
Commercial Mgr... W. B. Belche
Program Director... Marvin Rosenberg
Chief Engineer... J. H. Buck

WFMY-TV—Greensboro 1948

Channel: 2 VHF... AP: 25 Kw... VP: 50 Kw.
Owned-Operated By... Greensboro News Co.
Address... Phillips Ave.
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
Film Manager... Jack Wiggins
Chief Engineer... Doyle D. Thompson

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
News Service... UP
Representative... Hollingbery
Membership... NARTB, TvB
President... Earl Westbrook
General Manager... A. Hartwell Campbell
Sta., Oper. Mgr... Marion B. Tribley
Comm. Manager... John G. Clark, Jr.
Prog. Director... Eck Wall
Prom., Pub. Manager... Dave Mosier
Production Manager... John Warner
Film Mgrs... Malcolm Nicholson, Bill Carroll
Chief Engineer... Heber Adams

WNAO-TV—Raleigh—1953 ABC-CBS-DuM

Channel: 28 UHF... AP: 102 Kw... VP: 182 Kw.
Owned-Oper. By... Sir Walter Television Co.
Bus. Address... 2128 Western Blvd.
Representative... Forjoe
Membership... TvB
President... John W. English
General Mgr... John H. Bone
Commercial Mgr... Earl Welde
Film Mgr... George Peterson
Chief Engineer... Lee Poole

WRAL-TV—Raleigh—1956
NBC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Capitol Bcstg. Co., Inc.
Business Address...1117 Hillsboro St.
Representative...H R V.P., Gen. Mgr...Fred Fletcher
Gen. Sales Mgr...Fletcher Turner
Prom., Pub. Dir...David Witherspoon
Chief Engineer...Virgil Duncan

WITN—Washington—1955
NBC

Channel: 7 VHF...AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By...North Carolina TV, Inc.
Business Address...Washington
News Service...UP
Representative...Headley-Reed
Membership...NARTB
Pres., Gen., Sta. Mgr...W. R. Roberson, Jr.
Comm. Manager...T. H. Patterson
Dir. Ops., Film Mgr...Hal Wilson
Chief Engineer...Harvey Mason

WMFD-TV—Wilmington
1954

Channel: 6 VHF...AP: 16 Kw...VP: 32 Kw.
Owned-Oper. By...WMFD-TV, Inc.
Business Address...225 Princess Street

Representative...Roy Smith; Ayres
Membership...NARTB
President, Gen. Mgr...R. A. Dunlea, Jr.
Nat'l Sales Mgr...Clint Long
Comm. Manager...C. O. Shields
Program Director...Wayne Jackson
Production Manager...Dennie Perkinson
Chief Engineer...E. I. Herring

WSJS-TV—Winston-Salem
1953—NBC

Channel: 12 VHF...AP: 200 Kw...VP: 316 Kw.
Owned-Oper. By...Triangle Bcstg. Corp.
Business Address...419-21 N. Spruce St.
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


WTOB-TV—Winston-Salem
1953—ABC

Channel: 26 UHF...AP: 37.2 Kw...VP: 74.1 Kw.
Owned-Oper...Winston-Salem Bcstg. Co., Inc.



WNAO-TV

The Time-Honored Station

RALEIGH  **DURHAM**

REPRESENTED NATIONALLY FOR JOE

Business Address... Box 5176, Ardmore Sta.
 News Service... AP
 Membership... NARTB
 Representative... Venard, Rintoul, McConnell
 President... James W. Coan

Gen. Mgr... John G. Johnson
 Comm. Mgr... Bob Jones
 Program Dir... Tracy Lounsbury
 Film Manager... Willie Saylor
 Chief Engineer... Jim Hoke

North Dakota

Pop. March 1 (Est.) 661,000—TV Homes 96,000
 Stations in State 7

KBMB-TV—Bismarck—1955 CBS

Channel: 12 VHF... AP: 20 Kw... VP: 40 Kw.
 Owned-Oper. By... North Dakota Bcstg. Co.
 Business Address... 4000 Main, Fargo, N. D.
 News Service... AP
 Representative... Weed
 Pres., Gen. Mgr... John W. Boler
 Commercial Mgr... Fred Drewry
 Prog. Dir., Film Mgr... Dennis Falk
 Prom., Pub. Dir... Robert Dannon
 Chief Engineer... Thomas Ahner

Membership... NARTB, TvB
 President... E. C. Reineke
 Gen., Sales Mgr... Tom Barnes
 Asst. Manager... Jack Dunn
 Program Manager... Ken Kennedy
 Promotion Mgr... Roy Pedersen
 Production Director... Dick Berdahl
 Film Director... Bill Snyder

KNOX-TV—Grand Forks 1955—NBC

Channel: 10 VHF... AP: 14.1 Kw... VP: 28.2 Kw.
 Owned-Oper. By... Community TV Corp.
 Business Address... Box 1110
 News Service... UP
 Membership... NARTB
 Rep... Rambeau; Bulmer & Johnson
 President... Dr. Elroy Schroeder
 Commercial Mgr... Robert C. Lukkason
 Program Director... Bo West
 Promotion Director... Joanne Sanford
 Oper. Director... Margaret J. Bundlie
 Film Editor... Duane Eastvold
 Chief Engineer... David L. Chumley

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.
 Membership... NARTB, TvB
 Representative... Blair-TV Assoc.
 President... William Ekberg
 Station Manager... Cal Culver
 Comm. Manager... A. L. Anderson
 Chief Engineer... Ivar Nelson

KCJB-TV—Minot—1953 ABC CBS-NBC

Channel: 13 VHF... AP: 15 Kw... VP: 30 Kw.
 Owned-Oper. By... North Dakota Bcstg. Co.
 Business Address... 15A West Central Ave.
 Representative... Weed
 President... John W. Boler
 Resident Manager... Chester Rietan
 Chief Engineer... Joe Main

KDIX-TV—Dickinson—1956 CBS

Channel: 2 VHF... AP: 13 Kw... VP: 26 Kw.
 Owned-Oper. By... Dickinson Radio Ass'n
 Business Address... 119 2nd Ave. West
 News Service... AP
 Membership... NARTB, TvB
 Representative... Hal Holman
 President... Dr. P. J. Weir
 Gen., Sta. Mgr., Prom. Dir... Orville F. Burda
 Commercial Mgr... E. A. Spear
 Program Director... Lauren Haacke
 Publicity Dir... W. F. Halvorson
 Film Manager... John Harvey
 Chief Engineer... Benjamin Lockerd

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
 News Service... AP
 Representative... Weed
 Pres., Gen. Mgr... John W. Boler
 Commercial Mgr... Lee Boren
 Program Dir... R. O. Grignon
 Prom., Pub. Dir... Robert Dannon
 Film Manager... Buzz Starkey
 Chief Engineer... Robert Ridgeway

WDAY-TV—Fargo—1953 NBC-ABC

Channel: 6 VHF... AP: 33 Kw... VP: 66 Kw.
 Owned-Oper. By... WDAY, Inc.
 Business Address... 207 N. 5th St.
 Representative... Peters, Griffin, Woodward, Inc.

The "MARKET MAKERS" made market out of North Dakota!

Now . . . ONE CALL BUYS THE NORTH DAKOTA MARKET

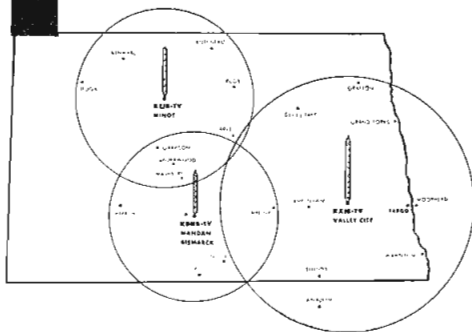
They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

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%.



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

KYJB-TV
CHANNEL 4
100,000 WATTS
VALLEY CITY

KBMB-TV
CHANNEL 12
30,000 WATTS
BISMARCK

**FOR COMPLETE INFORMATION
ON TELEVISION NETWORKS—
MAPS, PERSONNEL, AFFILIATES,
BIOGRAPHIES—
TURN TO PAGE 751**

One for the money
 Two for the show
3 to get ready...



To sow the grain, one must prepare the soil.
 To realize the sale, one must prepare the
 prospect. In Cleveland, there is no better
 way to pre-sell your product than via . . .

KYW3**TV**



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW;
 FORT WAYNE, WOWO. CHICAGO, WIND; PORTLAND, KEX

TELEVISION BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV,
 CLEVELAND, KYW-TV, SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES
 KPIX REPRESENTED BY THE KATZ AGENCY, INC
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS GRIFFIN, 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
News Service. AP, UP
Representative Burke-Stewart
Membership NARTB
President. S. Bernard Berk
V.P., Gen., Sta. Mgr. Roger G. Berk
V.P., Dir. Sales. Kenneth M. Keegan
Prog., Prom., Pub. Dir.; Film Mgr. Rob't Boston
Chief Engineer. Irwin L. Knopp

WCPO-TV—Cincinnati 1949—ABC

Channel: 9 VHF. AP: 158 Kw. VP: 309 Kw.
Owned-Oper. By. Scripps-Howard Radio, Inc.
Business Address. 2345 Symmes St.
Newspaper Affiliation. Cincinnati Post
News Service UP
Representative Blair
Membership NARTB, TvB
President Jack R. Howard
V.P., General Mgr. M. C. Wallers
Ass't. Gen. Mgr. Edward Weston
Commercial Mgr. Glenn C. Miller
Prog. Director. Chick Doty
Prom., Pub. Director. Vera Schulte
Film Manager. Harvey Freeman
Chief Engineer. Paul Adams

WKRC-TV—Cincinnati 1949—CBS

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By. Radio Cincinnati, Inc.
Business Address. Times-Star Bldg.
Representative Katz
Membership NARTB
General Manager. David G. Taft
Gen. Sales Mgr. Robert T. Schlinkert
Natl. Sls. Manager. Kenneth Church
Program Director. Paul E. Shumate
Director of Merch. Prom. John J. Walsh
Prod. Manager. George Rogers
Publicity Director. Gregory Olberding
Promotion Director. Lila Lambert
Film Manager. John Hill
Chief Engineer. Ralph Mlaska

WLW-T—Cincinnati—1948 NBC

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Operated By. Crosley Bcstg. Corp.
Address. 140 W. Ninth St.
News Service. UP, INS

Rep. WLW Sales, NBC Spot Sales, Bomar
Lawrence
Membership NARTB, TvB
Chairman of the Board. James D. Shouse
Pres., Gen. Mgr. Robert E. Dunville
V.P.-Television. John T. Murphy
V.P.-Programming Al Bland
V.P.-Pub. Relations. Gil Kingsbury
V.P.-Treas. K. T. Murphy
V.P.-Sales. H. P. Lasker
V.P.-Engineering. R. J. Rockwell
Sales Mgr. Steve Crane
Gen. TV Sales Mgr. Geo. Henderson
Dir. Client Service Dept. Jack Frazier
Program Dir. Abe Cowan
Film Dir. Tom Storey
Tech. Adm. Ass't. Howard Lepple

KYW-TV—Cleveland—1948 NBC

Channel: 3. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By. Westinghouse Bcstg. Co.
Business-Studio Address. 815 Superior Ave.
News Service. AP, UP, INS
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
Promotion Dir. Edward Wallis
Publicity Dir. Tom Gavagan
Film Manager. Carl Lawton
Chief Engineer. Sidney V. Stadig

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.
Newspaper Affiliation. E. W. Scripps Co.
News Service UP
Membership NARTB, TvB
Representative Blair TV
President. Jack B. Howard
General Manager. James C. Hanrahan
Station Director. J. Harrison Hartley
General Executive. Floyd E. Weldman
Pub. Service Dir. John J. Moffitt
Nat'l Adv. Mgr. Jay S. Kerkes
Film Director. John J. Richards
Ohio Sales Mgr. Peter Hlinka
Ass't Gen. Mgr. Donald L. Perris
Operations Dir. Ernest E. Sindelar
Prod. Supervisor. James E. Kirkey
Prog. Supervisor. Earl W. Keyes
Chief Engineer. Joseph B. Epperson

It's your move...

to the **TOPS** in

Cleveland Television

WJW-TV
CHANNEL 8



A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

GREATER CLEVELAND
the nation's 5th market
in total retail sales*

GREATER CLEVELAND
the nation's 6th market
in net effective
buying income*

GREATER CLEVELAND
the nation's 7th market
in population...
and still growing!*

WJW-TV
"A Leading Citizen" in
Ohio's First Market
serving 1,200,000
households

More productive local program-
ming on WJW-TV. Top feature
films for participating sponsors,
including 20th Century-Fox,
Columbia and Selznick groups.



WJW-TV
*Represented Nationally by the
Katz Agency*



A BASIC AFFILIATE OF THE
CBS TELEVISION NETWORK

* Sales Management May 1956

WJW-TV — Storer Broadcasting Company • 1630 Euclid Avenue, Cleveland 15, Ohio • TOWer 1-5080

WJW-TV—Cleveland—1949

CBS

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....1630 Euclid Ave.
 News Service.....UP, AP, INS
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....George B. Storer
 Managing Director.....Ben Wickham
 Local Sales Mgr.....Frank Barron
 Publicity Director.....Ted Anthony
 Prog. Dir., Film Mgr.....R. C. Wright
 Chief Engineer.....H. A. Brinkman

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.
 News Service.....AP
 Station Representative.....Blair TV
 Membership.....NARTB, TvB
 Dir. of Television.....Richard A. Borel
 Program Director.....John A. Haldi
 Sales Director.....Robert D. Thomas
 Promotion Director.....Barbara Haddox
 Dir. News & Spe. Events.....Chester S. Long
 Production Dir.....Gene McPherson
 Public Serv. Dir.....Larry Rhodes
 Merchandising Dir.....Ray Reisinger
 Film Buyer.....Betty Dixon
 Chief Engineer.....Lester H. Nafzger

WLW-C—Columbus—1949

NBC-ABC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Crosley Bcstg. Corp.
 Business Address...3165 Olentangy River Rd.
 Membership.....NARTB, TvB
 Reprs.....Crosley Sales; NBC Spot Sales;
 Bowmar Lowrance
 Gen. Mgr.....James Leonard
 Sales Dir.....Chas. Dodsworth
 Program Director.....Bud Gillis
 Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949

ABC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WTVN, Inc.
 Address.....753 Harmon Ave.
 News Service.....AP, UP
 Representative.....Katz
 President.....Hubert Taft, Jr.
 Exec. Vice-President.....Kenneth Church
 General Manager.....J. W. McGough
 Ass't Gen., Nat'l Sales Mgr.....Robert C.
 Wiegand
 Comm. Mgr.....Howard Duncan
 Prom., Pub. Director.....Bruce Johns
 Film Manager.....Richard McKinney
 Chief Engineer.....William H. Hansher

**IT'S YOUR MOVE ...
 TO THE TOPS IN**

**CLEVELAND
 TELEVISION**

**THE NATIONS
 FIFTH MARKET
 IN TOTAL
 RETAIL SALES**

WJW-TV

A

STORER STATION

WHIO-TV

Fair Game For Smart Sponsors



1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes! That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and even 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at \$3,361,973,000.

4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL **7** DAYTON, OHIO



One of America's
great area stations

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.
 News Service.....UP, INS
 Representative...WLW Sales, NBC Spot Sales,
 Bomar Lawrence
 Membership.....NARTB
 President.....R. E. Dunville
 Station Manager.....Eric Jensen
 Comm. Manager.....Dale A. Smith
 Program Adm.....Arlene Hadley
 Prom., Pub. Director.....Dorothy A. Sanders
 Program Director.....Robert Provence
 Production Mgr.....Bill Ditzel
 Chief Engineer.....Lester Sturgill

WHIO-TV—Dayton—1949

CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Business Address.....1414 Wilmington Ave.
 Newspaper Affil.....Dayton Daily News
 News Service.....UP, AP
 Representative.....Hollingbery
 Membership.....NARTB, TvB
 President.....James M. Cox Jr.
 General Manager.....Robert H. Moody
 Commercial Manager...Harvey R. Young, Jr.
 Prog., Prom. Director.....Charles Gay

Film Manager.....Ralph Gram
 Chief Engineer.....Ernest L. Adams

WIMA-TV—Lima—1953

NBC-ABC-CBS

Channel: 73 UHF..AP: 9.55 Kw..VP: 16.2 Kw.
 Owned-Operated By.....WLOK, Inc.
 Business Address.....1424 Rice Ave.
 News Service.....UP
 Representative.....H.R.
 Membership.....NARTB
 President.....G. E. Hamilton
 Gen., Sta. Manager.....R. W. Mack
 Commercial Mgr.....J. L. Spring
 Program Director.....Easter Straker
 Chief Engineer.....M. J. Lamb

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.
 News Service.....UP
 Representative.....Avery-Knodel
 President.....Jack N. Berkman
 Gen., Sta. Manager.....John J. Laux
 Comm. Manager.....Joseph M. Troesch
 Publicity Dir.....Scott McMurray
 Prom. Director.....Bill McClinton
 Prod. Mgrs.....George Wilson, Clyde Higgins
 Film Manager.....Carl Kroskey
 Chief Engineer.....Charles S. Shepherd

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

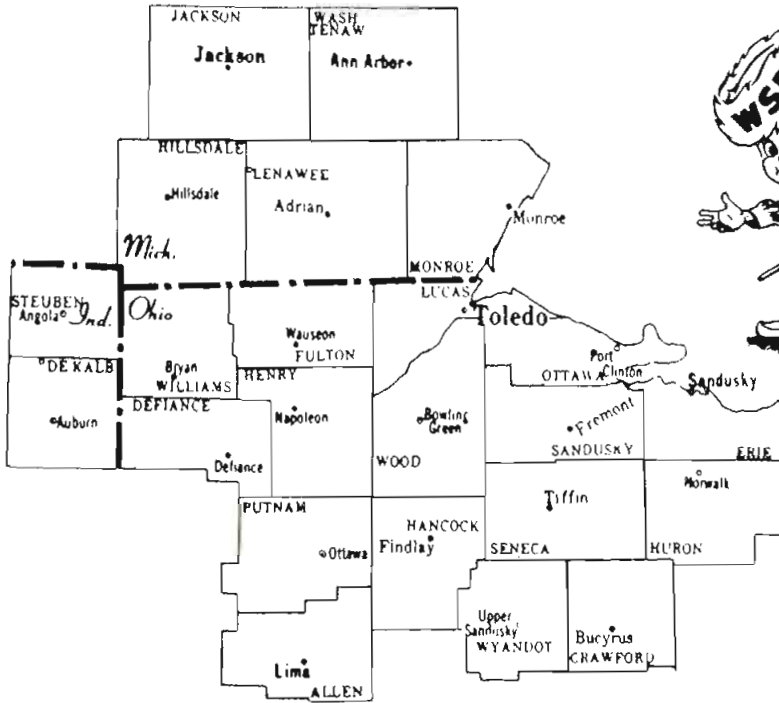
AP

... and MORE RADIO AND TELEVISION STATIONS

depend on

THE ASSOCIATED PRESS

WSPD-TV'S "BILLION DOLLAR MARKET"



Population	1,595,200
Families	476,100
Television Homes	406,000
Percent tuned to WSPD-TV	
Daytime	78%
Nighttime	91.5%

Toledo ranks high in the nation's 200 leading areas . . .

EFFECTIVE BUYING POWER

Total	\$2,815,943,000
Per Capita	1,765
Per Family	5,915

RETAIL SALES

Total	\$1,924,319,000
Per Family	4,042

SPENT FOR:

Food	\$418,158,000
Gen. Mdse.	209,475,000
Furniture & Household	97,510,000
Automotive	423,357,000
Drug	57,399,000

- 45th in population
- 43rd in retail sales
- 39th in effective buying power
- 16th in buying power per capita
- 22nd in buying per family
- 44th in Food sales
- 43rd in Gen. Mdse.
- 42nd in Furniture and Household sales
- 46th in Automotive sales
- 39th in Drug Sales

WSPD-TV Toledo, Ohio

A STORER STATION

Represented by Katz

WSPD-TV—Toledo—1948
ABC-CBS-NBC

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business-Studio Address.....136 Huron St.
News Service.....INS, UP
Representative.....Katz
Membership.....NARTB, TvB
President.....George B. Storer
V.P. & Managing Dir.....Allen L. Haid
National Sales Mgr.....Bill Ashworth
Film Director.....Elaine Phillips
Prog. Director.....Al Ruhfel
Prom., Pub. Director.....Liz Wagner
Chief Engineer.....Bill Stringfellow

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
News Service.....AP, UP
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.
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown
ABC-CBS

Channel: 27 UHF..AP: 89 Kw...VP: 178 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
News Service.....UP, AP
Newspaper Affil.....Forest City Pub. Co.
Membership.....NARTB
Representative.....Raymer
President, Gen. Mgr....W. P. Williamson, Jr.
Station Director.....J. L. Bowden
Program Director.....Paul Turner
Prom., Pub. Dir.....W. P. Williamson, III
Film Manager.....Norman Berger
Chief Engineer.....B. T. Wilkens

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.
News Service.....AP, UP
Representative.....Pearson
Membership.....NARTB, TvB
President.....Clay Littick
Gen., Station Mgr.....Allan Land
Comm. Manager.....Nate Milder
Program Director.....Reed Mellon
Prom., Pub. Director.....Naomi Lorton
Film Manager.....Ralph Young
Chief Engineer.....William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.) 2,251,000—TV Homes in State 497,000
Stations in State 9

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
News Service.....AP
Rep.....Venard, Rintoul & McConnell
Chairman of Board.....Dr. C. C. Morris
V.P.; Gen., Comm. Mgr.....Bill Hoover
V.P. & Station Mgr.....Brown Morris
Program Director.....Doc Bowen
Prom., Pub. Director.....Juanita Walker
Film Manager.....G. C. Northington
Chief Engineer.....Fred Smith

KSVO-TV—Ardmore—1956
NBC

Channel 12 VHF..AP: 13.7 Kw...VP: 27.3 Kw.
Owned-Oper. By.....John F. Easley
Business Address.....Box 1246
Newspaper Affil.....Daily Ardmoreite
News Service.....AP
Membership.....NARTB
Representative.....Pearson
President.....John F. Easley
General Mgr.....Douglas C. Dillard

Commercial Mgr.....Gordon Lack
Program Director.....Dollie Talkington
Promotion Dir.....Barbara Winkler
Film Manager.....J. Galey Varnell
Chief Engineer.....Bill Kolb

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
Representative.....John E. Pearson
Membership.....NARTB
President.....P. R. Banta
Sec'y, Gen., Comm. Mgr.....Geo. Streets
Merch. Mgr.....Casey Cohlmic
Program Director.....Evelyn Green
Chief Engineer.....Eugene Clark

KSWO-TV—Lawton—1953
ABC

Channel: 7 VHF...AP: 5 Kw...VP: 10 Kw.
Owned-Operated By
Oklahoma Quality Bcstg. Co.
Address.....Box 699
Phone Number.....7725

Representative Pearson
 President R. H. Drewry
 General Manager Emmett Keough
 Comptroller Paul N. Goode
 Prog. Dir. Tom Reddell
 Chief Engineer Williard Cochran

KTVX—Muskogee—1954
ABC

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By Tulsa Broadcasting Co.
 Business Address Box 9697
 Membership NARTB, TvB
 Representative Avery-Knodel
 President John T. Griffin
 Managing Director Mike Shapiro
 Commercial Mgr. William D. Swanson
 Prom., Pub. Director Robert C. Meade
 Chief Engineer Bob Snider

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
 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
 Production Mgr. Gene Linder
 Chief Engineer Morris W. Thomas

WKY-TV—Oklahoma City
1949—ABC-NBC

Channel: 4 VHF. AP: 60 Kw. VP: 100 Kw.

Owned-Oper. By WKY TV System, Inc.
 Studio Address 500 E. Britton Rd.
 News Service AP, UP
 News Affil. Okla. Publishing Co.
 Representative Katz
 Membership NARTB, TvB
 President E. K. Gaylord
 Exec. V.P. P. A. Sugg
 Nat'l Sales Mgr. Jim Terrell
 Program Director Joe Jerkins
 Prom., Publicity Dir. Jack Sherry
 Oper. Mgr. Kieth Mathers
 Chief Engineer H. J. Lovell

KOTV—Tulsa—1949—CBS

Channel: 6 VHF. AP: 60 Kw. VP: 100 Kw.
 Owned-Oper. By KOTV, Inc.
 Business Address 302 S. Frankfort St.
 News Service UP
 Membership NARTB, TvB
 Representative Petry
 President C. Wrede Petersmeyer
 V.P., General Mgr. James C. Richdale
 Comm. Mgr. George Stevens
 Prom., Publicity Director Robert Freeland
 Film Manager Glenn White
 Chief Engineer LaVoy Hooker

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
 Representative Blair TV
 Membership NARTB, TvB
 General Manager C. B. Akers
 Comm. Manager John Devine
 Marketing, Prom. Dir. Sam Schneider
 Program Director Bill Sadler
 Chief Engineer John Bushnell

Oregon

Pop. March 1 (Est.) 1,781,000—TV Homes 374,000
 Stations in State 8

KVAL-TV—Eugene—1954
NBC

Channel: 13 VHF. AP: 33 Kw. VP: 56 Kw.
 Owned-Oper. By Eugene Television, Inc.
 Business Address P. O. Box 548
 News Service UP
 Rep. Hollingbery, Art Moore
 President Bob Booth
 Gen., Sta. Manager S. W. McCready
 Comm. Manager Glenn Nickell
 Prog. Dir. R. E. Anderson
 Prom., Pub. Director Alyce Sheetz
 Film Manager Martin Levinson
 Chief Engineer Al Barnard

KOTI-TV—Klamath Falls
1956—ABC-CBS-NBC

Channel: 2 VHF. AP: 6.76 Kw. VP: 13.5 Kw.
 Owned-Oper. By Calif.-Oreg. TV, Inc.
 Business Address Box 732
 Membership NARTB, TvB
 Representative Blair TV
 General Mgr. William B. Smullin
 Station Mgr. Walter R. Richartz
 Chief Engineer B. L. Smith

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
Newspaper Affil.....Grants Pass Courier
RepresentativeBlair TV
PresidentAmos Voorhies
Gen. Mgr., Sec'y, Treas......W. B. Smullin
Vice-Pres., Business Mgr....Everett A. Faber
Sta. Manager.....Jerold R. Poulos
Chief Engineer.....Nestor L. Williams

Business Address.....140 S.W. Columbia St.
Newspaper Affil.....Oregonian
News ServiceAP
Rep......CBS Spot Sales
MembershipNARTB, TvB
President.....Theodore R. Gamble
V.P., Managing Dir......C. Howard Lane
National Sales Mgr......John L. Palmer
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Film Manager.....Tad M. Williams
Chief Engineer.....Louis S. Bookwalter

KGW-TV—Portland—1956
ABC

Channel: 8 VHF..AP: 189 Kw..VP: 316 Kw.
Owned-Oper. By.....Pioneer Bcstg. Co.
Business Address.....1139 S. W. 13th Ave.
RepresentativeBlair TV
MembershipNARTB, TvB
Station Manager.....Walter E. Wagstaff
Sales Manager.....John Pindell
Program Director.....Tom Dargan
Production Mgr......Bernie Carey
Prom., Pub. Dir......A. H. Christensen
Chief Engineer.....Clare Hanawalt

KPTV—Portland—1952
NBC

Channel: 27 UHF..AP: 500 Kw..1,000 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....735 S.W. 20th Pl.
News Service.....UP
MembershipNARTB
RepresentativeNBC Spot Sales
President.....George B. Storer
Sta. Manager.....Francis Riordan
Commercial Mgr......Donald Typeson
Program Director.....Gordon White
Pub., Prom. Dir......A. R. McLaughlin
Chief Engineer.....Eugene Phelps

KLOR—Portland—1955—ABC

Channel: 12 VHF..AP: 129 Kw..VP: 234 Kw.
Owned-Oper. By.....Oregon Television, Inc.
Business Address.....915 N. E. Davis St.
RepresentativeHollingberry
PresidentHarry A. White
General Mgr......S. John Schile
Program Mgr......Samuel R. Herrick
Promotion Dir......William R. Nutt
Chief Engineer.....Jack Provis

KPIC—Roseburg—1956
NBC

Channel: 4 VHF..AP: 2.6 Kw..VP: 5.21 Kw.
Owned-Oper. By.....Southwest TV Bcstg. Corp.
Business Address.....Medical Arts Bldg.
Representative.....Hollingberry, Art Moore
President.....C. H. Fisher
General Manager.....S. W. McCready
Station Manager.....Gene Pierce
Chief Engineer.....Dan Bridges

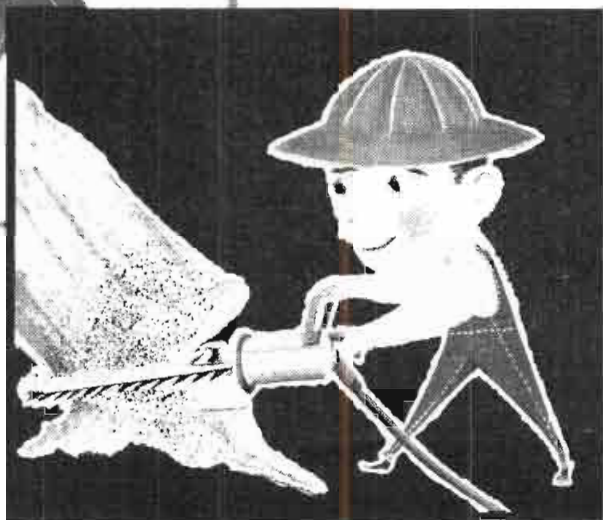
KOIN-TV—Portland—1953
CBS

Channel: 6 VHF..AP: 50 Kw....VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcstg. Corp.

It takes the

RIGHT

two!



IT'S A FACT! With the *right two*—WFBG-TV, Altoona and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30 1% greater than Johnstown, 71 4% more quarter-hour firsts. Your BLAIR-TV man has the proof. ARB, November 1956, ARB Altoona Coverage Study, March 1956

ONLY BASIC CBS-TV STATION SERVING THE AREA



Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / WNBC-AM • FM • TV, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa./WFBG-AM • TV, Altoona, Pa./WNHC-AM • FM • TV, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

Pennsylvania

Pop. March 1 (Est.) 11,160,000—TV Homes 3,018,000
Stations in State, 22

WFBG-TV—Altoona—1952 NBC-ABC-CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....1320 11th Ave.
News ServiceAP, INS
RepresentativeBlair TV
MembershipNARTB, TvB
General Mgr.....Edward M. Scala
Station Manager.....Jack Snyder
Comm. Mgr.....Thomas P. Martin
Prog. Dir.....George Carroll
Prom. Dir.....David P. Pretz
Film Dir.....Betty Adams
Chief Engineer.....K. R. Brubaker

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
News ServiceAP
RepresentativeMeeker
MembershipNARTB, TvB
Station Executive.....Clair R. McCollough
Sta., Film Manager.....Elwood Anderson
National Sales Manager.....J. R. Guick
Program Director.....Traver Schadler
Technical Dir.....J. E. Mathiot

WGLV—Easton—1953—ABC

Channel: 57 UHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....WGLV, Inc.
Address.....2857 Nazareth Road
RepresentativeHeadley-Reed
PresidentJ. L. Stackhouse
General Manager.....Charles R. Thon
Gen. Sales Dir.....William Latham
Program Director.....Peter F. Gallagher
Chief Engineer.....Robert Francelt

WICU—Erie—1949 ABC-NBC

Channel: 12.....AP: 1.5 Kw.....VP: 2 Kw.
Owned-Oper...Edward Lamb Enterprises, Inc.
Bus.-Trans. Address.....3514 State St.
Newspaper Affil.Dispatch
News ServiceAP
RepresentativePetry
MembershipNARTB
PresidentEdward Lamb
Gen., Sta. Manager.....Ben McLaughlin
Comm. Manager.....Bob Lunquist
Sales Prom. Dir.....James Spence
Program Director.....Joseph Laconi
Pub. Director.....Bob Weschler
Production Manager.....Dick Johnson
Film Manager.....John Cook
Chief Engineer.....Mike Csop

WSEE—Erie—1954—CBS

Channel: 35 UHF..AP: 100 Kw..VP: 200 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Newspaper Affiliation.....Times
News ServiceUP
MembershipNARTB
RepresentativeAvery-Knodel
PresidentGeorge J. Mead
Gen. Manager.....Frank B. Palmer
Regional Sales Manager...Donald M. Boyce
Local Sales Mgr.....Jay B. Sondheim
Program Director.....Arthur R. Hook
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow

WCMB-TV—Harrisburg 1954

Channel: 27 UHF..AP: 120 Kw..VP: 240 Kw.
Owned-Oper. By.....Rossmoyne Corp.
Business Address.....228 Court St.
News ServiceAP
RepresentativeGill-Perna
PresidentEdgar T. Shepard, Jr.
Gen., Sta., Comm. Mgr.....Ed K. Smith
Program Director.....Ed Conway
Promotion Dir.....Tom Harrison
Film Manager.....Glenn Horner
Chief Engineer.....J. Howard Bair

WHP-TV—Harrisburg—1953 CBS

Channel: 55 UHF..AP: 130 Kw..VP: 241 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
News ServiceUP
RepresentativeBolling
Gen., Sta., Comm. Mgr.....A. K. Redmond
Sales Dir.....B. M. Potteiger
Program Dir.....Dick Redmond
Prom., Pub. Dir.....George Gottschalk, Jr.
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953 ABC

Channel 71 UHF..AP: 110 Kw..VP: 220 Kw.
Owned-Oper. By.....Patriot-News Co.
Business Address.....3235 Hoffman St.
Newspaper Affiliation.....Patriot-News
News ServiceUP
MembershipNARTB
Representative...Harrington, Righter, Parsons
General Manager.....Donald D. Wegr
Sales Mgr.....Allen Solada
Prog. Dir., Film Mgr.....Mac McCauley
Prom., Pub. Dir.....Rick Riker
Chief Engineer.....Paul Gross

WARD-TV—Johnston—1953 ABC-CBS

Channel: 56 UHF..AP: 10 Kw..VP: 20 Kw.

nothing succeeds like success!



out in front . . .

MONTH AFTER MONTH—THROUGHOUT 1956!
WFIL-TV RATED FIRST*

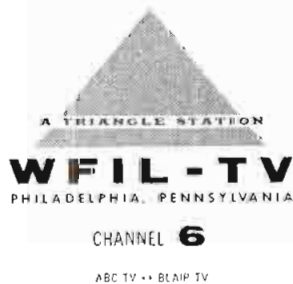
20.1% more than Station B

131% more than Station C

Monday thru Friday, 2:00-11:00 PM... the heart of the TV day.

**MONTH AFTER MONTH, MORE PEOPLE ARE
WATCHING WFIL-TV MORE AND MORE!**

*American Research Bureau, Jan. Dec. 1956



operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N. Y.
WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York

Owned-Oper. By.....Rivoli Realty Co.
 Business Address.....Porch Bldg.
 News Service.....AP
 Representative.....Weed
 President.....W. M. Thomas
 General Manager.....R. Butterfield
 Comm. Mgr.....William Heron
 Prog. Dir.....Samuel Goodman
 Prom., Pub. Dir.....Warren Louder
 Chief Engineer.....Ernest Reaty

WJAC-TV—Johnstown
1949—NBC-ABC

Channel: 6 VHF..AP: 35.4 Kw...VP: 70.8 Kw.
 Owned-Operated By.....WJAC, Inc.
 Business Address.....329 Main St.
 Newspaper Affil.....The Tribune-Democrat
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....Walter W. Krebs
 General Manager.....Alvin D. Schrott
 Comm. Manager.....John H. Hepburn
 Prog., Film Director.....Frank P. Cummins
 Chief Engineer.....Theodore Campbell
 V.P.-Technical Oper.....Nevin L. Straub

WGAL-TV—Lancaster—1949
CBS-NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By.....WGAL, Inc.
 Address.....Lincoln Highway W.
 News Service.....AP
 Representative.....Meeker
 Membership.....NARTB, TvB
 President, Gen. Mgr.....Clair R. McCollough
 Ass't Gen. Mgr.....J. Robert Gulick
 Station Manager.....Harold E. Miller
 Nat'l Sales Mgr.....Robert Dreher
 Regional Sales Manager.....Leroy K. Strine
 Program Director.....Paul Rodenhauser
 Promotion Director.....Paul I. Woodland
 Technical Director.....J. E. Mathiot

WFIL-TV—Philadelphia
1947—ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Triangle Publications Inc.
 Business Address.....46th & Market Sts.
 Newspaper Affiliation...Philadelphia Inquirer
 News Service.....UP, INS
 Representative.....Blair TV
 Membership.....NARTB, TvB

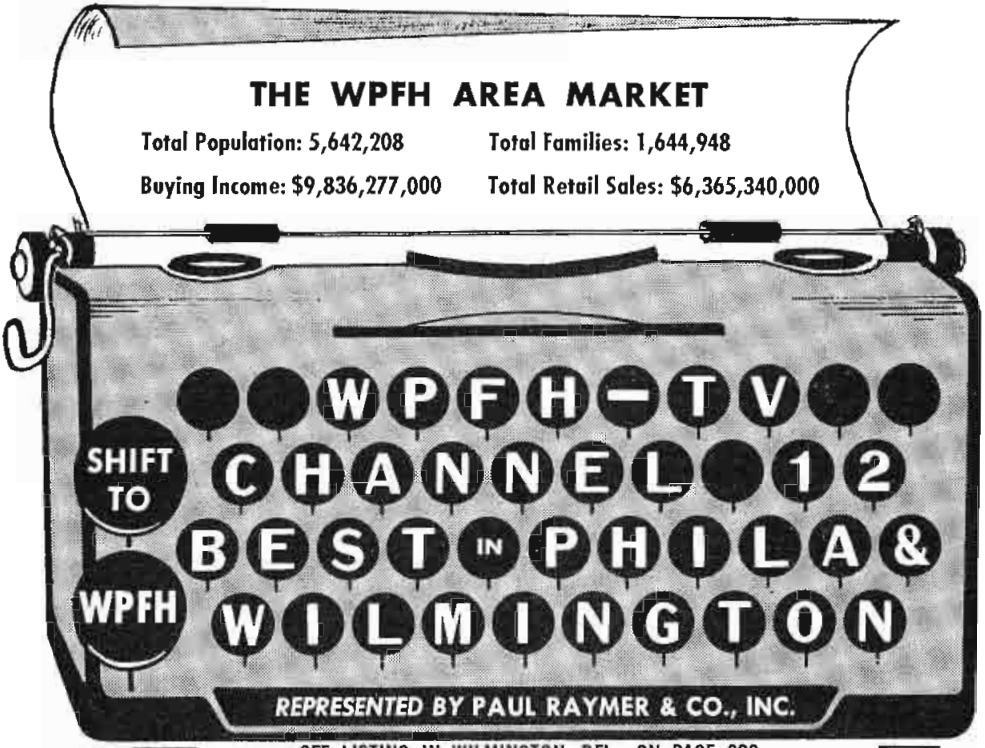
THE WPFH AREA MARKET

Total Population: 5,642,208

Total Families: 1,644,948

Buying Income: \$9,836,277,000

Total Retail Sales: \$6,365,340,000



SEE LISTING IN WILMINGTON, DEL., ON PAGE 803

General Manager.....Roger W. Clipp
 Station Mgr.George A. Koehler
 Commercial Mgr.....Kenneth W. Stowman
 Program Director.....James Felix
 Publicity Director.....Joe Zimmerman
 Film Manager.....Ralph Goldstein
 Chief Engineer.....Henry Rhea

WPFH—Philadelphia
 (See Wilmington, Del.)

WCAU-TV—Philadelphia
 1948—CBS

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Bulletin Co.
 Address.....Line Ave. & Monument Rd.
 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
 V.P., TV Sales Mgr.....Robert M. McGredy
 V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor
 Film Manager.....Norman Leebron
 V.P. in chg. Engineering.....John G. Leitch

WRCV-TV—Philadelphia
 1941—NBC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.

Owned-Oper. By.....National Bcstg. Co.
 Business Address.....1619 Walnut St.
 Membership.....NARTB, TvB
 Representative.....NBC Spot Sales
 President (NBC).....Robert W. Sarnoff
 V.P., Gen. Mgr.....Lloyd E. Yoder
 Dir. Operations.....Curtis D. Peck
 Dir. of Sales.....Theo. H. Walworth, Jr.
 Local Sales Mgr.....Chester R. Messervey
 Program Dir.....Stan Lee Broza
 Program Mgr.....George W. Cyr
 Adv., Prom. Dir.....John P. Wiley
 Publicity Dir.....Gene E. Stout
 Film Buyer.....Edward G. Murray
 Mgr. Tech. Oper.....William A. Howard

KDKA-TV—Pittsburgh—1949
 NBC

Channel: 2.....AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Westinghouse Brcdstng. Co.
 Business Address.....Gateway Center
 News Service.....UP
 Rep.....Peters, Griffin, Woodward
 Membership.....NARTB, TvB
 President.....Donald H. McGannon
 Vice President.....Harold C. Lund
 Station Mgr.....Tad Reeves
 Comm. Manager.....John Stilli
 Program Director.....Cal Jones
 Promotion Director.....David N. Lewis
 Film Manager.....Richard Dreyfus
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers

cover PITTSBURGH
...cover the TRI-STATE AREA
with
KDKA-TV

Channel 2 has always been first in the rich Pittsburgh market! No other station can deliver more viewers in Pittsburgh and the Tri-State Area. For facts on far-and-away the highest tune-in you can buy in *this* wealthy market, call John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Only KDKA-TV delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC Station:



WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WWOV
 CHICAGO, WIND; PORTLAND, KEX; TELEVISION—BOSTON, WBZ-TV
 PITTSBURGH, KDKA; CLEVELAND, KYW-TV; SAN FRANCISCO, KP
 WIND REPRESENTED BY A. M. RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC.
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

**WENS—Pittsburgh—1953—
ABC**

Channel: 16 UHF..AP: 106 Kw..VP: 200 Kw.
Owned-Oper. By.....Telecasting, Inc.
Address.....Suite 214, Carlton House
Representative.....Branham
President.....Thomas P. Johnson
Vice Pres., General Mgr.....Larry Israel
Sales Mgr.....Vera E. Oldenburg
Film Manager.....Nelson White
Chief Engineer.....James Hurley

**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.
News Service.....AP
Representative.....Bolling
President.....Martin F. Memolo
Gen. Sta. Mgr.....William M. Dawson
Commercial Mgr.....Sam M. Feigenbaum
Prog. & Prod. Director.....Art Bolin
Prom., Pub. Director.....Frances M. Breslin
Chief Engineer.....Roswell J. Parker

**WGBI-TV—Scranton—1953
CBS**

Channel: 22 UHF..AP: 115 Kw..VP: 215 Kw.
Owned-Oper. By.....WCAU, Inc.
Business Address.....1000 Wyoming Ave.
Representative.....H-R
News Service.....AP
Membership.....NARTB
President.....Donald W. Thornburgh
Vice-Pres.....Vance Eckersley
General Sales Mgr.....Anton J. Moe
Station Manager.....Robert E. McDowell
Prog. Dir., Film Mgr.....Mort Rosenthal
Promotion Director.....Douglas Holcomb
Chief Engineer.....K. R. Cooke

**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.
News Service.....AP
Representative.....Headley Reed

Membership.....NARTB, TvB
President.....Louis G. Baltimore
V.P., General Manager...David M. Baltimore
Operations Manager.....F. D. Coslett
Comm. Manager.....Ernest Lewis
Program Director.....Franklin D. Coslett
Production Manager.....Fred Foerster
Film Manager.....Robert Gibson
Chief Engineer.....Charles Sakoski, Sr.

**WILK-TV—Wilkes-Barre
1953—ABC**

Channels: 34 UHF..AP: 700 Kw..VP: 1,400 Kw.
Owned-Oper. By.....Wyoming Valley Bcstg. Co.
Business Address.....88 North Franklin St.
Representative.....Avery-Knodel
News Service.....AP
Membership.....NARTB
President.....Mitchell Jenkins
Executive Vice Pres.....Roy E. Morgan
Treas., Managing Dir.....T. P. Shelburne
Comm. Manager.....Malcom Dale
Program Director.....Harold Berg
Prom., Pub. Director.....Marlene Scaffido
Film Manager.....Donald Shook
Chief Engineer.....Theodore French

WNOW-TV—York—1953

Channel: 49 UHF..AP: 10 Kw..VP: 20 Kw.
Owned-Oper. By.....Broadcast Division, Helm
Coal Co.
Business Address.....25 So. Duke St.
News Service.....AP
Representative.....Keller
General Manager.....Lowell W. Williams
Comm. Mgr., Prog. Dir.....Richard Berg
Chief Engineer.....Glenn M. Winter

**WSBA-TV—York—1952
ABC**

Channel: 43 UHF..AP: 10 Kw..VP: 20 Kw.
Owned-Operated By.....Susquehanna Bcstg. Co.
Address.....Queen St.
News Service.....AP
Membership.....NARTB
Representative.....Adam Young
President.....Louis J. Appell, Jr.
Comm. Mgr.....Robert M. Stough
Prog. Dir., Film Mgr.....Jim Curtis
Prom., Pub. Dir.....Stephen B. Froyer
Chief Engineer.....Arthur C. Hafer

Rhode Island

Pop. March 1 (Est.) 832,000—TV Homes 226,000
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.
News Service.....AP, INS
Representative.....Weed

Membership.....NARTB, TvB
Vice President.....George O. Griffith
Adm. Ass't to V.P.....J. S. Sinclair
Manager.....Peter B. James
Oper. Manager.....Frederick R. Griffiths
Dir. TV Sales.....David J. Shurtleff
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz



WHAT A CATCH!

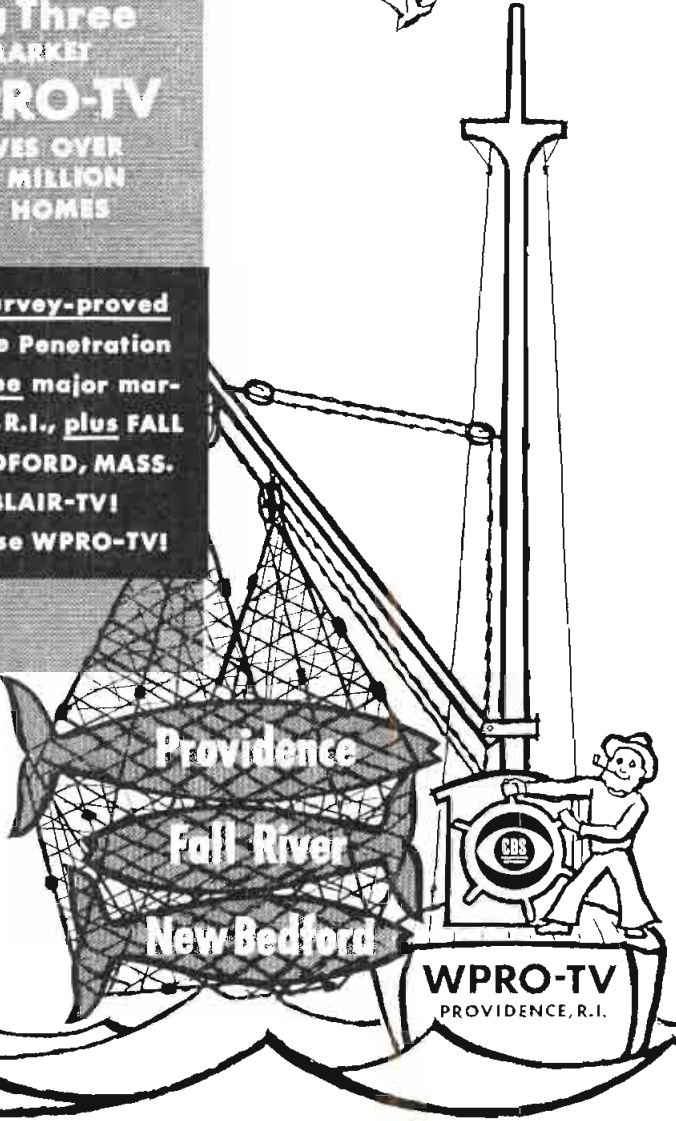
IN NEW ENGLAND'S
Big Three
MARKET

WPRO-TV

SERVES OVER
ONE MILLION
TV HOMES



**WPRO-TV offers survey-proved
Maximum Audience Penetration
of not one, but three major mar-
kets--PROVIDENCE, R.I., plus FALL
RIVER and NEW BEDFORD, MASS.
For proof, ask BLAIR-TV!
For the big catch, use WPRO-TV!**



Providence

Fall River

New Bedford

WPRO-TV
PROVIDENCE, R.I.

CHANNEL
12
represented by
BLAIR-TV

Production Manager.....Manning Tesser
 Chief Engineer.....Thomas C. J. Prior

Address.....24 Mason St.
 News ServiceUP
 RepresentativeBlair-TV
 MembershipNARTB, TvB
 President.....William S. Cherry, Jr.
 General Manager.....Arnold F. Schoen, Jr.
 Comm. Mgr., Prog. Dir.....Eugene W. Wilkin
 Operations Manager.....E. Paul Abert
 Chief Engineer.....John V. Ferri

**WPRO-TV—Providence—
 1955—CBS**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By..Cherry & Webb Bcstg. Co.

Pop. March 1 (Est.) 2,387,000—TV Homes 398,000
 Stations in State 8

South Carolina

**WAIM-TV—Anderson
 1953—ABC-CBS**

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.
 Owned-Oper. By.....Wilton E. Hall
 Business Address.....321 Kingsley Rd.
 Newspaper Affil...Independent & Daily Mail
 News ServiceINS
 RepresentativeHeadley-Reed
 OwnerWilton E. Hall
 Gen., Sta. Mgr.....Glenn P. Warnock
 Sales Mgr.....John McCallum
 Program Director.....Ray Barath
 Chief Engineer.....Earl Cosens

**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.
 News Service.....UP, INS
 Representative..Peters, Griffin, Woodward, Inc.
 MembershipNARTB
 President.....G. Richard Shafto
 Managing Dir.....Charles A. Batson
 Comm. Manager.....Law Epps
 Prog. Dir., Film Buyer.....Adrian Munzell
 Prom., Pub. Dir.....John Bondeson
 Chief Engineer.....Barnett Goldberg

**WCSC-TV—Charleston
 1953—CBS**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WCSC, Inc.
 Business Address.....485 East Bay St.
 News ServiceUP
 MembershipNARTB
 Representative...Peters, Griffin, Woodward
 President, Gen. Mgr.....John M. Rivers
 Station Manager.....Roland Weeks
 Comm. Manager.....Ralph Thornley
 Program Director.....Charles Hall
 Prom., Pub. Director...Mrs. Annie Lee Small
 Production Manager.....Emmett Robinson
 Film Manager.....Annie Laurie Quarterman
 Chief Engineer.....John Broughton

**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
 RepresentativeRaymer
 MembershipNARTB
 Gen. Manager.....H. Moody McElveen, Jr.
 Program Director.....Graham Thomas
 Chief Engineer.....Charlton W. Bowers

**WBTW—Florence—1954
 ABC-CBS-NBC**

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By..Jefferson Standard Bcstg. Co.
 AddressBox 630
 News ServiceAP
 Representative...CBS Television Spot Sales
 MembershipNARTB, TvB
 President.....Joseph M. Bryan
 General Manager.....Charles H. Crutchfield
 Managing Director.....J. William Quinn
 Nat'l Sales Mgr.....John H. Brock
 Prog. Dir., Prod. Mgr.....George B. Burnette
 Prom., Pub. Director.....Whiteford Smith
 Film Manager.....Harry Hughes
 Chief Engineer.....E. A. Sellars

**WUSN-TV—Charleston
 1954—NBC-ABC**

Channel: 2 VHF..AP: 53 Kw..VP: 100 Kw.
 Owned-Oper. By...Southern Broadcasting Co.
 Address.....P. O. Box 879
 News ServiceUP
 RepresentativeWeed
 MembershipTvB
 Pres., Gen. Mgr.....J. Drayton Hastie
 Sec'y, Ass't Gen. Mgr.....Doug M. Braham
 Commercial Mgr.....Grange S. Cuthbert, Jr.
 Program Director.....Clark Davis
 Prom., Pub. Dir.....Ann Clark
 Film Manager.....Gray Carroll
 Chief Engineer.....Walter M. Nelson

**WFBC-TV—Greenville
 1953—NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WMRC, Inc.

Business Address.....505 Rutherford St.
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB, TvB
 President.....R. A. Jolley
 Gen., Sta. Manager.....Kenneth Beachboard
 Program Director.....Norvin C. Duncan
 Comm. Mgr.....Robert Q. Glass, Jr.
 Prom. Director.....Vic Latham
 Film Director.....Charles Howard
 Chief Engineer.....W. E. Garrison

WSPA-TV—Spartanburg
1956—CBS

Channel: 7 VHF...AP: 144 Kw...VP: 257 Kw.

Owned-Oper. By.....Spartan Bcstg. Co.
 Business Address.....224 E. Main St.
 Representative.....Hollingberry
 Pres., Gen. Mgr.....Walter J. Brown
 Sec'y-Treas.....D. S. Burnside
 Nat'l Sales Mgr.....Chas. E. Bell
 Local Sales Mgr.....Robert H. Walton
 Program Director.....James B. Hobbs, Jr.
 Production Dir.....Peter W. Swanson, Jr.
 Promotion Mgr.....William A. Adams
 Engineering Dir.....Harold Beckholt

South Dakota

Pop. March 1 (Est.) 701,000—TV Homes 118,000
 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.
 Address.....Phillips Ave., Sioux Falls, S. D.
 Representative.....H.R. TV, Bulmer & Johnson
 General Manager.....Evans Nord
 Chief Engineer.....John Gort

KOTA-TV—Rapid City—1955
ABC-CBS-NBC

Channel: 3 VHF...AP: 37.5 Kw...VP: 75 Kw.
 Owned-Oper. By.....Black Hills Broadcast Co.
 Business Address.....1819 W. St. Joe St.
 News Service.....AP, UP
 Membership.....NARTB, TvB
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Helen S. Duhamel

Commercial Mgr.....William F. Turner
 Prog. Dir., Film Mgr.....J. Norman Heffron
 Promotion Dir.....Abner H. George
 Chief Engineer.....Robert Musfeldt

KELO-TV—Sioux Falls—1953
ABC-CBS-NBC

Channel: 11 VHF...AP: 123 Kw...VP: 220 Kw.
 Owned-Oper. By.....Midcontinent Bcstg. Co.
 Business Address.....8th St. & Phillips Ave.
 News Service.....UP, AP, INS
 Membership.....NARTB, TvB
 Representative.....H.R.; Bulmer & Johnson
 President.....Joseph L. Floyd
 Gen., Sta., Comm. Mgr.....Evans A. Nord
 Program Director.....Murray Stewart
 Prom., Pub. Director.....Jim Molohon
 Production Manager.....Bob Johnson
 Film Manager.....Jack Townsend
 Chief Engineer.....Les Froke

Tennessee

Pop. March 1 (Est.) 3,494,000—TV Homes 647,000
 Stations in State 13

WCYB-TV—Bristol—1956
 (See Listing Under Bristol, Va.)

WDEF-TV—Chattanooga
1954—ABC-CBS

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WDEF Broadcasting Co.
 Address.....Volunteer Building
 News Service.....UP
 Representative.....Bramham
 Membership.....NARTB, TvB
 President.....Carler M. Parham
 General Mgr.....Harold E. Anderson
 Comm. Manager.....Otis H. Segler

Prog., Pub. Dir.....Morris Quave
 Promotion Director.....David I. Andrews
 Film Manager.....John Bonney
 Chief Engineer.....B. C. Baker

WRGP-TV—Chattanooga
1956—ABC-NBC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Mountain City TV, Inc.
 Business Address.....1214 McCallie Ave.
 Membership.....NARTB
 Representative.....H-R
 Pres., Gen. Mgr.....R. G. Patterson
 Commercial Mgr.....George P. Moore

Prog., Prom., Pub. Dir. Helen Patterson
 Chief Engineer B. B. Barnes

WDXI-TV—Jackson—1955
ABC-CBS

Channel: 7 VHF . . . AP: 44 Kw. . . VP: 86.7 Kw.
 Owned-Oper. By Dixie Bcstg. Co.
 Business Address Williams Bldg.
 News Service UP
 Membership NARTB
 Representative Headley-Reed
 President Aaron B. Robinson
 General Manager John E. North
 Prog. Dir., Film Mgr. James W. Hoppers
 Promotion Dir. Lawrence Dunne
 Chief Engineer James Thomas

WJHL-TV—Johnson City
1953—ABC-CBS

Channel: 11 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By WJHL, Inc.
 Business Address 145 W. Main St.
 News Service UP
 Membership NARTB
 Representative Pearson
 Pres., Gen. Mgr. W. Hanes Lancaster, Jr.
 Sales Mgr. J. Will Hall
 Program Director Jack Sausman
 Prom., Pub. Director W. A. McDonald
 Film Manager Vernita Wright
 Chief Engineer Rowland Medler

WATE-TV—Knoxville
1953—NBC

Channel: 6 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned-Oper. WATE, Inc.
 Business Address 612 S. Gay St.
 News Service UP
 Membership NARTB, TvB
 Representative Avery-Knodel
 President Paul Mountcastle
 Gen., Sta. Manager W. Henry Linebrough
 Comm. Manager J. T. McCloud
 Program Director John Reese
 Prom. Publicity Director Carl Huster
 Film Buyer J. H. Reese
 Chief Engineer Fred M. Andrews

WBIR-TV—Knoxville—1956
CBS

Channel: 10 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By WBIR, Inc.
 Business Address 618 South Gay St.
 News Service UP
 Membership NARTB
 Representative Katz
 Pres., Gen. Mgr. John P. Hart
 Local Sales Mgr. R. S. Quinn
 Nat'l Sales Mgr. J. Hart
 Prom., Pub. Dir. Gloria Fisher
 Prog. Dir., Film Mgr. Neal Branch
 Chief Engineer J. Rex Horton

WTVK-TV—Knoxville
1953—ABC

Channel: 26 UHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By So. Central Bcstg. Co.
 Business Address Memorial Park Rd.
 News Service AP
 Representative Pearson
 Pres., Gen., Sta., Comm. Mgr. J. Engelbrecht
 Program Director Bill Eckstein
 Film Manager Charles Broyles
 Chief Engineer Joe Broyles

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.
 Representative H.R.
 Membership TvB
 President Thomas J. O'Neil
 Gen. Manager William H. Grumbles
 Sales Manager Boone F. Nevin
 Sales Service Manager Henry Clark
 Merch. Dir. William Rucker
 Chief Engineer Welton Roy

WMCT—Memphis—1953
NBC

Channel: 5 VHF . . . AP: 60 Kw. . . VP: 100 Kw.
 Owned-Operated Memphis Publishing Co.
 Address Goodwyn Institute Building
 Representative Blair TV
 Membership NARTB, TvB
 General Manager H. W. Slavick
 Station, Comm. Mgr. Earl Moreland
 Program Dir. Wilson Mount
 Chief Engineer E. C. Frase, Jr.

WREC-TV—Memphis—1956
CBS

Channel: 3 VHF . . . AP: 60.3 Kw. . . VP: 100 Kw.
 Owned-Oper. By WREC Bcstg. Service
 Business Address Hotel Peabody Bldg.
 News Service UP
 Membership TvB
 Representative Katz
 Owner, Gen. Mgr. Hoyt B. Wooten
 Commercial Mgr. Charles B. Brakelield
 Prog. Dir., Film Mgr. Jack Michael
 Prom., Pub. Dir. Fred Munson
 Chief Engineer Wilson Raney

WLAC-TV—Nashville
1954—CBS

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned-Oper. WLAC-TV Inc.
 Address 159 Fourth Avenue North
 News Service UP
 Representative Katz
 Membership NARTB
 Exec. V.P. & Gen. Mgr. T. B. Baker, Jr.



Ass't to Mgr. Ruth C. Talley
 Gen. Sls. Manager R. M. Reuschle
 Operations Mgr. Roy A. Smith
 Promotion Director Jim Wharton
 Chief Engineer Ralph L. Hucaby

Prom., Pub. Dir. Dave White
 Chief Engineer Charles Duke

WSIX-TV—Nashville—1953
ABC

Channel: 8 VHF. AP: 89 Kw. VP: 177 Kw.
 Owned-Oper. By WSIX Inc.
 Business Address Nashville Trust Bldg.
 News Service AP
 Membership NARTB
 Representative Hollingbery
 President Louis R. Draughton
 V.P., Gen. Mgr. R. D. Stanford, Jr.
 Production Manager James Lynch
 Dir., Oper., Film Mgr. James L. Harper
 Comm. Manager Al M. Kerr

WSM-TV—Nashville—1950
NBC

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned Nat'l Life & Accident Insurance Co.
 Address 7th & Union
 News Service AP, UP, INS
 Membership NARTB, TvB
 Representative Petry
 President John H. DeWitt, Jr.
 Comm. Manager Irving Waugh
 Sales Manager Hi Bramham
 Operations Mgr. Brad Crandall
 Production Mgr. Fritz Kleibacker
 Prom., Pub. Dir. Harriane Moore
 Film Manager Elmer Cartwright
 Chief Engineer Aaron Shelton

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE

AP

... and **MORE RADIO AND TELEVISION STATIONS**
 depend on
THE ASSOCIATED PRESS

"Abilene's Only TV Station"

KRBC-TV

Channel 9

NBC Interconnected

Nearest competing station 35 miles West. Over 2/3 of market population concentration is in Abilene and Eastern half of Abilene trade territory.

PULSE, April 1956 Shows:

1. Of the top 15 once-a-week shows in this market, 14 are on KRBC-TV.
2. Of the top 10 multi-weekly shows, all 10 are on KRBC-TV.

ARB, Nov. 1956 Shows:

1. Station share of sets-in-use summary:

KRBC-TV 66.9

STATION B 34.6

Represented by Paul H. Raymer Co., Inc.

KRBC RADIO

1470 kc

"Abilene's Only Regional Station"

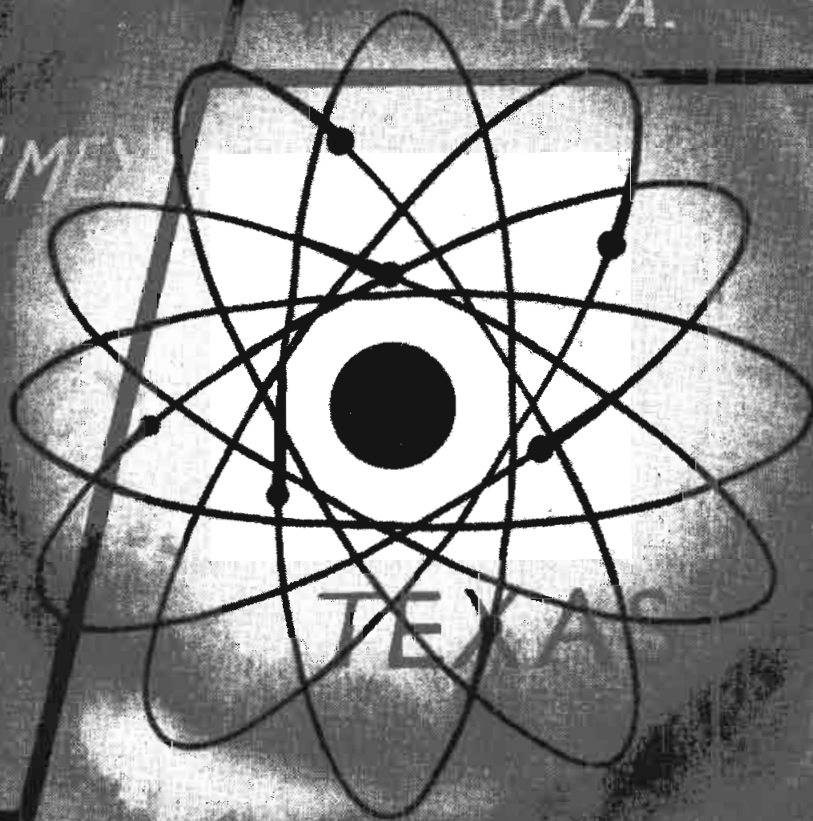
1000 W Night 5000 W Day

Represented by

Paul H. Raymer Co., Inc.

COLO. KANS.
**NO PLACE
TO HIDE!**

OKLA.



Advertising on KGNC-TV triggers reaction! . . . From Liberal, Kansas . . . to Tucumcari, New Mexico . . . to Altus, Oklahoma . . . a BIG audience hears . . . heeds . . . and responds. KGNC-TV is the High Plains station . . . HIGH audience-percentage, WIDE coverage-area, and HANDSOME returns on the advertising dollar!

KGNC-TV

Channel 4

AMARILLO

KPAR-TV—Abilene— Sweetwater—1956—CBS

Channel: 12 VHF..AP: 13.1 Kw..VP: 26.2 Kw.
Owned-Oper. By..... Texas Telecasting, Inc.
Bus. Address. 7400 College Ave., Lubbock, Tex.
Membership..... NARTB, TvB
Representative..... Branham
President..... W. D. "Dub" Rogers
Station Manager..... Dan C. Guthrie
Prog. Dir., Film Mgr..... Ray Trent
Promotion Dir..... W. H. Shipley
Publicity Dir..... Duncan Ellison
Chief Engineer..... Rudy Starnes

KRBC-TV—Abilene—1953 NBC

Channel: 9 VHF..AP: 13.8 Kw..VP: 27.5 Kw.
Owned-Oper. By..... Abilene Radio & TV Co.
Business Address..... 4510 So. 14th St.
News Service..... AP
Representative..... Raymer
Membership..... TvB
President & Gen. Mgr..... Dale Ackers
Comm. Manager..... John Higgins
Sta., Film Mgr.; Prog., Prom..
Pub. Dir..... George Breeding
Chief Engineer..... Troy Mallon
(See Page 865)

KFDA-TV—Amarillo—1953 ABC-CBS

Channel: 10 VHF..AP: 126 Kw..VP: 250 Kw.
Owned & Oper. By..... Amarillo Bsc'tg. Co., Inc.
Address..... P. O. Box 1440
News Service..... AP
Representative..... H.R. Clarke-Brown
Membership..... NARTB, TvB
President..... Gene L. Cagle
General Manager..... Ed Moore
Oper., Nat'l Sales Mgr.;
Prom., Pub. Dir..... Dan Hayslett
Prog. Dir..... Vernon Poerner
Film Mgr..... Dick Knerr
Chief Engineer..... Bill Spiller

KGNC-TV—Amarillo—1953 NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..... Globe News Publishing Co.
Address..... 2200 North Polk St.
News Affil..... News, Times, Globe
News Service..... AP, UP
Membership..... NARTB, TvB
Representative..... Katz
President..... Parker Prouty
General Manager..... Wes Izzard
Station Manager..... Aubrey Jackson
Ass't Sta. Mgr..... Bob Watson
Program Director..... Bud Pursley
Prom., Pub. Director..... Kin Raley
Film Manager..... Geraldine Howerton
Chief Engineer..... W. H. Torrey

KTBC-TV—Austin—1952 ABC-CBS-NBC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..... The I-B-J Co.
Address..... P. O. Box 717
News Service..... UP
Representative..... Raymer
Chairman of Bd..... Claudia T. Johnson
Pres., Gen. Mgr..... J. C. Kellam
Gen. Sales Manager..... O. P. (Bob) Bobbitt
Sales, Prom. Director..... Charles Brooks
Program Director..... Richard "Cactus" Pryor
Publicity Dir..... Charles Brown
Film Manager..... Elmo Brown
Chief Engineer..... Ben Hearn

KFDM-TV—Beaumont—1955 ABC-CBS

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..... Beaumont Bcstg. Corp.
Business Address..... 1420 Calder Ave.
News Service..... UP
Membership..... NARTB
Representative..... Peters, Griffin, Woodward
President..... D. A. Cannan
General Manager..... C. B. Locke
Commercial Mgr..... Mott M. Johnson
Program Dir..... Bill E. Beathard
Film Manager..... Paul McDuffie
Chief Engineer..... Harold W. Bartlett

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
News Service..... AP
Representative..... Pearson
Pres., Gen., Sta. Mgr..... William J. Wallace
Comm. Mgr..... John McMinn
Prog., Film Mgr..... R. Lindley
Prom., Pub. Dir..... Helen Wilson
Chief Engineer..... Rudy Starnes

KRIS-TV—Corpus Christi 1956—ABC-NBC

Channel: 6 VHF..AP: 27 Kw..VP: 54 Kw.
Owned-Oper. By..... Gulf Coast Bcstg. Co.
Business Address..... Box 840
Representative..... Peters, Griffin, Woodward
Membership..... NARTB
Pres., Gen. Mgr..... T. Frank Smith
V.P.-Sales..... W. M. Eikner
V.P.-Programs..... Charles Nethery
Promotion Dir..... Harry Abbott
Chief Engineer..... Joseph W. Collier

KSIX-TV—Corpus Christi 1956—CBS

Chief Engineer..... Rudy Starnes
Channel: 10 VHF..AP: 65 Kw..VP: 128 Kw.



Owned-Oper. ByKSIX-Television, Inc.
 Business AddressShow Room Bldg.
 RepresentativeH-R; Clarke Brown
 Pres., Gen. Mgr.Vann M. Kennedy
 Vice President.....Charles R. Manning
 Commercial Mgr.....William Patton
 Program Dir.....Gene Looper
 Chief Engineer.....Bill Kessel

RepresentativeBranham
 President.....Clyde Remberl
 Station Manager.....Roy M. Flynn
 Comm. Manager.....Gene Cuny
 Program Director.....Ves Box
 Prom., Pub. Director.....Jack Saunders
 Film Manager.....Nick Mueller
 Chief Engineer.....B. B. Honeycutt

KVDO-TV—Corpus Christi
1954—ABC-CBS

Channel: 22 UHF..AP: 10.2 Kw..VP: 18.8 Kw.
 Owned-Oper. By..Coastal Bend Television Co.
 AddressBox 2223
 News ServiceUP
 RepresentativeAdam Young
 PresidentGabriel Lozano
 General Manager.....L. W. "Bud" Smith
 Asst. Manager.....A. O. Lerma
 Comm. Manager.....Bert Metcall
 Film Manager.....A. Reyna
 Chief Engineer.....Nestor Cuesta

WFAA-TV—Dallas—1949
ABC-NBC

Channel: 8 VHF..AP: 150 Kw..VP: 300 Kw.
 Owned Operated By.....A. H. Belo Corp.
 Business Address...3000 Harry Hines Blvd.
 Newspaper Affiliation.....Morning News
 News ServiceAP
 MembershipNARTB, TvB
 ReoresentativePetry
 President.....E. M. (Ted) Dealey
 General Manager.....Alex Keese
 Station Manager.....Ralph W. Nimmons
 Comm. Manager.....Dick Drummy
 Program Director.....Bob King
 Prom., Pub. Director.....Charles Larkin
 Film Manager.....Dunlap Clark
 Chief Engineer.....Jim W. Cooper

KRLD-TV—Dallas—1949
CBS

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....KRLD Radio Corp.
 Business Address.....Herald Square
 Newspaper Affiliation ..Dallas Times Herald
 News ServiceUP
 MembershipNARTB

KILT-TV—El Paso—1956
ABC

Channel: 13 VHF..AP: 16.9 Kw..VP: 28.2 Kw.
 Owned-Oper. By..McLendon Investment Corp.

**NO
 OTHER
 TV STATION IN
 TEXAS GIVES YOU AS
 MUCH COVERAGE AS**



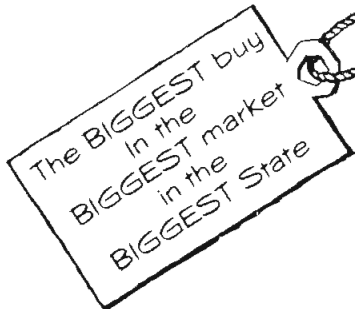
Channel 4, operating with maximum power from atop Texas' tallest tower, covers 47 of Texas' most populous and prosperous counties — where one-third of all Texas TV sets are located — plus 5 in Oklahoma. Telepulse Reports consistently show KRLD-TV dominating the combined Dallas-Fort Worth metropolitan audiences. For THE BEST BUY — BETTER BUY KRLD-TV.

KRLD-TV

CHANNEL 4 DALLAS

Owners and operators of KRLD, the only full-time 50,000 watt radio station in Dallas-Fort Worth area The Times Herald Station, Herald Square, Dallas 2, The Branham Company, National Representatives

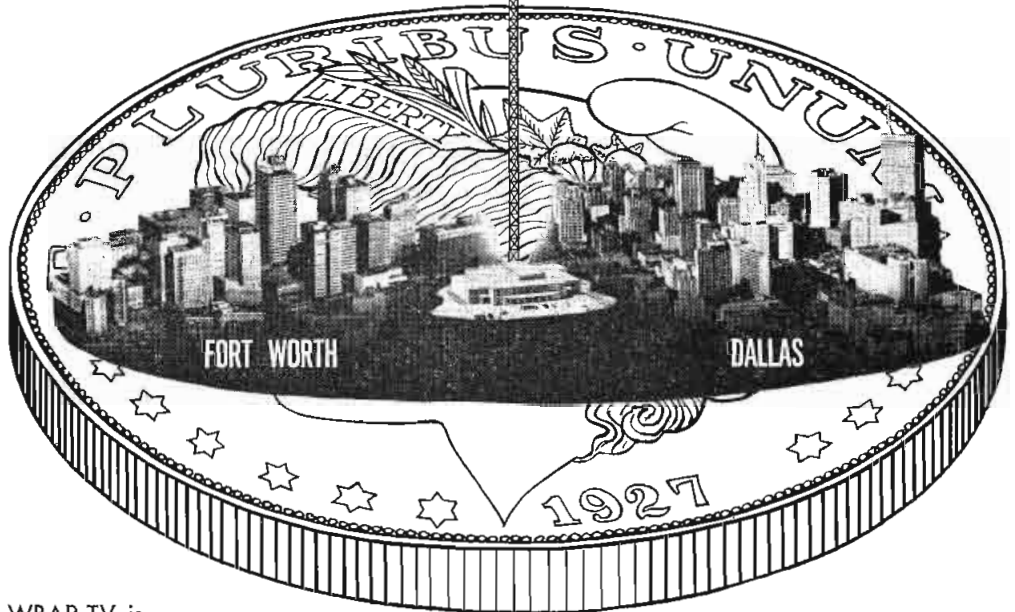
JOHN W. RUNYON CLYDE W. REMBERT
Chairman of the Board *President*



SITTING

ON A

\$4 BILLION MARKET



WBAP-TV is sitting right in the middle of the lucrative Fort Worth-Dallas market, delivering a stronger signal and stronger programs day and night to these two vast metropolitan areas. In addition WBAP-TV also delivers a 53 luxuriant county coverage area in Texas and Oklahoma.

When you buy spots or programs, buy the full market area, buy WBAP-TV.

WBAP-TV 53 COUNTY MARKET TOTALS

POPULATION	2,671,900
FAMILIES	811,400
1955 EFFECTIVE BUYING INCOME (NET DOLLARS)	\$4,012,343,000
1955 EFFECTIVE BUYING INCOME PER FAMILY (NET)	3,495
1955 RETAIL SALES	3,188,047,000
FARM POPULATION	397,400
NUMBER OF FARMS	100,934
GROSS FARM INCOME	425,349,000

Source: Sales Management Survey of Buying Power, May 10, 1956
Standard Rate & Data Service Inc., May 10, 1956

WBAP-TV CHANNEL 5

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

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

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

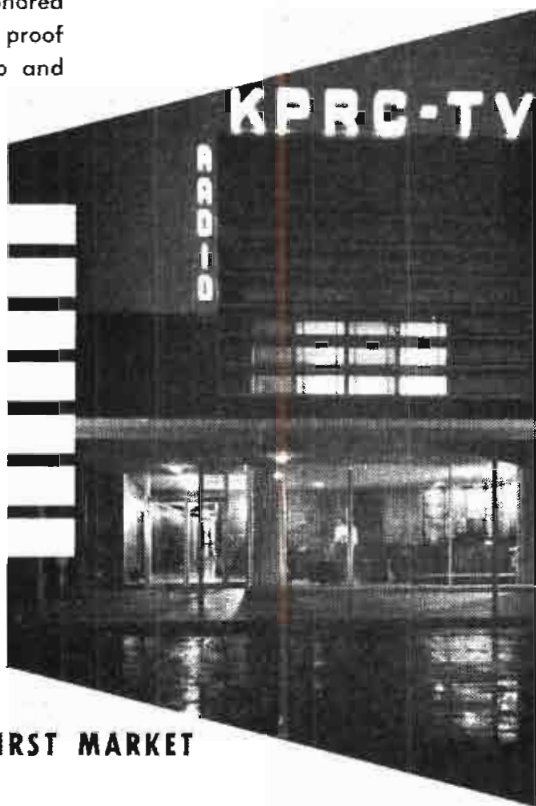
FIRST IN NEWS

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

Business Address.....4530 Delta St.
 News Service.....UP
 Representative.....H-R
 Chairman of Bd.....B. R. McLendon
 President.....Gordon B. McLendon
 General Mgr.....Ed Winton
 Comm. Manager.....Howard Baldwin
 Prog., Prom. Dir.....John Amodeo
 Publicity Dir.....William Edwards
 Film Manager.....Pat Stewart
 Chief Engineer.....Ed Rancher

KROD-TV—El Paso—1952
ABC-CBS

Channel: 4 VHF...AP: 28 Kw...VP: 56 Kw.
 Owned-Oper. By.....El Paso Times, Inc.
 Address.....Box 1799
 Membership.....NARTB
 Representative.....Branham
 President.....D. D. Roderick
 V.P., General Manager.....Val Lawrence
 Sales Manager.....Dick Watts
 Promotion Mgr.....Gordon Phillips
 Chief Engineer.....Edward P. Talbot

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. Mgr.....Karl O. Wyler, Sr.
 Exec. Ass't.....Karl O. Wyler, Jr.
 Comm. Manager.....Roy T. Chapman
 Prog. Director.....Jack Rye
 Prom. Dir.....Jack Elliott
 Film Mgr.....Dorothy Somers
 Chief Engineer.....Kenneth J. Walton

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF...AP: 105 Kw...VP: 210 Kw.
 Owned-Oper. By...Texas State Network, Inc.
 Address.....4801 W. Freeway
 News Service.....AP
 Representative...H-R Television, Clarke Brown
 Pres., Gen. Mgr.....Gene L. Cagle
 Prog. Dir.....Henry Davis
 Pub. Director.....Edith Milikin
 Film Mgr.....Arno Mueller
 Chief Engineer.....Pete Peterson

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.
 Newspaper Affiliation.....Fort Worth Star-
 Telegram
 News Service.....AP
 Representative.....Peters, Griffin, Woodward
 Membership.....NARTB, TvB
 President.....Amon Carter, Jr.
 General Manager.....George Cranston

Commercial Mgr.....Roy Bacus
 Program Director.....Robert Gould
 Prom., Pub. Dir.....Margaret McDonald
 Film Manager.....Lynn Trammell
 Chief Engineer.....R. C. Stinson
 (See Page 869)

KGUL-TV—Galveston-Houston
1952—CBS

Channel: 11 VHF...AP: 132 Kw...VP: 263 Kw.
 Owned-Oper. By.....Gulf Television Corp.
 Business Address.....11 Video Lane
 News Service.....AP
 Representative.....CBS Television Spot Sales
 Membership.....NARTB, TvB
 Pres., Gen. Mgr.....Paul E. Taft
 Comm. Manager.....Robert S. Wilson
 Program Director.....Thomas L. Thompson
 Prom., Pub. Dir.....Roland Brazier
 Film Manager.....Bud Johnson
 Chief Engineer.....William R. Sloat

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
 Representative.....H-R Reprs.
 General Manager.....Troy McDaniel
 Comm. Manager.....S. Zimmerman
 Chief Engineer.....Al Beck

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

KTRK-TV—Houston—1954
ABC

Channel: 13 VHF...AP: 117 Kw...VP: 316 Kw.
 Owned-Oper...Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Newspaper Affiliation.....Chronicle
 Representative.....Hollingbery
 News Service.....AP, INS
 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
 Prom., Pub. Director.....John Chapman
 Film Manager.....Hugh Pickett
 Chief Engineer.....Tom Hiner

KHAD-TV—Laredo—1956

ABC-CBS-NBC

Channel: 8 VHF AP: 1.07 Kw. VP: 2.14 Kw.
 Owned-Oper.. Vidicon Industries of America
 Business Address 820 Convent Ave.
 News Service AP
 Membership NARTB
 Representative Pearson
 Station Manager Cleo E. Long
 Commercial Mgr. John A. Snyder
 Prog., Prom., Pub. Dir. Jim Shelton
 Film Manager Ernie Ramirez
 Chief Engineer W. Irven Simpson

National Sales Mgr. E. A. Hassett
 V.P., Gen. Sales Mgr. Jimmie Isaacs
 Prog. Dir., Film Mgr. Ray Trent
 V.P., Prom., Research Dir. W. H. Shipley
 Production Manager Bill Baker
 Publicity Director Duncan Ellison
 Chief Engineer Rudy Starnes

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.
 News Service INS, AP
 Representative Branham
 Membership NARTB, TvB
 Pres., Gen. Mgr. W. D. (Dub) Rogers

KCBD-TV—Lubbock—1953

ABC-NBC

Channel: 11 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Bryant Radio & TV Inc.
 Business Address 5600 Ave. A
 News Service AP, UP
 Representative Raymer
 Membership NARTB
 Pres., Gen. Manager Joe H. Bryant
 Asst. Gen. Manager. Robert L. Snyder
 National Sales Mgr. Ray Poindexter
 Comm. Manager George L. Tarter
 Program Director Bill Taylor
 Prom., Pub. Director Phyllis Fikes
 Film Manager Don Anderson
 Chief Engineer Frank Lee

**PARDNER STATIONS CORRAL RICH, SCATTERED
 POPULATION INTO ONE BIG PACKAGE**

now covering more than 250,000 sets!

KDUB stations

CBS

THE COMBINED AREA covered by KDUB-TV, KPAR-TV and KBST-TV encompasses a population equal to many "major" metropolitan areas. Advertisers are quick to realize that such agricultural areas depend more on TV for entertainment than do big-city viewers. This microwave installation knits such an area into one big market.

K D U B - T V LUBBOCK, TEXAS **K P A R - T V** ABILENE-SWEETWATER, TEXAS **K B S T - T V** BIG SPRING, TEXAS

OWNED AND OPERATED BY TEXAS TELECASTING, INC. (CORP. FD.) W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Surr" Patten, National Sales Manager

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
 News Service.....AP, UP
 Representative.....Venard, Rintoul,
 ..McConnel; Melville Co.
 President.....R. W. Wortham, Jr.
 Gen., Sta., Film Mgr.....Richman Lewin
 Comm. Manager.....Murphy Martin
 Prog., Prom., Pub. Dir.....Boyd Porter, Jr.
 Chief Engineer.....Fred Clinton Hill

KMID-TV—Midland—1953

NBC-ABC

Channel. 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..Midessa Television Co., Inc.
 Business Address.....Box 2758
 Rep.....Venard, Rintoul & McConnell, Brown
 Membership.....NARTB
 General Manager.....Ray Herndon
 Commercial Manager.....George Collie
 Program Director.....Jerry Blaie
 Chief Engineer.....Bill 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
 News Service.....AP, UP
 Membership.....NARTB
 Representative.....Pearson
 Pres., Gen. Mgr.....Cecil L. Trigg
 Station Manager.....John Vacca
 Sales Manager.....Ed Costello
 Production Mgr.....Stu Klein
 Prom., Pub. Dir.....Don Kirkpatrick
 Film Director.....George Duesler
 Chief Engineer.....Bill Schock

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
 Rep...Melville, Venard, Rintoul & McConnell
 News Service.....UP, INS
 Membership.....NARTB
 President.....A. D. Rust
 V.P., Gen., Sta. Mgr.....J. Harley Hubbard
 Comm. Manager.....George Olsen
 Prog. Dir.....A. Cobb
 Prom., Pub. Director.....Doug Thompson
 Secretary-Treasurer.....B. P. Bludworth
 Film Manager.....Charles Cathey
 Chief Engineer.....Robert Benson

KCOR-TV—San Antonio—1955

Channel: 41 UHF..AP: 8.2 Kw..VP: 16.4 Kc.
 Owned-Oper. By.....KCOR, Inc.
 Business Address.....111 Martinez St.

**ARE YOU
 ON THE
 DOTTED
 LINE
 WITH
 9?**

**BETTER
 GET
 WITH
 IT NOW!
 300,000
 PROSPEROUS
 FAST BUYING
 PEOPLE SERVED
 ONLY BY
 THEIR
 POPULAR**

KTRE-TV

LUFKIN, TEXAS

CHANNEL 9

Richman Lewin, Vice Pres. &
 General Manager
 The Only Non-Metropolitan
 Market With Basic
 N B C Programming Live*
 *Via Microwave from
 KPRC-TV in Houston

**NATIONAL
 REPRESENTATIVES**
 Venard, Rintoul &
 McConnell, Inc.
 New York, Chicago,
 San Francisco, Los
 Angeles and Boston

**SOUTHWEST
 REPRESENTATIVE**
 Clyde Melville
 Company of
 Dallas

**60,106
 TELEVISION
 SETS IN THE
 BOOMING
 LUMBER RICH
 LUFKIN-NACOGDOCHES
 EAST TEXAS AREA
 SERVED BY KTRE-TV**

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 Rarabaugh Reports*



KSYD-TV

Exclusive CBS for North Texas
and Southern Oklahoma

Wichita Falls, Texas

Syd Grayson,
General Manager

Hoag-Blair Company
Nat'l Sales Representatives

Representative Richard O'Connell, Inc.
 President Raoul A. Cortez, Sr.
 V.P., Gen. Mgr. Nathan Safir
 V.P. Raoul A. Cortez, Jr.
 Commercial Mgr. Ben Tamborello
 Prod., Prog. Dir. Emilio Nicolas
 Dir. Engineering Marvin Fiedler

**KENS-TV—San Antonio
 1949—CBS**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Express Publ. Co.
 Business Address Ave. E & 3rd St.
 News Service UP, AP
 Representative Peters, Griffin, Woodward
 Membership NARTB, 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
 Chief Engineer.....William J. Jackson

KONO-TV—San Antonio—1957

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Mission Tostig, Corp.
 Business Address 1408 N. St. Mary's St.
 Representative H-R. Clarke Brown
 V.P., Gen. Mgr.....James M. Brown
 Commercial Mgr.....Bob A. Roth
 Operations Mgr.....Justin R. Duncan
 Engineering Dir.....George W. Ing

**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.
 News Service AP, INS, UP
 Representative Petry
 Membership TvB
 President Hugh A. L. Half
 Sta., Gen. Mgr.....James M. Gaines
 Comm. Manager.....Edward V. Cheviot
 Prog. Director.....Robert Reed
 Promotion Dir.....Bill N. Yancy
 Publicity Dir.....Imogene Stanley
 Film Manager Faye Leavitt
 Chief Engineer.....Charles Jeffers

**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
 Newspaper Affiliation.....Telegram
 Membership NARTB
 News Service UP
 Representative Hollingbery; Melville
 President Frank W. Mayborn
 General Manager.....Burton Bishop
 Station Manager.....Gene Lewis
 Chief Engineer.....Curtis M. Casey

**KCMC-TV—Texarkana—1953
 CBS-ABC**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....KCMC, Inc.
 Business Address Box 1290
 Newspaper Affil.....Gazette & Daily News
 Representative..Venard, Rintoul & McConnell;
 Melville; Ayers
 Membership NARTB, TvB
 President C. E. Palmer
 Exec. V.P.....Walter E. Hussman
 General Manager.....Walter M. Windsor
 Dir, Nat'l Sales; Prom.....Richard M. Peters
 Program Dir.....Les Eugene
 Production Mgr.....Robert L. McCay
 Chief Engineer.....William R. Atkinson

**KLTV—Tyler-Longview—1954
 NBC-ABC-CBS**

Channel: 7 VHF..AP: 217 Kw..VP: 316 Kw.
 Owned-Oper. By.....Lucille Ross Lansing
 Business Address Box 957
 Representative H-R
 Membership NARTB
 General Manager.....Marshall H. Pengra
 Sales Mgr.....John Lenox
 Program Director.....Bonnie Lenox
 Chief Engineer.....Hudson Collins

**KWTX-TV—Waco—1955
 CBS-ABC**

Channel 10 VHF..AP: 53.6 Kw..VP: 107.2 Kw.
 Owned-Operated By...KWTX Broadcasting Co.
 Address Box 3128
 Representative Pearson
 Membership NARTB
 President W. W. Naman
 Gen., Sta. Mgr.....M. N. Bostick
 Commercial Manager.....Charles Boland
 Program Director.....Curtis Matties
 Promotion Dir.....Oma Owens
 Chief Engineer.....Jesse H. Dove

**KRGV-TV—Weslaco—1954
 NBC**

Channel: 5 VHF..AP: 14.4 Kw..VP: 28.8 Kw.
 Owned-Oper. By.....KRGV Television Inc.
 Business Address 311 S. Missouri Ave.
 News Service AP
 Representative Pearson
 Pres., Gen. Mgr.....O. L. Taylor
 Ass't Mgr.....Bill Rucker
 Program Director.....Dallas Wales
 Promotion Dir.....Ted Cressner
 Film Manager Fred Willis
 Chief Engineer.....Lewis Hartwig

**KSYD-TV—Wichita Falls
 1953—CBS**

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....KSYD-TV Co., Inc.

Address P. O. Box 2130
 News Service AP
 Representative Blair TV
 Membership NARTB
 Pres., Gen. Mgr. Syd Grayson
 Station Mgr. Nat Levine
 Commercial Mgr. Bob Cain
 Program Director Bill Richie
 Prom., Pub. Dir. Paralee Norman
 Film Manager Sarah Neilson
 Chief Engineer Herb Wiley

KFDX-TV—Wichita Falls
1953—ABC-NBC

Channel: 3 VHF. AP: 60 Kw. VP: 100 Kw.

Owned-Operated By: Wichtex Radio & Tele. Co.
 Address Seymour Road
 News Service UP
 Representative Raymer
 Membership NARTB
 President Darrold A. Cannan
 Gen., Sta. Mgr. Howard H. Fry
 Commercial Mgr. Bob H. Walker
 Program Director Warren Silver
 Prom., Pub. Director D. A. Cannan, Jr.
 Film Manager Barbara Powell
 Film Buyer Howard Fry
 Chief Engineer John Adams

Utah

Pop. March 1 (Est.) 817,000—TV Homes 177,000
 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.
 News Service UP
 Representative CBS TV Spot Sales
 Membership NARTB, TvB
 Exec. Vice President J. W. Wright
 Vice President Ivor Sharp
 V.P. & Gen. Mgr. D. Lennox Murdoch
 Comm. Mgr. Edward B. Kimball
 Program Director Wayne Richards
 Prom. & Pub. Dir. Paul Alexander
 Production Manager Scott R. Clawson
 Merchandising Dir. Harry Fletcher
 Film Editor Richard V. Thiriot
 Chief Engineer Vincent E. Clayton

Membership NARTB, TvB
 Pres. & Gen. Mgr. G. Bennett Larson
 Vice President John M. Baldwin
 Comptroller Kenneth Hanni
 Program Director Dan Rainer
 Commercial Mgr. Harold Woolley
 Prom. & Pub. Director Del Leeson
 Film Manager Desmond Barker
 Technical Director Allan Gunderson

KUTV—Salt Lake City—1954
ABC

Channel: 2 VHF. AP: 25.1 Kw. VP: 45.7 Kw.
 Owned-Oper. By. Utah Bcstg. & TV Corp.
 Business Address 179 Social Hall Ave.
 Newspaper Affiliation Tribune; Ogden
 Standard Examiner
 News Service AP
 Membership NARTB
 Representative Avery-Knodel
 President A. L. Glassman
 Vice President George C. Hatch
 Gen., Sta. Comm. Mgr. Brent H. Kirk
 Program Dir. Duane C. Hill
 Prom., Pub. Dir. Keith Nicholson
 Production Manager LaMar Smith
 Film Buyer Sid Cohen
 Film Manager Jack Ivers
 Chief Engineer Herbert Houlhouser

KTVT—Salt Lake City—1948
NBC

Channel: 4 VHF. AP: 14 Kw. VP: 27 Kw.
 Owned By. Intermountain Bcstg. & TV Corp.
 Business Address 130 Social Hall Ave.
 Representative Katz
 Newspaper Affiliation Time, Inc.
 News Service UP

Vermont

Pop. March 1 (Est.) 369,000—TV Homes 76,000
 Stations in State 1

WCAX-TV—Burlington
1954—CBS

Channel: 3 VHF. AP: 9.5 Kw. VP: 18.3 Kw.
 Owned-Oper. By. Mt. Mansfield Bcstg. Corp.
 Address 135 Main Street
 News Service UP

Representative Weed
 Membership NARTB, TvB
 President C. P. Hasbrook
 Gen. Sta. Manager S. T. Martin
 Comm. Manager J. A. Dobson
 Prom., Pub. Dir. Charles Lewis
 Film Manager A. Sherman Rutter
 Chief Engineer J. W. Tierney

WCYB-TV—Bristol—1956 ABC-NBC

Channel: 5 VHF..AP: 42.7 Kw..VP: 70.8 Kw.
Owned-Oper. By...Appalachian Bcstg. Corp.
Business Address.....Box 1009
News Service.....AP
Membership.....NARTB, TvB
Representative.....Weed
Pres., Gen. Mgr.....Robert H. Smith
Operations Mgr.....Labe B. Mell
Sales Manager.....Fey Rogers
Program Director.....Frank Spaulding
Prod., Prom. Dir.....Jim Pridemore
Chief Engineer.....Russell V. Robinson

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.
News Service.....AP, INS
Representative.....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
Sales Director.....Harrol A. Brauer, Jr.
Prom., Pub. Director.....Jane Winne
Prog. Dirs.....Blair McKensie, Jim Gray
Operations Mgr.....L. W. Kliever
Production Manager.....Robert McCourt
Film Manager.....Robert Champion
Chief Engineer.....William C. King, Jr.

WSVA-TV—Harrisonburg 1953—ABC-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Business Address.....Rawley Pike
News Service.....AP
Membership.....NARTB, TvB
Representative.....Pearson
Pres., Gen., Sta. Mgr.....Hamilton Shea
Commercial Mgr.....Richard H. Johnson
Prog. Director.....Robert E. Lee
Prom., Pub. Director.....N. L. Royster
Film Manager.....Margie Swain
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.
News Service.....AP
Membership.....NARTB
Representative.....Hollingbery
President.....Edward Allen
Gen., Sta., Comm. Mgr.....Phil Allen
Prog., Prom., Pub. Dir., Film Mgr..Warren Uttal
Chief Engineer.....John T. Orth

WTAR-TV—Norfolk—1950 ABC-CBS

Channel: 3 VHF..AP: 50 Kw..AP: 100 Kw.

Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Newspaper Affil....Norfolk Newspapers, Inc.
News Service.....AP, INS
Representative.....Petry
Membership.....NARTB, TvB
President, Gen. Mgr.....Campbell Arnoux
Asst. General Mgr.....John C. Peffer
Gen. Sales Manager.....Robert M. Lambe
Program Director.....Harold Soldinger
Prom., Pub. Dir.....Hal Powell
Film Manager.....Harry Nicholas
Chief Engineer.....Richard Lindell

WTOV-TV—Norfolk—1955

Channel: 27 UHF..AP: 11.7 Kw..VP: 19.6 Kw.
Owned-Operated By.....Tim Brite, Inc.
Business Address.....1305 Granby St.
Representative.....McGillvra
President.....Temus R. Bright
General Manager.....Tim Bright
Sec'y-Treas.....Anna C. Bright
Program Director.....Miss Tovey Lee
Promotion Dir.....Charles Adams
Commercial Mgr.....Winston Bright
Chief Engineer.....James Richardson

WXEX-TV—Petersburg 1955—NBC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Petersburg Television Corp.
Address.....124 W. Tabb Street
Representative.....Select
President.....Thomas G. Tinsley, Jr.
V.P., Nat'l Sls. Dir.....Irvin G. Abeloff
Local Sls. Dir.....George R. Oliviere
Program Dir.....James L. Dodd
Chief Engineer.....John F. Costello

WRVA-TV—Richmond 1956—CBS

Channel: 12 VHF..AP: 200 Kw..VP: 316 Kw.
Owned-Oper. By.....Richmond TV Corp.
Business Address.....Box 2370, Zone 18
News Service.....AP, INS.
Membership.....NARTB, TvB
Reps.....Harrington, Righter, Parsons
President.....C. T. Lucy
General Manager.....Barron Howard
Commercial Mgr.....James D. Clark, Jr.
Program Director.....Samuel S. Carey
Prom., Pub. Dir.....John L. Stone, Jr.
Film Manager.....Robert Pie
Chief Engineer.....S. T. Terry, Jr.

WTVR—Richmond—1947 ABC

Channel: 8 UHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address.....3301 W. Broad St.
News Service.....UP



An exclusive CBS affiliate, WDBJ-TV covers 63 counties with maximum power at top elevation. This rich market area of about 2 billion dollars in retail sales annually includes all Western Virginia and portions of North Carolina and West Virginia.

For your copy of WDBJ-TV's county outline map write the Station or ask Peters, Griffin, Woodward, Inc.

WDBJ-TV
Owned and operated by
TIMES-WORLD CORPORATION

Representative Blair TV
Membership NARTB
Pres., Gen., Comm. Mgr. Wilbur M. Havens
Ass't Mgr., Prom., Pub.
Dir. Walter A. Bowry, Jr.

Prog. Director John Shand
Film Manager..... Conrad G. Rianhard
Chief Engineer..... James Kyle

WDBJ-TV—Roanoke—1955
CBS

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By Time-World Corp.
Address 201 Campbell Ave.
News Service AP, UP
Representative..... Peters, Griffin, Woodward, Inc.
Membership NARTB, TvB
President M. W. Armistead, III
V.P., Managing Director..... Ray P. Jordan
Ass't V.P., Comm. Mgr..... John Harkrader
TV Sales Manager..... Blake Brown
Prog. Dir., Film Mgr..... Paul E. Reynolds
Prom. Director..... Mike Schaffer
Technical Director..... J. Edward Newman

WSLS-TV—Roanoke—1952
NBC

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By..... Shenandoah Life Stations
Address Radio-TV Center
News Service AP
Representative Avery Knodel
Membership NARTB, TvB
President Paul C. Buford
Exec. Vice Pres..... James H. Moore
Asst. & Comm. Mgr..... Horace Fitzpatrick
Prog:am Manager..... George W. Chernault Jr.
Promo:ion Director..... Fred L. Corstaphney
Dir. Sales Prom..... Charles Garrison
Chief Engineer..... J. P. Briggs

Washington

Pop. March 1 (Est.) 2,713,000—TV Homes 615,000
Stations in State 10

KVOS-TV—Bellingham
1953—ABC-CBS

Channel: 12 VHF... AP: 112 Kw... VP: 224 Kw.
Owned-Oper. By..... KVOS, Inc.
Business Address..... 1151 Ellis St.
News Service UP
Representative Forjoe
President Rogan Jones
General Manager..... David Mintz
Commercial Mgr..... Fred Elsethagen
Program Director..... John Sherman
Publicity Dir..... Alice Griffith
Chief Engineer..... Ernest Harper

Representative Weed, Art Moore
Membership TvB
President..... A. W. Talbot
General Manager..... Tom Bostic
Sta., Comm. Mgr..... Monte Strahl
Prog., Prom. Dir.: Film Mgr..... Don Hayes
Publicity Dir..... Bob Parnell
Chief Engineer..... Bernie Bailie

KING-TV—Seattle—1948
ABC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... King Bcstg. Co.
Business Address..... 320 Aurora
News Service INS, UP
Representative Blair-TV
Membership NARTB, TvB
President..... Mrs. A. Scott Bullitt
V.P., Gen. Mgr..... Otto P. Brandt
Exec. V.P..... Henry B. Owen
Commercial Manager..... Al Hunter
Nat'l Sls. Mgr..... James Neidigh

KEPR-TV—Pasco—1954
ABC-CBS-NBC

(Satellite of KIMA-TV, Yakima)
Channel: 19 UHF... AP: 4.9 Kw... VP: 9.12 Kw.
Owned-Oper. By..... Cascade Bcstg. Co.
Business Address Box 702, Yakima, Wash.

Program Director.....Lee Schulman
 Prom., Pub. Director.....Mel Anderson
 Dir. of Engineering.....James L. Middlebrooks

KOMO-TV—Seattle—1953
NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Fisher's Television Co.
 Business Address.....100 4th Ave. N.
 News ServiceUP
 RepresentativeNBC Spot Sales
 MembershipNARTB, TvB
 President.....O. D. Fisher
 Exec. V.P. & Gen. Mgr.....W. W. Warren
 V.P. & Comm. Mgr.....Ray Baker
 Mgr. Programming.....Dave Crockett
 Program Manager.....Tom Rogstad
 Film Editor.....Arden Skoog
 Ad., Prom. Manager.....Bill Cathey
 Nat. Sls. Mgr.....Maitland Jordan
 Sales Manager.....Bill Hubbach
 Chief Engineer.....C. E. Miller

KHQ-TV—Spokane—1952
NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....KHQ, Inc.
 Address.....700 Radio Central Bldg.
 RepresentativeKatz
 MembershipNARTB, TvB
 Pres., Gen. Mgr.....R. O. Dunning
 Sec'y-Treas.....M. O. Fritsch
 Commercial Mgr.....J. Birney Blair
 TV Sales Service.....Chas. Birmingham
 Promotion Manager.....Rex Gerlach
 Program Director.....John R. Fahey
 Operations Mgr.....Charles Lohnes
 Engineering Dept.....Al Sparling

KREM-TV—Spokane—1954
ABC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned & Oper. By.....Louis Wasmer
 Address4103 S. Regal
 News ServiceAP
 RepresentativePetry
 OwnerLouis Wasmer
 Gen., Sta., Comm. Mgr., Prom.
 Dir.Robert Temple
 Program Director.....Walt Schaar
 Publicity Dir.....Richard Hoover
 Film Manager.....Hugh Tanner
 Chief Engineer.....Homer Mead

KXLY-TV—Spokane—1953
CBS

Channel: 4 VHF...AP: 27 Kw...VP: 48 Kw.
 Owned-Oper. By...Northern Pacific TV Corp.
 AddressTelevision Center
 News ServiceUP
 RepresentativeAvery-Knodel
 MembershipNARTB
 PresidentNorman Alexander
 V.P., Gen., Sta. Mgr.....Richard Jones
 Comm. Manager.....James Agostino
 Program Director.....Gene Roth
 Promotion, Publicity Dir.....Bob Moore
 Film Manager.....Clarence Koenig
 Chief Engineer.....Dave Green

KTNT-TV—Tacoma—1953
CBS

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By...Tribune Publishing Co.
 AddressS. 11th & Grant Ave.
 Newspaper Affil.....Tacoma News Tribune
 News ServiceAP, UP
 RepresentativeWeed
 MembershipNARTB, TvB
 Gen. Mgr., Dir. Sales.....Larry Carino
 Program Director.....Burke Ormsby
 Chief Engineer.....Max Bice

KTVW—Tacoma—1953

Channel: 13 VHF..AP: 57 Kw..VP: 98.5 Kw.
 Owned-Oper. By.....J. Elroy McCaw
 Business Address.....230 8th Avenue
 News ServiceINS
 RepresentativeHollingsbery
 MembershipTvB
 Owner.....J. Elroy McCaw
 Gen., Sta. Manager.....William Veneman
 Commercial Mgr.....George Glavin
 Program Director.....Don Wood
 Prom., Pub. Director.....Edna K. Hanna
 Film Manager.....Howard C. Perkin
 Chief Engineer.....Charles R. Morris

KIMA-TV—Yakima—1953
ABC-CBS-NBC

Channel: 29 UHF..AP: 115 Kw..VP: 191 Kw.
 Owned-Oper. By.....Cascade Bcstg. Co., Inc.
 Business Address.....Box 702
 News ServiceAP
 RepresentativeWeed
 MembershipNARTB, TvB
 President.....A. W. Talbot
 Gen., Sta. Mgr.....Thomas C. Bostic
 Commercial Mgr.....H. R. Cary
 Program, Flm. Mgr.....James Nolan
 Promotion Director.....Joe Ryan
 Pub. Relations Director.....E. M. Morrissey
 Chief Engineer.....J. Barry Wilkinson

West Virginia

Pop. March 1 (Est.) 1, 982,000—TV Homes 360,000
Stations in State 8

WHIS-TV—Bluefield—1955 NBC

Channel: 6 VHF AP: 28.8 Kw. VP: 50 Kw.
Owned-Oper. By... Daily Telegraph Ptg. Co.
Address... Municipal Building
News. Affil... Daily Telegraph, Sunset News
Representative... Katz
Membership... NARTB
Vice Pres... H. I. Shott
Station Manager... P. T. Flanagan
Sales Manager... John C. Shott
Chief Engineer... K. Dick

WCHS-TV—Charleston—1954 CBS

Channel: 8 VHF AP: 200 Kw. VP: 316 Kw.
Owned & Oper. By... WCHS-TV Inc.
Address... 1111 Virginia Street East
News Service... UP
Representative... Branham
Membership... NARTB, TvB
President... Hawthorne D. Battle
Gen., Sta. Mgr... John T. Gelder, Jr.
Comm. Manager... John L. Sinclair, Jr.
Program Director... Morton S. Cohn
Prom., Pub. Dir... Bruce Johns
Chief Engineer... William E. Dixon

WJPB-TV—Fairmount—1954 ABC-NBC

Channel: 35 UHF AP: 10 Kw. VP: 20 Kw.
Owned-Oper. By... WJPB-TV, Inc.
Business Address... 400 Quincy St.
Representative... Gill-Perna
Pres., Gen. Mgr... J. Patrick Beacom
V.P., Dir. Sales... Harry W. Critchlow
Program Director... Robert Frazier
Film Director... Robert Mitchell
Technical Dir... Joe Sterlowski
TV Director... Numa Fabre

WHTN-TV—Huntington 1955—ABC

Channel: 13 VHF AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By... Cowles Bcstg. Co.
Address... 625 Fourth Avenue
News Service... UP
Representative... Petry
Membership... NARTB, TvB
President... Luther L. Hill
Station Manager... Robert R. Tincher
Comm. Manager... George Miller, Jr.
Program Director... Norman L. Bacon
Prom., Pub. Dir... Chas. Dinkin
Film Director... Richard H. Hite
Chief Engineer... Harold Sturm

WSAZ-TV—Huntington 1949—NBC

Channel: 3 VHF AP: 60 Kw. VP: 100 Kw.
Owned-Operated By... WSAZ, Incorporated
Address... 201 Ninth St.
Newspaper Affil... Huntington Publishing Co.
News Service... AP
Station Representative... Katz
Membership... NARTB, TvB
Pres., Gen. Mgr... L. H. Rogers II
Asst Gen.; Sta. Mgr... C. Tom Carlen
Sales Manager... R. E. White
Nat'l Sales Dir... Liz Conaty
Program Director... J. H. Ferguson
Prom., Pub., Merch. Dir... Jack Williams
Film Manager... Gayle MacCracken
Chief Engineer... John P. Clay

WOAY-TV—Oak Hill—1954 ABC

Channel: 4 VHF AP: 68 Kw. VP: 100 Kw.
Owned-Oper. By... Robert R. Thomas, Jr.
Business Address... Box 251
News Service... AP
Representative... Pearson
Membership... NARTB
Pres., Gen. Mgr... Robert R. Thomas, Jr.
Sta. Comm. Mgr... Vic Ludington
Program Director... Charles Coleman
Prom., Pub. Dir... Bob Brown
Film Manager... Frank Hatcher
Chief Engineer... Curtis Horton

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America's
23rd Market!*
**CHARLESTON-
HUNTINGTON, W. VA.**



316,000 W. CHANNEL 8

WCHS-TV

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.
News ServiceUP
RepresentativePearson
MembershipNARTB
PresidentClay Littick
General Manager.....Allan Land
Sta., Comm. Mgr., Prom., Pub.
DirectorMilton Komito
Production Manager.....Herbert L. Fine
Film Buyer.....Robert A. Coe
Chief Engineer.....William A. Hunt, Sr.

WTRF-TV—Wheeling—1953
NBC

Channel: 7 VHF. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By.....Tri-City Bcstg. Co.
Business Address.....Ogden Bldg.
Newspaper Affil.....News Publ. Co. &
Dix Newspapers
News ServiceUP
RepresentativeHollingbery
MembershipNARTB, TvB
Exec. V.P. & Gen. Mgr....Robert W. Ferguson
Comm. Mgr.....H. Needham Smith
Prog. Director.....By Williams
Prom., Pub. Director.....Greg Van Camp
Production Manager.....Gary Vorhees
Film Manager.....William Ney
Chief Engineer.....Howard Daubenmeyer

Wisconsin

Pop. March 1 (Est.) 3,806,070—TV Homes 878,000
Stations in State 13

WEAU-TV—Eau Claire—1953
ABC-NBC

Channel: 13 VHF. AP: 75 Kw.. VP: 150 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
MembershipNARTB
RepresentativeHollingbery
President.....W. C. Bridges
Gen., Comm. Manager.....Leo Howard
Prom. Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

Prom., Pub. Dir.....W. C. Porsow
Film Manager.....B. J. Pheil
Chief Engineer.....Harry Hill

WKBT—La Crosse—1954
CBS-NBC

Channel: 8 VHF. AP: 125 Kw.. VP: 250 Kw.
Owned & Oper. By...WKBH Television Inc.
Address.....141 South 6th St.
Newspaper Affiliation.....Tribune
News ServiceAP
RepresentativeH-R
MembershipNARTB
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WBAY-TV—Green Bay—1953
ABC-CBS

Channel: 2 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
News ServiceUP
RepresentativeWeed
MembershipNARTB
Managing Dir.....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Commercial Mgr.....Robert C. Nelson
Prog. Dir.....Greg McElrone
Promotion Dir.....Robert Meister
Production Mgr.....Bob Van Abel
Film Manager.....Don Bergner
Chief Engineer.....Wallace E. Stone

WISC-TV—Madison—1956
CBS

Channel: 3 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address.....Commercial State Bank Bldg.
News ServiceUP
RepresentativePeters, Griffin, Woodward
MembershipNARTB
PresidentRalph M. Immell
General Manager.....Ralph O'Connor
Comm. Mgr., Prom. Dir....Richard Nickeson
Prog., Pub. Dir.....Richard Kepler
Film Manager.....George Plenderleith
Chief Engineer.....Walter Hariu

WFRV-TV—Green Bay—1955
ABC-CBS

Channel: 5 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
News ServiceUP
RepresentativeHeadley-Reed
PresidentClayton Ewing
Gen., Sta. Mgr.....Soren H. Munkhof
Comm. Manager.....Ward O. Gage

WKOW-TV—Madison—1953
ABC

Channel: 27 UHF. AP: 8.49 Kw.. VP: 16.98 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address.....215 West Washington Ave.
News ServiceUP

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with

**SPARKLING NEW RADIO FORMAT
"MAESTROS AND MUSICIANS"**

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WISN

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TELEVISION**

on

WISN-TV

ABC Networks

**Represented Nationally by
Edward Petry Co. Inc.**

Representative Headley-Reed
 Membership NARTB
 President Stewart Watson
 General Manager Ben F. Hovel
 Station Manager Frank Bignell
 Program Director Clark Hogan
 Promotion Dir. John Shambrow
 Film Manager William Harmon
 Tech. Supervisor Cloven Smith

WMTV—Madison—1953
NBC

Channel: 33 UHF...AP: 105 Kw...VP: 200 Kw.
 Owned-Oper. By Bartell Television Corp.
 Business Address Box 168
 News Service UP, INS
 Representative Young
 Pres., Gen. Mgr. Gerald A. Bartell
 Comm. Manager Peter P. They
 Program Director Donald Hopke
 Film Manager John C. Crowley
 Prom. Director Wanda Montz
 Chief Engineer Stanley Sadler

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
 News Service UP
 Rep. Venard, Rintoul & McConnell
 President W. E. Walker
 General Manager Joseph D. Mackin
 Prog. Manager Pat Kehoe
 Prom., Pub. Director Curt Kaufman
 Chief Engineer Al S. Alexander

WTMJ-TV—Milwaukee
1947—ABC-NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By The Journal Co.
 Business-Trans. Address 720 E. Capitol Dr.
 News Service AP
 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. R. J. Heiss
 Res., Devel. Co-ordinator L. W. Herzog
 Sales Mgr. Neale V. Baake
 Program Manager Sprague Vonier
 Promotion Mgr. Bruce Wallace
 Film Manager James Fitzgerald
 Chief Engineer Edwin L. Cordes

WISN-TV—Milwaukee
1954—ABC

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By Hearst Corp.

Business Address 710 N. Plankinton
 Newspaper Affiliation Sentinel
 Representative Petry
 Membership NARTB
 Manager J. B. Soell
 Asst. Manager L. A. "Duke" Larson
 Local Sales Mgr. R. Shireman
 Merch. Dir. Carl Vogt
 Film Mgr. Ann Fitzsimmons
 Program Director Mel Quinn
 Prom., Pub. Dir. Lou Riepenhoff
 Business Manager Joseph Sergio
 Chief Engineer Lionel Wittenberg

WITI-TV—Milwaukee—1956

Channel: 6 VHF...AP: 64 Kw...VP: 100 Kw.
 Owned-Oper. By Independent TV, Inc.
 Business Address 212 W. Wisconsin Ave.
 News Service UP
 Representative Branham
 President Jack Kahn
 General Manager J. I. Meyerson
 Commercial Mgr. J. Grant Sandison
 Program Director Dean McCarthy
 Promotion Dir. Lawrence Turet
 Chief Engineer Daniel Gellerup

WXIX—Milwaukee—1953
CBS

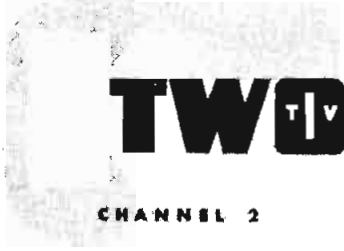
Channel: 19 UHF...AP: 141 Kw...VP: 263 Kw.
 Owned-Oper. By CBS, Inc.
 Business Address 5445 N. 27th St.
 News Service AP, UP
 Representative CBS TV Spot Sales
 Membership NARTB, TvB
 General Manager Edmund C. Bunker
 Program Director Leon Drew
 General Sales Mgr. Theodore F. Shaker
 Business Mgr. John Lathrop Viemeister
 Director Operations Arthur F. Schoenfuas
 Promotion Director R. H. Van Roo
 Publicity Director M. S. Bachman

WSAU-TV—Wausau—1954
ABC-CBS-NBC

Channel: 7 VHF...AP: 63 Kw...VP: 100 Kw.
 Owned-Oper. By .. Wisconsin Valley TV Corp.
 Address 714-5th Street
 Newspaper Affil. Record-Herald
 News Service AP, UP
 Representative Meeker TV
 Membership NARTB
 President J. C. Sturdevant
 Gen., Sta. Manager George T. Frechette
 Comm. Mgr. Richard D. Dudley
 Prom., Pub. Dir. Tom Bolger
 Program Director B. Kellnhauser
 Film Manager Dan Ziebell
 Chief Engineer Roland W. Richard

Oil-rich Casper, Wyoming Invites You to share its wealth

You may install your own pipeline into Casper Wyoming and siphon off your share of the profits.
Casper's Share-the-wealth situation is indicated in the February 15 issue of U S News & World Report. Its special study indicates that Casper ranks 2nd of all U S cities, regardless of size, in terms of how much income is earned by the average worker. If you have something to sell, you can sell it profitably in Casper. To the advertiser, CASPER is CAPTIVE audience thanks to Casper - only TV station



Affiliated with NBC
National Representative
The Meeker Company, Inc.
Regional Representative
Denver, Col John McGuire

KTWO—Casper ABC-CBS-NBC

Channel: 2 VHF AP: 17 Kw. VP: 35 Kw
15 Kw. May 1
National Rep. Meeker
President Burt Harris
Exec. V.P. Lawrence Berger
General Manager C. Van Haften

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 44461
Newspaper Affiliation Wyoming Eagle &
Wyoming Tribune
News Service UP
Representative Hollingbery
President Robert S. McCracken
Gen., Sta. Mgr. William C. Grove
Commercial Mgr. C. P. Cahill
Promotion Manager Retha Morgan
Traffic Manager Joyce Pratt
Production Manager Jackson H. Mumey
Chief Engineer R. C. Plannenschmid

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 1160
News Service AP
Reps. Fletcher (N. Y.); Day (Seattle)
Membership NARTB
President Harry J. Hill
General Manager Alvin O. Bramstedt
Sales Manager James Duncan
Program Director Robert Capstick
Prom., Pub. Director Barbara Harrison
Film Manager Gerry Hinchee
Chief Engineer Charles Gray

KTVA—Anchorage—1953 CBS

Channel: 11 VHF AP: 1.61 Kw. VP: 3.22 Kw.
Owned-Oper. By Northern Television, Inc.
Business Address Mt. McKinley Bldg.
Representative Alaska Radio-TV
Pres., Gen., Sta., Comm. Mgr. A. G. Hiebert
Prog. Dir. Merrill Mael
V.P., Tech. Dir. Jack Walden

KFAR-TV—Fairbanks—1955 ABC-NBC

Channel: 2 VHF AP: 2 Kw. VP: 5.4 Kw.
Owned-Oper. By Midnight Sun Bcstg. Co.
Business Address Box 1160, Anchorage
News Service AP
Reps. Fletcher (N. Y.); Day (Seattle)
Membership NARTB
President Harry C. Hill



General Manager.....Alvin C. Bramstedt
 Station Manager.....Donald McCune
 Commercial Mgr.....Robert W. Johnson
 Program Director.....John M. Miller
 Chief Engineer.....Wm. E. Van Blytterswyk

KTVF—Fairbanks—1955

CBS

Channel: 11 VHF...AP: 5.5 Kw...VP: 11 Kw.
 Owned-Oper. By.....Northern TV, Inc.
 Business Address.....Box 590
 News Service.....AP
 Representative.....Alaska Radio-TV Sales
 Pres., Gen. Mgr.....A. G. Hiebert
 Station Manager.....Walt Welch
 Commercial Mgr.....John Griffin
 Program Director.....Vern Francis
 Prom., Pub. Dir.....Joan Bovee
 Film Manager.....Lawrence Roberts
 Chief Engineer.....Charles Peterson

KINY-TV—Juneau—1956

CBS

Channel: 8 VHF...AP: 131 Kw...VP: 261 Kw.
 Owned-Oper. By...Alaska Bcstg. System, Inc.
 Bus. Add., 830 Securities Bldg, Seattle, Wash.
 Representative.....Alaska Radio-TV
 Pres., Gen. Mgr.....William J. Wagner
 Station Manager.....J. W. McKinley
 Sales Mgr.....Verne Metcalf
 Production Manager.....Richard Peter
 Chief Engineer.....Gordon Burnett

HAWAII

KHBC-TV—Hilo—1955

CBS

(Satellite of KGMB-TV, Honolulu)

Channel: 9 VHF...AP: 0.5 Kw...VP: 1 Kw.
 (Listing same as KGMB-TV)

KGMB-TV—Honolulu—1952

CBS

Channel: 9 VHF...AP: 63.1 Kw...VP: 105 Kw.
 Owned-Oper....Hawaiian Bcstg. Systems, Ltd.
 Business Address...1534 Kapiolani Boulevard
 Newspaper Affil.....Star Bulletin
 News Service.....UP
 Representative.....Peters, Griffin, Woodward
 President, Gen. Mgr.....J. Howard Worrall
 Sta. Comm. Mgr.....Melvin B. Wright
 Program Director.....Robert Costa
 Prom., Pub. Dir.....John Quinlan
 Chief Engineer.....Daniel O. Hunter

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
 Gen., Film Mgr.....Jack Burnett
 Sales Mgr.....Art Srinkle
 Chief Engineer.....T. Miyahira

KONA—Honolulu—1952—NBC

Channel: 2 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Oper. By.....Radio Honolulu, Ltd.
 Business Address.....206 Koula St.
 Newspaper Affil.....Honolulu Advertiser
 Representative.....NBC Spot Sales
 President.....John D. Keating
 Local Sales Mgr.....James Gunn
 Nat'l Sales Mgr.....Jim Spencer
 Prog. Dir.....James Washburn
 Prom., Pub. Dir.....Fred Briggs
 Chief Engineer.....Lawrence Trombly

KMAU—Wailuku—1955

CBS

(Satellite of KGMB-TV, Honolulu)

Channel: 3 VHF...AP: 3 Kw...VP: 6 Kw.
 (Listing same as KGMB-TV)

KMVI—Wailuku—1955

(Separately owned and managed satellite of
 KONA, Wailuku)

Channel: 12 VHF...AP: 15 Ww...VP: 30 Ww.
 Owned-Oper.....Maul Publishing Co., Ltd.
 Business Address.....Box 374
 General Manager.....Ezra J. Crane
 Station Manager.....Richard E. Mawson
 Commercial Mgr.....Frank R. Kovacic
 Chief Engineer.....George Tam

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 1072
 Rep.....Inter-American Publications Inc.
 Membership.....NARTB
 President.....Angel Ramos
 General Manager.....Delfin Fernandez
 Comm. Manager.....Jorge Rivero
 Sales, Prom. Mgr.....Oscar Reinosca
 Dir. Engineering.....Jack Tudor

All
eyes are on
WAPA-TV
CHANNEL
4
Puerto Rico

Yes, all eyes are on WAPA-TV of San Juan, Puerto Rico.

1956 was our best year, and 1957 will be even better, because:

WAPA-TV can deliver the largest audience from 1:00 to 7:00 PM at the lowest cost per thousand TV homes.

WAPA-TV has new and enlarged program facilities

WAPA-TV can give you better service than ever before

And because of many other factors which are important to good broadcasting.

Affiliated with:



U. S. Sales Office
CARIBBEAN NETWORKS, INC.
200 West 57th Street
New York 19, N. Y.
Circle 7-8224

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
Representative... Caribbean Networks Inc.
Membership... NARTB
President... Jose Ramon Quinones
Gen. Sta. Manager... David H. Polinger
Comm. Manager... Carlos Rivera Gonzales
Promotion Dir... Jose Ramon Ortiz
Program Director... Louis Dominguez
Film Manager... Ita Figueroa
Publicity Director... Felix Santiago
Chief Engineer... Rafael Cruz Rivera

WORA-TV—Mayaguez
1955—ABC-CBS

Channel: 5 VHF... AP: 15 Kw... VP: 30 Kw.
Owned-Oper By... Supreme Bcstg. Co., Inc.
Business Address... Darlington Bldg.
News Service... UP
Representative... Adam Young
Membership... NARTB
President... Alfredo R. Arellano
General Manager... George A. Mayoral
Station Mgr... R. M. Dupont
Comm. Manager... Chester F. Owens
Program Director... Iggy Lopez
Promotion Dir... Mario Quintero
Publicity Dir... M. Gonzalez
Film Manager... Nelson Ninn
Chief Engineer... J. A. Aviles

GUAM

KUAM-TV—Agana—1956
CBS-NBC

Channel: 8 VHF... AP: 10 Kw... VP: 25 Kw.
Owned-Oper. By... Radio Guam, Inc.
Business Address... Box 68
News Service... INS
Representative... Adam Young
Membership... NARTB
President... Harry M. Engel, Jr.
Gen. Sta. Mgr... H. Richard Maguire
Sales Manager... Robert Green
Program Director... Gary Fuller
Prom. Pub. Dir... John Barton
Film Manager... Ted Bence
Chief Engineer... James Long

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.
Director... Andre Oulmet
Program Director... Fernand Guerard
Comm. Manager... Maurice Valiquette
Film Mgr... J. Lepailleur
Press and Information Supervisor... Robert Elie
Chief Engineer... Henri Audet

CBHT—Halifax—1954—CBC

Channel: 3... AP: 60 Kw... VP: 100 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 70 Bell Rd.
News Service... BUP, CP
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
Film Director... Hermann Noelle

CBLT—Toronto—1952 CBC-CBS-ABC-NBC

Channel: 9... AP: 12.72 Kw... VP: 25.65 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 354 Jarvis St.
Director... Fergus Mutrie
Asst. Director... J. R. W. Graham
Sales Mgr... John Malloy
Program Director... R. W. McGall
Technical Director... Reginald Horton
Comm. Representative... James Crawford
Film Supervisor... O. C. Wilson
Supervisor of Design... Leonard Crawford
Press and Information Rep... A. J. Stevenson

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 Oulmet
Comm. Manager... Maurice Valiquette
Prog. Director... Herb Capozzi
Film Manager... J. Lepailleur
Press and Information Supervisor... Robert Elie
Chief Engineer... Henri Audet

CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 17 Kw... VP: 31 Kw.
Owned-Oper. By... Canadian Bcstg. Corp.
Address... Lanark Ave.

Station Manager... C. P. Wright
Operations Mgr... Georges Huard
Comm. Manager... Maurice Valiquette
Chief Engineer... J. H. Book

CBOT—Ottawa—1953 CBC

Channel: 4... AP: 27 Kw... VP: 50 Kw.
Owned By... Canadian Bcstg. Corp.
Address... Chateau Laurier
Director... Charles P. Wright
Operations Mgr... Georges Huard
Commercial Mgr... John Malloy
Technical Director... J. H. Book

CBUT—Vancouver—1953 CBC

Channel: 2... AP: 48 Kw... VP: 90 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 701 Hornby St.
Phone Number... Marine 6121
Television Director... Hugh Palmer
Program Director... Marce L. Munro
Technical Director... Ross L. Whiteside
Newsreel Editor-in-charge... R. L. Elson
Film Director... J. D. Patterson
Design Director... Cliff Robinson

CBWT—Winnipeg—1954 CBC

Channel 4... AP: 33 Kw... VP: 56 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 541 Portage Ave. W.
News Service... BUP, CP
Director... W. G. Carpentier
Sales Rep... R. L. Horley
Program Dir... Bruce MacPherson
Press & Information Rep... C. E. L'Ami
Film Manager... Miss G. M. Brown
Chief Engineer... R. D. Cahoon

CFCL-TV—Timmins—1956 CBC

Channel: 6 VHF... AP: 9.2 Kw... VP: 18.5 Kw.
Owned-Op... J. Conrad Lavigne Enterprises
Business Address... Box 620
Reps... McGillvra; Hunt; Renaud
President... J. Conrad Lavigne
General Manager... Rene Barrette
Program Director... Jean DeVilliers
Technical Dir... Roch Demers

CFCM-TV—Quebec City—1954 CBS

Channel: 4... AP: .635 Kw... VP: 1.27 Kw.
Owned By... Television De Quebec
Address... 200 Ave. St. Jean Bosco, Ste. Foy

Membership CARTB
Sales Rep. Weed; Hardy; Hunt
President Gaston Pratte
Executive Director A. C. Picard
Director of Operations Ernest W. Miller
Comm. Mgr. A. P. Fitzgibbons
Program Manager Jacques Filteau

**CFCY-TV—Charlottetown
 1956—CBC**

Channel: 13 VHF... **AP:** 38.5... **VP:** 79 Kw.
Owned-Oper. By: Island Radio Bcstg. Co., Ltd.
Business Address 85 Kent St.
Representatives: All-Canada TV; Weed
Membership CARTB
Sta., Comm., Film Mgr. R. F. Large
Traffic Manager W. McMillan
Promotion Mgr. M. E. Large
Tech. Supervisor A. L. Finley

**CFPA-TV—Porth Arthur
 1954—CBC**

Channel: 2... **AP:** 2.55 Kw... **VP:** 5.1 Kw.
Owned By: Ralph H. Parker, Ltd.
Address 87 N. Hill St.
News Service BN
Membership CARTB
Sales Rep. Weed TV; All-Canada TV
President and Mgr. Ralph H. Parker

**CFPL-TV—London—1953
 CBC**

Channel: 10... **AP:** 195 Kw... **VP:** 325 Kw.
Owned By: London Free Press Printing Co.
Address Commissioners Rd., Box 488
Newspaper Affil. London Free Press
News Service BN
Sales Rep. Weed TV; All-Canada TV
Membership CARTB
President Walter J. Blackburn
Gen. Manager Murray T. Brown
Sta. Manager Robert A. Reinhart
Comm. Mgr., Prom. Dir. W. C. Wingrove
Film Supervisor Beatrice Kurp
Dir. of Engineering G. Robitaille

**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.
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
Operations Mgr. Walter Romanow
Sales Manager Will Klein
Prom. Director H. Edmunds
News Service Dir. Bill Cameron
Chief Engineer Lyn Hoskin

**CFRN-TV—Edmonton—1954
 CBC**

Channel: 3 VHF... **AP:** 90 Kw... **VP:** 180 Kw.
Owned-Oper. By: Sunwapta Bcstg. Co., Ltd.
Business Address 102 CPR Bldg.
News Service BUP
Reps. Radio Reps., Ltd.; Harlan Oakes
Membership CARTB
Pres., Gen. Mgr. G. R. A. Rice
Station Mgr. S. S. Lancaster
Commercial Mgr. Bruce D. Alloway
Prog. Dir., Film Mgr. George Kidd
Promotion Dir. Isobel McDonald
Chief Engineer F. G. A. Makepeace

**CHCH-TV—Hamilton—1954
 CBC**

Channel: 11... **AP:** 60 Kw... **VP:** 100 Kw.
Owned By: Niagara Television Ltd.
Address 163 Jackson St. W.
Sales Rep. Adam Young, All-Canada TV
News Service UP
Newspaper Affil. Spectator
News Service CP
Membership NARTB
President, Gen. Mgr. Kenneth D. Soble
Station Mgr. S. J. Bibby
Comm. Manager R. J. Peters
Prog. Manager J. S. Purvis
Prom., Pub. Dir. S. F. Habberfield
Film Manager D. Gale
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
Newspaper Affil. Herald
News Service CP
Sales Rep. All-Canada TV, Weed
Membership CARTB
President Gordon Love
Manager Herb Stewart
Commercial Mgr. R. Watson
Prom., Pub. Director Barry Nicholls
Prog. Coordinator Ted Bissland
Production Mgr. Ray Torgrud
Film Manager Walter Petrigo
Chief Engineer Lee Crawley

**CHEK-TV—Victoria—1956
 CBS**

Channel: 6 VHF... **AP:** 9 Kw... **VP:** 1.8 Kw.
Owned-Oper. By: CHEK, Ltd.
Business Address 1450 Douglas St.
Representative Forjoe
President David M. Armstrong
General Manager Charles R. White
Program Dir. Robert Hallock
Chief Engineer Norman Bergquist

**CHEX-TV—Peterborough
1955—CBC**

Channel: 12 VHF... AP: 60 Kw... VP: 102 Kw.
Owned-Oper. By... Kawartha Bcstg. Co., Ltd.
Business Address... Box 657
Newspaper Affil... Examiner
News Service... BN, CP
Reps... All-Canada TV; Weed
Membership... CARTB
President... R. S. Davies
General Manager... J. M. Davidson
Station Mgr... D. R. Lawrie
Commercial Mgr... D. T. Manning
Program Director... Gordon Shale
Film Manager... Don Harte-Maxwell
Chief Engineer... A. Crump

**CHLT-TV—Sherbrooke
1956**

Channel: 7 VHF... AP: 100 Kw... VP: 170 Kw.
Owned-Oper. By... La Tribune, Ltd.
Business Address... 221 Dufferin St.
Reps... Hardy (Canada); Canadian Stations
Reps (N. Y.)
Newspaper Affil... La Tribune
President... Paul Desruisseaux
General Manager... Alpee Gauthier
Station Manager... Jean-Louis Gauthier
Commercial Mgr... John Gauthier
Program Director... Pierre Bruneau
Promotion Director... Aristide Choquette
Publicity Dir... Georges L'Ecuyer
Film Manager... Guy Bachand
Chief Engineer... Leo Guilbeau

**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.
Sales Rep... All Canada TV; Weed
Membership... CARTB
Gen., Sta., Comm. Mgr... George A. Cromwell
Film Manager... Fred Blizzard
Program Dir... William Stewart
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.
Newspaper Affil... Le Progres Du Golfe
Sales Rep... Adam Young, Stovin
President... Jacques Brilliant
Station Manager... Andre Lecomte
Prog., Prom. Director... Francois Raymond
Director of News... Guy Ross
Film Manager... Hector Lavoie
Chief Engineer... Ronald Tennett

**CJCB-TV—Sydney—1954
CBC**

Channel: 4... AP: 80 Kw... VP: 180 Kw.
Owned By... Cape Breton Bcstrs.
Address... TV Bldg., Mira Rd.
Sales Rep... Weed TV Corp.; All-Canada TV
Manager... J. Marven Nathanson
Program Mgr... Mrs. M. C. MacQuarrie
Chief Engineer... Robert J. Norton

**CJIC-TV—Sault Ste Marie
1954—CBC-ABC-CBS-NBC**

Channel: 2 VHF... AP: 15 Kw... VP: 28 Kw.
Owned-Oper. By... Hyland Radio-TV, Ltd.
Business Address... 119 East Street
News Service... CP
Representatives... All-Canada TV; Weed
Membership... CARTB
President... Mrs. J. G. Hyland
Gen., Sta. Mgr... R. H. Ramsay
Commercial Mgr... E. W. Plouffe
Program Director... John Meadows
Film Manager... Beverly Gay
Chief Engineer... Dave Irwin

**CJLH-TV—Lethbridge—1955
CBC**

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.
Owned-Oper. By... Lethbridge TV, Ltd.
Business Address... Lethbridge
Representatives... All-Canada TV; Weed
Membership... CARTB
President... H. Buchanan
Managing Director... N. Botterill
Commercial Mgr... L. Crittenden
Program Director... R. Ranson
Promotion Dir... G. Skelton
Technical Dir... V. Reed

**CJON-TV—St. John's—1955
CBC-ABC-CBS-NBC**

Channel: 6 VHF... AP: 11 Kw... VP: 21 Kw.
Owned-Oper... Newfoundland Bcstg. Co., Ltd.
Business Address... Prince of Whales Street
News Service... AP
Representatives... All-Canada TV; Weed
Membership... CARTB
President... Geoff Stirling
General Mgr... Don Jamieson
Commercial Mgr... Jack Baird
Program Director... Colin Jamieson
Promotion Dir... Miss Mary Myler
Publicity Dir... Miss Emilie Davis
Film Manager... Reg Powell
Chief Engineer... Oscar Herlihey

**CKCK-TV—Regina—1954
CBS**

Channel: 2 VHF... AP: 53 Kw... VP: 100 Kw.
Owned By... Transcanada
Address... Leader Post Building
Membership... CARTB



Newspaper Affil. Leader Post
 Sales Rep. Weed, All-Canada TV
 President Clifford Sifton
 Gen., Sta. Mgr. H. A. Crittenden
 Comm. Manager Lloyd Westmoreland
 Prog. Dir., Film Mgr. Larry Glover
 Promotion Director William Rees
 Chief Engineer E. A. Strong

CKCO-TV—Kitchener—1953
 CBC

Channel: 13 VHF AP: 26.5 Kw. VP: 58
 Owned By Central Ontario TV, Ltd.
 Address 864 King St. W.
 News Service AP, UP
 Sales Rep. Hardy; Hunt; Weed
 Membership CARTB
 President Carl Pollock
 General Manager Eugene E. Fitzgibbons
 Station Manager W. D. McGregor
 Commercial Manager Bill Whiting
 Program Manager Don Martz
 Pub. Director Neil McDonald
 Production Manager Bruce Lawson
 Film Manager Errol C. Kelley
 Chief Engineer Alexander G. Day

CKCW-TV—Moncton—1954
 CBC

Channel: 2 VHF AP: 15 Kw. VP: 25 Kw.
 Owned-Oper. By Moncton Bcstg., Ltd.
 Address Box 1220
 Reprs. Canadian Sta. Reprs.; Stovin
 General Manager F. A. Lynds
 Production Mgr. H. Bulton
 Commercial Mgr. Keith Chase

CKGN-TV—North Bay—1955
 CBC

Channel: 10 VHF AP: 25.75 Kw. VP: 51.5 Kw.
 Owned-Oper. By Tel-Ad Co.
 Address P. O. Box 630
 News Service CP
 Representative Mulvihill Ltd., Hunt & Assoc.
 Membership CARTB
 President Gerald A. Alger
 General Manager Cecil H. Hewitt
 Commercial Mgr. Fred Noon
 Program Director Bill Hart
 Chief Engineer David Mee

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 Carling Terrace
 Representative All-Canada TV, Adam Young
 Membership CARTB
 Pres., Gen., Sta. Mgr. W. T. Cruickshank
 Comm. Manager C. R. Hamilton
 Program Director Don Hildebrand
 Prom., Pub. Dir. Miss S. J. Beatie

Film Mgr. Harold Swatridge
 Chief Engineer Scott Reid

CKRS-TV—Jonquiere—1955
 CBC

Channel: 12 VHF AP: 21 Kw. VP: 42 Kw.
 Owned-Oper. By Radio Saguenay Limited
 Business Address Sir Wilfred Laurier St.
 Reprs. Hardy; Hunt; Adam Young
 Membership NARTB
 President Henri Lepage
 General Mgr. Tom Burham
 Station Mgr. Paul J. Audette
 Commercial Mgr. Larry Taillefer
 Program Director Odette Arseneau
 Film Manager Eugene Michaud
 Chief Engineer Gerard Lemieux

CKVR-TV—Barrie—1955

Channel: 3 VHF AP: 7 Kw. VP: 14 Kw.
 Owned-Oper. By Ralph Snelgrove TV Ltd.
 Address P. O. Box 69
 Representatives Mulvihill & Co. Ltd.,
 Hunt & Assoc. Canadian Reprs.
 Pres., Gen. Manager Ralph T. Snelgrove
 Sales & Prom. Manager Charles Tierney
 Chief Engineer Jack Mattenley

CKSO-TV—Sudbury—1953
 CBC

Channel: 5 VHF AP: 1.2 Kw. VP: 2 Kw.
 Owned By CKSO Radio, Ltd.
 Address Box 400
 Representatives Weed; All-Canada TV
 President George M. Miller
 General Manager W. J. Woodhill
 Chief Engineer James McRae

CKWS-TV—Kingston—1954
 CBC

Channel: 11 VHF AP: 154 Kw. VP: 257 Kw.
 Owned By Frontenac Bcstg. Co. Ltd.
 Address 170 Queen St.
 Sales Rep. Weed; All-Canada TV
 President W. R. Davies
 Manager R. W. Hofstetter
 Vice Pres. R. H. Thompson
 Comm. Mgr. Harry Edgar
 Chief Engineer Bert Cobb

CKX-TV—Brandon—CBC
 1955

Channel: 5 VHF AP: 9.65 Kw. VP: 19.3 Kw.
 Owned By Western Manitoba Bcstrs. Ltd.
 Address 2940 Victoria Ave.
 Sales Representative All-Canada TV, Weed
 Membership CARTB
 Pres., Gen. Mgr. John B. Craig
 Exec. Ass'l. Sta. Mgr. Eric Davies
 Comm. Manager Archie Olson
 Program Director Douglas A. Lee
 Chief Engineer A. M. Gomez

Estimated 1956 Expenditures Of Top 200 National And Regional Spot Television Advertisers

Advertiser	Expenditure Estimated
1. Procter & Gamble Co.	\$17,522,500
2. Brown & Williamson Tob. Co.	11,288,600
3. General Foods Corp.	9,415,900
4. Sterling Drug, Inc.	8,823,300
5. Morris, Philip, & Co.	7,369,400
6. Colgate-Palmolive Co.	7,314,700
7. Warner-Lambert Pharma. Co.	5,820,400
8. Continental Baking Co.	5,732,500
9. National Biscuit Co.	5,536,500
10. Miles Laboratories, Inc.	5,354,700
11. Kellogg Company	4,810,500
12. Carter Products, Inc.	4,535,200
13. Lever Brothers Co.	4,535,000
14. Hall, Robert, Clothes	4,450,500
15. Liggett & Myers Tobacco Co.	4,400,900
16. Bulova Watch Co.	4,298,700
17. American Tel. & Tel. Co.	3,801,000
18. Coca-Cola Co./Bottlers	3,697,500
19. General Motors Corp.	3,486,800
20. Ford Motor Co.	3,332,600
21. Factor, Max, & Co.	3,181,700
22. Corn Products Refining Co.	2,819,400
23. Seager, Helaine, Co.	2,781,000
24. Antell, Charles, Inc.	2,774,200
25. Nestle Co., Inc.	2,374,900
26. Ritchie, Harold F., Inc.	2,341,700
27. Esso Standard Oil Co.	2,192,000
28. Lorillard, P., & Co.	2,148,600
29. Shell Oil Co.	2,003,200
30. Pepsi Cola Co./Bottlers	1,993,000
31. Florida Citrus Commission	1,972,500
32. American Home Products	1,955,900
33. Pabst Brewing Co.	1,962,600
34. Reynolds, R. J., Tob. Co.	1,952,800
35. Minute Maid Corp.	1,939,000
36. Block Drug Co.	1,937,800
37. Chrysler Corp.	1,914,200
38. Ballantine, P., & Sons	1,852,300
39. Revlon, Inc.	1,817,900
40. Northern Paper Mills	1,789,700
41. Gillette Co.	1,782,900
42. Grove Laboratories, Inc.	1,696,100
43. Folger, J. A., Co.	1,627,100
44. Nehi Corp./Bottlers	1,614,200
45. Peter Paul, Inc.	1,546,800
46. Anheuser-Busch, Inc.	1,534,700
47. Standard Brands, Inc.	1,512,800
48. Wesson Oil & Snow Drift	1,498,000
49. Piel Bros., Inc.	1,485,300
50. Borden Co.	1,183,530

Advertiser	Estimated Expenditure
51. American Chicle Co.	1,480,400
52. Chosebrough-Ponds, Inc.	1,425,400
53. Radio Corp. of America	1,407,100
54. Carling Brewing Co., Inc.	1,348,900
55. Food Mfgs., Inc.	1,344,600
56. Heinz, H. J., Co.	1,331,300
57. International Latex Corp.	1,323,000
58. Better Living Enterprises	1,312,100
59. Hamm, Theo., Brewing Co.	1,309,100
60. Avon Products, Inc.	1,307,700
61. Benrus Watch Co.	1,291,100
62. Standard Oil Co. of Ind.	1,217,200
63. National Dairy Prod. Corp.	1,246,500
64. Socony Mobil Oil Co., Inc.	1,228,700
65. Falstaff Brewing Corp.	1,221,400
66. Associated Products, Inc.	1,232,000
67. Beech-Nut Life Savors, Inc.	1,219,600
68. American Tobacco Co.	1,206,300
69. Seven-Up Co./Bottlers	1,201,500
70. Campbell Soup Co.	1,196,300
71. Carnation Co.	1,154,300
72. Ralston-Purina Co.	1,143,800
73. Simmons Co./Dealers	1,140,000
74. Gallo, E. & J. Winery	1,130,800
75. Pharmaceuticals, Inc.	1,108,600
76. Pacific Coast Borax Co.	1,097,900
77. Swift & Co.	1,091,900
78. Hills Bros. Coffee, Inc.	1,077,400
79. Top Value Enterprises	1,041,500
80. General Electric Co.	1,039,800
81. Salada Tea Co., Inc.	1,006,600
82. Wrigley, William, Jr., Co.	999,100
83. Kimberly-Clark Corp.	996,700
84. Lipton, Thomas J., Inc.	993,500
85. Safeway Stores, Inc.	978,400
86. Tea Council of U. S. A., The	965,700
87. DuPont, E. I., de Nemours	942,200
88. Stokely-Van Camp, Inc.	916,300
89. Best Foods, Inc.	914,600
90. Great A & P Tea Co.	902,800
91. Wildroot Co., Inc.	893,300
92. Glamorene, Inc.	892,000
93. Armour & Co.	877,400
94. Bristol-Myers Co.	861,000
95. M. J. B. Co.	848,600
96. Ward Baking Co.	848,200
97. Taton Distributors, Inc.	822,000
98. Sunshine Biscuit Co.	810,100
99. Adell Chemical Co.	807,600
100. American Bakeries Co.	797,300

Estimated 1956 Expenditures Of Top 200 National And Regional Spot Television Advertisers

Advertiser	Estimated Expenditure	Advertiser	Estimated Expenditure
101. Sealy Mattress Co./Dirs.	\$795,700	151. Gold Seal Co.	535,500
102. Rath Packing Co.	790,600	152. Columbia Broadcasting Syst.	528,600
103. Plough, Inc.	778,100	153. General Baking Co.	526,500
104. Republican Party	774,100	154. U. S. Tobacco Co.	524,400
105. Dorwin, Inc.	762,700	155. Welch Grape Juice Co., Inc., The	523,300
106. Reilly, Wm. B., & Co., Inc.	758,700	156. National Presto Industries	522,500
107. Proctor Electric Co.	755,100	157. B. C. Remedy Co.	511,500
108. Readers Digest Assoc., Inc.	745,000	158. Duquesne Brewing Co.	512,800
109. Rayco Mfg. Co.	721,500	159. Foremost Dairies, Inc.	510,500
110. Sardeau, Inc.	717,800	160. Walgreen Co.	508,600
111. Pepper, Dr., Co./Bottlers	716,800	161. Continental Oil Co.	507,900
112. Cream of Wheat Corp.	707,800	162. Monarch Wine Co., Inc.	505,900
113. Langenduff United Bakeries	700,700	163. Armstrong Rubber Co., The	504,100
114. Duncan Coffee Co.	700,200	164. Household Finance Corp.	503,500
115. National Brewing Co.	692,200	165. Petri Wine Company	497,300
116. Pillsbury Mills, Inc.	692,200	166. Drackett Co., The	493,900
117. Viek Chemical Co.	691,500	167. Ruppert, Jacob, Brewery	489,100
118. Babbitt, B. T., Inc.	688,100	168. Avocet Co.	478,300
119. Lucky Lager Brewing Co.	680,600	169. Standard Oil Co. of Calif.	474,100
120. Kroger Co.	678,200	170. Assoc. Hospital Service	573,000
121. Clorox Chemical Co.	675,700	171. Gunther Brewing Co., Inc.	464,600
122. Sinclair Refining Co.	675,500	172. Bank of America	462,100
123. General Mills, Inc.	669,000	173. Rev. Oral Roberts	460,800
124. Paxton & Gallagher Co.	665,800	174. Coty, Inc.	458,600
125. San Francisco Brewing Corp.	663,100	175. LaRosa, A., & Sons, Inc.	455,700
126. Liebmann Breweries, Inc.	660,400	176. Democratic Party	453,300
127. Lewis Food Co.	657,100	177. G. H. P. Cigar Co., Inc.	435,800
128. Studebaker-Packard Corp.	653,200	178. Lone Star Brewing Co.	432,100
129. Schaefer, F. & M., Brewing	648,000	179. International Salt Company	430,900
130. Greyhound Corp.	639,500	180. Quality Bakers of America	424,300
131. Schlitz, Jos. E. Brewing	638,100	181. Frito Company	424,200
132. Phillips Petroleum Co.	624,400	181. Holsum Baking/Bakeries	422,500
133. Buitoni Products, Inc.	622,500	183. Hudson Pulp & Paper Corp.	419,500
134. Quaker Oats Co.	619,200	184. Regal Pale Brewing Co.	412,600
135. Drewrys, Ltd.	607,000	185. Libby, McNeil & Libby	412,100
136. Menen Co., The	595,500	186. Montgomery Ward & Co.	410,100
137. Wierdemann, Geo., Brewing	594,100	187. American Stores Co.	409,200
138. Heileman, G., Brewing Co.	585,400	188. Leeming, Thomas, & Co., Inc.	408,500
139. General Cigar Co.	584,300	189. Whitman, Stephen F., & Son	403,200
140. McLaughlin, W. F., & Co.	580,900	190. International Milling Co.	402,600
141. Duffy-Mott Co., Inc.	579,200	191. Pharma-Craft Corp., Inc.	401,500
142. Mayer, Oscar, & Co.	567,100	192. Strub Brewing Co.	401,300
143. Jackson Brewing Co.	566,700	193. Slenderella Internat. Salons	399,200
144. Blue Plate Foods, Inc.	566,300	194. Grant Company	397,100
145. Grocery Store Prods. Co.	564,600	195. General Tire & Rubber Co.	395,900
146. Emerson Drug Co.	562,700	196. Clinton Merchandising Corp.	383,400
147. Mars, Inc.	555,700	197. Brown Shoe Co., Inc.	383,400
148. Richfield Oil Corp.	543,000	198. Pan-Am Southern Corp.	381,800
149. Standard Oil Co. of Ohio	537,500	199. Baird's Mrs., Bakeries, Inc.	379,000
150. Simoniz Co.	537,200	200. Frontier Foods Corp.	378,200

NBC - TV ADVERTISERS' BILLINGS, 1955

Source: House Anti-trust Sub-committee Hearings

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Aluminum Co. of America			
Aleca Hour	\$ 482,883	9	\$ 439,924
Ding Dong School	8,187	15	6,959
Feather Your Nest	6,815	15	5,793
Matinee	7,789	15	6,604
Tennessee Ernie Ford	7,081	15	6,019
World of Mr. Sweeney	7,525	15	6,396
Today—Home—Tonight	378,065	17 1/2	311,904
American Doll Co.			
Pinky Lee	65,595	20	52,476
American Chic Co.			
Caesar's Hour	985,959	7 1/2	912,012
Summer Theatre	194,340	25	145,755
Victor Borge Show	35,106	0	35,106
Zoo Parade	374,691	0	374,691
American Home Products			
Midwestern Hayride	133,545	23	102,830
Today—Home—Tonight	250,726	20	200,581
G. Washington Coffee (Home)			
Today—Home—Tonight	90,336	10	81,302
American Tobacco Co.			
Best In Mystery	89,982	16	75,585
The Big Story	1,101,091	20	880,873
Your Hit Parade	1,048,946	20	839,157
Justice	447,773	10	402,996
Robert Montgomery	967,903	18	793,680
Your Play Time	317,975	16	267,099
American Viscose			
Today—Home—Tonight	69,640	10	62,676
Charles Antell Inc.			
Easter in New York	18,405	0	18,405
TV Academy Awards	17,336	0	17,336
Hollywoods Best	83,535	25	62,651
Search For Beauty	775,770	33	519,766
Ted Mack Matinee	73,356	33	49,149
Today—Home—Tonight	40,688	0	40,688
Armstrong Cork Co.			
Circle Theatre	1,370,020	7	1,274,119
Associated Products			
Arthur Murray Party	299,975	25	224,981
Tony Martin	477,233	0	477,233
Atlantis Sales Corp.			
Howdy Doody	114,328	20	91,462
Pinky Lee	31,466	20	25,173
World of Mr. Sweeney	273,002	5	259,352
Today—Home—Tonight	71,280	0	71,280
Avco Mfg. Co.			
Midwest Hayride	365,026	22	284,720
NCAA Football	314,766	0	314,766
Today—Home—Tonight	50,965	0	50,965
Hazel Bishop			
Duminger Show	458,691	25	344,018
Place The Face	524,671	25	393,503
Ray—Berle	381,388	13	340,508
Color Spread	235,040	0	235,040
This Is Your Life	1,117,945	7	1,039,689
Bissel Carpet Co.			
Today—Home—Tonight	487,173	20	389,738
Borden Co.			
A Date With Life	400,030	21	304,023
Justice	918,268	24	697,884
Make The Connection	197,438	24	149,533
People's Choice	509,545	24	387,254
Way Of The World	1,369,450	24	1,040,782
California Packing Co.			
Today—Home—Tonight	381,880	17 1/2	315,051

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Campbell Soup Co.			
Dear Phoebe	822,426	7	764,856
Howdy Doody	178,441	18	146,322
Pinky Lee	31,682	20	25,346
Star Stage	110,703	6	386,061
Today—Home—Tonight	31,882	0	31,682
Chesebrough-Ponds			
Cotton Bowl Game	23,743	0	23,743
Star Stage	331,946	6	312,029
Today—Home—Tonight	43,511	0	43,511
Chrysler Div.			
It's a Great Life	2,123,111	15	1,804,644
Shrine Game	149,100	0	149,100
Today—Home—Tonight	9,713	0	9,713
DeSoto Div.			
You Bet Your Life	2,750,016	25	2,069,262
Today—Home—Tonight	4,819	0	4,819
Dodge Brothers Div.			
Nat'l Open Golf Championship	72,549	15	61,667
Plymouth Div.			
Plymouth News Caravan	2,718,393	23	2,093,163
Cluett Peabody			
Today—Home—Tonight	210,948	17 1/2	174,032
Coca Cola Inc.			
CokeTime	2,551,241	11	2,270,604
Colgate Palmolive Co.			
Comedy Hour	1,434,553	25	1,075,915
Colgate Variety Hour	1,956,295	20	1,565,036
Ding Dong School	208,317	25	156,238
Feather Your Nest	1,132,571	22 1/2	877,743
Howdy Doody	984,250	29	698,818
Modern Romances	1,784,306	22 1/2	1,382,837
Continental Baking Co.			
Howdy Doody	965,189	21	762,499
Crowell-Collier			
Today—Home—Tonight	85,446	12 1/2	74,765
Cudahy Packing Co.			
Today—Home—Tonight	322,516	17 1/2	266,076
Helene Curtis			
Caesar's Hour	242,163	0	242,163
Today—Home—Tonight	270,979	20	216,783
Dow Chemical Co.			
NCAA Football Scoreboard	155,461	0	155,461
Medic	1,473,825	10	1,326,443
Today—Home—Tonight	433,968	17 1/2	358,024
Eastman Kodak Co.			
Kndak Request Performance	1,010,300	16	848,652
Norby	425,977	16	357,821
Screen Directors Playhouse	533,925	16	448,497
Ford Motor Co.			
Ford Theatre	2,621,434	16	2,202,005
Producers Showcase	763,664	3	740,754
General Dynamics Corp.			
Youth Wants to Know	135,140	5	128,383
General Electric Co.			
Dear Phoebe	497,838	6	467,968
I Married Joan	602,163	6	566,033
New Years Eve Times Sq.	12,088	0	12,088
Medic	275,468	0	275,468
Today—Home—Tonight	164,669	10	148,202

NBC-TV ADVERTISERS' BILLINGS, 1955

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
General Foods Corp.			
Bob Hope Show	169,166	13	356,235
Coca-Cola Hour	78,357	0	78,357
Commando Cody	269,317	20	215,454
Fury	256,565	20	205,252
Pinky Lee	135,585	17 1/2	111,858
Roy Rogers	2,227,159	18	1,826,516
Roy Rogers Champ Rodeo	79,879	13	69,487
Today Home Tonight	288,237	17 1/2	237,796
General Mills Corp.			
Ding Dong School	313,960	5	298,262
General Motors Corp.			
A. C. Spark Plug Div. (GM)			
Big Town	827,137	13	719,609
General Motors Motorama	78,150	15	66,683
Wide Wide World	85,153	15	72,380
Buick Motors Div. (GM)			
Million Betts	1,016,861	15	889,834
Nat'l Football League Championship	56,689	0	56,689
Color Spread	25,208	0	25,208
Today Home Tonight	12,923	0	42,924
Cadillac Motor Div. (GM)			
Today Home Tonight	22,426	0	22,426
Chevrolet Motor Div. (GM)			
The Chevy Show	165,627	11	400,439
Dinah Shore Show	2,136,224	13	2,095,153
Today Home Tonight	1,819	0	4,819
Pontiac Motors (GM)			
Pontiac Playwrights	551,718	15	471,536
Guide Lamp (GM)			
Wide Wide World	85,761	15	72,899
Oltsmobile Div. (GM)			
Academy Award Presentation	113,369	11	97,497
Patric Page Perry Como	31,172	15	29,301
Max Liebman Presents	1,515,927	0	1,545,927
Today Home Tonight	5,164	0	5,464
Pontiac Div. (GM)			
Jack Carson Show	233,685	13	203,306
Red Buttons	598,339	11	532,522
Wide Wide World	103,896	15	88,312
Today Home Tonight	15,527	0	45,527
General Time Corp.			
Today Home Tonight	132,708	10	119,437
Gerber Products Co.			
Ding Dong School	653,355	12	574,952
Gillette Safety Razor Corp.			
All Star Baseball	100,396	35	65,257
Blue Grey Football Game	135,959	35	88,373
Calvarade of Sports	2,979,145	16	1,608,738
Gillette Summer Sportswear	298,651	15	164,258
Base Ball Football Game	210,878	35	137,071
1955 World Series	128,521	35	278,541
Toni Co. (Gillette)			
Arthur Murray Party	395,091	25	229,496
Dollar a Second	351,891	25	266,101
Jan Murray Time	119,125	25	111,834
Pinky Lee	9,748	20	7,790
Tommy Martin	327,191	21	248,893
Perry Como	151,200	0	154,200
People Are Funny	1,212,783	20	970,226
So This Is Hollywood	1,269,650	21	964,934
Paper-Mate Co. (Gillette)			
People Are Funny	1,130,853	10	1,025,868
Glidden Co.			
Today Home Tonight	191,252	12 1/2	167,346
Goodyear Tire & Rubber Co.			
Goodkey's Playhouse	2,082,162	8	1,915,589
No Room At the Inn	12,626	6	40,068
Grocery Store Products Co.			
Today Home Tonight	128,166	10	115,619
Grove Labs			
Today Home Tonight	561,131	20	451,547
Gulf Oil Co.			
Life of Riley	1,088,715	16	1,670,546
NCAA Football	68,931	0	69,931

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Hallmark Cards Inc.			
Hallmark Hall of Fame	1,076,118	1	1,033,073
Hartz Mountain Products			
Captain Hartz & His Pets	232,371	5	220,755
H. J. Heinz Co.			
Captain Gallant	1,510,577	16	1,268,885
Today Home Tonight	289,319	20	231,479
International Cellulocotton Products Co.			
Canon Theatre	205,566	25	154,175
Kleenee Summer Theatre	187,127	25	140,570
Midwestern Hayride	229,883	25	172,412
Perry Como Show	233,779	0	233,779
International Show Co.			
Ding Dong School	63,565	0	63,565
Howdy Doody	121,675	0	121,675
Pinky Lee	119,211	6	140,287
Today Home Tonight	19,643	0	19,643
Andrew Jeruys Co.			
First Love	1,215,001	21	958,651
S. C. Johnson & Sons			
Robt Montgomery Presents	1,967,793	8	1,810,370
Johnson & Johnson			
Ding Dong School	67,010	0	67,040
Imogene Coca Show	187,151	0	187,454
Pinky Lee	73,012	0	73,042
Musical Chairs	88,992	0	88,992
Tom Mack Matinee	55,395	0	55,395
Tennessee Ernie Ford	119,020	0	119,020
World of Mr. Sweeney	60,243	0	60,243
Today Home Tonight	162,382	10	146,144
Kellogg Co.			
Howdy Doody	331,088	15	368,975
Kendall Co. (Bauer & Black)			
Today Home Tonight	181,721	10	163,552
Kraft Foods Co.			
Kraft Theatre	3,655,510	19	2,961,125
Tom Corbett Spare Cadet	513,188	13	472,574
Lever Brothers Co.			
Big Town	811,883	13	706,338
Lux Video Theatre	3,881,050	20	3,104,840
Lewis Howe Co.			
Imogene Coca Show	289,125	7 1/2	267,441
Musical Chairs	134,968	7 1/2	124,845
1955 Variety Show	77,192	0	77,702
Color Spread	50,566	0	50,566
Liggett & Myers Tobacco Co.			
Dragnet	2,707,323	16	2,274,151
Madame Theatre	106,197	12	93,717
P. Lorillard Co.			
Truth or Consequences	2,267,123	16	1,904,635
Manhattan Soap Co.			
Ding Dong School	667,310	15	567,239
Johns Manville Corp.			
Meet the Press	576,293	6	541,715
Maytag Co.			
Rave Rave	80,995	0	80,995
Color Spread	63,653	0	63,653
Today Home Tonight	107,551	15	91,418
Mennen Co.			
Ding Dong School	232,371	5	220,755
Miles Labs			
Ding Dong School	335,116	17	278,171
Concerning Miss Malloy	132,985	17	110,378
Modern Romances	109,100	17	90,553
Tennessee Ernie Ford	381,966	17	234,032
World of Mr. Sweeney	289,067	17	239,926



NBC-TV ADVERTISERS' BILLINGS, 1955



Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Minnesota Mining & Mfg. Co. Today—Home—Tonight	20,318	15	17,270
Minute Maid Corp. Tennessee Ernie Ford	57,300	5	54,435
Tournament of Roses Parade	57,952	0	57,952
Mobile Homes Today—Home—Tonight	151,642	12½	132,687
Morton Salt Co. Today—Home—Tonight	182,739	10	164,465
Musterole Today—Home—Tonight	139,488	10	125,539
Dromedary Co. (Nat'l Biscuit) Tennessee Ernie Ford	89,389	0	89,389
World of Mr. Sweeney	93,322	0	93,322
Today—Home—Tonight	4,508	0	4,508
Hills Brothers Co. (Nat'l Biscuit) Today—Home—Tonight	353,311	17½	291,482
Northam & Warren Corp. Today—Home—Tonight	252,528	15	214,649
Evinrude Motors (Outboard M & M) Today—Home—Tonight	86,982	12½	76,109
Pan American Airways Meet the Press	452,135	6	425,007
Pan American Coffee Bureau Today—Home—Tonight	116,506	10	104,855
Pepperell Mfg. Co. Today—Home—Tonight	70,720	10	63,648
Pfaff Sewing Machine Co. Today—Home—Tonight	198,549	12½	173,730
Philco Corp. Philen Tv Playhouse	1,619,025	8	1,489,503
Polaroid Corp. Today—Home—Tonight	223,357	12½	195,437
Polk Miller Today—Home—Tonight	155,704	10	140,134
Procter & Gamble Caesar's Hour	118,195	0	118,195
Camen Theatre	199,650	25	149,738
Ding Dong School	102,345	25	76,759
Fireside Theatre	1,882,856	25	1,412,142
Golden Windows	281,165	25	210,874
It Pays To Be Married	726,075	46	388,841
Loretta Young	2,142,410	25	1,606,808
Malinee Theatre	339,731	32	224,897
Concerning Miss Marlowe	725,541	25	544,156
Tennessee Ernie Ford	1,228,677	48	638,912
This Is Your Life	1,178,080	25	883,560
Today—Home—Tonight	14,740	0	14,740
Purex Corp. Big Surprise	261,830	6	246,120
Radio Corp. of America Milton Berle	152,597	0	152,597
Caesar's Hour	602,899	7½	557,682
Producer's Showcase	767,979	3	744,940
Raye—Berle	152,575	0	152,575
Remington Rand Caesar's Hour	828,441	7½	303,808
R. J. Reynolds Tobacco Co. Camel News Cartoon	4,534,090	25	3,400,568
Feather Your Nest	589,814	25	442,383
Bob Cummings Show	1,406,848	25	1,055,136
Sports Highlights 1955	14,235	25	10,676

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Reynolds Metal Co. Do It Yourself	396,603	13½	343,062
Frontier	477,135	13½	412,722
Mr. Peepers	689,697	13½	596,588
Color Spread	222,866	0	222,866
Roto Broil Today—Home—Tonight	245,985	12½	215,237
Sawyers Inc. Pinky Lee	55,723	9	50,708
Today—Home—Tonight	23,907	0	23,907
Scott Paper Co. Father Knows Best	733,872	16	616,452
My Little Margie	1,293,438	16	1,088,168
Serutan Co. Juvenile Jury	217,282	6	204,245
W. A. Shaeffer Pen Co. Today—Home—Tonight	246,974	12½	216,102
Simoniz Co. Best In Mystery	139,413	6	131,048
The Big Story	965,433	6	907,507
Today—Home—Tonight	90,122	0	90,122
Speidel Corp. The Big Surprise	258,500	6	242,990
Caesar's Hour	341,358	0	341,358
Today—Home—Tonight	61,260	0	61,260
State Farm Insurance Co. Red Barber Show	427,102	18	350,224
Standard Brands Inc. Howdy Doody	630,828	12	555,129
Color Spread	49,513	0	49,513
Tennessee Ernie Ford	495,428	17	411,205
Starkist Today—Home—Tonight	334,983	17½	276,361
Sunbeam Corp. Milton Berle	152,888	0	152,888
Raye—Berle	156,543	0	156,543
Color Spread	591,888	0	591,888
Today—Home—Tonight	369,332	12½	323,166
Sweets Co. of America Happy Felton's Spotlight	96,950	17	80,469
Pinky Lee	683,658	16	574,273
World of Mr. Sweeney	61,400	12	54,032
Winchell & Mahoney	611,483	27	446,383
Today—Home—Tonight	3,667	20	2,934
Swift & Co. Swift Show Wagon	1,443,804	6	1,356,988
Today—Home—Tonight	343,074	17½	283,036
The Texas Co. Donald O'Connor Show	586,028	13	509,844
Texaco Star Theatre	1,136,074	7	1,056,549
Upjohn Today—Home—Tonight	70,757	10	63,681
U. S. Time Corp. Pinky Lee	63,045	20	50,436
Warner Lambert Your Hit Parade	1,013,400	6	952,596
Robt. Montgomery Presents	393,740	30	275,618
Your Play Time	317,952	8	292,516
Washington State Apple Comm. Today—Home—Tonight	89,454	10	80,508
J. A. Wright Today—Home—Tonight	123,590	10	111,231

CBS - TV ADVERTISERS' BILLINGS, 1955

Source: House Antitrust Subcommittee Hearings

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time	Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Aluminum Co. of America See It Now	8,837,000	7.5	\$ 774,225	Carnation Co. Bob Crosby Rums & Allen	128,000 1,281,800	15 19	108,800 1,038,258
Aluminum Omibus	588,200	10	484,380	Carle Products Meet Mills Panorama Pacific	995,000 600	9.5 0	900,475 600
Amana Refrigerator Phil Silvers Basketball Football Pacific Coast Basketball	325,695 146,000 325,000 8,100	5 0 0 0	309,408 146,000 325,000 8,400	CBS Columbia Willy Godfrey & Friends Talent Scouts Life With Father See It Now	65,000 166,677 227,371 161,500 15,500	0 15 2.1 0 0	63,000 396,675 222,599 161,500 13,500
Amer. Cone & Pretzel Co. Panorama Pacific	800	0	800	CBS Hytron Talent Scouts Gary Moore	45,500 86,712	2.1 12.5	44,545 758,730
American Dairy Bob Crosby	293,340	5	278,673	Chevrolet Gary Moore	76,325	25	57,244
American Home Prod. Love of Life Secret Storm A Godfrey Time Doug, Edwards & The News Name That Tune Name That Tune Down You Go Wanted Quiz Klub	1,680,000 1,982,100 153,000 1,317,600 201,000 194,800 295,100 326,700	25 25 25 25 25 25 25 25	3,510,000 1,474,410 114,750 988,200 150,750 296,100 221,550 245,025	Chrysler Corp. Climax Shower of Stars	1,082,650	25	3,061,988
American Oil Co. Person to Person	123,150	5	401,993	Chun Kung Gary Moore	313,330	5	326,164
American Tobacco Co. Jack Benny-PV. Secretary Doug, Edwards & The News	2,611,600 1,856,100	25 25	1,981,200 1,392,300	Coast Fisheries Panorama Pacific	6,300	0	6,300
Amoco Years of Crisis	27,200	0	27,200	Colgate Palmolive Strike It Rich The Big Payoff Strike It Rich Millionaire	1,750,200 2,982,800 2,190,800	25 25 25	3,549,000 2,199,600 1,868,100
Anheuser-Busch, Inc. Damon Runyon Theatre	1,060,200	21	837,558	Columbia Records See It Now	27,000	0	27,000
Armour Captain Midnight	93,000	0	93,000	Constock Gary Moore	111,621	5	137,393
Bauer & Black Godfrey Time	128,700	11	128,700	Converted Rice Gary Moore Panorama Pacific	49,000 13,650	17.5 0	378,675 12,968
Bendix Div. of Avco Doug, Edwards & The News	828,300	17.5	683,348	Corn Products Robert Q. Lewis Godfrey Time	402,626 121,137	10 19.3	362,363 342,521
Best Foods Robert Q. Lewis	360,000	10	324,000	Crane Co. Morning Show	48,000	0	48,000
Block Drug Dancer	66,600	0	66,600	Helene Curtis Robert Q. Lewis Professional Father Professional Father	419,125 566,800 170,300	15 15 0	356,256 481,780 170,300
Bonne Belle, Inc. Panorama Pacific	8,400	0	8,400	Curtiss Candy Co. Talks of the Texas Rangers	100,500	0	100,500
Borden Co. Gary Moore	152,300	10	407,160	Doeskin Products, Inc. Robert Q. Lewis	135,200	0	135,200
Bristol Myers Four Star Playhouse Godfrey Time Godfrey Time Gary Moore Gary Moore Gary Moore Alfred Hitchcock	1,107,500 157,567 639,090 75,240 735,058 35,963 2,978,167	20 25 25 15 15 25 25	886,392 343,175 457,568 63,954 401,774 26,972 1,558,850	Dow Chemical Godfrey Time	351,000	5	333,450
Brown & Williamson Robert Q. Lewis Lineup - Undertreatment	85,100 1,352,000	10 20	76,860 1,081,600	Erison Chemical Morning Show	3,300	0	3,300
E. L. Bruce Panorama Pacific	9,100	0	9,100	ECAP You Are There	788,000	0	788,000
Snick Jackie Gleason The Homecoming	713,831	25	557,873	Elgin Nat'l. Watch Co. Person to Person	335,700	0	335,700
Lorraine Burton Salad Panorama Pacific	9,450	2.5	9,214	Falstaff Brewing Corp. Game of the Week	467,900	0	467,900
Calgon, Inc. Panorama Pacific	3,200	0	3,300	Florida Citrus Morning Show	69,031	10	68,048
California Brewing The Star & Story	8,100	10	7,560	Ford Div. of Ford Motor Co. Ford Star Jubilee	510,100	15	459,340
Campbell Cereal Morning Show	19,488	5	18,514	Frigidaire Godfrey Time A Godfrey & His Friends My Favorite Husband	1,110,375 821,084 509,571	17.5 15 20	916,059 697,921 407,659
Campbell Soup Mobby & Cusiello Lassic	116,241 1,357,200	12 13.5	128,692 1,173,978	General Electric 20th Century Fox Jean-Poman Ray Milland Parade of Light G. E. Theatre	1,158,280 391,910 782,717 22,163 2,458,560	20 25 25 15 21.5	926,624 296,205 655,309 19,068 1,851,296

CBS-TV ADVERTISERS' BILLINGS, 1955

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time	Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
General Foods				Lincoln Mercury			
Johnny Carson	901,142	25	675,857	Toast of the Town, Ed Sullivan Show	4,388,800	25	3,291,600
Portia Faces Life	1,242,000	25	931,500	Pan American Road Race Film	1,100	0	1,100
Christmas Show	75,200	25	56,400	Longine			
I Love Lucy	593,294	25	444,971	Chronoscope	378,300	5	359,385
Mama	1,820,853	25	1,365,640	Conquest	115,800	0	115,800
Our Miss Brooks	1,777,044	25	1,332,783	Thanksgiving	55,500	0	55,500
December Bride	2,600,000	25	1,950,000	P. Lorillard Co.			
Three For Tonight	120,000	0	120,000	Two for the Money	1,974,000	24.5	1,490,370
Jo Stafford	90,000	0	90,000	Father Knows Best	2,138,500	24	1,625,260
General Mills, Inc.				Lyon Van & Storage			
Burns & Allen	292,200	15	248,370	Panorama Pacific	63,600	7.38	58,536
Tales of the Texas Rangers	209,300	20	167,440	Magla Productions			
Life with Father	211,750	25	158,813	Panorama Pacific	600	0	600
Lone Ranger	754,000	25	565,500	Masland			
Bob Crosby	907,800	25	676,400	Garry Moore	50,800	0	50,800
Captain Midnight	206,400	15	175,440	Garry Moore	154,800	0	154,800
Garry Moore	167,400	25	125,550	Garry Moore	97,600	0	97,600
Valiant Lady	1,417,800	25	1,056,400	Maybelline			
Robert Q. Lewis	258,000	25	178,500	Robert Q. Lewis	10,900	0	10,900
Willy	612,000	25	459,000	Jack Paar	6,800	0	6,800
Barker Bill	805,200	25	597,038	See It Know	40,400	0	40,400
Panorama Pacific	10,400	0	10,400	Maytag Co.			
Gerber Products				Star Time Playhouse—			
Bob Crosby Show	243,000	5	230,850	Navy Log	562,900	5	534,755
Gillette Safety Razor				Miles Laboratories			
Kentucky Derby	40,000	15	34,000	Garry Moore	540,800	20	432,640
Preakness	40,000	15	34,000	Bob Crosby	142,800	20	114,240
Belmont Stakes	37,800	15	32,130	Robert Q. Lewis	349,600	20	279,680
Coldseal				Minnesota Mining			
The Jo Stafford Show	541,800	17.5	446,985	Godfrey Time	75,600	17.5	62,370
B. F. Goodrich				Godfrey Time	168,000	5	159,600
Burns & Allen	888,000	1.25	876,900	Godfrey Time	233,700	5	222,015
Hamm Brewing				Monsanto Chemical			
Person to Person	595,296	7.5	550,649	Morning Show	90,000	17.5	693,000
Hawaiian Pineapple				Panorama Pacific	9,800	17.5	8,085
House Party	629,200	15	534,820	Winky Dink & You	64,800	0	64,800
Hills Bros.				Jules Montenier			
Panorama Pacific	62,400	7.38	57,795	What's My Line	958,815	5	910,874
Hoover Co.				Philip Morris			
Morning Show	23,250	0	23,250	I Love Lucy	903,501	22.5	700,213
Lewis Howe				Public Defender	585,098	12.5	511,961
Swaps vs. Nashua Match Race	62,000	0	62,000	Panorama Pacific	44,100	7	41,013
Ideal Toys				Morton Salt Co.			
Winky Dink & You	157,300	0	157,300	Panorama Pacific	3,900	0	3,900
In-Sinkerator				Mullens Mfg.			
Panorama Pacific	9,100	0	9,100	Panorama Pacific	300	0	300
International Harvester				Mullins Mfg.			
Halls of Ivy	500,000	0	500,000	Morning Show	3,300	0	3,300
S. C. Johnson & Son				Nabisco			
Red Skelton, Life with Father, Spotlight Playhouse	988,000	5	938,600	Halls of Ivy	560,700	0	560,700
Robert Q. Lewis	392,000	18.5	319,480	Ash Kelvinator			
Johnson & Johnson				Danger	409,200	0	409,200
Robin Hood	291,178	5	276,619	National Carbon			
Kellogg				Arthur Godfrey & Friends	145,500	0	145,500
Godfrey & Friends	238,500	25	178,875	National Dairy			
Lassie	313,600	25	235,200	Big Top	1,560,000	23	1,201,200
Wild Bill Hickok	627,000	25	470,250	Nesle Co.			
Garry Moore	457,600	25	343,200	Jackie Gleason	945,098	15	803,333
Godfrey Time	878,800	24	667,888	Stage Show	605,570	21	478,400
House Party	967,200	24	735,072	Norcross			
Kendall Co.				Omnibus	297,000	10	267,300
Morning Show	51,200	0	51,200	Norwich Pharmacal			
Panorama Pacific	4,800	0	4,800	Sunday News Special	520,000	12.5	455,000
Lanolin Plus				Noxzema Chemical Co.			
Robert Q. Lewis	218,800	7.5	202,390	Person to Person	376,253	5	357,440
Larsen Co.				Pabst Brewing Co.			
Bob Crosby	69,000	0	69,000	Blue Ribbon Bonts	971,904	25	728,928
Lever Bros.				Pet Milk			
Uncle Johnny Coons	273,000	25	204,750	Red Skelton	1,012,500	5	961,875
Uncle Johnny Coons	184,800	15	157,080	Pharmaceuticals, Inc.			
Talent Scouts	1,019,200	20	815,360	Doug. Edwards & the News	778,800	23	599,676
Garry Moore	65,100	25	48,825	Meet Millie	956,800	18	784,576
Garry Moore	137,800	25	103,350				
Godfrey Time	936,000	25	702,000				
Art Linkletter	1,508,000	25	1,131,000				
Liggett & Myers							
Perry Como	1,830,000	25	1,372,500				
TV Top Tunes	405,900	22	316,602				
Gunsmoke	635,700	23	489,489				

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Pillsbury Mills			
Godfrey & Friends	368,800	15	457,980
Godfrey Time	2,038,400	25	1,528,800
House Party	2,062,600	25	1,552,200
Pioneer Rubber Co.			
Panorama Pacific	3,000	0	3,000
Polaroid Corp.			
Panorama Pacific	2,250	0	2,250
Procter & Gamble			
Road of Life	1,011,000	25	760,000
Bob Crosby	47,200	25	27,900
Shining Light	2,496,000	25	1,872,000
Brighter Day	2,548,000	25	1,911,000
Welcome Travelers	1,264,000	25	3,198,000
On Your Account	1,472,000	25	3,354,000
I Love Lucy - Whiting Girls	1,431,000	25	1,073,250
Empire	900,000	25	675,000
Down You Go - It's Always Jan	864,000	25	648,000
The Line Up - Independent	980,000	25	735,000
Favorite Husband	540,000	25	405,000
Jackie Gleason	673,764	15	572,699
Panorama Pacific	11,250	5	10,688
Prudential Insurance Co.			
You Are There	1,094,400	10	919,296
Garry Moore	171,000	12	146,160
Purex Corp.			
Panorama Pacific	9,100	0	9,100
Quaker Oats, Inc.			
Contest Carnival	672,000	17.5	554,895
S&C - Preston of the Yukon	263,200	20	210,560
Ralston Purina			
Robert Q. Lewis	52,500	0	52,500
Garry Moore	52,100	0	52,400
Reader's Digest			
Panorama Pacific	1,400	2.5	1,365
Regal Pale Brewing			
Harry Owens Show	204,280	20	203,424
Remington Rand			
What's My Line	1,051,050	5	998,498
Revlon, Inc.			
Bumper, \$61,000 Question	1,710,000	23	1,316,700
Appointment with Adventure	233,000	20	186,400
Jenny Carson, Public Defender	178,400	20	382,720
Morning Show	89,600	5	85,120
Rexall Drug			
Panorama Pacific	1,050	2.5	1,024
Morning Show	9,900	0	9,900
R. J. Reynolds			
I've Got A Secret	2,520,570	25	1,890,428
Topper - Crusader	843,339	22.5	655,138
Bob Cummings	1,071,450	25	805,838
You'll Never Get Rich	372,162	25	279,347
Ronsun			
Doug Edwards & the News	1,569,600	0	1,569,600
Schick			
Jackie Gleason	621,475	7.5	574,864
Schlitz Brewing Co.			
Playhouse of Stars	2,272,100	22	1,772,472
Scott Paper			
Valiant Lady	44,050	22	34,359
Garry Moore	219,130	21	173,113
Bob Crosby	151,827	21.4	119,488
Bob Crosby	295,050	21	233,090
Garry Moore	249,600	21	197,184
Meridians	538,902	10	485,012
Serta Associates			
Garry Moore	60,400	0	60,400
Seven Up			
Bob Crosby	55,600	0	55,600
W. A. Sheaffer Pen Co.			
Two for the Money	559,350	13	486,635
Star Time Playhouse			
Navy Log	519,600	5	493,620
Panorama Pacific	11,550	2.5	11,261
Jackie Gleason	316,212	7.5	292,496
Shulton			
See It Now	90,000	0	90,000

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Simmons Co.			
My Favorite Husband	297,900	0	297,900
Simoniz Co.			
Bob Crosby	169,300	20	372,240
Garry Moore Show	201,600	20	161,280
Singer Sewing Machine Co.			
Four Star Playhouse	1,412,800	5	1,057,160
Soilax			
Garry Moore	140,800	5	129,960
S. O. S.			
Bob Crosby	320,710	12.5	280,621
Garry Moore	177,645	15	159,998
Southern Calif. Plasterers			
Tournament of Roses	3,600	0	3,600
A. E. Staley			
Garry Moore	321,500	5	305,425
State Farm Mutual Insurance Co.			
Red Barber's Corner	167,613	15	167,971
Sterling Drug			
Panorama Pacific	6,500	2.5	6,143
Sterns Nursery			
Morning Show	6,500	0	6,500
J. P. Stevens			
Panorama Pacific	4,200	2.5	4,095
C. R. Swanson & Sons			
Robert Q. Lewis	159,800	11	142,222
Bob Crosby	159,800	11	142,222
Bob Crosby	175,500	22	136,890
Swift & Co.			
Garry Moore	403,840	12	91,379
Garry Moore	373,184	3.0	347,434
Garry Moore	198,192	11	176,658
Panorama Pacific	22,100	2.5	21,840
Sylvania Electric Co.			
Beat the Clock	2,135,900	21	1,687,361
Toni Company			
Talent Scouts	315,700	25	236,775
A. Godfrey & His Friends	2,208,800	25	1,656,600
Frankie Lane			
Valiant Lady	319,600	25	495,656
Bob Crosby	390,000	25	292,500
Garry Moore	208,000	20	166,400
Garry Moore	57,600	25	43,200
Garry Moore	19,400	25	14,550
A. Godfrey Time	252,300	25	316,109
U. S. Steel Corp.			
U. S. Steel Hour	960,700	5	912,665
Wander Co.			
Captain Midnight	242,200	7.5	224,035
Weco Productions			
Panorama Pacific	3,500	0	3,500
Wemar Corporation			
Panorama Pacific	300	0	300
Wessen Houseware			
Panorama Pacific	2,100	0	2,100
Wesson Oil			
Valiant Lady	205,404	17.5	218,958
Westinghouse Electric			
Studio One - Summer Theatre	3,829,124	25	2,871,843
Best of Broadway	137,700	15	372,045
Wildroot			
Robin Hood	256,034	5	243,232
Wishbone Salad Dressing			
Panorama Pacific	11,000	5	13,300
Wrigley			
Gene Autry	725,040	10	652,509
Yardley			
Garry Moore	889,600	15	764,660
Panorama Pacific	2,400	0	2,400
Zenith Radio			
Omnibus	200,000	50	130,000

COLOR EQUIPPED STATIONS—U.S.A.

• As of February 1, 1957

CBS-TV

CITY	STATION	BASIC AFFILIATES		LOCAL	ORINATION FILM	LIVE
		NETWORK REBROADCAST	SLIDE			
New York	WCBS-TV	*	o		*	*
Albany, N. Y.	WCDA-TV	o	o	
Atlanta	WAGA-TV	o	o		*	..
Baltimore	WMAR-TV	o	o		*	*
Birmingham	WBRC-TV	*
Boston	WNAC-TV	*
Buffalo	WBEN	o	o		o	*
Charleston, W. Va.	WCHS-TV	o	*		o	..
Charlotte	WBTV	o	..		o	*
Chicago	WBBM-TV	*
Cincinnati	WKRC-TV	o	o		o	*
Cleveland	WJW-TV	o	o		o	..
Columbus	WBNS-TV	*
Dallas	KRLD-TV	o	o		o	..
Dayton	WHIO-TV	*
Denver	KLZ-TV	*
Des Moines	KRNT	*
Detroit	WJBL-TV	o	o		o	*
Galveston-Houston	EGUL-TV	o	*		o	..
Greensboro	WFMY-TV	*	*		*	..
Hutchinson-Wichita	KTVH	*
Indianapolis	WISH-TV	*
Jacksonville	WMBR-TV	*
Kalamazoo	WKZO-TV	*
Kansas City	KCMO-TV	*
Los Angeles	KNXT	*	o		o	*
Louisville	WHAS-TV	*
Memphis	WREC-TV	*
Miami	WTVJ	o	o		o	*
Milwaukee	WXIX-TV	*
Minneapolis	WCCO-TV	o	o		*	*
Nashville	WLAC-TV	*
Norfolk	WTAR-TV	o	o		o	*
Oklahoma City	KWTV	*
Omaha	WOV-TV	o
Philadelphia	WCAU-TV	o	o		o	..
Portland, Ore.	KOIN-TV	o	o		o	..
Providence, R. I.	WPRO-TV
Richmond	WRVA-TV	*
Rochester	WHEN-WVET	*
Rock Island	WHBF-TV	*
Sacramento	KBET-TV	*	..		*	..
Salt Lake City	KSL-TV	o
San Antonio	KENS-TV	o
San Diego	KFMB-TV	*	..		*	*
San Francisco	KPIX	*	..		*	..
Shreveport, La.	KSLA-TV	o
St. Louis	KWK	o
Syracuse	WHEN	o
Tacoma-Seattle	KTNT-TV	*
Tampa	WTVT	o	o	
Toledo	WSPD-TV	*	o		o	*
Tulsa	KOTV	*	o	
Washington	WTOP-TV	*	o	
Fresno	KFRE-TV	*

BASIC OPTIONAL

Altoona, Pa.	WFBG-TV	*
Augusta, Ga.	WRDW-TV
Austin, Texas	KTBC-TV
Bakersfield, Calif.	KBAK-TV
Baton Rouge, La.	WAFB-TV
Beaumont, Texas	KFDM-TV
Binghamton, N. Y.	WNBW-TV	o

* Equipment in use.
.. No equipment.



COLOR EQUIPPED STATIONS—U. S. A.



Burlington, Vt.	WCAX-TV	•	•	•	•
Cedar Rapids, Iowa	WMT-TV	•	•	•	•
Champaign, Ill.	WCIA	•	•	•	•
Charleston, S. C.	WCSC-TV	•	•	•	•
Chattanooga, Tenn.	WDEF-TV	•	•	•	•
Columbia, S. C.	WNOK-TV	•	•	•	•
Columbus, Ga.	WRBL-TV	•	•	•	•
Duluth, Minn.	KDAL-TV	•	•	•	•
El Paso, Texas	KROD-TV	•	•	•	•
Erie, Pa.	WSEE-TV	•	•	•	•
Florence, S. C.	WBTW	•	•	•	•
Fort Wayne, Ind.	WIN-TV	•	•	•	•
Green Bay, Wis.	WBAY-TV	•	•	•	•
Greenville, N. C.	WNCT	•	•	•	•
Harrisburgh, Pa.	WHP-TV	•	•	•	•
Henderson-Evansville, Ind.	WEHT	•	•	•	•
Jackson, Miss.	WJTV	•	•	•	•
Johnson City, Tenn.	WJHL-TV	•	•	•	•
Knoxville, Tenn.	WBIR-TV	•	•	•	•
Lansing, Mich.	WJIM-TV	•	•	•	•
Little Rock-Pine Bluff, Ark.	KTHV	•	•	•	•
Macon, Ga.	WMAZ-TV	•	•	•	•
Madison, Wis.	WISC-TV	•	•	•	•
Mobile, Ala.	WKRG-TV	•	•	•	•
Montgomery, Ala.	WCOV-TV	•	•	•	•
New Orleans, La.	WDSU-TV	•	•	•	•
Orlando, Fla.	WDBO-TV	•	•	•	•
Phoenix, Ariz.	KOOL-TV	•	•	•	•
Portland, Me.	WGAN-TV	•	•	•	•
Roanoke, Va.	WDBJ-TV	•	•	•	•
Rockford, Ill.	WREX-TV	•	•	•	•
Seranton, Pa.	WGBI-TV	•	•	•	•
Sioux City, Iowa	KVTV	•	•	•	•
South Bend, Ind.	WSBT	•	•	•	•
Spartanburg, S. C.	WSPA-TV	•	•	•	•
Spokane, Wash.	KXLY-TV	•	•	•	•
Springfield-Holyoke, Mass.	WHYN-TV	•	•	•	•
Springfield, Mo.	KTTS-TV	•	•	•	•
Steubenville-Wheeling, O.	WSTV	•	•	•	•
Terre Haute, Ind.	WTHI-TV	•	•	•	•
Topeka, Kans.	WIBW-TV	•	•	•	•
Youngstown, O.	WKBN-TV	•	•	•	•

SUPPLEMENTARY NON-INTERCONNECTED

Albuquerque, N. M.	KGGM-TV	•	•	•	•
Amarillo, Texas	KFDA	•	•	•	•
Anderson, S. C.	WAJM-TV	•	•	•	•
Bakersfield, Calif.	KERO-TV	•	•	•	•
Bangor, Me.	W-TWO	•	•	•	•
Cadillac, Mich.	WWTV	•	•	•	•
Cape Girardeau, Mo.	KFVS-TV	•	•	•	•
Cheyenne, Wyo.	KFBC-TV	•	•	•	•
Chico, Calif.	KHSL-TV	•	•	•	•
Colorado Springs, Colo.	KKTV	•	•	•	•
Eureka, Calif.	KIEM-TV	•	•	•	•
Fort Smith, Ark.	KNAO-TV	•	•	•	•
Harlingen, Texas	KGPT-TV	•	•	•	•
Jefferson City, Mo.	KRCG-TV	•	•	•	•
Johnstown, Pa.	WARD-TV	•	•	•	•
Joplin, Mo.	KODE-TV	•	•	•	•
Kearney, Neb.	RHOL-TV	•	•	•	•
La Crosse, Wis.	WKBT	•	•	•	•
Lancaster, Pa.	WGAL-TV	•	•	•	•
Lima, Ohio	WIMA-TV	•	•	•	•
Lincoln, Neb.	KOLN-TV	•	•	•	•
Lubbock, Texas	KDUB-TV	•	•	•	•
Mason City, Iowa	KGLO-TV	•	•	•	•
Medford, Ore.	KBES-TV	•	•	•	•
Meridian, Miss.	WTOG-TV	•	•	•	•
Minot, N. D.	KJJB-TV	•	•	•	•
Monroe, La.	KNOE-TV	•	•	•	•
Mt. Washington, N. H.	WMTW	•	•	•	•
Odessa, Texas	KOSA-TV	•	•	•	•
Peoria, Ill.	WTVH	•	•	•	•
Quincy-Hannibal, Mo.	KHQA-TV	•	•	•	•
Raleigh, N. C.	WNAO-TV	•	•	•	•
Reno, Nev.	KOLO-TV	•	•	•	•
Saginaw, Mich.	WKNN-TV	•	•	•	•
St. Joseph, Mo.	KFEQ-TV	•	•	•	•
Salinas-Monterey, Calif.	KSEW-TV	•	•	•	•
San Angelo, Texas	KTXL-TV	•	•	•	•
Santa Barbara, Calif.	KEY-TV	•	•	•	•
Savannah, Ga.	WTOG-TV	•	•	•	•
Texarkana, Texas	KCMC-TV	•	•	•	•

* Equipment in use
 •• No equipment.

COLOR EQUIPPED STATIONS—U. S. A.

Tucson, Ariz.	KOPO-TV
Valley City, N. D.	KXJB-TV
Waco, Texas	KWTX-TV
Watertown-Carthage, N. Y.	WCNY-TV
Wausau, Wisc.	WSAU-TV
Wichita Falls, Texas	KSYD-TV
Yakima, Wash.	KJMA-TV

SUPPLEMENTARY INTERCONNECTED

Billings, Mont.	KOOK-TV
Boise, Idaho	KBOI-TV
Great Falls, Mont.	KID-TV
Tallahassee, Fla.	WCTV

EXTENDED MARKET PLAN

Agana, Guam	KUAM-TV
Bellingham, Wash.	KVOS-TV
Big Spring, Texas	KBST-TV
Bismarck, N. D.	KBMB-TV
Carlsbad, N. M.	KAVE-TV
Clovis, N. M.	KICA-TV
Columbus, Miss.	WCBI-TV
Decatur, Ala.	WMSL-TV
Dickinson, N. D.	KDIX-TV
Dothan, Ala.	WTVY
Fayetteville, N. C.	WFLB-TV
Fort Meyers, Fla.	WINK-TV
Grand Junction, Colo.	KREX-TV
Jackson, Tenn.	WDXI-TV
Juneau, Alaska	KINY-TV
Kalispell, Mont.	KEEZ-TV
Klamath Falls, Ore.	KOTI-TV
Lafayette, Ind.	WFAM-TV
Lafayette, La.	KLFY-TV
Lake Charles, La.	KTAG-TV
Laredo, Texas	KHAD-TV
Las Vegas, Nev.	KLAS-TV
Marquette, Mich.	WDMJ-TV
Missoula, Mont.	KGVO-TV
Ottumwa, Iowa	KTVO
Panama City, Fla.	WJDM-TV
Parkersburg, W. Va.	WTAP
Presque Isle, Me.	WAGM-TV
Rapid City, S. D.	KOTA-TV
Salisbury, Md.	WBOC-TV
San Luis Obispo, Calif.	KVEC-TV
Twin Falls, Idaho	KLIX-TV
Sweetwater-Abilene, Tex.	KPAR-TV
Yuma, Ariz.	KfVA

NBC-TV

INTERCONNECTED BASIC AFFILIATES

CITY	STATION	NETWORK		LOCAL ORIGINATION		LIVE
		REBROADCAST	SLIDE	FILM		
Atlanta, Ga.	WSB-TV	*	*	*		..
Baltimore, Md.	WBAL-TV	*	*	*		..
Birmingham, Ala.	WABT	*	*	*		..
Boston, Mass.	WBZ-TV	*	*	*		..
Buffalo, N. Y.	WBUF	*	*	*		..
Chicago, Ill.	WBQ	*	*	*		..
Cincinnati, O.	WLW-TV	*	*	*		..
Cleveland, O.	KYW-TV	*	*	*		..
Columbus, O.	WLW-C	*	*	*		..
Dallas, Tex.	WEFA-TV	*	*	*		..
Davenport, Iowa	WOC-TV	*	*	*		..
Dayton, O.	WLW-D	*	Late 1957	Late 1957		Early 1958
Denver, Colo.	KOA-TV	*	*	*		..
Des Moines, Iowa	WHO-TV	*	*	*		Late 1957
Detroit, Mich.	WWJ-TV	*	*	*		..
Ft. Worth, Tex.	WBAP-TV	*	*	*		..
Fresno, Calif.	KMJ-TV	*	*	*		..
Grand Rapids, Mich.	WOOD-TV	*	*	*		..
Traverse City	WPBN-TV	*	*	*		..
Hartford-New Britain	WKBN-TV	*	*	*		..
Houston, Texas	KPRO-TV	*	*	*		..
Lufkin	KTRE-TV	*	*	*		..

* Equipment in use.
.. No equipment.



COLOR EQUIPPED STATIONS—U. S. A.



Huntington-Charleston	WNAZ-TV	*	*	*	*
Indianapolis, Ind.	WFHM-TV	*	*	*	*
Johnstown, Pa.	WJAC-TV	*	*	*	*
Kansas City, Kans.	WDAF-TV	*	*	*	*
Lancaster-Harrisburg-York	WGAL-TV	*	*	*	1957
Lansing, Mich.	WJIM-TV	*	*	*	*
Los Angeles, Calif.	KRCA	*	*	*	*
Louisville, Ky.	WAVE-TV	*	*	*	*
Memphis, Tenn.	WMCB-TV	Fall 1957	Fall 1957	Fall 1957	Fall 1957
Tupelo, Miss.	WTPW-TV	*	*	*	*
Miami, Fla.	WCKT	*	*	*	Nov. 1957
Milwaukee-Wis.	WPMJ-TV	*	*	*	*
Minneapolis-St. Paul	KSTP-TV	*	*	*	*
Nashville, Tenn.	WSM-TV	*	*	*	*
New Orleans, La.	WDSU-TV	*	*	*	*
New York, N. Y.	WRCA-TV	*	*	*	*
Norfolk, Va.	WVEC-TV	*	*	*	*
Oklahoma City, Okla.	WKY-TV	*	*	*	*
Omaha, Neb.	KMTV	*	*	*	*
Philadelphia, Pa.	WRCV-TV	*	*	*	*
Portland, Ore.	KPTV	*	*	*	*
Providence, R. I.	WJAR-TV	*	*	*	*
Richmond-Petersburg	WXEX-TV	*	*	*	*
Rochester, N. Y.	WROC-TV	*	*	*	*
Sacramento, Calif.	KCRA-TV	*	*	*	March 1957
Salt Lake City, Utah	KTVB-TV	*	*	*	*
San Antonio, Tex.	WOAI-TV	*	*	*	*
San Diego, Calif.	KFSD-TV	*	*	*	*
San Francisco, Calif.	KRON-TV	*	*	*	*
Schenectady, N. Y.	WRGB	*	*	*	*
Seattle-Tacoma, Wash.	KOMO-TV	Aug. 1957	Aug. 1957	Aug. 1957	Aug. 1957
St. Louis, Mo.	RSD-TV	*	*	*	1957
Syracuse, N. Y.	WSYR-TV	*	*	*	*
Elmira, N. Y.	WSYE-TV	*	*	*	*
Tampa-St. Petersburg, Fla.	WFLA-TV	*	*	*	*
Tulsa, Okla.	KVOO-TV	Jan. 1957	Jan. 1957	Jan. 1957	Jan. 1957
Washington, D. C.	WRC-TV	Sept. 1957	Sept. 1957	Sept. 1957	Sept. 1957
Wichita, Kans.	KARD-TV	*	*	*	*
Wilkes-Barre-Scranton, Pa.	WBRE-TV	Jan. 1957	Jan. 1957	Jan. 1957	Jan. 1957
Youngstown, O.	WFMJ-TV	*	*	*	*

INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE

Abilene, Tex.	KRBE-TV	Late 1957	*	*	*
Albany, Ga.	WALB-TV	1957	*	*	*
Albuquerque, N. M.	KOB-TV	*	Fall 1957	Fall 1957	*
Alexandria, La.	KALB-TV	*	*	*	*
Altoona, Pa.	WFBG-TV	*	*	*	*
Amarillo, Tex.	KGNU-TV	*	*	*	*
Armore, Okla.	KVSO-TV	*	*	*	*
Asheville, N. C.	WISE-TV	*	*	*	*
Augusta, Ga.	WJBF	*	1957	1957	*
Austin, Tex.	KTHV-TV	*	Dec. 1957	Dec. 1957	Dec. 1957
Bakersfield, Calif.	KERO-TV	*	*	*	*
Baton Rouge, La.	WABI-TV	*	*	*	*
Bethlehem, Pa.	WBIZ	*	*	*	*
Binghamton, N. Y.	WLEV-TV	*	*	*	*
Bismarck, N. D.	WNBF-TV	*	*	*	*
Bloomington, Ind.	KFYR-TV	Late 1957	*	*	*
Bluefield, W. Va.	WTTV	*	*	*	*
Bristol, Va.-Tenn.	WHIS-TV	*	*	*	*
Champaign-Urbana, Ill.	WCYB-TV	*	*	*	*
Charlotte, N. C.	WCLA	*	*	*	*
Charleston, S. C.	WUSN-TV	*	*	*	*
Chattanooga, Tenn.	WTPV	*	*	*	*
Colorado Springs, Colo.	WRGP-TV	*	*	*	*
Columbia, Mo.	KRDO-TV	*	*	*	*
Columbia, S. C.	KOMI-TV	*	*	*	*
Columbus, Ga.	WIS-TV	*	*	*	*
Columbus, Miss.	WDAK-TV	*	*	*	*
Corpus Christi, Tex.	WCBI-TV	*	*	*	*
Dothan, Ala.	KRIS-TV	*	*	*	*
Duluth-Superior	WMSL-TV	*	*	*	*
East Chair, Wisc.	WDSM-TV	*	*	*	*
El Dorado, Ark.	WEAU-TV	*	1958	1958	*
El Paso, Tex.	KRRB	April 1957	*	*	*
Erie, Pa.	KTSM-TV	*	*	*	*
Eugene, Ore.	WTCU	*	*	*	*
Eureka, Ore.	KVAL-TV	*	*	*	*
Eureka, Calif.	KPIC-TV	*	*	*	*
Evansville, Ind.	RIEM-TV	*	*	*	*
Fargo, N. D.	WFLE-TV	*	*	*	*
Grand Forks, N. D.	WDAV-TV	*	*	*	*
Fayetteville, N. C.	KNOX-TV	*	*	*	*
	WFLB-TV	*	*	*	*

* Equipment in use
 ... No equipment

COLOR EQUIPPED STATIONS—U. S. A.

Fort Dodge, Iowa	KQTV	1957
Fort Smith, Ark.	KPSA-TV	*
Fort Wayne, Ind.	WKJC-TV	*	Sept. 1958	Sept. 1958	..
Great Bend, Kans.	KCKT-TV	*	Fall 1957
Greenville-Spart'burg, S.C.	WFBC-TV	*	Spring 1957
Harrisburg, Ill.	WSIL-TV
Harrisonburg, Va.	WSVA-TV
Hastings-Kearney, Neb.	KHAS-TV	*
Eastfiesburg-Laurel, Miss.	WDMAT-TV
Idaho Falls, Ida.	KID-TV	Late 1958	Late 1958	Late 1958	Late 1958
Jackson, Miss.	WLBT	*
Jacksonville, Fla.	WJEP-TV	*
Knoxville, Tenn.	WATE-TV	*	1957	1957	1957
La Crosse, Wisc.	WKBT
Lake Charles, La.	KPLC-TV	June 1957
Las Vegas-Henderson	KLBJ-TV
Lexington, Ky.	WLFX-TV	Fall 1957
Lima, O.	WIMA-TV	*
Little Rock, Ark.	KARK-TV	*	Feb. 1957	Feb. 1957	..
Lubbock, Tex.	KCBD-TV	*
Macon, Ga.	WMAZ-TV	*
Madison, Wisc.	WMTV	*
Marinette-Green Bay, Wisc.	WMBV-TV	*
Medford, Ore.	KBES-TV	*
Klamath Falls	KOTI-TV
Meridian, Miss.	WTOK-TV	1957	Jan. 1959	Jan. 1959	..
Midland-Odessa, Tex.	KMID-TV	*
Mobile, Ala.	WALA-TV	*
Monroe, La.	KNOE-TV	*	Sept. 1957	Sept. 1957	..
Montgomery, Ala.	WSFA-TV	*
Muncie, Ind.	WLBC-TV	*
Orlando, Fla.	WDBO-TV	*
Ottumwa, Ia.-Kirksville, Mo.	KTVO	Spring 1957	Sept. 1957	Sept. 1957	Sept. 1957
Palmbeach, Fla.	WPTV	Feb. 1957
Parkersburg, W. Va.	WTAP-TV
Peoria, Ill.	WEEK-TV	*
Phoenix-Mesa, Ariz.	KVAR
Pittsburgh, Kans.-Joplin, Mo.	KOAM-TV	*
Pittsburgh, Pa.	KDKA-TV	*	Jan. 1957	Jan. 1957	..
Plattsburgh, N. Y.
Burlington, Vt.	WPTZ	Feb. 1957
Portland, Me.	WCSH-TV	*
Pueblo, Colo.	KCSJ-TV
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	*
Raleigh-Durham, N. C.	WRAL-TV	*	Fall 1957
Redding, Calif.	KVIP-TV
Reno, Nev.	KOLO-TV
Roanoke, Va.	WLSL-TV	*
Rochester, Minn.	KROC-TV	*	Jan. 1958	Jan. 1958	..
Rockford, Ill.	WTVO
Roswell, N. M.	KSWS-TV	Feb. 1957	1957	1957	1957
Saginaw-Bay City, Mich.	WNEM-TV
Salinas-Monterey, Calif.	KSBW-TV	May 1957
Santa Barbara, Calif.	KBY-TV
Savannah, Ga.	WSAV-TV	*	June 1957	June 1957	Jan. 1958
Shreveport, La.	KTBS-TV	*
Sioux City, Iowa	KTIV
Sioux Falls, S. D.	KELO-TV	Sept. 1957
Florence, S. D.	KDLO-TV	Jan. 1957	Jan. 1958	Jan. 1958	..
South Bend-Elkhart, Ind.	WNDU-TV	*	1957	1957	..
Spokane, Wash.	KHQ-TV	*
Springfield, Ill.	WICS	Feb. 1957
Springfield-Holyoke, Mass.	WWLP	*
Springfield, Mo.	KYTV	*	Jan. 1958	Jan. 1958	..
Tallahassee, Fla.	WCTV
Thomasville, Ga.
Temple-Waco, Tex.	KCFN-TV	*
Toledo, Ohio	WSPD-TV	*
Tucson, Ariz.	KVOA-TV	*
Twin Falls, Ida.	KLIX-TV	June 1957
Tyler, Tex.	KLTV	*
Utica, N. Y.	WETV	*
Washington-Greenville, N.C.	WITN-TV	*
Waterloo-Cedar Rapids, Ia.	KWWL-TV
Wausau, Wisc.	WSAU-TV
Weslaco, Tex.	KRGV-TV
Wheeling, Va.	WTRF-TV	..	1957	1957	..
Wichita Falls, Tex.	KFDX-TV	*	Feb. 1957	Feb. 1957	..
Wilmington, N. C.	WMFD-TV	March 1957
Winslow-Salem-Greensboro, N. C.	WSJS-TV	*
Yakima, Wash.	KEMA-TV	*
Pasco, Wash.	KEPR-TV
Lowiston	KLEW-TV
Yuma, Ariz.	KIVA
Zanesville, O.	WHIZ-TV	May 1957

* Equipment in use.
.. No equipment.

NEW TELEVISION STATIONS SET FOR OPENING IN 1957

City	Call Letters	Channel	City	Call Letters	Channel
ALABAMA			FLORIDA		
Birmingham	WBMG	12	Fort Pierce	WTVI	19
Selma	WSLA	8	Jacksonville	WFGA	12
ARIZONA			Jacksonville	WQIK-TV	30
Flagstaff	KOLF-TV	9	Miami	WMFL	33
Yuma	KYAT	13	Miami	WPST-TV	10
ARKANSAS			Miami Beach	WKAT	10
Hot Springs	KSPS	9	Orlando	WORZ	9
Jonesboro	KBTM-TV	8	Orlando	WEAL-TV	18
CALIFORNIA			GEORGIA		
Corona	KCOA	52	*Athens	WGTV	8
Eureka	KHUM-TV	13	*Atlanta	WETV	30
Los Angeles	KBIC-TV	22	IDAHO		
Modesto	KTRB-TV	14	Twin Falls	KHTV	13
Sacramento	KGMS	16	ILLINOIS		
San Francisco	KBAY-TV	20	Chicago	WHFC-TV	26
San Francisco	KPRT	26	Chicago	WIND-TV	20
CONNECTICUT			Chicago	WOPT	44
*Bridgeport	WCTB	71	Evanston	WTLE	32
*Hartford	WCHF	24	Peoria	WIRL	8
Hartford	WTIC-TV	3	INDIANA		
New Haven	WELI-TV	59	Anderson	WCBC-TV	61
New London	WNLC-TV	26	Hatfield	WVSJ-TV	9
*Norwich	WCNE	63	Roanoke	WPTA	21
Stamford	WSTF	27	IOWA		
DISTRICT OF COLUMBIA			*Des Moines	KDPS-TV	11
Washington	WOOK-TV	14	KANSAS		
DISTRICT OF COLUMBIA			Ensign	KTVC	6
Washington	WOOK-TV	14	Goodland	KWGB-TV	10
DISTRICT OF COLUMBIA			*Manhattan	KSAC-TV	8
Washington	WOOK-TV	14	KENTUCKY		
DISTRICT OF COLUMBIA			Ashland	WALN-TV	59

* Denotes non-commercial educational station.

NEW TV STATIONS SET FOR OPENING IN 1957

City	Call Letters	Channel
Lexington	WLAP-TV	27
Louisville	WQXL-TV	41
Newport	WNOP-TV	74
Owensboro	WKYT	14
Paducah	WPSD-TV	6
LOUISIANA		
Baton Rouge	WCNS	40
*Monroe	KLSE	13
New Orleans	WCKG	26
New Orleans	WWEZ	32
*New Orleans	WYES	8
MAINE		
Augusta	WPTT	10
MARYLAND		
Baltimore	WITH-TV	72
Baltimore	WTLF	18
MASSACHUSETTS		
Boston	WJDW	44
Boston	WXEL	38
Brockton	WHEF-TV	62
Greenfield	WRLP	32
Worcester	WAAB-TV	20
MICHIGAN		
*Ann Arbor	WUOM-TV	26
Detroit	WBID-TV	50
Flint	WJRT	12
Grand Rapids	WMCM	23
Ironwood	WJMS-TV	12
Port Huron	WHLS-TV	34
MINNESOTA		
*Minneapolis-St. Paul	KTCA-TV	2
MISSISSIPPI		
Biloxi	WVMI	13
Tupelo	WTWV	9
MONTANA		
Billings	KGHL-TV	8
Helena	KXLJ-TV	12
Kalispell	KGEZ-TV	9
NEBRASKA		
Omaha	KETV	7

City	Call Letters	Channel
NEVADA		
Reno	KAKJ	4
Reno	KOLO-TV	8
NEW HAMPSHIRE		
Keene	WKNE-TV	45
NEW JERSEY		
Atlantic City	WOCN	52
Camden	WKDN-TV	17
*New Brunswick	WTLV	19
NEW MEXICO		
Santa Fe	KVIT	2
NEW YORK		
Albany	WPTR-TV	23
*Albany	WTVZ	17
*Binghamton	WQTV	46
Binghamton	WINR-TV	40
*Buffalo	WTVF	23
Buffalo	WNYT-TV	59
Ithaca	WHCU-TV	20
*Ithaca	WIET	14
*New York	WREG	25
*New York	WNYC-TV	31
Rochester	WCBF-TV	15
*Rochester	WROH	21
*Syracuse	WHTV	43
NORTH CAROLINA		
Charlotte	WSOC-TV	9
Gastonia	WTVX	48
New Bern	WNBE-TV	13
NORTH DAKOTA		
Minot	KMOT	10

* Denotes non-commercial educational station.

NEW TV STATIONS SET FOR OPENING IN 1957



City	Call Letters	Channel	City	Call Letters	Channel
OHIO			SOUTH DAKOTA		
Canton	WTLC	29	Aberdeen	KDHS	9
Cincinnati	WQXN-TV	54	Deadwood	KDSJ-TV	5
Cleveland	WERE-TV	65	Rapid City	KRSD-TV	7
Cleveland	WHK-TV	19	Reliance	KPLO-TV	6
Elyria	WEOL-TV	31	TEXAS		
Mansfield	WTVG	36	Alpine	KAMT-TV	12
Massillon	WMAC-TV	23	Brownwood	KNBT-TV	19
*Oxford	WMUB-TV	14	Bryan	KBTX-TV	3
Toledo	WTOH-TV	79	Houston	KXYZ-TV	29
Youngstown	WXTV	73	Port Arthur	KPAC-TV	4
OKLAHOMA			UTAH		
*Tulsa	KOED-TV	11	*Salt Lake City	KUTA	7
Tulsa	KSPG	17	VIRGINIA		
OREGON			Arlington	WARL-TV	20
Coos Bay	KOOS-TV	16	Portsmouth	WAVY-TV	10
Salem	KSLM-TV	3	WASHINGTON		
PENNSYLVANIA			Ephrata	KBAS-TV	43
Allentown	WQCY	39	Seattle (Tacoma)	KIRO-TV	7
Hazleton	WAZL-TV	63	Vancouver	KVAN-TV	21
Lancaster	WLAN-TV	21	Walla Walla	KRTV	8
Philadelphia	WPHD	23	WEST VIRGINIA		
*Philadelphia	WHYY-TV	35	Clarksburg	WBLK-TV	12
Philadelphia	WSES	29	Wheeling	WLTW	51
Pittsburgh	WTVQ	47	WISCONSIN		
Pittsburgh	WHIC	11	Milwaukee	WFOX-TV	31
Sharon	WSHA	39	*Milwaukee	WMVS-TV	
Sunbury	WKOK-TV	38	TERRITORIES		
Williamsport	WRAK-TV	36	HAWAII		
SOUTH CAROLINA			Honolulu	KHVVH-TV	13
Camden	WACA-TV	14	PUERTO RICO		
			Caguas	WSUR-TV	9
			Ponce	WKBM-TV	11
			*San Juan	WIPR-TV	6

* Denotes non-commercial educational station

COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1957

State	City	Exec. in Charge	Stations
Alabama	Florence	W. E. Tucker	WBRC-TV; WABC (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson) KVAR (Mesa-Phoenix) KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Flagstaff	H. J. Rosen	
	Globe	Willard Shoecraft	
	Nogales	Chas. G. Boice	KVOA-TV; KOPO-TV (Tucson) KOOL-TV; KTVK-TV (Phoenix) KTVK; KVOA-TV
	Phoenix Prescott	I. W. Brayer Norman A. Hendry	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock) KATV (Pine Bluff) KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
	Fayetteville	Hal Douglas	
	Harrison (Twin City TV System)		
California	Mena Rogers (KANO TV Cable System)	T. C. Masters	
	Barstow Beverly Hills (Com- munity TV Recep- tion Co.)	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Fran- cisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSL-TV (Chico)
	Grass Valley Laguna Beach	John Colling Lewis L. Le Mieux	KPIX; KRON-TV; KGO-TV (San Francisco) 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 (Com- munity TV Corp.)		
	Santa Cruz (Pacific Telescription Sys.)		
	Sausalito (Com- munity TV)		
Placerville San Bernardino	John S. Hocking Richard J. Filane	KRON-TV; KPIX; KGO-TV (San Francisco) KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)	
Taft	J. P. Maguire		
Ucliah (Spanish Mountain TV Cable)			
Ventura	John G. George	KNXT; KRCA; KLTA; KABC-TV; KHJ- TV; KTTV; KCOP (Los Angeles)	
Colorado	Victoriaville	A. M. Gish	
	Durango	George F. Rock	KOB-TV (Albuquerque)
	Glenwood Springs (Electric Center TV)		
	Leadville Sallida Sterling	David F. Onstead J. E. Collier	KCSJ-TV (Fueblo) KFEL-TV; KOA-TV; KLZ-TV; KBT (Denver) KFBC-TV (Cheyenne)
	Trinidad	Donald C. Campbell	KCSJ-TV (Fueblo) KKTV (Colorado) Springs)
Connecticut	Frankfort (Commu- nity Service, Inc.)		
Florida	Key West (Cable Vision, Inc.)		
Idaho	Grangeville Ketchum	Stanley Wright C. E. Atkinson	KHQ-TV; KXLY-TV; KBEM-TV KBOI (Boise)



COMMUNITY TELEVISION ANTENNA SYSTEM



State	City	Exec. in Charge	Stations
	Lewiston Pocatello (Bannock TV, Inc.) Twin Falls (Cable Vision)	Newell Priess	KID-TV (Idaho Falls) KSL-TV (Salt Lake City) KHQ-TV; KXYL-TV; KREM-TV (Spokane)
Illinois	Peru	Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBKB (Chicago) WOC-TV (Davenport) WHBF-TV (Rock Island) WCIA (Champaign) KSD-TV (St. Louis) WTVP (Decatur) WCIA (Champaign) WICS (Springfield)
	Taylorville	Louisa Flanders	
Iowa	Dubuque (Jerrold TV Cable Corp.)		
Kansas	Liberal	R. E. Hood	
Maine	Houlton (TV, Inc.)		
Maryland	Cumberland	J. Holland Rannells	WJAC-TV; (Johnstown, Penn.) WFRG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAL-TV; WTOP-TV (Washington) WDTV (Pittsburgh) WRC-TV; WTTG; WTOP-TV; (Washington)
	Hancock Lonaconing (Jack- son TV Co.)	Stanley M. Fulton	
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMGT (Adams) WWOR-TV (Worcester)
	Millers Falls (M. E. Antenna Corp.) Pittsfield (Pittsfield Community Antenna System) Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Michigan	Northern Community Systems, Inc.		
Minnesota	Benson (Westenna TV Const. Co.) Brainerd (Brainerd Video) Ely (Ely Television Cable) St. Paul (Donovan, Inc.) Willmar (Willmar Community TV Corp.)		
Mississippi	Greenville (Delta Video Corp.) Greenwood Hattiesburg (Perfect Video, Inc.) Tupelo (Tupelo Com- munity Antenna, Inc.)	E. G. Perkins	
Montana	Big Timber Bozeman (Communi- ty TV, Inc.) Havre (Community TV Assoc. of Havre) Helena (Helent TV, Inc.) Lewiston (Perfect TV, Inc.) Libby Shelby Whitefish (Big Moun- tain TV, Inc.) Cut Bank (Highline Community Antenna Service, Inc.)	McClellan Clark H. R. Johnson J. R. Stimps	KOOK-TV (Billings)

COMMUNITY TELEVISION ANTENNA SYSTEM

State	City	Exec. in Charge	Stations
	Kalispell	E. B. Fetz	KXLY-TV (Spokane)
	Livingston	P. B. McAdam	KGVO-TV (Missoula) KOOK-TV (Billings)
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha)
	Sidney	Karol O. Krummel	WDAF-TV; KCMO-TV (Kansas City)
New Hampshire	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)
	Keene Laconia (Community TV Corp.) Lebanon (Twin State TV, Inc.)	Albert Ricci	
New Jersey	Ventnor	Frederick T. Seving	WPTZ; WFIL-TV; WCAU-TV (Phila.)
New Mexico	Clovis Farmington Hobbs (TV Co.) Lovington (Antenna Co.) Aztec (Community TV Inc.) Grants (Tele-Grants, Inc.) Tucumcari (Tucumcari TV Co.)	Carlton Davis Kelly A. Crawford	KOB-TV; KGGM-TV; (Albuquerque)
New York	Canisteo (Canisteo TV, Inc.) Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WHAM-TV (Rochester)
	Delhi	Burdette D. Townsend	WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Cooperstown Ellenville Elmira Hornell Ithaca	Raymond Kuiskern Norman Tannenbaum J. H. Laubach Ford Walton Anthony Cerrace	WNBF-TV (Binghamton) WHEN-TV; WSYR-TV (Syracuse)
	Margaretville (Tel-Viz Systems) Napanoch	W. C. Smith	WCBS-TV; WNBT; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
	Oneonta (Oneonta Video, Inc.) Port Jarvis Walton	Thomas Sarro Jack W. Haverly	WSYR-TV; WHEN-TV (Syracuse) WNBF-TV (Binghamton)
	Woodridge		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
Ohio	Cambridge Murray City (TV Cable System) New Philadelphia Newcomerstown Sugarcreek	Claude Stevanus K. G. Walker P. K. Ortz Claude Stevanus	WEWS; WNBK; WXEL (Cleveland) XEWL; WEWS; WNBK; (Cleveland) WTRF-TV; (Wheeling) WSTV-TV (Steubenville)
Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTW (Okla. City) WBAF-TV (Ft. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
	Guyton	Curtis M. Faris	
Oregon	John Day Pendleton Portland Roseburg	Haskell Scott V. M. McCormack Wally Matson J. T. Pierce	KBOI (Boise) KHQ-TV; KXLY-TV; KREM-TV; (Spokane) KOIN-TV; KPTV (Portland) KBES-TV (Medford) KVAL-TV (Eugene)

COMMUNITY TELEVISION ANTENNA SYSTEM

State	City	Exec. in Charge	Stations
	The Dalles	George Skaugset	KOMO-TV (Seattle) KOIN-TV (Portland)
	Coos Bay	D. W. Beckathorn	
	Coquille	C. M. Hooker	
	Eugene	Ray Siegenthaler	
	La Grande (Eastern Oregon TV)		
Pennsylvania	Mill City (Santiam TV Cable)		
	Ashland	Robert N. Kyler	WPTZ; WFD-TV; WCAU-TV; (Phila.) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)
	Bangor	J. Brymer Roberts	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Bethlehem	James G. Petrakis	WFIL-TV; WCM-TV; WPTZ (Phila.) WPIX (New York)
	Bloomsburg	John L. Pipa, Jr.	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)
	Bradford	Joseph Saricks	WBEN-TV; WGR-TV (Buffalo) WJAC-TV; (Johnstown)
	Brookton	Dominic Vitell	WDTV (Pittsburgh)
	Brookway	George C. Morrison	WJAC-TV (Johnstown)
	Carlisle (Mathew's Inc.)		
	Clearfield	Joseph Saricks	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)
	Galeton	Wm. A. Heymann	WBEN-TV (Buffalo) WNBF-TV (Binghamton)
	Hamburg	D. H. Schoemer	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Harrisburg	J. Calvin Frank	WMAR-TV (Baltimore) WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WTPA (Harrisburg)
	Hazleton	Fred Corealle	WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)
	Honesdale	Henry Kallnowski	
	Honesdale		
	Johnsonburg (Johnsonburg Community TV)		
	Lansford	Robert J. Tarlton	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)
	Lehighton	Dr. Joseph J. Bumphries	WPTZ; WFIL-TV; WCAU-TV (Phila.) WOR-TV; WPIX (New York)
	Lewisdown	G. F. Gardner, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Lykens	Max E. Miller	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading)
	Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.) WBEV-TV; WHUM-TV (Reading)
	Mahanoy City	John Watsonavich	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Mendville	George J. Barco	WPIX (New York) WICU (Erie)
	Minersville	F. E. Moser	WEWS; WNBK; WXEL (Cleveland) WDTV (Pittsburgh)
	Minersville		WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Montgomery (Montgomery Video)		
	Mt. Union	John H. Kinloe, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Nesquehoning (Electronics, Inc.)		
	Oil City	B. A. Dreffek	WDTV (Pittsburgh) WJAC-TV (Johnstown)
	Palmerton	C. E. Reinhard	WFBG-TV (Altoona)
	Pottsville	M. F. Malarkey, Jr.	WCBS-TV; WOR-TV; WPIX (New York) WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
Pottsville	Clarence F. Schoffstall	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)	
Ridgeway (Ridgeway TV)			
Schuylkill 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)	

COMMUNITY TELEVISION ANTENNA SYSTEM

State	City	Exec. in Charge	Stations
Pennsylvania	Slatington	Lawrence J. Kern	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. Barni, Jr.	WHUM-TV (Reading) WBRE-TV; WILK-TV (Wilkes-Barre)
	Tamaqua	Ben P. Houser	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Titusville	A. D. Carlson	
	Warren	Robert E. Dunham	WBEN-TV; WGR-TV (Buffalo) WFBG-TV (Altoona)
	Wilkes-Barre	Ralph Katrosh	WNEF-TV (Binghamton) WPTZ; WFIL-TV (Phila.)
	Williamsport	Carl A. Maeulen	WCBS-TV; WPIX (New York) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading)
	Williamsport	Joseph L. Lecce	WFBG-TV (Altoona) WNEF-TV (Binghamton) WBRE-TV (Wilkes-Barre)
	Williamsport	Ray Schneider	WFBG-TV (Altoona) WHUM-TV (Reading) WNEF-TV (Binghamton) WNEF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading)
	South Dakota	Mitchell	Allen C. Harnes
Lead (Western TV System Inc.)			
Tennessee	Johnson City	R. M. Huntsman	WBTV (Charlotte) WJHL-TV (Johnson City)
	Kingsport	W. Kyle Huddle	WBTV (Charlotte) WJHL-TV (Johnson City)
Texas	Denison	Charles F. Johnson	WBAP-TV (Ft. Worth) KRLD-TV; WFAA-TV (Dallas) KTEN (Ada)
	Graham	Brown Walker	WBAP-TV (Ft. Worth) KRLD-TV (Dallas) KFDA-TV (Wichita Falls)
	Madisonville	Lee Green	
	Mineral Wells	John Campbell	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls)
	Tyler	Raymond Hedge	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)
	Uvalde (Uvalde TV Cable Corp.)		
	Victoria	A. B. Alkek	
	Brady	J. P. Threadgill	
	Del Rio	Robert Cauthorn	
	Palestine	Ray Barnes	
Ozona (Ozona TV Service)			
Paducah (TV Signal Service)			
Utah	Price	Louis Vetre	
	Salt Lake City (Sevier TV Signal Dist. Co.) Vernal (Basin Television)		
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)
	Montpelier	Eugene Kramer	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)
	Springfield	S. R. Young	WBZ; WNAC; WRGB; WMUR

COMMUNITY TELEVISION ANTENNA SYSTEM

State	City	Exec. in Charge	Stations
Virginia	Harrisonburg	Frederick L. Allman	
	Marrion (Marrion TV Service Co.) Staunton	Norwood Rosen	WTVR (Richmond) WTFG; WTOP-TV (Washington)
Washington	Aberdeen	Fred Goddard	
	Cle Elum	Don Casassa	
	Chelan	Emory Weimer	KXLY-TV; KHQ-TV (Spokane)
	Colville	August Schwartz	KREM-TV; KHQ-TV; KXLY-TV (Spokane)
	Ellensburg		
	Ephrata	Harold Cathow	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Everett	Eldon A. Root	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Moses Lake (Moses Lake TV, Inc.)		
	Omak-Okanogan	Melvin Rothrock	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Richland	Robert S. McCaw	
Snap Lake	Dr. Leonard McNamara	KXLY-TV; KHQ-TV; KREM-TV (Spokane)	
Toumsket (Okonogan Valley TV Cable Co.)			
Walla Walla	Charles E. Brown	KXLY-TV; KHQ-TV; KREM-TV (Spokane)	
Wenatchee	Charles E. Brown	KHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle)	
West Virginia	Burnsville (Martinsburg TV Cable Co.)	W. D. Dantzer	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Clarksburg		WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Elkins	Ralph S. Shepler	
	Fairmont	Edward A. Pence	
	Hinton	James V. Coste	WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Keyser	Dr. Harry E. Coffman	WTOP-TV; WMAL-TV; WTTG (Washington)
	Man	C. O. Erickson	WJAC-TV (Johnstown)
	Piedmont	Homer Ferrell	WSAZ-TV (Huntington) WRC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown)
	War	L. W. Coffey	WFBG-TV (Altoona) WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Welch	Edmund O. Gates	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV (Roanoke)
	Weston	M. W. Adler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston)
	Wheeling	Donald W. Levenson	
	Whitesville	James Williams	
	Williamson	Jack Gates	
Wyoming	Casper	Bill Daniels	KLZ-TV; KOA-TV; KBTU; KFEL-TV (Denver) KFBC (Cheyenne)
	Cody	Harry M. Moore	KOOK-TV (Billings)
	Cokesville		
	Jackson	E. L. Mains	
	Kemmerer (Kemmerer (Kemmerer TV Corp.) Thermopolis (Thermopolis Bestg. Co.)		
	Laramie	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTU (Denver)
Rawlins	Bill Daniels		
Rock Springs	A. M. Carollo		
Worland	Thomas Mitchell, Jr.	KOOK-TV (Billings)	
Canada	Montreal, Quo.	A. Cross	(BFT; CBMT (Montreal) Plus Closed-Circuit Organizations)
	Vancouver, B. C.	C. G. Chandler	(BUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	*2, 29
Anniston	70
Auburn	*56
Beasemer	54
Birmingham	6, *10, 13, 42, 48
Bogalusa	78
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 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
Moroni	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30

Channel No.

Benton	40
Blytheville	64, 74
Camden	50
Conway	62
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alluras	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, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
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	38
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	0, 16
Fort Collins	44
Fort Morgan	18
Grand Junction	5, 21
Greeley	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	26, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, *59, 83

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 14, 20, *26
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FLORIDA

Belle Glade	27
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 39
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Lake Wales	14
Key West	14, 20
Lake City	33
Lakeland	18, 22
Lakes Wales	14

	Channel No.
Leesburg	26
Marianna	17
Melbourne	37
Miami	*2, 4, 7, 10, 23, 33
Ocala	16
Orlando	8, 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	6, 12, *15, 21

GEORGIA

Albany	10, 26
Americus	31
Athens	*8, 60
Atlanta	2, 6, 11, *30, 36
Augusta	6, 12
Bainbridge	36
Brunswick	28, 34
Caro	45
Carrollton	38
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	26
Douglas	32
Dublin	16
Elberton	24
Fitzgerald	53
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Manetta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	0, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	36
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	10

IDAHO

Blackfoot	33
Boise	*4, 7, 2
Burley	16
Coeur d'Alene	9, 12
Emmett	28
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	0, 12
Payette	14
Pocatello	0, 10
Preston	41
Rexburg	27

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

	Channel No.
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27

	Channel No.
Vincennes	44
Washington	69
Waterloo	15

ILLINOIS

Alton	48
Aurora	18
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
Deatur	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
Fatfield	9
Huntington	21
Indianapolis	6, 8, 13, 20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63, 73

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	59
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	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, *22, 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	23
El Dorado	55
Emporia	39
Esign	6
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	59
Bowling Green	13, 17
Campbellsville	40
Corbin	19
Danville	35
Elizabethtown	23
Frankfort	43
Glaskow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	83
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Ennis	64
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
Oakdale	64
Opelousas	68
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
Port Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	8
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	16
Waterville	35

MARYLAND

Annapolis	53
Baltimore	2, 11, 13, 18, *24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	10

MASSACHUSETTS

Amherst	*82
Barnstable	25
Boston	*2, 4, 6, 7, 38, 44, 50
Brockton	62
Easthampton	81
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	*80
Worcester	19, 64
Springfield-Holyoke	21, 40
Worcester	14, 20

MICHIGAN

Alma	*11, 41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	*60
East Tawas	25
Escanaba	3, *49
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19, *25
Iron Mountain	9, 27
Iron River	33
Ironwood	12
Jackson	48
Kalamazoo	3, 36, *74
Lansing	6, 54
Ludington	18
Manistee	15
Marquette	14
Marquette	6, 17, *35
Midland	19
Mount Pleasant	47
Muskegon	29, 35

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

	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
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
Laurel-Pachuta	7
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	20
Vicksburg	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, *10, 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, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	3, 8
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	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Hayes Center	6
Kearney	13, 18

* 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	60
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	16

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	20
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	28
Claremont	37
Concord	76
Durham	*11
Hanover	*37
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	61

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	17, *80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13, 47
New Brunswick	*10, 43
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO

Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	0, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10

	Channel No.
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
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
Hazaman	29
Horrell	50
Ithaca	*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)	
Niagara Falls	
Orleansburg	24
Olean	54
Oneonta	62
Oswego	31
Patchogue	75
Plattsburg	28
Poughkeeps	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Iffica)	
Saratoga Lake	18
Schenectady (see Albany)	
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, *25, 54
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13, *56, 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
Goldboro	34, 72
Greensboro	2, *51, 67
Greenville	9
Henderson	52
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	56
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	28
Canton	29
Chilliothe	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	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	52, 76
Steubenville (see Wheeling, W. Va.)	9
Tiffin	47
Toledo	11, 13, *30, 79
Warren	67

	Channel No.
Youngstown	21, 27, 73
Zanesville	18, 50

OKLAHOMA

Ada	10, 80
Altus	36
Alva	30
Anadarko	58
Ardmore	12, 55
Bartlesville	62
Blackwell	51
Chickasha	64
Clinton	32
Duncan	39
Durant	27
Elk City	26
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guyton	20
Hobart	25
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	28
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
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	16
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.

OFFICIAL TV ALLOCATIONS

	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	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	74
Lock Haven	32
Meadville	37
New Castle	46
Oil City	45
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Scranton	16, 22, *48, 73
Shamokin	65
Sharon	39
State College	*48
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	40, 58
Camden	14
Charleston	3, 5, *13, 17
Clemson	*68
Columbia	10, *19, 25, 57
Cunaway	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, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	3, 7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41

	Channel No.
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Atenas	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24, *69
Covington	19
Crossville	*77
Dyersburg	46
Elizabethton	22
Fayetteville	27
Gallatin	48
Harriman	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, 30
Oak Ridge	32
Old Hickory	5
Paris	51
Pulaski	44
Shelbyville	62
Speedville	*2
Springfield	42
Tullahoma	68
Union City	55

TEXAS

Arlene	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	16
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.

OFFICIAL TV ALLOCATIONS

	Channel No.
Corpus Christi	6, 10, *16, 22, 43
Corsicana	47
Crockett	56
Crystal City	28
Cutero	25
Dalhart	16
Dallas	4, 8, *13, 23, 20, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	20
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 11, 20, *26
Gainesville	40
Galveston	11, 35, 41, *17
Gonzales	04
Greenville	69
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 20, 30
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	50
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	10
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	20
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
Seymour	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
Braintreeboro	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
Danville	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.



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)	19
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	*45, 55, 67
Yakima	23, 29, *47

WEST VIRGINIA

Beekley	9, 21, 66
Bluefield	6, 41
Charleston	8, *43, 49
Clarksburg	12, 22, 69
Elkins	40
Fairmont	35
Fayetteville	1
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
Williamson	17

WISCONSIN

Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	64
Green Bay	2, 5, 70
Janesville	63
Kenosha	61
La Crosse	8, *32, 38, 72
Madison	3, *21, 27, 33
Manitowish	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Neenah	42
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34

Channel No

Racine	49, 55
Rhinelander	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *40
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	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	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	2, *7, 11, 13
Fairbanks	2, 9, 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
Lihue, Kauai	3, *8, 10, 12
Wailuku, 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

GUAM

Agaña	8, 10
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* Denotes Channel reservation for non-commercial educational use

TV OUTSIDE of UNITED STATES

TV stations in operation as of January 1, 1957

Location	Call Letters	Licensee or-Grantee	Channel No.
— ARGENTINA —			
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
Buenos Aires	LR1-TV	Radio El Mundo	Ch. 5
— AUSTRALIA —			
Melbourne	GTV	General Television Corp., Ltd.	Ch. A-9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. A-7
Melbourne	ABV	Australian Bestg, Commission	Ch. A-2
Sydney	ATN	Amalgamated TV Services	Ch. A-7
Sydney	TCN	Television Corp, Ltd	Ch. A-9
Sydney	ABN	Australian Bestg Commission	Ch. A-2
— AUSTRIA —			
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
— BELGIUM —			
Antwerp		Institut National Belge de Television (Govt.)	Ch. E-2
Brussels		Institut National Belge de Television (Govt.)	Ch. E-8
Brussels		Institut National Belge de Television (Govt.)	Ch. E-10
Liège		Institut National Belge de Television (Govt.)	Ch. E-3
— BRAZIL —			
Belo Horizonte	PRH6-TV	Radio Guarami	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Sao Paulo	PRF3-TV	Radio Difusora de Sao Paulo	Ch. 3
Sao Paulo	PRB9-TV	Radio Record TV	Ch. 7
— COLOMBIA —			
Bogota	HJRN-TV	Televisora Nacional (Govt.)	Ch. 8
— CUBA —			
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	Radio Universal	Ch. 7
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana	CM-TV	Telemundo	Ch. 10
Havana	CMUR-TV	Radiotelevision Nacional	Ch. 4
Matanzas	CMGQ-TV	Circuito CMQ	Ch. 9
Santa Clara	CMHQ-TV	Circuito CMQ	Ch. 5
Santiago de Cuba	CMKU-TV	Circuito CMQ	Ch. 2
— CZECHOSLOVAKIA —			
Bratislava		Ceskoslovensky Rozhlas (Govt.)	Ch. R-III
Ostrava		Ceskoslovensky Rozhlas (Govt.)	Ch. R-II
Prague		Ceskoslovensky Rozhlas (Govt.)	Ch. R-II
— DENMARK —			
Aarhus		Danish State Radio (Govt.)	Ch. E-5
Copenhagen		Danish State Radio (Govt.)	Ch. E-4
Odense		Danish State Radio (Govt.)	Ch. E-3
— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV	La Voz Dominicana	Ch. 4
— EL SALVADOR —			
San Salvador	VNEB-TV	Television Salvadorena	Ch. 6
— FINLAND —			
Helsinki		TV Club of Helsinki	Ch. E-9
— FRANCE —			
Bourges		Radiodiffusion Television Francais (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francais (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Dijon		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Grenoble		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Lorraine		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Lyon		Radiodiffusion Television Francais (Govt.)	Ch. F-12
Lyon-Ville		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Marseilles		Radiodiffusion Television Francais (Govt.)	Ch. F-8
Mulhouse		Radiodiffusion Television Francais (Govt.)	Ch. F-8
Nancy-Ville		Radiodiffusion Television Francais (Govt.)	Ch. F-7
Paris		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Reims		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Strasbourg		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francais (Govt.)	Ch. F-11
— GERMANY (East) —			
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. R-9
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1
Brocken		Staatliches Rundfunk Komitee (Govt.)	Ch. R-4
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
Dresden		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1

Location	Call Letters	Licensee or-Grantee	Channel No.
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. R-6
Leipzig		Staatliches Rundfunk Komitee (Govt.)	Ch. R-III
Rostock		Staatliches Rundfunk Komitee (Govt.)	Ch. R-2
— GERMANY (West) —			
Aa'en		Süddeutscher Rundfunk	Ch. E-8
Baden-Baden		Südwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Biedenkopf		Hessischer Rundfunk	Ch. E-5
Bonn		Nord- und Westdeutscher Rundfunkverband	Ch. E-5
Bremen		Nord- und Westdeutscher Rundfunkverband	Ch. E-2
Eldberg		Südwestfunk	Ch. E-8
Flensburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-1
Frankfurt		Hessischer Rundfunk	Ch. E-8
Freiburg		Südwestfunk	Ch. E-7
Gmunden		Bayerischer Rundfunk	Ch. E-2
Hamburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Hannover		Nord- und Westdeutscher Rundfunkverband	Ch. E-8
Harz		Nord- und Westdeutscher Rundfunkverband	Ch. E-10
Hof		Bayerischer Rundfunk	Ch. E-5
Hoher Meissner		Hessischer Rundfunk	Ch. E-7
Hornisgrunde		Südwestfunk	Ch. E-9
Kaiserlautern		Südwestfunk	Ch. E-7
Kiel		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Köln		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koblenz		Südwestfunk	Ch. E-6
Kreuzberg-Rhon		Bayerische Rundfunk	Ch. E-3
Laugenberg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Nürnberg		Bayerischer Rundfunk	Ch. E-6
Raichberg		Südwestfunk	Ch. E-1
Saarbrücken		Telesaar	Ch. E-7
Stuttgart		Süddeutscher Rundfunk	Ch. E-11
Teutoburger Wald		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Trier		Südwestfunk	Ch. E-6
Weinbiet		Südwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzberg		Bayerischer Rundfunk	Ch. E-10
Zweibrücken		Südwestfunk	Ch. E-7
— GUATEMALA —			
Guatemala City	TG-BOL	Radio-TV Guatemala	Ch. 3
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. 8
— HUNGARY —			
Budapest		Magyar Radio (Govt.)	Ch. R-III
— IRAQ —			
Baghdad		Minister of Interior	Ch. E-8
— ITALIA —			
Gambarie		Radiotelevisione Italiana (Government-granted monopoly)	Ch. E-5
Milano		" " "	Ch. E-8A
Monte Argentario		" " "	Ch. E-6
Monte Cecelia		" " "	Ch. E-3
Monte Eaito		" " "	Ch. E-1
Monte Nerone		" " "	Ch. E-3
Monte Peglia		" " "	Ch. E-10
Monte Pellegrino		" " "	Ch. E-1
Monte Penice		" " "	Ch. E-10
Monte Sambuco		" " "	Ch. E-10
Monte Serra		" " "	Ch. E-5
Monte Venda		" " "	Ch. E-5
Portofino		" " "	Ch. E-10
Punta Badde Urbara		" " "	Ch. E-5
Roma		" " "	Ch. E-8A
Monte Conero		" " "	Ch. E-6
Monte Favone		" " "	Ch. E-10
Monte Limbara		" " "	Ch. E-10
Monte Serpeddi		" " "	Ch. E-8A
Monte Soro		" " "	Ch. E-6
Monte Vergine		" " "	Ch. E-5
— JAPAN —			
Fukuoka	JOLK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Hiroshima	JOFK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Nagoya	JOCK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Osaka	JOBX-TV	Osaka TV Bestg. Corp.	Ch. J-6
Sendai	JOHK-TV	NHK	Ch. J-3
Tokyo	JOAK-TV	NHK	Ch. J-3
Tokyo	JOAX-TV	Nippon TV Network Corp.	Ch. J-4
Tokyo	JOKR-TV	Radio Tokyo	Ch. J-6
— KOREA —			
Seoul	HUKZ-TV	Koread Corp.	Ch. 9
— LUXEMBOURG —			
Luxembourg		Compagnie Luxembourgeoise de Telediffusion	Ch. E-7
— MEXICO —			
Juarez	XEJ-TV	Television de la Frontera	Ch. 5
Mexico City	NEW-TV	Cadena Radidifusora Mexicana	Ch. 2

TV OUTSIDE UNITED STATES

Location	Call Letters	Licensee or-Grantee	Channel No.
Mexico City	XHGG-TV	Television Gonzales. Camarena	Ch. 5
Mexico City	XHTV	Television de Mexico	Ch. 4
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Paso de Cortes	XEX-TV	Television Paso de Cortes	Ch. 7
Queretaro	XEZ-TV	Televisora Del Centro	Ch. 3
Tijuana	XETV	Radio Television	Ch. 6
— MONACO —			
Monte Carlo	TMC	Tele Monte Carlo	Ch. F-10
— MOROCCO —			
Casablanca		Compagnie Marocaine de Radio-Television	Ch. F-12
Rabat		Compagnie Marocaine de Radio-Television	Ch. F-8A
— NETHERLANDS —			
Eindhoven		Philips, Ltd.	Ch. E-5
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-6
— NORWAY —			
Oslo		Norsk Rikskringkasting (Govt.)	Ch. E-4
— PHILIPPINES —			
Manila	DZAQ-TV	Bolinao Electronics Corp.	Ch. 3
Maoila		Metropolitan Bestg. Co.	Ch. 9
— POLAND —			
Lodz		Polskie Radio (Govt.)	Ch. R-5
Warsaw		Polskie Radio (Govt.)	Ch. R-III
— PORTUGAL —			
Lisbon		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-7
— RUMANIA —			
Bucharest		Radiodifuziunea Romina (Govt.)	Ch. R-2
— SPAIN —			
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
— SWEDEN —			
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Stockholm		A.B. Radiotjangst (Govt.)	Ch. E-1
— SWITZERLAND —			
Basel		Swiss General Post Office	Ch. E-10
Bern		Swiss General Post Office	Ch. E-2
Geneva		Swiss General Post Office	Ch. E-1
Zurich		Swiss General Post Office	Ch. E-3
— THAILAND —			
Bangkok	HSI-TV	Thai-Television Co.	Ch. 4
— TUNISIA —			
Tunis		Radiodiffusion Television Francais (Govt.)	Ch. F-12
— UNITED KINGDOM —			
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-1
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-4
Brighton		BBC	Ch. B-2
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4
Carlisle		BBC	Ch. B-3
Central Scotland		BBC	Ch. B-1
Channel Isles		BBC	Ch. B-3
Isle of Man		BBC	Ch. B-3
Lancashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
London		BBC	Ch. B-9
Manchester		ITA	Ch. B-2
Midlands		BBC	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
Yorkshire		ITA	Ch. B-10
— URUGUAY —			
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
— USSR —			
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Leningrad		Government	Ch. R-III
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Odessa		Government	Ch. R-II
Riga		Government	Ch. R-III
Tallin		Government	Ch. R-III
— VENEZUELA —			
Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	YVLV-TV	Televisa Venezolana	Ch. 4
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2
— YUGOSLAVIA —			
Belgrade	YZO	Radiodiffusion Yugoslave	Ch. E-2
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-4

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Pilot Film, Black and White or Color
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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 cellophane 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 Teleluxembourg.

RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-5473

President.....Ray Anthony
Sec'y-Treas.....Fred Benson
Services Offered: Packagers and producers of radio and television shows.

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.

1188 South Muirfield Road, Los Angeles 19,
Calif.
Phone: HO 5-0580

Sales Mgr., Owner.....Irwin T. Porter
Partner, Prog. Mgr.....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, programing, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

Executive Director.....Kent Cooper
General Manager.....Frank J. Starzel
Asst. Gen. Manager, Radio..Oliver Gramling
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: JUdson 6-5095

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.



LEONARD VALENTA

DIRECTOR

JU. 6-6234

MASQUERADE PARTY

Starring
EDDIE BRACKEN

NBC-TV
8 P.M. Wednesday

TELEVISION'S
MOST COLORFUL
SHOW

HOLD THAT NOTE

Starring
BERT PARKS

NBC-TV
10:30 P.M. Tuesday

TELEVISION'S
BIGGEST MONEY-PAYING
MUSICAL QUIZ

WOLF ASSOCIATES — WOLF PRODUCTIONS

420 Madison Avenue, New York, N. Y.

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351

PresidentAnn Barbinel
Services Offered: Creating - producing - di-
recting custom built package shows for radio
and TV.

**BARRY & ENRIGHT
PRODUCTIONS, INC.**

667 Madison Avenue, New York, N. Y.
Phone: TEmpleton 2-8600

PresidentJack Barry
Vice-PresidentDan Enright
Vice-PresidentFred Stettner
Services Offered: Package producers of
live and transcribed radio shows and live and
filmed TV shows.
Productions: Juvenile Jury, Winky Dink
and You, Life Begins at 80, Oh, Baby, Con-
flict, The Gillmen, Tic Tac Dough, 21,
You're On Your Own.

**BASCH RADIO & TELEVISION
PRODUCTIONS**

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Sales ManagerCharles J. Basch, Jr.
Services Offered: Complete program
building service; ideas, scripts, talent and
production on live and transcribed pro-
grams; 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 ManagerZach Baym
Services Offered: Television film sales rep-
resentative: 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

PartnerViola S. Becker
PartnerThomas 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.)**

1046 S. Olive St., Los Angeles 15, Calif.
Phone: RI 8-6184

ManagerGuy Biddick

Office ManagerBarbara McNey
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.

GEORGE BLAKE ENTERPRISES, INC.

1600 Broadway, N. Y., N. Y.
Phone: Circle 7-2264

PresidentJean Blake
Prod. Dir.Robert J. Kingsley
Supervisor EditorRobert Jacques
Services Offered: Producers of TV com-
mercials, industrial films, animated and live
action.

ROBERT A. BORIES CO.

608 Fifth Ave., New York, N. Y.
Phone: JU 6-7600

PresidentBob 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 ChairmanMilton M. Mound
PresidentSid Caesar
Services Offered: Specialists in Closed-
circuit Television: business meetings and en-
tertainment events on large screens in hotels
and theatres.

**BROADCASTING PROGRAM
SERVICE**

17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725

PresidentHerbert Rosen
Services Offered: Transcription service,
musical programs on tape, sound effects
records, mood and bridge music library, TV
programs on films.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930

PresidentEdward A. Byron
Services Offered: Package programs.

BRUCE CHAPMAN COMPANY

125 West 41st Street, New York, N. Y.
Phone: WIconsin 7-9244

PresidentBruce Chapman
V.P.-Treas.Edna Chapman

Branch Offices:

30 rue Chalgrin, Paris, France
Phone: Passy 70-44

DirectorMichael Alexander
Services Offered: Production of radio & TV
programs in U. S. and Europe.
Productions: The Answer Man.

SERVING
THE TV AND RADIO STATIONS
OF THE WORLD



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productions

on the air:

"STRIKE IT RICH"

"THE BIG PAYOFF"

Ready to go:

"Million Dollar Family"

"Make a Million"

"Holiday for Two"

"Billion Dollar Bankroll"

"You'll Be Surprised"

"Jack in the Jukebox"

"Moment of Crisis"

"Race Thru Space"

"Just Married"

"Private Enterprise"

"The Magic Lamp"

and others!

1150 AVENUE OF THE AMERICAS · NEW YORK 36, NEW YORK

Tel.: OXFORD 7-3322

CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif.
Phone: HOLlywood 9-4580

Owner, Gen.Mgr.....Bob Reichenbach
Production Manager.....Myron J. Bennett
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, Drama of Medicine, Pappy Cheshire's Ranch Roundup.

CINEEFFECTS, INC.

(For complete listing see TV Film Producers)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Phone: CH 4-5036

ManagerTed Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

971 N. LaCienega Blvd., Hollywood 46, Calif.
Phone: OLYmpia 2-2995

Services Offered: Program production, syndicated transcriptions, scripts, package programs, talent.

COOLIDGE-DuBOIS AGENCY

5880 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-2111

DirectorCarl 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

OwnerFrank Cooper
V.P. Chge. of N. Y. Office.....Sy Fischer
Hollywood Office.....D. I. Hyland, Joel Cohen, B. D. S. Hamberg

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

PresidentHarry Fleischman
Exec. Vice Pres.....Steven R. Carlin
Vice-President.....Polly Cowan
Treasurer.....J. Kyle Faher

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

Productions: The Big Surprise, The \$64,000 Question, Down You Go, \$64,000 Challenge, Giant Step.

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

DirectorMac 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, It Happened In Baseball, This Is Football, Horse Tales.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: OREGon 9-3595

Writer, ComposerGordon M. Day
Production Manager.....Carol Bulkley
Casting Director.....Edith Adelson
Treasurer.....Leo L. Reich

Services Offered: Writing-production of jingles and spots; consultants to advertising agencies on preparation of transcribed and film commercials.

Productions: Alcoa, American Greetings Card, Good & Plenty Candy, Corn Products Refining Co., (various products), Margo Wine, Luby Chevrolet Dealers, Sacramento Tomato Juice, Laddie Boy Dog Food, Burry Biscuit Co., King Edward Cigars, Pennzoil, N. E. Telephone Co. (Yellow Pages), Roman Meal Bread, American Tobacco Co. (Roi-Tan Cigars), Westinghouse.

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-2495

President.....Emanuel H. Demby
Vice-President.....Mildred Demby
Dramatic Programs.....Betty Jeffries
Creative Supervisor.....Allen Swift

Services Offered: Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pre-testing commercials and other films for potential audience effectiveness.

Productions: The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, etc.

For theatrical use only: Half The World's a Bride, Carnival, Witch On Wheels, The Shadow, Hollywood to Broadway, How To Be A Cowboy.

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.....Jack Fitzstephens
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.

ECONOMEET TELEVISION PROGRAMS

(Div. of Ziv TV Programs, Inc.)

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

Phone: PLaza 3-6661

General Manager.....Perre Weis
General Sales Manager...Stanley Florshheim

Services Offered: Distribution of the following filmed TV programs: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Walter Lantz Cartoons.

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. Kellcher

Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

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Ratings Make Your Business!

Ratings Are What We Raise!

Just ask the STATIONS who are RIDING HIGH as a result of our STATION JINGLES, stations who:

Rocketed from somewhere down the line *Right To The Top*

Hiked way out in front

Picked up double figure points

Showed audience increases of 300%, 600% and more

Let us send you the SUCCESS STORY on our STATION JINGLES.

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue NEW YORK CITY

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
Dir. of Scripts.....Sylvia Edlen
Coordinator.....Mimi Crowl
V.P., Exec. Prod.....Robert L. Friend
Prod. Mgr.....Stanley Bass

Services Offered: Radio and television complete production; motion pictures, commercials, animation, program packagers for local sponsorship.

Productions: New Story of Milk, Crisis, Sky Sentinels, The Christophers, Tomorrow—Today (series), Songs of Our Fathers.

ENDORSEMENTS, INC.

65 East 55th St., New York 22, N. Y.

Phone: PLaza 1-0320

President.....Jules Alberti
Exec. Vice-President.....Cbris Anderson
V-P. Cbge. TV & Film.....Robert Brilmayer
Vice-President.....Dr. Harold S. Wadro
Secretary-Treasurer.....Carol Batchelder

Services Offered: Endorsements and Testimonials 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 Affairs.....Henry Schmerzler

Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

Current Productions: Strike It Rich, The Big Payoff.

**FREMANTLE OVERSEAS RADIO,
& TELEVISION, INC.**

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

Phone: MUrray Hill 7-4344

President.....Paul Talbot
Secretary-Treasurer.....Lee Volker

Jack Barry
and
Dan Enright
Productions

Mgr. (Mexico City).....Rene Anselmo
 Mgr. (London).....Lane Blackwell
 Mgr. (Toronto).....Ralph Ellis
Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico, London and Ontario. Exclusive TV rights to the Davis Cup tennis matches and 16th Olympiad, Melbourne, 1956.

ALLEN A. FUNT PRODUCTIONS

100 Central Park South, 11th floor
 New York 19, N. Y.
 Phone: Hudson 7-5227

President.....Allen A. Funt
 Production Manager.....Paul D. Melton
Associates:

Ross Television Production Ltd.
 7 Harley Street, London W. 1, England
 Concorde Productions
 6 Rue de Levis, Paris 17e, France

Services Offered: Exclusive producers of candid radio and television programs and commercials, using hidden microphones and cameras, in U. S. and Europe; network, live, transcribed and syndicated.

**GBA PRODUCTIONS
 (Gallucci Bros. & Assoc.)**

727 Meriden Road, Waterbury 1, Conn.
 Phone: Plaza 35272

President.....Joe Gallucci
 General Manager.....N. T. Gallucci
 Sales Manager.....Lou Gallucci
 Assoc. Producer.....C. G. Harries

Assoc. Producer.....Jack Sheehan
 Assoc. Director.....Lloyd Hurd
 Assoc. Director.....N. S. Strauss
 Assoc. Director.....Dick Felker
 Assoc. Director.....Barbara Piper
 Assoc. Director.....Joe Megaro
Services Offered: Special feature program.

**HAROLD R. GINGRICH,
 PRODUCTIONS**

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-1022

Owner-Manager.....Harold R. Gingrich
Services Offered: Radio-Television advertising, counseling and ideas.

GENERAL ARTISTS CORP.

640 Fifth Ave., New York 19, N. Y.
 Phone: Circle 7-7543

President.....Thomas G. Rockwell
 Exec. Vice-President.....Milton W. Krasny
 Vice-President.....Harry M. Anger
 TV Programming.....Jay Michaels, Jack N. Sobel, Arthur Price

Vice-President, Chicago.....Pat Lombard
 Vice-President, Beverly Hills.....Henry Miller
 TV Manager, Beverly Hills.....Bill Weems

Services Offered: Program Production and national sales. Artists representatives. Industrial and civic show production. Transcription production and services. Film sales representation.

Productions: The Perry Como Show, The Patti Page Show, The National Guard Show.

WILBUR STARK — JERRY LAYTON

RADIO & TELEVISION PRODUCTIONS

MODERN ROMANCES — NBC-TV

SHOWS READY TO GO —

Col. Humphrey Flack — Ladies Choice

True Story — Rocky King Detective

Sgt. and the Lady — Medical Center

Rookie Cop

6 EAST 45th STREET, NEW YORK CITY

OX 7-6860

JOHN E. GIBBS & CO., INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone: PLaza 7-5959

President John Gibbs
Writers Department Francis Head
Talent Department Bob Ferres
Services Offered: Television and Radio production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6606 Selma Avenue, 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

President David P. O'Malley
Vice-President George Gobel
Services Offered: Television production.
Current Productions: The George Gobel Show.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

General Manager Harry S. Goodman
Sales Manager Everett F. Goodman
Secretary H. D. Knuth
Office Manager William Baron
Traffic Manager Frank Gebrecke
TV Director Stuart Wilson

Services: Custom Commercials, Syndicated Commercials, Jingles. 5 min.-15 min.-30 min. programs. Mystery, Adventure, Soap Operas, Western, Religious, Musical, Misc, Juvenile.

Film Productions: Drew Pearson's Washington Merry-Go-Round; 52 quarter-hour TV films made each week and air expressed to TV stations.

GOODSON-TODMAN PRODUCTIONS

41 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0600

Partner William S. Todman
Partner Mark Goodson
Director of Sales Bud Austin
General Business Mgr. Howard F. Todman
Exec. Dir. of Programs Gil Fates
Dir. of West Coast Prog. Harris Katleman
Production Manager Mitchell Leiser

Branch Office

Goodson-Todman Enterprises, Ltd.
449 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-7357

Services Offered: Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.

Showcase Productions, Inc.

Harold Jovien's

**PREMIERE ARTISTS
and PRODUCTIONS**

AGENCY

Sunset and Carol, Hollywood 46, Calif.
Cr. 4-5488

BILL PUTNEY, Associate

Representing these and other shows
and personalities for Television, Radio,
Personal Appearances and Recordings

Programs:

- PETER POTTER'S "JUKE BOX JURY"
- THE INA RAY HUTTON SHOW
- MIKE STOKEY PRESENTS
JUNIOR RECORD JURY
- HILO HATTIE SHOW
- IF YOU HAD THE MONEY
- HOLLYWOOD ICETIME
- HARRY BABBIT SHOW
- BILL BALLANCE SHOW
- ARTHUR ELLEN SHOW

TV Hosts and Disc Jockeys

- HARRY BABBIT—(CBS)
- BILL BALLANCE—KFWB, Hollywood
- FRANK EVANS—KDAY, Santa Monica
- JACK McCOY—ABC-TV
- LOUIS QUINN—KHJ-TV, Hollywood
- RALPH STORY—\$64,000 Challenge
- DICK WHITTINGHILL—KMPC & KTTV-TV,
Hollywood

Television Producers-Directors

- TOM BELCHER—NBC
- JERRY BOWNE—NBC
- JIM HOBSON—Lawrence Welk Shows
- BOB LEHMAN—Truth or Consequences
- HARFIELD WEEDIN—ABC-TV

Personalities:

- RUSH ADAMS—Diamond Records
- VAN ALEXANDER—Gordon MacRae Show
- RANDY BROOKS—Decca Records
- KAY BROWN—ABC-TV, Decca Records
- OLLIE FRANKS
- HOOSIER HOT SHOTS
- EDDIE KEELEY—KTLA
- GEORGE LIBERACE
- BILLY MAY
- ELLA MAE MORSE—Capitol Records
- LOUISE O'BRIEN—CBS
- GAYLA PEEVEY—Columbia Records
- PIED PIPERS
- JERI SOUTHERN—Decca Records
- KITTY WHITE—Mercury Records

Productions: Beat the Clock, Two For The Money, I've Got A Secret, What's My Line, The Price Is Right, The Web.

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
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 PRODUCTIONS

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.

HALE & BAKER

55 West 42nd Street, New York 36, N. Y.

Phone: LOugacre 5-2795

Partner.....Arthur Hale
Partner.....Jules Evan Baker
Branch Office:

1597 Crossroads of the World, Hollywood 28,
Calif.

Phone: HOLlywood 7-9262

Manager.....Aubrey Ison
Services Offered: TV Radio consultants, writers-producers of public services and commercial programs and spots; special educational and merchandising ideas and production, including closed circuit.

**LAURENCE HAMMOND
PRODUCTIONS, INC.**

455 E. 51st St., New York 22, N. Y.

Phone: PLaza 9-2210

President.....Laurence Hammond
Vice-President & Treasurer, 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

President.....Linnea 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

Producer Arthur Henley
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

President Sandy Howard
Producers Marvin Page, Claire Smithers

Producer-Merchandising Dir... Ralph Golob
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, The Great Adventure, Jungle Adventure, Celebrity Club.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-5877

Owner Bernard 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.
Phone: PL 8-0792

Exec-in-Charge Gilbert Parker
Chairman R. W. Hubbell
Services Offered: Program producers.

INTER-CALIFORNIA BROADCASTING SYSTEM

354 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
Secretary George Blake
Services Offered: Producers and distributors of motion pictures; prints in both



Marshall ORGANIZATION

521 FIFTH AVENUE
NEW YORK 17, N. Y.



Consultants
Creators and Producers
Film, Television and
Radio Productions



Murray Hill 7-2722

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

16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

THE JAFFE AGENCY, INC.

9144 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CRestview 1-5222
 New York Phone: Circle 7-6200

PresidentSam Jaffe
 Vice-President, Chg. Lit. Dept.Mary Baker
 Vice-PresidentA. Ronald Lubin
 SecretaryPhilip Gersh
 TV Department.....David Freedman, Hal Ross
 Literary Department.....Evarts Ziegler,
 Robert Goldfarb.

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 TELEVISION AND RADIO PRODUCERS

540 North Michigan, No. 17 on the Mezzanine
 Chicago 11, Ill.

Phone: MOhawk 4-5757

President.....James E. Jewell
 Vice-President.....W. Ralph Jewell
 Secretary.....M. P. Casey
 EditorJames Lawrence

Branch Offices

Laudmark Productions, 1040 N. Las Palmas
 Hollywood, California

Phone: HOLlywood 7-3141

ManagerMichael Baird
 DirectorLewis Foster
 3062 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-0617

Exec.in-Charge.....W. Ralph Jewell
Services Offered: Creators and Producers of Programs, Transcriptions, Commercial Spots and Jingles, Television and Radio Consultants to agencies, sponsors, All-inclusive package-production services and facilities.

Productions: Jewell Starmaker Theatre (TV live), Silver Eagle (Radio: Live and transcribed), The King Jesters Show (Radio, transcribed).

KEESHAN-MILLER ENTERPRISES CORP.

113 W. 57th St., New York, N. Y.
 Phone: PLaza 7-8648

Chairman of the Board.....Bob Keeshan
 President Jack Miller
 Vice-President.....Marvin Josephson

Services Offered: Radio-TV packages and producers.

Productions: Captain Kangaroo, Scramble.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
 Phone: LA 4-4228

DirectorMaxine Keith

Thank you, Television Industry . . .

For making our new
 publicity firm a suc-
 cess from the outset!

Lester Dorothy
STANFORD and GULMAN, Inc.

15 East 40th Street, New York 16

MURray Hill 9-2512



STAR TIME



**GEORGE SCHECK
 PRODUCTIONS**

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 Kendi.
Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403

PresidentJack M. Kurtze
Vice Pres.....Lula Mae Kurtze
Exec. Producer.....Martha C. Graves

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

Productions: So It's Your Birthday.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUDson 6-5700

President.....C. O. Langlois, Sr.
Secretary-Treasurer.....John D. Langlois
Vice-President.....C. O. Langlois, Jr.
Vice-President.....W. O'Keefe
Sales Manager.....Hugh S. Allen, Jr.

Services: Transcribed Music Service for radio and television stations, advertising agencies and advertisers. Custom-built commercial spots—musical and dramatic—for national, regional and local advertisers.

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, Here's Music.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100
1539 N. Vine St., Hollywood 28, Calif.
Phone: NORmandy 3-3311

PresidentLes Lear
Vice-PresidentJack Chase
Vice-PresidentHank Koval

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
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.

MADISON PRODUCTION, INC.

60 E. 56th St., New York City, N. Y.
Phone: PLaza 1-4646

PresidentGerry Gross
Vice-President, Treasurer..Frank B. Sawdon
Services Offered: Package & Produce Radio & TV Shows.

Productions: The Maggi McNellis Show—Vincent Lopez Show—Tommy Henrich—Rita Gam—Junior Champions—Let's Take Sides—The Sloan Simpson Show.

MARK VII, LTD.

(For full listing see TV Film Producer-Distributors)

THE MARSHALL ORGANIZATION, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-2722

President.....A. W. Marshall
General Manager.....Evelyn K. Zuckerman
Legal Representative.....Gerald Dickler

Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MAYER-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 programs and spots, specializing in crime documentaries. Professional writers also service other shows on free-lance basis. Specialize in crime shows.

Productions: Wanted, Phrase That Pays, Masquerader.

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 15th St., New York 36, N. Y.
Phone: PLaza 7-0695

President Charles Michelson
Treasurer Aaron Michelson
Traffic Manager R. Mantell
Export Manager Martin Diamond

Services Offered: Distributing of transcribed radio program series; syndicated TV film series; Sound effect record libraries; American representatives for foreign broadcasting interests.

Productions: Capsule mysteries, The Plainclothes 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-Chg. of Radio: Wallace S. Jordan
Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.
Hollywood 28, Calif.
Phone: Hollywood 9-6161

Owner Carlton E. Morse
Services Offered: Recording, program production, scripts, package programs.

Productions: One Man's Family, The Woman In My House.

MORTON PRODUCTIONS

61 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President Morton 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. 16th 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.

596 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

139 Piccadilly, W1, London, England
49 bis Ave., Hoche, Paris, France
111 Richmond St., West, Suite 1209, Toronto, Ontario, Canada, EMpire 3-5025
9370 Santa Monica Blvd., Beverly Hills, Calif., CRestview 6-2001 or BRadshaw 2-3211

515 Glenn Building, Atlanta, Ga., LAmar 6750
45 Newbury St., Boston, Mass., COpley 7-5830
130 N. Michigan Ave., Chicago, Ill., DElaware 7-1100

1172 Union Commerce Bldg., Cleveland, O., CHerry 1-6010

116 W. West Kirk Ave., Roanoke, Va., ROanoke 3-4311

42 Allard Blvd., New Orleans, La., GALvez 1110

3790 Gardner Ave., Cincinnati, O., SYeamore 9119

2102 No. Akard St., Dallas, Tex., PRospect 7536

837 Book Tower, Detroit, Mich., WOODward 2-2604

105 Montgomery St., San Francisco, Calif., EXbrook 2-3922

203 White Building, Seattle, Wash., MutaL 1567

212 Beason St., Salt Lake City, Utah, 3-1657
1018 Northwestern Bank Building, Minneapolis, Minn., IIncoln 7863

550 Grant St., Suite 116, Pittsburgh, Pa., GRant 1-9995

Bellevue-Stratford Hotel, Broad and Walnut Streets, Phila., Pa., PEnnypacker 5-9162

1700 Liggett Drive, St. Louis, Mo., WOODland 2-3683

Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

NTA PRODUCTIONS, 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 films.

Productions: The Passerby, The Bill Corum Sports Show, Man's Heritage.

THE NATIONAL RESEARCH BUREAU, INC.

115 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)

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: MU 6-5669

OwnerDonald Peterson

Services Offered: Recording, program production (religious, economic).

JULES POWER PRODUCTIONS, INC.

1020 N. Rush St., Chicago 11, Ill.

Phone: DELaware 7-7422

New York Phone: REgent 4-1370

PresidentJules Power
General Manager.....Bernard I. Miller

Services Offered: Production of live local and network television programs and commercials.

Productions: Watch Mr. Wizard, NBC-TV; Time For Fun, WABC-TV; Lunch Time Little Theatre WGN-TV.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.

Phone: GLOve 6-2315

President.....George Logan Price
Secy.-Treas.Stella Lauch 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

Chairman of the Board....Everett Rosenthal
PresidentLeonard 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.....Eugene Aretsky
General Mgr.....Norman Alt

Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV sports 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. NicollAssociate Director.....Sandra Munsell
Production UnitHotel 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

PresidentLloyd Marx
Vice-PresidentTed Mack

Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

STU REYNOLDS PRODUCTIONS

9110 Sunset Blvd., Los Angeles 46, Calif.

Phone: CR 4-7863

PresidentStuart Reynolds

Productions: Harbor, G. E. Theatre, Jeweler's Showcase.

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
 President.....Richard 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

President.....Janet Taylor
Services Offered: Complete packages, radio, TV and film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HO 3-7178

President.....Jack 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
Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

ABE SAPERSTEIN TV ENTERPRISES

350 5th Ave., Suite 7614, New York, N. Y.
 Phone: LO 3-4677

Producer.....Walter 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

65 E. 55th St., N. Y. 22, N. Y.
 Phone: PLaza 1-0075

President.....James L. Saphier
 Mgr. of New York Office...James Schulke
Services Offered: Radio and TV productions, sale of package programs and talent.
Productions: The Bob Hope Show.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
 Phone: EL 5-1434

Owner.....Allen Savage
Services Offered: Producers, packagers and distributors.
Productions: Career Kids.

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 3-0940

President.....Bernard L. Schubert
 General Manager.....Wallace H. Lancton
Services Offered: Talent, production radio and TV package management.

Current Productions: Cross-roads, Topper, Adventures of The Falcon, Mr. and Mrs. North, TV Reader's Digest, Quick Quiz.

SCREEN GEMS, INC.

(For complete listing see TV Film Producers).

WALTER SCHWIMMER COMPANY

75 East Wacker Drive, Chicago 1, Ill.
 Phone: FRanklin 2-1392

New York Address: 527 Madison Ave., New York 22, N. Y.

Phone: ELdorado 5-4616

President.....Walter Schwimmer
 Sales Manager.....Bernie Crost
 Program Director.....Arthur Pickens
 Assistant Program Director.....Nat Watson
 Eastern Sales Mgr.....Pete Manners
 N. Y. Office Manager.....Jack Arden
Services Offered: TV and radio package productions.

Productions: Championship Bowling, Eddy Arnold Time, It's Baby Time All-Star Golf, Tello-Test, Funce-Test.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 5-5365

President.....Paul Heinecke
 Secretary-Treasurer.....R. C. Heinecke
 Asst. to Pres.....E. S. Prager
 Production Manager.....R. S. Stone
 Pub. & Prom.....Alice J. Heinecke
 Traffic.....I. K. Weiss

Services Offered: Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers.

CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York 19, N. Y.
 Phone: CJ 6-6915

1100 No. Highland Ave., Hollywood 38, Calif.
 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
 Musical Directors.....Skitch Henderson & Ted Royal

Services Offered: Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show 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.

THE SOUVAIN ASSOCIATES

135 Central Park West, New York 23, N. Y.

Phone: TR 3-1158

ProduceerGeraldine Souvaine

Services Offered: Producers of radio and TV programs.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.

Phone: MUrray Hill 2-0117

President.....Richard E. Bailey
 Vice-President.....Roylance H. Sharp
 Secretary & Bus. Mgr.....Thomas J. Shilling
 Ass't Business Mgr.....Marie C. Wilber

Services Offered: Sales and promotion, programming, technical, station relations and traffic; specializing in regional television and radio networks for all sports. Special features: major league baseball, Cleveland Brown pro football, Big Ten basketball, sporting events of regional interest.

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

PresidentAlfred Levy
 Exec. Vice Pres.....David Susskind
 Vice President.....Robert Costello

Services Offered: Produce live dramatic television programs.

Production: Armstrong Circle Theatre.

TELDON RADIO & TELEVISION PRODUCTIONS

2 West 46th St., New York 36, N. Y.

Phone: JUDson 6-5577

Senior Prod. & Partner..Stephen F. Temmer
 Partner.....Herbert M. Moss

Services Offered: Production of foreign language programs in French and German for the Voice of America.

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 Ellis

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.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.

Phone: FAirfax 2-4974

President.....J. P. Williams
 Vice President.....Alexander Buchan
 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: OX 7-5445

President.....John L. Clark

Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.

Phone: WOODward 2-9184

PresidentGeorge Trendle
 V. Pres. & Gen. Mgr.H. Allen Campbell
 Secy. & Gen. Counsel....Raymond J. Meurer

Services Offered: Radio-TV production, 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: CL 2066

President.....Richard H. Ullman

Exec. Vice Pres......Marvin A. Kempner
Treasurer.....Minna C. Thorn
Sery......Edward H. Kavinoky
Branch Office

2133 N. W. 11th Ave., Miami, Fla.

Manager.....Robert D. Buchanan
 301 S. Kingsley, L. A., Calif.

Mgrs......Pat Cooney, Sam Ewing
Productions: Ad-ination, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdie, children's animated film quiz show, Select-O-Spots, animated films.

Radio Services: Produce Library of Attention Getters and Gimmick Shows.

Productions: Melody Mileage; Tune-O; Kash Box; \$Dollar Derby\$; Spot-Lite-Spots.

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 Manager.....William Higginbotham
Radio Manager.....John Madigan
Gen. Newspapers Mgr......Frank Tremaine

Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; newsfilm news-pictures.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.

Phone: Circle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino

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
Casting Director.....Buddy Vincent

Services Offered: Package producers, program production, TV programs, live and film.

WOLF ASSOCIATES, INC.

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

Phone: PLaza 5-2050

President, Gen. Mgr......Edward Wolf
Vice-President.....Herbert Wolf
Associate Producers.....Jack Rubin,
Program Staff.....Joseph Nathan Kane,

Gene Mulligan, Keith Taylor, Alan Gilbert
Dir. of Sales.....Paul Ross
Services Offered: Radio-TV package production.

Productions: Break The \$250,000 Bank, Hilltop House, Masquerade Party.

FRANK WRIGHT NATIONAL CORPORATION

995 Market St., San Francisco 3, Calif.

Phone: DOuglas 2-5170

President.....Frank Parke Wright
Vice-President & Acct. Exec......Ted Slade

Treasurer.....Sylvia C. Wright
Office Manager.....Helen Rosemount

Traffic-Media Mgr......Edith James
Copywriter (Copy Director).....Kay Lynch

Secretary.....Freda Reider
Comptroller.....Alma McGarrigle

Asst. Comptroller.....Charlotte Meyer
Services Offered: Merchandised advertising in the food and drug field.

Productions: Calo Pet Exchange.

WYNN WRIGHT ASSOCIATES

17 West 57th Street, New York 19, N. Y.

Phone: PLaza 3-417-8

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.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.

Phone: PLaza 4-1323

President.....Frederic W. Ziv
Exec. Vice Pres......John L. Sinn

V.P., Chg. of Productions.....Herb Gordon
General Manager.....Ben Phibley

Treasurer.....Joseph L. Moore
New York Office

188 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

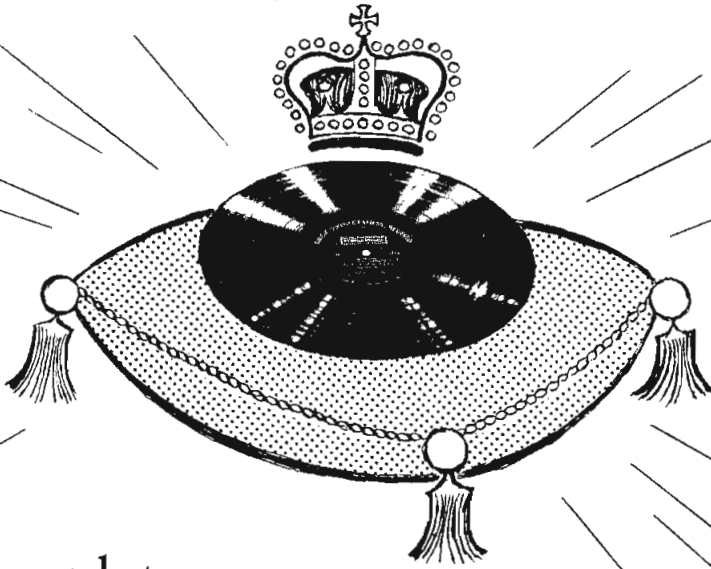
Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn

V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger

Mgr., Midwestern Div......Ed Bromann
Mgr., West Coast Div......Jack Gregory

Manager, Natl. Sales.....Walt Kingsley
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 New-reel, Living Book, Story Theatre, Sports Album, Walter Lantz Cartoons.



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PROCESSING — modern equipment, high-precision testing every step of the way.

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SHIPPING — fully staffed department charged with the responsibility for meeting your deadline.

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.

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MANUFACTURING COMPANY

IN THE EAST AMERICAN SOUND CORPORATION
233 Main Street, Belleville 9, New Jersey PLymouth 9-0700

IN THE WEST ALLIED RECORD MANUFACTURING COMPANY
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA HOLlywood 9-5107



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Chicago, 630 North McClurg Court, WHitehall 4-6000
Hollywood, 8723 Alden Drive, OLYmpia 6-1034

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ADDRESSES

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CUSTOM SERVICES
DEPARTMENT

Capitol Records, Inc.

George R. Jones, *Gen. Mgr.*

Hollywood & Vine -- HOLLYWOOD 2-6252

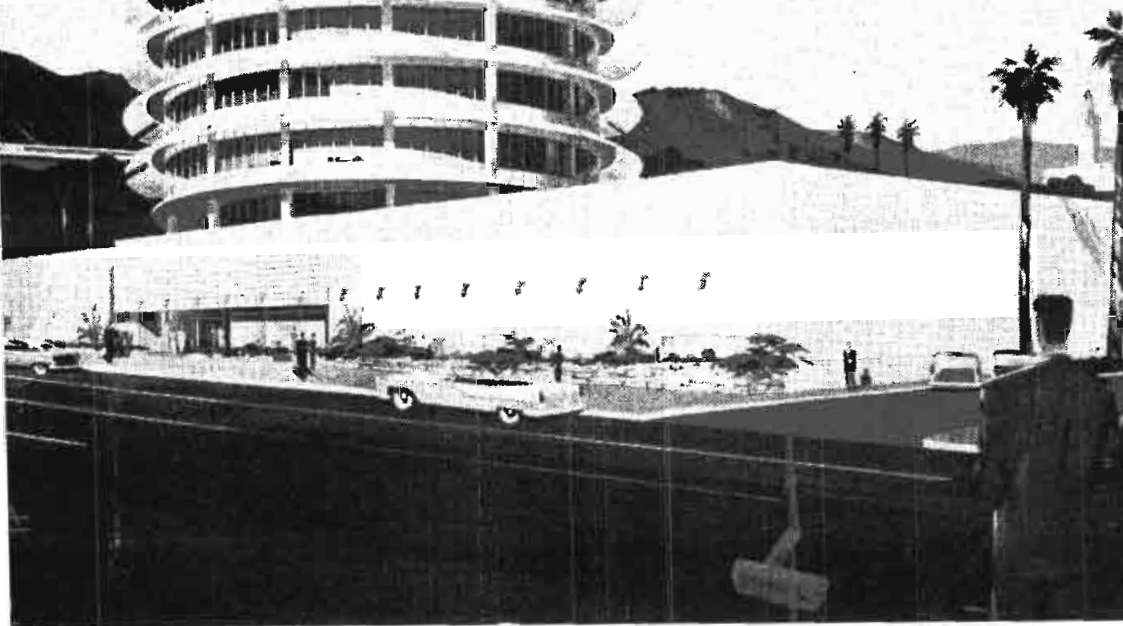
Herbert L. Sachs, *National Sales Mgr.*

151 W. 46th St., N. Y.

Columbus 5-4758



CUSTOM



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, distribute French feature length TV film, custom productions, musical arrangements, script preparations.
Production: Opportunity Knocks.

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler
Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO FACILITIES, LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice President.....G. F. Herberth
General Manager.....J. S. MacKay
Mgr., Radio Sta. Time Div...John Tregale
Mgr., Prog. Div.....Dana S. Murray
Manager, TV Dept.....Reo Thompson
Mgr., TV Sta. Time Div....Ross McCreath
Sales, TV Film.....Reo Thompson
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
Assistant to President.....John F. Wegner
Comptroller.....Irving M. Huncilman
Sales Manager.....Ned R. Herzstam
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. Electroforming of precision parts.

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-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

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

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

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.

AUDIVOX RECORDS, INC.

140 West 5th St., New York 19, N. Y.
Phone: PLaza 7-5685
Owners....Raymond Scott, Dorothy Collins, Leonard Wolf

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WITH AMERICA'S
TOP STARS,**

including —



Bill Squires
in The Hour
of Charm;
1 hr. wky.

Wayne King
Serenade;
1 half-hour
weekly

George
McArthur in
The Melodious
Musicals;
2 1/2 hrs. wky.

Sammy Kaye
Show; 5
quarter-hours
weekly

Hank Snow
and His
Rainbow
Band; 30 mins;
1x 1/2 hrs. wky.

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Sell-Tunes tailored to all kinds of sponsor campaigns — over 100 of them! More than 2,000 singing commercial jingles for over 70 sponsor categories. Commercial sound effects, program signatures, time and weather jingles. All sales-winners!

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1100 musical selections by top bands, each tune less than 2 minutes long, for completely flexible programming!

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HOLIDAY
SHOWS**

"A Christmas Carol"
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with Walter Hampden
and many others!



**HELPFUL TOOLS
FOR YOUR
TIME SALESMEN!**



Special Marketing Bulletins
time-selling brochures . . .
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sponsor promotion kits!

**A VARIETY
OF FULLY RECORDED
AND SPECIAL SHOWS!**

including —



Frank Carter
and Gene
Raymond
fully recorded
weekly 15 hr. of
phonograph
programming

Gene Raymond
and Gene Raymond
fully recorded
40 half-hours
1x 1/2 hrs.

Jimmy Powers
in "The Great
Story"; 50
fully recorded
1x 1/2 hrs.

SHOW STOPPERS

362 hilarious dialogues . . . more than 60 different "characters" . . . 17 comedy dialects! 45 RPM recordings with scripts that work your Dix right into the act! A special service available to all subscribers.

**81 QUARTER-HOURS
OF PLANNED
PROGRAMMING WEEKLY!**

A weekly programming service, complete with continuity sheets.



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THE PROVEN SPONSOR-WINNING MERCHANDISING PLAN...

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Completely new half-hour weekly radio programs already sold to sponsors by 80% of all RCA Thesaurus subscribers.

THE NEW LAWRENCE WELK SHOW

featuring the entire Welk TV troupe!

RCA THESAURUS POINTS THE WAY TO NEW PROFITS FOR YOU!

RCA Thesaurus ALONE offers your radio station all these sponsor-winning, audience-building features!

Now's the time to subscribe to RCA Thesaurus, the all-inclusive, up-to-the-minute transcription library service for radio stations everywhere.

Take a look at this partial list of RCA Thesaurus library service features. In addition, every subscriber receives a completely equipped basic library of 5000 musical selections, an easy-to-use cataloging system, disc storage cabinets, and monthly release service. Then, for complete information on how to win new business with RCA Thesaurus, write, or call us collect, today!



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Jazz" - 5 River
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Popsik
Records, arranges
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records and
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Records by
Basil
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Whitehall 4-3530

522 Forsyth Bldg., Atlanta 3, Ga.

Lamar 7703

7301 Freeway #183, Dallas, Texas

Riverside 1371

1016 N. Sycamore Ave., Hollywood 38, Cal.

Oldfield 4-1680

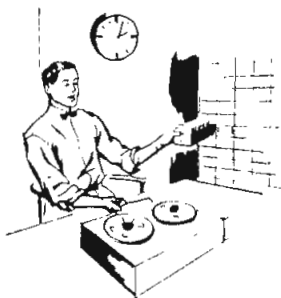
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“The Right Music At The Right Time”

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 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

PresidentAllen 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

PresidentArchie Bleyer
Services: Recording, production, manufacturer, distribution.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
 Phone: WALnut 2-2103

PresidentSpence Caldwell
 Vice Pres.....Gordon F. Keeble
 Comptroller.....S. H. Coxford
 Radio Sales Mgr.....Doug Groat
 Recording Engineer.....Mel Lovell
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

1750 North Vine Street, Hollywood 28, Calif.
 Phone: HOLlywood 2-6252

151 West 46th St., New York 36, N. Y.
 N. Y. Phone: COLumbus 5-4758

PresidentGlenn Wallich
 Vice-PresidentJames Bayless
 ManagerGeorge R. Jones
 Eastern Sales Manager.....Herbert I. Sachs
 Manager Library Service.....John Seely
Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

CAPITAL TRANSCRIPTION SERVICE

1120-A Connecticut Ave., N.W.
 Washington 6, D. C.
 Phone: EXecutive 3-0161

Services Offered: Complete recording services: tape, disc; slide film soundtracks; live music recording, background music (cleared for TV and films).

COASTAL RECORDING CO., INC.

136 W. 52 St., New York 19, N. Y.
 Phone: CIRCLE 6-3900

Executive Vice-President.....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, 16 mm projector, 9 studios.

COLUMBIA RECORDS, INC.

Division of CBS, Inc.

799 Seventh Ave., New York 19, N. Y.
 Phone: CIRCLE 5-7300

PresidentGoddard Lieberman
 Executive Vice-Pres.....Herbert Greenspon
 Vice-Pres. Chg. of
 West Coast Op.....A. J. Schrade
 Gen. Mgr. Electronic Prod...James Sparling
 Vice Pres., Chge. Mfg...Herbert Greenspon
 Vice Pres., Gen. Mgr., Columbia
 LP Record Club.....Norman A. Adler
 ControllerW. G. Wilkin
 V-P in charge of Admin.....Albert B. Earl
Services Offered: Records, phonograph 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.....Michael Coolidge

Services Offered: All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif.
 Phone: OLYmpia 2-2995

Services Offered: Creators and producers of tape and open-end recordings.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
 Phone: OREGon 9-3595

Writer-Composer.....Gordon M. Day
 Producer-DirectorCarol 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

National Sales Mgr.....Claude Brennan
 Sales Prom. Mgr.....Stanley L. Goodman
Services Offered: Custom pressing, premium records.

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**COASTAL
RECORDING
COMPANY, Inc.**

COASTAL "52"
136 West 52nd Street

COASTAL "40"
80 West 40th Street

New York, N. Y. — Circle 6-3900

- Complete recording facilities
- 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



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- INSTANTANEOUS & MASTER DISC RECORDING
- EDITING & RE-CORDING
- MULTIPLE TAPE DUPLICATION
- NATION WIDE AUDIO AIR CHECKS
- DIRECT LINES TO MAJOR NETWORKS
- SPECIAL ARRANGEMENTS FOR REMOTE RECORDING

AUDIO-VIDEO RECORDING COMPANY, INC.

730 FIFTH AVENUE • NEW YORK 19, N. Y. • JUdson 6-5095

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-sync generator. Heated stylus masters, 78, 45 and 35 rpm. Off-the-air, line and studio recordings. Tape editing.

DOT RECORDS, INC.

Subsidiary of Paramount Pictures

1507 North Vine, Hollywood 28, Calif.

(Transcription and recording sect.)

HOLLYWOOD 3-4181

New York Office: 157 W. 57th Street

PLaza 7-4877

President Randy Wood
Vice-Pres.-Treas. L. L. Thornton
Production Director.... Christine Hamilton
Album Repertoire..... Tom Mack
Promotion Dir..... G. H. Johnson
Services Offered: Recording and distributing of phonograph records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.

Phone: PLaza 9-4500

President & Treasurer... Helen D. Kelleher
Vice-President Arthur Lubo
Vice-President..... Fred de Jaeger
Treasurer..... Helen D. Kelleher
Secretary..... John Hughes Dwyer

Services Offered: Tape-Disc recording Studios-Remote work. Production-Talent.

memo from Ed Hochhauser Jr.

THERE'S ONLY ONE REAL
TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY
AND
ONLY APS HAS IT !

CONTENTS:.....321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.

ARTISTS:.....The very finest.

PRICE:.....\$19.50 per month, minimum one year contract.

Auditions, catalog:.....Yours on request.

APS
Associated Program Service
"the library that pays for itself"
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

FINE SOUND, INC.

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

Phone: PLaza 3-5400

Chairman of the Board..... Arthur M. Loew
 President..... George Muchnic
 Exec. V.P..... Elmer O. Wilschke
 Secretary..... George Sharf
 Treasurer..... Henry F. Kreeke
 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. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes, 35 mm and 16 mm facilities. Perspecta Sound mixing and scoring.

MITCHELL GERTZ AGENCY, INC.

338 N. Rodeo Dr., Beverly Hills, Calif.

Phone: CR 4-5491

Owner..... Mitchell 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..... Dirk Manning

Secretary..... H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV film and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 West 16th 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

Services Offered: Tape, disc, and film recording. Five specially engineered recorded studios, 12 ampex tape machines and six disc lathes, direct mail sales training, and premium records; writing and production staff available.

ESTELLA H. KARN

49 West 15th 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

Mr. Producer
**100 MILLION FEET
 OF SOUND
 CAN'T BE WRONG!**

That's the opinion of hundreds of producers using Reeves facilities.



REEVES SOUND STUDIOS, INC.
 304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

The Largest Sound Service Organization in the World.

RCA Licensee

Western Electric Licensee

Vice-President.....Edwin R. Peterson
 Vice-PresidentWilliam Bayer
 Secretary-Treasurer (Dir.).....Arthur Wolf
 Acct. Executive.....Edward R. Peterson, Jr.
 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.....Martin Mills
 111 W. Washington St., Chicago, Ill.

Phone: State 2-6303

President.....Sidney J. Wolf
 Vice-President.....Edwin R. Peterson
 Secretary-TreasurerArthur Wolf
 Dir. of Station Relations.....Blandie Stein
 Traffic Manager.....Kay Coustan
 Program Director.....Jane McFadgen
 Vice-PresidentWilliam 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.

LANGWORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.

Phone: JUdson 6-5700

PresidentC. O. Langlois, Sr.
 Secy.-Treas.....John D. Langlois
 Vice-PresidentC. O. Langlois, Jr.
 Vice-Pres.W. O'Keefe
 Sales Manager.....Hugh S. Allen, Jr.

Services Offered: Transcribed Music Service for radio and television stations, advertising agencies and advertisers. Custom-built commercial spots—musical and dramatic—for national, regional and local advertisers.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: Dunkirk 4-4191

President.....C. P. MacGregor
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.

Mood Music

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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

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SEND FOR FREE CATALOGUE

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Established 1932

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Dept. RD

New York 36, N. Y.

Music Clearance on Above Catalogues
 Arranged by Our Firm

MAGNE-TRONICS, INC.

122 East 42nd St., New York 17, N. Y.
Phone: MU 7-3935

President.....Thomas L. Clarke, Jr.
V.P., Prog. Dir.....Joseph F. Harbs
Vice-Pres., Sales.....Roger L. Thaxter

Services Offered: Magne-Tronics motivational music; tape-recorded background music programs for transmiss 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 44th St., New York 36, N. Y.
Phone: LO 4-3808

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
Assistant Gen. Manager.....W. Wallace Early
Advertising Manager.....Sol Handwerker
Mgr., Artist & Repertoire...Harry Meyerson

Services Offered: MGM popular and classical records, custom recording.

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 transcribed radio program series; syndicated TV film series: EMI, Gemnet-Speedy-Q; Standard Sound effect record libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FT 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
V.P. & Legal Council.....Leonard Scholl
V.P. & Dir. of Marketing...Joseph W. Roberts
V.P. & Nat. Sales Mgr....Warren Coughlin

**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.—OL 4-1660
1525 McGavock St., Nashville 3, Tenn.—ALpine 5-6691



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The Greatest Name
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45 RPM Singles

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12 Inch 33-1/3 RPM Albums

Extended Play (45 RPM)

Albums

**Leader In The Field Of
Sound Track Albums**

Vice Pres., Sp. Ser...Alexander B. Motenko
 V.P. & Program Dir.....Donald O'Neill
 V.P., Eng. & Research...Emil F. Hembrooke
 V.P. & Dir. of

Merchandising ...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 public business areas. (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.

487 Park Ave., New York, 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

Services Offered: Recording, program production, scripts, package programs, and talent.

OLMSTEAD SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.
 Phone: PL 1-0890

President.....Henry C. Olmsted
 Exec. V.P.....Richard B. Olmsted
 Vice-Pres. in charge of Sales..H. F. Landon

Services Offered: Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

FINE SOUND INC.

Offering
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FINEst

facilities

in

the

East

Disc and Motion Picture
 Recording

FINE SOUND INC.

711—5th Ave., New York

PLaza 3-5400



**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

General Manager Frank J. Starzel
Executive Editor Alan J. Gould
Asst. Gen. Mgrs. Lloyd Stratton, Wes
Gallagher, Oliver S. Gramling, Harry P.
Montgomery

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 experience 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. Lauch 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 24th St., New York 10, N. Y.
Phone: MURray Hill 9-7200

Vice-Pres., Gen. Mgr. Lawrence Kanaga
Vice-Pres., Operations Mgr. H. L. Letts
Mgr. Record Oper. Dept. James P. Davis
Mgr., Custom Records Emmett B. Dunn
Mgr., Custom, Artist and
Repertoire Ben Selvin
Mgr., Custom Adver. Frank J. O'Donnell

(CUSTOM RECORD SALES SECTION)

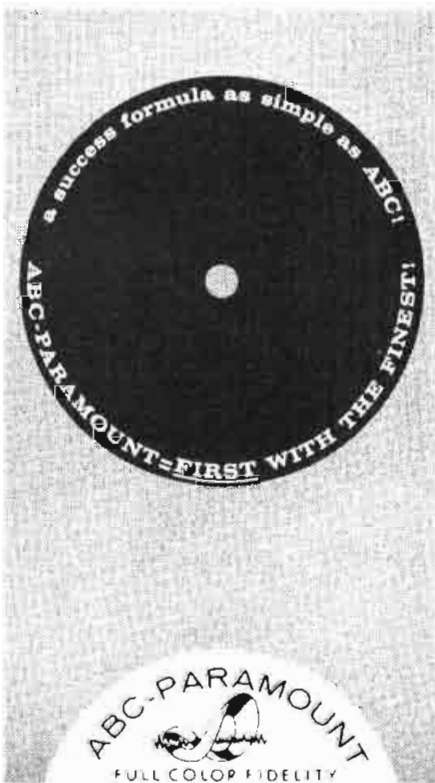
Mgr. Sales & Production
Planning Ralph C. Williams
Chicago Mgr. A. E. Hurdle
Hollywood Mgr. R. C. Bucholz
Sales Rep. for Nashville. E. J. Hines
N. Y. Mgr. Orders and Service W. R. Alshuk
Custom Salesmen. Marjorie B. Tahaney,
P. M. Rogers, Carl Reimschild, J. Gunnison
Chicago Sales Rep. William C. Leonard,
J. L. Head

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 Grauel
Central Northeast Sales
Rep. (Chicago) Gus Hagenah
Mgr. Sales Service Chas. Broderick
Mgr., Sl. 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. 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200
- 445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
- 1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-1660
- 522 Forsythe Bldg., Atlanta 3, Ga.
Phone: LAmar 7703
- 1907-11 McKinney Ave., Dallas, Texas
Phone: RIverside 1371
- 1525 McGovock St., Nashville, Tenn.
Phone: ALpine 5-6691

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFAY, 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.

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
President.....Janet Taylor
Manager.....Leo J. Launer
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.

The Coliseum Tower, 10 Columbus Circle
New York 19, N. Y.
Phone: JUdson 6-3450
President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Prod. Manager.....Robert S. Stone

Publicity & Prom.....Alice 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
1160 N. Highland Ave. Hollywood 38, Calif.
Phone: HOLLYWOOD a-6555
Exec. Producer-Pres....Charles E. Skinner
Sec'y-Treas., Gen. Mgr.....Ray Rand
Script Editor.....Nelson Gidding
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.

CUSTOM RECORDS, INC.

41 East 42nd St., New York, N. Y.
Phone: RYe 7-5155
Factory: Milton Rd., Rye, N. Y.
Phone: RYe 7-1322
President.....R. I. Mendels
Vice President.....K. 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
Production & Creative Dept...Doc Lombardi
Exec. Sec'y.....Priscilla 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
 Vice Pres.....Alexander Buchan
 Office Manager.....Bess Deck
Services Offered: Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante and Curley Bradley.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
 Phone: CLEVELAND 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. Kavinoky
 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 RECORDING LABS.

1650 Broadway, New York 19, N. Y.
 Phone: CI 7-3718, 2089

Partners.....George Adams, Anita Smith
Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS OF CALIFORNIA, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLLYWOOD 9-8282

President.....Martin Hersh
 Executive Vice-Pres.....Martin Ross
 V.P. & Gen. Mgr.....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.

46 East Walton, Chicago 11, Ill.
 Phone: MI 2-6465

President.....M. T. Putman
 Vice-Pres.....A. B. Clapper
 Secretary.....R. A. Weber
 Treasurer.....A. M. Parri
Services Offered: Recording (monaural & stereophonic), transcriptions, masters, motion picture and slide film sound tracks, pressings, high speed tape duplicating.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
 Phone: Circle 6-4675

President.....Thomas J. Valentino
 Vice-Presidents.....Michael T. Valentino,
 Secretary.....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: HO 3-6811

Partner.....Donald D. Blake
 Partner.....Wm. M. Kirkpatrick
Services Offered: Tape and Disc Recording-Assembly and Editing, Auditorium and Studio Rentals, Radio Broadcasting from our Studios.

WORLD BROADCASTING SYSTEM

488 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-4700

5255 Clinton St., Los Angeles, Calif.

President.....John L. Sinn
 Chairman of Board.....Frederic W. Ziv
 Vice-President.....Robert W. Friedheim
 General Manager.....Dick Lawrence
 Nat'l Sales Mgr.....James Weathers
 Ass't Nat'l 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: OLdfield 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 Gordon
 Sales Mgr.....Ben Philley
 Treasurer.....Joseph L. Moore
Services Offered: Transcribed radio programs for local and regional sponsorship.

Success of Local Programming Is Based on the Personal Touch



By
DICK LAWRENCE
General Manager
World Broadcasting
System

IN keeping with the sweeping trends in radio programming and selling today, in which the emphasis has returned to "local" programming creation, "local" merchandising and selling, we at World Broadcasting System long ago started to broaden the original concept of our services.

We realized, by talking to many of the broadcasters among our 1,000-odd world affiliated stations, that what was needed was much more than the old idea of a "music library" to fall back on. What they required, it became increasingly clear, was a wide-ranging "sales and program service" designed to give them individual "identity" in a community—an identifiable personality—as well as scores of specialized sales tools.

Our emphasis today has switched largely to the development of new "program aids" of all sorts, tailored to meet the needs of creative broadcasters who have reshaped their program schedules to meet local listening tastes.

Today, we are supplying such packages and program aids, as part of the World Sales & Program Service, as:

(1) A wide variety of service-type radio features. These include special time signal jingles, weather jingles, tune-in jingles (to build station listening)—all of which can enhance a station's service to its community and its advertisers.

(2) A long list of programming features. These include specially created musical signatures, formats, lead-ins and many other devices for use in locally produced programs of community-wide interests, sportscasts, special feature shows for homemakers, seasonal and holiday events. These are designed to give increased "production values" of a professional calibre, and represent the sort of values few broadcasters are in a position to afford on a locally-created basis.

(3) Special selling jingles, of a wide range, in which a local advertiser can insert his selling message. These are produced with top musical and creative talent by World. In fact, World has jingles for over 150 different categories of advertisers, which cover the bulk of all the advertising a local station usually carries. Some are even designed to operate as special seasonal packages, keyed to themes of spring cleaning, back-to-school, or other activities.

(4) Special programs, often of a seasonal nature, featuring such star personalities as Gene Lockhart, Raymond Massey, Robert Montgomery, and others.

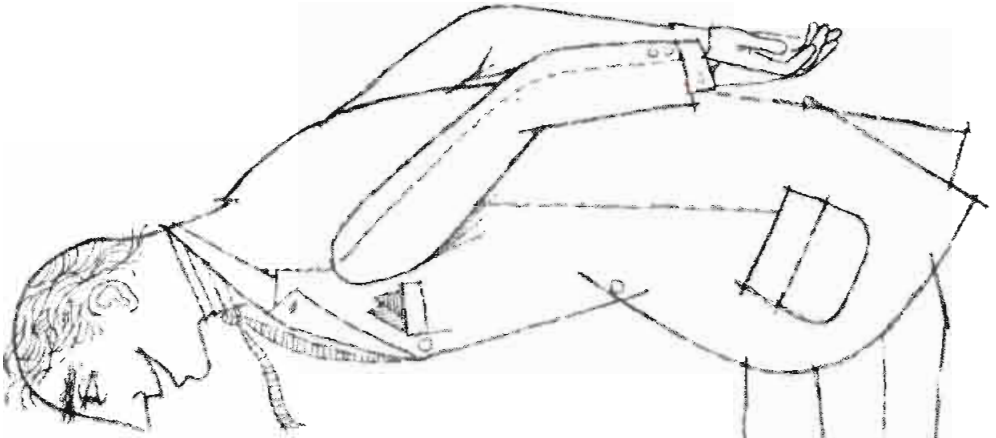
Of course, we are still supplying custom musical recordings featuring many of the outstanding recording artists in America today, such as Doris Day, Peggy Lee, Sauter-Finegan Orchestra, Three Suns, David Rose, Xavier Cugat and Harry James. These recordings still represent an important segment of our over-all program activities.

A good example of successful program building through World Broadcasting System has been our "Radio's Voice of Fortune" series. It is actually a major program package, complete with everything from program blueprints to promotion and merchandising materials, and has been designed basically to act as an all-day audience-builder for radio stations.

"Radio's Voice of Fortune" is a telephone quiz show which centers on identification by radio listeners of the recorded voices of famous personalities. These are actually well known people—actors, actresses, sports figures, leaders in business and government, and others—whose names are instantly recognizable, but whose voices usually baffle the memories of the average listener.

This in itself would be a sizable package for any station, but World has backed it with one of the most extensive merchandising and promotional campaigns in the history of our firm. There is a wide range of point-of-sale material, posters, mailing pieces and other promotional devices available to the advertiser who really wants to call maximum attention to his show.

All of our activities today are really centered on a problem I mentioned earlier—the creation of a separate, distinct and "personal" identity for radio stations today. We feel that such an identity is vital in order that a station attract new business and new listeners.



WHAT'S THE GIMMICK?



It's the little things that make a big difference; the *extra* stuff that sales are made of! Modern merchandising. What you see here is just a sample of the merchandising extras that back up every CBS Television Film Sales property: records, comic books, games, novelties, toys, jewelry, self-liquidating premiums. And there's audience promotion too... in specially-designed kits. *Everything* the advertiser needs to get his show off to a fast start and keep sales rolling. Little things. But they're sales-clinchers when coupled with CBS Television Film Sales' top-rated syndicated films.

CBS TELEVISION FILM SALES, INC. *Distributing Amos 'n' Andy, The Gene Autry Show, The Range Rider, Cases of Eddie Drake, Life with Father, Files of Jeffrey Jones, Fabian of Scotland Yard, Adventures of Long John Silver, Annie Oakley, Buffalo Bill, Jr., San Francisco Beat, The Whistler, Navy Log, Assignment Foreign Legion, Under the Sun, Bruce Eganle, Terrataors, Whirlybirds and Newshlm.*

**TV FILM
PRODUCERS
AND
DISTRIBUTORS**

1957

your

ABC FILM
SYNDICATION

catalog of hits

**PASSPORT
TO DANGER**

Cesar Romero stars in
thrill-packed inter-
national adventures.
39-1/2 hrs.



**SHEENA,
QUEEN OF
THE JUNGLE**

Exciting jungle dramas
starring TV's most dynamic
new personality,
Irish McCalla. 26-1/2 hrs.



**THE
THREE
MUSKETEERS**

Dumas' world-famous story of
action, adventure,
swordplay, romance in
history's most exciting
era. 26-1/2 hrs.



**DOUGLAS
FAIRBANKS, JR.
PRESENTS**

Absorbing adult dramas
with Doug Fairbanks as
host, producer and star.
117-1/2 hrs.



CODE 3

Gripping dramas based on
real life - top priority
emergency police cases
- a new concept in TV
realism. 39 1/2 hrs.



**ANNIVERSARY
PACKAGE**

Finest feature film
package available to TV
- many Academy Award
winners. 15-various lengths.



**RACKET
SQUAD**

Mystery adventure with
public service appeal.
Network and spot tested.
Reed Hadley stars.
98-1/2 hrs.



**THE PLAYHOUSE/
HERALD
PLAYHOUSE**

Outstanding anthology
drama series. Each film
features a big-name star
of Hollywood or Broadway.
104-1/2 hrs.



Contact your nearest office of

Rating histories and market availabilities on request.

ABC FILM SYNDICATION, Inc.

1501 Broadway, New York 36 LA 4-5050

New York • Chicago • Hollywood • Atlanta • Dallas • San Francisco • Minneapolis • St. Louis

TV FILM PRODUCERS AND DISTRIBUTORS

ABC Film Syndication, Inc.

10 East 44th St., New York 17, N. Y.
Phone: OX 7-5880

President.....George T. Shupert
V.P., Chg. of Sales.....Don L. Kearney
V.P., Business Affairs....Richard P. Morgan
V.P., Dir. N'l. Slis.....John Burns
V.P., Dir. West. Slis. Div.....William Clark
Mid-West Div. Mgr.....Howard Anderson
Ad. & Promotion Mgr.....Lee Francis

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; Code 3.

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: MICHigan 2-5877

President, Exec. Prod.....Bernard Howard
Vice-President.....Morris Alexander
Secretary-Treas.Bernard Kurlan

Services Offered—Complete creation, writing, direction and production of all kinds of television and business films—animation and live action—in own sound-proof studio or on location anywhere. Wide-screen slide presentations and motion pictures for sales meetings and industry.

Productions—Toastmaster Toaster and Fry Pan; Bendix Gas Dryers; Champagne Velvet Beer; American Hospital Association; Wisco Gasoline; Air Line Pilots Association; Acme Steel Co.; Coco-Wheats; Old Reliable Coffee; Hy-Grade's Frankfurters; Ender Dan-druff Treatment Shampoo.

Syndicated Film Series—17 Episodes of Bob Elson's "Interviews of the Century."

Academy Pictures, Inc.

49 W. 45th St., New York 36, N. Y.
Phone: PLaza 7-0744

433 S. Fairfax, Los Angeles 36, Cal.
Phone: WEbster 1-8156

President.....C. Moray Foutz
Exec. V.P.....George S. Gladden
V.P., Creative Dir.....Wm. P. Tytla
Prod. Design.....Ray Favata, Paul Kim
Prod. Director.....Ruth Kuss
Prod. Control.....Bert Feldman
Special Services.....Murray Fairbairn
Sales Manager.....Douglas J. Baker
Ass't Sales Mgr.....Nicholas Newton
Prod. Dir. (Hollywood).....Wm. Lightfield

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-7471

President.....Samuel Sawelson
Sec'y, Office Manager....David Christopher
Plant Mgr.....Melvin Sawelson
Services Offered—16, 35 mm. black & white and color, lab facilities; editing and sound services.

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President.....Patrick Shanahan
Services Offered: 16, 35 mm. films for television rental.

Affiliated Program Service Inc.

535 Fifth Ave., N. Y., N. Y.
Phone: MUrray Hill 7-1881

President.....Paul Adler
Services Offered—Producers of Film Spot Commercials.

Aladdin Television Productions, Inc.

364 N. Larchmont Blvd., Los Angeles 4, Cal.
Phone: HO 2-6686

President.....Harry M. Popkin
V.P., Assoc. Producer....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jaek Y. Berman
Services Offered—Producer of films in series form for TV.

Alexander Film Co.

Alexander Film Bldg., Colorado Springs
Colorado

Phone: MELrose 3-1771

N. Y. Phone: LONgacre 5-1350

President.....Don M. Alexander
Vice President.....Don Alexander, Jr.
V.P. in chg. of Sales.....M. J. McInaney
Sec'y-Treas.....E. B. Foster
Production Manager.....James Anderson
Asst. to Pres., Sales Prom...W. A. Hillhouse
Sales Prom. Mgr.....Robert Geddy, Jr.

Services Offered—Production and distribution of film commercials for theatre and TV display.

All Canada Television

80 Richmond St. West, Toronto, Ontario, Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice-President.....G. F. Herbert
General Manager.....J. Stuart MacKay
Manager.....Reo Thompson

On this or any other planet...
LOOK TO NTA FOR
HEAVENLY TV PROGRAMS!

**FEATURE
FILMS**

"ROCKET 86"
and
"FOX 52"
Produced by
20th Century-Fox

FABULOUS 40

Produced by
J. Arthur Rank,
Alexander Korda

T-N-T PACKAGE

Produced by
David O. Selznick
and others

**NEW SYNDICATED
SHOWS**

**HOW TO MARRY
A MILLIONAIRE**

Produced for NTA by
20th Century-Fox

**MOTHER IS
A FRESHMAN**

Produced for NTA by
20th Century-Fox

**OFFICIAL
DETECTIVE**

Produced for NTA by
Leslie

SPECIALTIES

**RIKKI OF
THE ISLANDS**

Produced for NTA by
Leslie

**THE SHERIFF
OF COCHISE**

Produced for NTA by
Leslie

P-E-P PACKAGE

1,400 Outstanding
Short Subjects



Today, Phone, Wire, Write, or Radar:

Harold Goldman, V.P. in charge of sales

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS

Montreal Manager.....Burt Hall
 Winnipeg Manager.....M. V. Chesnut
 Calgary Manager.....J. Cavanaugh
 Vancouver Manager.....J. E. Baldwin
 Program Service Mgr.....Dennis Goodwin
 Promotion Director.....Molly Brent
 Time Sales Manager.....Ross McCreath

Services Offered—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

Productions: F. W. Ziv syndicated programs; studio films, telescription library; General Teleradio Bank of America feature movies.

Alpha Television Productions

7324 Santa Monica Blvd., Hollywood 46, Cal.
 Phone: CRestview 6-0406

ProdncerChester Erskine
 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.

M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.
 Phones: HOLlywood 4-7571, 4-3414
 N. Y. TRafalgar 3-5115

PresidentArthur Alexander
 Sec'y-Treas.Max Alexander

Services Offered: National distributors of feature films, westerns and half-hour filmed TV shows.

Productions — Byline-Steve Wilson, and Boss Lady.

All-Scope Pictures, Inc.

(Commercial Film Division,
 20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.
 Phone: HOLlywood 2-6231

President.....Gordon S. Mitchell
 Vice-President.....C. D. Owens
 Secretary-Treasurer.....L. B. Mitchell
 Chairman of Bd.....Gordon S. Mitchell

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 — USAF Training Film; TV commercials for Sunnybank Margarine; Kraft Foods Co.; Shopsmith Tools, Kaiser Aluminum, Montgomery Ward, Treasure in Two Trunks.

American Film Co.

1329 Vine St., Philadelphia 22, Pa.
 Phone: WALnut 2-1800

Mgr.Ben Harris

Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising. Storage of films.

American Film Producers

1600 Broadway, New York 19, N. Y.
 Phone: PLaza 7-5915

Executive Producers.....Robert Gross,
 Lawrence A. Glesnes

Production Control...Sheldon Abromowitz
 Editorial Chief.....William E. Kosh
 Animation Chief.....Samuel B. Novo
 Office Mgr.....Madeline Stolz

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—Yours for the Taking, Martin 250-CE Turret, Women's Medical Specialist Corps, 1M-99 Weapons System, Systems Training Program; commercials for Ipana.

American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood 46, Cal.
 Phone: OLdfield 4-2800

PresidentJohn Sinn
 Chairman of Board.....Fred W. Ziv

Services Offered—Complete studio space and facilities with complete production personnel.

Productions—All Fred Ziv, Inc., Shows, including Dr. Christian, Men of Annapolis, West Point, Highway Patrol.

Leonard Anderson Associates Inc.

112 West 44th St., New York 36, N. Y.
 Phone: PLaza 7-4162

PresidentLeonard Anderson
 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. Film procurement and shipping service.

Productions — Jackie Gleason's "Honey-mooners," USAF, Junior Sports League.

**Animated Productions Inc.
 (Al Stahl Productions)**

1600 Broadway, New York, N. Y.
 Phone: CO 5-2942-3

PresidentAl Stahl
 Art Department.....Tony Garcia
 DirectorJack Weisburg
 Production Manager.....Don Lang

Services Offered—Television shows in animation and live—comic strip animated films—unusual films in stop-motion technique—animated puzzles—audience participation films—TV commercials & industrial films.

Productions—"Kid Stuff," "Comic Book Comics," "Mush Moore."

1957
IS THE
BIG
YEAR
FOR
MGM-TV

*...for
3
big
reasons!*



1

The famed M-G-M feature film library continues to amaze the television industry with its fabulous performance record—highest ratings from coast to coast—attracting new advertisers to spot TV and winning higher rates with upped billings for every station.

2

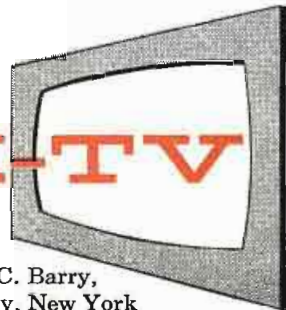
For the first time, MGM-TV is producing films for television. From more than 1500 M-G-M properties, several are being adapted into TV series for the 1957-58 fall season. The huge physical and technical resources of the greatest studio in the world will be behind these films.

3

Television commercials and industrial films are now being produced by MGM-TV, with the entire facilities of the M-G-M Culver City plant available to advertisers and their agencies . . . including an animation department that has won many awards for its "Tom and Jerry" and other cartoons.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED



Write, wire or phone Charles C. Barry,
Vice President, 1540 Broadway, New York

TV
commercials
with the
professional
touch!

And these
have it...

BUDWEISER BEER
CAMPBELL'S SOUPS
COLGATE-PALMOLIVE
DE SOTO
DUPONT
EASTMAN KODAK
FALSTAFF BREWING CO.
FORD
GENERAL ELECTRIC
B. F. GOODRICH
KELLOGG COMPANY
LEVER BROTHERS
MARLBORO
MAYTAG
OLIN INDUSTRIES
PABST BEER
PEPSI COLA
PHILIP MORRIS
PROCTER & GAMBLE
RCA
SCOTT PAPER CO.



UNIVERSAL FILMS TV DEPARTMENT*

*Formerly UNITED WORLD TV . . . for years the leading producer of filmed TV commercials.

No other commercial film producer offers the extensive facilities, the wide range of services that Universal does. Every modern technique of film-making is employed on Universal's 400 acre lot . . . giving your spots the *professional touch*. All at an amazingly low cost per production dollar.

*New York Office — 445 Park Avenue
Telephone: PLaza 9-8000*

*Hollywood Office — Universal Studio,
Universal City Telephone: STanley 7-1211*

Animation Service Co.

1780 Broadway, New York 19, N. Y.
Phone: Circle 5-4832

Chief Animator.....Abc Blashko
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.

Animation, Inc.

8564 Melrose Ave., Hollywood 46, Cal.
Phone: (Cal.) OLYMPIA 2-3540
Phone: (N. Y.) PLaza 8-2740

President.....Earl Klein
Production Mgr.....Larry De Soto
Dir. Industrial Films.....Al Giella
N. Y. Representative.....Eric Pomerance
424 Madison Ave., New York, N. Y.
Detroit Representative.....Ted Patrick
14005 Fenkell Ave., Detroit, Mich.
San Francisco Representative.....Dick Danner
488 Pine St., San Francisco, Cal.
Chicago Representative.....Jay Norman
159 E. Chicago Ave., Chicago, Ill.

Services Offered—Animated television commercials, story-boards, sound tracks, educational and industrial films.

Productions—Coca Cola, Jello, Procter & Gamble, Campbell Soup Co., H. J. Heinz Co., Pabst Brewing Co., General Foods, Standard Oil of Ohio, Carling Brewing Co.

Evan J. Anton Productions, Ltd.

550 Fifth Ave., New York 36, N. Y.
Phone: PL 7-3638

President.....Evan J. Anton
Vice-Pres.....Vera Kay
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Arrowhead Productions

8822 W. Washington Blvd., Culver City, Calif.
Phone: TEXas 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.

Associated Artists Productions, Inc.

345 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 6-2323

President.....Eliot Hyman
Vice President.....Kenneth Hyman
Gen. Sls. Mgr.....W. Robert Rich
Nat'l Sales Mgr.....Donald Klauber
Foreign Sls. Mgr.....Norman Katz
V.P., Treas.....Henry Zittau
Services Offered—Distribution of Warner Bros. features and cartoons; also Popeye cartoons; production & distribution of TV, theatricals, and non-theatrical films.

Associated Program Service

(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 in Canada.

Productions—Great Americans, American History Series, Americans at Work, American Standard of Living Series, Armchair Traveler, Children All Over The World, Democracy in Action, Home Making Series, Science for Living, Encyclopaedia Britannica Films.

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 5-8573

President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Dir. Adv. & Prom.....Robert Finehout
Sales Representative.....R. S. Evans
Ridgefield, N. J. Mgr.....E. K. Pearson
La Grange, Ill. Mgr.....M. G. Wieland
San Francisco Mgr.....W. O. Siler
Dallas Manager.....Carl Stahl

Services Offered—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 130 free public service films.

Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUDson 2-1287

President.....Fred Bellin
Vice President.....N. E. Savini
Sec'y-Treas.....Anthony Tarell
General Sales Mgr.....David A. Bader
Services Offered—Producers and distributors of feature films.

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUDson 2-1287

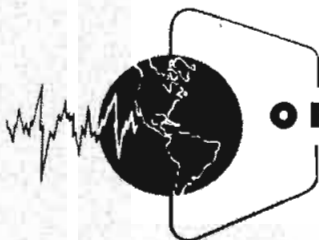
President.....Fred Bellin
V.P., Gen. Sls. Mgr.....David A. Bader
Vice Pres.....Emil Savini
Sec'y, Treas.....Anthony Tarell
Offices in Los Angeles, Chicago, Dallas, Houston, Phila., Minn., Detroit.

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
Director of TV.....James E. Anderson
V.P.-Production Mgr.....Albert S. Bradish
Special Sales Dept.....Jack D. Danielson
Public Relations Dept.....James L. Herman



OFFICIAL FILMS, INC.

America's Leading Independent Distributor of TV Films

NATIONAL NETWORK PROGRAMS

The Adventures of Robin Hood • The Buccaneers • The Adventures of Sir Lancelot

SYNDICATED PROGRAMS

My Little Margie
Star Performance
Dateline Europe
Cross Current
Overseas Adventure

My Hero
Terry and The Pirates
Willy
Trouble With Father
The American Legend

The Star and The Story
Col. March of Scotland Yard
This Is Your Music
The Scarlet Pimpernel
The Hunter

REPRESENTATIVES IN

New York • Beverly Hills • Chicago • Dallas • Boston • Miami
San Francisco • Minneapolis • Philadelphia • Atlanta • St. Louis

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.

Atlas Television Corp.

225 E. 46th St., New York 17, N. Y.

Phone: ELdorado 5-7943

PresidentHenry Brown
Services Offered — American and British features; half and full hour westerns; comedy shorts; one-hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

Productions—Caption Z-RO, Your Family Theater, Is This Magic?

ATV Film Productions, Inc.

35-01 Northern Blvd., Long Island City 1, N.Y.

Phone: EXeter 2-4949

Pres., Prod. Dir.Mickey Schwartz
 Assoc. Prod. Dir.Don-Marc Trevor
 Supervising Film Ed.Frank Madden
 Production Manager.Chris Herfel

Services Offered—TV film producers, commercials, industrial, dramatic shows. Studio facilities, fully equipped, air-conditioned, two stages 50x60, 50x100, street-level.

Productions—Tide, Chesterfield, National Biscuit, Texaco, half-hour puppet show.

Audio Master Corp.

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

PresidentHerbert Rosen
Services Offered—Library of mood and bridge music.

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.

Phone: PLaza 7-0760

PresidentFrank M. Speidell
 Vice Pres.Herman Roessle
 Sec'y-Treas.Jeter J. Mooney
 TV Director.Harold R. Lipman

Services Offered—Producer of TV commercials and sponsored short subjects.

Audio-Visual Associates

1459 N. Seward, Hollywood 28, Calif.

Phone: HO 5-8444

PartnerHubbard Hunt
 PartnerJohn Wilson
 PartnerFred Herzstam

Services Offered — TV spots, industrials, educational, custom recording, jingles, motion picture trailers.

Productions—Petrouchka, for NBC; Die Casting, for Harwill Die Casting; Disneyland, for Fritos.

Award Television Corp.

130 Cutter Mill, Great Neck, N. Y.

Phone: GReat Neck 2-1363

PresidentMilton Salzburg
 Sec'y-Treas.David Dash

Services Offered—Production of filmed TV shows and commercial spots.

Productions—The Jimmey Demaret Golf Show, 13 15-minute shows.

B & B Pictures Corp.

(See M.C. Pictures)

George Bagnall & Associates

8827 Olympic Blvd., Beverly Hills, Cal.

Phone: CR 1-5133

PresidentGeorge L. Bagnall
 V.P., Gen. Sales Mgr.J. J. O'Loughlin
 SecretaryFred C. Lindquist
 Ass't. Sec'y.Michael L. Bagnall

Services Offered—Distribution of the following films for television: Features—Johnny Come Lately, Forbidden Jungle, New Orleans, Timber Fury, Atlantis, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The Adventures of the Texas Kid, The Return of Rin Tin Tin, The Fighting Stallion, Montana Mike, One Minute to Twelve, On Our Merry Way, Buffalo Bill Rides Again, Song for Miss Julie, I Killed Geronimo, Carnegie Hall, Hollywood Barn Dance, Lured, Buffalo Bill in Tomahawk Territory, The Hoodlum, Doctor Jim, Voice in the Wind, I Stand Condemned, The Windjammer, The Barbarian and the Lady, Kangaroo Kid, It Happened Tomorrow, Hangmen Also Die, What Price Money. One-hour Show—Ringside with the Russlers. Half-hour Shows — I Search for Adventure, It Can Happen to You, Front Page Detective, Hollywood Half Hour, This is Hawaii. 15-minute Shows—Public Prosecutor, Spotlight on Hollywood, Let's Draw, A Scene with a Star, The Sewing Room. 5-minute Show—Crusader Rabbit. Library—64 Scallawags, 107 Funzapoppin Cartoons, 755 Funzapoppin Comedies; Race Night, 52 Winners.

Jerome Balsam Pictures, Inc.

1501 Broadway, New York 36, N. Y.

Phone: LOnacre 3-6187

Pres., Gen. Sales.Jerome Balsam
 Vice President.Alexander Beck

Services Offered—Producers and distributors to TV of syndicated shows, features and cartoons.

Barnett International Forwarders

543 W. 43rd St., New York 36, N. Y.

Phone: CIRCLE 5-6080

PresidentWilliam Barnett
 V.P., Sec'y.Norman Barnett
 Treas.Alan Barnett

Services Offered—International freight forwarders, export packers and customs house brokers, specializing in motion picture and TV industry.

**current
network series**

DICK POWELL'S
ZANE GREY THEATRE
HEY, JEANNIE!
MR. ADAMS AND EVE
(For Bridget Productions and CBS)
RICHARD DIAMOND,
PRIVATE DETECTIVE

in syndication

STAGE 7
STAR AND THE STORY
FOUR STAR PLAYHOUSE
CAVALCADE THEATRE

in preparation

TWO ANTHOLOGY SERIES
TWO COMEDY SERIES
TWO WESTERN SERIES
ONE TRAVEL SERIES



**COMPLETED
HALF-HOUR
PRODUCTIONS**

1952	38
1953	49
1954	71
1955	79
1956	133

FOUR STAR FILMS, INC.

Executive Offices: 141 El Camino Drive, Beverly Hills, Calif.
Studio: RKO Pathe, Culver City, California

**DICK POWELL - DAVID NIVEN - CHARLES BOYER
WILLIAM CRUIKSHANK**

President
WILLIAM CRUIKSHANK

Vice President & Executive Producer:
JACK RAYEL

Barry & Enright Productions, Inc.

667 Madison Ave., New York 21, New York
Phone: TEmpleton 2-8600

President Jack Barry
Vice-President Dan Enright
Production Manager Robert Noah
V.P., Business Mgr. Fred Stettner
Art Director Norman Blumenthal
Office Mgr. Florence Charney
Services Offered—Creation and production of live and filmed shows for television.
Productions — Winky Dinky and You; Twenty-One; Tic Tac Dough; Oh-Baby.

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 — Spot TV commercials including complete copy, story-boards, etc., thru production. Consultants to agencies re TV-radio campaign planning, budget estimates. Producers of filmed TV programs.
Productions: Ted Williams in Cabo Blanco Peru, a 26-minute segment of syndicated

Ted Williams fishing series. Goin' Places with Gadabout Gaddis, 26 quarter-hour fishing programs .

Bengal Pictures

1028 No. Western Ave., Hollywood, Cal.
Phone: HOLlywood 3-3657

Producer & Director Phil E. Cantonwine
Associate Producer Sam Leon
Stories & Narration Cheri Le'Blanche
Sound TV Recorders
Editor Dick Alexander
Services Offered — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

Best in Sports, Inc.

130 Cutter Mill, Great Neck, N. Y.
Phone: GREat Neck 2-1363
N.Y.C. Phone: CIRCLE 5-4240

President Milton Salzburg
Sec'y-Treas. David Dasb
Services Offered—Production and distribution of all types of sports subjects for TV or commercial use.
Productions—Best in Sports, 39 Half-hour shows; Best in Boxing, 52 15-min. shows.

George Blake Enterprises, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIRCLE 7-2264

President Jean Blake
Producer-Director Robert J. Kiugsley

DEREL PRODUCING ASSOCIATES

68 William Street

New York 5, N. Y.

BOWling Green 9-1550

Packagers of Distinctive Films for TV

Now in Production: EXCLUSIVE!—The Overseas Press Club series

Guild Films Now Offers Prime-Time Programming For Every Station Need

Guild Films has lined up the most powerful combination of prime-time programming including color to round out and fill all station programming needs.

NEW!

Hottest Programs of Year

**CAPTAIN
DAVID GRIEF**

Based on
**JACK LONDON'S
Immortal
Sea Stories**
39 episodes
in color & b/w

**KINGDDM
OF THE SEA**

The First
Underwater
Series For
Television
39 episodes
in color & b/w

PLUS

134 CHILDREN'S SHOWS

Hash Gordon . . . Col. Tim McCoy
Jon Palooka . . . Junior Sitka (in color)

100 ALL-STAR WESTERNS

Starring
JOHN WAYNE
Johnny Mack Brown . . . Lash Leary
Tex Ritter . . . Jimmy Wakely
Hoel Gibson . . . Eddie Dean
BUSTER CRABBE

65 WOMEN'S FEATURES

It's Fun to Reduce

**250 TOP HOLLYWOOD
MOTION PICTURES**

**191
MUSICALS**

**LIBERACE
FRANKIE LAINE
FLORIAN ZABACH**



**143
MYSTERIES**

**L.S.P.Y.
SHERLOCK HOLMES
PARIS PRECINCT
and
CONFIDENTIAL FILE**



**208
COMEDIES
and
DRAMAS**

**MOLLY (The Goldbergs)
DUFFY'S TAVERN
(26 in color)
LIFE WITH ELIZABETH
JANET DEAN
CONRAD NAGEL
THEATER**



**370
CARTOONS**

**WALTER LANTZ
CARTOONS**
with
Oswald the Rabbit
Poochie the Pup
Meany, Miny and Moe
and the
LOONEY TUNES



GUILD FILMS



COMPANY, INC.

460 PARK AVENUE - NEW YORK 22, N.Y. - MURRAY HILL 8-5365

Supervising Editor.....Robert C. Jacques
 Print ExpediterJack R. Lubow

Services Offered—Producers of television commercials, industrial films. Air-conditioned studio on premises, BNC Mitchell Camera, sound equipment, complete editorial staff & print dept.

Productions—Sanka Coffee, General Electric Progress Reports, Kent Cigarettes, Lucky Strike.

Blinkey Productions Inc.

149 Broadway, New York 6, N. Y.
 Phone: BE 3-8275

PresidentDr. Lucille Emerick
 Vice Pres.....Murray King
 Sec'y.-Treas.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

7266¼ Fountain Ave., Hollywood 46, Calif.
 Phone: HOLlywood 2-8971

ProducerFritz 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

8290 Santa Monica Blvd., Hollywood, Calif.
 V.P., chg. of Operations....Stanley Halperin
 1301 S. Wabash Ave., Chicago, Ill.

ManagerJoseph Rategan
 2024 Jackson St., Dallas, Texas

ManagerRonald Martin

Services Offered—Shipping, expediting and servicing of TV film.

Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
 Phone: CI 5-4582

President.....J. R. Bray
 Vice-Pres. and Prod. Mgr.....Paul A. Bray
 TreasurerM. Bray
 Animation Director.....W. G. Gilmartin
 Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons.

Productions — "Engineered Timber Construction," "Coming Out of the Woods," "Adventures in Science," "Of All Things."

FRANK SEAVER

ALEX LEFTWICH

SEAVER-LEFTWICH, INC.

16 East 40th Street
 New York 16, N. Y.

MURray Hill 4-1705



*th year
of leadership
in television
films*

"Telephone Time"

Top-rated true-life dramas

"Oh! Susanna"

Popular Gale Storm in comedy,
song and dance

"Blondie"

Perennial family favorite brought
to tv

...and these syndicated
audience pleasers:

"My Little Margie"

"Rocket Squad"

"Passport to Danger"

"Public Defender"

"Code 3"

"Stu Erwin Show"

"Screen Directors Playhouse"

"Charlie Farrell Show"



1947

**TV PROGRAM CREATION
AND PRODUCTION...**

1,159 episodes to date.

TV COMMERCIAL FILM...

Quality tv spots since 1948

1957

HAL ROACH STUDIOS

HAL ROACH, JR., Owner-President and Executive Producer

SIDNEY S. VAN KEUREN, Vice-President and General Manager

8822 W. WASHINGTON Blvd., Culver City, Calif. • TEexas 0-3361 • VERmont 9-2311

729 Seventh Ave., New York City • CIRCLE 5-4135 221 N. LoSOLLE St., Chicago 1, Ill. • STATE 2-6458

The first and only major motion picture studio devoted exclusively to television films

Bernard S. Brody & Associates

120 El Camino, Beverly Hills, Calif.
Phone: CR 4-4077

Owner.....Bernard S. Brody
Assistant.....Bonnie Lee Gitter

Services Offered—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

Productions — Liberace; Florian Zabaeh; Frankie Lane; Eddie Cantor; Do You Trust Your Wife?

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
Phone: CI 6-4868

President.....Thomas J. Brandon
Film Library.....Edith Zornow

Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

**British Information Services
—Films Division
(Agency of the British Government)**

45 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 6-5100

Film Director.....Charles Dand
Radio-TV Director.....Rodney Chalk

Services Offered—Supplies films, film material, tapes, live personalities, news material and advisory services for radio and television.

C & C Television Corp.

270 Park Ave., New York, N. Y.
Phone: PLaza 3-5600

PresidentMatthew Fox
V.P., Gen. Sales Mgr.....E. H. Ezzes
ControllerMartin Schildkraut
Publicity Director.....Gene Cogen
Print Control.....Louis Brown
Sales Ass'ts... Arthur Steloff, Ted Rosenberg,
Jerry Weisfeldt, Wade Crosby, Richard Feiner, Frank O'Driscoll, Robert Mooney, Paul Calvin

Services Offered — The entire library of RKO-Radio feature films and short subjects. More than 740 features available in all categories.

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont., Canada
Phone: WALnut 2-2103

President.....S. W. Caldwell
Vice President.....G. F. Keeble
Exec. Producer.....Sydney Banks
Dir. Photography.....Fritz Speiss
Animation Supervisor.....Jim MacKay
Lab. Supervisor.....Ross Smith
Production Sales.....G. J. Keeley
TV Film Sales.....Ken Page

CARTOON CHAMPIONS

400

TOP FLIGHT CARTOONS

COLOR and B & W

Created by **PAUL TERRY**
and **UB IWERKS**

also: **FEATURES — WESTERNS**
SERIALS — COMEDIES



COMMONWEALTH

Film and Television, Inc.

MORT SACKETT, Pres.

723 SEVENTH AVENUE

NEW YORK 19, N.Y.

Circle 5-6456



SALAAM ALAKIM!

Behold! Soon the grand wazirs of television, agencies and sponsors will be privileged to audition the spectacularly new and exciting adventure series,

SABU

...never-before-told tales of daring deeds and wondrous enchantment from the fabled city of Samarkand, to gladden the hearts of youth and all who share the spirit of youth... filmed in Eastman color...starring the fabulous Sabu himself and a cast whose every player will excite the imagination of television viewers.

An **I**nterstate TELEVISION CORP. production
4376 SUNSET DR., HOLLYWOOD 21, CALIF. AND PARIS, ILL. NEW YORK CITY

FILMED AT
Allied Artists Studios

Recording Supervisor.....Mel Lovell
 Montreal Br. Mgr.....J. E. DeBow
 Winnipeg Br. Mgr.....Murray Messner
 Vancouver Br. Mgr.....Florence Ward

Services Offered — Complete sound stage, 35mm & 16mm production and recording facilities (also available for rental); complete laboratory operation; TV slide production; kine recording. Distributors of syndicated shows produced in U.S. and abroad.

Productions—Commercials for Shell Oil, Swift's, Dodge & Fargo Trucks, Dunlop Pillo-foam, Phillishave, Blue Cheer.

Calhoun Studios

266 East 78th St., New York 21, N. Y.
 Phone: LEhigh 5-2120

PresidentBrian Calhoun
 Vice President.....Paul Goldschmidt
 Secretary-Treas.....Dietlinde Ruber
 Prod. Dir.....Howard A. Kaiser
 Sales Mgr.....C. P. Gennell

Services Offered—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. 35 x 75 sound stage for rent to outside producers, complete sound and editing facilities.

Productions—The Affairs of Count Carlo; Goose Junction. TV commercials for Esso Standard Oil, N. J. Producing films for Hamilton Standard, United Aircraft Corp., World Outdoors, Inc.

California National Productions, Inc.

(Subsidiary of NBC)

663 Fifth Avenue, New York 22, N. Y.
 Phone: Circle 7-8300

President.....Robert D. Levitt
 Vice Pres.....Alfred R. Stern
 V.P., Treas.....George D. Matson
 Secretary.....Thomas E. Ervin
 Ass't Treas.....Joseph L. Kubin
 Ass't. Sec'y.....Howard Monderer

Director of Sales,
 NBC TV Films.....H. Weller Keever
 Director of Business.

AdministrationRobert A. Anderson
 Director of Program Development

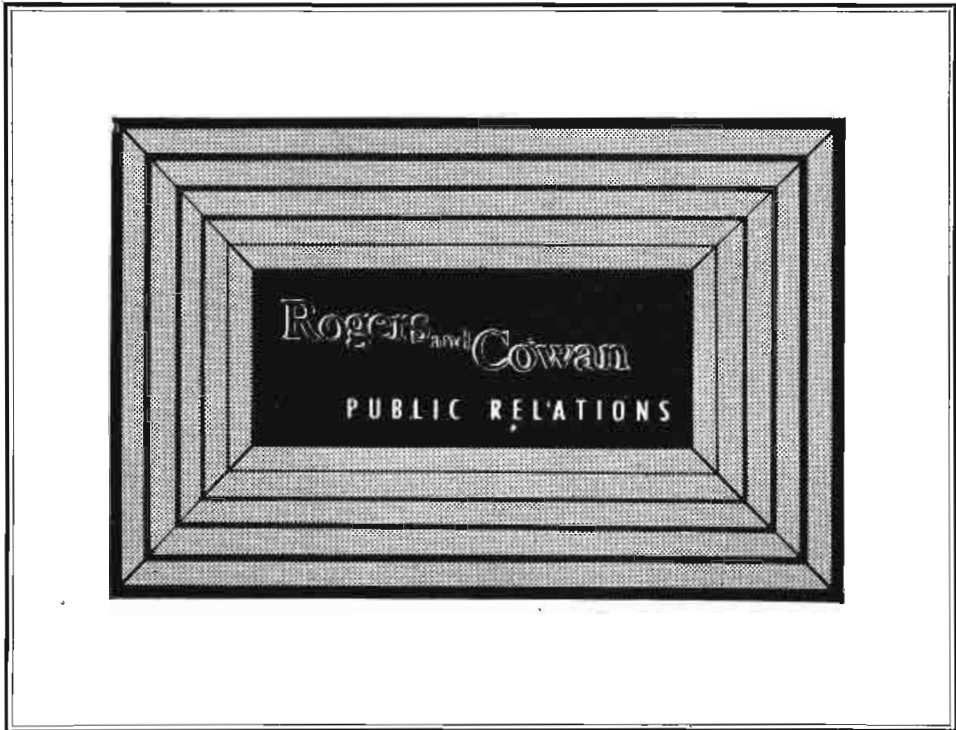
& Foreign Sales.....Robert A. Cinader
 Exec. Producer.....George M. Cahan
 Mgr. Merchandising.....Robert R. Max
 Mgr. Publicity.....Arthur Perles
 Mgr. Adv. & Prod.....Norman Ginsburg
 Mgr. Business Affairs.....F. C. Ellis

Businesses Engaged in—TV film program sales and syndication, NBC TV Opera Theater, NBC Opera Touring Company, Radio and TV personality, character and program merchandising. Sale of film library stock shots, Sale of reference kinescope recording and prints.

Sales Offices—

663 Fifth Avenue, New York 22, N. Y.
 Phone: Circle 7-8300

Eastern Sales Mgr.....Daniel Curtis
 Merchandise Mart, Chicago 54, Ill.



TV's foremost
producers of
adventure films ★



6920 Sunset Boulevard
Hollywood 28, California

- | | |
|--------------------------|-------------------|
| ★ The Gene Autry Show | ★ Annie Oakley |
| ★ Buffalo Bill, Jr. | ★ The Range Rider |
| ★ Adventures of Champion | ★ Red Ryder |

and coming soon

★ The Winning of the West

(western anthology with top Hollywood stars)

Phone: MOhawk 4-6565
 Central Sales Mgr....Edward A. Montanus
 6269 Selma Ave., Hollywood 28, Cal.

Phone: HOLLYWOOD 9-6161
 Western Sales Mgr.....Clifford Ogden
 225 Mutual Street, Toronto, Ont.

Phone: EMpire 3-3443
 Leouard Headley
 2 Mansfield St., W 1, London, Eng.

Phone: Langham 7778
 Romney Wheeler
 47 York St., Sydney, Australia
 Phone: B 0233
 A.E.R. Fox

TV Films Available—Adventures of the Falcon, Badge 714, Captured, Crunch and Des, Dangerous Assignment, Frontier, The Great Gildersleeve, His Honor Homer Bell, Hopalong Cassidy, Inner Sanctum, Life of Riley, The Lili Palmer Show, Paragon Playhouse, Steve Donovan Western Marshall, Victory at Sea, The Visitor, Watch the World.

In Production—The Silent Service.
 NBC Film Library
 (Service of CNP)

729 7th Ave., New York 19, N. Y.
 Phone: Circle 7-8300

Chief Film Librarian.....Frank W. Kelly
 Adm. Ass't.....Mary Jane Mills

Services Offered—Complete stock-shot film library for television, motion pictures, commercials, educators and industry. 30-million feet of film including March of Time stock footage. 10,000 catalogue headings for quick reference. 16mm, 35mm, B & W, and color footage.

Camera Vision Productions, Inc.

455 No. Rodeo Dr., Beverly Hills, Cal.
 Phone: CR 4-7178

PresidentPhilip Rivero
Services Offered—Leasing to motion picture and television industries multi-camera equipment with electronic viewing and editing components known as the "Camera Vision System."

Carson-Stempel Enterprises

717 N. LaCienega Blvd.
 Los Angeles 46, Calif.
 Phone: OLYMPIA 2-1404

Partners.....Jack Carson & Frank Stempel

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35, Calif.
 Phone: WEBSTER 8-2101

Pres., Gen. Mgr.....Jack Miles
Services Offered — Complete film studio facilities; idea setup for independent packaging; availability of top crews. Currently shooting The Lone Ranger.

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.
 Phone: OLDfield 4-4144

N. Y. Phone: ACADEMY 4-2781

PresidentHarvey Pergament
 Vice Pres.Earl M. Robins
 Sec.-Treas.Esther Pergament



MPO PRODUCTIONS, INC.

15 East 53rd St., N.Y. 22, N.Y.
 MUrray Hill 8-7830

Producers of Industrial Films and Television Film Commercials

Complete film production services with newest air-conditioned sound stages in New York, and permanent staff of fifty film specialists.

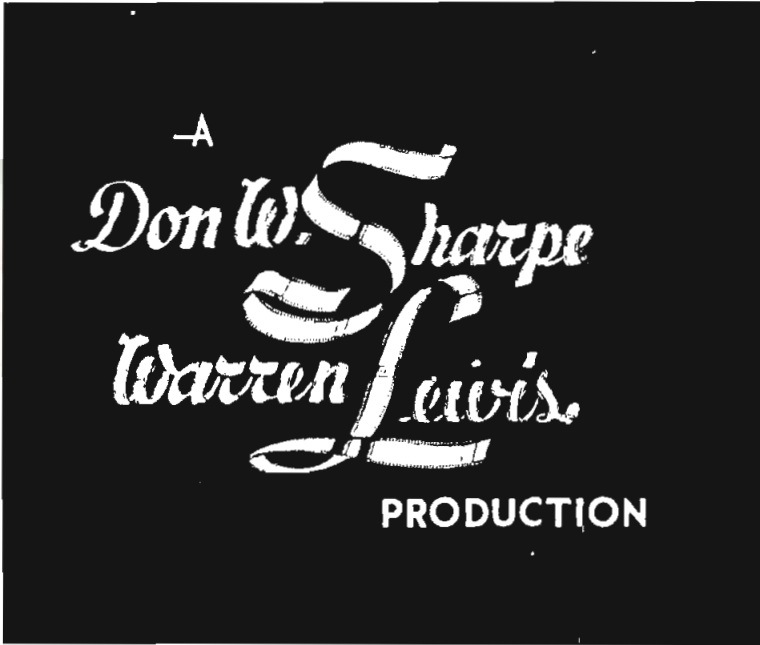
Currently in production for:

- American Cyanamid
- American Gas Association
- Chemstrand Corporation
- Ciba
- Ford Motor Company
- General Electric International
- General Motors Corporation
- Gillette
- Hudnut
- Lever Brothers
- Monsanto Chemical Company
- Philip Morris
- Procter & Gamble
- Remington Arms Company
- Schick
- Scott Paper
- Shell Chemical Corporation
- Warner-Lambert

WIRE SERVICE

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HALF HOUR TO KILL

In Preparation

“THIS IS MY BEST”

“TOP GUN”

“LATITUDE ZERO”

Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Great Names in Sports, Famous Guests, Unk & Andy Art Adventures, Huespedes Famosos (Spanish).

Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-4174

PresidentRobert Young
V.P. Chg. Prod.....Eugene B. Rodney
SecretaryBen Bisgeier
Productions—"Father Knows Best."

Campus Film Productions, Inc.

14 E. 53rd St., New York 22, N. Y.
Phone: PL 3-3280

PresidentNat Campus
Exec. Producer.....Robert Braverman
Productions—A Place for Growing—Boys' Club of America; Teamwork Against Fire—Esso Standard Oil Co.
Services Offered—Film production under contract.

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: Circle 7-6110

President.....David I. Pincus

V.P. in charge TV.....Calhoun McKean
Chief of Production.....Mauri Goldberg
Dir. Art & Animation.....Jack Semple
V.P., Acc't. Exec.....Thelma Allen

Services Offered — Producer of television commercials, as well as motion picture and slide films for industry and government. Caravel maintains its own completely equipped and staffed sound studios and its own optical and animation facilities, cutting rooms, and projection facilities.

Productions—Woodrow Wilson Foundation American Heart Association, Color film for Bethlehem Steel, Calvert Distillers; TV Spots —Ballantine Beer, Lysol, Bufferin, Proctor & Gamble, American Tobacco Co.

CBS-TV Film Sales, Inc.

545 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

V.P., Gen. Mgr.....Leslie T. Harris
Exec. Producer.....Edward J. Montagne
Dir. Oper. & Prod.....Fred Mahlstedt
Gen. Sales Mgr.....Thomas Moore
Merchandising Mgr.....Walter Scanlon
Sales Prom. Mgr.....Eugene Moss
Sales Service Mgr.....Gloria Lesser
Publicity Director.....John C. Sebastian
Mgr. Chicago Sales.....Donald Goldsmith
Mgr. Los Angeles Sales..William Parkinson

Services Offered—Distributor of TV film programs for national, regional, and local sponsorship.

Currently Distributing — Amos 'n' Andy,

Theatre
Radio
Films
Television

Producer
Writer
Director

IRA MARION

New York, N. Y.

COlumbus 5-3505

HERMAN W. KITCHEN

Natural History & Marine
Documentary Cameraman

New York, N. Y.
MONument 2-5784

RAY BRENNAN

Documentary
Film Editor

New York, N. Y.
FLushing 9-3909

Roland Reed Productions, Inc.

Producers of

“My Little Margie” “Mystery Theatre”

“Waterfront” “Beulah”

“The Stu Erwin Show” “Mark Sabre”

“Rocky Jones, Space Ranger”

PILOT SHOWS FOR 1957

“Alarm”

*Authentic Stories Based on Fire Departments
All Over the Country*

“The Great Mouthpiece”

Based on Gene Fowler's Best Seller

Starring BRIAN DONLEVY

Roland Reed Productions, Inc.

650 No. Bronson

Los Angeles, Calif.

Annie Oakley, Brave Eagle, Buffalo Bill, Jr., The Adventures of Champion, Cases of Eddie Darke, Fabian of Scotland Yard, Files of Jeffrey Jones, The Gene Autry Show, Holiday in Paris, Life with Father, Long John Silver, Range Rider, San Francisco Beat, Terrytoons, Under the Sun, The Whistler, CBS Newsfilm.

Exec. in Charge.....Wm. Perkinson
1313 N. Vine St., Los Angeles 28, Cal.

Phone: HOLLYWOOD 9-1212

Exec. in Charge.....Thomas Moore

Hu Chain Associates

40 East 40th St., New York 16, N. Y.

Phone: MURRAY Hill 5-7220

Owner.....Hubert V. Chain

Services Offered—Custom built video film programs and commercials.

Chanford Productions, Inc.

38 E. 57th St., New York, N. Y.

Phone: PLaza 8-3360

President.....Frances Langford

Services Offered—Producing All-Star Musical Series in color for TV.

Bruce Chapman Co.

55 W. 42nd St., New York 36, N. Y.

Phone: WISc. 7-9244

President.....Bruce Chapman

V.P. & Treas.....Edna Chapman

Services Offered—Production of TV and industrial films.

Productions—The Answer Man.

Charter Oak Tele-Pictures

423 E. 90th St., New York, N. Y.

Phone: TR 6-6800

President.....Louis Cavrell

Secretary.....Otis Cavrell

Treasurer.....Ira Cavrell

Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films. Medical and dramatic films.

Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood, Calif.

Phone: HOLLYWOOD 3-5106

Producer.....Jack Chertok

Assoc. Prod., Prod. Mgr.....Harry Poppe

Casting Director.....Ruth Burch

Cameraman.....Robert Pittack

Services Offered—Series and commercials.

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.

Services Offered—Producers, distributors of films.



film service corp.

1657 BROADWAY N.Y. 19, N.Y.

ANIMATION

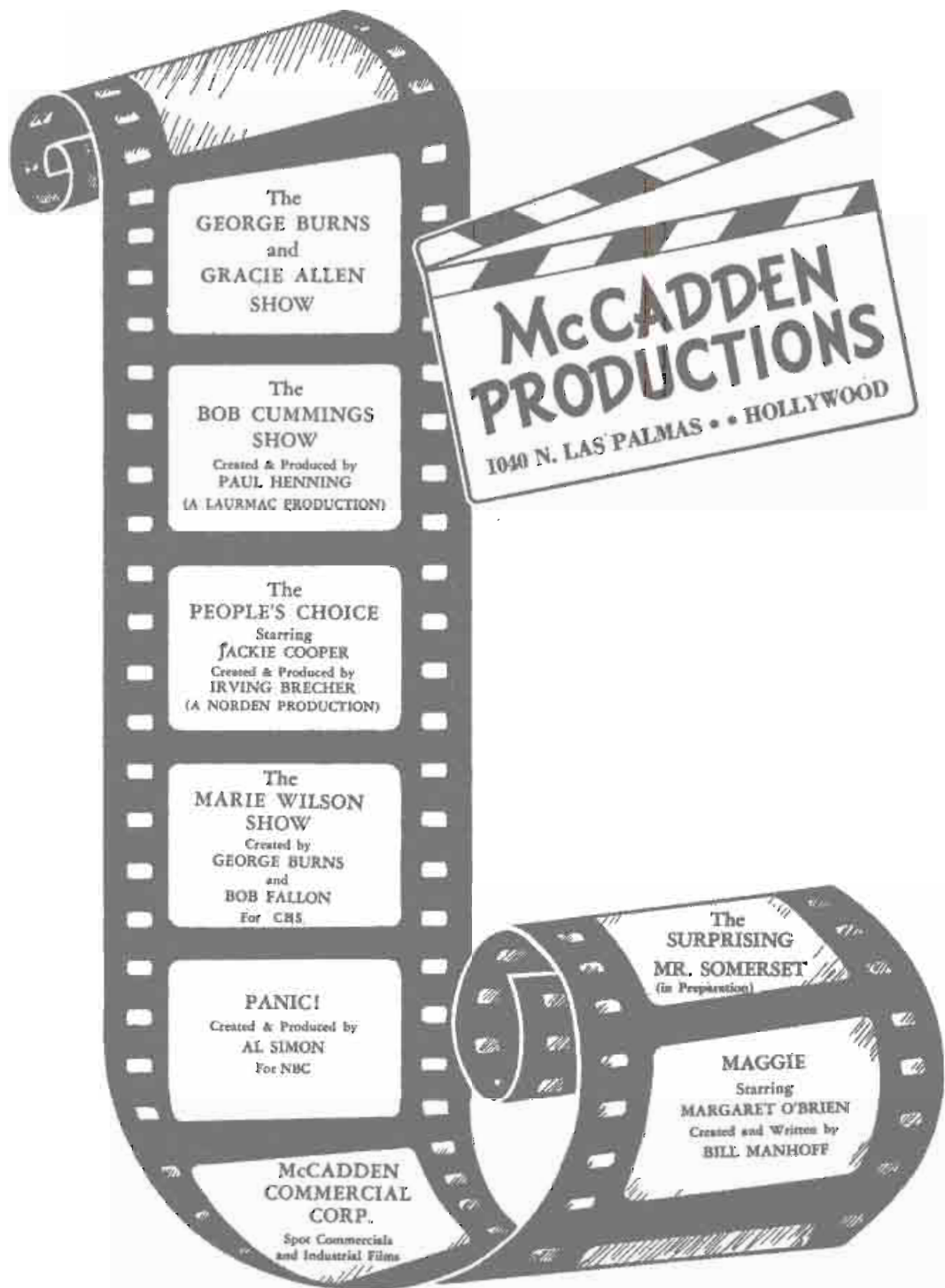
OPTICAL EFFECTS

LETTERING . . . ART

SPECIAL EFFECTS

CIRCLE 5-8081-2

CONSULTANTS



Cineffects, Inc.

115 W. 45 St., New York 36, N. Y.
Phone: Circle 6-0951

PresidentNathan Sobel
Secretary-TreasurerIrving Hecht
Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome. E. K. and Anseo negative-positive color.

Cinema Research

7000 Romaine, Hollywood 38, Calif.
Phone: OL 4-4117

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411

PresidentJoseph Seiden
Camera Department.....Harold H. Seiden
Sound Department.....Herbert C. Bloom
SalesPhillip Feld
Services Offered—Producers of general entertainment, documentary programs and spot commercials for TV.

Cinema-Vue Corporation

243 W. 55th St., N. Y. 19, N. Y.
Phone: JUDson 6-1336

President.....Joseph P. Smith
V.P., Gen. Sls. Mgr.....Francis D. Smith
Services Offered — Westerns, features, shorts.

Cinescope Films

25 Robbin Hill Rd., Scarsdale, N. Y.
Phone: SC 3-3963

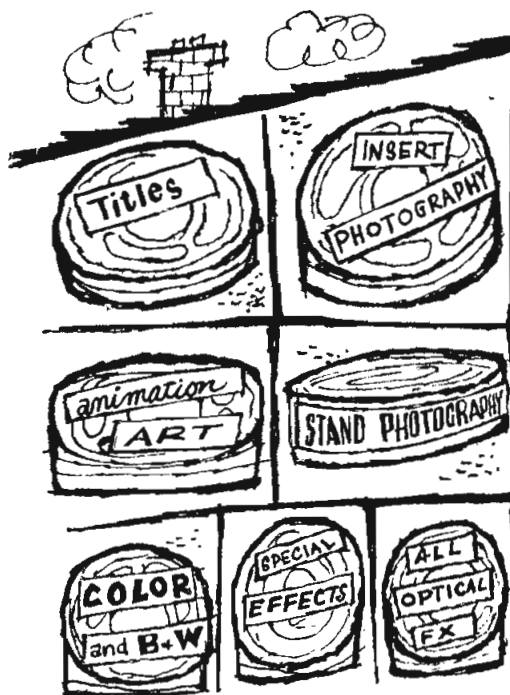
PresidentGeorge L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOLlywood 5-3376

Executive ProducerHarry J. Lehman
SecretaryJacques R. Lehtman
Services Offered—Production services for television film and industrial, educational, and training films in black and white or color. 16mm. or 35mm.
Productions—This Is the National Guard; The 1956 Olympic Story; five 50 second safety commercials; Traffic Accident Investigation.

Circle Film Laboratories, Inc.
(See Criterion Film Labs., Inc.)



under one roof!

Eastern Engineered Effects

is a complete producers aid service designed to solve your optical problems with highest quality and speed.

ART TO FILM . . .

finest and fastest

Eastern Effects, Inc.



Animated Epilogue for Mike Todd's "Around the World in 80 Days" • Animated Sequences for Frank Capra's "Science TV Spectaculars" sponsored by Bell Telephone (scheduled for CBS-TV release) • Television Commercials • Industrial Films • Theatrical Films • Titles

shamus culhane. PRODUCTIONS, INC.



NEW YORK, 207 E. 37th St., MU. 2-8234 • CHICAGO, 203 No. Wabash Ave.
ANDover 3-4971 • HOLLYWOOD, 6226 Yucca St., Hollywood 28, HOLLYWOOD 4-1128

Clairmont Films

4530 Mariota Ave., Hollywood, Calif.
Phone: POplar 2-4498

OwnerLeonard Clairmont
SecretaryIngrid 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

Comedy Corp. of America

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8

PresidentSam Lake

Services Offered—Distribution of 13 features and 100 color cartoons.

Commodore Productions and Artists, Inc.

6636 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 9-7502

Pres., Exec. Prod.....Walter White, Jr.
Assoc. Producer.....William C. Heath
Production Mgr.....Vernon Keays
CoordinatorEleanor Payne
Film EditorR. E. Woodward

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.

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6456

President.....Mortimer D. Sackett
Sec., Treas.....S. Sackett
Sales Mgr.Leo Gottlieb

Services Offered—TV producers and distributors.

1040 N. Las Palmas Ave., Hollywood 38, Cal.

Frank Cooper Associates

9145 Sunset Blvd., Hollywood, Calif.
OwnerFrank Cooper
AgentsD. Irving Hyland,
Joel Cohen, Bernard Schamberg
New York Office
17 E. 54th St., New York, N. Y.
Phone: PLaza 1-0725

Vice Pres.Sy Fischer
AgentsBill Cooper & Perry Leff

Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

Productions—First Nighter, Stand Up and Be Counted.

THE NEW ANIMATED FIGURE TECHNIQUE—

MOBILUX*


created by John Hoppe
presented exclusively on film

by

ROBERT DAVIS ASSOCIATES, INC.

21 East 63rd St., New York, N.Y.

TE 8-8410

 * Pats. Pend.

GROUCHO MARX'S NBC "YOU BET YOUR LIFE"

(Produced by John Guedel)

NOW IN THE **8** TH YEAR

OF BEING FILMED BY



Complete and fully equipped motion picture sound stage with personnel and equipment to handle every video and theatrical film need.

Cleared for U.S. security.

Filmcraft's patented camera and sync control system.

SERIES OWNERS AND PACKAGERS . . .

We invite your inquiries regarding our exclusive RESTORATION PROCESS for removal and replacement of sponsor identification.

FILMCRAFT PRODUCTIONS

8451-57 Melrose Ave., Los Angeles

Olive 3-2430

Founded by the late ISIDORE LINDENBAUM

Regina Lindenbaum, President & Executive Producer

HOLLYWOOD

NEW YORK



Cornell Films, Inc.

130 Cutter Mill Rd., Great Neck, N. Y.

Phone: GR 2-1363

President.....J. Milton Salzburg
 V.P., Sales Mgr.....David B. Dash
Services Offered—Producers and distributors of motion picture films for TV.

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.....Doris Tate
Services Offered—National and regional representatives for sale of half-hour syndicated and television packages, 425 feature films, and 117 westerns.

Currently Distributing—The Ruggles, Operation Tomorrow, Judge Roy Bean, The Mickey Rooney Show, Big Game Hunt, Buster Crabbe Show, Captain Z-RO, Abbie Neal and her Ranch Girls.

Cousens Productions, Inc.

1600 Broadway, New York 19, N. Y.

Phone: COlumbus 5-7380

President.....Clayton W. Cousens
 Vice Presl.....John K. Cousens
 Vice Pres.....Alan B. Cullimore
Services Offered—Production in color or black and white of TV commercials, industrial, educational, documentaries.

Production—Commercials for Procter & Gamble, Colgate, Chrysler, Bulova, O'Keefe Breweries.

Creativision

1780 Broadway, New York 19, New York

Phone: CIrcle 5-4830

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 Animation Supervisor.....Robert Cooke

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Phone: COlumbus 5-2180

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 Vice President-Secretary..Todd W. Johnson
 Exec. V.P.....Basil F. Grillo
 V.P. Chg. Sales.....Charles B. Brown
 Treasurer-Controller.....Homer O. Duerr
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Productions—Counter Point, Curtain Call, Royal Playhouse, Where Were You?, The Chimps.

Crystal Pictures, Inc.

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President.....Melvin M. Hirsch
Services Offered—Distributor of features, western, dramas and travelogues.

Shamus Culhane Productions

6226 Yucca St., Hollywood, Calif.
 Phone: CRestwood 4-5925
 207 E. 37th St., New York 16, New York
 Phone: MURray Hill 2-8243

President.....Shamus Culhane
 Exec. Producer.....William Hurtz
 Sales Manager.....Howard H. Henkin

Directors.....Irwin Wallman,
 John Dunn, Rod Johnson
 Casting Dir.....Maxine Marx
Services Offered—Complete film production facilities, live action and animation, storyboards, jingles; commercial, industrial, feature film, and program creation and production; feature film titles.

Productions—Hemo the Magnificent, The Mystery of the Cosmic Rays, The Unchained Goddess (for Bell Telephone), Around the World in Eighty Days (animation portion), Playhouse 90 (opening), Why Daddy? (NBC), TV Spots—Halo, ZBT Baby Products, U. S. Air Force, Holsum Bread, Alcoa, Peak, Snow-crop, Crest, Pan American.

Cummings Productions

55 W. 53rd St., N. Y., N. Y.
 Phone: PL 7-6452

President.....R. W. Cummings
 Sales Director.....D. E. Fellows
 Musical Director.....Clyde Sechler
 Acc't Supervisor.....John Clark
 Business Manager.....David Shay
Services Offered—Creation and Production of commercials, TV and radio. Production of industrial shows.

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The Billboard Scoreboard June 30, 1956

THE PULSE AUDIENCE COMPOSITION STUDIES

APRIL RATINGS		VIEWERS/100 HOMES		AMONG TEENS		AMONG CHILDREN	
Rank	Avg. Apr. Rtg.	Rank	Viewers Per 100 Homes Tuned In	Rank	Teens Per 100 Homes Tuned In	Rank	Kids Per 100 Homes Tuned In
1.	Life of Riley (NBC).....17.1	1.	My Little Margie (Official).....215	1.	My Little Margie (Official).....24	1.	Abbott & Costello (MCA).....101
2.	LAUREL & HARDY (GOVERNOR) 14.5	2.	Life of Riley (NBC).....211	2.	Ray Milland Show (MCA).....23	2.	LAUREL & HARDY (GOVERNOR) 94
2.	Amos'n'Andy (CBS).....14.5	3.	Amos'n'Andy (CBS).....208	2.	Great Gildersleeve (NBC).....23	3.	The Ruggles (Corradine).....88
4.	Great Gildersleeve (NBC).....12.3	3.	Ray Milland Show (MCA).....208	2.	Abbott & Costello (MCA).....23	4.	Amos'n'Andy (CBS).....37
5.	LIFE WITH FATHER (CBS).....10.8	5.	LAUREL & HARDY (GOVERNOR) 204	5.	Life of Riley (NBC).....22	5.	Life of Riley (NBC).....29
6.	Eddie Cantor (Ziv).....10.5	6.	Great Gildersleeve (NBC).....200	6.	Eddie Cantor (Ziv).....21	6.	Great Gildersleeve (NBC).....28
7.	My Little Margie (Official).....10.3	7.	Eddie Cantor (Ziv).....197	7.	LAUREL & HARDY (GOVERNOR) 20	7.	Life With Father (CBS).....25

Contact: GOVERNOR TV ATTRACTIONS

ARTHUR KERMAN, President • 151 WEST 46 STREET • JUDSON 6-3675

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 Prod. Supervisor John J. Berneau
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Productions—Sergeant Preston of the Yukon.

Robert Davis Associates, Inc.
 21 E. 63rd St., New York 3, N. Y.
 Phone: TEmpleto 8-8410

Pres., Prod. Robert Davis
 Supervising Prod. Jues Schubrin
 Technical Dir. Ted Lawrence
 Mobilux Prod. John Hoppe
 Director H. Rodakiewicz
 Office Mgr. Mabel Henderson
 Stylist Bettina Belegard
Services Offered—Institutional, industrial and television films. Producer of Mobilux, new animated film process for T.V.
Productions—The House of Seagram; Mobilux for numerous clients.

Gordon M. Day Productions
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Writer-Producer Gordon M. Day
 Casting-Direction Carol Bulkley
 Treasurer Leo L. Reich
 Production Mgr. Edith Adelson
Services Offered—Writing-production of television and radio jingles and film spots; TV-radio consultants to advertising agencies.
Productions—Jingles and spots for: Aluminum Co. of America, American Greeting Cards, Burry Biscuit Co., Corn Products Refining Co., Curtiss Candy, Good & Plenty Candy, King Edward Cigars, New England Telephone Co., Nunn-Bush Shoes, Roi-Tan Cigars, Pennzoil, Roman Meal Bread, Sacramento Tomato Juice, Westinghouse.

D.P.M. Productions, Inc.
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 Phone: MUrray Hill 2-0040

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 V.P. in charge Prod. Roual T. Groen
Services Offered—Production of TV films, commercials, industrial, and sales training films; specializing in travel.

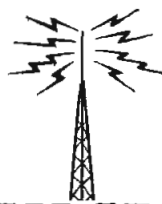
Demby Productions, Inc.
 Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
 Phone: PLaza 9-2495

President Emanuel H. Demby
 Vice-President Mildred Demby
 Sec'y-Treas. Betty Jeffries
 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; Alfred E. Smith Story; Witch On Wheels, The Shadow.



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Exec. V.P. Jack R. von Maur
Vice President Charles S. Hans

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Phone: BOwling Green 9-1550

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Services Offered—Packagers of filmed TV shows.

Productions—Exclusive! (Overseas Press Series), Hammerlock House, The Tribesmen, Mr. Consul, Boundaries.

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

Phone: OXFord 7-0350

President Louis DeRochemont
Vice Pres. Thomas Orchard
Vice Pres. John J. Wingerter
Sec'y-Treas. F. Borden Mace
Ass't. Treas. Martin J. Maloney

Services Offered—Production and distribution of films on order.

Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal).

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Phone: Cal.:TH 2-6131; N. Y.: PL 9-3880

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 Studio Prod. Mgr.....W. H. Anderson
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Phone: CRestview 1-8107

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 V.P., Treas.Fred W. Hoar

Vice Pres.Irving Rubine
 SecretaryC. A. de Lima
 ComptrollerA. Eugene Donofrio
Services Offered—Producer filmed TV series.

Productions—Douglas Fairbanks Presents, Terry and the Pirates.

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c/o Centaur Studios, 7657 Melrose Ave.

Hollywood, Calif.

Phone: HO 4-7574

Producer-DirectorJack Douglas

CameraBill Morrison

Services Offered—52 half-hour documentary films for distribution.

Productions—“I Search for Adventure,” “Kingdom of The Sea,” “Golden Boy.”

Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 8-5690

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

PresidentCarl Dudley

Exec. Vice-Pres.N. Bruce Newbery

Exec. Vice-Pres.Richard Goldstone

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“SNOWFIRE”

“SKY KING”

McGOWAN PRODUCTIONS, INC.

Hollywood, Calif.

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Phone: TRafalgar 3-6221

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 Vice Pres. Lee R. Bobker
 Exec. Producer Lester S. Becker
 Dir. Medical Div. Sol. S. Feuerman
 Film Dist. Dir. Helen B. Kristt
 Sound Engineer James A. Townsend
 Editorial Supervisor J. J. Fitzstephens
 Sales Service Leslie Goldman

Services Offered—Complete motion picture production in both 16mm and 35mm. Sound recording studios fully equipped for complete service. Film distribution, producers for television, industry, institutional, commercial, open-end TV film program series.

Productions—The Magic Cup (Nat'l Coffee Ass'n), Even for One (AMA), MD, USN (USN), The Common Enemy (Anahist Co.), 500 Miles to Go (Perfect Circle Corp.), You, Doctor, Are the Witness (Merill Pharmaceutical).

Eastern Effects, Inc.

333 W. 52nd St., New York 19, N. Y.

Phone: Circle 5-5280

President Maurice Levy
 Vice Pres. Samuel Levy
 Sales Mgr. Max Levy

Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

Easton Films Inc.

334 East 74th St., New York, N. Y.

Phone: TR 9-4830

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Phone: PLaza 3-6664

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Services Offered—Distribution of the following films for television: Mr. District Attornel, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Walter Lantz Cartoons.

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JUdson 2-4633



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Of America**

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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.

Elan-Porter Productions Inc.

19 W. 45th St., N. Y., N. Y.
Phone: Judson 2-1992

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Services Offered—Motion picture producers, TV films, industrial, educational, foreign films, representation & production.

Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.
Phone: Judson 6-1870

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Exec. V.P.....Julius Edelman
Vice Pres.....Philip Frank
Sec'y.-Treas.....Jessie B. Adamson

Services Offered—Producers of industrials, documentaries, and films for television.

Productions—Bedtime for Janie (P. H. Hanes Knitting Co.), Tales of Hoffman (Hoffman Beverage Co.), Holy Land Re-visited (Schaeffer Brewing Co.). Commercial: Cheer, Ivory Soap, Dromedary, Chiclets, American Sugar, Gulf Oil, Parliament Cigarettes.

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414 West 54th St., New York 19, N. Y.
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V.P.....William H. Unger
Treasurer.....Michael Elliot
Exec. Prod.....Marc Statler
Controller.....William Sohl

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Sec'y-Treas.....Helen D. Kelleher
Gen. Oper. Mgr.....William Reilly
Acc't Execs.David Lion, Ken Fay

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-PresidentHoward A. Enders
V.P. & Exec. Prod.....Robert L. Friend
General Manager.....Gus Eisenman
Director of Scripts.....Sylvia Edlen
CoordinatorMimi Crowell
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—New Story of Milk, Crisis, New Family in Town, Tomorrow-Today (series), Time of Disaster.

Endorsements, Inc.

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0320

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Exec. V.P.Chris Anderson
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Sec'y-Treas.Carol Batchelder

Services Offered—Endorsements and testimonials live and film for TV.

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S.A. de C.V.**

Barcelona No. 15, Mexico 6, D.F. Mex.
Phone: 35-90-64

President.....General Juan F. Azcarate
SecretarySrita. Blanca Martinez
Sales Mgr.Salvador Contreas

Services Offered—Production, distribution of short films.

Productions—Mexican Newsreel, Cine Selecciones.

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Phone: Circle 5-6157

PresidentWalter Bibb
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Phone: Murray Hill 5-1652

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V.P., Creative Dir. Len Mackenzie
V.P., Musical Dir. Bob Haggart
Services Offered—Creation and production of musical commercials, TV-Radio consultant to agencies, Packaged shows.

Productions—Ford Trucks, Maxwell House Coffee, Halo, Spry, Post Cereals, Pink Camay, Borden's, Sunshine Crackers, Tide, Vel-Bar, Jubilee Wax, Alcoa Wrap.

Family Films, Inc.

5823 Santa Monica Blvd., Hollywood 28, Calif.
Phone: HO 2-0888

Pres., Supervisor Prod. Sam Hersh
Assoc. Prod. Pierre Coudere
Dir. Adv. & Pub. Rel. Roy Luby
..... Martin Mooney

Services Offered—World's largest producers of religious films for church and TV markets.

Productions—This Is The Life, The Way, This Is The Answer.

Jerry Fairbanks Productions

1330 N. Vine St., Hollywood 28, Calif.
Phone: HOLLYWOOD 2-1101

Pres., Exec. Producer. Jerry Fairbanks
Production Manager. John McKennon
Studio Manager. Robert Scrivner
Head, Creative Dept. Leo S. Rosencrans

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Family Theatre

7201 Sunset Blvd., Hollywood 16, Cal.
Phone: HO 2-1317

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Vice-Pres. Rev. Jerome Lawyer, C.S.C.
Sec'y-Treas. Rev. John T. Corr, C.S.C.
Assoc. Prod. Rev. Philip Higgins, C.S.C.

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Productions—15 half-hour religious color films now in production in Madrid, Spain. 25 15-minute films now available.

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Productions—Series of 26 color musicals for children.

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 Phone: BRadshaw 2-8031

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 Vice President Fred Henry
Productions—"Liberace," "Life With Elizabeth," "Millionaire," "Do You Trust Your Wife?," "If You Had A Million," "Date With The Angels."

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 Exec. Prod. Herbert Stewart
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 Phone: OLYmpia 2-2612
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 Technical Dir. John E. Burks
 Business Manager Claudia Rinaldi
Services Offered—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons, from story and character creation to final editing.

Productions—TV commercials: Schmidt's Beer, Ipana, U. S. Keds, Vitalis, Campbell's.

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

341 W. 44th St., New York, N. Y.
 Phone: PLaza 7-0900

TV Sales Manager Don Mack
 Branch Mgr. Max Herschmann
 TV Production Mgr. Jack Saperstein
Services Offered—Theatre & TV commercials specializing in cartoon stop motion and animation. Creative staff available for agency use.

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8163 Santa Monica Blvd., Hollywood 46, Calif.
 Phone: OLdfield 4-2222
 Manager Charles H. Tarbox

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8451 Melrose Ave., Los Angeles 46, Calif.
Phone: OLive 3-2430

Pres. & Owner Regina Lindenbaum
Production Super.....Ferenc Fodor
Supervising Ed.....Norman Colbert

Services Offered - Create, film and produce television programs, commercials, government and business motion pictures.

Productions - Groucho Marx "You Bet Your Life," Mark Twain, Feature.

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16 E. 10th Street, New York 16, N. Y.
Phone: MUrray Hill 9-1565

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Treasurer Edward R. Carrol
Operations Mgr..... Lewis Davis
Scenic Design Brooke Smith
Supervising Editor Jas. Lenkowski

Services Offered Production of live and animated TV commercials, industrial, training and public relations films; sound slide-films; creative and technical staff; sound-stage, full optical and editorial facilities.

Productions: TV Commercials for Amoco, Savarin, Pan American Oil, Revlon, Sylvania, Johnson & Johnson, National Biscuit, Quaker Oats, Ronzoni, Whitehall Pharm., RayCo, Int'l. Latex.

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650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOLlywood 2-7144

President.....Robert W. Stabler
Vice-Pres.....Glenn N. Cook
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Services Offered - Production all types TV Films.

Productions "Gun-smoke,"
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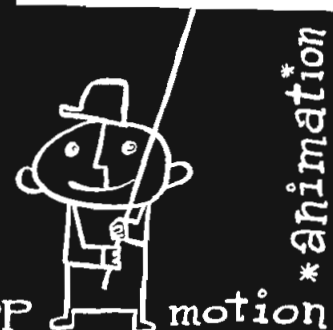
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 Supervising Editor.....Donald Drucker
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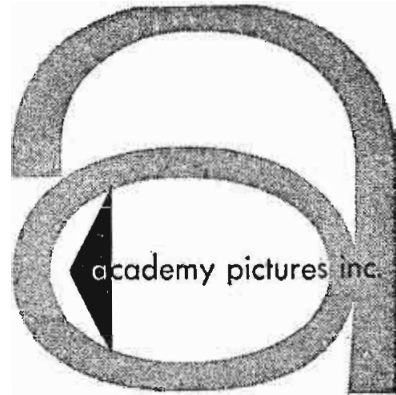
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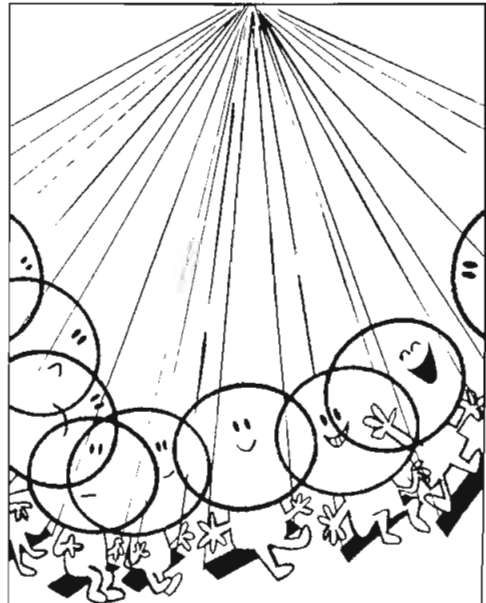
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Interstate TV Corporation

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 Phone: NOrmandy 2-9181

145 Park Ave., New York 22, N. Y.
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ManagerDick Ostrander
 3207 Friendly Rd., Greensboro, N. Y.
Phone: GReensboro 3-7551

ManagerHank Profenius
 2204-06 Commerce St., Dallas, Tex.
Phone: PR 1658

ManagerJay Rubin
Services Offered—Production and distribution of motion pictures for television.
 30 minute package shows.

Inter-TV Films, Ltd.

1410 Stanley St., Montreal 2, Canada
Phone: PLateau 4868

PresidentMarcel Leduc
 Exec. V.P.Robert A. Jouglet
 SecretaryJules Dupre
 TreasurerJean H. Thys
 147 University Ave., Toronto, Ontario, Can.
 ManagerNorman Brown
 133 E. 54th St., N. Y. 22, N. Y.
 Exec. in charge.....Olga Lampard
Services Offered—Distribution of U. S., British and foreign films.
Distributing—130 U. S. features, 30 French features, The Errol Flynn Theater (half-hour anthology).

Lou Irwin, Inc.

9165 Sunset Blvd., Hollywood 46, Calif.
Phone: CR 1-7131

President.....Lou Irwin
 Associate.....Ted Wilk
 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.

Phone: JU 2-4040

President.....Dr. Renzo Rnfini
 Exec. V.P.....Seymour Poe
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—Production of TV film featuring cartoons and puppets; children's shows and commercials.
Current Productions—Jingle Dingle.

Jewell Television and Radio Productions

540 N. Michigan, Chicago 11, Ill.
Phone: MOhawk 4-5757

President.....James E. Jewell
 Vice-Pres.....W. Ralph Jewell
 Secretary.....M. P. Casey
 EditorJames Lawrence
 1040 North Las Palmas, Hollywood, Cal.
Phone: HOLLYwood 7-3111

ManagerMichael Baird
 DirectorLewis Foster
 3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 3-0617

Exec. in Charge.....W. Ralph Jewell
Services Offered—Creation and production of programs, films, spots and jingles; TV consultants to agencies and sponsors.
Productions—Silver Eagle, Pressure.

K & W Film Service Corp.

1657 Broadway, New York 19, N. Y.
Phone: Circle 5-8081

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
 Associate.....Lorraine S. Hoffman
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
 Client Services.....Muriel Friedman
 Dir., Golden Snowball Div..... Sylvia Gerson
 Animation Super.....R. M. Cooke
 Prod. Assts.....Seymour Posner
 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—Helicopter Series, Shipboard Organization, First Aid for Heat Stroke and Heat Exhaustion, Pursuit of Happiness.



King Shore Films, Ltd.

115 Park Avenue, New York, N. Y.

Phone: PLaza 1-5370

President.....Sig Steven Shore
Gen. Sales Mgr.....Charles King
Services Offered Syndication of TV films on the basis of a network concept and through local sales.

Productions Medal of Honor, Errol Flynn Theater.

King Film Enterprises, Inc.

1058 W. Washington Blvd., Chicago 7, Ill.

Phone: SEcley 8-4181

Hollywood Office

1116 N. LaBrea Ave., Hollywood, Calif.

Phone: HOllywood 3-2141

President.....Robert Eirenberg
Exec. V.P.....Harry W. Lange
V.P.-Sales.....Lester A. Weinrott
Production Mgr.....H. Richard Hertel
Creative Dir.....Hillard Rose
Art Director.....Manny Paull
Controller.....Lawrence Stein
Dir. Syn. Film Div.....Al Levine
W. Coast Operations.....Jack Fenimore
Producer (Chi.).....Leonard A. Levy
Studio Mgr. (Chi.).....Joseph E. Bishop

Services Offered TV packages and commercials; industrial, sales training and educational films. Full production and recording facilities for 35mm and 16mm. B&W and color. Animation, 3 stages in Hollywood, 3 in Chicago.

Productions 9 films for General Electric; TV spots: RCA Whirlpool, Blatz, Kellogg, Evinrude, Chevrolet, Memite, Parker Pen Co., Admiral, U. S. Gypsum; Training Films: U. S. Air Force, Conn Limited, Dresser Industries; Syndicated commercials for Savings & Loan, bread, ice cream, milk, beer; Syndicated series: American Barn Dance, Paradox, Wrestling, Boxing.

Kniickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.

Phone: Circle 5-6710

Pres., Treas.....Howard A. Lesser
Vice-President.....Frank Beckwith
Secretary.....Agnes Grant

Services Offered Producers of all types of motion pictures, commercials and spots.

Harold E. Knox Productions, Inc.

104 Esparta Way, Santa Monica, Calif.

Phone: ENbrook 1-1275

President.....Harold E. Knox
Vice-President.....Charles Marshall Floyd
Treasurer-Secretary.....Harry F. Overbeck, Jr.

Services Offered Representatives for motion pictures, TV.

Lakeside TV Co., Inc.

1165 Broadway, New York, N. Y.

Phone: LO 5-4582

President.....Richard Stevers
Exec. Vice-Pres.....Bernard Schulman
Services Offered - Film production and national and world TV distribution.

Productions Wild Life in Action, Where in the World, On the Spot, Of All Things, Opera and Ballet, Bobo the Hobo, Fun with Felix, Reading the Bible, Oddities Beyond Belief, The Bible, Night Editor, The Magic Vault, Out of the Past, Adventures in Sewing, Queen of the Jungle, Wanted, 75 Animal Shorts, Cartoons and Wrestling.

La Brea Productions, Inc.

915 N. La Brea Ave., Hollywood, Calif.

Phone: OL 4-7400

President.....O. Gail Papineau
Sec'y-Treas.....James E. Baumeister
Producer-Dir.....Henry J. Ludwin
Animation Dir.....Richard Lundy

Services Offered Production of TV films, films for industry, complete animation department, sound stages, all-new professional facilities and equipment.

Productions TV commercials for Swift, Borax, Carnation, American Gas Association, Standard Oil of Ohio, Care, Chairmin Tissue, S & W Foods, Italian Swiss Colony, half-hour films for Richfield.

Langlois Filmusic, Inc.

619 West 54th St., New York 19, N. Y.

Phone: JU 6-4455

President.....C. O. Langlois, Jr.
Sales Manager.....T. A. Roscen
Hollywood: HO 9-5846

West Coast Mgr.....George R. Jones
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.

(see James Love Productions, Inc.)

Lance Productions, Inc.

315 West 57th St., New York 19, N. Y.

Phone: PLaza 7-6167

President.....Lorraine Lester
Vice-President.....Leroy M. Sylverst
Treasurer.....Samuel H. Evans
Secretary.....George Lessner
Production Coordinator.....Alford H. Lessner

Services Offered Production of filmed TV commercials, documentaries, industrials and features, Parent of Fantasy Features, Inc., specializing in children's films.

Fully equipped studio at: 321 W. 56th St., New York, N. Y. Phone: CI 6-7020.

Productions—Secrets of the N. Y. Homicide Squad, 4-H Food Favorite, The Christopher Program; TV Commercials for Pez, Vanity Fair, Westpine, Pepsi Cola.

Larchmont TV Studios

(See Carthay Sound Stage)

Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.

Phone: JUdson 2-5242

President.....Robert L. Lawrence
 V.P. Studio Operations.....Louis Mucciolo
 Vice-Pres.Henry Traiman
 TreasurerPhilip Kornblum
 Edit'l Sup.....Richard Jacobs
 Casting Director.....Jacqueline Laster
 Production SupervisorsDoris Reichbart, Jerry Maticka, Gabriel Boyz
Services Offered—Production of TV commercials and films for industry.

Robert Lawrence Productions (Canada) Ltd.

32 Front St., West, Toronto 1, Canada

Phone: EMpire 4-1448

President.....Robert L. Lawrence
 V.P., Gen. Mgr.....John T. Ross
 TreasurerPhilip Kornblum
 Production Dir.....Robert Rose
Productions—Molsons, Swift Canadian, Colgate-Palmolive, Proctor & Gamble, McColl-Frontenac, Moirs Chocolates.

Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

President.....Les Lear
Services Offered—Radio, TV & film production.

Leichter, Mitchell

2125 N. Highland Ave., Hollywood 28, Calif.

Phone: HO 3-4181

Pres., Head of Prod.....Mitchell Leichter
 General Manager.....Jean Rich
Services Offered—Producer, distributor of films for television.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 4-7287

Producer-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, Chicago 10, Ill.

Phone: WHitehall 4-7477

President.....Herschell G. Lewis
 Exec. V.P.....Arthur E. Kaplan
 Vice Pres.....Spencer Allen
 Dir. of Sales.....Patrick Murphy
 Studio Mgr.....Michael Kelly
 Production Mgr.....Thomas Carroll
 Art Director.....Sanford Greenlaw
 Chief Animator.....Don Margolis
 Dir. Photography.....Martin Schmidhofer
Services Offered—35mm and 16mm motion pictures; slide films; sound recording; slides; TV and film art; complete animation facilities; scripts and story boards; still photography; studio rental (2 stages, 50 x 100).

Productions—TV commercials for Presto, Norge, Blue Cross, York Air Conditioner, Democratic National Committee, Federal Civil Defense Administration, Alpen Krauter, Wen Products, Moritite, Nadioonala, Ideal Dog Food; industrial and business slide films; Syndicated series—Oklahoma Chuck Wagon Boys.

Lewislor Enterprises, Inc.

9756 Wilshire Blvd., Beverly Hills, Calif.

Phone: HOLlywood 7-5111

Producer.....John London
 Ass't Prod.....Jack Murton
 Director.....Harry Keller
 Art Director.....Frank Sylos
 Chief Cameraman.....Norbert Brodine
 Music.....Harry Lubin
Services Offered—Producing films for television.

Production—The Loretta Young Show.

Library Films Inc.

25 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0100

President.....Paul N. Rohins
Services Offered—Lease-sale TV rights mostly for foreign serials, features and shorts.

Lou Lilly Productions

5746 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 5-6325

President.....Lou Lilly
 Vice Pres.....Manny Gould
 Accountant.....Jack Perrin
 Film Co-ordinator.....John Fuller
 Production Mgr.....R. Agnew
 Sales Mgr.....Tim Ellis
Services Offered—TV commercials, animated-live action and industrial films.
Productions—Winston Cigarettes, Camel, Buick, Ken-L-Ration Dog Foods, Prestone Anti-Freeze.

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.

Phone: PENnsylvania 6-1780

President.....E. W. Hammons
 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.

Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.
Phone: Circle 7-2366

President.....John A. Norling
Vice-President.....Hans Tiesler
Services Offered The production of sales promotional, entertainment, personnel training and educational motion pictures, slide films and TV commercials. Also 3D production specialists.

Productions Remington Rollettric, Swansdown, Birds Eye, Gillette.

James Love Productions, Inc.

115 W. 45th St., New York 36, N. Y.
Phone: Judson 2-4633

President.....James A. Love
Secretary.....Anne M. Love
Sales Manager.....C. Austin Love
Supervising Editor.....Wm. D. Henry
Prod. Supervisor.....James W. Wille
Asst. Director.....Elton L. Henning

Services Offered TV spots and programs, industrial films.

Madison Pictures, Inc.

(See M.C. Pictures)

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

Pres., Exec. Prod.....Konstantin Kaiser
V.P., Super. of Prod.....Ken Baldwin
Dir. News & Sp. Events.....Chas. Van Bergen
Office Mgr.....Jean Hanck
Traffic Mgr.....Gindy Karp

Services Offered Public information films, produced and distributed to television stations; news and special event coverage; worldwide news service; station consultants on TV news setups; stock footage library.

Productions The Screen Story, Airhead, The Mailed Fist, Clear Iron, Three... If By Air, Challenge On The Lake.

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
Phone: SFAnly 7-0621

President.....Jack Webb
Vice-Pres. & Treas.....J. R. Rodgers

Services Offered Producer of Dragnet feature; Pete Kelly's Blues feature; Noah's Ark and Pete Kelly's Blues television series. Producer of miscellaneous television productions.

Warterto Productions, Inc.

316 N. Cahuenga Blvd., Hollywood, Calif.
Phone: HOLLYWOOD 9-5981

Exec. Producer.....Louis F. Edelman
Producer-Dir.....Sheldon Leonard
Asst. Director.....Don Torpin
Art Directors.....Ralph Berger, Claudio Guzman
Cameraman.....Robert deGrasse
Music Directors.....Earl Hagen, Herbert Spencer

Services Offered Series for television.
Productions Make Room for Daddy.

Fox-Marquis Productions, Inc.

717 N. La Cienega Blvd., Hollywood 46, Cal.
Phone: OLYMPIA 2-1262

Services Offered Write, direct, produce and package radio and television programs; sales and service.

The Marshall Organization

521 Fifth Ave., N. Y. 17, N. Y.
Phone: MURRAY Hill 7-2722

President.....A. W. Marshall
General Mgr.....Evelyn K. Zuckerman
Legal Rep.....Gerald Dickler

Services Offered Production of TV films and commercial spots; special public relations films for social, professional, and trade organizations.

Masterpiece Productions, Inc.

15 West 45th St., New York 36, N. Y.
Phone: Judson 2-4717

Services Offered Distributors of 25 features.

Robert Maxwell & Associates

5716 Sun-set Blvd., Hollywood, Calif.
Phone: HOLLYWOOD 2-6027

Producer.....Robert Maxwell
Photographer.....Stewart Thompson
Services Offered Series of half hour filmed television shows of "Lassie."

M.C. Pictures, Inc.

1501 Broadway, New York 36, N. Y.
Phone: Longacre 3-6187

President.....Armand Schneck
V.P., Gen. Sales.....Jerome Bafsam
Vice-Pres.....Alexander Beck

Services Offered Distributors to TV of feature films.

McCudden Corporation

1010 N. Las Palmas Ave., Hollywood 38, Calif.
Phone: HOLLYWOOD 1-2111

President.....George Burns
V.P., Production.....Al Simon

V.P.-Business Maurice Morton
 Pub. & Adv. Dir. Stafford Clark
Services Offered—Creation and production of filmed TV programs for national or network sales; facilities for filming syndicated or network TV programs; production of filmed TV commercials for national sponsors.
Productions—The George Burns & Gracie Allen Show, The Bob Cummings Show, The Peoples Choice, Crisis.

McGowan Productions, Inc.

915 N. LaBrea Ave., Hollywood 28, Calif.
Phone: OL 4-0711
 Producer Dorrell McGowan
 Sec'y-Treas. Stuart E. McGowan
Services Offered — Commercials, shorts, features.
Productions—Death Valley Days, Snowfire, Sky King.

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.
Phone: HOLlywood 2-6635
 President John A. Eutlinger
 Nat'l Sales Mgr. Hal W. Davis
 Western Sales Mgr. Constance Lazar
 Edit'l Supervisor Tholen E. Gladden
 Film Editor Charles Cahill
Services Offered—National distribution of feature films, packages and cartoons for television.
Productions—High Road to Danger, The Open Road, Sew Easy, View the Clue, Greenwich Village, Paddy Pelican cartoons.

Meridian Pictures

c/o Samuel Goldwyn Studios
 1041 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

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
 V.P. in Charge David Sutton
 V.P.-Nat'l Sales Wynn Nathan
 V.P.-Sta. Prog. Sls. Louis Friedland
 V.P.-Int'l Sales Tom McManus, Jr.
 V.P.-West'n Sales Robert Greenberg
 V.P.-Nat'l Field Sls. Ray Wild
 So'west'n Sls. Mgr. Layton Bailey
 V.P.-MCA Canada Stuart Smith
 London, England Kenneth Cleveland
 Paris, France M. Teisserie
 Branch Offices
 9370 Santa Monica Blvd., Beverly Hills, Calif.
Phone: CRestview 6-2001
 515 Glenn Bldg., Atlanta, Ga.
Phone: JACKson 4-6750

41 Charlesbank Rd., Newton, Boston, Mass.
Phone: COpley 7-5830
 331 Grayton Rd., Tonawanda, Buffalo, N. Y.
Phone: ATwater 4040
 430 N. Michigan Ave., Chicago, Ill.
Phone: DELaware 7-1100
 106 N. Caldwell St., P.O. Box 1503
 Charlotte, N. C.
Phone: FRanklin 7-5360
 426 Transportation Bldg., Cincinnati, Ohio
Phone: PArkway 1-1144
 1172 Union St., Commerce Bldg.
 Cleveland, Ohio
Phone: CHerry 1-6010
 2311 Cedar Springs, Dallas, Tex.
Phone: RIVERSide 7-7536
 15037 W. 8 Mile Rd., Detroit, Mich.
Phone: BRoadway 3-8690
 204 Marshall, Houston, Tex.
Phone: JACkson 3-3176
 6014 W. 76th Terrace, Kansas City, Mo.
Phone: NIagara 2-2064
 7630 Biscayne Blvd., Miami, Fla.
Phone: PLaza 8-8731
 4166 N. 85th St., Milwaukee, Wisc.
Phone: BRoadway 1-7060
 1048 Northwestern Bank Bldg.
 Minneapolis, Minn.
Phone: FEderal 3-5552
 504 Delta Bld., New Orleans, La.
Phone: EXpress 2087
 7711A Wagner Way, Elkins Park
 Philadelphia, Pa.
Phone: RIttenhouse 6-4818
 952 Gateway Center Bldg. #2, Pittsburgh, Pa.
Phone: GRant 1-9995
 212 Beason Bldg., Salt Lake City, Utah
Phone: EMpire 3-4501
 105 Montgomery St., San Francisco, Calif.
Phone: DOnglas 2-4368
 101 Jones Bldg., Seattle, Wash.
Phone: MUtual 4567
 Chemical Bldg., 201 Olive St., St. Louis, Mo.
Phone: CEntal 1-8230
 180 University Ave., Toronto, Ont.
Phone: EMpire 3-4031
 139 Piccadilly, London 1 W., England
Phone: Mayfair 7211
 49 his Avenue Hoche, Paris 8me, France
Phone: Wagram 92-41
 12 Via Paraguay, Rome, Italy
Phone: 859944

Services Offered—Distribution of syndicated TV film programs.
Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Curtain Call, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Hollywood Off-Beat, The Lone Wolf, Man Behind the Badge, Mayor of the Town, Playhouse 15, Pride of the Family, The Ray Milland Show, Rocky Jones—Space Ranger, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Studio 57, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers.



MGM-TV

A Service of Loew's, Inc.
 701 7th Ave., New York 36, N. Y.
 Phone: JUdson 2-2000
 V.P. in Charge TV, Charles C. "Bud" Barry
 Gen. Sales Mgr., Richard A. Harper
 East Coast Sales Mgr., C. Pete Jaeger
 West Coast Sales Mgr., Maurice Gresham
 Dir. Promotion, Monroe Mendelsohn
 Exec. Producer (Calif.), Samuel Marx
 Director of Commercial &
 Industrial Films, Virgil Ellsworth
Services Offered Library of 723 pre-'49
 feature films offered to television stations;
 half-hour TV programs for national sponsor-
 ship; TV commercials and industrial films
 produced to order.

Charles Michelson, Inc.

15 West 44th St., New York 36, N. Y.
 Phone: Plaza 7-0695
 President, Charles Michelson
 Treasurer, Aaron Michaelson
 Traffic Manager, R. Mantell
 Export Manager, Martin Diamond
Services Offered Distributors of TV film
 program series, transcribed radio program
 series, gemett, speedy-Q and E.M.I. sound
 effect record libraries. Representatives for
 foreign broadcasting.

Productions (TV) Capsule Mysteries;
 Plainclothesman; Famous Jury Trials.
 (Radio) The Clock; Famous Jury Trials;
 Half-Hour Mystery Bloc; Daytime Soap
 Operas.

Minot TV, Inc.

120 E. 56th St., New York 22, N. Y.
 Phone: Plaza 4-5090
 President, Charles M. Amory
 Vice Pres., Chesbrough L. Amory
 Treasurer, Justin M. Golenbock
 Secretary, Mary M. Dillon
Services Offered Production and distri-
 bution of films for television.

Productions The Tracers Company of
 America, New Orleans Police Department,
 Do You Know Why, Television Court.

Mode-Art Pictures, Inc.

1022 Forbes St., Pittsburgh, Pa.
 Phone: Express 4-1846
 Chairman, president, James L. Baker
Services Offered Producers of film com-
 mercials, and TV series.

Moderna Teleservice, Inc.

219 E. 41st St., New York 17, N. Y.
 Phone: ONford 7-2753
 President, J. R. Ritenour
 Eastern Sales, Alex Leslie
 Midwestern Sales, Robert N. Young
 Western Sales, John Lipsky
 N. Y. Office Mgr., L. H. Dunton

Branch Offices

237 E. Ontario St., Chicago 11, Ill.
 Phone: DElaware 7-3761
 Manager, H. B. Casenhiser
 3150 Wilshire Blvd., Los Angeles 5, Cal.
 Phone: DUnkirk 4-2511
 Manager, J. J. Lipsky
Services Offered Traffic, distribution,
 print-procurement, commercial insertion,
 technical services of filmed TV programs, spot
 commercials, props, demonstrators and tran-
 scriptions.

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, pro-
 duction.

Morton Productions

(Radio & Television)
 64 East Lake St., Chicago 1, Ill.
 Phone: CEntral 6-4144
 President, Morton Jacobson
Services Offered Syndicated TV Shows,
Productions This Is The Story, What's
 Wrong With This Picture?

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures For Industry

5213 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 tele-
 vision 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.
 General Mgr., Gerald Margolis
Services Offered Film production service,
 specializing in serving film producers. All
 production facilities and services.

Motion Pictures for Television, Inc.

270 Park Ave., New York, N. Y.
 Phone: PL 3-5600
 Pres. Chrm. of Board, Matthew M. Fox
 V.P., Gen. Sales Mgr., Basil Estrich
 Eastern Div. Acct. Exec., Martin Robinson

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.

Phone: MUrray Hill 6-3717

Dir. of National Sales.....Claude F. Lee
Home Office & Studio

1032 Carondelet St., New Orleans, La.

President.....C. J. Mabry

Services Offered—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

Movietoneys, 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 E. 53rd St., New York 22, N. Y.

Phone: MUrray Hill 8-7830

President.....Judd L. Pollock

Vice Pres.Lawrence Madison

Vice Pres.Marvin Rothenberg

Sec'y-Treas.Gerald Hirschfeld

Sales Mgr.William Huston

Services Offered—Specializing in production of television film commercials. Three new air-conditioned sound stages, set construction shops, dressing rooms, etc. Complete production of films for sales promotion and training; public relations, information and training for U. S. armed forces and government agencies; color sportsmen's and conservation films.

Productions—Films and commercials for American Cyanamid, American Gas Association, Chemstrand Corp., Ciba, Ford Motor Co., General Electric Int'l., General Motors, Gillette, Hudnut, Lever Bros., Monsanto Chemical Co., Philip Morris, Proctor & Gamble, Remington Arms Co., Schick, Scott Paper, Shell Chemical Corp., Warner-Lambert.

Owen Murphy Productions, Inc.

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

Phone: PLaza 7-8144

President.....Owen Murphy

Production Mgr.....Paul Cohen

Creative Dir.....Allan Chase

Supervising Editor.....Eric Lawrence

Services Offered—Producers of industrial motion pictures and television commercials; editorial services.

Productions—Career Day, for A. T. & T.; This is New Jersey, for N. J. Bell Telephone Co.; TV commercials for Firestone Tire & Rubber Co.

Nationwide Film Productions, Inc.

846 7th Ave., New York 19, N. Y.

Phone: COLUMbus 5-0057-8

President.....James J. Markos

Sec'y-Treas.....Charlton H. Timothy

Services Offered—Production of TV commercials, featurettes, documentaries, promotional, industrial and all types of public relations films. Free agency consultation service. Editorial services available. Editorial and studio space rental. Complete professional productions from script to screen to suit any budget.

Productions—Munroe Calculator promotional for Ted Worner Associates; color documentary for Greek Lines; TV commercials for Barracini Candy, Educator Crackers, Scovill Heat Fins, Lilly Dache and others.

National Screen Service Corp.

Home Office

1600 Broadway, New York, N. Y.

Phone: CIRCLE 6-5700

Television & Industrial Films Division

5009 Madison Ave., New York, N. Y.

Vice Pres.....Robert L. Gruen

Sales Dir., Prod. Snp.....Wm. Kent

Production Mgr.....Harry Semels

Producer-Dir.....Carl A. Carbone

Ass't. Prod. Mgr.....Jack Schertz

TV Editor.....Irving Wiener

Services Offered—Complete production of films for television; industrials and commercials; animation, art work, titles, opticals, stop motion, live studio and insert.

National Telefilm Associates, Inc.

60 W. 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., Sec'y.Edythe Rein

Dir. Sales Dev.....Aaron Beckwith

Dir. Prom. & Sales Service..Martin Roberts

Dir. Pub. Rel.....Harry Albus

East'n. Dir. Nat'l. Sales.....Cy Kaplan

Branch Offices

612 N. Michigan Ave., Chicago, Ill.

V.P., Mid-West Sls.....E. J. Graff

8721 Sunset Blvd., Los Angeles, Calif.

V.P., W. Coast Sls.....Edward M. Gray

Statler Office Bldg., Boston, Mass.

Exec. in Charge.....Nicholas Russo

2605 Sterick Bldg., Memphis, Tenn.

Exec. in Charge.....Chas. D. McNamee

1011 Currie Ave. N., Minneapolis, Minn.

Exec. in Charge.....Donald Swartz

1434 S. Catherine St., Montreal, Que.

Exec. in Charge.....Napoleon Vaillancourt
175 Bloor St. E., Toronto, Ont.

Exec. in Charge.....David Griesdorf
Services Offered—Television programs and features for national, regional and local sponsorship.

Productions—500 top-quality feature films, 1,100 Paramount short subjects, and the following filmed TV shows: China Smith, The New Adventures of China Smith, Lili Palmer Theater, Police Call, Panromine Quiz, Play of the Week, International Playhouse, Orient Express, Holiday, Hand to Heaven, Combat Sergeant, The Mad Whirl, Sheriff of Cochise, The Bill Corum Sports Show, The Passerby, The James Mason Show, Music of the Masters, Find a Hobby, Man's Heritage, M.D., Layman's Call to Prayer, The Health and Happiness Club, Holiday Shows, Lamb in the Manger, Christmas Carol, Valley Forge.

National Television Films

300 W. Third St., Charlotte, N. C.
Phone: EDison 1-6126

President.....J. F. White
Sales Manager.....Scott Lett
Services Offered—Distributor of TV film series.

NBC Film Division

(See California National Productions)

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5147-3

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.

175 Fifth Ave., New York, N. Y.
Phone: Murray Hill 3-6396

President.....Donald J. Lane
Exec. V.P.....Robert B. Cumming
V.P.—Production.....Sobey Martin
Mgr. of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Washington Dir.....A. A. Ulin
Chicago Sls. Dir.....Robert Peck
Denver Sls. Dir.....Ross Thomas
Services Offered—Production of TV programs, commercials and special purpose motion pictures for public relations, advertising, training and entertainment.

Products—Keys to the Future, Stag Party, Heavens to Commerce, Future Unlimited, Statesmen from the Farm, Quick Meals from the Freezer.

North American Television Productions, Inc.

222 East 46th St., New York, N. Y.
Phone: Murray Hill 7-2913

President.....E. M. Glueckman
Secretary.....L. B. Glueckman
Treasurer.....M. Balletto
Services Offered—Production of the only Negro Newscast for TV—Liberty News Review; Negro Documentary Series—Tenth of a Nation.

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
Vice President.....Raymond Junkin
Vice President Sls.....Herman Rusi
Vice-President.....Robert Sanford
General Counsel.....Lee Moselle
Sec'y.—Treas.....Seymour Reed
Asst. Sec'y.....Grace Sullivan
Director.....Leonard O. Fisher
Services Offered—Distribution of filmed TV programs for national and syndicated release. Also, cartoons, musical shorts and miscellaneous subjects.

Productions—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Foreign Intrigue, Trouble with Father, My Hero, This is Your Music, Terry and the Pirates, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard.

Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-1113

President.....Leland M. Haas
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.

Onyx Pictures Corp.

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7117-3

President.....Sam Lake



Services Offered—World's largest distributor of silent comedies, including all Hal Roach and Mack Sennett properties, 66 Our Gang comedies, and 100 color cartoons. Also distributing 6 features for television.

Sam Orleans & Associates, Inc.

211 W. Cumberland Ave., Knoxville, Tenn.
Phone: 3-8098
 105 E. 106th St., New York, N. Y.
Phones: ENdicott 9-2002
 PLaza 7-3638

Exec. Producer.....Sam Orleans
 Production Mgr.Larry Mollot
Services Offered—TV film production, industrial, public relations, educational, and training films.

Productions—Rural America Review, Community Health In Action, Jungle Survival, The Second Hundred.

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

PresidentPaul Raibourn
 Vice-PresidentBernard Goodwin
Branch Office

5800 Sunset Blvd., Hollywood, Cal.
Phone: HOLlywood 9-6363

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

PresidentPaul Parry
 Vice Pres.Ellis Neimie
 Production Mgr.....Barney Dyer
 Pub. & Adv. Dir.....Frank K. Adams
 Sec'y-Treas.Dianne Parry

Services Offered—Production of program films, spot commercials, product sales pro-

motion, corporation training films, and sound slide films.

Productions—Lure of Cocos Island, Cameras and Models in Action.

Pathescope Productions

(Pathescope Co. of America Inc.)
 580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-5200
 Studio: 21-29 45th Road
 Long Island City, N. Y.
Phone: STillwell 4-3053

President.....Edward J. Lamun
 Production Manager.....James Pierce
 Executive Producer.....William Nelson
 Studio Manager.....John Ball
Services Offered—Production of industrial and educational motion pictures, live or animated.

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOLlywood 2-1147

PresidentRay Patin
 Vice Pres.....Gus Jekel
 Sec'y-Treas.Kay Himes
Services Offered—Complete facilities for producing animated commercials from story through camera.

Productions—Heilman Beer, Blue Plate Foods, Bardahl, Schlitz, Jello, Gulf.

Lloyd Pearson Associates

420 Madison Ave., New York 17, N. Y.
Phone: TEMpleton 2-8821

PresidentLloyd Kern Pearson
 Vice Pres.Betty Johnstone
Services Offered—Servicing and supervision of network television shows; production of shows and filmed commercials; public relations and motion picture consultants.

Pathe Pictures Inc.

33 W. 60th St., New York, N. Y.
Phone: JUdson 2-3300

PresidentBen Frye
 Exec. V.P.S. A. Costello
 V. P., Sales Mgr.....George G. Weiss
 SecretaryRussell Kemp
 TreasurerWalter Politzer

Services Offered—Producers of sponsored films, industrials, TV spot commercials; available library of 25-million feet; production facilities for any and all types of motion picture work; distributors of Studio Telescriptions and over 1,100 musicals produced especially for TV

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

PresidentKern Moyses



Vice-President.....R. S. Moxe
 Treasurer.....Barbara Holz
 Sales Mgr.....Raoul J. Menendez
 Plant Oper. Mgr.....Stanley Cohen
 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 Steinle Krupa
Services Offered—Complete distribution
 servicing of syndicated TV shows on film.
 Peerless treatment to safeguard films against
 damage and deterioration. Film recondition-
 ing, incl. scratch removal, rehumidification,
 repairs, cleaning.

**Penthouse Sound Studios
 of V. J. Nola**

Owner.....Vincent J. Nola
 Gen. Sls., Film Div. Mgr.....V. Thomas Nola
 Chief Engineer.....Stanley J. Bumbley
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: WE-consin 7-6650

President.....J. Milton Salzburg
 Sales Manager.....David B. Dash
Services Offered—Produce & distribute
 features & shorts.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
 Phone: WEBster 8-2181

President.....Perry King
 Vice-President.....J. C. King
 Account Exec.....Carl N. Brewster
Services Offered—Motion pictures for train-
 ing, advertising, education, public relations,
 TV.

Productions—Hughes Aircraft; Douglas
 Aircraft; Convair; So. Cal. Edison Co.; So.
 Cal. Gas Co.; USAF.

Post Pictures Corp.

71 West 47th St., New York 36, N. Y.
 Phone: JU 2-1870

President.....Harry A. Post
 TV Sales.....Alan I. Post
Services Offered—Packages of features and
 short subjects. Film distributor film rental.

**Premiere Artists &
 Productions**

Sunset & Carol, Hollywood 16, Calif.
 Phone: CRestview 4-5188

President.....Harold Jovine

Associate.....William Putney
 Secy-Treas.....Mildred Houser

Services Offered—Producers and packagers
 of television and radio programs, network,
 syndication and local. Artist and talent repre-
 sentatives for television, radio, recordings,
 press agents, etc.

Productions—Ina Ray Hutton Show, Peter
 Potter's Juke Box Jury, Mike Stokey Presents,
 Junior Record Jury, Bilo Hattie Show, If
 You Had the Money, Hollywood Ictime,
 Harry Babbit Show, Bill Ballance Show,
 Gene Norman Show.

Princess Pictures, Inc.

11 West 42nd St., New York 36, N. Y.
 Phone: LOngacre 5-1535

President, Exec. Prod.....Burt Balaban
 Vice President.....Bernard Donnemfeld
 Asst. Producer.....Roy Rich
 Script Editor.....Irve Tunick
Services Offered—Full length and short
 subject motion picture production.

Productions—Double Profile; Black For-
 est; Fire One; Check-mate; Doorway to
 Suspicion; Amiable Lady; The Lie; 8 Wit-
 nesses; Phantom Caravan; Sgt. and the Spy;
 Double-Barrel Miracle; Immediate Disaster;
 Diplomatic Passport.

Princeton Film Center, Inc.

252 Nassau St., Princeton, N. J.
 Carter Road, Princeton, N. J.
 Phone: PRinceton 1-3550

President-Exec. Prod.....Gordon Knox
 Dir. Client Relations.....Bradford K. Cro-
 s-Dir. of Distribution.....Robert C. Molusky
Services Offered—Producers and distribu-
 tors of all type motion pictures, including
 TV series and individual subjects.

Productions—Rural Review; Americans
 at Home; Keys to Happiness; Naval Customs
 and Courtesies; Pilot Report for Grumman
 Aircraft; Your Fair Share, for Newark Wel-
 fare; New Horizons of Health, for Young's
 of Trenton.

Prm, Inc.

(See Associated Artists, Productions, Inc.)

Quality Films, Inc.

1010 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.



Roland Reed TV Productions

650 N. Bronson, Los Angeles 4, Cal.
Phone: HOLlywood 9-1628

PresidentRoland Reed
Exec. V.P.Arthur Pierson
Sec'y-Treas.James Fay
V.P.-SalesHamilton McFadden
Services Offered—Production of filmed TV shows and commercials; industrials.

Production — Waterfront, My Little Margie, Stu Erwin Show, Space Ranger, Beulah, Mark Sabre.

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
Phone: Franklin 4-2108 or 6262

PresidentStanley L. Stern
Vice-PresidentCharles Goldstein
TreasurerElmer Radloff
ManagerNorman Feaster
Services Offered—Complete 16mm negative, positive, reversal laboratory services. Processing, multiple copy printing, sound recording and editing. Also complete still photography services, TV slides, art work, industrial, and advertising photography.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: MIDway 9-1393

PresidentReid H. Ray
Vice-PresidentWilliam H. Ringold
SecretaryAlice Griswold
SalesR. V. Jeffrey
Sales (Chicago)Frank Balkin
Sales (Dayton)A. Merritt Simpson
Sales (Film Ads)Frank J. Havlicek
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
PresidentBorden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
V.P.Thomas Orchard
V.P.John J. Wingenter
V.P.Lothar Wolff
Services Offered—Feature, commercial and educational film producers.

Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal).

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550

PresidentHazard E. Reeves
Vice-PresidentChester L. Stewart
Services Offered—Sound recording studios.

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877

PresidentMoe Kerman
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Republic Features Syndicate, Inc.

39 West 55th St., New York 19, N. Y.
Phone: COLUMbus 5-1557

PresidentLyle Kenyon Engel
ManagerMiss Marla Ray
Services Offered—Production of 5-minute radio-television shows with built-in local level promotions designed to create public awareness. 117 programs starring Boris Karloff, Vincent Price, Chester Morris, Lee Bowman and others.

Republic Television Features

64 East Lake St., Chicago 1, Ill.
Phone: STate 2-0460

PresidentCapico Kapps
Prod. Supr.Albert Kapps
Services Offered—Producers and distributors of live and filmed television programs.

Revue Productions, Inc.

4024 N. Radford St., North Hollywood, Calif.
Phone: POplar 6-3871

PresidentKarl Kramer
Vice Presidents...George Stern, Alan Miller
V.P., Production Mgr.Carl Hiecke
V.P., Director.....Richard Irving
Herschel Dourghety
Productions—State Trooper, The Millionaire, Do You Trust Your Wife, Date With The Angels.

Stuart Reynolds Productions

9110 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-7863

PresidentStuart Reynolds
Services Offered—Production of films for TV.
Productions—Harbor.

Marion Riddick Productions, Ltd.

1102 Eberhard St., Houston 19, Texas
Managing Dir.Wm. Marion Riddick
Assoc. Prod.W. J. Urban
Art DirectorHilda Goble
Script Writer, Editor. Mildred Mihills Owens
Services Offered—Production in color and B & W of filmed television series with casts aged 4 to 18. Distribution of features, shorts and documentaries.

Productions—Campus Travelognes, Koon Hollow Mysteries.



RKO-Pathé

(A Sub-division of
RKO Teleradio Pictures, Inc.)
1270 6th Ave., New York 20, N. Y.
Phone: Judson 6-5050

Vice Pres. Jay Bonafield
Production Mgr. Douglas Travers

Services Offered—Complete facilities for production of industrial films, TV packages, TV spots.

Productions—General Fire, Toy Guidance Council, Carling Brewing, U. S. Air Force, Federal Civil Defense Administration.

RKO Television

1110 Broadway, New York 18, N. Y.
Phone: Longacre 4-8000

President Thomas F. O'Neil
Vice Pres. Robert Manby
Gen. Sales Mgr. Peter Robeck
Sta. Sales Mgr. William Finkeldey
Mgr. West'n Div. William Gorman
Mgr. East'n Div. Max Bradbard
Dir. of Traffic Richard Sassenberg
Dir. of Research Robert Galen

Services Offered—Distribution of feature films, library films, 15-minute and half-hour film subjects.

Productions—TV Syndications: Greatest Drama, Uncommon Valor, Gangbusters, Animated Fairy Tales, Aggie, Sailor of Fortune, The Big Idea, War in the Air, Screen Directors' Playhouse.

Hal Roach Studios

8822 W. Washington Blvd., Culver City, Calif.
Phone: Vermont 9-2311
N. Y. Phone: CI 5-1135

President Hal Roach Jr.
Sec'y-Treas. C. H. Meacham
Vice-Pres., Sls., N. Y. H. R. Goltsman
Vice-Pres. & Gen. Mgr. S. S. Van Keuren

Services Offered—Production of filmed TV commercials and programs, Screen Director's Playhouse; The Gale Storm Show, The Charlie Farrell Show, Stories of John Nesbitt.

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
Stage Mgr. Jerome Lipari

Services Offered—Complete production facilities including large sound stage, Western Electric sound truck and long-experienced permanent personnel for any type film production, Film writers, Nothing for sale, lease or rent, All productions are the property of sponsors, and we retain no equities in films produced.

Roy Rogers Productions

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOLLYWOOD 7-5111

Executive Producer Roy Rogers
Producer Jack Lacey
Cameraman Joe Novak

Services Offered—Produces TV westerns.

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 2-6161

Partners Frank K. Danzig, Bart Ross
Exec. Asst. Betsy Boyd
Producer Al Burton
Assoc. Prod. Gordon Hunt

Services Offered—Package production of live and filmed television programs.

Productions—Beat Mr. Conins, The Walter O'Keefe Show, Spotlight On Youth, First Meeting, Court Martial.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 46, Calif.
Phone: WEBSTER 6-2191

President & Owner Danny Rouzer

Services Offered—Complete 16mm. production service, including Kinescopes, audition tests, commercials, equipment and stage rental.

Ruby TV Film Productions, Inc.

729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5610

Production Mgr. Edward Ruby
Technical Mgr. Jack Rieger
Camera Dept. Sidney Nannes
Editorial Dept. Charles Diana
Office Mgr. Jean Freeman

Services Offered—Complete production facilities for every type of motion picture for television, science and industry.

Productions—New York City Police Dept. series with former Chief Inspector Conrad Rothgast; in co-production with Guild Films.

Sack Television Enterprises

213 S. Pearl Ex'way, Dallas, Tex.
Phone: RI 8-3069

General Manager.....Alfred N. Sack
Services Offered—Distributor of nego cast features.

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—Film editing, lab expediting, coordination of all film services.

Sarra, Inc.

200 E. 56th St., New York, N. Y.
Phone: MUrray Hill 8-0085

PresidentValentino Sarra
Vice Pres.....Morris D. Behrend
Sales Mgr.....John Henderson
Head Creative Dept.....Rex Cox

Branch Office

16 E. Ontario St., Chicago, Ill.
Phone: WHitehall 4-5151

Production Mgr.....Michael Stehley
Services Offered—Production of TV commercials, industrial and sales films.
Productions—Pet Milk, 7-Up, Prudential Life Ins.

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.
527 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4616

ManagerJack Arden
East'n Sales Mgr.....Peter Manners
Services Offered—TV and radio package programs.

Productions—Championship Bowling, Eddy Arnold Time, It's Baby Time, All-Star Golf.

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

Congress Hotel, Chicago, Ill.
Phone: HArrison 7-9660

PresidentEd Berkson
Vice-PresidentMyron Mills
V.P.—Sales.....Peter M. Piech
Services Offered—Distributor and syndicator of Judge Roy Bean; features and westerns for TV.

Screen Gems, Inc.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-4432

Management

V.P., Gen. Mgr.....Ralph M. Cohn
Business Affairs.....Burton Hanft
Adv. & Prom.....Henry S. White
Fiscal Affairs.....Seymour Malamed
LegalDaniel Glass
MerchandisingEdward Justin
Program Dev.....Steven Krantz
Dir. Sta. Ops.....Robert Salk
PublicityPhil Cowan
East'n Production.....B. Berenberg
ComptrollerM. Klein

Sales

V.P. in Chg. Sales.....J. H. Mitchell
National Sales....S. L. Adler; Jack House,
Lowell Jackson, David Porter, Charles Reeves
Dir. Sta. Ops.....Robert Salk
Dir. Syndicated Sls.....Jerome Hyams
Ass't Dir., East'n Area Mgr....Ben Colman
Central Area.....Henry Gillespie
West'n Area.....Richard Dinsmore
South'n Area.....Frank Browne
Sales Dev.....Pierre Marquis
Canadian Sales.....Jos. Dunkleman,
Lloyd Burns
British, European SalesJack Cron
Lat.-American SalesJohn Manson
CoordinatorJames Dodd

Production

1334 N. Beachwood, Hollywood, Cal.
Phone: HOLlywood 2-3111

V.P.—Production.....Irving Briskin
Vice Pres.....Fred Briskin
Vice Pres.....Milton Pickman
Services Offered—Production and distribution of TV films and commercials.
Productions—Ford Theater, Father Knows Best, Captain Midnight, The Adventures of Rin Tin Tin, 77th Bengal Lancers, Circus Boy, Dauton Runyon Theater, The Patti Page Show, Tales of the Texas Rangers, Celebrity Playhouse, Cowboy Theater, Jungle Jim, Playhouse 90, George Sanders Myster Theater.

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 production: industrial, TV commercials, series, closed circuit production.

Simmel-Meservey TV Producers

9113 W. Pico Blvd., Los Angeles, Calif.
Phone: CRestview 4-6156

PresidentLouis Simmel
Services Offered—Producers and distributors of film series and shorts.

**Al Simon Productions***General Service Studios*

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLLYWOOD 4-2141

President Al Simon

Services Offered—Productions of filmed shows and commercials.**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

President, Exec. Prod. Charles E. Skinner

Services Offered — Creators, producing contractors, adapters, and consultants to package show producers, advertising agencies or sponsors.**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 Young & Rubicam; McCann-Erickson; Fuller, Smith & Ross; Kester, Farrell, Chesley & Clifford; Morse International; Donohue & Coe.

Industrial for Westinghouse, Gen. Electric, Gen. Foods, Hewitt-Robins, Bolex, Quality Bakers of America.

**Walter Harrison Smith Productions, Inc.**

136 East 57th St., New York 22, N. Y.

Phone: EL 5-7212

President W. H. Smith

V.P., Treas. E. T. Smith

Exec. Producer Bruce Thomas

Services Offered—Live and filmed television commercials, programs and syndicated shows; educational, industrial and editorial shorts. Distributors of packaged TV shows.**Song Ad Productions**

6000 Sunset Blvd., Hollywood 28, Calif.

**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

Vice Pres. John T. Dunphy

V.P., Sect. F. C. Wood, Jr.

Treasurer Walter Kullberg

Services Offered—Production of industrial and training films, TV commercials, slide films; complete editing, cutting room and sound recording (film & tape) and projection. Studio services available to clients and producers.*Productions*—Assignment in Venezuela, for Creole Petroleum; Tailor-Made Brass, for Western Brass; Calling All Ducks, for Winchester; Assignment Research, for American Newspaper Publishers; TV commercials for General Electric, Borden, Nestle, Alcoa.**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.**Splendex Enterprises**

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

Phone: PLaza 8-3360

General Partner Charles Wick

Services Offered—Financing TV films.**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. K. M. Hyde

Dir. of Cinematography Tom Maley

Services Offered—Producing films for own release.*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.....Lionel Linden
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.....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.....Shirley Daniels
Services Offered — Distributor of feature films for TV.

Standard Television Corp.

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

Phone: ELdorado 5-7566

President.....A. A. Mayers
Office Manager.....R. Sokol
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
Associate.....Al Roth
Services Offered — Talent representatives, casting, production, and packaging of films.

Station Distributors, Inc.

1407 Broadway, New York, N. Y.

Phone: WIconsin 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
Sec., Treas.....Robert E. Rhodes
Advertising Mgr.....Herman Edel
Services Offered—Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.

Productions—Bowling Time, Movie Museum, King's Crossroads, Crusade in the Pacific, Jungle Adventure, Animal Crackers, I'm the Law, American Wit and Humor.

**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: PO 3-8807; N. Y.: JU 6-1700

Services Offered—Production of commercials and half-hour series for television.
President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson
Services Offered: — Production of commercials and half-hour series for television.
Productions—Stories of Century, The Adventures of Dr. Fu Manchu, Frontier Doctor.

Superman, Inc.

7324 Santa Monica Blvd., Los Angeles, Calif.

Phone: OLdfield 4-8000

Producer.....Whitney Ellsworth
Directors.....Harry Gerstad, George Blair
Casting Director.....Bub Miley
Chief Cameraman.....Harold Wellman
Services Offered — Production of the "Superman" television series.

**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.

Taylor-Made Productions

161 W. 18th St., New York 11, N. Y.

Phone: WATkins 9-2675

President.....John T. Henderson, Jr.
Vice Pres.....Barbara Brahm
Sec'y-Treas.....H. Conviser
Services Offered—Radio and television packaging; strip film presentations; recording and editing of taped shows; free-lance writing.
Productions—Hotel for Pets, Strange.

T-bar-V Productions, Inc.

5208 Kelvin Ave., Woodland Hills, Calif.



President Donna Fargo
 Vice Pres. Lois Landon
 Sec'y., Treas. H. B. Baumeister
Services Offered—Specialize in western, indian, 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, 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
 Secty.-Treas. G. W. Hedwig
 Vice Pres. E. L. Hedwig
 Ass't to Pres. Wm. Murray
Services Offered—Production and distribution of films for TV.

Telefilm Enterprises

38 East 57th St., New York 22, N. Y.
 Phone: PLaza 8-3360

General Partner Charles Wick
Services Offered—Financing and production of TV series, commercial filmed in Europe.
Productions—Fabian of Scotland Yard.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
 Phone: MUrray Hill 6-8933

Prod.-Dir. Saul Tallet
Services Offered—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical effects in color or black and white; 35mm and 16mm production.

Telenews Film Corporation, Inc.

850 10th Ave., New York, N. Y.
 Phone: JUDson 6-2450

Tele-Pictures, Inc.

10125 W. Washington Blvd., Culver City, Cal.
 Phone: VE 9-2293

President E. J. Baumgarten
 Exec. for Operations .. William J. Maggnetti
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—The Story of Profit Sharing. for Sears-Roebuck; Toro - The Modern Power Tool. for BBD&O; Bonus Sales Program, for Helene Curtis; The New Frontier. for Aerojet General; The Lighted Window.

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. Bryan Wright
 Chief Cameraman Jack Richards
 Unit Mgr. Stan Veba

Services Offered—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 16 mm editing and recording, animation, stop, motion.

Productions—Zoo Parade; Cooking Magic, Waa Mu Show.

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.

Telerision 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

Box 805, Beverly Hills, Calif.
Phone: DUnkirk 3-2918

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

President.....C. F. Vetter, Jr.
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
V.P.—TPA Int'l.....Vincent Melzac
Asst. V.P.....Kurt Blumberg
Vice-Pres., N. Y.....W. H. Fineshriber, Jr.
Treasurer.....Wm. A. Wolfson
V.P.—East'n Div.....Hardie Frieberg
Cent'l Div. Mgr.....Walt Plant
V.P.—West'n Div.....Bruce Eells
Dir. Merch.....Murray Benson
Services Offered—Production and distribution of film for television.

Productions—Halls of Ivy, The Adventures of Ellery Queen, Captain Gallant of the Foreign Legion, Foreign Legionnaire, Susie, The Count of Monte Cristo, Fury, Science in Action, Tngboat Annie, Edward Small Features, Stage 7, New York Confidential, Last of the Mohicans, Ramar of the Jungle, Your Star Showcase, Waldo, The New Adventures of Charlie Chan.

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.

(See Editorial Films)

William Tell Productions, Inc.

10 W. 74th St., New York 23, N. Y.
Phone: SU 7-0610

President.....William T. Clemons
Vice Pres.....John Esau
Vice Pres.....Karl H. Gericke
Services Offered—Production both live and filmed of commercial programs, commercial announcements, special purpose programs.
Productions—The Hidden Treasure Show.

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngley 6-4140

Producer.....W. Wallace Orr
Director of Sales....George J. Kerrigan, Jr.
Dir. 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.

Productions — Notre Dame Football, National Pro Highlights, Touchdown, Sports Spotlight, Post Time—U.S.A., Telesports Digest.

"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: Clrcle 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 W. 45th St., New York 36, N. Y.
Phone: JUdson 2-1400

President.....William Miesegaes
Exec. V.P.....Walter Lowendahl
V.P.—Prod.....Robert H. Klaeger
V.P.—Sales.....William Burnham
V.P.—Slidefilms.....Pud Lane
Sec'y-Treas.....Michael A. Palma
Dir. Pub. Rel.....Albert Boyars

West Coast Office

8255 Beverly Blvd., Hollywood 48, Cal.
Phone: WEbster 3-5953
Services Offered—Facilities for production



of live-action and animated film commercials, industrial films, sound slidefilms, TV programs and theatrical features. Complete on-premises facilities for every phase of motion picture production.

Productions—TV commercials for General Electric Radios, Borden, DuPont, Prestone Anti-Freeze; Ballantine Beer, Pontiac, Nash Rambler, RCA Victor Records, Camel, Winston, Salem, Old Gold, Noxema, U. S. Rubber Tires, Scotch Tape, Gillette Razors & Blades, Saran Wrap, Robert Hall Clothes.

TV Department, Inc.

120 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-5090

President.....William R. Deering
Treasurer.....Charles M. Amory
Secretary.....Mary M. Dillon
Services Offered—Producers of commercials with complete television department service: media, promotion, time-buying, etc.

Trans-Lux Television Corp.

625 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3111-5

President.....Richard Brandt
V.P. in Chg. Sls.....Richard Carlton
Services Offered—Distribution of filmed television programs; short subject and stock footage library available to networks, stations and advertising agencies.
Productions—Profile, Encyclopedia Britannica Films.

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.

144 W. 56th St., N. Y., N. Y.
Phone: CO 5-3320

President.....S. P. Skouras
Executive V.P.....W. C. Michel
Treasurer.....D. A. Henderson
147 Northwestern Ave., Hollywood 27, Calif.
Phone: HO 2-6231
Exec. Producer.....Irving Asher
Services Offered—Producers and distributors of films for TV.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo, N. Y.
Phone: CLeveland 2066

President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Vice Pres.....Richard B. Ullman
Treasurer.....Minna C. Thoru
Secretary.....Edward H. Kavinsky

Branch Offices

2133 N.W. 11th Ave., Miami, Fla.
Manager.....Robert D. Buchanan
301 S. Kingsley, Los Angeles, Calif.

Managers.....Pat Cooney & Sam Ewing
Services Offered—Production of animated commercials for syndication and shows.

Productions—Ad-I-Mation; Animated series for bread, dairies, banks; new and used cars; animated weather reports; Watch the Birdie; Colonel Bleep; Kash Box; Melody Mileage.

United Press Associations

(See Program Producers)

UPA Pictures, Inc.

1440 Lakeside Dr., Burbank, Cal.
Phone: THornwall 2-7174

Pres., Exec. Prod.....Stephen Bosustow
Exec. V.P., Treas.....Ernest Scanlon
V.P., Sup. Dir.....Robert Cannon
V.P., W. Coast Prod.....H. Klynn

Branch Offices

60 E. 56th St., New York, N. Y.
Phone: PLaza 8-1405

V.P. in Charge.....C. D. McCormick
21 Upper Grosvenor St., London W.1., England

Managing Dir.....Leo Salkin
Services Offered—Producers of TV film commercials and programs, specializing in animation; also animation production services.

Productions—Sealy Mattress Co., 7 others.

Unity Television Corp.

1501 Broadway, New York 36, N. Y.
Phone: LONgacre 4-8234

President.....Jerome Hyams
Vice Pres.....Robert Seidelman

Universal Pictures Co., Inc., Television

145 Park Ave., New York 22, N. Y.
Phone: PLaza 9-8000

Gen. Sales Mgr.....Norman Gluck
Ass't Sales Mgr.....Alfred Mendelsohn
Service Mgr.....Errol Linderman
Universal City, Calif.
Phone: STAnley 7-1211

In Chg. of Prod.....Geo. Bole
Services Offered—Production of television commercials and industrials from storyboard up to and including air dates. Distribution of sponsored films and industrials through United World Films.

Productions—TV commercials for Pepsi Cola, Philip Morris, RCA, DuPont, Lever

Bros., Proctor & Gamble, DeSoto, Chevrolet, Ford, Parliament, U. S. Steel, Budweiser, Campbell Soup, General Motors, Scott Paper, Scotch Tape, Eastman Kodak, Colgate-Palmolive.

Unity Television Corp. of Calif.

9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-6955

N. Y. Phone: LOngacre 4-8234

PresidentJerome Hyams
Vice Pres.....Robert Seidelman
Coast Branch Mgr.....Richard P. Buch
Productions—"Showmanship"; "Plus 80"; Lucky 13."

Van Praag Productions

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2687

7417 Sunset Blvd., Hollywood, Cal.
Phone: HO 2-1141

3142 Ponce De Leon Blvd., Coral Gables, Miami, Fla.

Phone: Highland 4-3191
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 Canstein
Business Manager.....Anita M. Palumbo
V.P.—HollywoodHugh Hole
V.P.—MiamiHarold Walsh, Jr.
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

PresidentLester Lewis
Sec.-Treas.Juliet Lewis
Services Offered—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

Video Pictures, Inc.

Executive & Sales Offices
500 Fifth Ave., New York 36, N. Y.
Phone: LACKawanna 4-2912

STUDIO: Video Pictures, Inc.
510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062

Exec. Producer.....Charles L. Turner
Vice-President.....George W. Goman
Secretary.....Elsie M. Rice
Assoc. Prod.Mike Sage
Supervisor of Sales.....Edward J. F. Thorn

Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial sound stage scene construction shop.

Video Views

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllivood 3-4179

PresidentBradley Kemp
Vice-PresidentIrving Kahn
Services Offered—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.
Productions—Operation Tomorrow.

Videart, Inc.

343 Lexington Ave., N. Y., N. Y.
Phone: LE 2-7378

President.....Joe Zuckerman
SecretaryFlorence 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 E. 5th St., New York 3, N. Y.
Phone: ALgonquin 4-7102

PresidentAl Justin
Head of Prod.....Jim Rose
Ass't Head of Prod.....Dave Reisman
Prod. Ass't.....Morton Dubin
Set Designer.....William Shriner
Studio Mgr.....Joe Valenti
Supervising Ed.....James McLean
Staff Eds...M. Fallick, L. Plasterick, R. Gold
Traffic Mgr.....Russ Kone
Art Director.....Martin Thall

Services Offered—Production of filmed TV commercials, industrials and public relations films in black and white or color. Two complete sound studios.

Visual Drama, Inc.

129 N. Vermont Ave., Los Angeles 4, Calif.
Phone: DUmkirk 8-0525
N. Y. Phone: LOngacre 4-8000

Producer.....William J. Faris
Production Mgr.....Mack Wright
DirectorBill Karm
Cameraman.....Guy Rose A.S.C.
Services Offered—Sound, studios, camera and background projection.

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllivood 7-3111

President.....James A. Bank
Vice Pres.....Gerald Schnitzer
Comptroller.....Phillip Leonard
Supervising Ed.....Dick Fritch
Services Offered—Production of TV shows, commercials and industrial films.



Roger Wade Productions

15 West 16th St., New York 19, N. Y.
Phone: Circle 7-6797

Owner.....Roger W. Wade
Art Dir., Acc't Sup.....R. L. Strickland
Studio Manager.....G. Heidemann
Prod. Co-ordinator.....Ann Koller

Services Offered Production of TV commercials, sound slidefilms, industrial motion pictures, slides, telops and balops. Roger Wade Productions is featured in NAM's TV show Industry on Parade, featuring the latest in animation techniques.

Productions Advertising that Speaks for Itself, for Seagram; Washington, Shrine of American Patriotism, for B & O R.R.; Song of the Iron Road, for Associated Railroads of N. J.; The Epic Story of Agent Plus, for Equitable Life.

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
Phone: Floral Park 4-6795,
N. Y. Circle 5-1012

Producer Director.....George Wallach
Assoc. Prod.....Joe Popkin
Asst Director.....Maxwell Henry
Dir. of Photography.....Kenneth Peach

Services Offered Planning, supervision, production and creation of films for television, industry and theatrical release. Facilities for New York, Hollywood and foreign production.

Productions It Happened in Havana, The Criminal.

Ward Acres Studios, Inc.

435 North Ave., New Rochelle, N. Y.
Phone: NE 3-7244

President.....Jack B. Ward
Vice-Pres., Gen. Mgr.....Olaf Olsen
Stage Manager.....C. J. Hyllick
Secretary, Treas.....L. D. Haldimand

Services Offered Studio rental with full facilities for all film production.

**Warner Bros. Pictures, Inc.
TV Division**

4000 W. Warner Blvd., Burbank, Calif.
Phone: HO 9-1251

Exec. Producer.....William T. Orr
Asst. to Exec. Prod.....Hugh Benson
Story Editor.....Jack Emanuel
Producer of Cheyenne.....Art Silver
Producer of Conflict.....Roy Huggins
Production Mgr.....Oren Haglund
Supervising Ed.....James C. Moore
Casting Director.....Edward F. Rhine
Art Director.....Perry Ferguson

Productions Cheyenne and Conflict.

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 Producers of all types of television film programming and theatrical films.

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 Production and distribution of all types of television film programming.

Productions Craig Kennedy, Criminologist; Thrill of Your Life; Little Story Shop; Canine Comments.

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.

Wick Films, Inc.

58 E. 57th St., New York 22, N. Y.
Phone: Plaza 8-3360

President.....Charles Wick

Services Offered Producing The Adventures of the Big Man, a TV series filmed in Europe.

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.....I. S. Thompson
V.P., Gen. Mgr.....J. A. Kellock
V.P., Sales.....J. A. Rheinstrom
Production Mgr.....Walter Tinkham
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.

15 E. 48th St., New York 17, N. Y.
Phone: PLaza 8-1024

Pres. & Treas.....William L. Snyder
Vice-Pres.Peggy Snyder
Secretary.....Robert M. Davis
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
Mgr. 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.

483 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. Chg. West CoastMaurice Unger
V.P. Chg. Midwestern Div.Al Unger
Syndicated Sales Dept.
N.Y.C. Sales Mgr.Len Firestone
Midwestern Div. Mgr.Ed Broman
West Coast Div. Mgr.....Allen Martini
East Coast Div. Mgr.Jack Gregory
National Sales Dept.
Sales ManagerWalt Kingsley
Midwestern Div. Mgr.James Shaw
Services Offered — Custom-built films for national and regional release, and syndicated shows; Studio facilities, TV commercials.
Production — Harbor Command, The New Adventures of Martin Kane, Men of Annapolis, West Point, Dr. Christian, The Man Called X, Highway Patrol, Science Fiction Theatre.

Zorro Productions

2400 West Alameda Ave., Burbank, Calif.
Phone: TH 2-6131

ProducerWilliam Cottrell

Maurice H. Zouary

550 5th Ave., New York 19, N. Y.
Phone: COlumbus 5-1818

Owner.....Maurice H. Zouary
Services Offered—Production of filmed programs, packages and commercials.

**FOR LISTINGS OF
IMPORTANT
PROGRAM PRODUCERS
AND
PERSONNEL SEE PAGE 929**

PLAY AND STORY BROKERS

Los Angeles, Calif.

- Bentel, George R.**
5617 Hollywood Blvd. HOLLYWOOD 7-8608
- Bergerman Agency**
141 El Camino Dr., B. H. CRestview 6-8667
- Elwood, Maren, Agency**
4949 Hollywood Blvd. NORMANDY 4-4786
- French, Samuel, Inc.**
7623 Sunset Blvd. HOLLYWOOD 3-3110
- Irwin, Lou**
9165 Sunset Blvd. CRestview 1-7131
- 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
- Orsatti & Co.**
300 S. Beverly Dr., B. H. CRestview 6-6241
- Ring, S. E.**
1654 Cherokee Ave. HOLLYWOOD 7-6412
- Swanson, H. N., Inc.**
8523 Sunset Blvd. CRestview 1-6116

New York, N. Y.

- American Play Co.**
522 Fifth Ave. MURRAY HILL 2-0156
- Ashley, Ted, Associates**
579 Fifth Ave. MURRAY HILL 8-8330
- Bartsch, Hans**
1501 Broadway BRYANT 9-0933
- Brandt & Brandt**
101 Park Ave. MURRAY HILL 3-5890
- Brown, Curtis, Ltd.**
347 Madison Ave. MURRAY HILL 6-6170
- Century Play Co., Inc.**
522 Fifth Ave. MURRAY HILL 2-0156

- Cowl, Carl**
518 Fifth Ave. MURRAY HILL 7-8782
- Fishbein, Frieda**
353 W. 57th St. CIRCLE 7-4398
- French, Samuel**
25 W. 35th St. JUDSON 2-4706
- Gaines, Blanche**
350 W. 57th St. PLAZA 7-0537
- Hayward, Leland**
655 Madison Ave. TEMPLETON 8-5100
- International Literary Bureau, Inc.**
11 W. 42nd St. LONGACRE 4-5576
- Jay Garon-Brooke Associates, Inc.**
50 W. 15th St. MURRAY HILL 7-3236
- King, Eleanor**
19 W. 44th St. MURRAY HILL 2-6390
- Matson, Harold**
30 Rockefeller Plaza. CIRCLE 6-2750
- Morris, William, Agency, Inc.**
1790 Broadway JUDSON 6-5100
- Pauker, Dr. Edmund**
1639 Broadway COLUMBUS 5-1726
- Reynolds, Paul R. & Son**
599 Fifth Ave. MURRAY HILL 8-4767
- Roberts, Flora**
515 Fifth Ave. MURRAY HILL 7-4137
- Salisbury, Leah**
234 W. 44th St. LACKAWANNA 4-8628
- Sanford, Jay**
17 E. 48th St. PLAZA 6-1127
- Talent Associates, Ltd.**
41 E. 50th St. PLAZA 3-1930
- Taylor, Ethel C.**
55 W. 55th St. CIRCLE 5-8620
- Williams, Annie Laurie**
18 E. 41st St. MURRAY HILL 5-7565
- Writers Literary Agency**
117 W. 58th St. JUDSON 6-2470
- Writers Workshop, Inc.**
280 Madison Ave. LEXINGTON 2-9878

**WHO'S WHO
OF
TELEVISION FILM
PRODUCERS AND
DISTRIBUTORS**

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**BIOGRAPHICAL SKETCHES  
OF TOP-LEVEL FILM  
EXECUTIVES**

**1957**

# TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES

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**LANDAU, ELY A.**, President, National Telefilm Associates, Inc., and NTA Film Network. B. 1920, New York City. Following Army Air Force service in World War II, entered television as account executive in 1947. Organized Ely Landau, Inc., 1951 and produced television film shows. Formed NTA in Jan. 1954. Pioneered use of top feature films

for television with Selznick and Fox pictures. Organized NTA Film Network which began operations in Oct., 1956. NTA Film Network became a commercial reality in April, 1957.



**SINN, JOHN L.**, President of Ziv Television Programs, Inc. Born 1915 Cincinnati, O. Attended University of Cincinnati. M. Joan Beck 1936; children, Patricia, 1940, Steven, 1945. Entered broadcasting as radio script writer for WCPS, Cincinnati, 1934. Worked at WLW, Cincinnati, 1935-36, President of Ziv Television Programs, Inc. since its inception, 1948.



**SILLERMAN, MICHAEL M.**, Exec. V.P., Television Programs of America, Inc. Attended Johns Hopkins University. M. Estelle Levande, 1943; children, Michael Tracy, 1946, Robert, 1948. Entered advertising with Alvin Austin Associates; Fairchild Publications; I. Miller Shoes; V.P., John D. Boyle and Biow ad agencies; Owner-producer, Hamilton Radio Productions, 1932-35; Station relations & Sales director, Sesac, 1935-40; Founded Keystone Broadcasting System, 1940; Joined Ziv Television, 1946; V.P., TPA, 1953. Member RTES.



**SUTTON, DAVID V.**, Vice Pres. in Charge, MCA TV. B. 1912, Clarksburg, W. Va. Attended U. of W. Va., U. of Va., L.L.D. 1935. M. Louisa Powell; daughter, Marlin, Age 15. Entered broadcasting as salesman, WBBM, Chicago, 1940. Eastern Sales Mgr., WBBM, 1942. Captain, U.S. Marine Corps, 1943. Genl. Sales Mgr., KMOX, St. Louis, 1946. CBS Network Sales Staff, 1947. Sales Mgr., CBS-TV network, 1949. V.P. in Charge of Sales, CBS-TV network, 1951. V.P. in Charge, MCA TV, 1952. Board of Directors, MCA TV, 1954.



**LEVITT, ROBERT D.**, president and dir. of California National Productions, Inc., NBC subsidiary. B. New York City. Educated at Rollins College and Columbia University Law School. 1940 was named promotion dir. of N. Y. Journal American after several years of edit. and prom. work for that newspaper. Joined CNP as gen. mgr. in July, 1956,

after serving as director of national sales at Screen Gems, Inc. 1951-55, was V.P. and dir. of Hearst Publ. Co.



**SHUPERT, GEORGE T.**, President of ABC Film Syndication, Inc. B. 1904, Alpena, Michigan. Attended University of Michigan, 1926. M. Evelyn LaLonde; children: Sally, George Jr., Joanne (Mrs. J. David Quinby). Investment banking, Detroit, Mich., 1926-1938; founded George T. Shupert & Co., 1936; entered film business as director of sales, commercial film div., Paramount Pictures, 1940-42; TV dept., 1942-1951; v.p. Peerless TV Inc.; gen. mgr. United Artists Television Corp. President ABC Film Syndication since inception in August, 1953.





HYMAN, KENNETH, Executive V.P.



Associated Artists Productions, Inc. B. 1928, New York, N. Y. M. Ellen Rubin 1953; child Gregory James, 1956, entered television in sales division of AAP., Ltd., one of the industry's pioneer feature film distributors, 1947; served in U. S. Marine Corps 1949-51; after Marine Corps service joined a production unit of Monogram Pictures as assistant director, 1952, rejoined AAP in 1953, member of NARTB, also Variety Clubs International.

production unit of Monogram Pictures as assistant director, 1952, rejoined AAP in 1953, member of NARTB, also Variety Clubs International.

FOX, MATTHEW, pres. of C & C Television, and on board of directors of C & C Super Corp From end of 1941 to middle of 1943 was with the planning committee of the War Production Board in Washington. From 1943 to the end of the war was in the Army, as a volunteer, and was in charge of photographic coverage of the European Theater of Operation for SHAEF until Aug. 1944. 1950 went into the TV business and is owner of Motion Pictures for Television, Inc. 1954 formed Skiatron TV, Inc.



1950 went into the TV business and is owner of Motion Pictures for Television, Inc. 1954 formed Skiatron TV, Inc.

HARRIS, LESLIE T., Executive, B. Bradenton, Fla., March 10, 1916. E Washington and Lee U., Columbia School of Journalism. Staff dir., CBS; then announcer WOR; radio director, Benton and Bowles; nat'l prog. dir., NBC radio network; radio-TV dir., Colgate - Palmolive; partner Bernard L. Schubert package film org.; now vice president CBS TV



Film Sales.

Staff dir., CBS; then announcer WOR; radio director, Benton and Bowles; nat'l prog. dir., NBC radio network; radio-TV dir., Colgate - Palmolive; partner Bernard L. Schubert package film org.; now vice president CBS TV

KAUFMAN, REUB, president of Guild Films, Inc B Russia, 1903 Attended University of Chicago. M. one son, Curtis, 1929 From 1940-46 was advertising vice-president, Lieber Company, Chicago, 1916-50, president Kaufman and Associates, Chicago advertising agency, 1950-52 sales manager Snader Telescriptions, Inc. In 1952 organized Guild Films, Inc. and was appointed president.



In 1952 organized Guild Films, Inc. and was appointed president.

MANBY, C. ROBERT, RKO Teleradio Pictures, Inc., vice president in charge of RKO Television. B. Battle Creek, Mich. Educated at Hillsdale College and Harvard Graduate School of Business, where he obtained his M.B.A. Served with the Coast Guard during World War II. Associated with WJW, Cleveland, WONS now (WGTH) Hartford, and Yankee regional network before joining RKO Teleradio in 1953. M. to former Pauline Chapple. Children, Charles Robert, Jr. and John Thomas.



Yankee regional network before joining RKO Teleradio in 1953. M. to former Pauline Chapple. Children, Charles Robert, Jr. and John Thomas.

HACKETT, HAROLD L., president and chairman of the board, Official Films, Inc. B. New York, New York Graduate University of Michigan. M. Father of two daughters. Entered on business career with The Outdoor Advertising Co., 1923-25. Writer-director for NBC radio 1925-32. Vice-president in radio-TV, MCA, 1932-53. 1953, joined Official Films, Inc. as president. Elected to chairman of the board, 1955



1953, joined Official Films, Inc. as president. Elected to chairman of the board, 1955

**RIFKIN, MAURICE J.**, Vice President in Charge of Sales, Ziv Television Programs, Inc., New York, N.Y. Born, 1915, Marinette, Wisconsin. Attended University of Southern California, Bachelor of Arts, 1936, M.A., 1937. M. Theodora Levin, 1948; children, Joan Shelly, 1950. He entered the broadcasting industry in 1938 with Station WKBN, Youngstown, Ohio. Joined Frederic W. Ziv Co. as Account Executive 1939.



**SCHAEFER, ARMAND LUDWIG**, television film executive, Flying A Prods. B. Tavistock, Ont., Canada, 1898. Student Spokane pub. schs. M. Audrey Burroughs, 1929. Dau. Jill Elaine (Mrs. Ernest Wm. Shepherd), 1933. Entered motion pictures 1924 Mack Sennett as property man. 1943-47 executive-producer Republic. 1947-53 pres. Gene Autry Prod., Columbia release, Gene Autry features. 1950-57 pres. and executive-producer Flying A Pictures, Inc. prod. TV films: Member: Alliance of TV Film Prod., Inc. (President '55).



**MAHLSTEDT, FRED J.**, Director of Operations and Production, CBS Television Film Sales, Inc., Attended Pratt Institute and Columbia University. M. Helen McCann, 1942. Joined CBS in 1937 as Manager of Sales Presentations. Subsequently Director of Research and General Service Manager CBS Radio Spot Sales; Director of Sales Promotion, Program Sales and General Services for CBS Television Spot Sales. Organized CBS Television Film Sales in 1950.



**SANDE, ROBERT L.**, president and founder of Song Ad Film-Radio Productions, Inc., Hollywood, Calif. Attended Univ. of Cal. at Santa Barbara. M. Katherine Kingsbury 1942; children, Jeanine, 1950, Dale, 1952. Entered show business as professional musician, singer, in 1936, song and special material writer from 1940, special services for bond sales and troop entertainment in World War II. 1950 started Song Ads Company. Member Advisory Committee on Naval Affairs.



**WEIS, PIERRE**, Gen. Mgr. of Economee Television Programs, Ziv. B. 1911, Lille, France. Attended Sorbonne University, Paris, France. B. of Mathematics and Philosophy. M. Marjorie Sweet, 1942; children, Anne, 1944, Ellen, 1945. Came to U. S. in 1937. Gen. Mgr. Ozaphane Corporation of Amer. Served in World War II as Lieut. in French Army in 1940 and served also in the U. S. Army, Lieut. 1943 to 1946. Assumed present post Nov. 1956.



**HERSH, SAM**, president of Family Films, Inc. Formed Family Films, Inc. in 1948. Company has produced more than 250 religious films for both the TV and church markets. Firm is the largest producers and distributors of religious pictures in the world. Family Films recently signed a 20-year lease covering their exclusive use of Keywest Studios in Hollywood. Hersh has been in the film business for the past twenty years.



**SHARPE DON W.**, President, Sharpe-Lewis Productions. B. 1912, Livingston, Montana, 1946; children, Donna, 1944 (by previous marriage), Kathleen, 1947, Deborah, 1950, Tina, 1954. 1930, Northwestern University 1936, started writing scripts for radio; 1939, head-writer of Kate Smith radio hour, scripts for Cavalcade of



America, 1941, became agent for Frank Vincent Talent Agency; 1943, sold first radio package, "Private Life of Josephine Tuttle", 1947, formed own agency.

**ALEXANDER, MAX**, vice-president, M & A Alexander, was born in Germany. He is single. He first entered the motion picture field in Berlin in a production capacity. After working in the motion picture field in Europe he arrived in Hollywood and joined Abe and Julian Stern. In 1931-32 he was associated with Phil Goldstone in several ventures. In 1949 he and his brother, Arthur, formed M & A Alexander Productions



**GROSS, JACK J.** a native New Yorker, entered entertainment field as a movie-house usher. Became executive producer at RKO. After a series of outstanding movie successes, joined with Philip N. Krasne to form Gross-Krasne, Inc. Produced over 100 "Big Town" TV shows, 39 "Lone Wolf" telefilms. With Rawlins-Grant, co-produced "Mayor



of the Town" starring Thomas Mitchell. In 1952 acquired California Studio as home lot.

**ALEXANDER, ARTHUR**, president of M. & A. Alexander Productions, was born in Germany, 1909. He is married and the father of one son, Burton 20. His schooling was completed in Kassel, Germany and he started his career in the department store field. In switching to the motion picture field he joined Universal Studios, Frankfurt and in 1929 arrived in Hollywood as an assistant director. In 1930 he joined his brother Max in organizing an independent firm.



**SOLOW, EUGENE H.**, President of Solow Productions, Inc., Vice-president of Authors Playhouse, Inc., Wesmor Productions, Inc. and Fort Delivery, Inc. B. 1904, Salem, Massachusetts. Attended Harvard University, B.A. cum laude, 1925. Bachelor. Entered newspaper business after college as reporter on Brooklyn Eagle, special feature writer on New



York World, and Associate Drama critic on New York Times. Migrated to Hollywood in 1933 and authored or co-authored forty-three feature films.

**THORGERSEN, ED**, 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. He 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.



**UNGER, MAURICE**, vice president in charge of West Coast operations for Ziv Television Programs, Inc., was born and raised in Cincinnati. He joined Grandpa Brands Inc., a liquor firm in 1934, and remained there until 1947. 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.



**FLEISCHMAN, HARRY**, president of Louis G. Cowan, Inc., producers of "The \$64,000 Question," is a native New Yorker, but grew up in Portsmouth, N. H. Received his degree from Boston U., following which he was associated with Gilbert Miller for over a decade and a half. 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.



**REINER, MANNY**, head of International Division of Television Programs of America. He was formerly 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,

Paramount and David O. Selznick.



**LIPMAN, HAROLD R.**, 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. He joined Audio Productions, Inc., in 1936. During the war years he was assigned to the film production unit covering the Burma campaign. In 1946 he returned to Audio Productions.



**WICK, CHARLES Z.**, executive head of Splendex Enterprises, producers of color telefilm. He 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 arrangements.



**KELLEHER, HELEN "BIJOU"**, president of the Empire Broadcasting Corporation, entered the recording business following the death of her husband, Gerald. Business acumen was gained at Marymount College, and by the receipt of a Masters degree from Fordham University. The firm has grown from four recording machines to 30. Empire does chiefly the mechanical work for ad agencies and stations.



**COLLINS, EARL**, 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. The HTS organization today has a sales representation in 32 key cities across the nation. Company plans to produce a number of TV film series.



**WRATHER, JACK**, president of Wrather Television Productions, Inc., and former 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.



**HUNT, G. CARLETON**, president of General Film Laboratories Corp. was born in 1908 in Bridgeport, Conn. He is married and the father of two sons. He started with the Hunt theatre chain and moved to Warner Theatres in 1929. He is a governor of the Academy of Motion Picture Arts and Sciences. He entered the TV field in 1951 through acquisition of Paramount Pictures' film laboratory.



**KRASNE, PHILIP N.**, partner with Jack Gross in Gross-Krasne, Inc. B. Norfolk, Neb. A graduate of the University of Michigan, he obtained his law degree from the University of Southern California and practiced law, specializing in motion picture production. Produced the famous "Charlie Chan" series, followed by "The Falcon" series. With Fred Ziv, he acquired rights and began filming "The Cisco Kid." In 1950, he switched to TV and produced 39 color Cisco Kid films.



**HENRY, MARTIN P.**, 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 Manchec. Martin serviced West Coast Productions, shooting screen tests, second units, and backgrounds.



**HUOT, LOUIS**, 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, headquartered in Paris, and has worked for numerous other papers, including the Montreal Gazette.



**FRIEDHEIM, ROBERT W.**, Vice President of Ziv Television Programs, Inc. and World Broadcasting System, Inc., Born 1908, Memphis, Tennessee. Attended Westminster College, Fulton, Missouri. Married Helen B.; children, Steve B. and Anne. Entered broadcasting as writer WMBH, Joplin, Missouri, 1932. Assistant General Manager WMBH,



Joplin, 1934-1937. Joined National Broadcasting Company Radio Recording Division 1937, worked as salesman, Sales Manager and became Director of Division 1948. Joined WBS in 1949.

**GOODMAN, HARRY S.**, general manager of Harry S. Goodman Productions; pres. and gen. mgr. of Banker's Thrift Corp., Chicago; pres. of Radio TV Representatives, Inc., 1920-1930 (financial advertising). 1931, taught sales psychology — N. Y. Life Ins. Co. 1931 to present, gen. mgr. of Harry S. Goodman Prods. 1948 to present, pres. of Radio-TV Reps. Inc. — N. Y. — Chicago — Los Angeles — San Francisco — Atlanta. Married, five children, Everett F., Daniel R., Dorelle Frances, Hollis Lee and Denise Loraine.



**ZUCKER, NATHAN**, President of Dynamic Films, Inc. B. 1914, N. Y. A graduate engineer of Yale and Columbia. M. Helen Belford, 1941; children, Ruth, 1944, William 1946, Laura, 1950, and Paul, 1953. Formerly top audiovisual writer with Bendix-Aircraft. Was co-founder of Dynamic Films, Inc., in 1948. Has acted as producer and director of such award



winning television series as, "On Stage With Monty Woolley" and "Let's Make Music."

**SCHWIMMER, WALTER**, owner, Walter Schwimmer Company, President Radio Features, Inc. B. 1904, Chicago, Illinois. Attended Northwestern University, B.A., 1924. M. Daisy Seltzer, 1927; children, Philip, 1932, Bettina, 1938. Organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933. Organized Walter Schwimmer Company, 1946 for production and syndication of Radio-Television programs. Chairman 1956 Advertising Division, Combined Jewish Appeal.



**BARRY, CHARLES C.**, Executive. B. Newton, Mass., July 1, 1911; Advertising dept. of Boston Globe; copywriter, Montgomery Ward; radio announcer NBC, Washington, D. C.; night mgr. WRC and WMAL, Washington, D. C., 1938; asst. prog. mgr. Blue Network, 1941; v.p. charge of AM and TV prog. ABC, 1947-50; v.p. chg. of AM-TV prog. NBC;



vp. charge program sales, NBC; TV exec., Wm. Morris Agency, 1955; v.p. chg. MGM-TV April 1956.

**MICHELSON, CHARLES**, president of Charles Michelson, Inc. B. 1909, New York. Attended Columbia University, M. Vivian Worth 1941; children: Robert, 1944, Stephen, 1950. Entered broadcasting as export manager, radio division, Michelson & Sternberg, Inc., 1936. Established Charles Michelson, Inc., 1938. Pioneer radio transcription program distributor; established sound effect record division 1939; retained as U.S.A. representative 1949 by Grace Gibson Productions, Sydney, Australia.



**SMALL, EDWARD**, co-founder and chairman of the board of Television Programs of America, has worked as a performer, and as a producer and manager. In 1942 he went to Hollywood and established himself as the leading manager in Hollywood 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



**RITENOUR, J. RICHARD**, general manager of the TV division of Modern Talking Picture Service, joined the company in 1946, and was promoted to his present position in January, 1951. Before joining Modern, Ritenour was in Naval air photography as a lieutenant, and served in the Pacific Theater Prior to entering the service, he was manager of the distribution department for Wilding Pictures. Ritenour is a graduate of Penn State.



**NATHAN, WYNN**, vice president, MCA TV, Ltd., started his career in the casting department at Universal in 1941. After serving in the Army Air Force as a film director during the war, he worked as an agent for the William Morris Agency and for Century Artists Ltd. He joined United Television Programs, Inc. in 1950, and in 1953, when Gross-

Krasne took over UTP, he was named sales manager MCA TV absorbed UTP late in 1954, and Nathan was then appointed vice president.



**DAND, CHARLES**, Director of the Films and Publications Division of British Information Services in New York City, received his education at Glasgow University. 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. In 1937, he entered British government services as Public Relations Officer, Edinburgh. He returned to London in 1949 with the Central Office of Information and came to New York in 1952.



**LEWIS, WARREN**, Executive vice pres. Sharpe-Lewis Productions. B. 1911, Boston, Mass., M. Lilian Chaise, 1938; children, Lynn, 1944, Leslie C., 1946. Michael David, 1947. Entered broadcasting as freelance radio and script writer for CBS and NBC 1939-40 Hollywood, 1941. Army Air Force 1941-45, M Sgt. In 1951 general program super-

visor Don Sharpe Television Enterprises. In 1954 tv film producer "Henry Fonda presents The Star & The Story" series.



**GERMAN, WILLIAM J.**, 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 Port Lee, N. J.



**MIESEGAES, WILLIAM L. P.**, President of Transfilm Incorporated. B. 1906, London, England. Attended Harrow, England, 1920-24, Institut le Rosey, Switzerland, 1924-25. M. Mary T. Blackwood, 1952; daughter, Mary Jane, 1955. Joined A. C. Fraser & Co., Rotterdam merchant shippers as jr. executive in 1926; Meyer & Co., Amsterdam shipping agents in 1927; was executive with Mac-laine Watson & Co., merchant shippers of London from 1928-32 and, for the most time, was located in Indonesia. Founded Transfilm, April 9, 1941.



**UNGER, OLIVER A.**, executive vice president of National Telefilm Associates and NTA Film Network. B. 1914, Chicago, Ill. Attended Syracuse University, B. A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Div. Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Organized Snader Telescription Sales, Inc., 1949. Became partner Television Exploitations, 1951. In 1953 organized Comet Television Films, Inc. Came to NTA in 1954 and named executive V.P.



**LEVY, MAURICE**, President, Eastern Effects, Inc. (Motion Picture Optical). M. Alice Kahn, 1940; children, Diane Barbara, 1945, Sandra Lynn, 1950. Pioneered Optical Effects for TV commercials. Helped organize Eastern Effects, Inc., 1952. Elected President, 1952. Member of Society of Motion Picture Engineers. Addressed New York Chapter concerning Optical Effects, December 1956. Member Musicians' Locals Nos. 802 N. Y. and 526 N. J. Musical Instrument Instructor Park Ridge, N. J. High School, 1947-49.



**BADER, DAVID A.**, Vice-President in Charge of Sales of Atlantic Television Corporation. B. 1908, N. Y. C. Columbia University (N. Y.) School of Journalism; University of Southern California (Los Angeles), Business Administration Courses. Prior to entering television in 1948 was specialist in 16mm production and distribution, as well as publisher of three different publications having to do with 16mm and television. Charter member National Television Film Council, member of RTES and Sales Executives of New York.



**REID, ROBERT H.**, Manager, International News Service — International News Photos Television Division. Born: January 17, 1908, New York City. Married: Danise Weiskopf, 1944. No children. Attended Cornell, 1926. Wall St. to 1938. Joined INS 1940, Salesman. Captain, AAF, 1942-45. Two years Alaska duty. Assistant Sales Manager, INS, to 1947. Set up and managed TV Dept. 1948 to present.



**RICH, W. ROBERT**, General Sales Manager Associated Artists' Productions, Inc.; Oberlin College, B.A.; M. Florence Lovell 1942; children, Linda, 1943, Robert, 1944, Joan, 1946, Ronald, 1949; entered broadcasting at NBC Cleveland station while at Oberlin; news editing and special events stints for NBC San Francisco and NBC New York stations, 1939-40; during war served as captain of tank company; joined AAP, 1955; member RTES; T.R.A.C., Philadelphia.





**MORGAN, RAYMOND.**, President Raymond R. Morgan Company. Television Producer "Queen For A Day" and others. B. 1896 Knights Ferry, Cal. Attended University of California A.B. 1917, M. Virginia Wiles 1923 (Child, Raymond R. Morgan Jr. 1925. Entered broadcasting as program idea man. Chandu The Magician, Detectives Black and Blue,

Strange As It Seems, Breakfast in Hollywood, Queen For A Day etc. President Raymond R. Morgan Advertising Agency.



**FEDDERSON, DON.**, president of Don Fedderson Productions, was born in Beresford, So. Dak. in 1913. He is married and the father of four children. He was graduated from the Kansas City School of Law. He is the creator of two popular CBS-TV series, "The Millionaire" and "Do You Trust Your Wife," as well as the long running "Life With Elizabeth." Don had a long and successful career in radio before turning his talents to TV.



**FAIRBANKS, JERRY.**, president, Jerry Fairbanks Productions, Inc. of California was born in San Francisco, 1904, is married and the father of a daughter. He started his career as a cameraman in motion pictures and is a winner of two Motion Picture Academy Awards. He is a developer of the Multi-Cam System and is now one of the leading commercial film makers in the industry.



**STREECH, WILBUR J.**, 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. Right after the war he became a partner in Triangle Films. In 1951, the UCLA graduate formed the present company on his own.



**LEEDS, MARTIN N.**, executive vice-president of production at Desilu Productions, Inc. is a native New Yorker, born there in 1915. He is married and the father of two sons. He received a BS and LLB from NYU and is a member of the California bar. He joined Desilu in 1953 coming there from his former position with CBS-TV as business affairs



director

**LEWIS, TOM.**, president, Lewislor Productions Inc., was born in Troy, N. Y. He is married to Loretta Young and has one daughter. After graduation from Union College he worked for NBC, Young & Rubicam, and during World War II created the armed forces radio service. In 1953 he formed Lewislor Enterprises, Inc. and produced "The Loretta Young Show."



**GUEDEL, JOHN**, John Guedel Productions. Los Angeles, Calif. Attended UCLA, no degree. Originated radio's first audience stunt show and singing commercials. Producer and director of Art Linkletter's Houseparty, CBS-TV and radio, "People Are Funny," NBC-TV and radio and "You Bet Your Life" starring Groucho Marx. Writer Hal



Roach studios on Our Gang comedies and Laurel and Hardy shorts. Entered broadcasting writing dramas for Forest Lawn Memorial Park.

**GLUCK, NORMAN E.**, Sales mgr. Universal Pictures Co. Television Dept. Vice President and Director of United World Films, Inc. (Universal subsidiary). B. 1914 Racine, Wis. Started in Show Business as usher, managed motion picture theatres for Skouras & RKO various parts of country. Joined Universal in 1946. Member of Board of Governors Radio-TV Executive Society 1956-57.



**HOWARD, BERNARD**, President, Academy Film Productions, Inc., Chicago. B. 1917, Libau, Latvia. M. Edith Rousky, 1943; children, Richard Philip, 1951, Laurel Jean, 1954. Writer-director, Radio Council, Chicago Board of Education 1938-40. Writer, WLS Schooltime, 1940-41. Army 1941-43. Continuity writer, WBBM-CBS, 1943. Script Chief,



W. E. Long Agency 1943-44. Ass't Radio Director, Arthur Meyerhoff Agency, 1944-48. Head of own firm—Howard Radio-TV Productions, 1948-49. Founded Academy Film Productions 1950.

**BRANTON, G. RALPH, V. P.** and Director Allied Artists Pictures, President Interstate Television Corporation, (Allied Artists Subsidiary), prod. TV films. Circuit executive with old Finklestein & Ruben circuit, Minnesota and the Dakotas; Mgr. Publix New England circuits; upon decentralization, dir. Iowa, Neb., Ill. territories; Gen. Mgr. Tri-States Theatre Corp.; res. late 1950 to enter TV via M.P. Television Prod. Hollywood.



**GOLDMAN, HAROLD**, vice president in charge of sales for National Telefilm Associates. B. 1915, New York City. Attended Winon Military Academy, N. J. Entered broadcasting with Amalgamated Radio Network. Served in Army Air Forces during World War II. In 1948 became associated with Snader Telescription Sales, Inc. as East-



ern sales manager. Joined in formation of Television Exploitations, Inc. In 1953, joined Oliver Unger in organizing Comet Television Films, Inc. Joined NTA in 1954.

**KEARNEY, DONALD L.**, Vice Pres. chg. of Sales, director, ABC Film Syndication, Inc. B., 1918, Yonkers, N. Y. Fordham Univ., A. B., 1939. M. Josephine Calvelli, 1948; children, James, 1949, George, 1951. Entered broadcasting sports announcer 1936, staffs of WNYC, N.Y., WFAS, White Plains, WHAM, Rochester, WAGE, Syracuse. Radio Director, USO, 1941; US Army 1942-1946. Joined ABC Film Syndication, 1953. Elected v.p. and director, 1954. Member, Overseas Press Club of America, RTES.



**TODMAN, WILLIAM SELDEN**, 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 began writing and directing for a number of BBD&O radio shows.

Later, he joined the Biow Company as N. Y. Producer.



**RYND, CHARLES E.**, president and chairman of the board of Audio & Video Products Corporation, helped develop the technique of delayed network broadcasting via Ampex Tape Recordings. A graduate of Massachusetts Institute of Technology, and Hamilton College, Charles entered radio with NBC, later moving over to ABC to become vice-president and assistant secretary before leaving to form his own firm.



**SCHWARZ, MICKEY**, president of ATV Film Productions, Inc., got his first professional job with the Meyer Reiger Film Laboratory in New York. 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 five television programs, edited TV film shows, and in 1952 entered the film commercial field by forming his own company.



**RAIBOURN, PAUL**, 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 NARTB, treasurer and director of the Allen B DuMont Laboratories, Inc., and President of TV station KTLA, Los Angeles. He has been associated with Paramount since 1921.



**SALZBURG, MILTON J.**, president of Cornell Films, Inc., and of Pictorial Films, Inc., launched his career at the Roxy Theatre in New York and 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. In 1953, he formed Award Television Corporation, of

which he is president, to produce package film programs for use on television stations.



**PIEL, DAVID**, independent producer of commercial productions, TV spots, sales training films, slide films. His children's "spectacular," "Golden Time" (in color) was produced for NBC-TV with Simon & Schuster for Christmas - time viewing. 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.



**BECK, MAURICE**, together with Ed E. McLemore produced a film series entitled "Texas Rasslin'" which was one of the highest rated sports shows on TV. A native Texan, he accepted a job at the Federal Reserve Bank in Dallas. Leaving banking he acquired an interest in one of the largest power laundry and dry cleaning plants in Texas and oper-

ated this business for seven years, before entering the entertainment field.



**HOCHHAUSER, EDWARD, 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. The 38-year-old Hochhauser is an alumnus of the University of Virginia.



**COHN, RALPH M.**, vice-president and general manager of Screen Gems, Inc., television subsidiary of Columbia Pictures, was born May 1, 1914. In 1941 he became executive producer of Darmour Productions. After service in the Signal Corps during the war, he formed Triangle Productions and later Pioneer Telefilms, which became the Columbia subsidiary, Screen Gems, in 1951.



**JEWELL, JIM**, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. In 1939, Jim moved to WWJ as program and production director. 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. In 1945, he founded his own business.



**GLADDEN, GEORGE S.**, executive vice-president for Academy Pictures, Inc., joined the firm in 1954. In 1931 he joined General Motors and rose to become the head of the Public Relations Motion Picture Department. In 1938 he joined Audio Productions and simultaneously acted as Eastern color director for Technicolor, Inc. Starting in 1940, he served for 14 years with the J. Walter Thompson Agency.



**JEFFEE, SAUL**, 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 has finished up an expansion program that has increased the firm three-fold.



**ORR, W. WALLACE**, President Tel Ra Productions, Philadelphia, Pa. Attended Ohio State University, M. Dorothy Cosgrove, 1934, children, Cynthia Jane, 1939, William Wallace, 1944. Entered advertising as co-ordinator for N. W. Ayer & Son, Inc. 1930-1935, Account Executive 1935-1944, Vice-President of N. W. Ayer & Son, Inc., 1944-1948. Founded



Tel Ra Productions, 1948 President Merion Park Civic Association 1950-1952; House Committee Philadelphia Country Club 1953—; Poor Richard Club; Racquet Club

**CULHANE, SHAMUS**, Pres. of Shamus Culhane Productions, Inc., N. Y., N. Y. Married Maxine Marx and in 1950 launched Shamus Culhane Productions, Inc. Children, Bryan 2 yrs., Kevin 6 mos. Full-fledged director at 19, and in 1935 joined the Walt Disney Studios as a pantomime specialist. Worked exclusively on Pluto, later on Snow White and Pinocchio, etc. Has supervised production of more than 1000 TV commercials Offices in New York and Hollywood



**GORDON, MILTON A.**, President of Television Programs of America, Inc Born, 1908, Chicago, Illinois Attended University of Chicago, Ph.B 1929; J.D. 1931 Married Elinor Loeff, 1937; Children, Stephen, 1942, Leslie Susan, 1945 V.P. Walter E. Heller & Co., Chicago, 1946-1953. President of Television Programs of America, Inc., 1953-present



**ASHER, JACK**, president of Lab-TV B. 1902, Brooklyn, N. Y. Attended C. C. N. Y. M. Celeste Morel 1932 In the industry for over a quarter of a century. Has been associated with the Gevaert Co., and for 8 years with the Photographic Advertising page of the old New York Sun has also been a photographic buyer and consultant for the U. S. Navy Ships Stores Has been an active Mason for many years and is a member SMPTE.



**VAN PRAAG, WILLIAM**, President of Van Praag Productions New York-Detroit - Miami - Hollywood. B., 1920, New York, New York. Attended Columbia University, M Rosalind Marcus, 1943; children, Eugene S. and Raymond M., 1946. Feature shorts and documentary motion pictures as production manager, film editor, actor and director OWI, 1940.



Army, 1942 United Artists, 1946, NBC, 1947. Executive Vice President of Television Features, 1948. Founded Van Praag Productions, 1950.

**MAYERS, ARTHUR A. "ARCIHIE"**, general manager of Standard Television Corp. Was at one time gen. mgr. of Colorfilm and while in that post helped establish the present Cinecolor. 1942 became assistant to Jules Levy, pres. of Mayfan Prods. 1950, organized and headed as president, Unity Television Corp., and also served as general manager. 1955 disposed of all interests in Unity, and latter part of '55 became gen mgr. of Standard



**REED, ROLAND**, president of Roland Reed Productions. B. Middletown, N. Y. 1922 headed for Hollywood. Made his first commercial picture in 1930 for Westinghouse. Later made a feature length Technicolor picture. 1950 made first TV series, "Stu Erwin Show". Series which followed include "Waterfront," "My Little Margie,"

"Ranger," "Beulah" and "Mystery Theater." TV film series for which pilots have been made, "Alarm," and "The Great Mouthpiece."



**TURNER, CHARLES L.**, executive producer of Video Pictures, Inc. B. Nov. 29, 1915 Washington D.C. Attended Yale, Harvard, Columbia, George Washington and American Universities, B.A. M. Joan Fremont Hull 1942. Children, Shelley Hull, 1944, Sara Juliet, 1946, Star Fremont, 1948, John Charles Fremont, 1952. 1939-1941, with NBC. 1941-45, U.S. Army. 1946 directed shorts Universal Pictures. 1952-55, vice pres. of Owen Murphy Prods., Inc. 1956 to present in charge of Video Pictures.



**BRAY, JOHN RANDOLPH**, Pres. Bray Studios, Inc., N. Y. B. Aug. 25, 1879, Addison, Mich. Attended Mich. Coll. M. Margaret Till 1905. 1 son, Paul A. Newspaper Artist. Contributed cartoons to foremost American and European humorous magazines. Introduced first animated cartoons in theatres 1912. Invented and developed the animated motion

picture processes, and patented processes 1914. Organized Bray Studios, Inc. to produce cartoons in quantity 1914. Began making films for schools 1915.



**KEEVER, H. WELLER (Jake)**, director of sales, NBC Television Films division of California National. Born in Chicago. Graduate of Yale University. Has served as national sales manager for NBC Television Films since January, 1955. Joined NBC as a film division salesman in 1951. Was named central sales supervisor in 1953. Before joining NBC he was associated with the food brokerage firm of J. A. Weller, Jr. Co.



**GOLD, MELVIN L.:** President of Mel Gold Productions, Inc., N.Y.C. B. Chicago, Illinois, Sept. 3, 1909. 1930 joined MGM, in Chicago, as assistant office manager. To Reinheimer Circuit in 1932 to operate theatres, in Hammond, Indiana. In 1940, he organized own advertising agency, Sales, Inc., in Hammond, Indiana. Joined Filmack Trailer Co. in 1941

as advertising manager. Formed Mel Gold Productions, Inc. in June, 1954. Member Publicity Club of New York.



**LAWRENCE, ROBERT**, pres. of Robert Lawrence Productions, Inc., N. Y., Canada and Hollywood. Graduate of West Point, came out of U.S. Army in 1947 and entered the film business. Associated with RKO Pathe and Jerry Fairbanks Productions. Formed Robert Lawrence Productions in 1952. Recently acquired Loucks and Norling Studios, Inc., N. Y. Produces filmed commercials for television and films for industry and government.



**SMITH, FLETCHER**, president of Fletcher Smith Studios, Inc., producer of TV films, commercials and industrial films, 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. 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.



**GOODSON, MARK**, partner with Bill Todman in Goodson-Todman Productions, B. Sacramento, Calif. Began career as a child actor in stock companies. Entered radio at KJBS, San Francisco, as a disc jockey in 1936. He moved to the Don Lee network in 1937. He came to New York in 1942 where he emceed "Battle of the Boroughs" and "Jack Dempsey Sports Quiz." Also wrote and directed dramatic spots on the "Kate Smith Show," and co-produced the first of the "Stop the Music" series.



**BONAFIELD, JAY**, independent producer, was formerly 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. In 1931 he joined Pathe as newsreel film editor. He was transferred to the short subjects department, where he became head of the editing department, and then to production manager.



**VALENTINO, TOM**, 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 as a piano tuner, and while working around 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 shows on Broadway, and theatres across the nation.



**BRANDT, RICHARD PAUL**, vice president of Trans-Lux Pictures, vice president of Brandt Theatres and president of Trans-Lux Television Corp., graduated from Yale in 1948. Worked with Donahue & Coe, Worthington Air Conditioning Co., Joe Hornstein, Inc., and RKO Pictures. He joined Trans-Lux Theatres in 1950 and Brandt Theatres in 1952. From 1948 until 1950 he was involved in a special training program which he and his father, Harry Brandt, organized. He is married and the father of two children.



**STAHL, AL**, president of Animated Productions, 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. His firm has created and produced TV animated and live advertising for leading agencies. Al developed slide-motion and multi-plane animation for NBC-TV. He is a member of the board of National Television Film Council.



**PORTER, DEL, V.P.** and creative director of Song Ad Prod., Inc. Worked way thru Oregon State by playing saxophone in local dance band. Joined Four-some Quartet and did several seasons on Broadway in *Girl Crazy*, *Anything Goes* — many movies and phonograph records. Also many TC radio shows. 1941-46 as material writer, musician,

singer with Spike Jones. Joined Song Ads in 1951. Has written scads of commercials.



**VAN KEUREN, SIDNEY S.,** Vice-President and Gen'l Mgr. of Hal Roach Studios and Roach Studios Commercial Division. Born Sept. 19, 1901, Pittsburgh, Penna. Attended Penn State and B.S. from Stanford Univ. Joined Hal Roach Studios in 1931 and served in every department on the lot. Associate producer of 22 "Our Gang" short subjects, "Topper" pictures, "Of Mice & Men" and other Roach Studios feature productions. U. S. Air Force, 1942-1945.



**NILES, FRED A.,** president of Fred A. Niles Productions, Inc., Chicago-Hollywood film company. B. 1918, Milwaukee, Wisconsin. Graduated U. of Wisconsin, B.A., 1940. Newscaster KVFD, Ft. Dodge, Iowa, 1941. Joined WAAF Radio as news editor, Chicago, 1942. Captain in U. S. Air Force, World War II, 1942-1945. Rejoined WAAF, 1945-1947.

Joined Kling Studios, founded film division. Formed own film company, Dec. 12, 1955.



**GOLDSTEIN, EMANUEL H.,** Vice-President in charge of associated interests for Hal Roach Studios. Native of Pittsburgh, Penna. Began a 25-year motion picture career as salesman for Universal Pictures. Seventeen years with Universal advancing to Assistant to President, Carl Laemmle and as Treas.-Gen'l Mgr. of the corporation. Later affiliations with Republic Pictures, Columbia Pictures as Studio Manager. Joined Hal Roach Studios in 1951.



**ROACH, HAL, JR.,** Owner-President and Exec. Producer of Hal Roach Studios. Born June 15, 1918, L. A. Attended Culver Military Academy, was graduated in 1937. Began motion picture career as assistant in short subjects, part-time in 1930, full-time as assistant director on Laurel & Hardy feature films in 1938, then director of same; later producer-director of feature films on Roach lot. Commissioned to produce training films for Signal Corps unit during WW II.



**GALLU, SAMUEL,** president of Gallu Productions, Inc. B. 1918, Philadelphia, Pa. Attended Pennsylvania State University, B.A., 1940. M. Harriet Trangmar, 1942; children, Christopher Trangmar, 1944, Elizabeth Jane, 1950. Entered broadcasting as radio director for Fred Waring, 1941-42. Radio script writer for comedian Henry Morgan, 1946, and for "It Pays to Be Ignorant" series, 1947. Supervised "Garry Moore Show" for CBS-TV, 1952-53. Formed Gallu Productions, 1955.





**REIN, EDYTHE**, vice president and secretary of National Telefilm Associates and vice president of NTA Film Network. B Wilkes Barre, Pa. Graduate of Wilkes College, Wilkes Barre, Pa. Served as production assistant to Phillips H Lord. Joined Ely Landau, Inc., in 1953 and has been with NTA since its inception as secretary, assistant treasurer and a member of NTA's Board of Directors



**HUDSON, HAL**, Exec. V.P. Zane Grey Productions. Graduate University of Notre Dame, A.B. Entered broadcasting as announcer and writer. Dn. of Writing Dept. CBS, Chicago, 1935-1937. To Hollywood as writer Scatlergood Baines for Wrigley Co. Moved to CBS Radio, Hollywood as Supervisor West Coast sponsored programs, 1940; West Coast Pgm Dn., CBS Radio 1943-48



**EDELMAN, LOUIS F.** Motion Picture and Television Producer. President of Louis F. Edelman Enterprises, Inc. Born - New York City, 1900; attended Harvard University, B.A., 1924. M Rita Adelson, 1933; children, Rosemary, 1935, Kate, 1939. Entered Motion Picture Industry as salesman for Paramount, 1926. Metro - Goldwyn-Mayer producer, 1928-1932; Warner Brothers producer, 1932 through 1953.



**BARNETT, WILLIAM H.** President of Barnett International Forwarders, Inc., B 1894, New York, New York. Attended New York public schools and Pace Institute. M Hannah Peppes, 1918; children, Norman Barnett, 1919, Alan Barnett, 1926. Entered transportation industry 1913 as Export and Import Manager with firm he presently heads. Served as officer of corporation from 1920 until present. Elected president of B.I.F. Inc. in 1946. Member of Cinema Lodge B'Nai B'Rith and Picture Pioneers, & Variety Clubs International.



**BROWN, HARRY JOE**, Producer, Director. B. Pittsburgh, Pa Sept. 22, 1893. E. U. Michigan, U. Syracuse LL.B. Actor on Stage in stock various Cities & Tour; Entered m.p. with Equity Pictures Independent Producer with Chas. R. Rogers - 30 Features: Producer Director Universal, RKO Pathe, Paramount; Producer Warner Bros., 20th Century-Fox 1945 formed Producers-Actors Corp. (with Randolph Scott) still releasing thru Columbia.



**LEWIS, HERSCHELL G.** President of Lewis & Martin Films Inc., President of Commercial Syndicated Films, Inc. B., 1921, Pittsburgh, Pa. Attended Northwestern University, B.S.J., M.S. 1947. M Barbara Rosenbaum, 1947, children, Michael David, 1950, Robert Dale, 1952. Free-lance writer, 1947-8. Taught English, later Speech & Radio. Commercial Manager, WCOJ, Coatesville, Pa., 1949 Station Manager, WRAC, Racine, Wis., 1949-51. Producer-Director, WKY-TV, 1951-2. Joined Alexander & Assoc. (later Lewis & Martin Films Inc.), 1952.



**KAHN, DANIEL HERBERT**, treasurer and sales manager of Olympia Film Productions, Inc., has a broad background in film and television. He entered the United States Naval Academy at Annapolis. He was graduated an Ensign in 1949, in time to serve through the Korean War. 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.

**LOVE, JAMES A.**, president of Lally and Love, film producers, has been in one form of show business or another all his life. Jim joined Warner Brothers in their booking department upon leaving school. While doing military service in The Coast Guard, he entered the production field as a film editor. Later, he was the founder of Cineffects Productions for Nat Sobol. When that organization was disbanded, he formed Lally and Love.



**LIND, LLOYD L.**, 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 exchange operations. In 1939, Lind made his first feature sale



for TV, and NBC purchased a full length feature for telecasting in New York.

**MITCHELL JOHN H.**, vice-president and sales manager of Screen Gems, Inc., started with Erwin, Wasey, & Co., then spent six years with the Mutual Network. Following his war service, he joined the Honel Corp. In 1948, as United Artists television vice-president and general manager, John helped organize UA's TV department. In 1952 he joined Screen Gems, Inc., the TV production and sales subsidiary of Columbia Pictures.



**LEDUC, MARCEL**, president of Inter-TV Films Ltd., Montreal, and International TV Film Services, Ltd., New York, has a wide variety of experience in business. 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.

**MOYSE, KERN**, president of Peerless Film Processing Corporation. Graduated from Harvard, and from St. Lawrence Law School. 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 Council, as well as a member of the Motion Picture and TV Engineers Society, and of the Radio and Television Executives Society.



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# TV SERVICE FIRMS

(Also see Equipment Manufacturers)

## Large Screen

**Bolde Screen Co.**, 11541 Bradley Ave., San Fernando, Calif. ....EMpire 5-2551  
**General Precision Laboratory, Inc.**, 63 Bedford Rd., Pleasantville, N. Y.  
**Radio Corporation of America**, Camden, N. J.  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. ....PLaza 7-0440

## Lenses

**Bausch & Lomb Optical Co.**, 739 St. Paul St., Rochester, N. Y.  
**Camera Equipment Co.**, 315 W. 43rd St., 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

## Laboratories

### LOS ANGELES, CALIF.

**Aeae Film Laboratories, Inc.**  
 1161 N. Highland Ave. (38) ...HOLlywood 4-7471  
**Anso Processing Lab.**  
 6424 Santa Monica Blvd. ....HOLlywood 9-2918

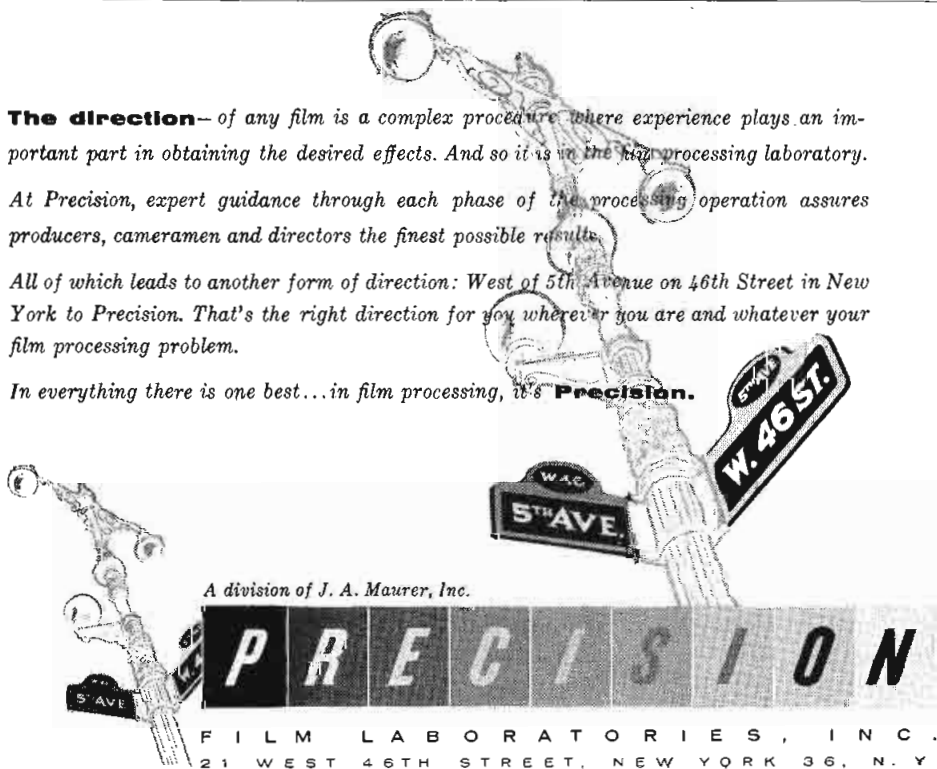
**Associated Film Laboratory**  
 1546 Argyle, Hollywood. ....HOLlywood 2-6171  
**Cinema Research**  
 7000 Romaine .....OLdfield 4-2438  
**Color Reproduction Co.**  
 7936 Santa Monica Blvd. (46) .....OLdfield 4-8010  
**Consolidated Film Industries**  
 959 Seward St. (38) ....HOLlywood 9-1441  
**DeLuxe Labs.**  
 1418 N. Western ..... HOLlywood 9-3141  
**Eastman Kodak Research Laboratory**  
 1017 N. Las Palmas Ave. (38) ..... HOLlywood 5-7151  
**Film Effects of Hollywood**  
 1153 N. Highland (38) ....HOLlywood 9-5808  
**Film Service Laboratories**  
 6327 Santa Monica Blvd. ....HOLlywood 2-3237  
**Flora Color**  
 1103 N. El Centro ..... HOLlywood 7-9559  
**General Film Labs Corp.**  
 1546 N. Argyle Ave. .... HOLlywood 2-6171  
**Hollywood Film Enterprises Inc.**  
 6060 Sunset Blvd. (28) ....HOLlywood 4-2181  
**Houston Color Film Labs.**  
 230 W. Olive Ave., Burbank... VICTORIA 9-4627  
**Mercer, Ray, & Co.**  
 4241 Norm l Ave. (29) ....NOMandy 3-9331  
**Modern Mvies, Inc.**  
 6018 Fountain Ave. .... HOLlywood 4-7293  
**National Screen Service**  
 7026 Santa Monica Blvd. ....HOLlywood 5-3136  
**Pathe Laboratories, Inc.**  
 6823 Santa Monica Blvd. ....HOLlywood 9-3961  
**Picture Recorders**  
 4922 Santa Monica Blvd. ....NORMandie 3-8256  
**Peerless Film Processing**  
 959 Seward ..... HOLlywood 4-7156

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San Francisco, Call Bulletin: Paul Speagle  
San Francisco, Chronicle: Terrence O'Flaherty  
San Francisco, Examiner: Dwight Newton  
San Francisco, News: Guy Wright  
San Mateo Times: Bob Foster  
San Jose, Mercury: Frank Freeman  
Santa Cruz Sentinel: Gordon Sinclair  
Sonora, Union Democrat: Ed Souza

Stockton, Linden Diamond: Ray Golden  
Tuolumne, The Prospector: Tom Hunter  
Ventura, Star Free Press: Carl Greenfield

## COLORADO

Colorado Springs, Free Press: Pat Kelly  
Denver Post: Thompson R. Watt  
Durango, Herald News: Art Ballantine  
La Junta, Arkansas Valley Journal: Milton Booth  
Longmont Ledger: Jerry Archuleta

## CONNECTICUT

Bridgeport Herald: Leo Miller  
Bridgeport Herald: Harry Neigher  
Danbury, News-Times: Steve Collins  
Hartford Courant: Doris Kozma  
Hartford Courant: M. Oakley Stafford  
Hartford Courant: John Fitzgerald  
Hartford Times: Anthony Davenport  
Hartford Times: Jane Farrell  
Hartford Times: Art McGinley  
Waterbury Rep. & American: E. Christy Erk

## DELAWARE

Wilmington, Journal Phil Crossland  
Wilmington Morning News: Florence E. Kask

## DISTRICT OF COLUMBIA

Washington Daily News: Dave Reque  
Washington Evening Star: Bernie Harrison  
Washington Post-Times Herald: Lawrence Laurent

## FLORIDA

Clearwater Sun: James Beardsley  
Cocoa Tribune: John Pound  
Cocoa, Sentinel Star: Carl Hundsinger  
Daytona Beach, News Journal Papers:  
Eva Broadhurst  
Ft. Lauderdale News: Orville Revelle  
Hollywood Herald: Vince J. Fiorino  
Hollywood, Sun Tattler: Audrey Feagan  
Jacksonville Journal: Ray Knight  
Melbourne Times: Sammy Rowell  
Miami Daily News: Herb Rau  
Miami Daily News: Pearl Weiss  
Miami Herald: Larry Coy  
Miami Herald: Jack Anderson  
Miami Herald: Marion Aitchison  
Miami Herald: Jack Bell  
Miami Herald: Tony Patrus  
Miami Beach Sun: Juliet Moore  
Orlando Sentinel: Ray St. John  
Orlando, Sentinel-Star: Betty Lear  
Pensacola News-Journal: Tom Patterson  
Plant City Courier: Clay Codrington  
Sarasota, The News: Phil Harris  
Sarasota Herald-Tribune: Jim Piverson  
Sarasota Journal: Bill Copeland  
St. Petersburg, Independent: Harold Ballow  
St. Petersburg Times: Anne Rowe  
Tallahassee, Democrat: Marian Sawyer  
Tampa, Times: Mary Ann Brown  
Tampa, Tribune: Phil Barney  
Vero Beach Press-Journal: Bob Curzon

## GEORGIA

Atlanta Constitution: Grace Perry  
Atlanta Constitution: Paul Jones

Atlanta Daily World Lucille Scott  
 Atlanta Daily World Marion Jackson  
 Atlanta Journal Norman Shavin  
 Camilla Enterprise Thomas Burson  
 Columbus Ledger Enquirer Robert Brown  
 Gainesville Daily Times Sylvan Meyer  
 Jacksonville Herald Cecil Hamby  
 LaGrange News Phil Harrison  
 Newman Times-Herald Ida Thomasson  
 Pelham Journal J. B. Chism, Jr.  
 Sylvaia, Screven County News L. S. Stegins  
 Tuscola Record R. W. Graves  
 Vidalia Advance R. E. Ledford

**IDAHO**

Caldwell, News-Tribune, Pete Harkworth  
 Grangeville, Idaho County Free Press  
 Bob Anderson  
 Kellogg Evening News Wendell Brainard  
 Pocatello, Intermountain Enterprise E. T. Oboler  
 Wallace, North Idaho Press Jane Cautrell

**ILLINOIS**

Aurora Beacon News Bob Butler  
 Bloomington, Pantagraph Lawrence Shroyer  
 Champaign News-Gazette Larry Stewart  
 Chicago American Janet Kern  
 Chicago Daily News Ethel Daccardo  
 Chicago Sun-Times Lucia Carter  
 Chicago Sun-Times Irv Kupcinet  
 Chicago Tribune Larry Wolters  
 Decatur, Herald Review Lawrence Shroyer  
 Eldorado Daily Journal Charles Brannin  
 Harrisburg, Daily Register Carl Small  
 Hillside Proviso-Times James Osberg  
 Lawrenceville, Lawrence County News Sam Jones  
 Marion Daily Republican Homer Butler  
 Moline Daily Dispatch Rene Capelle  
 Olney Daily Mail Harry Hills  
 Ottawa, Daily Republican Times LeRoy Clemens  
 Peoria Daily Times Dean McNaughton  
 Peoria Journal Star Wm. Littleton  
 Robinson, Argus Victor Smith  
 Robinson Daily News George McCarthy  
 Rock Island Argus Charles Sanders  
 South Bend Borderline News Bob Tilley  
 Springfield Illinois State Register Carol Miller  
 Springfield Illinois State Journal Nancy Burger

**INDIANA**

Anderson, Bulletin Juliet Criffenberger  
 Anderson Herald Paul Lane  
 Camersville News Examiner Emmett Jackson  
 Evansville Courier Dorothy Young  
 Evansville Press Sally Kincaid  
 Fort Wayne Journal Gazette Jean Franke  
 Fort Wayne News Sentinel Peg O'Connor  
 Indianapolis News Jackie Freers  
 Indianapolis News Jacqueline Stahl  
 Indianapolis Star Julia Dougherty  
 Indianapolis Times Casey Steingros  
 Indianapolis Times Sandy Parr  
 Jasper, Dubois County Daily Herald Simon Stentle  
 Laporte Herald-Argus Green Northrup  
 Mt. Vernon Democrat Orvin Ball  
 Muncie Evening Press Bob Parkinson  
 Muncie Evening Star John Pettibone  
 New Albany Tribune Guy Keller  
 Peru Republican Gerry Anderson  
 South Bend Tribune James McNeile  
 Warsaw Times-Union Wm. Mollenhour

**IOWA**

Bedford, Labor Daily Mary Murphy  
 Cedar Rapids Gazette Nadine Subotnik  
 Davenport Daily Times Ina Wickham  
 Davenport Morning Democrat Don Jones  
 Des Moines Register Mrs. Marge Hummel  
 Dubuque Telegraph Herald Bill Croker  
 Dubuque Telegraph Herald Carl Ochs  
 Muscatine Journal Walter Russell  
 Ottumwa Courier Juliette Stein

Stout City, Journal-Tribune Publications  
 Willis Forbes  
 Waterloo Courier Ted Stevens

**KANSAS**

Atchison Daily Globe John Buckley  
 Dodge City Daily Globe Don Peoples  
 Garden City Telegram Paul Murphy  
 Kansas City Kansas C. H. Noho  
 Kansas City Star Bob Boyland  
 Manhattan Mercury William Colvin  
 McPherson Daily Republican Mark Anson  
 Wichita Beacon Bill Anderson  
 Wichita Eagle Lovenia Lindberg

**KENTUCKY**

Ashland, Daily Independent John McGill  
 Bowling Green, Park City Daily News  
 J. Ray Gibbs  
 Elizabethtown News Watts Franklin  
 Elizabethtown, Hardin County Enterprise  
 George Wright  
 Frankfort, State Journal Jim Hawkins  
 Henderson, Gleaner & Journal  
 Hugh Edward Saudefer  
 Jackson, East Kentucky Publishing Co.  
 Manuel Strong  
 Lebanon, Marion Falcon Paul Owens  
 Louisville, Courier-Journal Bill Ladd  
 Louisville Times Eugene Lees  
 Owensboro Messenger and Inquirer Larry Huger  
 Pikeville, Pike County News Jim Turley  
 Richmond Daily Register Randall Fields  
 Winchester Shopping Guide Jim Kearney  
 Winchester Sun Bill Caywood

**LOUISIANA**

Alexandria, Town Talk Adrus LaBorde  
 Baton Rouge Morning Advocate Chas. Magee  
 Baton Rouge, State Times C. P. Lifer  
 Bogalusa Daily News Lou Major  
 Franklinton Era Leader Joe O. Poole  
 Jennings Daily News Harvey Laing  
 Kinder Progress Bud Deaton  
 New Orleans Item Ted Liuzza  
 New Orleans States Bob Sublette  
 New Orleans, Times Picayune Ed Brooks  
 Puduch, Sun-Democrat Virginia Hogan  
 Shreveport Journal Doug Attnaway  
 Shreveport Journal Larry Ronson  
 Shreveport Times Pericles Alexander  
 Shreveport Times James T. Briggs  
 Welsh Citizen Edwin Howard

**MAINE**

Augusta, Daily Kennebec Journal James McClay  
 Lewiston Sun Beatrice Moulton  
 Portland Press Herald Harold Call  
 Portland Press-Herald Joe King  
 Rumford Times Roger Woodcock  
 Waterville, Sentinel James McClay

**MARYLAND**

Annapolis, Capitol-Gazette Ham Elliott  
 Baltimore News-Post Aldine Bird  
 Baltimore News-Post Ann Westbrook  
 Baltimore Sun American Andry Bishop  
 Baltimore, Sun Papers Donald Kirkley  
 Hagerstown, Daily Mail Garvin Hager  
 Hagerstown, Morning Herald Joseph Harp

**MASSACHUSETTS**

Boston, American Anthony La Camera  
 Boston, Christian Science Monitor Maybelle Joyce  
 Boston Daily Record Bill Buchanan  
 Boston Daily Record George Clarke  
 Boston Globe Elizabeth Sullivan  
 Boston Herald Arthur Petridge  
 Boston Record John Long

Boston Record-American: **Anthony LaCamera**  
 Boston Traveler: **Joe Levine**  
 Boston, Tribune Pub. Company:  
**Elizabeth Goodman**  
 Brockton Enterprise: **Malcolm Dalton**  
 Hyannis, Cape Cod Standard-Times **John Rogers**  
 Pittsfield, Berkshire Eagle: **Ed Farrell**  
 Springfield, Republican-Union-News: **Don McPhee**  
 Wellesley Townsman: **A. Edwin Larssin**  
 Worcester Evening Gazette: **James Gourgouras**  
 Worcester Sunday Telegram: **Don Williams**  
 Worcester Telegram: **Fred Kusinton**

**MICHIGAN**

Ann Arbor News: **Bill Mullendore**  
 Bay City Times: **Milton Hughes**  
 Detroit Free Press: **Dick Osgood**  
 Detroit Free Press: **Bottelou Peterson**  
 Detroit News: **Herschel Hart**  
 Detroit News: **Betty Hyde**  
 Detroit Times: **Frances D'Hondt**  
 Detroit Times: **Andy Wilson**  
 Flint Journal: **Ralph Coulter**  
 Grand Rapids Herald: **Sue Rogers**  
 Grand Rapids Press: **Florence Kasprzak**  
 Iron Mountain News: **L. D. Tucker**  
 Iron River Reporter: **Gene Moore**  
 Ishpeming Daily Mining Journal: **Charles Gabel**  
 Muskegon Chronicle: **Donna Smecina**  
 Port Huron, Times Herald: **Al Haugner**  
 Saginaw News: **Leslie Wahl**

**MINNESOTA**

Alexandria, Park Region Echo: **Gordon Duenow**  
 Detroit Lakes, Becker County Record:  
**Roger Martin**  
 Detroit Lakes Tribuna: **Wes Meyer**  
 Minneapolis Star: **Cedric Adams**  
 Minneapolis Star: **Jay Edgerton**  
 Minneapolis Star: **Forest Powers**  
 Minneapolis Tribune: **Will Jones**  
 Owatonna, Daily People's Press: **Ben Darby**  
 Owatonna, The Photo News: **Don Reigel**  
 St. Cloud Daily Times: **Alda Theisen**  
 St. Paul Dispatch Pioneer Press: **Bill Diehl**

**MISSISSIPPI**

Clarksdale, Press-Register: **Bill Skelton**  
 Columbus Commercial Dispatch: **Norman Mathews**  
 Corinth, The Daily Corinthian: **Frederick Jay**  
 Jackson Daily News: **Frank Haines**  
 Jackson, State Times: **Norman Shavin**  
 Jackson State Times: **Norman Shavin**  
 Natchez Democrat: **Jimmy Lambert**  
 Natchez Times: **Marie Grover**  
 Starkville News: **Morris and Henry Meyer**  
 Vicksburg Evening Post: **Burrell Conway**  
 Waynesboro, News Publishing Co.: **Harvey Hurt**

**MISSOURI**

Brookfield, Daily News Bulletin: **Tom Dartman**  
 Independence, The Daily News: **Wendell Burns**  
 Kansas City Times & Star: **Bob H. Hoyland**  
 Sikeston Standard: **Maxine Scott**  
 Springfield Leader-Press: **Dale Freeman**  
 St. Clair Chronicle: **Dorothy Moore**  
 St. Joseph News Press & Gazette: **Merrill Chilcote**  
 St. Joseph News Press & Gazette: **Don Thornton**  
 St. Louis Globe-Democrat: **Pete Kahn**  
 St. Louis Post-Dispatch: **Gene Frentzel**  
 St. Louis Post Dispatch: **Warner Schoyen**  
 Washington Missourian: **Wm. Miller**

**MONTANA**

Billings, Yellowstone News: **Chet Shore**  
 Miles City Daily Star: **Robert Scanlan**

**NEBRASKA**

Lincoln Star & Journal: **Lueigrace Switzer**

North Platte, The Telegraph-Bulletin:  
**Charley Craig**  
 Omaha World-Herald: **Denman Kountze Jr.**

**NEVADA**

Reno, Nevada State Journal: **Frank Sullivan**

**NEW HAMPSHIRE**

Littleton Courier: **Jack Coley**  
 Manchester, Union-Leader: **Paul Tracy**

**NEW JERSEY**

Atlantic City, Jersey Times: **Tom Birkhead, Jr.**  
 Atlantic City Press: **William McMahon**  
 Atlantic City Reporter: **Alma Freas**  
 Camden, Courier Post: **Bud Strech**  
 Newark Evening News: **Joe Storeh**  
 New Brunswick, Daily Home News: **Bob McGarvy**  
 Trenton Times: **Larry Hu'ack**  
 Trenton, Trentonian: **Barbara Wolfe**

**NEW MEXICO**

Albuquerque, Tribune: **Faye Emerson**  
 Clayton, Union County Leader: **Paul Payton**  
 Eunice News: **Barney Dial**  
 Hobbs Daily News Sun: **Robert McGrath**  
 Santa Fe, The New Mexican: **Peggy Felt**  
 Truth or Consequences, Hot Springs Herald:  
**Paul Tooley**

**NEW YORK**

Albany, Knickerbocker News: **Walter Hawver**  
 Batavia, The Daily News: **Paul Bostwick**  
 Binghamton Press: **Tom Cawley**  
 Binghamton Sun: **Dave Rossie**  
 Boonville Herald: **Al O'Donnell**  
 Buffalo, Courier Express: **E. Donald Schlaerth**  
 Buffalo Evening News: **Sturgis Hedrick**  
 Cortland, Herald-Journal: **Margaret Miner**  
 Cortland, Post-Standard: **Robert Holland**  
 Endicott Daily Bulletin: **Hal Hancock**  
 Garden City, Newsday: **Jo Coppola**  
 Jamaica, Long Island Daily Press: **William Cotter**  
 Jamaica, Long Island Press: **Walter Kaner**  
 Jamaica, Long Island Press: **Dick Ornatner**  
 Jamestown Post-Journal: **Charles Stewart**  
 Jamestown Sun: **Ed Byrne**  
 Lockport, Union-Sun & Journal: **Dorothy Smith**  
 Middletown, Daily Record: **Wm. DeMesa**  
 Middletown, Times-Herald: **Edw. Dougherty**  
 New York, Associated Press: **Charles Mercer**  
 New York, Daily Mirror: **Nick Kenny**  
 New York, Daily News: **Rudy Bergman**  
 New York, Daily News: **Kay Gardella**  
 New York, Daily News: **Ben Gross**  
 New York, Daily News: **Matthew Messina**  
 New York, Daily News: **Sid Shalit**  
 New York, Herald Tribune: **Hy Gardner**  
 New York, Herald Tribune: **John Crosby**  
 New York, Herald Tribune: **Sid Bakal**  
 New York, Herald Tribune: **Ruth Gilbert**  
 New York, Herald Tribune: **Josephine Jablons**  
 New York, Herald Tribune: **Marie Torre**  
 New York, Herald Tribune: **Tony Gentile**  
 New York, International News Service: **Bob Reid**  
 New York, Journal American: **Jerome J. Karpf**  
 New York, Journal American: **Louis Reid**  
 New York, Journal American: **Jack O'Brian**  
 New York, Journal American: **Danny Brooks**  
 New York, Pittsburgh Courier: **Josephine Schuyler**  
 New York, Post: **Al Cusick**  
 New York, Post: **Jay Nelson Tuck**  
 New York, Times: **Val Adams**  
 New York, Times: **Charles Craftt**  
 New York, Times: **George Gent**  
 New York, Times: **Jack Gould**  
 New York, Times: **J. P. Shanley**  
 New York, Times: **Dick Shepard**  
 New York, United Press: **John J. Madigan**  
 New York, United Press: **William Higginsbotham**

New York, United Press, William Ewald  
 New York, World Telegram & Sun  
     Fred Blancoli  
 New York, World Telegram & Sun  
     Harriet Van Horne  
 New York, World Telegram & Sun, Ed Leamy  
 New York, World Telegram & Sun,  
     Julius Warzybok  
 Niagara Falls Gazette, Edward Reilly  
 Niagara Falls Gazette, Dick Uts  
 Olean Times-Herald, Gilbert Stinger  
 Oneonta Star, Robert DiPaute  
 Patehogue Advance, Don Moog  
 Patehogue, Main Street Press, Frank Mooney  
 Plattsburgh Press-Republican, Michael McMahon  
 Poughkeepsie New Yorker, La Chaire L. Tice  
 Rochester, Democrat & Chronicle, Harold Nichols  
 Rochester Times Union, Jack Hadley  
 Rome Daily Sentinel, Margaret McCarthy  
 Syracuse, Herald-Journal, Bob Sokolsky  
 Syracuse, Post-Standard, Peg Stevens  
 Ticonderoga Sentinel, Tom Shea  
 Utica Daily Press, Charles King  
 Walton Reporter, John R. Clark  
 Watertown Times, Dominick Pepp

**NORTH CAROLINA**

Asheville Citizen, Earl Freeman  
 Asheville Times, Porter Crisp  
 Brevard, The Times, Jack Briggs  
 Charlotte News, Emery Wister  
 Charlotte, Mecklenburg Times, John Brock  
 Charlotte Observer, Dick Banks  
 Fayetteville, Observer, Bob Gray  
 Forest City, The Courier, Clarence Griffin  
 Fuquay Springs, The Independent, Todd Caldwell  
 Hendersonville, The Times News, Jim Fain  
 Hendersonville, The Tribune, Noah Hollowell  
 Lenoir News Topic, Kearney Pearce  
 Raleigh, News and Observer, Jane Hall  
 Raleigh Times, Lucy Daniels  
 Rocky Mount, Evening Telegram, Ed Rimer  
 Rutherfordton, The News, Tom Wingate  
 Selma, Johnstonian Sun, Tom Davis  
 Shelby Daily Star, William Greene  
 Smithfield Herald, Peter Hulth  
 Spindale, The Sun, Glenn James  
 Winston-Salem Journal & Sentinel, Tom Whicker

**NORTH DAKOTA**

Devils Lake Daily Journal, Russell Dushinski  
 Devils Lake World, Gordon Stefanowicz  
 Fargo Forum, Del Johnson  
 Jamestown Sun, William L. Wright

**OHIO**

Akron, Beacon Journal, Art Colbison  
 Canton, Economist, Morton Frank  
 Canton Repository, Louise Meeks  
 Cincinnati, Engineer, Maxee Adams  
 Cincinnati, Engineer, James Devane  
 Cincinnati, Post, Mary Wood  
 Cincinnati Times-Star, William R. Vale  
 Cleveland News, Maurice Van Metre  
 Cleveland Plain Dealer, George Condon  
 Cleveland Plain Dealer, Tom O'Connell  
 Cleveland Press, Jim Frankel  
 Columbus Citizen, Jo Bradley Reed  
 Columbus Dispatch, Robert Connors  
 Columbus Ohio State Journal, Ed Barnmann  
 Dayton, Daily News, Gee Mitchell  
 Dayton Journal Herald, Brainerd Platt  
 Dover Reporter, Harry Voecky  
 East Liverpool Review, Arthur Thomas  
 Findlay, The Republican Courier, Allen Dudley  
 Fronton Tribune, Jay Brushart  
 Jackson Sun Journal, Ed. Clark  
 Mansfield, Smart Shopper, I. N. Seeds  
 Marietta, Daily Times, Andy Elliott  
 Martins Ferry, Times-Leader, Robert Fordyce  
 Massillon Independent, Fred Becker  
 Middletown Journal, Bob Carrier  
 Newark Advocate, Donald M. Smith  
 Portsmouth Times, Dave Sebec

Sandusky Register-Star News, Willis B. Kelley  
 Steubenville, Herald Star, Joseph Miel  
 Toledo Blade, Ray Oviatt  
 Toledo Times, Ruth Elgutter  
 Toledo Times, Koco Pizza  
 Warren Tribune Chronicle, Cletus Jones  
 Woodfield, Spirit of Democracy, Jim Young  
 Youngstown, Boardman News, Jack Darnell  
 Youngstown Vindicator, Adrian Shika  
 Zanesville, Times-Recorder & Signal,  
     Virginia Middag

**OKLAHOMA**

Frederick Leader, Bob Cull  
 Frederick Press, Pat Perkins  
 Grandfield, The Pasture News, Perry White  
 McAlester, Democrat, Hiram Impson  
 Muskogee Morning News, Mark Wakefield  
 Okmulgee Daily Times, Don Dodd  
 Ponca City News, Ivy Coffee  
 Tulsa Tribune, Jim Downing

**OREGON**

Astoria, Astorian Budget, John Mellor  
 Bend Bulletin, Phil Brogan  
 Coos Bay Times, Ken Johnson  
 Cottage Grove, Sentinel, W. C. Martin  
 Dallas, Itemizer Observer, Wesley Sherman  
 Eugene, Register-Guard, Jack Craig  
 Grant's Pass Daily Courier, Gerald Aeklen  
 McMinnville, Daily News-Register, Julian Prescott  
 Medford, Mail Tribune, Harry Chipman  
 Portland, The Journal, William Moyes  
 Portland, The Oregonian, Francis Murphy  
 Portland, Radio-TV Preview, Isabel Hoyt  
 Salem, Capital Journal, Vic Fryer  
 Salem, Oregon Statesman, Conrad Frange  
 Tillamook, Shopping Smiles, Loren McKinley

**PENNSYLVANIA**

Allentown Call-Chronicle, Art Gerhardt  
 Altoona Mirror, Pat Hinton  
 Altoona, Tribune, Leo Carroll  
 Ambler Gazette, Phil Strasburg  
 Bradford, The Era, F. P. Tascene  
 Butler Eagle, Bill Faust  
 Chester Times, Matt Zabitzka  
 Coatsville, Record, George Heintzleman  
 Conshohocken Gazette, Harold McCune  
 Conshohocken, Potter Enterprise, Walter Taylor  
 Erie Daily Times, Bill Fowler  
 Erie Dispatch, Arley Livingston  
 Hazleton, Plain Speaker, Dominick Antonelli  
 Lewistown, Sentinel, Chris Rowland  
 Latrobe Bulletin, Mary Lou Yurick  
 Martinsburg, The Herald, Blair Bice  
 Philadelphia, Bulletin, Elmer Cull  
 Philadelphia, Bulletin, Bob Williams  
 Philadelphia Daily News, Ernest L. Schier  
 Philadelphia Daily News, L. Schwartz  
 Philadelphia, Evening & Sunday Bulletin,  
     Frank Brookhouser  
 Philadelphia Inquirer, Harry Harris  
 Philadelphia Inquirer, Jean Koniak  
 Philadelphia Inquirer, Samuel Singer  
 Phoenixville, The Daily Republican,  
     John B. Norris  
 Pittsburgh Post-Gazette, Win Fanning  
 Pittsburgh Press, Fred Hemington  
 Pittsburgh Sun-Telegraph, Wilbur Clark  
 Pittsburgh Sun-Telegraph, Karl Krug  
 Pittsburgh Sun-Telegraph, Len Mendlowitz  
 Pittsburgh Sun-Telegraph, Jim Pennock  
 Pittsburgh Sun-Telegraph, James Pettean  
 Pottsville, Republican, Charlie Rose  
 Reading Eagle, Robert Schoenert  
 Reading Times, Louis Schlossburg  
 Roaming Spring, The Cove News, Bill Barnhart  
 Scranton Times, Sid Benjamin  
 Scranton Tribune, Patrick McGlyon  
 St. Marys, The Daily Press, Jack O'Brien  
 Sumbury Daily Item, Malcolm E. Arter  
 Warren, Observer, Bob Walsh  
 Warren Times-Mirror, Ed Lowrey

Washington, Observer and Reporter: **Guy Day**  
 West Chester, Daily Local: **Miriam Peacock**  
 Williamsport, Grit: **John Davis**

Zelenople, Butler County News Record:  
**James Coffroth**

### RHODE ISLAND

Pawtucket Times: **Joseph Costello**  
 Newport Daily News: **Clara Emerson**  
 Providence Journal & Evening Bulletin:  
**Ted Holmberg**

### SOUTH CAROLINA

Beaufort, Gazette: **Howard Cooper**  
 Cheraw Chronicle: **Mae Secrest**  
 Greenville News: **Hurley Badders**  
 Greenville Piedmont: **Paul Barrett**  
 Greer Citizen: **E. A. Burch**  
 Orangeburg, The Times & Democrat:  
**Frank Myers**  
 Spartanburg, Shoppers Guide: **J. Wilson Harrison**

### SOUTH DAKOTA

Brookings Booster: **Harold Schoepf**  
 Rapid City Daily Journal: **Gene Brooks**  
 Sioux Falls, Argus-Leader: **Wally Lutz**

### TENNESSEE

Cookeville, Citizen: **John Mott**  
 Dickson County Herald: **L. G. Ishmael**  
 Jackson Sun: **Dorothy Smith**  
 Knoxville Journal: **Juanita Glenn**  
 Knoxville News-Sentinel: **Hugh Allen**  
 Maryville Enterprise: **Bob Lynch**  
 Memphis, Commercial Appeal: **Henry Mitchell**  
 Memphis, Press Scimitar: **Bob Johnson**  
 Murfreesboro, Daily News Journal:  
**Douglas Sparks**  
 Nashville Banner: **Red O'Donnell**  
 Pulaski Citizen: **George Martin**  
 Winchester Chronicle: **Mrs. David Lynch**

### TEXAS

Amarillo Daily News; Globe-Times:  
**Bill McKeynolds**  
 Austin American-Statesman: **John Bustin**  
 Bay City, Daily Tribune: **Orville Barton**  
 Beaumont Enterprise: **Merita Mills**  
 Beaumont Journal: **Gladys Quilliam**  
 Big Spring Herald: **Bob Whipkey**  
 Corpus Christi, Caller-Times: **John Stallings**  
 Dallas Morning News: **John Rosenfield**  
 Dallas Times-Herald: **Walter Kempfle**  
 Dallas Times-Herald: **Doug Hawley**  
 Dublin Progress: **Coy Perry**  
 Fort Worth Press: **Jack Gordon**  
 Fort Worth Star-Telegram: **Elston Brooks**  
 Greenville Banner: **Matt Sheeley**  
 Hamilton Herald News: **Roy J. Curtis**  
 Houston, Chronicle: **Ann Hodges**  
 Houston Post: **Mary Blount**  
 Houston Post: **David Westheimer**  
 Houston Post: **Irene Wilson**  
 Jefferson, Jimplicute: **R. O. Hicks**  
 Longview, News: **Ellie Hopkins**  
 Longview, News Journal: **George W. Howell**  
 Lubbock, Avalanche-Journal: **R. C. Hankins**  
 Lubbock Sunday Sun: **M. I. Hall**  
 Lufkin Daily News: **W. R. Beaumier**  
 Lufkin, Nacogdoches Daily Sentinel: **Vic Fain**  
 Marshall, News Messenger: **Millard Cope**  
 Odessa American: **Brad Carlise**  
 Pampa Daily News: **Joel Coombs**  
 Paris, Lamar County Echo: **Thos. Steely**  
 Paris News: **Ray Sissel**  
 San Angelo, Standard Times: **Jack Allard**  
 San Antonio, Express & News: **Fern Chick**  
 San Antonio, Light: **Paul Trench**

Taylor Daily Press: **Harry Gaines**  
 Taylor Daily Press: **Joe Hegar**  
 Texarkana Gazette: **J. Q. Mahaffey**

### UTAH

Logan Herald Journal: **Ray Nelson**  
 Murray Eagle: **Jim Cornwell**  
 Salt Lake City, Deseret News-Telegram:  
**Howard Pearson**

### VERMONT

Burlington Daily News: **Robert Cronin**

### VIRGINIA

Arlington, Citizen: **Doug Bailey**  
 Danville, Commercial Appeal: **Watt Miles**  
 Danville, The Bee: **Arlon W. Johnson**  
 Marion, Smyth County News: **James Tindall**  
 Norfolk, Ledger Dispatch: **Clarence Walton**  
 Norfolk, Virginian Pilot: **Warner Twyford**  
 Orange Review: **Duff Green**  
 Orange, Richmond Times Dispatch:  
**Betty Parker Ashton**  
 Portsmouth Star: **C. W. Walters**  
 Richmond News Leader: **Vic Dorr**  
 Richmond Newspapers, Inc.: **John Stratton**  
 Richmond Times Dispatch: **Norman Rowe**  
 Roanoke Times: **Jesse Chapman**  
 Virginia Beach Sun News: **Al Mailhes**

### WASHINGTON

Port Angeles, Evening News: **Frances Gallagher**  
 Seattle, Post-Intelligencer: **Wm. Jahn**  
 Seattle Times: **Louise Bresky**  
 Seattle Times: **Lewis Guzzo**  
 Seattle Times: **Matt Sayres**  
 Tacoma News Tribune: **Helen Rogers**  
 Toppenish Times: **Elmer King**

### WEST VIRGINIA

Charleston Daily Mail: **Arnold Knapp**  
 Charleston Gazette: **Nancy Brady**  
 Clarksburg News: **Glenn Peterson**  
 Fairmount Newspaper Pub. Co.: **H. Arthur Pearce**  
 Huntington, Herald Advertiser: **Chas. Collett**  
 Huntington Advertiser: **Ernie Salvatore**  
 Keyser, Mineral Daily News: **John Barger**  
 Logan Banner: **Don Fritchard**  
 Morgantown, Dominion News: **Alice Baggott**  
 Moundsville, Daily Echo: **Sam Shaw**  
 New Martinsville, Wezel Republican:  
**Charles Rhodes**  
 Parkersburg News: **Richard Suter**  
 Weirton Daily Times: **Earl V. Wittpeun**  
 Wheeling Intelligencer: **Howard Meagle**  
 Wheeling, News Register: **Russell Rafferty**

### WISCONSIN

Beloit Daily News: **Betty Wyatt**  
 Chippewa Herald Telegram: **Hollie Maier**  
 La Crosse Tribune: **Marge Llocken**  
 Madison, Wisconsin State Journal:  
**William Doudna**  
 Manitowish, Herald-Times: **Roy F. Valitchka**  
 Milwaukee Journal: **Don Dorubrook**  
 Milwaukee Sentinel: **Buck Herzog**  
 Milwaukee Sentinel: **Robert Rjordaa**  
 Sturgeon Bay, Green Bay Press Gazette:  
**Mary Ellen Gothberg**  
 Wausau, Record-Herald: **Win Fruend**  
 Wisconsin Rapids Daily Tribune: **Carl E. Otto**

### WYOMING

Wyo. Tribune (Cheyenne): **Kirk Knox**  
 Rawlins Daily Times: **Paul R. Wieck**  
 Sheridan Press: **Diek Redburn**



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# MUSIC

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1957

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*\* 54 jingles currently on the air.*

# SONG HITS OF 1956

January 1, 1956 to January 1, 1957

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 1955 are noted by the date . . . (1955).

| Tot-1<br>ACI Points | Number of<br>Weeks in<br>ACI Survey | Song Title                             | Production                 | Publisher          |
|---------------------|-------------------------------------|----------------------------------------|----------------------------|--------------------|
| 38423               | 38                                  | * I COULD HAVE DANCED ALL NIGHT        | (My Fair Lady)             | Chappell           |
| 35976               | 38                                  | * On the Street Where You Live         | (My Fair Lady)             | Chappell           |
| 27162               | 27                                  | Poor People of Paris                   |                            | Connelly           |
| 26086               | 25                                  | Lisbon Antigua (1955)                  |                            | Southern           |
| 24758               | 24                                  | Standing on the Corner                 | (Most Happy Fella)         | Frank              |
| 24386               | 25                                  | Theme from Three Penny Opera (Moritat) | (Three Penny Opera)        | Harms              |
| 24049               | 19                                  | Rock and Roll Waltz                    |                            | Sheldon            |
| 23489               | 24                                  | Canadian Sunset                        |                            | Meridian           |
| 23432               | 21                                  | Hot Diggity                            |                            | Roncom             |
| 22522               | 26                                  | * True Love                            | (High Society)             | Buxton Hill        |
| 19724               | 35                                  | * I've Grown Accustomed to Your Face   | (My Fair Lady)             | Chapell            |
| 19400               | 14                                  | Memories Are Made of This (1955)       |                            | Montclare          |
| 18960               | 31                                  | Mr. Wonderful                          | (Mr. Wonderful)            | Laurel             |
| 18697               | 36                                  | Allegheny Moon                         |                            | Oxford             |
| 17828               | 17                                  | No Not Much                            |                            | Beaver             |
| 16497               | 27                                  | Whatever Will Be Will Be               | (Man Who Knew<br>Too Much) | Artists            |
| 15521               | 10                                  | Sixteen Tons (1955)                    |                            | American           |
| 15473               | 26                                  | Wayward Wind                           |                            | Warman             |
| 15013               | 18                                  | * Friendly Persuasion                  | (Friendly Persuasion)      | Feist              |
| 14485               | 29                                  | Too Close for Comfort                  | (Mr. Wonderful)            | Laurel             |
| 14295               | 16                                  | Great Pretender                        |                            | Panther            |
| 14231               | 14                                  | Blue Suede Shoes                       |                            | Hi-Lo-Hill & Range |
| 14089               | 11                                  | * Love Me Tender                       | (Love Me Tender)           | Presley            |
| 13244               | 15                                  | Band of Gold (1955)                    |                            | Ludlow             |
| 12916               | 20                                  | Picnic                                 | (Picnic)                   | Columbia Pic.      |
| 12118               | 13                                  | Tender Trap (1955)                     | (Tender Trap)              | Barton             |
| 11916               | 16                                  | Tonight You Belong to Me               |                            | Bregnan-Vocco-Conn |
| 11600               | 14                                  | * Just Walking in the Rain             |                            | Golden West        |
| 11347               | 24                                  | How Little We Know                     |                            | E. H. Morris       |
| 11223               | 18                                  | Happiness Street                       |                            | Planetary          |
| 11176               | 15                                  | My Prayer                              |                            | Shapiro-Bernstein  |
| 10852               | 15                                  | Ivory Tower                            |                            | Melrose            |
| 10747               | 17                                  | Hound Dog                              |                            | Presley-Lion       |
| 10660               | 14                                  | * Cindy Oh Cindy                       |                            | E. B. Marks-Bryden |
| 10594               | 21                                  | Can You Find It in Your Heart          |                            | Witmark            |

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Office of Research, Inc.



**A . S . C . A . P .**  
By **PAUL CUNNINGHAM**  
President

**T**HE American Society of Composers, Authors and Publishers serves our nation's television and radio broadcasters in the clearance of music copyrights for the commercial performance of its varied and extensive repertory.

Through the simple machinery of an agreement between the licensee and our society, acting on behalf of the writers and publishers of the nation's outstanding compositions, the licensee obtains complete clearance of the entire catalog of its members' works.

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| Frank H. Connor    | Assistant Treasurer |

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 Piantadosi Music Publications  
 Pic Music Corp.  
 Pickwick Music Corp.  
 Piedmont Music Co., Inc.  
 Pilot Music Pub. Co.  
 Pincus, George, Music Corp.  
 Pine Ridge Music, Inc.  
 Pinkard Publications, Inc.  
 Piper Music Co.  
 Planetary Music Pub. Corp.  
 Players Music Corp., The  
 Pleasant Music Pub. Corp.  
 Plymouth Music Co., Inc.  
 Pollsam Music Co.  
 "Pops" Music Publishing Co.  
 Popular Music Co.  
 Portilla Music Corp.  
 Presser, Theodore, Company  
 Priscilla Music Corp.  
 Producers Mus. Pub. Co.  
 Putnam Music, Inc.  
 Pyramid Music Co.  
 Randy-Smith Music Corp.  
 Randolph Music  
 Raphael, Fred, Music, Inc.  
 Raymor-McCollister Music Pub.  
 R. F. D. Music Pub. Co., Inc.  
 Record Music Corporation  
 Record Songs, Inc.  
 Reinbert & Co., Inc.  
 Reis Publications, Inc.  
 Reliable Music Publisher  
 Religious Song Guild, Inc.  
 Remick Music Corp.  
 Remsen, Alice, Inc.  
 Renault Music Co., Inc.  
 Rene, Leon, Publications  
 Revere Music Co.  
 Revil Music, Inc.  
 Reynolds Music Co.  
 Rhyme & Rhythm, Inc.  
 Rialto Music Pub. Corp.  
 Richard Music Co.  
 Richelieu Music Publish. Co.  
 Ricordi, G., & Co. (of N. Y.)  
 Ringle, Dave  
 Rinn Music Co., Inc.  
 Ritchie Music Co., Inc.



- Ritter, Tex. Music Publications  
 Riverside Music Publications  
 Robar Music Co.  
 Robbins Company, The  
 Robbins, J. J., Inc.  
 Robbins Music Corporation  
 Robert Music Corporation  
 Roberty Music Co.  
 Robinson J. Russel, Inc.  
 Rodeheaver Co., The  
 Rodeo Music Co.  
 Roger Music, Inc.  
 Roncom Music Co.  
 Ronell, Ann, Music, Inc.  
 Rosarita Music, Inc.  
 Rose, David, Pub. Co.  
 Rosemeadow Publish. Corp.  
 Ross, Charles, Music Co., Inc.  
 Rossiter, Will  
 Round Table Music  
 Row, R. D., Music Co.  
 Rowell-Kelly Enterprises, Inc.  
 Roxbury Music Co.  
 Roy Music Co., Inc.  
 Royal Music Publisher  
 Rubank, Inc.  
 Ruby, Harry, Music Co.  
 Ruval Music Co.  
 Rylan Music Corp.  
 Sacred Music Press  
 St. Nicholas Music Inc.  
 Sanders, George H. Music Pub.  
 Sanders Music Corp.  
 Sanjud Music Co., Inc.  
 Sanson Music Co.  
 Saunders Publications Inc.  
 Savoy Music Co., Inc  
 Schirmer, G., Inc.  
 Schroeder, D. L.  
 Schroeder & Gunther, Inc.  
 Schuman Music Corp.  
 Schuster, Jos., Music Publish.  
 Schwarz, Merrell, Music Co.  
 Schwartz Music Co.  
 Seneca Music Co.  
 Serenade Music Co.  
 Shale Enterprises, Inc.  
 Shamrock Music Publishers Inc.  
 Shapiro, Bernstein & Co., Inc.  
 Shari Music Pub. Corp.  
 Shattinger, Inc.  
 Shaw, Eddie, Music Co.  
 Shawnee Press, Inc.  
 Sheffer, Bert, Productions  
 Shelley, David, Pub. Co.  
 Shelley Music, Inc.  
 Sheriton Music Pub. Co.  
 Sherman, Al, Music Co.  
 Sherwin Music, Inc.  
 Shilkret, Nathaniel, Music Co  
 Show Tunes, Inc.  
 Shubert Music Pub. Corp  
 Sigma Music, Inc.  
 Silhoutte Music Corp.  
 Simon, George, Inc  
 Sinatra Songs, Inc.  
 Skidmore Music Co., Inc.  
 Skip Music Company  
 Skinner Music Co., Inc.
- Skokie Music Co.  
 Skylark Songs Music Publisher  
 Skyline Music Co.  
 Smith, Ethel, Music Corp.  
 Smith-Foley Music Publications  
 Smith, Ulysses, Music Pub. Co.  
 Smith, Wm. J., Music Co., Inc.  
 Snyder Music Corp.  
 Society for the Publication of  
     American Music, Inc.  
 Songs, Inc.  
 Songsmiths, Inc.  
 Soundpost, Inc.  
 South Sea Music Co.  
 Southern Music Company  
 Southern Music Pub. Co., Inc.  
 Southwest Music Co.  
 Souvenir Songs  
 Sovereign Music Corp.  
 Spectacular Music, Inc.  
 Spier, Larry, Inc.  
 Spina Music  
 Spinlan Music Corp.  
 Spitzer, Henry, Mus. Pub. Co.  
 Staff Music Pub. Co., The  
 Stage Craft Music Corp.  
 Standard Music Publishers, Ltd  
 Standard Songs  
 Standish Music Corp.  
 Stanley and Livingston, Inc.  
 Stanwood Music Corp  
 Star Songs  
 Starlight Music Co.  
 Starlight Songs Inc.  
 Stasny Music Corp.  
 State Music Pub. Co., Inc.  
 Stephens, Bob, Inc.  
 Stone Music Corp.  
 Studio Music Corp.  
 Styne & Cahn Music Co., Inc.  
 Summit Music Corp.  
 Sunny, Clayton F., Co.  
 Sunflower Music Inc.  
 Sunset Music Publishers, Inc.  
 Supreme Music Corporation  
 Surrey Music Co.  
 Sweet Music, Inc.  
 TV Music Co.  
 Talent, Leo, Inc.  
 Tanglewood Music Corp.  
 Taubman, Paul, Music Corp.  
 Taylor, Larry, Music Co.  
 Teepee Music Co.  
 Templeton, Alec, Inc.  
 Tempo Music, Inc.  
 Tempo Pub. Co., The  
 Tennessee Music Publishers  
 Teri Music Company  
 Texoma Music Corp.  
 Thomas, John, Music Corp.  
 Thompson, Kay, Music, Inc.  
 Thornhill Music Co.  
 Thunderbird Music  
 Tin Pan Alley  
 Tobey Music Corporation  
 Tobias & Lewis, Music Pubs.  
 Tone Music Co.  
 Top Notch Music Corp.  
 Top Tunes Co.
- Towne Music Corp.  
 Toy Town Tunes  
 Trans American Music Co.  
 Transcontinental Music Corp.  
 Tray Music Corp.  
 Treble Music Publishers, Inc.  
 Triangle Music Corp.  
 Tropical Music Publishers  
 United Music Corp.  
 University Music Corp.  
 Urban Music Publications  
 Valando Music Corp.  
 Valley Brook Publications, Inc.  
 Valley Entertainment  
 Valmount Music Pub.  
 Valyr Music Corp.  
 Variety Music Inc.  
 Venus Music Corp.  
 Vernon Music Corp.  
 Veronique Pub. Co., Inc  
 Victoria Music Corp.  
 Victoria Publishing Co.  
 Viking Music Corp.  
 Villa-Moret, Inc.  
 Vim Music Corp.  
 Vinrob Music Co.  
 Vito Music Pub. Co.  
 Vogel, Jerry, Music Co., Inc.  
 Vogue Music Publications  
 Volkwein Bros., Inc.  
 Von Tilzer, Harry, Music Pub  
 Voss Music Company  
 Walden Music Corp.  
 Waldo Music Corp.  
 Walton Music Corp.  
 Ward, Jack, Music Co.  
 Warnow, Mark, Music  
 Warock Music, Inc.  
 Washington and Lee Pub.  
 Waverly, Jack Music Pub. Co  
 Wayfarer Pub. Co., Inc.  
 Weintraub Music Company  
 Weiss, Mac, Music Pub. Co.  
 Weiss, Sam, Music, Inc.  
 West Coast Music Pubs.  
 West'rn Music Pub. Co.  
 Whale Music Corp.  
 Whalen Music  
 Whitcup, Leonard, Inc.  
 White Way Music Co.  
 Williamson Music, Inc.  
 Willis Music Co.  
 Willow Music Corp.  
 Windsor Music Corp.  
 Windy City Music Co.  
 Witmark, M., & Sons  
 Wizell, Murray Music Pub. Co.  
 Wizell & Day Music Corp  
 Wood, B. F., Music Co.  
 Woodbine Music Co.  
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 Words & Music, Inc.  
 World Music, Inc.  
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 Yellen and Fain  
 Youmans, Vincent, Co., Inc.  
 Young, Victor, Publications, Inc  
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# ASSOCIATED MUSIC PUBLISHERS, INC.

By **CHARLES A. WALL**  
President and Treasurer

**A**SSOCIATED 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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Edizioni Suvini-Zerboni, Milan  
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# BROADCAST MUSIC, INC.

By **CARL HAVERLIN**  
President

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**B**ECAUSE it expresses our philosophy in 1956 just as emphatically as it did in 1955, we are repeating below our statement in last year's RADIO ANNUAL AND TELEVISION YEARBOOK:

During each day of the seventeen 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.

In order to maintain a constantly growing source of music and to provide a steady challenge to the progressive composer, writer, and publisher, BMI has devoted its attention to all types of music. As a result, national, indeed world-wide, interest has been focused on fields of music once considered geographically limited or intellectually esoteric. The resultant democratization of musical elements has developed a truly American music, one which is made up of many forces, popular, country and Western, rhythm and blues, concert. Because of this, the creators and the developers of these musical forces have found new opportunities.

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 eighteenth 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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 Bentley Music Co.  
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 Big "D" Pub. Co.  
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 Blackwood Music  
 Blane Music Company  
 Blazon Music Company  
 Block, Martin Music Inc.  
 Bluebird Music Company  
 Blue Grass Music  
 Blue Jay Songs  
 Blue Note Records  
 Blue River Music Inc.  
 Blue Variety Productions  
 Bob-Dan Music Co.  
 Bomart Music Corp.  
 Bond, Johnny, Music Co.  
 Boulevard Music Inc.  
 Bow & Arrow Music Co.  
 Boxer Music Co.  
 Boyt, Earl Pub. Co.  
 Bradshaw, Inc.  
 Brazos Valley Music  
 Brenner Music, Inc.  
 Brent Music Corp  
 Brewster Music Pub. Inc.  
 Brittany Music, Inc.  
 Britton Music Corp.  
 Broadcast Music, Inc.  
 Brookdale Music Co.  
 Brownwood Music Co.  
 Burley Music, Inc.  
 Byron Music Co.

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 Calvert Pub. Co.  
 Calvin Music Co.  
 Cammarota Record & Pub. Co.  
 Candice Music Inc.  
 Candy's Playhouse Inc.  
 Canford Music, Inc.  
 Capa Music  
 Capri Music  
 Carnegie Music Co.  
 Carnival Music Company, Inc.  
 Casa Musicale Sonzogno  
 Cascales, Joe, Music Publisher  
 Cavalier Music Pub. Co.  
 Cedarwood Pub. Co., Inc.  
 Celestial Music Pub. Co., Inc.  
 Century Songs, Inc.  
 Cerabino, L. G.  
 Challenge Music Co.  
 Chambers Music Co.  
 Charill Music Pub. Co.  
 Chase Music Co.  
 Chaz-Mar Music Pub. Co.  
 Chelsea Music Corporation  
 Cherio Music Publishers, Inc.  
 Children's Record Guild  
 Chips Music Corp.  
 Chords Music Publishers  
 Christian Music Publishing Co.  
 Cille and Dail Publications  
 Cireco Music

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 Clow, O. B. (Estate of)  
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 Cobal Music, Inc.  
 Coblin Music Co.  
 Cole Corporation, M. M.  
 Coliseum Music Co., Inc.  
 Collwill Corporation  
 Colonial Music Publishing Co.  
 Colortunes Publishers  
 Columbia Music Publishing Co.  
 Command Music Co., Inc.  
 Commercial Music, Inc.  
 Commodore Music Corporation  
 Contemporary Music  
 Continental Record Co.  
 Cool Music Co.  
 Copar Music, Inc.  
 Cordial Music  
 Country Music  
 Crestline Music Pub.  
 Crestwood Publications  
 Cross Music Company  
 Crossroads Music Co.  
 Cundy-Bettyon Co.

D. R. & P. Co.  
 Dallas Music Co., Inc.  
 Dana Pub. Co.  
 Danby Music Co.  
 Dance Music Corp.  
 Dare Music Co.  
 Davis & Ostergard  
 D'Eberle Music Pub. Co.  
 Debra Music  
 Debut Publications  
 Decatur Music Co.  
 Delaware Music Co.  
 Dennis Music Co.  
 Destiny Music Pub.  
 Devere, Robert Music Co.  
 Dexter, Al, Music Publishing  
 Dickinson, Harold H.  
 Dinehart Music Company, The  
 Diva Records, Inc.  
 Dixie Music Publishing Co.  
 Dolan, Ann  
 Domino Music Corporation  
 Don Carlos Music  
 Doraine Music Publishing Co.  
 Doraine, Peter, Inc.  
 Dorchester Music Co.  
 Dornix Music, Inc.  
 D'oro Music Pub.  
 Drexall Music Pub. Co.  
 D. Dreyer Co., Inc.  
 Driftwood Pub. Co., Inc.  
 Duchess Music Corporation  
 Dunbar Music Co.  
 Dunhill Music Corp.  
 Dynamic Music Co.

E.M.C. Music Pub. Co.  
 Eagle Music Publishing Corp.  
 Eastern Music Pub. Co., Inc.



Eastwick Music Co.  
 Ecema Music Company  
 Edizioni Kramer (Milano)  
 Edizioni Mascheroni (Milano)  
 Edizioni Musicali Di Lazzaro  
 Edizioni Musicali Italiane  
 Edizioni Suvini Zerboni  
 Edlee Music Corp.  
 Egap Music, Inc.  
 Elkane Music Company  
 Embassy Music Corp.  
 Emblem Music Co.  
 Emco Music Company  
 Emerson Music Publications, Inc.  
 Emperor Music Inc.  
 Emporium Music  
 Encore Music Publications, Inc.  
 Englewood Pub.  
 Eskelin, Neil, Pub. Co.  
 Esquire Music Co.  
 Essay Music Company  
 Everybody's Music  
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 Excelsior Music Publishing Co

Fairfax Music Company  
 Fairway Music Corp.  
 Falstaff Music Co., Inc.  
 Fanwood Music Publications  
 Ferrer, Jose, Music Inc.  
 Fr-Del Music Publishing Co.  
 Fine Songs  
 Flair Pub. Co.  
 Flex Songs  
 Florida Music Company  
 Folk Songs  
 Folkways Music Publishers Inc.  
 Ford Music, Inc.  
 Four-Star Music Company  
 Fowler, Wallace Publications  
 France Music Company  
 Francis & Wilmore Music Pub.  
 Franciscan Music Co.  
 Franklin Pub. Co.  
 Frederick Music Publ. Co.  
 Freeman, Albert Edward  
 Freeman, Porky, Pub. Co.  
 Fremart Music Company  
 Fulton Music Pub.

G-Note Record Corp.  
 G. M. S. Music Publishing Co.  
 Gabriel Records  
 Gainsborough Music, Inc.  
 Gala Music Publishing Corp.  
 Gale & Gayles, Inc.  
 Gallatin Music Corp.  
 Gaviota Music Inc.  
 Gay, Evelyn Pub. Co.  
 Gaylord Music Co.  
 Gerald Music  
 Gilbert Music Publishers  
 Gil Music Corp.  
 Glenwood Music Corp.  
 Globe Music Corp.

Gloria Music Co.  
 Goday Music Inc.  
 Gold Coast Pub. Co.  
 Golden Gate Quartet Music Co.  
 Golden Songs  
 Golden State Songs  
 Golden Tune Publshers  
 Golden West Melodies, Inc.  
 Golden West Music Publications  
 Gordon Music Company  
 Gospel Quartet Music Co.  
 Graham Music Co.  
 Gralow Music Pub. Co.  
 Gramson, Jose, Music Co.  
 Granite Music Co.  
 Great Oaks Music  
 Green Music Publications  
 Greta Music Co.

H. M. Banner Publications  
 Halama, Frank J., Publications  
 Halgra Songs  
 Halliburton Music  
 Hamblen, Stuart, Music Co.  
 Hanna & Co.  
 Har-Bock Music Co.  
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 Harmony Music Publishers  
 Harpeth Hills Music  
 Harris & Vavrin  
 Hartmann & Van Horn  
 Harvard Music, Inc.  
 Harvey Music  
 Hawaii Conservatory Pub. Co.  
 Hayloft Publications  
 Heartline Music Co.  
 Heart Songs  
 Helpert Music  
 Heim, Marty Music Co.  
 Hesch Music Corp.  
 Highland Music Co.  
 Hill and Range Songs, Inc.  
 Hill Music Publishing Company  
 Hillbilly Music Publishing Co.  
 Hilltown Music Inc.  
 Hinds, Hayden & Eldredge, Inc.  
 Hoffman Songs  
 Hollenden Music Co.  
 Hollis Music, Inc.  
 Hollywood House Music Pub-  
 lishing Co.  
 Holmes Publications  
 Horn Publications  
 Hoosier Music Publications  
 House of Carols  
 House of Irish Songs  
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Ichabod Music Co.  
 Inco Music Company  
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 Jari Music Co.  
 Jayco Music  
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 Jeramac Music Co.  
 Jet Music Pub.  
 Jiffy Pub. Co.  
 Jill Music Co.  
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 Johnstone Music, Inc.  
 Joni Music Inc.  
 Jopz Records  
 Joshua Corp.  
 Judson Music Co.  
 Juke Box Alley, Inc.

Kahl Music Co.  
 Kaiser Music Co.  
 Kampas, William T.  
 Kanawha Music Pub.  
 Kaolene Corp.  
 Karen Publications  
 Karr, Jerome J.  
 Kaymusic Publishers  
 Keith Music Pub.  
 Keel Music Co.  
 Keenote Music  
 Kelly Music Publications  
 Kelton-Romm Music Company  
 Kendis, Sonny, Music Pub.  
 Kenneth Publishing Company  
 Kentucky Folk Music  
 Kerr, Bob, Prod.  
 Kerr, Edward  
 Keyes, Baron, Pub.  
 Keystone Music Co.  
 Kingsbury Music, Inc.  
 Klive Music Pub. Co.  
 Knudson, Thurston  
 Kord Music Company  
 Koss Music Co.  
 Kynd Music Pub.

Label Music Co.  
 Lake Erie Music  
 Lake Front Music  
 Lakeland Music Co.  
 Lamp Music Pub.  
 Lance Music Pub.  
 Lana Music  
 Lane, Ziggy, Music  
 Langley Music Co.  
 Langlois Filmusic, Inc.  
 Lang-Worth Publications, Inc  
 Laura-Lea Music  
 Lawn Music  
 LaVinnac Music Co.

Lawrence, Johnny, Music  
 Leal, Felipe Valdes  
 LeCoq Music  
 Lee, Robert, Music Publishers,  
 Inc.  
 Legato Music Corp.  
 Leora Music  
 Lin Pub. Co.  
 Little Jazz Music Pub., Inc.  
 Locust Music Pub.  
 Lois Music Publishing Co.  
 London Music Corp.  
 Lone Star Music Co.  
 Long, J. Baxter  
 Los Feliz Music Co.  
 Lowell Music Corp.  
 Lowery Music Co.  
 Lucky Music Publishers  
 Ludlow Music, Inc.  
 Lupal Music Co.  
 Luther Music, Inc.  
 Lynbrook Music Inc.  
 Lynn Music Corp.

M-E Melodies  
 M & M Music Co.  
 Mac Heather Music House  
 Mack-Nell Publications  
 Mackley Music Publishing Co.  
 Maestro Music Company  
 Maggie Music Co.  
 Magnolia Music Corp.  
 Magnus Music  
 Main Music Publishing Com-  
 pany, The  
 Main Street Songs, Inc.  
 Mallory Music Pub.  
 Major Melodies  
 Major Minor Music  
 Malabar Music, Inc.  
 Manhattan Melodies Music Pub.  
 Manning House Music  
 Marchant, J. C., Publications  
 Marcy, Victor  
 Mardi Gras Music Company  
 Marigold Music Co., Inc.  
 Marino Music Company  
 Mark-Lee Music Company  
 Marks, E. B. Music Corp.  
 Marlyn Music Pub.  
 Marmor Music Inc.  
 Marvin Music Corp.  
 Marsales, Frank  
 Martel Music Co.  
 Martens, W. F., Music Co.  
 Master Music Publishers  
 Maxted Music Co.  
 Maxwell, Ray, Pub. Co.  
 Maytime Music, Inc.  
 Maywood Music Co.  
 Maze Publications  
 McClellan Music Company  
 Medallion Music Co.  
 Meg Music  
 Mellin Music, Inc.  
 Mellow Music Publishing Co.

Mellostone Music Co.  
 Melodies of the Americas  
 Melody Lane, Inc. (Peer)  
 Melody Trails, Inc.  
 Memphis Music Publishers, The  
 Mercer Music  
 Merge Music  
 Meridian Music Corp.  
 Merion Music, Inc.  
 Merit Music, Inc.  
 Merrick Music Co.  
 Merrymount Music Inc.  
 Meteor Music  
 Metropolitan Music Company  
 Mezzo Music Co.  
 Michele Pub. Co.  
 Mickey Music  
 Micor Publishing Company  
 Mid Music  
 Miller-Steinberg-Katz Music  
 Mipa Productions, Inc.  
 Miracle Music Company  
 Mission Hills Publications  
 Mission Pub. Co.  
 Missud, Jean M. (B.M.I.)  
 Modern Melo Melody Publ.  
 Modern Melodies Publishing Co.  
 Modern Music Publishing Co.  
 Mohawk Music Publishing Co.  
 Monahan Music Publications  
 Monarch Music Company  
 Money Music  
 Monmouth Publishing Company  
 Mono-Music  
 Monroe Music Company  
 Monroe, Bill, Music Inc.  
 Montague Music Co.  
 Montauk Music  
 Montclare Music Corp.  
 Monument Music, Inc.  
 Moonlight Music  
 Morris Music Publications  
 Morrison Music Company  
 Morrissey Music Company  
 Morro Music Corp.  
 Morton Music Corp.  
 Motif Music  
 Motion Music Co.  
 Motor City Music Publishers  
 Munson Music Co.  
 Murob Music Publishers  
 Musi-cal Pub. Co.  
 Music Art Publications  
 Music City Copyrights  
 Music for Frets  
 Music For Young America Co.  
 Music of Today, Inc.  
 Music Products, Inc.  
 Music Publications  
 Muzik Masters Company

Nash Murray Assoc., Inc.  
 National Broadcasting Co., Inc.  
 Navajo Music, Inc.  
 Nelson, Overson Publications  
 New Era Music Corporation

Newton, Al  
 Nicksch, Donald E.  
 Nimisilla Music Company  
 Normandy Music, Inc.  
 Northeastern Music Company  
 Nuclear Music Co.  
 Nu-Tune Music Corporation  
 Nutter, Carl, Music Pub. Co.  
 Nu-Way Music Pub. Co.

Oakhurst Music Pub. Co.  
 Oceanic Music Co.  
 Ohio Music Co.  
 Old Charter Pub. Co., Inc.  
 Oliver-Jacobs Music  
 Omnibus Music Co.  
 Opal Music Inc.  
 Optimist Songs Co.  
 Oree Music  
 Orlando Music Co.  
 Ozark Music

Pace Music Co.  
 Pal Music Co.  
 Palladium Music Publishing Co.  
 Panda Records  
 Panhandle Music  
 Panorama Music  
 Parade Music  
 Paris, James B.  
 Parliament Music, Inc.  
 Pastor Music Co.  
 Patmar Music Company, Inc.  
 Patricia Music Pub. Corp.  
 Paul Music Co., Inc.  
 Peer International Corporation  
 Pemora Music Company, Inc.  
 Pennant Music Pub. Co.  
 Perco Music Co.  
 Phoenix Music Corp.  
 Phono-Tunes Music Company  
 Philharmonic Pub. Co.  
 Piccadilly Music Corp.  
 Pico Music Pub. Co.  
 Pitchpipe Music Co.  
 Pinelawn Music Pub. Co., Inc.  
 Pleasant Valley Music  
 Pollard Music  
 Porgie Music Corporation  
 Powell, Wayne  
 Pop Songs, Inc.  
 Pre-View Publications  
 Pritchett Publications  
 Professional Music, Inc.  
 Progressive Music Publishing  
 Prosser Music Publishing Co.  
 Pulse Publishing Corp.  
 Pure Music  
 Putman Publications

Quaker Music Company  
 Quality Music Company, Inc.  
 Quartet Music Co.  
 Quincy Music Publishers  
 Quintet Music Co.



Radio-Active Music  
 Radon Music Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Publishers  
 Raleigh Music Publishing Co.  
 Rancho Songs  
 Rancho Music  
 Rand Music Co.  
 Randolph, Al, Publications  
 Rapture Music Co.  
 Rayven Music Co., Inc.  
 Real American Pub. Co.  
 Red, White & Blue Publications  
 Red River Songs  
 Redwood Music Co., Inc.  
 Regent Music Corp.  
 Reis, Herb, Music Corp.  
 Release Music, Inc.  
 Remarque Music Publishing Co.  
 Republic Music Corporation  
 Rex Music Publishers  
 Rhythm Enterprises, Inc.  
 Rhythms Of The West  
 Ridgeway Music  
 Rinker, Charles, Music Pub.  
 River Music Co.  
 Rockland Music Corp.  
 Roe Publishing Co.  
 Romance Music Publications  
 Rondo Music  
 Roosevelt Music Co.  
 Rork, Ernest A., & Son  
 Rosarch Pub. Co.  
 Rosemart Music Co.  
 Roslyn Music Company  
 Roxy Music Corp.  
 Royal Crown Music Company  
 Royal Music Corporation  
 Ruby Music Co.  
 Rudy Vallee Music Publications  
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 Rush Music Corp.  
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 Shermack Music Co.

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 Song-Ranch Publications  
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 Spanish Music Center  
 Spin Music, Inc.  
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 Steven, Arthur Publications  
 Stevens Music Corporation  
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 Surf Music Corp.  
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 Trio Music Company  
 Triumph Publications, Inc.  
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# SESAC

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"THE BEST MUSIC IN AMERICA"  
TO THE ENTIRE ENTERTAINMENT INDUSTRY,  
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# SESAC, INC.

By PAUL HEINECKE

President

**M**USIC, apparently, not only "hath charm" but also the eggshell quality of an atom bomb—and like atomic energy, requireth skillful and delicate handling.

During the past few years the world at large has been made acutely aware of the performance licensing organization. This is good. It's about time the curtain was raised and the music user be made to see what part such an organization plays in his professional life.

The shortsightedness on the part of music users stems from a lack of understanding as to what the music industry and specifically the performance licensing organization is all about. Creative works have always been subject to highjacking by the unscrupulous—those who are prone to exploit and profit without being willing to pay—in short, those who want to dance but not pay the fiddler.

The copyright system under which the United States presently operates is the result of thinking several hundred years old, and which eventually became manifest in this country in the copyright laws passed by twelve of the original states. The basic thinking in each was the encouraging of the arts and reserving to the creator the rewards of his accomplishment. Finally, Congress realized that it would have to do something about the protection of all American art forms and, so, followed the present Federal Copyright Act. The purpose of this law is to grant to the creator, a reward for his talent and ability, as well as to stimulate and encourage others equally talented. The law takes a definite stand and allows the creator and/or the copyright owner the privilege of protecting his work from unauthorized use.

While performing rights of musical works were first recognized in 1897, the first performing rights organization in the United States was formed in 1914, approximately five years after the establishment of the present Copyright Law.

When radio came into existence there was naturally a great demand for music. This industry, like restaurants, cabarets and hotel owners, took the position that they were not publicly performing copyrighted music for profit. It became apparent that without such groups as SESAC, the individual user would have to, if he were going to use a copyrighted work in public performance for profit, contact the individual copyright owner, who was in many cases the composer and/or publisher, in order to secure permission to use the work. These individual contacts would involve detailed paper work, and increased personnel. Secondly the performance cost would undoubtedly be higher if such fees had to be arranged between the copyright owner and the user. The performance licensing organization eliminated all the obstacles and based costs upon natural and sound economic phenomena.

We've got to realize that today we're faced with the problem of protecting those works which have already been created and of encouraging the creation of new material to augment the old. This is not done without effort. Talent to begin with is rare. When it is realized it is a treasure and when finally put to work it becomes a blessing. So don't ever expect to get it for nothing.



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 Accord, Edition  
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 Adamus, A.  
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 Palma Music Products Corp.  
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 Poltawski, Aleksander  
 Pomaranski, Zygmunt  
 Popular Music Publications  
 Princess Publications  
 Pro Art Publications  
 Pro Arte, Edition  
 Puritan Publishing Co.  
 "PWM," Polskie Wydawnictwo  
 Muzyczne  
 "PWP," Przedstawicielstwo  
 Wydawnictwo Polskich (Asso-  
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 Ramsey, Will M.  
 Ramsey & Parker  
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 Thompson Music Company  
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 Muzyki Polskiej  
 Treasure Chest Publications, Inc.  
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 Wydawnictwo Muzyczne Procta  
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 Kompozytorow i Wydawcow  
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**Introduction to Color TV**

by Milton Kaufman and  
Harry E. Thomas  
John F. Rider Publishing

**Television for Radiomen**

by Edward M. Noll  
Macmillan

**Special Days, Weeks  
and Months**

The Chamber of  
Commerce of the U. S.  
Gov't. Printing Office  
Wash., D. C.

**Successful Radio and  
Television Advertising**

by E. F. Seehafer &  
J. W. Laemmar  
McGraw-Hill

**TV Film Commercials**

Pub. by American TV Society  
1952

**Tele-Census**

Pub. by Woodbury College

**Television Advertising and  
Production Handbook**

Ed. by Irving Settel &  
Norman Glenn  
Thomas Y. Crowell

**Three Years of New York  
Television 1951-53**

by Dallas W. Smythe  
Natl. Assn. of Ed. Bestrs.

**What TV is Doing to Us**

by Jack Gould  
New York Times

**What's Happening to Leisure  
Time in Television Homes?**

Pub. by B, B, D & O Adv. Agcy.

**Why Sales Come in Curves**

Pub. by NBC

**Education on the Air:  
Twenty-Second Yearbook of  
the Institute for Education  
By Radio & TV**

Ed. by O. Joe Olson  
Ohio State University

**Educational Television Moves  
Forward: A Report of the  
Montclair Project**

by Lawrence H. Conrad  
State Teachers College

**Educational Television Plans**

RCA Engr. Prod. Dept.

**Grade School Families Meet  
Television**

by Frank L. Sweetzer  
Boston University

**Of Children and Television**

Pub. by Xavier University

**A Study of Television as a  
Teaching Tool**

by Russell E. Helmick  
University of Cincinnati

**Tales of Seven Cities — And  
of Video That Teaches**

Pub. by Natl. Citizens Committee  
for Educational Television

**Television and Education in  
The United States**

by Charles A. Siepmann  
Columbia Univ. Press

**Television in Our Schools**

by Franklin Dunham &  
Ronald R. Lowdermilk  
Dept. of Health, Ed. & Welfare

**Television and Our Children**

by Robert L. Shayon  
Longmans, Green

**Television in School, College,  
And Community**

by Jennie Waugh Callahan  
McGraw-Hill

**A Television Policy for  
Education**

Edited by Carroll V. Newsom  
American Council on Education

**Training by Television**

by Robert T. Rock Jr., James S.  
Duva and John E. Murray  
Navy Special Devices Center

**Vision in Television**

by Hazel Cooley  
Channel Press

**Youth Discussion on  
Television**

Pub. by Jr. Town Meeting League

**Broadcasting and Televising  
Baseball Games**

Govt. Print Off.

**First Report to the People of  
The United States**

Pub. by Television Code Review Bd.

**The Judges and the Judged**

by Merle Miller  
Doubleday

**Radio and Television Law**

by Harry P. Warner  
Mathew Bender



**Ed Herlihy**

**BEHIND THE  
MIKE**

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**BEFORE THE  
CAMERA**

**1957**



**WILLIAM KEENE**

SU. 7-5400

West Coast Rep.  
Thelma White  
CRestview 6-3189

# RADIO-TV ARTISTS

their work during 1956

## — A —

**AAKER, LEE**  
Rin Tin Tin  
ABC-TV

**ALAMPI, PHIL**  
Farm News  
NBC

**ALDA, ROBERT**  
Can Do  
NBC-TV

**ALEXANDER, BEN**  
Dragnet  
NBC-TV

**ALLEN, GRACIE**  
Burns and Allen Show  
CBS-TV

### **ALLEN, STEVE**

B. Dec. 26, 1921, New York City.  
Tonight, NBC

**ALLISON, FRAN**  
Kukla, Fran & Ollie  
ABC-TV

### **ANDERSON,**

#### **EDDIE**

#### **"ROCHESTER"**

B. Sept. 18, 1905, Oakland, Cal.  
The Jock Benny Show, CBS-TV

**ANDERSON, WARNER**  
The Line-Up  
CBS-TV

### **ANDREWS, JOHNNY W.**

B. April 1, 1917, Boston, Mass.

**ANSARA, MICHAEL**  
Broken Arrow  
ABC-TV

**ARDEN, EVE**  
Our Miss Brooks  
CBS

**ARNAZ, DESI**  
I Love Lucy  
CBS-TV

**ARNESS, JAMES**  
Gunsmoke  
CBS-TV

## — B —

**BACKUS, JIM**  
I Married Joan  
NBC-TV

**BAILEY, CHARITY**  
Sing A Song  
NBC-TV

**BAILEY, JACK**  
Truth or Consequences, Queen  
For A Day; NBC-TV, MBS

**BALL, LUCILLE**  
I Love Lucy  
CBS-TV

**BARRY, JACK**  
The Big Surprise, Tie Tac  
Dough, Twenty One; NBC-TV

**BAVIER, FRANCES**  
It's A Great Life  
NBC-TV

### **BECK, JACKSON**

B. July 23, 1912, New York City.  
U. S. Steel, CBS-TV; F.B.I. In  
Peace and War, Second Mrs.  
Burton, CBS; It's Time, ABC;  
Brady Kaye, NBC; Spots for  
Chrysler, Howard Clothes, Chock  
Full O' Nuts Coffee, Bulova

**BECKER, SANDY**  
Young Dr. Malone  
CBS

### **BEIR, FRED**

B. Sept. 21, 1927, Niagara Falls,  
N. Y. Robert Montgomery Pre-

**DO YOU DREAM  
IN COLOR?  
WE DO**

*Tex and Jinx*



**SAM  
LEVENSON**



**JOHNNY  
AND  
PENNY  
OLSEN**



**CI. 7-7517**

sents, NBC Matinee Theatre, Kraft, Goodyear Playhouse, NBC; Studio One, CBS; Annapolis Series, ABC

**BENDIX, WILLIAM**  
Life of Riley  
NBC-TV

**BENNY, JACK**

B. Feb. 14, 1894, Chicago, Ill.  
The Jack Benny Show, CBS,  
CBS-TV

**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, POLLY**

Playhouse 90, G.E. Theatre, Ed  
Sullivan, CBS; NBC Spectacular,  
Max Liebman Spectacular, Pro-  
ducers Showcase, NBC

**BERLE, MILTON**

Milton Berle Show, NBC-TV

**BISHOP, WILLIAM**  
It's A Great Life  
NBC-TV

**BLAIR, JANET**  
Caesar's Hour  
NBC-TV

**BOLGER, RAY**  
Washington Square  
NBC-TV

**BOONE, PAT**

B. June 1st, 1934, Jacksonville,  
Fla. Arthur Godfrey Show, CBS-  
TV

**BOONE, RICHARD**

B. June 18, Los Angeles, Cal.  
Medic, Lux Video Theatre, Fron-  
tier, NBC-TV; Climax, CBS-TV

**BORGE, VICTOR**  
Comedy in Music  
CBS-TV

**BOYD, WILLIAM**  
Hopalong Cassidy  
NBC-TV

**BRADDOCK, MICKEY**  
Circus Boy  
NBC-TV

**BRADY, PAT**  
Roy Rogers Show  
NBC-TV

**BRENT, GEORGE**  
Wire Service  
ABC-TV

**BRESLIN, PATRICIA**  
The People's Choice  
NBC-TV

**BROOKS, RAND**  
Rin Tin Tin  
ABC-TV

**BROWN, JAMES**  
Rin Tin Tin  
ABC-TV

**BROWN, TED**  
Weekday  
NBC

**BRYAN, ARTHUR**

**Q.**

B. May 8, 1899, Brooklyn, N. Y.  
Fibber McGee & Molly, NBC

**BUFFANO, JULES**  
Texaco Star Theater  
NBC-TV

**BURKE, PAUL**  
Noah's Ark  
NBC-TV

**BURNS, GEORGE**  
Burns and Allen Show  
CBS-TV

**BURNS, STAN**

B. Sept. 18, 1927, New York City.  
Kashbox Quiz, Stan, The Spinner,  
WINS; Nara Drake, Helen Trent,  
Our Gal Sunday, CBS; Cerebral  
Patsy Telethon, WOR-TV

MARY  
MARGARET  
McBRIDE

FULL NBC  
RADIO  
NETWORK

o

*Exclusive Management:*  
ESTELLA H. KARN  
49 WEST 45TH STREET  
NEW YORK CITY



# **BOB** and

**ELLIOTT**

# **RAY**

**GOULDING**

ON RADIO

**MUTUAL NETWORK**

11:15-11:30 A.M. DAILY  
5:00-5:45 P.M. DAILY

**N.B.C. MONITOR**

SATURDAY and SUNDAY

•  
ON TV and RADIO

**VOICES OF "BERT & HARRY"**

(PIEL'S BEER)

•  
**CORAL RECORDS**

**GOULDING-ELLIOTT-GRAHAM, INC.**

*Pers. Mgr.*  
**JOHN MOSES**

**420 LEXINGTON AVE.  
NEW YORK, N. Y.**

*Director:*  
**VIC COWEN**

## **JACK CARSON**



*Management:* MCA

*Personal Manager:* Frank Stempel

**BUTRAM, PAT**  
Just Entertainment  
CBS

**BYINGTON,  
SPRING**

B. Oct. 17, Colorado Springs,  
Col. December Bride, Twentieth  
Century Fox Hour, The Vic Da-  
mone Show, CBS-TV; The George  
Gobel Show, The Ford Show,  
NBC-TV; Armstrong Theatre

— C —

**CAESAR, SID**  
Caesar's Hour, NBC-TV

**CAMARGO,  
RALPH**

Alcoa Hour, Kraft, Robt. Mont-  
gomery Show, Big Story, NBC-  
TV; Road of Life, CBS, Whisper-  
ing Streets, ABC

**CAREY, PHIL**  
The 77th Bengal Lancers  
NBC-TV

**CARLE, FRANKIE**  
Golden Touch of Frankie Carle  
NBC-TV

**CARNEY ART**  
Jackie Gleason Show  
CBS-TV

**CARROLL, PAT**  
Caesar's Hour  
NBC-TV

**CARSON, JACK**

B. Oct. 11, 1911, Manitoba,  
Canada. Schlitz Playhouse, CBS-  
TV; Ford Theatre, NBC-TV

**CARSON, JEANNIE**

B. May 23, Pudsey Yorkshire,  
England. Hey Jeannie, CBS-TV

**CASANA, RENZO**  
The Continental  
NBC-TV

**CHAPIN, LAUREN**  
Father Knows Best  
NBC-TV

**CHASE, ILKA**  
Masquerade Party  
ABC-TV

**CLARK, DANE**  
Wire Service  
ABC-TV

**CLAYTON, JAN**  
Lassie  
CBS-TV

**CLOONEY,  
ROSEMARY**

B. May 23, 1928, Maysville, Ky.  
The Rosemary Clooney Show,  
MCA-TV

**COLLIE, BIFF**  
MBS

**COLLINS, AL**  
NBC

**COLLINS, FRED**  
Production Five  
NBC

**COLLYER, BUD**  
Beat the Clock. To Tell The  
Truth: CBS-TV

**COMO, PERRY**

Perry Como Show, NBC-TV

**CONRAD, WILLIAM**  
Gunsmoke  
CBS

**CONSIDINE, MILLIE**  
MBS

**CONTE, JOHN**

B. Sept. 15, Palmer, Mass. Mat-  
inee Theatre, NBC-TV

**CONWAY, SHIRL**  
Caesar's Hour  
NBC-TV

**HARRY VON ZELL**

with

**BURNS and ALLEN**

for

**CARNATION**

AND

**B. F. GOODRICH**



**PRODUCER • DIRECTOR • ACTOR**



**LEW DANIS**

**THE LIBERACE SHOW — WABD**

(A Bories Production)

•

**ITALIAN FEATURE FILM — WATV**

(A Landi Production)

•

**WHERE WAS I BORN — WATV**

(A Rossini Production)

•

**THE LEW DANIS SHOW — WVNJ**

(A Trombone-Rosen Production)

*Management.*

**GEORGE H. HALBERT**  
LE 2-6610

*Press Relations*

**MARIO TROMBONE ASSOCIATES**  
WI 7-6025

*Personal Representative:*

**HENRY MARSELLE**  
PL 5-8500



# **GEORGE SKINNER**

★

**George Skinner Show**  
— WABC

★

**Make Up Your Mind**  
— ABC-Radio

★

**MC — Panel Moderator**  
Commercials  
News and Special Events  
PL 7-6300

— D —

**COONS, JOHNNY**  
Uncle Johnny Coons Show  
NBC-TV

**COOPER, JACKIE**  
The People's Choice  
NBC-TV

**CORE, NATALIE**  
Home  
NBC-TV

**COTEN, JOSEPH**  
On Trial  
NBC-TV

**COX, WALLY**  
Adventures of Hiram Holiday  
NBC-TV

**COY, WALTER**  
Frontier  
NBC-TV

**CRABBE, BUSTER**  
Captain Gallant of the Foreign  
Legion: NBC-TV

**CRAWFORD, BRODERICK**  
Highway Patrol  
NBC-TV

**CROSBY, BOB**  
B. Aug. 23, 1913, Spokane,  
Wash. The Bob Crosby Show,  
Climax, CBS-TV

**CULLEN, BILL**  
I've Got A Secret  
CBS-TV

**CUMMINGS, ROBERT**  
CBS-TV

**DALY, JOHN**  
What's My Line  
CBS-TV

**DAVIS, JOAN**  
I Married Joan  
NBC-TV, CBS-TV

**DEEL, SANDRA**  
Caesar's Hour  
NBC-TV

**DEVINE, ANDY**  
Wild Bill Hickock  
CBS-TV

**DEWITT, GEORGE**  
Name That Tune  
CBS-TV

**DIAMOND, BOBBY**  
Fury  
NBC-TV

**DODD, JIMMIE**  
B. Mar. 28, Cincinnati, O.  
Mickey Mouse Club, ABC-TV

**DONAHUE, ELINOR**  
Father Knows Best  
NBC-TV

**DONALD, PETER**  
B. June 6, 1918, Bristol, Eng-  
land. Masquerade Party, Panto-  
mime Quiz, Don McNeil's Break-  
fast, ABC-TV; Robert Q. Lewis  
Show, Arthur Godfrey Talent  
Scouts, CBS-TV

**DOWNES, BILL**  
CBS

**DOWNES, HUGH**  
Home  
NBC-TV

**DRAKE, CHARLES**  
Robert Montgomery's Summer  
Theatre  
NBC-TV

**DRAKE, GALEN**  
CBS

**DUNN, JAMES**  
It's A Great Life  
NBC-TV

**DUNNE, STEVE**  
B. Jan. 13, 1918, Northampton,  
Mass. You're On Your Own, Ford  
Star Jubilee, The Millionaire,  
The Bob Cummings Show, CBS-  
TV; Truth or Consequences, Lux  
Video Theatre, NBC-TV

**DURANTE, JIMMY**  
B. Feb. 10, New York City.

— E —

**EDWARDS, RALPH**  
B. June 13, 1913, Merino, Col.  
This Is Your Life, NBC-TV



The Fitzgeralds ... Ed & Peegen



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Cotyale Palmolive-Fab  
Mgt.  
Lesler Lewis Associates



**GORDON MacRAE**



**ELLIOTT, BOB & GOULDING, RAY**

Bob & Ray Show, NBC, Mutual

**EMERSON, FAYE**  
I've Got A Secret  
CBS-TV

**ERICKSON, CORYDON A.**

B. Dec. 26, 1944, New York City. Robert Montgomery Presents, Goodyear, Hit Parade, Lux Video Theatre, Omnibus, U. S. Steel Hour, I Remember Mama, Week-day, Five Star Matinee, Animation for Paramount, Commercials

**ERICKSON, LAUNCELOT D.**

B. Sept. 6, 1949, New York City. Commercials, Industrials, Dubbing, A Hatful of Rain, Faith for Today

**EVANS, DR. BERGEN**  
Down You Go  
NBC-TV

**EVANS, DALE**  
Roy Rogers Show  
NBC-TV

**EVANS, MAURICE**  
Hallmark Hall of Fame  
NBC-TV

— F —

**FABRAY, NANETTE**  
Caesar's Hour  
NBC-TV

**FADIMAN, CLIFTON**  
Conversation, This Is Show Business  
NBC, NBC-TV

**FAIRBANKS, DOUGLAS**  
NBC-TV

**FALKENBURG, JINX**  
Jinx's Diary, Tex & Jinx Show  
NBC, NBC-TV

**FARRELL, FRANK**  
WABC, New York, N. Y.

**FASSETT, JAMES**  
New York Philharmonic  
Broadcasts  
CBS

**FISHER, EDDIE**  
Eddie Fisher Show, NBC, NBC-TV

**FITZGERALD, ED**  
B. Feb. 8, Troy, N. Y. Window, WRCA-TV; The Fitzgeralds, WRCA

**FITZGERALD, PEGEEN**

B. Nov. 24, Norcatur, Kan. Window, WRCA-TV; The Fitzgeralds, WRCA

**FOLEY, RED**  
Ozark Jubilee  
ABC-TV

**FORBES, SCOTT**  
Adventures of Jim Bowie  
ABC-TV

**FORD, TENNESSEE ERNIE**

B. Feb. 13, 1919, Bristol, Tenn. Tennessee Ernie Ford Show, The Ford Show, NBC-TV; Capitol Records

**FOSTER, STUART**  
CBS

**FOX, SONNA**  
Let's Take a Trip  
CBS-TV

**FRANCIS, ARLENE**  
Home  
NBC-TV

**FRANKLIN, JOE**  
B. Mar. 9, 1926, New York, N. Y. Joe Franklin's Memory Lane, WABC-TV

**FREEMAN, FLORENCE**  
Wendy Warren and the News  
CBS

— G —

**GARDNER, HY**  
NBC-TV



"Here's Looking At You"

NBC-TV

**RICHARD WILLIS**



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BRYNA  
RAEBURN

RADIO REGISTRY

**GARROWAY, DAVE**

Today, Wide, Wide World,  
Monitor  
NBC, NBC-TV

**GERALD, HELEN**

Adventures of The Falcon,  
This Is The Answer, Gang-  
busters, Schlitz Playhouse  
WABC-TV, WCBS-TV,  
DuMont

**GIBSON, VIRGINIA**

So This Is Hollywood  
NBC-TV

**GLEASON, JACKIE**

Jackie Gleason Shows, CBS-TV

**GOBEL, GEORGE**

B. May 20, 1920, Chicago, Ill.  
The George Gobel Show, NBC-  
TV

**GODDARD, DON**

Medical Horizons  
ABC-TV

**GODFREY, ARTHUR**

Talent Scouts, Arthur  
Godfrey Time, Arthur Godfrey  
Show  
CBS, CBS-TV

**GORDON, GALE**

The Brothers  
CBS-TV

**GRAHAM, BILLY**

Hour of Decision  
NBC

**GRAHAM, LEE**

Letter to Lee Graham, WABD

**GRAHAM, NANCY ANN**

Home  
NBC-TV

**GRAHAM,  
VIRGINIA**

B. July 4, Chicago, Ill. Food for  
Thought, DuMont TV; The Fal-  
con, ABC; Celebrity Corner, NBC

**GRANIK, TED**

American Forum of the Air,  
Youth Wants to Know  
NBC-TV

**GRAY, BILLY**

Father Knows Best  
NBC-TV

**GRAY, DONALD**

The Vise  
ABC-TV

**GRAZIANO, ROCKY**

The Martha Raye Show  
NBC-TV

**GREEN, MITZI**

So This Is Hollywood  
NBC-TV

**GREENE, RICHARD**

Robin Hood  
CBS-TV

**GROVE, BETTY  
ANN**

B. Sept. 9, 1921, Cambridge,  
Mass. Big Payoff, CBS-TV

— H —

**HACKETT, BUDDY**

Stanley  
NBC-TV

**HAGY, RUTH**

College Press Conference  
ABC-TV

**HAINES, LARRY**

MBS

**HAMER, RUSTY**

The Danny Thomas Show  
ABC-TV

**HAMILTON, GENE**

B. Feb. 22, 1910, Toledo, Ohio.  
Henry J. Taylor, Gen. Motors,  
Dr. Norman V. Peale, Monitor,  
NBC; Dr. Gino Morning Show,  
WRCA; Operas, NBC-TV

**HART, JOHN**

The Lone Ranger  
ABC-TV

**HAUSER, GAYELORD**

MBS

**HAYES, HELEN**

NBC

**HAYES, PETER LIND**

CBS-TV

**FRANK LOVEJOY**

JOHNNY MERCER



BOB  
CROSBY

**HEALY, MARY**  
CBS-TV

**HENDERSON, MARCIA**  
Dear Phoebe  
NBC-TV

**HERBERT, DON**  
Mr. Wizard  
NBC-TV

**HERLIHY, ED**  
NBC

**HITCHCOCK, ALFRED**  
CBS-TV

**HOFFMANN, DR. OSWALD C. J.**  
MBS

**HOPE, BOB**

B. May 29, 1903, London, England. The Bob Hope Show, NBC-TV

**HORWICH, DR. FRANCES**  
Ding Dong School  
NBC-TV

**HULL, WARREN**  
Strike It Rich  
CBS, CBS-TV

**HUTTON, INA RAY**  
NBC-TV

— I —

**IRVING, MARGARET**  
The People's Choice  
NBC-TV

— J —

**JACKSON, EDDIE**  
Texaco Star Theatre  
NBC-TV

**JACKSON, SHERRY**  
The Dummy Thomas Show  
ABC-TV

**JAMES, DENNIS**  
Chance of a Lifetime, ABC-TV

**JAMIESON, PIDGIE**

B. Dec. 31, 1944, Kraft Theatre, Mr. Peepers, Hallmark Hall of Fame, Philco, Robert Montgomery Presents, NBC-TV: Danger, Mamma, CBS-TV

**JEFFREYS, ANNE**  
Topper  
NBC-TV

**JORDAN, JOANNE**

Commercials for Hazel Bishop, Benrus Watch, Nestles

**JORDAN, MARION and JIM**  
Fibber McGee & Molly  
NBC

— K —

**KEANE, TERI**  
Second Mrs. Burton  
CBS

**KEENE, WILLIAM**

B. Aug. 4, 1911, Franklin, Pa. Robert Montgomery Presents, NBC-TV; Love of Life, Secret Storm, You'll Never Get Rich, CBS-TV; Five Star Matinee, NBC; Official Detective, Mutual

**KEITH, BRIAN**  
Crusader  
CBS-TV

**KIERNAN, WALTER**  
Weekday  
NBC

**KINNE, KIT**  
Home  
NBC-TV

**KINSKEY, LEONARD**  
The People's Choice  
NBC-TV

**KOVACS, ERNIE**  
NBC-TV

**KRAMER, MANDEL J.**  
MBS

JOHN  
CONTE

*Host-Star*  
"MATINEE THEATER"  
NBC Color TV



## *Jim Coy*

Announcer - Actor  
Narrator

Registry —

MU. 8-6600



## **DONALD WOODS**

YOUR HOST ON  
FAMOUS FILM FESTIVAL  
*and*

THE WOOLWORTH HOUR  
*"The Best In Music"*

CBS-RADIO

1955-56-57

AFTERNOON FILM  
FESTIVAL

ABC-TV

1956

*Exclusive Representative*  
MARTIN GOODMAN  
JUdson 6-1180



— L —

**LA FRANO, TONY**  
MBS

**LAWFORD, PETER**  
Dear Phoebe  
NBC-TV

**LEAHY, FRANK**  
Ray Anthony Show  
ABC-TV

**LEE, PINKY**  
NEC-TV

**LEONARD, BILL**  
Eye on New York  
CBS-TV

**LESCOULIE, JACK**  
Tonight  
NBC-TV

**LEVENSON, SAM**  
B. Dec. 28, 1911, New York City.  
This Is Show Business, Toast of  
the Town, CBS

**LEWIS, ROBERT Q.**  
CBS

**LIBERACE**  
B. May 16, 1920, Milwaukee,  
Wis.; The Liberace Show, Syn-  
dicated TV

**LIND, OSTRID**  
Window  
NBC-TV

**LINKLETTER, ART**  
House Party, People Are  
Funny  
CBS, CBS-TV, NBC-TV

**LOVEJOY, FRANK**  
B. Mar. 28, New York City.  
Climax, Playhouse 90, CBS-TV;  
Man Against Crime, NBC-TV

**LUNDIGAN, BILL**  
Climax  
CBS-TV

**LUPTON, JOHN**  
Broken Arrow  
ABC-TV

— Mc —

**McBRIDE, MARY MARGARET**  
NBC

**McCAMBRIDGE, MERCEDES**  
Wire Service  
ABC-TV

**McCARTHY, JOHN E.**  
B. June 3, 1911, Ada, Mich.  
Producers Showcase (Ford  
Comm.), NBC-TV; News Com-  
mentator, WPIX; Capt. Video,  
DuMont; Green Hornet, Bob Bar-  
clay, ABC

**McCARTHY, JOSEPHINE**  
The Herb Sheldon Show  
NBC-TV

**McCRARY, TEX**  
Tex & Jinx Show  
NBC



**PAUL WINCHELL**

and

**JERRY MAHONEY**

Management-Counsel:

**GOLDFARB, MIRENBURG & VALLON**

Public Relations:

**MARVIN KOHN**



## Lanny Ross

WCBS-Radio

Management General Artists Corp

## RITZ BROTHERS



## BOB RUSSELL

Management—Frank Cooper Associates  
New York & Hollywood

Press Rep.:  
Stanford & Gulman Assocs.



## CLAIRE MANN

BEAUTY — HEALTH  
TV — RADIO

McKAY, JIM  
CBS Sports Review

**McNELLIS, MAGGI**

B. June 1, Chicago; Maggi  
McNellis Show, WABD

— M —

MACK, TED  
Amateur Hour  
ABC-TV

MacLAUGHLIN, DON  
Road of Life  
CBS, MBS

**MacRAE, GORDON**

B. Mar. 12, 1921, East Orange,  
N. J. Lux Video Theatre, NBC-  
TV

MADISON, GUY  
Wed Bill H. Clock  
CBS-TV

MARCHE, HAL  
\$64,000 Question  
CBS-TV

MARSHALL, SANFORD  
MBS

MARTIN, MARY  
Peter Pan, Born Yesterday  
NBC-TV

MARX, GROUCHO  
You Bet Your Life  
NBC, NBC-TV

MAXEY, PAUL  
People's Choice  
NBC-TV

MEADOWS, AUDREY  
Jackie Gleason Show  
CBS-TV

**MERCER, JOHNNY**

B. Nov. 18, 1909, Savannah, Ga.

MERIWETHER, LEE  
Today, Down You Go  
NBC-TV

MERRIMAN, RANDY  
Big Payoff  
CBS-TV

MILLER, HOWARD  
CBS

MILLER, MARVIN  
The Millionaire  
CBS-TV

MILLER, MITCH  
CBS

MONTGOMERY, ELIZABETH  
Robert Montgomery's Sum-  
mer Theatre  
NBC-TV

MONTGOMERY, ROBERT  
Johnson's Wax Program,

Schick Television Theatre  
NBC-TV

MCORE, GARRY  
I've Got a Secret  
CBS-TV

MORGAN, CLAUDIA  
Right to Happiness  
CBS

MORGAN, HENRY  
I've Got a Secret  
CBS-TV

MORGAN, WESLEY  
Life of Riley  
NBC-TV

**MORRIS,  
HOWARD**

Coesar's Hour, NBC-TV

**MURRAY, JAN**

Dollar a Second, Treasure Hunt,  
ABC-TV; Jan Murray Time, NBC-  
TV

MURROW, EDWARD R.  
Person to Person, See It Now  
CBS-TV

MYERSON, BESS  
Big Payoff  
CBS-TV



**MAGGI McNELLIS**

★



**John E. McCarthy**

Announcer-MC  
News Commentator

**MU. 8-6600**





**NERISSA NICKEL**

PL. 7-6300

**CAROL IRWIN**

PRODUCER

**'MAMA'**

CBS-TV



**"JOE FRANKLIN'S  
MEMORY LANE"**

FIVE AFTERNOONS A WEEK;  
FIFTH YEAR OVER

**WABC-TV, N. Y.**

OFFICE: WI 7-2517



**MIKE WALLACE**

NBC

WABD

— N —

**NASH, OGDEN**  
Masquerade Party  
ABC-TV

**NELSON, DAVID**  
Ozzie & Harriet  
ABC-TV

**NELSON, HARRIET**

B. July 18, Des Moines, Iowa;  
Adventures of Ozzie & Harriet,  
ABC-TV

**NELSON, JIMMY**

Milton Berle Show, The Jimmy  
Nelson Show, NBC-TV

**NELSON, OZZIE**

B. Mar. 20, Jersey City, N. J.  
Adventures of Ozzie & Harriet,  
ABC-TV

**NELSON, RICKEY**  
Ozzie & Harriet  
ABC-TV

**NICKEL, NARISSA**

B. Apr. 11, 1929. Suspense, Studio One, CBS-TV; Rocky King, DuMont; Armstrong Circle Theatre, Philco, NBC-TV; Warner-Film-Lead

**NIESEN, CLAIRE**  
Backstage Wife  
CBS

**NOBLE, HARRY**  
MBS

**NORDINE, KEN**  
Nightlife With Nordine  
NBC

— O —

**O'BRIEN, HUGH**  
Wyatt Earp  
ABC-TV

**OLSEN, JOHNNY**

Rumpus Room, Mutual; Break the Bank, NBC-TV; Name That Tune, Stand Up and Be Counted, CBS-TV; Masquerade Party, ABC-TV

**OLSEN, PENNY**

Rumpus Room, Mutual

**O'SHEA, MICHAEL**  
It's A Great Life  
NBC-TV

— P —

**PARKER, ELLEN**  
Caesar's Hour  
NBC-TV

**PARKER, WILLARD**  
Tales of Texas Rangers  
CBS-TV

**PARKS, BERT**  
Giant Step  
CBS-TV

**PARKS, HILDY**  
Down You Go  
NBC-TV

**PAUL, LES and MARY FORD**

Perry Como Show, Omnibus, CBS, Red Skelton Show, Milton Berle Show, Nothing But the Best, NBC; Les Paul and Mary Ford Show, Mutual, Rinsø Jingles, Les Paul & Mary Ford at Home, TV Film

**PAYNE, VIRGINIA**  
Ma Perkins  
CBS

**PEALE, DR. NORMAN VINCENT**  
NBC

**PEARL, MINNIE**  
Grand Ole Opry  
NBC

**PERKINS, R. MARLIN**  
Zoo Parade  
NBC-TV



**PETER DONALD**



Polly Bergen

MCA



**JOHNNY ANDREWS**

WRCA-NBC

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**JACK STERLING**



**JACKSON BECK**

Announcer-Narrator

Actar

AM

TV

MU 8-6600

**POOLE, LYNN**  
Johns Hopkins File 7  
ABC-TV

**POWELL, DICK**  
Zane Grey Theatre  
CBS-TV

**PRINCE, WILLIAM**  
Justice  
NBC-TV

— R —

**RAEBURN, BRYNA**

Counterspy, Gang Busters, Treasury Agent, By the People, Official Detective, Mutual; Indictment, CBS; Mystery Time, ABC; This Is My Story, Five Star Matinee, NBC

**RANDOLPH, JOYCE**  
Jackie Gleason Show  
CBS-TV

**RATHBONE, BASIL**  
MBS

**RAYBURN, GENE**  
The Steve Allen Show  
NBC-TV

**RAYE, MARTHA**  
NBC-TV

**REAGAN, RONALD**  
GE Theatre  
CBS-TV

**REEVES, GEORGE**  
Supertman  
NBC-TV

**REINER, CARL**  
Caesar's Hour, NBC-TV

**REYNOLDS, MARJORIE**  
Life of Riley  
NBC-TV

**RICHARDS, DR. H. M. S.**  
MBS

**ROBBINS, FRED**  
Coke Time Starring Eddie Fisher  
NBC-TV

**RODMAN, VICTOR**  
Noah's Ark  
NBC-TV

**ROGERS, ROY**  
B. Nov. 5, 1905, Cincinnati, Ohio. Roy Rogers Show, NBC-TV

**ROGERS, WILL, JR.**  
Good Morning With Will Rogers, Jr.  
CBS-TV

**ROONEY, MICKEY**  
B. Sept. 23, 1922, Brooklyn, N. Y. The Mickey Rooney Show, Syndicated

**ROSS, LANNY**  
WCBS

**ROSS, NORMAN**  
This Is The Day, Norman Ross Show, Tunes From Talman, Olson Travel Hour, Norman Ross Sunday Evening Show  
WBKB, WGN, WMAQ

**ROTH, JACK**  
Texaco Star Theatre  
NBC-TV

**ROUNTREE, MARTHA**  
Press Conference  
NBC-TV

**RUSSELL, BOB**  
Stand Up and Be Counted, CBS-TV; Miss Universe Pageant, Long Beach, Cal.

**RUSSELL, WILLIAM**  
Adventures of Sir Lancelot  
NBC-TV



**ALLEN SWIFT**

Captain of the "S.S. Popeye"  
and  
"The Voice Of Everything—  
But Firestone"



**JAY STEWART**

It Could Be You—NBC-TV  
(ass't to the producer)

Western Ranch Party—Screen Gems  
emcee

Townhall Party  
emcee



**JAY STEWART PRODUCTIONS**  
Hollywood, Calif. HO. 4-7237



**ROSA RIO**  
Organist-Composer

SU 7-5400



**ED REIMERS**

Management  
MCA



**CORYDON ERICKSON**

8-12 Years (Voice)

Your Agent  
or  
LE 2-1100



**HELENE W. ERICKSON**  
LYRICO-SPINTO SOPRANO

"... 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

— S —

**SAWYER, JOE**  
Rin Tin Tin  
ABC-TV

**SCOTT, FRED**

B. June 25, 1920. Liberace Show, WABD; Capt. Video Space Show, Children's Shows

**SCOTT, MARTHA**

Modern Romances, Weekday  
NBC, NBC-TV

**SHAW, ROBERT**

Buccaneers  
CBS-TV

**SHEEN, BISHOP FULTON J.**

Life Is Worth Living  
ABC-TV

**SHELDON, HERB**

NBC-TV

**SHERWOOD, BOBBY**

Masquerade Party  
ABC-TV

**SHRINER, HERB**

Two for the Money  
CBS-TV

**SILVERHEELS, JAY**

The Lone Ranger  
ABC-TV

**SILVERS, PHIL**

CBS-TV

**SKELTON, RED**

B. July 18, Vincennes, Ind. The Red Skelton Show, Shower of Stars, CBS-TV

**SKINNER,**

**GEORGE D.**

B. Feb. 18, 1918, Portland, Ore. George Skinner Show, WABC; Six O'Clock Report, WCB5-TV; Monitor, NBC

**SMITH, BOB**

Howdy Doody  
NBC-TV

**SMITH, CARL**

MBS

**SMITH, SIDNEY**

Byline  
NBC

**SMOLEN, VIVIAN**

Our Gal Sunday  
CBS

**SOTHERN, ANN**

Private Secretary  
CBS-TV

**SOVINE, RED**

MBS

**SPIVAK, LAWRENCE**

Meet the Press  
NBC, NBC-TV

**SPOCK, DR. BENJAMIN**

NBC-TV

**STANG, ARNOLD**

The Milton Berle Show  
NBC-TV

**STEPHENSON, JOHN**

The People's Choice  
NBC-TV

**STERLING, JACK**

B. June 24, 1915, Baltimore, Md. The Jack Sterling Show, The Big Top, CBS

**STERLING, ROBERT**

Topper  
NBC-TV



**JOANNE JORDAN**

Hazel Bishop — Benrus — Nestle's

Lester Lewis Associates—11 East 48th St.



**PIDGIE JAMIESON**

Radio Registry — MU. 8-6600



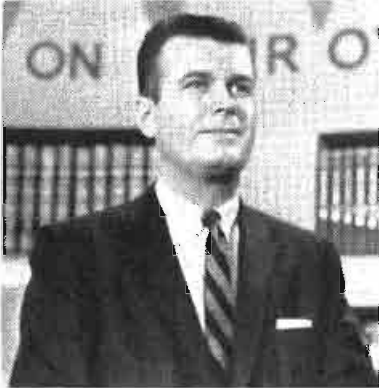
**RALPH CAMARGO**

RADIO — TV  
ACTOR — ANNOUNCER  
NARRATOR  
MU 8-6600



**ARTHUR Q. BRYAN**

**\*CONTINUED WORDS OF PRAISE FOR -  
STEVE DUNNE**



*\* Hollywood Reporter 12/24/56 "Steve Dunne is a personable and highly capable emcee. He injects just the right note of friendly enthusiasm."*

*\* Harriet Van Horne 12/27/56 "Steve Dunne is a first-rate M.C.!"*

BOB LONGENECKER AGENCY



**JIMMIE DODD**

"Mickey Mouse Club"

**STEVENS, JULIE**

Romance of Helen Trent  
CBS

**STEVENS, MARK**

Big Town  
NBC-TV

**STEVENS, WARREN**

The 77th Bengal Lancers  
NBC-TV

**STEWART, JAY**

B. Sept. 6, 1918, Summitville,  
Ind. It Could Be You, NBC-TV;  
Western Ranch Party, Screen  
Gems; Townhall Party, KTTV

**STORM, GALE**

My Little Margie,  
Oh Suzanna, Comedy Hour  
CBS-TV, NBC, NBC-TV

**SULLIVAN, ED**

CBS-TV

**SWEENEY, BOB**

The Brothers  
CBS-TV

— T —

**THOMAS, DANNY**

B. Jan. 6, Deerfield, Mich. Make  
Room For Daddy, ABC-TV

**TIBBETT, LAWRENCE**

MBS

**TILLSTROM, BURR**

Kukla, Fran & Ollie  
ABC-TV

**TOMPkins, JOAN**

This Is Nora Drake  
CBS

**TREACHER, ARTHUR**

Down You Go  
NBC-TV

**TRUMAN, MARGARET**

Weekday  
NBC

**TULLY, TOM**

The Line-Up  
CBS-TV

— V —

**VAN HORN, ARTHUR**

WABC, New York, N. Y.

**VON ZELL,  
HARRY**

B. July 11, Indianapolis, Ind.  
Burns & Allen, CBS-TV

— W —

**WAKELY, JIMMY**

B. Feb. 16, 1914, Mineola, Ark.  
The Jimmy Wakely Show, CBS;  
Wide, Wide World, Steve Allen  
Show, NBC-TV; Town Hall Party,  
KTTV; Western Ranch Party,  
Screen Gems, Decca Records

**WALKER, CLINT**

Cheyenne  
ABC-TV

**WALLACE, MIKE**

B. May 9, 1918, Boston, Mass.

**Chadwick Productions**

Motion Picture Photography  
PRODUCTION

SUE  
CLARK  
Chadwick  
Office

**PUBLIC  
RELATIONS**

ANY PLACE  
IN OR OUT OF  
THIS WORLD  
Oldfield 4-4966  
8313 Kirkwood Dr.  
Hollywood 46,  
California

Oldfield 4-3348  
8313 Kirkwood Dr.  
Hollywood 46  
California



**FRED BEIR**

Manager: Jane Deacy  
MU 7-3365



**WARING, FRED**  
The Chevy Show  
NBC, NBC-TV

**WATERMAN, WILLARD**  
The Great Gildersleeve  
NBC-TV

**WAYNE, DAVID**  
Five Star Matinee  
NBC

**WEBB, JACK**  
Dragnet  
NBC-TV

**WEISSMULLER, JOHNNY**  
Jungle Jim  
NBC-TV

**WELK,  
LAWRENCE**

B. Mar. 11, Strasburg, N. D.  
The Lawrence Welk Show, Lawrence Welk and His Top Tunes and New Talent, ABC-TV, The Lawrence Welk Show, Syndicated Radio; Coral Records

**WHYTE, PATRICK**  
The 17th Hour of Launcers  
NBC-TV

**WILD, EARL**  
Circus of the Hour  
NBC-TV

**WILLIAMS, ESTHER**  
Aquascopeular  
NBC-TV

**WILLIS, RICHARD**  
Richard Willis Show, NBC-TV

**WINCHELL, PAUL**  
Circus Time, ABC-TV

**WINCHELL, WALTER**  
NBC-TV

**WINTERS,  
JONATHAN**  
Jonathan Winters Show, NBC-TV

**WOOD, PEGGY**  
Mama  
CBS-TV

**WOODS, DONALD**  
B. Dec. 2, Brandon, Manitoba, Canada. Woolworth Hour, CBS, Film Festivals, Crossroads, Sky Pilot of Cumberlands, Paratroop Padre, The Light, ABC-TV

**WYATT, JANE**  
Father Knows Best  
NBC-TV

**WYMAN, JANE**  
Fireside Theatre  
NBC-TV

**WYNN, MAY**  
Noah's Ark  
NBC-TV

**WARTZEN, JACK**  
MBS

— Y —

**YOUNG, LORETTA**  
NBC-TV

**YOUNG, ROBERT**  
Father Knows Best  
NBC-TV



EDDIE "ROCHESTER" ANDERSON



ART BAKER

# VOCAL ARTISTS

RADIO AND TELEVISION  
—their work during 1956

## — A —

### AMES BROTHERS

Ed Sullivan's Toast of the Town,  
CBS-TV

### ANDERSON, PAUL

Saturday Breakfast Party  
WJTN, Jamestown, N. Y.

### ANDREWS,

#### JOHNNY W.

B. Apr. 1, 1917, Boston, Mass.

### ARMS, RUSSELL

Your Hit Parade  
NBC-TV

### ASHBY, ALVAN

Toast 'N Coffee  
WGFB, Evansville, Ind.

## — B —

### BAILEY, DOUG

WGAY, Silver Springs, Md.

### BARKEE, ROD

KOLN-TV, Lincoln, Neb.

### BARNES, LARRY

Musical Review  
WFMO, Fairmont, N. C.

### BARNES, LEON

Cousin Al Show  
WGFA, Geneva, Ala.

### BAYER, PAUL

WPCO, Mt. Vernon, Ind.

### BECKER, JOHNNIE

KIUP, Durango, Col.

### BEE, MOLLY

Tennessee Ernie Ford Show  
NBC-TV

### BENNETT, TONY

NBC-TV

### BENZELL, MIMI

B. Bridgeport, Conn.; Ed Sullivan, CBS; Voice of Firestone, ABC

### BERNARD, DUDLEY

Early Bird Show  
KLEF, Golden Meadow, La.

### BIRCH, TOMMYE

Russ David Show  
KSD-TV, St. Louis, Mo.

### BLAIR, EDDITH

Mary Moore Show  
WLW-A, Atlanta, Ga.

### BLANCATO, FRANK & ELISA

Italian Melodies  
WEBK, Tampa, Fla.

### BOBESON, STAN

Remember  
KING, Seattle, Wash.

### BOS, JUNE

Smilin' Time  
WFUR, Grand Rapids, Mich.

### BOURGOIS, CHARLOTTE

East Road Rhythm Riders  
WBRV, Boonville, N. Y.

### BOWERS, CHUCK

Ozark Jubilee  
ABC-TV

### BRANDY, BOB

Cross Country Time  
WRBL, WRBL-TV, Columbus, Ga.

### BRENN, TOMMY

KAVE-TV, Carlsbad, N. M.

### BROOKS, DALE

Frostburg Hour  
WKYR, Keyser, W. Va.

### BROWN, GEORGIA

Slim Wilson Show  
KWTO, Springfield, Mo.

### BROWN, KAY

Walter O'Keefe Show  
KABC-TV, Los Angeles, Cal.

### BRYAN, BETTY

WGN, Chicago, Ill.

### BUSBY, BUZZ & BAYOU BOYS

WARL, Arlington, Va.

### BUSCH, JUDY

KUKI, Ukiah, Cal.

## — C —

### CADELL, SHIRLEY

Ozark Jubilee  
ABC-TV

### CAHILL, BOB

WOW, Omaha, Neb.

### CARL, CLIFF

Spotlight  
KOMO-TV, Seattle, Wash.

### CARNAHAN, BOB

Bob & Oma Show  
KTPR, Rolla, Mo.

### CASTLEBERRY, LEO

KBBS, Hot Springs, Ark.

### CASTLEBERRY, NANCY

KSST, Sulphur Springs, Tex.

### CHAMBERS, SUE

Coffee Time  
WSAZ, Huntington, W. Va.

### CHERNEX, GUY

KCBS, San Francisco, Cal.

## JANE PICKENS

DRAMATIC SINGING STAR

NBC NETWORK

RCA VICTOR RECORDS

Personal Management

M. GALE

48 W. 48th St., N. Y.





**CHIAL, JEAN**  
Saturday Party  
WAVN Stillwater Minn

**CLARK, AL**  
KOTA KOTA TV Rapid City  
S D

**CLARK, JEFF**  
KFSD TV San Diego Cal

**CLAYTON, NORMAN**  
WHBF TV Rock Island Ill

**CLOONEY, ROSEMARY**  
MBS, NBC TV

**COLE, DICK**  
WLOK Memphis Tenn

**COLE, NAT KING**  
NBC TV

**COLLINS, CHUCK**  
KVOO Denver Col

**COLLINS, DOROTHY**  
You Hit Parade  
NBC-TV

**CORA, DICK**  
WWHG Hornell N Y

**CONSELMON, BOB**  
Club Six  
KCMC TV Texarkana Tex

**COTLER, PATT**  
WKY TV Oklahoma City  
Okla

**CRAWFORD, BOB**  
WBAP Fort Worth, Tex

**CRAWFORD, NONNIE**  
WBFX Doylestown Pa

**CROSBIE, PHIL**  
Hymn Time  
KHQ Spokane Wash

**CROWELL, SISTERS**  
KTES Texarkana Tex

**CUNNINGHAM, GARY**  
Windy Jim  
KTVO Ottumwa Iowa

— D —

**DALE, DIANE**  
Wixie Wamboldt  
WXYZ TV Dayton Mich

**DALE, DICK**  
Lawrence Welks Top Times  
& New Talent  
ABC TV

**DANE, JEFF**  
Variety Show  
WPTA TV, Norfolk Va

**DATA, MARISHA**  
Polish Poppies  
WIBC, Chicago Ill

**DAVIES, MARY**  
WCCO TV Minneapolis Minn

**DAVIS, MARY**  
Inspiration Time  
WCCO Mt Vernon Ind

**DEAN, LARRY**  
Lawrence Welks Top Times  
& New Talent  
ABC TV

**DEL RIO, PEREZ**  
Don Quikero Show  
KJWW San Antonio Tex

**DENNIS, MATT**  
The Ernie Kovacs Show  
NBC-TV

**DENNIS, TED**  
WNNJ Newton N J

**DENTON, CARMEN**  
KMUS, Muskogee Okla

**DEYEV, GENE**  
KLO Oeden Utah

**DE WITT, KAY**  
WABH TV, Bangor Me

**DE ZURIK, CAROLYN**  
It's Polka Time  
ABC-TV

**DOBBS, ESTELLINE**  
Sunday Song Stylist  
KBOP Pleasanton Tex

**DONADIO, TONY**  
WSDA TV, York Pa

**DOUGLAS, MIKE**  
Adults Only  
WNRQ Chicago Ill

**DOWNS, TOMMY**  
WKJQ Louisville Ky

**DREW, DORIS**  
Tennessee Ernie Ford Show  
NBC-TV

**DUCAS, MARSHALL**  
WRUM, Rumford Me

**DUDLEY, LEON**  
KGHE Pueblo Col

**DUFF, ARLIE**  
Ozark Jubilee  
ABC-TV

**DUNIGAN, JACK & GERTRUDE**  
WJTN Jamestown, N Y

**DUNN, PAT**  
WDAF Kansas City Mo

**DUNNE, JIMMY**  
Musically Yours  
WPHK Alexandria Va

— E —

**EATON, ELMORE**  
Afternoon  
KIVA Yuma Ariz

**ELMER, CAROLYN**  
KUKI Ukiah Cal

**ERICKSON, HELENE W.**

Opera, Concert, Radio-TV, Club  
Dates, Dramatic Animations,  
Paramount Pictures

— F —

**FAILE, TOMMY**  
Carnie Store  
WFF Charlotte N C

**FISHER, EDDIE**

Eddie Fisher Show, NBC, NBC-TV  
FLOREN, MYRON

Lawrence Welks Top Times &  
New Talent, ABC-TV

**FONTENOT, RENE**  
KSLD, Opelousas, La



**Personal Management:**

DURGOM-KATZ Assoc.

New York • Beverly Hills

**FOSTER, DENISE**  
WFAA, Dallas, Tex.  
**FULLER, PHYLLIS**  
WSLB, Ogdensburg, N. Y.

— G —

**GALLION, BOB**  
WKAB, Mobile, Ala.  
**GERNERT, BILL**  
Puppeteer—Cartoon Carnival  
WLAC-TV, Nashville, Tenn.  
**GHELLER, AL**  
Teen-Time  
KVIP, Redding, Cal.  
**GODSEY, SANDRA**  
Stage 5  
WCYB-TV, Bristol, Va.  
**GORDON, CURTIS**  
WKAB, Mobile, Ala.  
**GORDON, PHIL**  
WALA, Mobile, Ala.  
**GORDON, REV. I. H.**  
WLOK, Memphis, Tenn.  
**GORE, CHARLIE**  
Indiana Hoedown  
WFBM, WFBM-TV, Indianapolis, Ind.  
**GORME, EYDIE**  
Tonight, The Steve Allen Show  
NBC-TV  
**GRAY, RUDY**  
KMAC, San Antonio, Tex.  
**GRAYSON, LARRY**  
KFSD-TV, San Diego, Cal.  
**GRISE, TONY**  
WCCO, Minneapolis, Minn.  
**GUITAR, BONNIE**  
KTVW, Seattle, Wash.

— H —

**HAGAMAN, CHARLES**  
Merry-go-Round  
WNOX, Knoxville, Tenn.  
**HAGGART, BUD**  
The Blues Cbasers  
WFDF, Flint, Mich.

**HALL, JIM**  
WFNS, Burlington, N. C.  
**HAMLETT, JAMES**  
Cartoon Carnival  
KUTV, Salt Lake City, Utah  
**HAMMOND, PATTI**  
Jim Deline Gang  
WSYR-TV, Syracuse, N. Y.  
**HANSON, BURT**  
WCCO, Minneapolis, Minn.  
**HARPEK, HECK**  
KGW, Portland, Ore.  
**HARRIS, JACK**  
WJR, Detroit, Mich.  
**HARRIS, RAY & Gospel Crusaders**  
WFIW, Fairfield, Ill.  
**HEAP, JIMMY**  
KTAE, Taylor, Tex.  
**HEGAR, JOE**  
KTAE, Taylor, Tex.  
**HENSEN, HERB**  
KERO-TV, Bakersfield, Cal.  
**HILL, GENE**  
Hilltime  
KIMO, Independence, Mo.  
**HILL, GOLDIE**  
MBS  
**HOAG, SISTERS (Lorrie & Carol)**  
Focus  
WBNS, Columbus, Ohio  
**HOFER, BARBARA**  
Luther Show  
WDEF-TV, Chattanooga, Tenn.  
**HOFER, KENNY**  
KCRG-TV, Cedar Rapids, Iowa  
**HOOD, ROY**  
WMLV, Millville, N. J.  
**HOOPER, LARRY**  
Lawrence Welk's Top Tunes  
& New Talent  
ABC-TV  
**HORNE, LIBBY**  
Ozark Jubilee  
ABC-TV

**HUGGLER, LYLE**  
Blue Mountain Boy  
WKBI, St. Marys, Pa.  
**HUGHES, HERB**  
Jolopy  
WDEF-TV, Chattanooga, Tenn.  
**HUNT, BILL**  
WKZO, Kalamazoo, Mich.  
**HUTCHINSON, LUCIA CLAIRE**  
Cameo Concert  
WNCT, Greenville, N. C.

— J —

**JAMES, SONNY**  
Ozark Jubilee  
ABC-TV  
**JOHNSON, BEN E.**  
WMPM, Smithfield, N. C.  
**JOHNSON, CULLEN**  
WRVA, Richmond, Va.  
**JOHNSON, MERVIN**  
WCMY, Ottawa, Ill.  
**JOHNSON, POLLY**  
KOTA, KOTA-TV, Rapid City, S.D.  
**JOSEPH, BOB**  
Skylines  
WHOP, Hopkinsville, Ky.

— K —

**KELSEY, GERDA**  
WHLM, Bloomsburg, Pa.  
**KIMBRO, KYLE**  
WGN, Chicago, Ill.  
**KING, PEGGY**  
The George Gobel Show  
NBC-TV  
**KINNEY, BOB**  
WCHN, Norwich, N. Y.  
**KIRBY, PAT**  
Tonight  
NBC-TV  
**KIRK, RED**  
WKLO, Louisville, Ky.

## THE MELLO-LARKS

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NBC-COLOR TV

Represented by Jerry Levy — 200 W. 57th St. - N.Y.C.

**KRALL, BARBARA**  
 Facets  
 WBNS, Columbus, Ohio  
**KRONBERG, BONNIE**  
 WOOD-TV, Grand Rapids, Mich.  
**KYBER, BOB**  
 KOIN-TV, Portland, Ore.  
**KYBER, DORIS**  
 KOIN-TV, Portland, Ore.

— L —

**LANSON, SNOOKY**  
 Your Hit Parade  
 NBC-TV  
**LA ROSA, JULIUS**  
 Ed Sullivan Show, CBS-TV  
**LASHUA, FAMOUS**  
 The Westernaires  
 WDSM, Superior, Wis.  
**LASSWELL, JOHNNIE**  
 WCMY, Ottawa, Ill.  
**LAVERNE, JILL**  
 Showase  
 WFEA, Manchester, N. H.  
**LAWRENCE, STEVE**  
 Tonight, The Steve Allen Show  
 NBC-TV  
**LEA, TERREA**  
 KABC, Hollywood, Cal.  
**LEACH, BILLY**  
 WBBM, Chicago, Ill.  
**LEE, BRENDA**  
 Ozark Jubilee  
 ABC-TV  
**LENNON SISTERS**  
 Lawrence Welk's Top Tunes &  
 New Talent, ABC-TV  
**LENWAY, FRED**  
 Jim Deline Gang  
 WSYR-TV, Syracuse, N. Y.  
**LEVERTON, BUCK**  
 Down on the Farm  
 WSAU-TV, Wausau, Wis.

**LEWIS, WILLIAM**  
 B. Nov. 23, 1931, Tulsa, Okla.,  
 Caesar's Hour, Opera Theatre,  
 NBC-TV  
**LEWIS, LARRY**  
 WWHG, Hornell, N. Y.  
**LOYD, TOMMY**  
 Strutting Cowboys  
 WODD, Toledo, Ohio

**LODEN, JIMMY**  
 B. May 1, 1932, Hackleburg,  
 Ala., Ed Sullivan Show, Cross  
 Canada Hit Parade, CBS  
**LOD, ALICE**  
 Lawrence Welk's Top Tunes &  
 New Talent, ABC-TV  
**LORD, BOBBY**  
 Ozark Jubilee  
 ABC-TV  
**LANN, ROBBIE**  
 WCMS, Norfolk, Va.  
**LYNNE, SYLVIA**  
 KOCS, Ontario, Cal.

— Me —

**MCCORMICK, BILL**  
 KOSA-TV, Odessa, Tex.  
**MCRITCHIE, BARBARA**  
 Calo Pet Exchange  
 KABC-TV, Los Angeles, Cal.

— M —

**MACKENZIE, GISELE**  
 Your Hit Parade  
 NBC-TV  
**MACKLEM, JILL**  
 Magic Moments  
 WNOG, Naples, Fla.  
**MACRAE, GORDON**  
 Lux Video Theatre  
 NBC-TV  
**MAGEE, MONTE**  
 WALA, Mobile, Ala.  
**MALLOY, BARBARA**  
 Holiday for Housewives  
 WRGP-TV, Chattanooga, Tenn.  
**MARTIN, TONY**  
 NBC-TV  
**MASON, JULIE**  
 KGO-TV, San Francisco, Cal.  
**MASSEY, CURT**  
 KRCA-TV, Los Angeles, Cal.  
**MAUNEX, RICHARD**  
 Musical Airs  
 WCGO, Belmont, N. C.  
**MAXWELL, GAYLE**  
 This is Doo  
 WBLR, Knoxville, Tenn.  
**MAYO, MARY**  
**MELBA, SANDY**  
 KSTN, Stockton, Cal.  
**MELLO LARKS**  
 Club 60, NBC-TV, Chicago  
**MERRILL, BUDDY**  
 Lawrence Welk's Top Tunes &  
 New Talent, ABC-TV  
**MITCHELL, CONNIE**  
 WBBM, Chicago, Ill.  
**MITCHELL, MARGARET**  
 WCLT, Newark, Ohio  
**MONS, JOHN**  
 KDUZ, Hutchinson, Minn.  
**MORAN, MARVIN**  
 WTMJ-TV, Milwaukee, Wis.  
**MORGAN, DICK**  
 Say It with Music  
 WDBJ-TV, Roanoke, Va.  
**MORGAN, JAYE P.**  
 NBC-TV  
**MORRIS, ROD**  
 Big Mo Jamboree  
 KHUM, Eureka, Cal.  
**MOSELEY, NELL**  
 Eventide  
 KTRH, Lufkin, Tex.



**BETTY ANN GROVE**

STARTING 5th YEAR  
 "THE BIG PAYOFF"  
 MONDAY THROUGH FRIDAY  
 3:00-3:30 P.M.  
 PERSONAL MANAGEMENT  
 PETER DEAN  
 CO 5-0790



**MARY MAYO**

Direction: Sidney Ascher  
 MCA Public Relations

**MOTEN, ETTA**  
I Remember When  
WMAQ, Chicago, Ill.

— N —

**NABORS, JIM**  
Holiday for Housewives  
WRGP-TV, Chattanooga, Tenn.

**NAGLE SISTERS**  
OK Roundup  
KBOI-TV, Boise, Idaho

**NEWTON, ROBERT**  
Merry-go-Round  
WNOX, Knoxville, Tenn.

**NORMAN, BEVERLY**  
KTBS-TV, Shreveport, La.

— O —

**O'HEREN, DICK**  
WHK, Cleveland, Ohio

**OLSEN, PENNY**  
MBS

— P —

**PAGE, PATTY**  
NBC-TV

**PATTERSON, WANDA**  
Buckaroo Time  
KEPR-TV, Pasco, Wash.

**PENDERGRAPH, RUSTY**  
WEHT, Evansville, Ind.

**PETERS, HAZEL**  
KGFX, Pierre, S. D.

**PETERSHAGEN, RICH**  
KWAT, Watertown, S. D.

**PIAZZA, MARGUERITE**  
B. New Orleans, La.

**PICKENS, JANE**  
Studio One, CBS-TV; NBC Network; Victor Records, RCA

**POLLARD, TAL**  
WCEC, Rocky Mount, N. C.

**PORTER, KING**  
WJAK, Jackson, Tenn.

**PRIME, HARRY**  
WCAU, Philadelphia, Pa.

— R —

**RAINWATER, MARVIN**  
Ozark Jubilee  
ABC-TV

**RALLES, VIRGINIA**  
KOLN-TV, Lincoln, Neb.

**REA, KAY**  
Jim Bolen Show  
KBIZ, Ottumwa, Iowa

**RILEY, KAY**  
WTYC, Rock Hill, S. C.

**RIVERS, JACK**  
KTVW, Seattle, Wash.

**ROBERTS, ANDY**  
WTAR-TV, Norfolk, Va.

**ROBERTS, JIM**  
Lawrence Welk's Top Tunes & New Talent; ABC-TV

**ROBSON, GEORGE**  
Listen While You Lunch  
WEBR, Buffalo, N. Y.

**ROCKWELL, ROCKY**  
Lawrence Welk's Top Tunes & New Talent; ABC-TV

**ROSNEAU, EUNICE**  
Gang  
WAVN, Stillwater, Minn.

**ROSS, STEVE**  
KGO-TV, San Francisco, Cal.

**ROWTON, WANDA**  
Sounds of the day  
KWTX, Waco, Tex.

**RUCKER, JOAN**  
Station Vocalist  
WTND, Orangeburg, S. C.

— S —

**SABO, KAREN**  
Hillbilly Sweetheart  
KNDC, Hettinger, N. D.

**SCHURR, BARBARA**  
WASL, Annapolis, Md.

**SHARP SISTERS**  
Scrapbook  
WARU, Peru, Ind.

**SHELTON, NELL**  
WOW, Omaha, Neb.

**SHORE, DINAH**  
The Chevy Show  
NBC-TV

**SINCLAIR, NORMA**  
KMBC-TV, Kansas City, Mo.

**SKINNER, JIMMIE**  
Home Folks Party  
WNOP, Newport, Ky.

**SMITH, CARL**  
MBS

**SMITH, DICK**  
WFRM, Coudersport, Pa.

**SMITH, JERRY**  
KXIC, Iowa City, Iowa

**SMITH, LOLA**  
Hospitality House  
WSPD-TV, Toledo, Ohio

**SOSEBEE, TOMMY**  
Paul Mitchell Show  
KWTO, Springfield, Mo.

**SOVINE, RED**  
MBS

**SPEAKER, MARION**  
Doorway to Fine Music  
KPQ, Portland, Ore.

**SPELLMAN SISTERS**  
WDBO-TV, Orlando, Fla.

**SPELLMAN, MARIAN**  
WLW, Cincinnati, Ohio

**STACY, JEAN**  
KTAT, Frederick, Okla.

**STALKER, KAY**  
Jayhawker Shindig  
KARD-TV, Wichita, Kan.

**STANFORD, HANK**  
WKYR, Keyser, W. Va.

**STENGER, FAYE & PETE**  
WKYR, Keyser, W. Va.

**STEPHENS, GINNY**  
The Ed Harvey Show  
WCAU, Philadelphia, Pa.

**SULLIVAN, DON**  
KIMO, Independence, Mo.

**SYLVESTER, WALLY**  
KDUZ, Hutchinson, Minn.

— T —

**TALBOT, DAN**  
KBTX, Missoula, Mont.

**TAYLOR, DAVID**  
WFAA, Dallas, Tex.

**TAYLOR, JIMMIE**  
WLBN, Lebanon, Ky.

**TEMPLE, PICK**  
WTOP-TV, Washington, D. C.

**THERIAN, LARRY**  
Two for the Show  
WHYN-TV, Springfield, Mass.

**THOMAS, MARGARET JUNE**  
KHBG, Okmulgee, Okla.

**TILTON, MARTHA**  
KRCA-TV, Los Angeles, Cal.

**TRAMBLEY, MARY**  
Moods with Mary  
WKBI, St. Marys, Pa.

**TRUE, BUTCH**  
WKBL, Covington, Ky.

**TRUMAN, RALPH**  
WTSL, Hanover, N. H.

— V —

**VALENTINE, JUDY**  
A Feller and his Girl  
WVDA, Boston, Mass.

**VAUGHT, GEORGE**  
Saturday Jamboree  
WMTA, Central City, Ky.

— W —

**WADDELL, ROBERT**  
WFMY-TV, Greensboro, N. C.

**WAGNER, ANN**  
WFBS-TV, Indianapolis, Ind.

**WAGONER, PORTER**  
Ozark Jubilee  
ABC-TV

**WAIN, BEA**  
Andre Baruch & Bea Wain Show; WABC, New York City, N. Y.

**WALKER, BILLY**  
Ozark Jubilee  
ABC-TV

**WALLACE, SAM**  
WEBQ, Harrisburg, Ill.

**WARE, ELOYSE**  
The Emme & Ellie Show  
WWSN, Statesboro, Ga.

**WAYNE, BOBBY**  
WVDA, Boston, Mass.

**WAYNE, KAY**  
Buddy & Kay Show  
WCMA, Corinth, Miss.

**WEAVER, COWBOY LLOYD**  
KCUL, Fort Worth, Tex.

**WEBB, JERALD**  
KXRJ, Russellville, Ark.

**WEBSTER, JOE**  
Tom Paxton Show  
WKY-TV, Oklahoma City, Okla.

**WELLS, BERT**  
Buckaroo Time  
KEPR-TV, Pasco, Wash.

**WHITE, LINDA**  
This Is Doc  
WBIR, Knoxville, Tenn.

**WILLIAMS, ANDY**  
Tonight  
NBC-TV

**WILLIAMS, BOB**  
Studio Party  
WBT, Charlotte, N. C.

**WILLIAMS, JIMMIE**  
R.F.D. Ramble  
WNOP, Newport, Ky.

**WILLIAMS, MARC**  
Wixie Wonderland  
WKYZ-TV, Detroit, Mich.

**WILSON, SLIM**  
Ozark Jubilee  
ABC-TV

**WRIGHT, NANCY**  
Adults Only  
WNBQ, Chicago, Ill.

— Y —

**YOUNG, ANN**  
Spook Beckman Show  
WTVN-TV, Columbus, Ohio

**YOUNGS, KEN**  
Western Roundup  
WBRV, Boonville, N. Y.

# HERBERT B. LEONARD

*Producer*

"THE ADVENTURES OF RIN-TIN-TIN"—ABC-TV

"77th BENGAL LANCERS"—NBC-TV

*Co-Producer*

"CIRCUS BOY"—NBC-TV

*In association with Screen Gems*

# RADIO-TV PRODUCERS

Network and Independent—and their work during 1956

## — A —

**AARON, JOHN**  
Person To Person  
CBS-TV

**ABENHEIM, PETE**  
Captain Fortune's Surprise  
Package; KPIX, San Francisco, Cal.

**ABERCROMBIE, WAYNE**  
Middy  
WRGP-TV, Chattanooga, Tenn.

**ADAMS, JIM**  
KOMU-TV, Columbia, Mo.

**ADAMS, WILLIAM**  
WHEC, Rochester, N. Y.

**ALEXANDER, KIRK**  
CBS-TV

**ALKON, SELIG**  
Let's Take A Trip  
CBS-TV

**ALLEY, ELMER**  
Home, Dateline Savannah,  
Sports Desk; WSAV-TV, Savannah, Ga.

**AMODEO, JOHN**  
KILT-TV, El Paso, Tex.

**ANDREWS, CHARLES**  
Arthur Godfrey Time  
CBS-TV

**APPELL, DON**  
B. Oct. 6, New York City. This  
Is Galen Drake, ABC-TV; Vic  
Damone Show, Vaughn Monroe  
Show, Red Buttons Show, CBS-  
TV; Imogene Coca Show, NBC-  
TV

**ARBAGAST, BOB**  
KABC-TV, Los Angeles, Cal.

## ARNELL, PETER

B. Oct. 11, 1921, Bridgeport,  
Conn. High Finance, CBS-TV

## ASHER, WILLIAM

B. Aug. 8, 1921, New York City.  
Jane Wyman's Fireside Theatre,  
NBC-TV

## AWSUMB, ROGER

Cash & Carry  
WTGN-TV, Minneapolis, Minn.

## AYERS, TED

Face The Nation  
CBS-TV

## — B —

## BAILEY, JUDSON

CBS-TV

## BANKS, GENE

KABC-TV, Los Angeles, Cal.

## BEACH, HUGH D.

Baseball Game of the Week,  
Football Roundup, Pro Foot-  
ball; CBS-TV

## BEIER, CARL

Look Up and Live  
CBS-TV

## BENNETT, GIL

Open House  
KVTY, Sioux City, Iowa

## BENSCHOTTER, REBA

Windy Jim  
KTVO, Ottumwa, Iowa

## BERMONT, HILL

Surprise Party  
WLW-A, Atlanta, Ga.

## BERNAUER, NORMAN

Accent  
WDAT-TV, Kansas City, Mo.

## BIRCH, PETER

Captain Kangaroo  
CBS-TV

## BISHOP, BILL

Billy Bounce  
WITI-TV, Milwaukee, Wis.

## BOSTIAN, BOB

WAKR-TV, Akron, Ohio

## BOSWORTH, JOHN

Ted Steele Show  
WOR-TV, N.Y.C., N.Y.

## BOWEN, DOC

KTEN, Ada, Okla.

## BOWEN, JERRY

Curt Massey Show  
KRCATV, Los Angeles, Cal.

## BOYD, MILT

Grandpa H ppy  
WHBP-TV, Rock Is'and, Ill.

## BRADDOCK, ART

WJTV, Jackson, Miss.

## BRADSHAW, JOHN

KPLC-TV, Lake Charles, La.

## BRAWLEY, HARRY

Press Conference, Jr. Town  
Meeting; WCHS-TV, Charles-  
ton, W. Va.

## BRILL, RICHARD

Stand Up and be Counted  
CBS-TV

## BRODHEAD, CHARLES

CKLW-TV, Detroit, Mich.

## BRODKIN, HERBERT

Studio One  
CBS-TV

## BRONSON, RICHARD B.

WABI-TV, Bangor, Me.

# PETER ARNELL

CREATOR AND PRODUCER

of

TELEVISION PROGRAMS

*Exclusive Management*  
ASHLEY-STEINER, INC.

*Press Representative*  
SOLTERS, O'ROURKE & SABINSON



# *Fred de Cordova*

PRODUCER-DIRECTOR

“MR. ADAMS AND EVE”

*starring*

IDA LUPINO and HOWARD DUFF

CBS-TV

**Keeshan - Miller** ENTERPRISES CORP.

PACKAGERS AND PRODUCERS

CAPTAIN KANGAROO

CBS TELEVISION NETWORK

**BROWN, DAVE**

Treasure Hunt  
ABC-TV

**BROWN, HARRY JOE**

Crossroads  
ABC-TV

**BROWN, PAUL**

Watch the Birdie  
KOLO-TV, Reno, Nev.

**BROWN, WILLIAM**

Studio One  
CBS-TV

**BRUTON, RUSS T.**

Alec Gibson Show  
WTVJ, Miami, Fla.

**BUDNEY, ED**

WPTZ-TV, Plattsburgh, N. Y.

**BURKE,**

**CAROLINE**

Vacation Wonderlands, Pirandello's Six Characters in Search of an Author, Wanda Landowska at Home, Three Steps to Heaven, NBC

**BUSCHMEYER, FRED**

WGR-TV, Buffalo, N. Y.

— C —

**CAPSTAFF, AL**

B. Oct. 10, 1912, Monitor, NBC;  
Bob Hope, NBC-TV

**CARDILLE, BILL**

WTCU, Erie, Pa.

**CARLSON, DICK**

WOW-TV, Omaha, Neb.

**CHAMBERLIN, CRAN**

You Asked For It  
ABC-TV

**CHAMPION, ROBERT**

WVEC-TV, Norfolk, Va.

**CHUMLEY, RAY**

Circle 3 Ranch  
WRGP-TV, Chattanooga, Tenn.

**COHEN, MAURY**

You Asked For It  
ABC-TV

**COLLIGAN, JAMES**

Good Morning  
CBS-TV

**COOLEY, LEE**

Perry Como Show, NBC-TV

**COSGROVE, JOHN**

Good Morning  
CBS-TV

**COURTNEY, DEL**

Showcase  
KPIX, San Francisco, Cal.

**COVEY, LYNN**

WTRF-TV, Wheeling, W. Va.

**CUSENBERRY, DON**

Tom Paxton Show  
WKY-TV, Oklahoma City,  
Okla.

— D —

**DALY, ARTHUR J.**

B. Sept. 18, 1910, Cedarhurst, L. I. Cresta Blanca Carnival, Mutual, CBS; Pontiac Varsity Shows, Telephone Hour, The Goldbergs, NBC; Whiteman Teen Club, Kukla, Fran & Ollie, ABC-TV; Jingles—Campbells Soups, etc.

**DANIEL, ALFRED**

WLBT, Jackson, Miss.

**DANZIGER, HARRY & EDWARD**

The Vise  
ABC-TV

**DAUGHERTY, JEAN**

10 O'Clock Scholar, These Things We Share, Magic Toy Shop; WHEN-TV, Syracuse, N. Y.

**DAVENPORT, JACK**

WTTV, Bloomington, Ind.

**DAVID, RUSS**

KSD-TV, St. Louis, Mo.

**DAVIS, HAL**

Bishop Sheen's Life Is Worth Living; ABC-TV

**DAVIS, JIM**

KARD-TV, Wichita, Kan.

**DAVIS, W.**

WBZ-TV, Boston, Mass.

**DAVIS, WALT**

The Open Mike  
KTSM-TV, El Paso, Tex.

**DE CAPRIO, AL**

The Phil Silvers Show  
CBS-TV

**DE CORDOVA, FREDERICK**

B. Oct. 27, 1910, New York, N. Y. Burns and Allen Show, December Bride, Mr. Adams & Eve, CBS-TV

**DEFELITTA, FRANK**

Odyssey  
CBS-TV

**DEL VALLE, JAIME**

B. Jan. 19, 1910, Los Angeles, Cal.; The Line Up, Yours Truly, Johnny Dollar, CBS-TV; San Francisco Beat, CBS-TV/Film Sales

**DIAMOND, VERN**

News  
CBS-TV

**DISNEY, WALT**

Disneyland, Mickey Mouse Club; ABC-TV

**DOLAN, JAMES M.**

Football Roundup, Saturday Sports Mirror  
CBS-TV

Jaime  
del Valle

PRODUCER-DIRECTOR

# AXEL GRUENBERG

PRODUCER

for

RALPH EDWARDS'  
"THIS IS YOUR LIFE"  
NBC-TV

# M. BERNARD (BEN) FOX

*Creator Producer*

**WATERFRONT**

**FOREST RANGER**



*Producer*

**CODE 3**



*New Properties Created for 1957-58 Season*

**HARBOR INN**

Salty character adventure of the sea.

**CHARTER PILOT**

Action adventure in modern aviation.

**DONOHUE, JACK**

B. Nov. 3, 1910, New York City.  
George Gobel Show, NBC-TV

**DONOVAN, THOMAS**

Development  
CBS-TV

**DCRN, BILL**

WDAN-TV, Danville, Ill.

**DRAPER, BENJAMIN**

Explorers of Tomorrow  
KRON-TV, San Francisco, Cal.

**DRESSLER, BOB**

Adults Only  
WNBQ, Chicago, Ill.

**DUFF, GORDON**

Studio One  
CBS-TV

**DURSTON, DAVID E.**

Hotel for Pets, Tournament of  
Roses Telecast; Network, In-  
dependent

— E —

**EARLY, ROGER**

Science Speaks  
WFLA-TV, Tampa, Fla.

**EDELMAN, LOUIS F.**

Make Room For Daddy, Wyatt  
Earp; ABC-TV

**ELLIOTT, ART**

KOIN-TV, Portland, Ore.

**END, JACK**

WRWC-TV, Rochester, N. Y.

**ENGLAND, DONALD**

The Marve Kaser Show  
WTVW, Evansville, Ind.

**ENGLANDER, ROGER**

Let's Take A Trip  
CBS-TV

**EPSTEIN, MEL**

Broken Arrow  
ABC-TV

**ERVIN, JACK**

Porfirio Rubirosa Presents  
WITV, Miami, Fla.

**EVANS, JAMES**

Alice Friberg Show  
WCYB-TV, Bristol, Va.

**EWING, ED**

Rhythm Roundup  
WDBJ-TV, Roanoke, Va.

— F —

**FAGAN, BILL**

Open House  
WPBM-TV, Indianapolis, Ind.

**FAIGNEY, JAMES B.**

Air Power  
CBS-TV

**FENNELLY, PETER**

Meet Mrs. Moore  
WBR, Knoxville, Tenn.

**FERBER, MELVIN**

The Herb Shriner Show  
CBS-TV

**FINE, HERBERT**

Western Hayride  
WTAP-TV, Parkersburg, W.  
Va.

**FLEISCHMAN, STEPHEN**

Let's Take A Trip  
CBS-TV

**FLEMING, BRUCE**

KEBO-TV, Bakersfield, Cal.

**FLEMING, JAMES**

Good Morning  
CBS-TV

**FORBES, H. JEFF**

B. Oct. 21, 1920, Morgantown,  
W. Va. River of Life, What's  
Brewing, The Yankee Story, Yan-  
kee Network; Director, Film Pro-  
duction WNAC-TV, Yankee Div.,  
RKO Teleradio Pictures, Inc.

**FORREST, RAY**

B. Jan. 7, 1916, Children's The-  
atre, Ask The Camera, WRCA-  
TV

**FOSTER, LEWIS R.**

The Adventures of Jim Bowie  
ABC-TV

**FOX, BERNARD**

B. Oct. 6, 1916, Brookline, Mass.  
Code 3, ABC Film Syndication  
Waterfront, MCA-TV

**FRIENDLY, FRED**

See It Now  
CBS-TV

**FROST, JIM**

Windy Jim  
KTVO, Ottumwa, Iowa

— G —

**GALLAGHER, JOE**

Baseball Game of the Week,  
Football Roundup, Hockey  
CBS-TV

**GALLU, SAM**

Navy Log  
ABC-TV

**GANNAWAY, ALBERT C.**

The Country Show, Radio, TV;  
Melo Malloy Radio Show

**GARNER, JAMES**

Jalopy

**GAULT, EDWIN**

WDFW-TV, Chattanooga, Tenn.  
WHP-TV, Harrisburg, Pa.

**GEIER, LEO**

File 7  
ABC-TV

**GILBERT, JACK**

WKBN-TV, Youngstown, Ohio

**GILBERT, ROBERT E.**

WCKT, Miami, Fla.

**GINGELL, GEORGE**

Stepping Out  
WRBL-TV, Columbus, Ga.

**GLAZER, HAROLD M.**

Dr. N. Ventor  
WDAF-TV, Kansas City, Mo.

**GOMEZ, LOUIS**

KVVG, Tulare, Cal.

"HEY, JEANNIE!"

Produced by CHARLES ISAACS

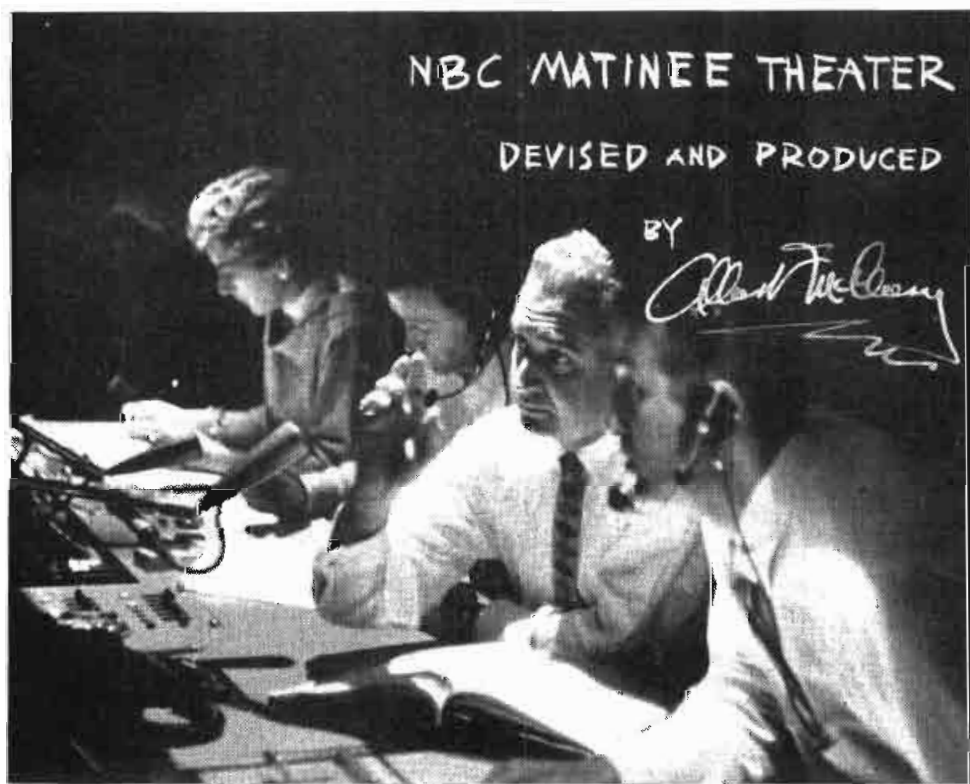
# "THE STORIES OF JOHN NESBITT"

for

American Telephone and Telegraph Company

*Produced by*  
**JERRY STAGG**

*Executive Producer*  
**HAL ROACH, JR.**



**GORDON, BOB**  
KOMO-TV, Seattle, Wash.  
**GREMBA, LEONARD**  
WREX-TV, Rockford, Ill.

**GRUENBERG, AXEL**

B. Aug. 17, Riga, Latvia, This Is Your Life, NBC-TV  
**GUILD, CAROLD**  
Party Line  
KOLO-TV, Reno, Nev.

— H —

**HAACKE, LAUREN**  
KDIX-TV, Dickinson, N. D.  
**HAGY, RUTH GERI**  
College Press Conference  
ABC-TV

**HALL, BEN**  
Circle Four Ramblers  
KBST-TV, Big Spring, Tex.  
**HALL, CHARLIE**  
Uncle Charlie's Playhouse  
WCSC-TV, Charleston, S. C.

**HANCE, WILEY**  
Dean Pike  
ABC-TV

**HANSEN, LLOYD**  
Charades  
KQVR, Stockton, Cal.

**HARMON, WILLIAM**

B. Dec. 20, 1915, Poughkeepsie, N. Y. Jimmy Durante Show, The Duke, Blondie, NBC-TV

**HARRIS, SHERMAN A.**  
The Lone Ranger  
ABC-TV

**HARRIS, SID**  
Cartoonville  
WARM-TV, Scranton, Pa.

**HARRISON, JACK**  
Friends and Neighbors  
KTRE-TV, Lufkin, Tex.

**HARRISON, TOM**  
Party Line, Teen Can-Teen  
WCMB-TV, Harrisburg, Pa.

**HEFFNER, RICHARD**  
Open Mind  
WRCA-TV, New York, N. Y.

**HEIDER, FREDERICK**  
Voice of Firestone  
ABC-TV

**HEIN, JAC**  
Today, NBC-TV

**HELTON, AL**  
KOSA-TV, Odessa, Tex.

**HERRIDGE, ROBERT**  
Seven Lively Arts  
CBS-TV

**HEWITT, DON**  
News  
CBS-TV

**HIGGINS, CLYDE**  
WSTV-TV, Steubenville, Ohio

**HIKEN, NAT**  
The Phil Silvers Show  
CBS-TV

**HILL, CHARLES**  
Person to Person  
CBS-TV

**HILL, PHIL**  
KUTV, Salt Lake City, Utah

**HISHOP, SCOTT**  
WCKT, Miami, Fla.

**HOFFMAN, JOSEPH**  
Ford Theatre  
ABC-TV

**HOOVER, JACK**  
KTEN, Ada, Okla.

**HOPPERS, JAMES**  
WDXL-TV, Jackson, Tenn.

**HOSKINS, H. J.**  
Western Circus  
WICS, Springfield, Ill.

**HOWELL, WILLIAM**  
As The World Turns  
CBS-TV

**HUGHES, T. J., JR.**  
WLSL-TV, Roanoke, Va.

**HURDLE, JACK**  
Jackie Gleason Show  
CBS-TV

**HYMAN, ED**  
Highway to Learning  
WOAI-TV, San Antonio, Tex.

— I —

**ILOTT, PAMELA**  
Lamp Unto My Feet  
CBS-TV

**IRWIN, CAROL**  
Mama, CBS-TV

**ISAACS, CHARLES**  
B. Sept. 17, Winnipeg, Canada.  
Hey Jeannie, CBS-TV

— J —

**JACKSON, FELIX**  
Studio One  
CBS-TV

**JANCEWICZ, E.**  
WBZ-TV, Boston, Mass.

**JARRETT, AL**  
KOB-TV, Albuquerque, N. M.

**JARVIS, CHARLES**  
WHIZ-TV, Zanesville, Ohio

**JENNINGS, JOHN**  
Kinnick Kubb  
KCRG-TV, Cedar Rapids, Iowa

**JOHNSON, LOWELL**  
KXJB-TV, Valley City, N. D.

**JOHNSON, VANCE**  
TV Screen Auditions  
WFBC-TV, Greenville, S. C.

— K —

**KANCHUGER, SAM**  
CBS

JAMES NEILSON

director

Represented by:

MCA



**BARRY SHEAR**

**BARRY**

*directs*

**ERNIE**

*on*

**NBC** *thru*

**MCA**

•  
*Contact Dick Rubin*



**CAROLINE BURKE**

*Producer-Director*

**NBC-TV**

**WILLIAM SELF**

*Producing the*

**FRANK SINATRA SHOW**

**ABC-TV**

**KEELEY, ANN**  
The Fourth R  
WRCA-TV, New York City

**KEMPFER, DAVE**  
WJTV, Jackson, Miss.

**KENNEDY, CAROL**  
Romper Room  
WKXN-TV, Saginaw, Mich.

**KENWITH, HERBERT**  
Valiant Lady  
CBS-TV

**KILEY, JOSEPH**  
Forrest Willis Show  
WTRT-TV, Albany, N. Y.

**KINGSLEY, SIDNEY**  
Special Project  
CBS-TV

**KLEIN, STE**  
KOSA-TV, Odessa, Tex.

**KLYM, EDWARD J.**  
Quizdown  
WJAC-TV, Johnstown, Pa.

**KUNEY, JACK**  
CBS-TV

— L —

**LACKNER, ED**  
KOMO-TV, Seattle, Wash.

**LASHBROOK, BOB**  
KPLC-TV, Lake Charles, La.

**LAUNER, JACKSON**  
Pantomime Hit Parade  
WCPO-TV, Cincinnati, Ohio

**LEE, BOB**  
WSVA-TV, Harrisonburg, Va.

**LEICHER, FRITZ**  
Coffee Time  
WSAZ, Huntington, W. Va.

**LEONARD, HERBERT**

B. Oct. 8, 1923, New York, N. Y.  
Rin-Tin-Tin, ABC-TV; Circus  
Boy, 77th Bengal Lancers, NBC-TV

**LEONARD, SHELDON**  
Make Room for Daddy  
ABC-TV

**LESSER, JULIAN**  
Bold Journey  
ABC-TV

**LEVY, PARKE**

B. July 15, 1908, Philadelphia,  
Pa. December Bride, CBS-TV.

**LEVY, RALPH**

B. Dec. 18, 1919, Philadelphia,  
Pa. The Jack Benny Show, Show-  
er of Stars, CBS-TV

**LEWINE, RICHARD**  
CBS-TV

**LEWIS, MARLO**  
Ed Sullivan Show  
CBS-TV

**LEWIS, WARREN**  
Dupont Theatre  
ABC-TV

**LIEBMAN, MAX**

Spectaculars, NBC-TV

**LIKE, BOB**  
Lab "A"  
WOAI-TV, San Antonio, Tex.

**LINDEN, BILL**  
Mark Evans Show  
WTOP-TV, Washington, D. C.

**LOUI, WAYNE**  
WMT-TV, Cedar Rapids, Iowa

**LUBEN, DICK**  
News Time  
WFBC-TV, Greenville, S. C.

— Mc —

**McCLEERY, ALBERT**

B. Lawrence, Kan. Matinee The-  
atre, NBC-TV

**McCOY, BOB**  
WITN, Washington, N. C.

**McCRARY, TEX**

B. Oct. 13, 1910, Calvert, Tex.  
Close-Up, NBC-TV; Mr. & Mrs.  
New York—With Tex and Jinx,  
NBC

**McCUSKER, BILL**  
Swing to Uloco  
KBOI-TV, Boise, Idaho

**McDANIELS, DICK**  
KTVR, Denver, Col.

**McGAUGHEY, CARROLL**  
Billboard  
KATV, Little Rock, Ark.

**McGIBIE, JOHN**  
KOIN-TV, Portland, Ore.

**McVAY, BETTY LOU**  
Magic Window  
WOL-TV, Ames, Iowa

— M —

**MACALLEN, JAMES**  
Lamp Unto My Feet  
CBS-TV

**MacDONALD, JAMES**  
CBS

**MacKENZIE, BILL**  
Charades  
WNDU-TV, South Bend, Ind.

**MALTZ, LESTER**  
The Wednesday Night Fights  
ABC-TV

**MAMMERALLA, TONY**  
Bandstand  
WFJL-TV, Philadelphia, Pa.

**MANN, CLAIRE**  
B. July 1, New York City. Claire  
Mann Show, WABC-TV

**MARKHAM, JACK**  
WFMY-TV, Greensboro, N. C.

**MEIER, JOHN**  
WMTV, Madison, Wis.

**MEINERT, HERB**  
KUTV, Salt Lake City, Utah

**MEISSNER, TOM**  
WMBV-TV, Marinette, Wis.

*Lee Cooley*

Producer - Writer - Director

CBS  
TV

**WILLIAM ASHER**



# RALPH LEVY

CBS-TV

Producer-Director



## Jac Hein

Producer

"TODAY"

NBC-TV



## RAY FORREST

PRODUCER-HOST  
CHILDREN'S THEATRE  
MC—ASK THE CAMERA  
WRCA-TV

SUPPORT  
YOUR  
RTRA  
CHARITIES

**MESSEE, ROBERT**  
KERO-TV, Bakersfield, Cal.

**MIDDLEY, LESLIE**  
CBS-TV

**MILLEN, HAL**  
TV Homemaker  
KIMA-TV Yakima, Wash.

**MILLER, JACK**  
Captain Kangaroo  
CBS-TV

**MILLIGAN, GENE**  
KTBS-TV, Shreveport, La.

**MOLNAR, PETER**  
Hockey, Pro Football  
CBS-TV

**MONTY, GLORIA**  
Secret Storm  
CBS-TV

**MOORE, AUBREY L.**  
WBRZ, Baton Rouge, La.

**MOORE, DON**  
KTBS-TV, Shreveport, La.

**MORIARTY, FRANK**  
Development  
CBS-TV

**MORRIS, JIMMY**  
Woman's World  
KTBC-TV, Austin, Tex.

**MULDERICK, RAY**  
Terrytoon Circus  
WOR-TV, N.Y.C., N.Y.

**MURROW, EDWARD R.**  
See It Now  
CBS-TV

— N —

**NEALE, STERRETT**  
Saturday Night Jamboree  
WSAZ, Huntington, W. Va.

**NELSON, JIM**  
Channel 6 X-Roads  
WDBO-TV, Orlando, Fla.

**NELSON, LEON H.**  
WABI-TV, Bangor, Me.

**NELSON, OZZIE**  
The Adventures of Ozzie & Harriet; ABC-TV

**NICKELL, PAUL**  
Studio One  
CBS-TV

**NORMOYLE, GENE**  
Buckaroo Time  
KEPR-TV, Pasco, Wash.

**NORTHSHIELD, ROBERT**  
Good Morning  
CBS-TV

— O —

**O'DELL, GENE**  
Club 46  
WNUD-TV, South Bend, Ind.

**OLESEN, JIM**  
Little Rascals Club  
WHBF-TV, Rock Island, Ill.

**OLESKER, HARRY**  
The Last Word  
CBS-TV

**OLSON, CHUCK**  
WREX-TV, Rockford, Ill.

**OLSON, TOM**  
The Feminine Touch  
WHTN-TV, Huntington, W. Va.

**O'NEILL, DICK**  
Saturday Playhouse  
WCS, Springfield, Ill.

**OPENSHAW, BYRON**  
KSL-TV, Salt Lake City, Utah

**OSTROWER, JACK**  
KOB-TV, Albuquerque, N.M.

**OTTO, JAY**  
Little Rascals  
WKNX-TV, Saginaw, Mich.

— P —

**PANGLE, CLARK**  
6:30 Spotlight, Donna Douglas Show; WTOP-TV, Washington, D. C.

**PARKER, CLYDE**  
Little Rock Today  
KARK-TV, Little Rock, Ark.

**PATERSON, JIM**  
KRCA-TV, Los Angeles, Cal.

**PAUL, BYRON**  
CBS-TV

**PETERSEN, ANDREW**  
WSLS-TV, Roanoke, Va.

**POOLE, BURNELL**  
Channel 6 News Journal  
WCSH-TV, Portland, Me.

**POOLE, LYNN**  
Filo 7  
ABC-TV

**PORTERFIELD, R. C.**  
Just Kids  
WRVA-TV, Richmond, Va.

**POWELL, JOHN**  
Bar 29 Ranch, Holiday Inn  
KIMA-TV, Yalima, Wash.

**PRIDEMORE, JAMES**  
Newsroom Today  
WCYB-TV, Bristol, Va.

**PRYOR, WALLY**  
Now Dig This  
KTBC-TV, Austin, Tex.

— Q —

**QUERIO, MEL**  
California Hayride  
KOVR, Stockton, Cal.

**QUIGGLE, DON**  
KXJB-TV, Valley City, N. D.

**QUIGLEY, JOHN**  
All live studio productions  
KAKE-TV, Wichita, Kan.

**QUINLAN, ROBERT**  
News  
CBS-TV

**QUINN, ROBERT**  
News  
CBS-TV

— R —

**RAINER, DAN**  
KTVT, Salt Lake City, Utah

# JACK DONOHUE

producing — directing

## THE GEORGE GOBEL SHOW

NBC-TV



**H. JEFF FORBES**

Producer • Director  
Television • Motion Pictures  
Yankee Division  
RKO Teleradio Pictures, Inc.



## AL CAPSTAFF

Executive Producer  
**MONITOR**  
NBC

## HERSCHEL DAUGHERTY

director

Alfred Hitchcock Presents  
General Electric Theatre  
Studio 57  
On Trial  
Schlitz Playhouse of Stars

## JUSTUS ADDISS

*Director*

ALFRED HITCHCOCK PRESENTS  
SCHLITZ PLAYHOUSE OF STARS  
HEINZ STUDIO 57  
CROSSROADS

*Management:*  
Wm. W. Barnes  
8776 Sunset Blvd.  
Hollywood 46, Calif.

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516 FIFTH AVENUE  
NEW YORK 36, N. Y.

**RANDALL, DAVE**  
WTOG-TV, Savannah, Ga.

**RASKY, HARRY**  
E.N. In Action  
CBS-TV

**REA, JACK**  
KARD-TV, Wichita, Kan.

**REED, MANN**  
KBTW, Denver, Col.

**REESE, WALTER**  
Cartonerville  
WDMJ-TV, Marquette, Mich.

**REINHART, JACK**  
WPIE, Evansville, Ind.

**RENNIE, BILL**  
WTVT, Tampa, Fla.

**RECLEAUX, WALTER**  
Farm News  
WFBM-TV, Indianapolis, Ind.

**REYNOLDS, LEE**  
Pete's Place  
WTPG, Washington, D. C.

**RICHARD, HARRY**  
Open House, Country Frolics  
WMBR-TV, Jacksonville, Fla.

**RICHARDS, ALDEN**  
KSL-TV, Salt Lake City,  
Utah

**RICHARDSON, DONALD**  
Mama  
CBS-TV

**RICKEY, FRANK**  
WRBL-TV, Columbus, Ga.

**ROBINSON, PAUL**  
Championship Bowling  
WNBQ, Chicago, Ill.

**ROBINSON, RALPH**  
Doodler Show  
WBRG-TV, Birmingham, Ala.

**ROCKEFELLER, KENNETH**  
Famous Film Festival, After-  
noon Film Festival; ABC-TV

**ROGERS, TOM**  
Off the Road  
KTSM-TV, El Paso, Tex.

**ROMINE, CHARLES**  
Odyssey  
CBS-TV

**ROMPF, EVERETT**  
WROC-TV, Rochester, N. Y.

**ROSEN, BERNARD**  
Jack of all Sports  
WTVJ, Miami, Fla.

**ROUNTREE, MARTHA**  
Press Conference  
ABC-TV

— S —

**SACK, TED**  
Odyssey  
CBS-TV

**SAMMON, ROBERT**  
Person to Person  
CBS-TV

**SANFORD, HERBERT**  
The Garry Moore Show  
CBS-TV

**SANTOS, CASEY**  
Hora Portuguesa  
KVVG, Tulare, Cal.

**SAUDEK, ROBERT**  
Omnibus  
ABC-TV

**SAWYER, JACK**  
Dixie Jubilee  
WLW-A, Atlanta, Ga.

**SCHAAK, WALT**  
KREM-TV, Spokane, Wash.

**SCHERER, EDWARD**  
Premiere Playhouse  
WTPG, Washington, D. C.

**SCHERMOERHORN, JOHN**  
WKOW-TV, Madison, Wis.

**SCHIMMEL, CLARENCE**  
The Garry Moore Show  
CBS-TV

**SCHINKER, JOHN**  
KOMU-TV, Columbia, Mo.

**SCHLINDER, MAX**  
WHTN-TV, Huntington, W.  
Va.

**SCHMUTZ, FRED**  
Mary's Dance Party  
KARK-TV, Little Rock, Ark.

**SCHUFFMAN, DAN**  
It's Polka Time  
ABC-TV

**SCHULTZ, CHARLES**  
Studio One  
CBS-TV

**SCHWARTZ, RAY**  
WHP-TV, Harrisburg, Pa

**SEAMON, BILL**  
Bridge Forum  
WITV, Miami, Fla.

**SELF, WILLIAM**

B. June 21, 1921, Dayton, Ohio.  
Schlitz Playhouse of Stars, CBS-  
TV; Frank Sinatra Show, ABC-TV

**SHAW, JEROME**  
The Big Record  
CBS-TV

**SHEAR, BARRY**

Star Time, Geo. Jessel Show,  
Shoestring Rev., ANTA Album  
1955, Dumont

**SHOOK, DEL**  
Saturday Session  
WDBJ-TV, Roanoke, Va.

**SILBERSHER, MARVIN**  
Look Up and Live  
CBS-TV

**SIMAN, SI**  
Ozark Jubilee  
ABC-TV

**SKIRVIN, MAX**  
WTTV, Bloomington, Ind.

**SKOLI, MERCELINE**  
Art & You  
WITI-TV, Milwaukee, Wis.

**SMALLEY, DAVE**  
Teen Age Party, The Lale  
Show; WRVA-TV, Richmond,  
Va.



**DON APPELL**  
Producer-Director

**JACK  
SMIGHT**

director

**CLIMAX!**  
CBS-TV



**SMITH, M. D.**  
 Political Partyline  
 WBRC-TV, Birmingham, Ala.

**SMITH, PIERCE**  
 Kids Korner  
 KVTW, Sioux City, Iowa

**SMITH, SIDNEY**  
 The Ray Anthony Show  
 ABC-TV

**SOBEL, ED**  
 Lawrence Welks' Tom Tune  
 New Talent  
 ABC-TV

**STAGG, JERRY**  
 B. Feb. 26, 1916, New York City.  
 Telephone Time, CBS-TV

**STAMM, VIC**  
 First July  
 KFBC-TV, Cheyenne, Wyo.

**STANTIS, GEORGE**  
 KFMB-TV, San Diego, Cal.

**STIMPSON, RONALD**  
 Hostess House  
 WTVP, Tampa, Fla.

**STONE, MARTIN**  
 Circus Time  
 ABC-TV

**STRAND, PETER**  
 Soupy's On  
 WXYZ-TV, Detroit, Mich.

**STROH, ROBERT**  
 WEMY-TV, Greensboro, N. C.

**STRUTZ, DONALD R.**  
 WMBV-TV, Marinette, Wis.

— T —

**TANGL, MIKE**  
 Al Lewis Show  
 WCPO-TV, Cincinnati, Ohio

**THAXTON, LLOYD**  
 WSPD-TV, Toledo, Ohio

**THOM, HAROLD**  
 Bibby's Close Ups  
 KALB-TV, Alexandria, La.

**THORNTON, PHIL**  
 This Morning  
 KPIX, San Francisco, Cal.

**TUCKER, LINDSAY**  
 This is Doc  
 WBRK, Knoxville, Tenn.

**TUCKWOOD, DON**  
 KTVK, Phoenix, Ariz.

**TUFTS, PETE**  
 Visiting with Virginia  
 KOPQ-TV, Tucson, Ariz.

**TURNER, PAUL**  
 ARBN-TV, Youngstown, Ohio

— U —

**USLANER, JEROME**  
 Music Time  
 KOLN-TV, Lincoln, Neb.

— V —

**VALENTA, R  
 LEONARD**  
 B. Nov. 22, 1923, Philadelphia,  
 Pa. Big Story, NBC-TV; Win-  
 dows, Medallion Theatre, CBS-  
 TV, The Mask, Sketchbook,  
 ABC-TV, Marge & Jeff, Dumont

**VOLLMER, ROBERT**  
 WOW-TV, Omaha, Neb.

— W —

**WADE, EDGAR D., JR.**  
 Southeast Alabama  
 WBTW, Florence, S. C.

**WADE, JAMES**  
 KFSD-TV, San Diego, Cal.

**WALL, ECK**  
 RED 9  
 WNCT, Greenville, N. C.

**WARNER, BOB**  
 The Last Word  
 CBS-TV

**WASSERMAN, ALBERT**  
 Out of Darkness  
 CBS-TV

**WEBB, MARK**  
 KSYD-TV, Wichita Falls, Tex.

**WEDES, CHRIS**  
 Cartoon Carnival  
 WTCN-TV, Minneapolis, Minn.

**WEINSTEIN, BILL**  
 The Last Word UN in Action  
 CBS-TV

**WESTIN, AARAM**  
 Good Morning  
 CBS-TV

**WHITE, GORDON**  
 KPTV, Portland, Ore.

**WIENER, BUDD**  
 KOPQ-TV, Tucson, Ariz.

**WIGHTMAN, WARREN**  
 WHEC, Rochester, N. Y.

**WILLIAMS, PALMER**  
 See It Now  
 CBS-TV

**WILIS, FORREST**  
 WTRI-TV, Albany, N. Y.

**WILSON, GEORGE**  
 WSTV-TV, Staubenville, Ohio

**WOLF, HERBERT**  
 Masquerade Party  
 ABC-TV

**WOLFE, PERRY**  
 Air Power  
 CBS-TV

**WOSKA, JOES**  
 Great Florida Showcase  
 WDFW-TV, Orlando, Fla.

**WRAY, JOHN**  
 The Ed Sullivan Show  
 CBS-TV

— Z —

**ZACHARY, BELLAH**  
 Kukla, Fran & Odie  
 ABC-TV

**ZEAMER, MICHAEL**  
 Arthur Godfrey  
 CBS-TV

**ZOUSMER, JESSE**  
 Person to Person  
 CBS-TV

'' DECEMBER  
 BRIDE ''

Created by  
 PARKE LEVY

V  
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**william  
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 PRODUCER  
**"BLONDIE"**  
 NBC TELEVISION NETWORK  
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**HAL ROACH STUDIOS**  
 V  
 V

# RADIO-TV WRITERS

Advertising Agency—Network—Free Lance  
and their work in 1956

## — A —

**ADAMSON, EDWARD J.**  
Free-Lance

## — B —

**BARNOUW, ERIK**  
Free-Lance

**BAUMER, MARIE**  
Free-Lance

**BEGGS, RUSSELL**  
Famous Film Festival, After-  
noon Film Festival, Focus,  
The Big Picture; ABC-TV

**BELLAK, GEORGE**  
Free-Lance

**BENSFIELD, D.**  
Ozzie & Harriet  
ABC-TV

**BIXBY, CARL**  
Life Can Be Beautiful, NBC

**BLACK, HILDA**  
Edgar Bergen Hour  
CBS

**BORTZ, ALVIN**  
Free-Lance

**BUSS, CARL A.**  
Free-Lance

## — C —

**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

**COOPERSMITH, JEROME**  
Free-Lance

**CONNELLY, JOE**  
Amos 'N Andy, CBS, CBS-TV;  
The Ray Milland Show, Syn-  
dicated TV

**COTLER, GORDON**  
Mitch Miller Show  
CBS

## — D —

**DALY, ARTHUR J.**  
B. Sept. 18, 1910, Cedarhurst,  
L. I.; Cresta Blanca Carnival,

Mutual, CBS; Pontiac Varsity  
Shows, Telephone Hour, The  
Goldbergs, NBC; Whiteman Teen  
Club, Kukla, Fran & Ollie, ABC-  
TV; Jingles—Campbells Soups,  
etc.

**DeFILITTA, FRANK**  
Free-Lance

**DENKER, HENRY**  
Free-Lance

**DIGBY, NOEL**  
WSM, Nashville, Tenn.

**DOUGALL, BERNARD**  
When A Girl Marries, Sunday  
Music Hall  
ABC

**DREBEN, STAN**  
Treasure Hunt  
ABC-TV

**DURSTON, DAVID E.**  
Hotel for Pets, Woolworth  
Hour; Network, Independent

## — E —

**EHRLICH, MAX**  
Free-Lance

**ELMAN, IRVING**  
Free-Lance

**ETTINGER, DON**  
Free-Lance



## HERBERT A. PHILBRICK

Author, lecturer and famed  
counterspy for the F.B.I.

"I Led 3 Lives"

(Now in every important  
T.V. market)



**ETTINGER, ED**  
Police Blotter, National Juke  
Box, Sammy Kaye, Sunday  
Serenade, 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  
**GLIEKMAN, WILL**  
Free-Lance  
**GOLDBERG, MEL**  
Free-Lance  
**GOODMAN, HANNA GRAD**  
Free-Lance  
**GRANT, P.**  
Ozzie & Harriet  
ABC-TV  
**GRAY, LANA & GINGER**  
Yonkers Raceway, Adm Hats,  
Barnett Candy, Marlin Blades,  
Chase Bank, Jingles,  
Carpet Industry, Sunoco, Benz

**GUSSMAN, CHARLES**  
Road of Life  
CBS

— H —

**HAGGERT, JOHN**  
Brighter Day  
CBS  
**HAGY, RUTH GERI**  
College Press Conference  
ABC-TV  
**HANFF, HELEN**  
Free-Lance  
**HANSEN, RICHARD**  
NBC  
**HART, ELIZABETH**  
Free-Lance  
**HAYES, RAPHAEL**  
Free-Lance  
**HECHT, BEN**  
Free-Lance  
**HENDERSON, JOHN T., JR.**  
John Steele, Adventurer, Story  
time, Radio Novels, Hotel for  
Pets, Woolworth Hour, Net-  
work, Independent  
**HESS, JOHN D.**  
Free-Lance  
**HAYES, DOUGLAS**  
Run, Run, Run  
ABC-TV  
**HEYWARD, LOUIS**  
Free-Lance  
**HOWARD, BOB**  
Treasure Hunt  
ABC-TV  
**HOWARD, SANDA**  
The Merry Man, Colonel  
Venture, WOR-TV, Luncheon  
at Sardi's, Supper at Sardi's,  
WOR, Special Edition, MBS,  
Celebrity Club, ABC-TV

**HUMMERT, ANNE & FRANK**  
Backstage Wife, Our Gal, Sun-  
day Romance of Helen Trent  
CBS

— I —

**IRVING, PETER**  
Free-Lance

— J —

**JACOBY, LOIS**  
Free-Lance  
**JAMPEL, CARL**  
Circus Time  
ABC-TV  
**JOHNSON, JAY**  
Kathy Godfrey Show  
CBS  
**JUNKIN, HARRY W.**  
Free-Lance

— K —

**KANTER, HAL**  
George Gobel Show, NBC-TV  
**KLEE, LAWRENCE**  
Free-Lance  
**KLINKER, ZENO**  
Edgar Bergen Hour  
CBS

— L —

**LANNING, JERRA**  
Mysterytime  
ABC  
**LEAK, NORMAN**  
Martha Ray Show  
NBC-TV

# CARL BIXBY

*Life Can Be Beautiful*



*Television*



**Sturges Highway**

**Southport, Conn.**

**Clearwater 9-3275**

**LESAN, DAVE**  
Young Dr. Malone  
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

**McGUINNESS, A. J.**  
Voice of Firestone  
ABC-TV

**McSHERRY, BILL**  
John Daly and the News  
ABC-TV

— **M** —

**MARION, IRA**

Imagination, Great Moments with Great Composers, Sunday Music Hall, Gridiron Salute, On The Go, Dean Pike; ABC,ABC-TV

**MARKES, LARRY W., JR.**  
Free-Lance

**MARTIN, PETER**  
When A Girl Marries, Grand Central Station; ABC

**MARVIN, EDGAR**  
Murder and Mr. Chase, American Music Hall; ABC

**MELTZER, NEWTON**  
Free-Lance

**MISROCK, HENRY**  
Free-Lance

**MITCHELL, J. WARD**  
My True Story  
ABC

**MORSE, CARLTON E.**  
One Man's Family, The Woman in My House, NBC; I Love a Mystery

**MOSHER, BOB**  
Amos 'N Andy, CBS, CBS-TV; The Ray Miland Show, Syndicated TV

**MUEHM, HARRY**  
Free-Lance

— **N** —

**NAGLER, BARNEY**  
Free-Lance

**NEIMAN, ROBERT GAYNOR**  
Free-Lance

**NELSON, D.**  
Ozzie & Harriet  
ABC-TV

**NELSON, OZZIE**  
Ozzie & Harriet  
ABC-TV

**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

**PHILBRICK, HERBERT A.**  
B. Rye Beach, N. H.; I Led Three Lives, ZIV-TV.

**PHILLIPS, IRNA**  
Guiding Light  
CBS

**PICKARD, JOHN**  
Wendy Warren & The News  
CBS

**PIKE, DEAN**  
The Dean Pike Show  
ABC-TV

**POLLOCK, EILEEN**  
Free-Lance

**POLLOCK, ROBERT MASON**  
Free-Lance

**POOLE, LYNN**  
File 7  
ABC-TV

**PROVO, FRANK**  
Wendy Warren & The News  
CBS

— **Q** —

**QUEEN, ROBERT I.**  
Nick Kenny Show, WABD  
Free-Lance, WPIX, WBFM,  
WNBT

**QUILLAN, JOE**  
Our Miss Brooks, CBS-TV

— **R** —

**RAEBEN, JAY**  
Medical Horizons  
ABC-TV

**RIPLEY, BETTE**  
Grand Central Station, Buddy Weed Show, All League Clubhouse, High Moments in Music  
ABC

**ROCHE, JOHN F.**  
Free-Lance

**RODMAN, HOWARD**  
Free-Lance

**ROSE, REGINALD**  
Free-Lance

**ROSE, SI**  
Edgar Bergen Hour  
CBS

— **S** —

**SANGSTER, MARGARET**  
True Story, Whispering Streets  
WABC

**SAPINSLEY, ALVIN**  
Free-Lance

**SERLING, ROD**  
Free-Lance

**SHAW, ROBERT J.**  
Free-Lance

**SHEEN, BISHOP**  
Life Is Worth Living  
ABC-TV

**SILVERMAN, STANLEY H.**  
Free-Lance

**SIMMONS, ED**  
Martha Raye Show, NBC-TV

**SMITH, ROBERT**  
The Ray Anthony Show  
ABC-TV

**SOMMERS, J.**  
Ozzie & Harriet  
ABC-TV

**STARK, SHELDON**  
Police Blotter, Sunday Night Music Hall; ABC

— **T** —

**THOMPSON, HAL**  
Soundmirror  
WABC

**THOMPSON, PALMER**  
Free-Lance

**TOVROV, ORIN**  
Ma Perkins  
CBS

**TRAVERS, VIRGINIA**  
Famous Film Festival, Afternoon Film Festival, Focus, The Big Picture; ABC-TV

— **W** —

**WALLACE, ART**  
Free-Lance

**WALPOLE, HELEN**  
Free-Lance

**WELLES, HALSTED**  
Free-Lance

**WILBER, CAREY**  
Captain Video, DuMont  
Free-Lance

**WITTY, DON**  
Grand Central Station, High Moments in Music, Best Bands In The Land; ABC

**WOOD, ARLENE**  
Soundmirror  
WABC





**PAUL TAUBMAN**  
**MUSICAL DIRECTOR**

*"TWENTY ONE"*

*"TIC TAC DOUGH"*

*"EDGE OF NIGHT"*

*"YOU'RE ON YOUR OWN"*

*"WINKY DINK AND YOU"*

PAUL TAUBMAN'S

**Penthouse** club  
30 Central Park South  
NEW YORK CITY

Contact Thru  
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Murray Hill 8-6600

# MUSICAL DIRECTORS

RADIO AND TELEVISION  
—their work during 1956

## — A —

**ADAMINI, RAY**  
The Romblers  
WDMJ-TV, Marquette, Mich.

**ADAMS, JANE**  
WAUD, Auburn, Ala.

**AGLETON, JIMMY**  
KINE, Kingsville, Tex.

**ALEXANDER, GRAHAM**  
KCMJ, Palm Springs, Cal.

**ALLEN, JAMES**  
WTUS, Jackson, Tenn.

**ANDERSON, CHESTER**  
WVCG, Coral Gables, Fla.

**ANDERSON, GUY**  
WFAA, Dallas, Tex.

**ANDREWS, BETTY**  
WJEJ, Hagerstown, Md.

**ANTHONY, RAY**  
ABC-TV

**ARANZAMENDI, FRANCISCO, JR.**; WAPA, San Juan, Puerto Rico

**ARMBRUSTER, ROBERT**  
B. Oct. 9, Philadelphia, Pa.  
Victor Records, RCA

**ARMEY, JOE**  
KBRC, Mount Vernon, Wash.

**ARMITAGE, DAVID**  
KFOX, Long Beach, Cal.

**ARMSTRONG, ARVILLA**  
KDER, Hood River, Ore.

**ARTER, MALCOLM E.**  
WKOK, Sunbury, Pa.

**ASBELL, HELEN**  
WSII-TV, Harrisburg, Ill.

**AYRES, MITCHELL**  
Perry Como Show  
NBC-TV

**AYRES, NORMAN**  
WCSH, WCSH-TV, Portland, Me.

## — B —

**BAKER, FRANK**  
KLMO, Longmont, Col.

**BAKER, SAM**  
KFST, Ft. Stockton, Tex.

**BARBOUR, PAT**  
WKLZ, Kalamazoo, Mich.

**BARDO, GENE**  
WDIX, Orangeburg, S. C.

**BARDO, LYLE**  
KFRC, San Francisco, Cal.

**BARLOW, HOWARD**  
Voice of Firestone  
ABC, ABC-TV

**BARTELL, HENRY G.**  
WBKV, West Bend, Wis.

**BAXTER, LEO**  
WBOW, Terre Haute, Ind.

**BECK, ART**  
WLLY, Richmond, Va.

**BELL, ALLEN**  
KREW, Sunnyside, Wash.

**BENSON, BROWNIE**  
WSAZ, Huntington, W. Va.

**BILSKE, ROBERT F.**  
WNEB, Worcester, Mass.

**BLAHA, MARIE**  
WHAP, Hopewell, Va.

**BLAKE, JEFF**  
WAKE, Atlanta, Ga.

**BLAKESLEY, MABLE**  
KFNF, Shenandoah, Iowa

**BLANK, RALPH**  
WJJD, Chicago, Ill.

**BOAHN, BILL**  
WGTM, Wilson, N. C.

**BOLEN, JIM**  
KBIZ, Ottumwa, Iowa

**BOLIN, ART**  
WARM, Scranton, Pa.

**BORTE, CLAUDE**  
J m Deline Gang  
WSYR-TV, Syracuse, N. Y.

**BOVERO, PHIL**  
KGO, KGO-TV, San Francisco, Cal.

**BOWICK, W. L., JR.**  
WGBA, Columbus, Ga.

**BOWMAN, BEVERLY**  
KGFL, Roswell, N. M.

**BRADLEY, BOB**  
WLOL, Minneapolis, Minn.

**BRADY, WILLIAM**  
WPRC, Lincoln, Ill.

**BRANTNER, GENE**  
KWAT, Watertown, S. D.

**BRASHER, JAMES**  
KTXJ, Jasper, Tex.

**BRESLIN, FRANK**  
WBOK, Poughkeepsie, N. Y.

**BRIGHT, WELDON**  
Artist on Ivory  
KGNC, KGNC-TV, Amarillo, Tex.



## SAMMY KAYE

ABC-Radio  
Sunday Serenade

Exclusively  
Columbia Records

Management — David Krengel

Direction — M.C.A.

Publicity — David O. Alber



# VINCENT LOPEZ

— • —

**VINCENT LOPEZ SHOW**

CBS - TV

**LUNCHEON WITH LOPEZ**

Mutual Network

**SHAKE THE MARACAS**

ABC



# CHARLES SANFORD

— 0 —

MUSICAL DIRECTOR

— 0 —

JU 6-1864

**BROADSTONE, DON**  
WJAG, Norfolk, Neb.  
**BROOKS, LORETTA**  
WKLO, Louisville, Ky.  
**BROWN, LES**  
Bob Hope Show  
NBC-TV  
**BUETTNER, EVE**  
WKUL, Cullman, Ala.  
**BULLIS, JOHN**  
KPTL, Carson City, Nev  
**BURAK, MATT**  
KBIS, Bakersfield, Cal  
**BURKHART, KENT**  
KXOL, Fort Worth, Tex.  
**HURNS, BILL**  
WILD, Birmingham, Ala.  
**BURT, GARLAND**  
WLAJ, Lakeland, Fla.  
**BURWELL, TED**  
WTYC, Rock Hill, S. C.  
**RUTLER, CLIFF**  
WLou, Louisville, Ky.

— C —

**CALVERT, RAYMOND W.**  
KVOC, Casper, Wyo.  
**CAMERON, JOHN**  
KJOY, Stockton, Cal.  
**CAMPBELL, JACK**  
KGHF, Pueblo, Col.  
**CAMPERSON, BILL**  
WHOL, Allentown, Pa  
**CANDLER, JOHN**  
KFSA, Fort Smith, Ark.  
**CAREY, MICKEY**  
WPPA, Pottsville, Pa.  
**CARRACIO, TONY**  
WDAF, Kansas City, Mo.  
**CARRICK, MICHAEL**  
KTMC, McAlester, Okla.  
**CARROLL, CLEORA**  
WWHG, Hornell, N. Y.  
**CHAMBERS, BOB**  
WKXY, Sarasota, Fla.

**CHASINS, ABRAM**  
WQXR, New York, N. Y.  
**CLARK, ALLAN**  
WKY, WKY-TV Oklahoma  
City, Okla.  
**CLARK, BILL**  
WMBV-TV, Marmette, Wis.  
**CLARK, GLENDA**  
KWBB, Wichita, Kan.  
**CLARK, HOWARD**  
KBSF, Springhill, La.  
**CLARK, JIMMY**  
WJR, Detroit, Mich.  
**CLARK, WARREN**  
KREX, Grand Junction, Col.  
**CLIFTON, CHARLES**  
KXJK, Forrest City, Ark  
**CLOUTIER, NORMAN L.**  
WHAI, Greenfield, Mass.  
**COBURN, PAUL**  
KLUB, Salt Lake City, Utah  
**COE, BARBARA**  
KTLN, Denver, Col.  
**COLLINS, FAY**  
WLSI, Pikeville, Ky.  
**CONE, JOY**  
WSPB, Sarasota, Fla.  
**CONNELLY, BOB**  
KPRL, Paso Robles, Cal.  
**COOPER, HARRY**  
WHOM, New York, N. Y.  
**CORLEY, BOB**  
WQXI, Atlanta, Ga.  
**CORTEMUGLIA, LEO**  
WMT, Cedar Rapids, Iowa  
**COTTONGIM, EARL**  
WSPC, Somerset, Ky.  
**COUCH, BILL**  
KPRK, Livingston, Mont.  
**COX, FRANKIE**  
KWTX, Waco, Tex.  
**CRUMP, ED**  
WMPS, Memphis, Tenn.

— D —

**DANNA, VICTOR**  
WEBR, Buffalo, N. Y.  
**DATZ AL**  
Sunday Music Hall  
ABC  
**DAUGHERTY, STAN**  
KMOX, St. Louis, Mo  
**DAVENPORT, DON**  
WEKZ, Monroe, Wis.  
**DAVIS, T. J.**  
KXYZ, Houston, Tex.  
**DAY, MARY K.**  
WGHM, Waterville, Me.  
**DELLINGER, JOHN**  
WPNF, Brevard, N. C.  
**DENNIS, CHARLIE**  
KOBE, Las Cruces, N. M.  
**DEREMER, NELO**  
WBCM, Bay City, Mich.  
**DEVON, DOVEL**  
KIMA, Yakima, Wash.  
**DINUNZIO, MARIO**  
WWON, Woonsocket, R. I.  
**DOLAN, VIRGINIA**  
KFGE, Lincoln, Neb.  
**DONALDSON, EARL**  
KTVP, Salt Lake City, Utah  
**DU BEAU, NANCY**  
WRGS, Rogersville, Tenn.  
**DUBOSE, FRANCIS**  
WMSC, Columbia, S. C.  
**DUNKELBERGER, TOMMY**  
WHIO, Dayton, Ohio  
**DUNNING, OWEN C.**  
KOIN-TV, Portland, Ore.  
**DURAND, TOM**  
WTTM, Trenton, N. J.  
**DYRE, WILLARD**  
KTBC, Austin, Tex.

— E —

**ELLIOTT, DEAN**  
KIEUM, Eureka, Cal.



JACK SHAINDLIN

Musical Director

20th CENTURY-FOX

COLUMBIA PICTURES

LOUIS DE ROCHEMONT  
PRODUCTIONS

CORAL RECORDS

MERCURY RECORDS

Steinway Hall  
New York City

## ROBERT ARMBRUSTER

Musical Director

Management  
Art Rush, Inc.

## JOHN GART

COMPOSER-CONDUCTOR



**Bernie Wayne**

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Adler Shoes  
Player's Cigarettes

Industrial shows: Buick  
General Motors

Television:  
Cyrano De Bergerac Spectacular

Broadway Show:  
Ziegfeld Follies

Musical Conductor for  
A.B.C. Paramount Records

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att: Bobby Brenner

**ELLIS, KEN**

WRUM, Rumford, Me.  
**ELLMORE, TERRY**  
 KIT, Yakima, Wash.  
**EPEL, R. V.**  
 KORN, Mitchell, S. D.  
**ETTERS, CLARENCE**  
 WBT, Charlotte, N. C.  
**EVANS, EMERY**  
 WGBA, Geneva, Ala.

— F —

**FEAGANS, MARY VIRGINIA**  
 WSEG, Mount Jackson, Va.  
**FEINSTER, HOWARD E.**  
 WGGC, Belmont, N. C.  
**FIELDS, IRIS**  
 WLOH, Princeton, W. Va.  
**FISHBACK, BONITA**  
 WHBO, Tampa, Fla.  
**FLETCHER, FAYRENE**  
 KOCY, Oklahoma City, Okla.  
**FOURNOY, ROSE B.**  
 WBBL, Columbus, Ga.  
**FOLSOM, DON**  
 WCNT, Centralia, Ill.  
**FORREST, PHIL**  
 WABB, Mobile, Ala.  
**FOWLES, KEITH**  
 WABM, Houlton, Me.  
**FOX, R. P.**  
 KFAL, Fulton, Mo.  
**FRANKE, MILDRED**  
 WCPO-TV, Cincinnati, Ohio  
**FRANZ, DON**  
 KATE, Albert Lea, Minn.  
**FRIENDLY, LEONARD**  
 KSL, Salt Lake City, Utah  
**FRITSCH, EDWARD V.**  
 KTRH, Houston, Tex.  
**FULLER, BOB**  
 KAVE, Carlsbad, N. M.

— G —

**GALLICCHIO, JOE**  
 Adults Only  
 WNBQ, Chicago, Ill.  
**GARDNER, JERRY**  
 KAMQ, Amarillo, Tex.  
**GARDNER, MICHAEL**  
 KOPO, Tucson, Ariz.  
**GARIN, STANLEY**  
 KRFB, Mason City, Iowa  
**GART, JOHN**  
 Valiant Lady, CBS-TV; Mister  
 Citizen, Chance of a Lifetime,  
 ABC-TV; Date With Life, WRCA-  
 TV  
**GEIL, J. C.**  
 WCVS, Springfield, Ill.  
**GERALD, PETER**  
 KOMF, Tulsa, Okla.  
**GETZ, BERTRAM**  
 KBRK, Brookings, S. D.  
 ( )  
**GEY, BOB**  
 WFDF, Flint, Mich.  
 ( )  
**KEYZ, Williston, N. D.**  
 ( )  
**KRLD, Dallas, Tex.**  
**GITZ, JEAN**  
 KMOA, Des Moines, Iowa  
**GODFREY, MARGARET**  
 KWSK, Pratt, Kan.  
**GOLDBERG, LOU**  
 WCOP, Boston, Mass.  
**GORDON, DAVID**  
 WPAT, Paterson, N. J.  
**GORDON, HAL**  
 WXYZ, WXYZ-TV, Detroit,  
 Mich.  
**GOW, ART**  
 KLZ, KLZ-TV, Denver, Col.  
**GRAHAM, JERRY**  
 KVNC, Winslow, Ariz.  
**GRANVILLE, W. J.**  
 KFAB, Omaha, Neb.

**GREEDE, HAL M.**

WDCL, Tarpon Springs, Fla.  
**GREEN, BERNARD**  
 Caesar's Hour  
 NBC-TV  
**GRIMES, LEO**  
 WBZ-TV, Boston, Mass.  
**GYNAN, EARL**  
 WVDA, Boston, Mass.

— H —

**HALEY, PAT**  
 WMCK, McKeesport, Pa.  
**HAMANN, GLORIA B.**  
 WDOK, Cleveland, Ohio  
**HAMLIN, WALTER**  
 WTVL, Waterville, Maine  
**HAMMACK, BOBBY, QUARTET**  
 KABC-TV, Los Angeles, Cal.  
**HAMRICK, MARY LOU**  
 WBBO, Forest City, N. C.  
**HARGROVE, MARLIN**  
 WHOS, Decatur, Ala.  
**HARTLEY, JIM**  
 WGBA, Gainesville, Ga.  
**HARTMAN, LOLA**  
 KFEQ, St. Joseph, Mo.  
**HAUSER, JERRY**  
 KAFP, Petaluma, Cal.  
**HAYS, REX**  
 WNAK, Yankton, S. D.  
**HEACOCK, AL**  
 KEYS, Corpus Christi, Tex.  
**HENDERSON, JIM**  
 WBBZ, Ponca City, Okla.  
**HENDERSON, SKITCH**  
 Tonight, Steve Allen Show  
 NBC-TV  
**HERMANN, RALPH**  
 Circus Time, Sunday Music  
 Hall; ABC, ABC-TV  
**HERREID, BYRON**  
 KPTW, Seattle-Tacoma, Wash.  
**HERRON, JOEL**  
 WMGM, New York, N. Y.

**NELSON RIDDLE**

Composer — Conductor — Arranger



TV

**THE ROSEMARY CLOONEY SHOW**

MCA-TV

**THE WALTER WINCHELL SHOW**

NBC-TV

**THE NAT "KING" COLE SHOW**

NBC-TV



Conducting and Arranging on

**CAPITOL RECORDS**

For

**NAT "KING" COLE**

**FRANK SINATRA**



**MOTION PICTURES**

**THE GIRL MOST LIKELY — RKO**

**DAVID ROSE**

**HESS, BOB**  
KFYO Lubbock Tex

**HILL, BRENT**  
WCLG Cheraw S C

**HILL, JAY**  
KLLX KLLX TV Twin Falls Idaho

**HINSON, LEE**  
WLOI Laporte Ind

**HOBBKIRK, GEORGE**  
RIBS Bishop Cal

**HODGES, STEVE**  
KGGM Albuquerque N M

**HOFF, CARL**  
Walter Winchell Show NBC TV

**HOFFMAN, CHARLES**  
WSDH Daytona Beach Fla

**HOGAN, HARLAN**  
WSPF South Bend Ind

**HOGAN, JIM**  
WSYR TV Syracuse N Y

**HOLLAND, HERSHEL**  
KGNB Dodge City, Kan.

**HODGENS RAY**  
KMBZ TV Kansas City Mo

**HUFF, DOROTHY**  
WJBF Augusta Ga

**HUNT, GEORGE**  
KAKE-TV Wichita Kan.

**HURSHMAN, EVELYN**  
KIMO Independence Mo

**RYMAS, BRUCE**  
KVCU Logan Utah

— J —

**HIRKE, ELMER**  
WEMP Milwaukee Wis

**IRKLS, KENNETH**  
KGNB New Braunfels Tex

**ISAACS, JOHN**  
WTOG Meridian Miss

— J —

**JACKSON, GRAHAM**  
WERD Atlanta, Ga

**JACOBSEN, PEARL**  
KTEM Eureka Cal

**JEFFARES, PAMELA**  
WAGA Atlanta Ga

**JOHNSON, CLYDE**  
WFIN Findlay Ohio

**JOHNSTON, EDDIE**  
WTRF TV Wheeling W Va

**JOHNSTON, KEN**  
WEDD DuBois Pa

**JONES, MRS. E. A.**  
WSTJ Jackson Miss

**JONES, HENRY**  
WTRJ, Hanover N H

**JONES, LEE**  
WRCA N Y C N Y

**JONES, PAUL**  
WTPF Tampa, Fla

**JONES, RANDY**  
WJAX Atlanta Ga

**JORDAHL, BERNHARD**  
WRAN Kankakee Ill

— K —

**KAHLE, JULIE**  
KMG Stockton Cal

**KALER, RANDALL**  
WEAS White Plains N Y

**KATZMAN, GERTRUDE**  
WPHN, Philadelphia Pa

**KAYE, RICHARD L.**  
WCRB Boston, Mass

**KAYE, SAMMY**

Serenade Room, Sunday Serenade, ABC, So You Want to Lead a Band, ABC-TV; Columbia Records; RCA, Thesaurus

**KEENER, PHIL**  
KDWY Stamford, Tex

**KEENUM, BEN**  
WBML Macon, Ga

**KEILLOGG, JOHN**  
WTRR Richmond Va

**KILEY, JOHN**  
WMEK Boston, Mass

**KILGORE, WILLIAM S**  
WCYB Bristol, Va

**KIMBLE, WALTER**  
WDBQ-TV Orlando Fla

**KING, BILL**  
WTDW Savannah Ga

**KNICK, WALTER**  
WBNS-TV, Columbus Ohio

**KNOWLES, JOYCE**  
WJMC McMinnville, Tenn.

**KNUTSEN, KAY**  
KWDH Des Moines Iowa

**KORNFEIBER, WILLIE LEE**  
KVIC Victoria Tex

**KOSACK, JOE**  
WVLN Olney Ill

**KOTTLER, MISCHA**  
WWJ WWJ TV Detroit Mich

**KOUPAL, WILLIAM**  
KXOK St Louis Mo

**KOVACS, SCOTTY**  
WBRD Pensacola Ala

**KUBIAK, WALLY**  
KTVY Yuma Ariz

**KURTZ, BETTY**  
WTVB, Coldwater Mich

— L —

**LA MARE, ODETTE**  
WSDC, Chicago Ill

**LAMB HELENE SMITH**  
KALL, Pasadena, Cal

**LAMBERT, NORMAN**  
WABI TV Bangor, Me

**LAMM, AL**  
WOM Omaha Neb

**LANE, ANDY**  
KRIZ Phoenix, Ariz

**LANOUEITE, ROBERTA**  
KRTV Hillsboro Ore

**LASLI, ROY**  
WABR Kalamazoo Pa

**LAWRENCE, LARRY**  
WRYA TV Richmond Va

**LEDWITH, ANDREW**  
WHOP Hopkinsville Ky

**LEHNHOFF, LOUISE**  
KFW, Seattle, Wash

**LEMAA, JAMES D.**  
KEJJ Jamestown N D

**LEUPP, HERB**  
KBOB Bismarck N D

**LIAPPAS, BILL**  
WGBS Miami Fla

**LIGHTSEY, YVNA LEE**  
WHAB Baxley Ga

**LOMBARDO, GUY**

B June 2, 1901, London, Ont., Canada Lombardland, U.S.A., Mutual; Guy Lombardo Show, Transcribed Syndicated

**LOPEZ, VINCENT**

Vincent Lopez Show, WCBS-TV, Luncheon with Lopez, Mutual, Shake the Maracas, ABC

**LORENZ, DON**

WJN Middletown, Pa

**LUBIN, HARRY**

Loretta Young Show

**LUCAS, FRANK**

WIL St Louis Mo

**LUKE, MIRIAM**

WIRE, Indianapolis, Ind

**LUTHER, JOHN**

WERC Erie, Pa

**LUNCH, DARREL**

RCKT, Oklah Cal

— Mc —

**McCoy, BILL**  
KOLN-TV, Lincoln, Neb

**McDONALD, GERT**  
WCBY, Cheboygan, Mich

**McEACHERN, WOL**  
KGNQ-TV, Amarillo, Tex

**McGANN, ROSEMARY**  
WJBB Detroit, Mich

**McGOWAN, JOHN**  
KOSA-TV, Odessa, Tex.



**HANK SYLVERN**

Musical Director-Composer

MU. 8-6620

**McHUGH, BETTY-JANE**  
WOAI, San Antonio, Tex.  
**McKEE, SUE**  
WGNB, Murfreesboro, Tenn.  
**McMANUS, IDELL**  
WJFA, Washington, Pa.  
**McNALLY, EVELYN**  
KSIS, Sedalia, Mo.  
**McNEIL, IDA A.**  
KGFY, Pierre, S. D.  
**McNEIL, JAYNE**  
WSSO, Starkville, Miss.

— M —

**MacDONALD, JACK**  
KLX, Oakland, Cal.  
**MADDEN, GEORGE**  
WAMS, Wilmington, Del.  
**MAGNO, NINA**  
WADC, Akron, Ohio  
**MAHRAMAS, REGINA**  
KLEN, Killeen, Tex.  
**MANN, GUS**  
WRFC, Athens, Ga.  
**MARTIN, LESLIE**  
KOMO-TV, Seattle, Wash.  
**MARTIN, VICTORIA C.**  
WMEG, Eau Gallie, Fla.  
**MARTIN, WM.**  
WEAB, Greer, S. C.  
**MEADOWS, JANE**  
WHIS, Bluefield W. Va.  
**MEREDITH, LEE C.**  
KMCO, Conroe, Tex.  
**METCALFE, ROBERT E.**  
WOHL, East Liverpool, Ohio  
**METCHNEK, WILLIAM**  
WCCO-TV, Minneapolis, Minn.  
**MILES, IVAN**  
WGST, Atlanta, Ga.  
**MILLIGAN, ARLENE**  
KHBG, Okmulgee, Okla.  
**MITCHELL, BOB**  
KFI, Los Angeles, Cal.  
**MITCHELL, DON**  
WLAQ, Roma, Ga.  
**MOLINARO, LAURENCE**  
WNAR, Norristown, Pa.  
**MORGAN, BETTY**  
WMIX, Mt. Vernon, Ill.  
**MORRILL, WAYNE**  
KOVR, Stockton, Cal.  
**MORRISON, AL and his Trio**  
WTPA, Harrisburg, Pa.  
**MORSE, MALCOLM**  
WICH, Norwich, Conn.  
**MOSEY, CLYDE**  
WTAR, Norfolk, Va.  
**MOSLEY, ED**  
KREM, Spokane, Wash.  
**MOWBRAY, JACK**  
WLAN, Lancaster, Pa.  
**MUNCH, CHARLES**  
Boston Symphony Orchestra  
NBC  
**MUNI, SCOTT**  
WAKR, Akron, Ohio  
**MURRELL, DELORES**  
WKIS-WORZ, Orlando, Fla.

— N —

**NAFF, JACK**  
KEED, Springfield, Ore.  
**NALL, HAROLD**  
WFNS, Burlington, N. C.  
**NARGASSANS, DORIS F.**  
KANV, Shreveport, La.  
**NEAL, PAUL E.**  
WBNS, Columbus, Ohio  
**NELLY, JIM**  
KGAL, Lebanon, Ore.  
**NELMS, BILL**  
WTAX, Springfield, Ill.  
**NELSON, ANN**  
WJEH, Gallipolis, Ohio  
**NELSON, DAYE**  
WMVO, Mt. Vernon, Ohio  
**NELSON, LES**  
WEBC, Duluth, Minn.  
**NICHOLS, RUSTY**  
WDBJ-TV, Roanoke, Va.

**SIDES, HARRY**  
WATE, WATE-TV, Knoxville, Tenn.  
**NLINGER, EVE**  
WDBJ, Roanoke, Va.  
**NORDEN, EARL**  
WHDF, Houghton, Mich.  
**NORDSTROM, JEANNE**  
WDGY, Minneapolis, Minn.  
**NORMAN, RUSS**  
KAYO, Seattle, Wash.  
**NORTON, LEE**  
KENTL, Arcata, Cal.  
**NOWELL, LEE**  
WOKJ, Jackson, Miss.

— O —

**O'CONNOR, ERWIN**  
WAPO, Chattanooga, Tenn.  
**O'HARA, MARTIN**  
WDEV, Waterbury, Vt.  
**OLSON, ARLENE**  
KGW, Portland, Ore.  
**OLSON, WALLACE**  
WCCO, Minneapolis, Minn.  
**O'NEILL, JOE**  
KVOO, Tulsa, Okla.  
**OSBORNE, EDDIE**  
KTIV, Sioux City, Iowa  
**OSSEY, GLENN**  
High Moments in Music  
ABC  
**OST, SHIRLEY JEANNE**  
WHP, Jacksonville, Fla.  
**OVERSTREET, MAVIS**  
WSLS, Roanoke, Va.  
**OWENS, DONALD F.**  
WARD, Arlington, Va.  
**OWENS, JERRY**  
WBEX, Chillicothe, Ohio

— P —

**PAGE, DOROTHY**  
WPAY, Portsmouth, Ohio  
**PALEMO, MARY LOUISE**  
WHB, Kansas City, Mo.  
**PALMER, BILL**  
WTVN-TV, Columbus, Ohio  
**PARANOV, MOSHE**  
WUTC, Hartford, Conn.  
**PARFUM, VINCE**  
WTAR-TV, Norfolk, Va.  
**PARAELL, JACKIE**  
WKB, Milan, Tenn.  
**PASCHAL, BILL**  
WETA, Dunville, Va.  
**PATRICK, DONNA**  
KOOL, Phoenix, Ariz.  
**PAULSON, AL**  
WTCN-TV, Minneapolis, Minn.  
**PAVEY, RICHARD**  
WJLB, Detroit, Mich.  
**PAYNE, BRUCE**  
WBEO, Bessemer, Ala.  
**PEPPER, JAN**  
WSTN, St. Augustine, Fla.  
**PETERSON, JOAN**  
WBBQ, Augusta, Ga.  
**PETRILLO, CAESAR**  
WBBM, Chicago, Ill.  
**PETRUCCI, JAMES**  
WAYZ, New Haven, Conn.  
**PHIPPS, ROBERT**  
WIRO, Ironton, Ohio  
**PICKENS, CHARLIE**  
WHBC, Canton, Ohio  
**PILDNER, HENRY**  
W.C.A.R., Cleveland, Ohio  
**PINION, CLOVIS**  
KSSP, Sulphur Springs, Tex.  
**PINNICK, PAT**  
WITZ, Jasper, Ind.  
**PORTER, BOYD JR.**  
KTRE, Lufkin, Tex.  
**PORTER, ROY A. JR.**  
WCOA, Pensacola, Fla.  
**PORTER, TOM**  
WOCH, North Vernon, Ind.  
**POTTER, CAROL**  
WTFS, Evansville, Ind.

**POTTS, JACK ALLEN**  
WCTC, New Brunswick, N. J.  
**PROGEN, GIL**  
WFGM, Fitchburg, Mass.  
**PUTNAM, BOB**  
KIXL, Dallas, Tex.

— R —

**RABBY, BO**  
WJBO, Baton Rouge, La.  
**RASE, BILL**  
KCRS, Sacramento, Cal.  
**REEVE, KEITH**  
WVAM, Altoona, Pa.  
**RIPINE, BURT**  
WRVA, Richmond, Va.  
**REYNOLDS, TOM**  
MBS, WOR, New York, N. Y.  
**RHOADES, DUSTY**  
WALA, Mobile, Ala.  
**RICHARDSON, BRUCE**  
WROK, Rockford, Ill.  
**RICHARDSON, KAY**  
KESN, Los Alamos, N. M.  
**RICHMAN, NANCY**  
KOTB, Dubuque, Iowa  
**RIDDLE, NELSON**  
B. June 1, 1921, Hackensack, N. J.; Max Liebman Spectacular, Our Town, The Betty Hutton Chevy Show, Walter Winchell Show, Nat "King" Cole Show, NBC-TV; Rosemary Clooney Show, MCA-TV  
**RILEY, RALPH**  
WHIZ, WHIZ-TV, Zanesville, Ohio

**RIO, ROSE**

My True Story, When A Girl Marries, ABC; Remington Rand Commercials, CBS-TV; Piel Commercial with Harry & Bert, All TV & Radio Stations  
**REVERS, J.**  
KOVR, Stockton, Cal.

**ROBARDS, CARY**  
WSIV, Pekin, Ill.  
**ROBERS, JOHN**  
WRGP-TV, Chattanooga, Tenn.  
**ROBERTS, FRANK**  
WBOP, Virginia Beach, Va.  
**ROBINSON, MARTIN**  
WEAW, Evanston, Ill.

**ROSE, DAVID**

B. London, England; Red Skelton Show, It's A Great Life, Shower of Stars (Cole Porter Show), CBS-TV; Pasadena Pops Playhouse, KABC-TV; Woolworth Hour, CBS; M-G-M Records

**ROWELL, PECK**  
WJHO, Opelika, Ala.  
**RUBAR, MARY**  
WFRM, Coudersport, Pa.  
**RUMMINGER, BARBARA**  
WMUU, Greenville, S. C.

— S —

**SALE, JOAN**  
WLVA, Lynchburg, Va.  
**SAMPSON, HENRY L.**  
WAVN, Stillwater, Minn.

**SANFORD, CHARLES**

B. June 17, 1905, New York City, N. Y. Max Liebman Presents, The Lord Don't Play Favorites, Washington Square, NBC  
**SCHIMEK, JOYCE**  
KGST, Fresno, Cal.  
**SCHULTZ, STEVE**  
WOR-TV, New York, N. Y.  
**SCHULZ, MYRON**  
WAAF, Chicago, Ill.  
**SCOGGIN, LEWIS**  
WTLA, Tallahassee, Fla.



**SCOTT, RAYMOND**  
Your Hit Parade  
NBC-TV  
**SEASE, JACQUE**  
WSAZ, Huntington W. Va.  
**SEWARD, MALLY**  
WBDF, Chester, Pa.  
**SEYMOUR, ROBERT**  
WKMH, Detroit, Mich.

**SHANDLIN, JACK**

20th Century-Fox, Columbia,  
Louis deRochemont Prods., Coral,  
Mercury Records

**SHAKE, KAY**  
WDAK, Danville, Ill.  
**SHALETT, BERNICE**  
WDEF-TV, Chattanooga, Tenn.  
**SHEPHERD, JAY**

KITE, San Antonio, Tex.  
**SHEPHERD, MAXINE**  
WAAG, Adelaide, Ga.

**SHOOP, DAVID**  
WRP-TV, Harrisonburg, Va.  
**SHORES, ALICE**  
WKOW, Madison, Wis.

**SHORT, MEL**  
KFMO, Flat River, Mo.  
**SIMPSON, JOHN**  
KOTA, Rapid City, S. D.

**SISK QUARTET**  
WKMT, Kings Mountain,  
N. C.

**SLACK, DEAN**  
WJOY, Burlington, Vt.  
**SMALL, JIM**

WDXB, Chattanooga, Tenn.  
**SMITH, AL**  
WWDG, Washington, D. C.

**SMITH, CAROLYN**  
KYNO, Fresno, Calif.  
**SMITH, WILLIAM E.**

KWEI, Weiser, Idaho  
**SNADER, MARIE**  
WRSW, Warsaw, Ind.

**SONTAG, GEORGE**  
WOC, Davenport, Iowa  
**SOSNIK, HARRY**

Ernie Kovacs Show  
NBC-TV  
**SPELVIN, GEORGE**

WLJB, New York, N. Y.  
**SPERR, GRACE**  
KFLA, Los Angeles, Cal.

**STANGL, GARNETT**  
WJAM, Marion, Mo.  
**STANGRA, VIRGINIA**

WGTO, Barnes City, Fla.  
**STANLEY, DAVE**  
WCPO-TV, Cincinnati, Ohio

**STANZIOLA, JOHN**  
WAZL, Hazleton, Pa.  
**STECKER, DICK**

WSHE, Sheboygan, Wis.  
**STEELE, DON**  
WKH, St. Marys, Pa.

**STEPHENS, DAVE**  
WCAU, Philadelphia, Pa.  
**STEPHENS, ROBERT H.**

WCUL, Carbonate, Pa.  
**STEWART, BECKY ANN**  
WPIA, Minneapolis, Minn.

**STEWART, DON**  
KTYL, Mesa, Ariz.  
**STEWART, DORA MAE**

WMOD, Moundsville, W. Va.  
**STEWART, REGINALD**  
WASH, Annapolis, Md.

**STORDAHL, AXEL**  
Coke Time  
Sterling-Eddo Fisher

MBS, NBC-TV  
**STUART, EARL**  
WWJ-TV, Detroit, Mich.

**SULLIVAN, MARGARET**  
WDKD, Rochester, N. C.  
**SWANSON, GLEN**

KDEN, Denver, Col.  
**SYLVERN, HANK**

Jane Froman Show, Phil Silvers,

CBS-TV; Comic Weekly Man,  
NBC, Morning Show, CBS, Sig-  
nature Music  
**SVETLA, DONALD H.**  
WGUY, Bangor, Me.

— T —

**TASKER, JOE**  
WKNE, New Britain, Conn.  
**TATUM, PATSY**  
KMUS, Muskogee, Okla.

**TAUBMAN, PAUL**

B. Winnipeg, Manitoba, Canada  
Twenty One, Tic Tac Dough,  
NBC-TV; Your On Your Own,  
Edge of Night, Winky Dink, CBS-  
TV, Owner, Penthouse Club,  
N. Y. C.

**TAYLOR, JOHN E.**  
WETM, Martinsburg, W. Va.  
**TAYLOR, LEE**

WJNZ, Miami, Fla.  
**TAYLOR, MARIANNE**  
WESC, Greenville, S. C.

**TROMAS, RAY**  
WVAN, Charleston, S. C.  
**THOMAS, RIC**

KXL, Portland, Ore.  
**THOMAS, TOMMY**  
KVTY, Sioux City, Iowa

**THORNTON, JACK**  
KEND, Bend, Ore.  
**TOLYND, DON**

WCMR, Elkhart, Ind.  
**TOWSEND, WALLEY**  
CKLW, CKLW-TV, Detroit,  
Mich.

**TRAVIS, DYANE**  
WJAK, Jackson, Miss.  
**TRAVIS, VICTOR**

WMD, Atlantic City, N. J.  
**TRENDLER, ROBERT**  
WGN, WGN-TV, Chicago, Ill.

**TROTTER, JOHN SCOTT**  
The George Gobel Show  
NBC-TV

**TUCKNER, CHARLES**  
WBRV, Brnoy, Pa., N. Y.  
**TUCKNER, DORICE**

WEEQ, Harrisburg, Ill.  
**TURNER, LYN**  
KVOI, Murreilton, Ark.

— V —

**VABER, ALAN**  
WBRK, Pittsfield, Mass.  
**VAGNONI, FRANCISCO**  
WABC, New York, N. Y.

**VANCE, DUDE**  
KOPQ-TV, Tucson, Ariz.  
**VAN DAMME, ART**

WNBQ, Chicago, Ill.  
**VAN HATTEM, HENRY**  
WFLR, Grand Rapids, Mich.

**VALGHIN, JACK**  
WIBZ, Boston, Mass.  
**VIGUS, HAL**

WRFD, Worthington, Ohio  
**VOORHEES, DONALD**  
The Telephone Hour  
NBC

**VOSS, EDITH**  
WKKK, Cocoa, Fla.

— W —

**WACKERRARTH, ANN**  
KWBH, Corpus Christi, Tex.  
**WALKER, ED**

WFLA-TV, Tampa, Fla.  
**WALKER, HENRY**  
WEDQ, McKeessport, Pa.

**WALGREN, IREN**  
KLO, Ogdun, Utah  
**WARDLE, WILLIAM**

WTAQ, LaGrange, Ill.  
**WARNER, TOM**  
KRBH, Oceanside, Ore.

**WARREN, JAMES**  
KXA, Seattle, Wash.

**WAYNE, BERNIE**

Composer, Author, Director,  
Free-Lance

**WAYNE, ROGER**  
WJHL, Honesdale, N. Y.

**WEBER, HENRY**  
WGN, WGN-TV, Chicago, Ill.

**WEBER, SUE**  
WISN, Milwaukee, Wis.  
**WEED, BUDDY**  
ABC

**WEEKLY, EARLE**  
WSVA, Harrisonburg, Va.  
**WEEMS, TED**

WJHM, Memphis, Tenn.  
**WEINER, MILT**  
WJW, Cincinnati, Ohio

**WELK, LAWRENCE**  
Top Times & New Talents  
ABC-TV

**WEST, JOAN**  
KJFF, Jennings, La.  
**WHITE, ALBERT**

KCBS, San Francisco, Cal.  
**WHITEHEAD, JOYCE**  
WMS, Natchez, Miss.

**WILCHER, SHIRLEY**  
WLRN, Lubron, Ky.  
**WILD, EARL**

B. Nov. 26, 1918, Pittsburgh,  
Pa.; Sid Coeser, NBC-TV; Voice  
of Firestone, ABC-TV; Wool-  
worth Hour, CBS-TV; Porte  
Ouvert (General Motors, Canada)  
CBC

**WILDERSON, MAXINE**  
KPB, Wichita, Kan.  
**WILLIAMS, DON**

WJPF, Park Falls, Wis.  
**WILLIAMS, GLADYS**  
KCR, Enid, Okla.

**WILLIAMS, JOAN**  
KCN, Kansas City, Kan.  
**WILLSON, MEREDITH**

Misc. Room  
NBC  
**WILSON, KENNETH**

WJPH, Boston, Mass.  
**WIMBERLY, BILL**  
Ozark Jubilee  
ABC-TV

**WINTERS, BILL**  
WCEI, Rocky Mount, N. C.  
**WOLKEN, ROBERT**

WGFA, Bethlehem, Pa.  
**WOLOWIC, STAN**  
It's Polka Time  
ABC-TV

**WOOD, PAUL S.**  
WTCR, Florence, Ala.  
**WOOD, TOMMY**

WMBR-TV, Jacksonville, Fla.  
**WOOTEN, JANET**  
KMB, Kansas City, Mo.

**WORSHAM, SAM**  
KARD-TV, Wichita, Kan.  
**WRIGHT, G. R.**

WFAI, Fayetteville, N. C.

— Y —

**YOUNG, VICTOR**  
Milton Berle Show  
NBC-TV

**YOUNGBLOOD, JIM**  
WPAD, Paducah, Ky.  
**YOUNGS, ELIZABETH M.**

WEEB, Southern Pines, N. C.

— Z —

**ZACK, ARTHUR**  
WBEI, Beloit, Wis.  
**ZIEGENHIN, FLEDA**

KOLA-TV, Lincoln, Neb.  
**ZIMICH, BILL**  
KRGV, Great Falls, Mont.

**ZIMMERMAN, HARRY**  
Imah Show Show  
NBC-TV

**ZURLO, SAM**  
WCSS, Amsterdam, N. Y.

# NEWS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1956

### — A —

**ABELS, ED**  
KLWN, Lawrence, Kans.

**ADAMS, CEDRIC**  
WCCO, Minneapolis, Minn.

**ADAMS, KENT**  
KAYL, Storm Lake, Ind.

**AGRONSKY, MARTIN**  
ABC, Washington, D. C.

**AKERS, CARL**  
KLZ-TV, Denver, Colo.

**ALEXANDER, PAUL**  
KSL-TV, Salt Lake City, Utah

**ALLAN, CHET**  
KRVN, Lexington, Neb.

**ALLAN, ROGER**  
WCOP, Boston, Mass.

**ALLEN, CLARE**  
WEBB, Buffalo, N. Y.

**ALLEN, EDWARD, JR.**  
WDOR, Sturgeon Bay, Wisc.

**ALLEN, JACK**  
WCTC, New Brunswick, N. J.

**ALLEN, TONY**  
WUSJ, Lockport, N. Y.

**ALLEN, W. GORDON**  
KGAY, Salem, Oreg.

**ALLISON, BERG**  
KTVO, Ottumwa, Iowa

### **ANDERSON, ORVAL**

B. March 20, 1917, Grand Forks,  
N. D.; Orval Anderson & the  
News, ABC Western Div.

**ANDREWS, M. CARL**  
WDBJ, Roanoke, Va.

**ANGELL, JACK**  
WNBQ, Chicago, Ill.

**ANTHONY, JULIAN**  
ABC

**ARLAN, JAY**  
WFBN-TV, Indianapolis, Ind.

**ARMSTRONG, JOHN**  
WHDL, Olean, N. Y.

**ASH, MERRILL**  
KOL, Seattle, Wash.

**ASHER, JAMES D.**  
WJDA, Quincy, Mass.

**ATKINS, TOM**  
WATE-TV, Knoxville, Tenn.

**AULIS, JACK**  
News of the Albemarle  
WGAI, Elizabeth City, N. C.

**AUSTIN, JOE**  
WSEB, Quitman, Ga.

**AYRES, JOE**  
WTM, Trenton, N. J.

### — B —

**BACK, GUNNAR**  
WFJL-TV, Philadelphia, Pa.

**BADGER, BOB**  
WEDO, McKeesport, Pa.

**BAGDASARIAN, A. C.**  
WNBZ, Saranac Lake, N. Y.

**BAGLEY, ORLO M.**  
KOMB, Cottage Grove, Ore.

**BAHNSEN, ALVIN**  
WWRL, New York City, N. Y.

**BAILEY, HOWARD**  
KFXM, San Bernardino, Calif.

**BAILEY, LESTER**  
KSAN, San Francisco, Calif.

**BALL, BOB**  
WDWM-TV, Duluth, Minn.

**BALLARD, DREW**  
KVMC, Colorado City, Tex.

**BALMERT, FRANK**  
WPAY, Portsmouth, Ohio

**BANCROFT, GRIFFING**  
CBS, Washington, D. C.

**BANDFIELD, BOB**  
WHIZ-TV, Zanesville, Ohio

### **BANGHART, KENNETH**

Sept. 11, New Jersey. Esso Re-  
porter, WNBC-TV; Noontime  
Pulse, WRCA; 6 P.M. News, 11  
P.M. News, NBC.

**BANKS, DAVE**  
WVMI, Biloxi, Miss.

**BANKS, TOM**  
KUKI, Ukiah, Calif.

**BARATH, RAY**  
WAIM-TV, Anderson, S. C.

**BARBOUR, DOUGLAS**  
WWWF, Fayette, Ala.

**BARCLAY, PAUL**  
WHUM, Reading, Pa.

**PARENTS, BARRY**  
WKNB, New Britain, Conn.

**BARKER, EDDIE**  
KRLD, Dallas, Tex.



## BEN GRAUER

NBC

Radio

TV



- BARNSDALE, MARTHA**  
WDIX Orangeburg, S. C.
- BARNSDALE, TOM**  
WDIX Orangeburg, S. C.
- BARON, HENRY**  
WMBG Richmond Va.
- BARRETT, DICK**  
KREM-TV Spokane, Wash
- BARRETTE, GEORGE**  
WRLI Proxa Ill.
- BARRY, GEORGE**  
WHOT, Campbell, Ohio
- BARTHOLOMEW, JOHN**  
KKTU Colorado Springs, Colo
- BARTON, KEARNEY**  
KRW Seattle, Wash
- BARTZAK, JOSEPH**  
WAAB, Worcester, Mass
- BASS, BERNICE**  
WHBL, Newark, N. J.
- BASSO, NICK**  
WSAZ, Huntington, W. Va
- BATES, JACK**  
KFOR, Lincoln, Neb
- BAUTEIGER, ALAN**  
WBEX, Chillihothe, Ohio
- BAYER, BILL**  
WFTV Miami, Fla
- BEALL, EDWARD**  
KFCO, Calverton, Calif.
- BEARD, SAM**  
WPTF, Raleigh, N. C.
- BEYTTV, MORGAN**  
News of the World, Monitor  
NBC
- BEAUCHAMP, TED**  
KUL, Walla Walla, Wash
- BELL, RIDLEY**  
WRBL, WICHL-TV  
Columbus, Ga
- BENESH, FRANK**  
WNEM-TV, Bay City, Mich.
- BENNETT, DEAN**  
KSL-TV, Salt Lake City, Utah
- BENTLEY, JULIAN**  
WBBM Chicago Ill.
- BERINGER, BOB**  
WOKV Milwaukee, Wis.
- BEKK, PHILLIP E.**  
KOMI-TV, Columbus Mo
- BERNHARDT, GENE**  
WBMP Milwaukee, Wis
- BENEIDA, CHUCK**  
KADO-TV Corpus Christi  
Tex.
- BICKNELL, MAX**  
KCKN Kansas City, Kans
- BIGBEE, NELLE**  
WOWL, Florence Ala
- BINGHAM, BOB**  
WRHL, Cullman Ala.
- BISHOP, WALTER**  
WTLN Wilmington, Del
- BISHOP, PAT**  
KFI Los Angeles, Calif
- BISHOP, WALLY**  
WOL-TV, Ames, Iowa
- BISSEY, JAMES**  
WBLY, Springfield, Ohio
- BLAINE, JIM**  
KCSB, San Bernardino, Calif
- BLAIR, ED**  
WAGA-TV, Atlanta Ga
- BLAIR, FRANK**  
Today, Monitor  
NBC, NBC TV
- BLAKE, WIN**  
WRXL, Concord, N. H.
- BLIZZARD, LOUIS**  
WMSL-TV, Decatur,  
Ala.
- BOAZ, BOB**  
Esso Reporter  
WCBS-TV, Charleston, W. Va.
- BOGGS, NEIL**  
WCBS-TV, Charleston, W. Va.
- BOLEN, BILL**  
WSGN Birmingham Ala.
- BOLTON, LES**  
KARK-TV, Little Rock, Ark.
- BOLTON, PAUL**  
KTFB, KTRC-TV, Austin Tex
- BONAPART, ALLEN**  
WIBX Utica, N. Y.
- BOOTON, F. H.**  
KCID Caldwell Idaho
- BOSLEY, LALE**  
WKTV Utica, N. Y.
- BOSWORTH, ROGER**  
KTVI, Sioux City, Iowa
- BOSWORTH, ROGER**  
WNAX, Vankton S. D.
- BOWLES, JOHN**  
WNEM-TV, Bay City, Mich.
- BOY, DOUGLAS**  
WCVB-TV, Bristol, Va.
- BOYD, FORREST**  
WSJV-TV Elkhart, Ind.
- BOYES, HARRY**  
WION, Iowa, Mich.
- BRADFORD, BOB**  
WRFC, Athens Ga
- BRADFORD, WM.**  
KSST Sulphur Springs, Tex
- BRADLEY, RUI LON L.**  
KSL, Salt Lake City, Utah
- BRADY, DICK**  
WCLY, Cheboygan, Mich.
- BRAN M, CHARLES**  
WEBQ, Harrisburg Ill
- BREEDIN, J. K.**  
WFB, Sumter, S. C.
- BREWER, CHUCK**  
KWBH, Wichita, Kans.
- BRIDGES, JONAS**  
WINT, Kings Mountain  
N. C.
- BRINKLEY, DAVID**  
NBC-TV
- BRISBANE, ROBERT H.**  
WERD, Atlanta, Ga
- BRISCOE, RAY**  
WSTV-TV, Steubenville, Ohio

## DOUGLAS EDWARDS

CBS News Reporter



**BRISINDINE, BOB**  
WLAG, LaGrange, Ga.

**BRITTAIN, WILLIAM**  
WJZM, Clarksville, Tenn.

**BROKAW, FOREST**  
KVOO, Tulsa, Okla.

**BROOK, PHIL**  
WDBO, WDBO-TV, Orlando, Fla.

**BROOKS, BILL**  
KCKT, Great Bend, Kans.

**BROOKS, CLIFF**  
WGDF, Evansville, Ind.

**BROOKS, NED**  
Three Star Extra  
NBC

**BROPHY, FRED**  
WHIO, Dayton, Ohio

**BROUGHMAN, GLEN**  
WRBL, WRBL-TV,  
Columbus, Ga.

**BROWN, BARBARA**  
WJNA, Charlottesville, Va.

**BROWN, BURLEIGH**  
WWLP, Springfield, Mass.

**BROWN, CECIL**  
WABC-TV

**BROWN, CHUCK**  
WBMC, McMinnville, Tenn.

**BROWN, FRANK R.**  
KHUM, Eureka, Calif.

**BROWN, H. W.**  
KCVR, Lodi, Calif

**BROWN, ROBERT**  
WCIA, Champaign, Ill.

**BROWN, TOM**  
WEEK, Tampa, Fla.

**BRUCE, DONALD**  
WIRE, Indianapolis, Ind.

**BRYSON, CONREY**  
KTSM-TV, El Paso, Tex.

**BULEN, REED**  
KVNU, Logan, Utah

**BULER, DICK**  
WKMH, Detroit, Mich.

**BUNDLE, CHUCK**  
KNOX-TV, Grand Forks,  
N. D.

**BURBANK, ROBERT**  
WBRK, Pittsfield, Mass.

**BURDETT, WINSTON**  
CBS  
Rome, Italy

**BURK, S. A.**  
KIRK, Kirksville, Mo.

**BURKE, MERLE**  
WLPO, La Salle, Ill

**BURLEY, DON**  
WBBZ, Ponca City, Okla.

**BURNS, VINCENT G.**  
WASL, Annapolis, Md

**BURROUGHS, JOHN**  
KENM, Portales, N. M

**BURTON, BOB**  
WGGA, Gamesville, Ga.

**BURTON, BOB**  
KBIS, Bakersfield, Calif.

**BUTTS, RAY**  
WSFT, Thomaston, Ga

**BUTZ, BOB**  
KLZ, Denver, Colo.

**BYRON, JAMES A.**  
WBAP Fort Worth Tex.



**CADDELL, RAYMOND**  
WHSC, Hartsville, S C

**CALDWELL, HOWARD**  
WTHI-TV, Terre Haute, Ind.

**CALDWELL, JAY**  
WMPJ, Daytona Beach, Fla.

**CALDWELL, MERLE**  
KOLS, Pryor, Okla.

**CALMER, NED**  
CBS, N. Y., N. Y.

**CAMERON, GEORGE**  
WHWB, Rutland, Vt.

**CAMP, DAVE**  
KNGS, Hanford, Calif.

**CANHAM, ERWIN D.**  
ABC, Boston, Mass.

**CANNADY, BILL**  
KLJK, Jefferson City, Mo

**CANTFORT, VAN**  
WICU, Erie, Pa.

**CARLINI, ULYSSES A.**  
WEHT, Evansville, Ind.

**CARLSON, WILLIAM**  
WTMJ-TV, Milwaukee, Wis

**CARR, JOHN**  
WHHM, Memphis, Tenn.

**CARRERA, DILLARD**  
KXKL, Dallas, Tex.

**CARRIGG, JOHN**  
WSTV, Steubenville, Ohio

**CARTER, MELVIN**  
WIKE, Newport, Vt

**CASSIDY, HENRY**  
NBC

**CASTER, JERRY**  
WCSI, Columbus, Ind.

**CATLERTON, A. V.**  
WMEG, Eau Gallie, Fla.

**CAUDLE, BOB**  
WTOC-TV, Savannah, Ga.

**CAYWOOD, D. T.**  
Capitol Comments  
WFKY, Frankfort, Ky.

**CEDEBERG, CARL**  
WWJ, Detroit, Mich

**CERULA, PAUL**  
WAZL, Hazleton, Pa

**CHAMBERLIN, DAN**  
KRUX, Phoenix, Ariz

**CHAMBERS, JIM**  
WHOT, Allentown, Pa.

**CHANDLER, WARREN**  
KLZ, Denver, Col.

**CHAPEL, JOHN K.**  
KLX, Oakland, Calif.

**CHAPLIN, W. W.**  
NBC

**CHASE, EDDIE**  
WOOD, Grand Rapids, Mich.



**BOB WILSON**

**NBC — New York**



**KENNETH BANGHART**

NBC — WRCA-TV

RADIO TELEVISION

12:05 P.M. Noontime

6:45 P.M.

Pulse

6 & 11 P.M. News

CI 7-8300

**CHASE, JACK**  
WBZ TV Boston Mass

**CHASTAIN, TONY**  
WKIS WORZ Orlando Fla

**HATFIELD, CHARLES**  
WHCU, Ithaca, N Y

**CHERRA, HUGH**  
World News  
WESX TV, Nashville Tenn

**CHESTER, HARVEY**  
KCCU-TV Sacramento Calif

**CHÉVILLET, DON**  
WNDU, South Bend Ind

**CHILDERS, RAY A.**  
WCDL Edenton N C

**CHILSEN, WALTER JOHN**  
WSPV-TV, Wausau Wis

**CHRISTIE, GEORGE**  
WPEA Manchester N H

**CHURCH, WELLS**  
CBS  
Washington D C

**CIOFFI, LOU**  
CBS  
Paris, France

**CLARE, DICK**  
WTRC Elkhart Ind

**CLARK, BLAIR**  
CBS N Y N Y

**CLARK, DALE**  
WAGA, Atlanta Ga

**CLARK, J B**  
WBT Charlotte N C

**CLARK, RAY**  
WOW WOW TV Omaha Neb

**CLAUSSEN, GENE**  
KXIC, Iowa City Iowa

**CLEARY, J. M.**  
WESB, Bradford, Pa

**CLEMENTS, JACK**  
WRVA, Richmond Va

**CLINTON, ED**  
WJBO Baton Rouge La

**CLOW, KEN**  
KBIZ Ottumwa Iowa

**CLYDE, BOB**  
WREX TV Rockford Ill

**COBB, JOSEPH**  
WCSB Portland Me

**COCHRAN, RON**  
CBS CBS TV N Y N Y

**COFFEE, BOB**  
WLOI Jopark Ind

**COKER, WILL W.**  
WTPR, Paris Tenn

**COLDWELL, TOM**  
WBOW, Terre Haute Ind

**COLE, CHRIS**  
KOPO KOPO TV Tucson Ariz

**COLEMAN, CHARLES**  
WOAY-TV Oak Hill W Va

**COLEMAN, DALE**  
WTVP Decatur Ill

**COLEY, HAROLD H**  
KMCO Conroe Tex

**COLLINGWOOD, CHARLES**  
CBS, N. Y., N Y

**COLLINS, REID**  
KWTX KWTX TV Waco Tex

**COMBS, GEORGE HAMILTON**  
WABC WABC TV

**CONDON, GLENN**  
KRMG, Tulsa Okla

**CONLEY, T. F.**  
WCRB Boston Mass

**CONOHAN, CLIFF**  
WISC, Madison Wis

**CONRAD, CHARLES**  
WDSM Superior Wis

**CONSIDINE, BOB**  
NBC

**CORBIN, PAUL**  
KSRQ Santa Rosa, Cal

**CORDRAY, BOB**  
WPFB, Middletown Ohio

**COSTELLO, BILL**  
ABC Washington D C

**COSTELLO, ED**  
KOSA-TV, Odessa Tex

**COSTIGAN, THOMAS**  
WJBS-TV, N Y N Y

**COVAMA, AL**  
KCBS, San Francisco Cal

**COX, BILL**  
KAMQ Amarillo Tex

**COX, RICKY**  
KIXI, Dallas Tex

**CRAIG, CHARLES**  
WDVA Danville Va

**CRAMER, TED**  
KIMO Independence Mo

**CRANE, DAVID**  
WDEV Waterbury Vt

**CRANS, DICK**  
WYMI Biloxi, Miss

**CRIST, JAMES**  
WNOW, York Pa

**CRISWELL, BILL**  
WCCM Cumberland Md

**CROCKET, WALTER**  
WCYR WCYR TV Bristol Va

**CRONKITE, WALTER**  
CBS N Y N Y

**CROUCH, AL**  
KENT Shreveport La

**CULLEN, RAY**  
KGN-C KGN-TV Amartillo Tex

**CUMMISKEY, JOE**  
WHEN Syracuse N Y

**CUNNINGHAM, BILL**  
MBS

**CURTIS, JIM**  
WSEA-TV York Pa

**CUSHING, STEVE**  
WYOP-TV Washington D C

**CUTLER, JACK**  
WEOR Poughkeepsie N Y

**CUTTING, ROBERT J**  
KJMO Loudmouth Cal

— D —

**DALE, MILAN**  
KEYS Corpus Christi Tex

**DALTON, KEN**  
WBET Brackton Mass

**DALY, JOHN**  
ABC ABC TV

**DARDANO, NICK**  
WVAT Utah N Y

**DAVIDSON, W. R.**  
Between the Lines  
WABN Aiken S C

**DAVIS, CHUCK**  
KAMO Rogers Ark

**DAVIS, CHUCK**  
WLOH Princeton W Va

**DAVIS, ED**  
KFGO Fargo N D

**DAVIS, GARY C**  
WHPE Hugo Point N C

**DAVIS, SID**  
WKBN WKBN TV  
Youngstown Ohio

**DAVIS, WAYNE**  
WESC Greenville S C

**DAY, JOHN**  
WHDR Boston Mass

**BERNARD, W. E.**  
WNCT Greenville N C


**DeHAVEN, BOB**  
WCCO, Minneapolis Minn

**DELANEY, ED**  
KH O, Calverton Cal

**DENMARK, E. T.**  
WOOP Dothan Ala

**DENO, JACK**  
KREM, Spokane, Wash

**DESMOND, ED**  
WINA, Charlottesville Va



**ORVAL ANDERSON**

Morning and Evening News

Every Day

ABC Western Division

DeVITA, NICK  
WNNJ, Newton, N. J.

DIAB, GEORGE  
WTRX, Bellaire, Ohio.

DICKSON, FRED  
WSCO, Charlotte, N. C.

DILLEY, DONALD  
KYOU, Greeley, Col.

DILLINGHAM, ALEX  
WOOD-TV, Grand Rapids  
Mich.

DILLON, GARRY  
WCSS, Amsterdam, N.Y.

DOCKERY, BERGIN  
WTAM, Decatur, Ga.

DOGGETTE, HARRY  
WBOF, Virginia Beach, Va.

DOLAN, FRANK  
WKOP, Binghamton, N.Y.

DOLPH, ROBERT  
KFTM, Fort Morgan, Col.

DONNELLA, BILL  
WTRC, Elkhart, Ind.

DOOLEY, TED  
KVIP, Redding Cal.

DORAIS, BILL  
KLX, Oakland, Cal.

DOREMUS, WARREN  
WHEC, Rochester, N.Y.

DORFAN, HERB  
WEDO, McKeesport, Pa.

DORSEY, CLAUDE  
KMBC, KMBC-TV, Kansas  
City, Mo.

DOUGLAS, LES  
WFCT, Putnam, Conn.

DOW, BOB  
WJHP-TV Jacksonville, Fla.

DOWD, DON  
WABC, N.Y., N.Y.

DOWNS, BILL  
CBS, Washington, D. C.

DOYLE, GEORGE  
KFH, Wichita, Kan.

DOYLE, JIM  
KRNR, Rosburg, Ore.

DOYLE, TOM  
WKIS-WOZZ, Orlando, Fla.

DRAKE, MYRON  
KTAR, Phoenix, Ariz.

DRIEIER, ALEX  
NBC

ERESNER, SY  
WVHG, Hornell, N. Y.

DUCK, BOB  
WCTA, Andalusia, Ala.

DUFORT, ROGER  
WPTZ-TV, Plattsburg, N.Y.

DUHS, GLEN  
WJBC, Bloomington, Ill.

DUNCAN, ALDERMAN  
WMSC-TV Columbia, S. C.

DUNCAN, NORMAN  
KFDX-TV Wichita Falls,  
Tex.

DUNPHY, JERRY  
WXIX, Milwaukee, Wis.

DUPREE, BOB  
WTKK, Raleigh, N. C.

DUPUY, MONTY  
WFBC, Greenville, S. C.

## — E —

EADIE, DEAN  
WNSJ, Bridgeton, N.J.

EAMES, WILLIAM  
KBOL, Boise, Idaho

EARLE, BILL  
WIEL, Elizabethtown, Ky.

EATON, RICHARD  
WINX, Rockville, Md.

ECKDAHL, ART  
KHOL-TV, Kearney, Neb.

ECKERT, JOHN  
WDAN-TV, Danville, Ill.

**EDWARDS,  
DOUGLAS**

B. July 14, 1917, Ada, Okla.;  
Douglas Edwards with the News,  
CBS-TV; Wendy Warren and the  
News, CBS.

EDWARDS, FRANK  
WTTV, Bloomington, Ind.

EDWARDS, JOHN  
ABC, Washington, D. C.

EDWARDS, ROSS  
WCHS, Charleston, W. Va.

EARLY, CHRISTMAS  
WKNK, Muskegon, Mich.

EID, LEIF  
NBC

EINHAUS, ROBERT  
KJAN, Atlantic, Iowa

ELLIOT, DON K.  
WLDL, La Crosse, Wis.

ELLIOT, I. A.  
KATL, Miles City, Mont.

ELLIOTT, HANK  
WORL, Boston, Mass.

ELLIOTT, JAMES  
WNAB, Bridgeport, Conn.

ENGELS, ED  
WXIX, Milwaukee, Wis.

ENGLIE, HOLLAND  
WGN, Chicago, Ill.

ERICKSON, J. ROGER  
WAVN, Stillwater, Minn.

ERK, E. CHRISTY  
WBRV, Waterbury, Conn.

ERLICH, MIKE  
WWNH, Rochester, N. H.

ESCHEN, FRANK  
KSD, St. Louis, Mo.

ESSIG, VINCE  
WTAQ, LaGrange, Ill.

EUGENE, LES  
KTFS, Texarkana, Tex.

EVANS, BILL  
WIBX, Utica, N. Y.

EVANS, JIM  
WHLM, Bloomsburg, Pa.

EVANS, KEN  
WWDC, Washington, D. C.

EVANS, LOU  
KBUC, Corona, Calif.

EVENSON, PETER  
KXJB-TV, Valley City, N. D.

EVERSOLE, JACK  
WKCT, Bowling Green, Ky.

## — F —

FAGAN, PAT  
WGR-TV, Buffalo, N. Y.

FALK, VERN  
WEKZ, Monroe, Wis.

**FALKENBURG,  
JIM**

B. Barcelona, Spain; Close-Up,  
NBC-TV; Mr. & Mrs. New York  
—with Tex & Jimx, NBC

FARISS, WAYNE  
WTVT, Tampa, Fla.

FARNSWORTH, CLYDE  
WCPO-TV, Cincinnati, Ohio

FARO, FRANK  
KGN, Portland, Ore.

FARRINGTON, FRANK  
KFAM, St. Cloud, Minn.

FARRINGTON, GLEN  
WTAX, Springfield, Ill.

FEEB, HAL  
KPEP, Lamesa, Tex.

FELTON, BARBARA  
WROV, Roanoke, Va.

FEMMEL, RICHARD  
WXYZ-TV, Detroit, Mich.

FENNER, LYLE  
KXL, Portland, Ore.

FENTRESS, STEVEN  
WGN, WGN-TV, Chicago, Ill.

FERNANDEZ, CHARLES J.  
WKXY, Sarasota, Fla.

FERRIS, BOB  
KABC, Hollywood, Calif.

FIDLER, JIMMY  
KCLV, Clovis, N. M.

FIELD, TOM  
KYW, KYW-TV, Cleveland,  
Ohio

FINNEY, FRED  
KTUC, Tucson, Ariz.

FINNING, FRANK  
WKNE, Keene, N. H.

FISHER, DENNIS  
KFST, Ft. Stockton, Tex.

FISHER, DON  
WTPA, Harrisburg, Pa.

FISHER, HAL  
WALK, Patchogue, N. Y.

FISHER, JERRY  
KGBT, Harlingen, Tex.

FLETCHER, NORMAN A.  
KNOC, Natchitoches, La.

FLYNN, ARTHUR  
WHAV, Haverhill, Mass.

FLYNN, JOHN  
WBBY, Appleton, Wis.

FLYNN, JOHN  
MBS

FOGARTY, JACK  
WCPO-TV, Cincinnati, Ohio

FONTAINE, HERB  
WJDA, Quincy, Mass.

FORBES, GILBERT  
WFBM, Indianapolis, Ind.

FOSTER, CEDRIC  
MBS

FOSTER, CHUCK  
KOLN-TV, Portland, Ore.

FOSTER, JACK  
Homemakers Harmonies  
KOSA, Odessa, Tex.

FOX, CLAYTON  
KONP, Port Angeles, Wash.

FOX, NAN L.  
KCHS, Truth or Consequences,  
N. M.

FLAIM, JOHN  
WKLO, Louisville, Ky.

FRANK, DEL  
WTVJ, Miami, Fla.

FRANK, WM. P.  
WILM, Wilmington, Del.

FRANKLIN, ALLEN  
WREN, Topeka, Kan.

FRANKLIN, JOHN  
WRCV, Philadelphia, Pa.

FRANKLIN, ROBERT E.  
KGW, Portland, Ore.

FRANKS, MAURICE  
MBS

FREDERICK, PAULINE  
NBC, NBC-TV

FREDERICK, WILLIAM C.  
WACB, Kittanning, Pa.

FREEDMAN, BERT  
WVMC, Mount Carmel, Ill.

FREEMAN, CLAUDE  
WFBC, Greenville, S. C.

FRETZ, BOB  
WBUX, Doylestown, Pa.

FRIAS, ROGELIO  
KIWW, San Antonio, Tex.

FROMME, GALEN  
WBAL, Baltimore, Md.

FULDHEIM, DOROTHY  
WEWS, Cleveland, Ohio

## — G —

GAAL, FRANK  
WKMH, Detroit, Mich

GAFANEY, L. L.  
KOLS, Pryor, Okla.

GAINES, HARRY  
KTAE, Taylor, Tex.

GAINES, J.  
WHAT, Philadelphia, Pa.

**GALLETTE, RICHARD**  
WAAZ, New Haven, Conn.

**GAMBLE, BOB**  
WKY-TV, Oklahoma City, Okla.

**GAMBLE, ED**  
WJTA, Bafavia, N. Y.

**GAMER, GREG**  
KAKE-TV, Wichita, Kans.

**GARRITY, VINCE**  
WAAF, Chicago, Ill.

**GARTLAND, JACK**  
WTM, Trenton, N. J.

**GASMAN, BILL**  
KKEW, Sunnyside, Wash.

**GATES, HALLEA**  
KSHO-TV, Las Vegas, Nev.

**GAUSE, TOM**  
WTRK, Durham, N. C.

**GERDES, ROBERT**  
WELL, Battle Creek, Mich.

**GEORGE, ARNER**  
KOTA Rapid City, S. D.

**GERAGHTY, LARRY**  
WCSH-TV, Portland, Me.

**GIBSON, JIM**  
WLAU, Laurel, Miss.

**GIBSON, ANN**  
KGBX, Springfield, Mo.

**GILBERT, GEORGE**  
WARM-TV, Scranton, Pa.

**GILLELAND, JAMES**  
WGBS, Miami, Fla.

**GILLESPIE, JOE**  
KNBT, San Francisco, Calif.

**GILLETTE, LOU**  
KJR, Seattle, Wash.

**GILLIS, JOE**  
WPOB, Toledo, Ohio.

**GIRARD, WARREN**  
WSTV-TV, Steubenville, Ohio.

**GLEASON, JOHN H.**  
WMS, Michigan City, Ind.

**GODDARD, DON**  
ABC

**GOODMAN, GEORGE W.**  
WLIB, New York, N. Y.

**GOODMAN, JANITA**  
KCLY, Clovis, N. M.

**GOODMAN, LEE**  
KTAE, Taylor, Tex.

**GOODWIN, GLENN**  
KSO, Los Moines, Iowa.

**GORDON, BOB**  
WFWA-TV, Tapscott, Miss.

**GORDON, G. B.**  
WICS, Springfield, Ill.

**GORDON, HENRY**  
KPDN, Pampa, Tex.

**GORDON, LLOYD P.**  
WLSV, Wellsfork, N. Y.

**GRAHAM, DON**  
WOWO, Fort Wayne, Ind.

**GRAHAM, GORDON**  
WIB, Indianapolis, Ind.

**GRANT, AUSTIN**  
CKLW, CKLW-TV, Detroit, Mich.

**GRANT, JACK**  
WGMA, Hollywood, Fla.

**GRANT, RAY**  
KERY, Keryville, Tex.

**GRANT, TAYLOR**  
WRCV-TV, Philadelphia, Pa.

**GRAYTON, WILLIAM**  
KBOI-TV, Boise, Idaho.

**GRAUER, BEN**

B. June 2, 1908, New York City. Big Story, March of Medicine, NBC-TV; Citizens Union Searchlight, WRCA-TV; Monitor, Boston Symphony, NBC; Ben Grauer-News At Noon, WRCA.

**GRAY, CHARLES W.**  
WHB, Kansas City, Mo.

**GREEN, GEORGE**  
KOOK-TV, Billings, Mont.

**GREENBERG, SANDY**  
KOPO, Tucson, Ariz.

**GREENE, M. W.**  
WBSB, Hillsdale, Mich.

**GRESHAM, FERRELL**  
KFLD, Ft. Dorado, Ark.

**GREY, MITCHELL**  
WJPA, Washington, Pa.

**GREY, ROBERT E.**  
KURE, Crescent City, Calif.

**GRIBBEN, PAUL**  
KOOL, Phoenix, Ariz.

**GRIFFITH, BILL**  
KMIB-TV, Kansas City, Mo.

**GRIFFITH, LES**  
WAIC, N. Y., N. Y.

**GRIMSBY, ROGER**  
WISC-TV, Madison, Wis.

**GROVE, BILL**  
WMBR, WMBR-TV, Jacksonville, Fla.

**GRUBBS, WALTER B.**  
KVMC, Colorado City, Tex.

**GRIMMON, STUART**  
KRIB, Mason City, Iowa.

**GUTIERREZ, DOLORES**  
KABQ, Albuquerque, N. M.

**GUTHRIE, WARREN**  
WJW-TV, Cleveland, Ohio.

**GASON, SAM**  
WTV, Miami, Fla.

## — H —

**HADDAD, JAY**  
WGMA, Hollywood, Fla.

**HADLEY, BILL**  
KATV, Little Rock, Ark.

**HADLEY, MERRITT**  
KFMB, San Diego, Calif.

**HAGEMAN, HAROLD**  
WCFE, Akron, Ohio.

**HAGERTV, JERRY**  
WSEK, Erie, Pa.

**HAINES, DAVID**  
KITE, San Antonio, Tex.

**HALL, HEDLEY**  
KIBY, Yuba City, Cal.

**HALLETT, PAUL**  
WTOP-TV, Washington, D. C.

**HALSTEAD, C. W., Jr.**  
WVNR, Berkeley, W. Va.

**HALLJERMAN, KENNA**  
WCFE, Akron, Ohio.

**HAMILTON, JACK G.**  
KXNL, Monterey, Cal.

**HANCOCK, HAL**  
WENE, Binghamton, N. Y.

**HANEY, FRED**  
WZCZ, Elizabeth City, N. Y.

**HANGER, BOB**  
WHTN-TV, Huntington, W. Va.

**HASEN, BOB**  
KROG, Ogdon, Utah.

**HARDEN, DOYLE**  
KRHD, Duncan, Okla.

**HARDIN, JIM**  
WCUL, Newnan, Ga.

**HARDING, WM.**  
WSTN, St. Augustine, Fla.

**HARKNESS, RICHARD**  
NBC, NBC-TV.

**HARPER, JIM**  
WHAR, Clarkburg, W. Va.

**HARPER, JOE**  
WHP-TV, Harrisburg, Pa.

**HARRINGTON, BILL**  
WAJR, Morgantown, W. Va.

**HARRINGTON, JOHN**  
WPAR, Phoenix, Ariz.

**HARRINGTON, JOHN**  
WBBM, Chicago, Ill.

**HARRIS, REED**  
KCLW, Hamilton, Tex.

**HARRISON, CHARLES**  
WCKT, Miami, Fla.

**HARRISON, ROBERT B.**  
WJNC, Henderson, N. C.

**HARSCH, JOSEPH C.**  
NBC

**HART, DON**  
WSSJ, Bridgeton, N. J.

**HARTLEY, HOWARD**  
WTAN, Clearwater, Fla.

**HARVEY, BYOD**  
W-SAM, Safflaw, Mich.

**HARVEY, HENRY**  
KPH, Wichita, Kan.

**HARVEY, IVAN G.**  
WTOE, Toledo, Ohio.

**HARVEY, PAUL**  
ABC, Chicago, Ill.

**HARVILLE, CHARLES E.**  
WFMV-TV, Greensboro, N. C.

**HARWOOD, GEOFFREY**  
KING, KING-TV, Seattle, Wash.

**HAWKINS, DON**  
WEAB, Green, S. C.

**HAWORTH, BILL**  
KFI, Los Angeles, Cal.

**HAYES, SAM**  
MBS

**HAYWORTH, BRUCE**  
KTFV, St. Louis, Mo.

**HEATTER, GABRIEL**  
MBS

**HEFFRON, NORM**  
KOTA, KOTA-TV, Rapid City, S. D.

**HELSEA, HARRY**  
WHLL, Olean, N. Y.

**HENLE, RAY**  
Three Star Extra, NBC.

**HENNESSY, HARRA**  
MBS

**HENRY, BILL**  
NBC

**HENKA, BILL**  
WDAK, WDAK-TV, Columbus, Ga.

**HENRY, H. D.**  
WHRY, Hickory, N. C.

**HERBERT, ALLAN**  
WVAD, Dayton, Ohio.

**HERBERT, ED**  
WRA-TV, Richmond, Va.

**HERMAN, GEORGE**  
CBS, Washington, D. C.

**HERRING, RONNIE**  
WLFH, Little Falls, N. Y.

**HICKON, RICHARD**  
WIN-F, Ft. Wayne, Ind.

**HIGGIE, LES**  
MBS

**HIGHTOWER, BILL**  
KXOL, Fort Worth, Tex.

**HILDRETH, RICHARD B.**  
WKRV, Plattsburg, N. Y.

**HILL, ALLEN**  
WAYS, Charlotte, N. C.

**HILLEGAS, FRED**  
WSYR-TV, Syracuse, N. Y.

**HILLMAN, WILLIAM**  
MBS

**HINKLEY, NORMAN**  
WCOA, Ponsicola, Fla.

**HITES, WARREN**  
WJFB, Augusta, Ga.

**HITENMARK, GORDON**  
KIVA, Yuma, Ariz.

**HOBBS, JOE**  
WSIV, Pekin, Ill.

**HODGKINSON, BRIAN**  
WHK, Cleveland, Ohio.

**HOFEMAN, GIBBY**  
WKBI, St. Marys, Pa.

**HOLBROOK, JOHN**  
KAAA, Kingman, Ariz.

**HOLIDAY, JOE**  
KTHS, Little Rock, Ark.

**HOLLER, CARL**  
WITZ, Jasper, Ind.

**HOLMES, JOHN**  
WDMJ-TV, Marquette, Mich.

**HOLT, DICK**  
KXLL, Montclair, Cal.

**HOLTON, JOYCE**  
WHAB, Baxley, Ga.

**HOMER, HAINES**  
KBHS, Hot Springs, Ark.

**HOOD, BILL**  
KSYD, KSYD-TV, Wichita Falls, Tex.

**HOOLEY, JACK**  
WROC-TV, Rochester, N. Y.

**HOOPER, JACK**  
WHGB, Harrisburg, Pa.

**HOOPER, RAY**  
WEKY, Richmond, Ky.

**HOOVER, RICHARD**  
KREM, KREM-TV, Spokane, Wash.

**HOPKINS, DON**  
KGNO, Dodge City, Kans.

**HOTTELET, RICHARD C.**  
CBS, New York, N. Y.

**HOGLE, ROBERT C.**  
WDUZ, Green Bay, Wis.

**HOWE, QUINCY**  
ABC

**HOWELL, HENRY**  
WOAI, WOAI-TV, San Antonio, Tex.

**HOWELL, REX**  
KREX, KREX-TV, Grand Junction, Col.

**HOY, WALLACE D.**  
WGVM, Greenville, Miss.

**HOYT, BOB**  
WSBT, South Bend, Ind.

**HUDSON, BOB**  
WOBS, Jacksonville, Fla.

**HUGHES, DICK**  
WKBZ, Muskegon, Mich.

**HUNT, RALPH**  
WWVA, Wheeling, W. Va.

**HUNT, TED**  
KRQD, El Paso, Tex.

**HUNTLEY, CHET**  
NBC, NBC-TV

**HURLEIGH, ROBERT**  
MBS, Washington, D. C.

**HURLEIGH, ROBERT**  
KDRO, Sedalia, Mo.

**HUTCHISON, ROBERT**  
KXIC, Iowa City, Iowa

**HYLTON, CHARLES**  
WLOG, Logan, W. Va.

## — I —

**INSLEY, W. S.**  
KOKO, Warrensburg, Mo.

**IONNE, JOE**  
WMRN, Marion, Ohio

**IRELAND, MILLARD**  
KOMO, Seattle, Wash.

**IRWIN, LEW**  
KPOL, Los Angeles, Cal.

**ISAACS, JIMMIE**  
KDCB-TV, Lubbock, Tex.

**IZZARD, BOB**  
KGNC-TV, Amarillo, Tex.

## — J —

**JACKSON, ALLAN**  
CBS, N. Y., N. Y.

**JACKSON, KEITH**  
KOMO-TV, Seattle, Wash.

**JAHNKE, HAROLD**  
WBIZ, Eau Claire, Wis.

**JARRELL, MRS. W. W.**  
WKTG, Thomasville, Ga.

**JARRETT, SCOTT**  
WTVD, Durham, N. C.

**JAY, CLYDE**  
WCAM, Camden, N. J.

**JENKINS, BOB**  
WKIT, Mineola, N. Y.

**JENKINS, WILLIAM**  
WFOX, Milwaukee, Wis.

**JENSEN, JERRY**  
KOVR, Stockton, Cal.

**JEROME, JERRY**  
WBMS, New Bedford, Mass.

**JESSEE, RANDALL S.**  
WDAF-TV, Kansas City, Mo.

**JOHN, DICK**  
WTVT, Tampa, Fla.

**JOHNS, BILL**  
KFDA-TV, Amarillo, Tex.

**JOHNSON, CANDY**  
KOL, Seattle, Wash.

**JOHNSON, DICK**  
KBOM, Bismarck-Mandan, N. D.

**JOHNSON, DICK**  
WSVA, Harrisonburg, Va.

**JOHNSON, FRANK**  
WKTG, Thomasville, Ga.

**JOHNSON, PHILIP N.**  
WCSH, WCSH-TV, Portland, Me.

**JOHNSON, ROLLIE**  
WCCO-TV, Minneapolis, Minn.

**JONES, BILL**  
WHWL, Naticoke, Pa.

**JONES, BURNEY**  
KVOZ, Laredo, Tex.

**JONES, CLAUDE**  
WDVM, Pocomoke City, Md.

**JONES, KEN**  
WCMI, Ashland, Ky.

## — K —

**KALTENBORN, H. V.**  
NBC

**KARASIK, DAN**  
CBS, Vienna

**KARSON, ROBERT**  
WLYC, Williamsport, Pa.

**KASSEL, CY**  
WHIL, Medford, Mass.

**KATH, KERM**  
KGOS, Torrington, Wyo.

**KALFMAN, ED**  
WDBW, Youngstown, Ohio

**KALFMAN, ROBERT L.**  
WISL, Butler, Pa.

**KAVANAGH, WALT**  
KFAB, Omaha, Neb.

**KAY, ANDY**  
KGST, Fresno, Cal.

**KEATH, ED**  
KWK-TV, St. Louis, Mo.

**KEATHLEY, HAMPTON**  
KTRE, Lufkin, Tex.

**KEEN, HAROLD**  
KFMB-TV, San Diego, Cal.

**KEITH, GIB**  
KTTN, Trenton, Mo.

**KELLEGHER, PHIL**  
WCKR, Miami, Fla.

**KELLER, LYN**  
WARK, Hagerstown, Md.

**KEMP, WM. T.**  
KVWO, Cheyenne, Wyo.

**KENDRICK, ALEXANDER**  
CBS, London, England

**KENNEDY, KEVIN**  
WPIX, New York, N. Y.

**KENNEDY, MICHAEL**  
KBYE, Oklahoma City, Okla.

**KENNEDY, ROGER**  
WJW-TV, Cleveland, Ohio

**KENNGOTT, AL**  
WLAC-TV, Nashville, Tenn.

**KENNY, H. B.**  
WCOM, Parkersburg, W. Va.

**KENSLEY, BILL**  
WILE, Cambridge, Ohio.

**KERLIN, J. G.**  
WGFB, Evansville, Ind.

**KERNS, ROY**  
WGR-TV, Buffalo, N. Y.

**KETNER, WILL**  
WFAM, Altoona, Pa.

**KIDNEY, DICK**  
WVEC-TV, Norfolk, Va.

**KIERNAN, DAVID**  
WHNC-TV, New Haven, Conn.

**KIERNAN, WALTER**  
Monitor, Weekday, NBC

**KIMBRELL, JAY**  
WMSN, Raleigh, N. C.

**KING, BILL**  
WENK, Union City, Tenn.

**KING, JIM**  
WAGA, Atlanta, Ga.

**KING, PAUL, L.**  
WOHO, Toledo, Ohio

**KINKAID, FRANK**  
KTWV, Seattle, Wash.

**KIRKHAM, ART**  
KOIN-TV, Portland, Ore.

**KISTER, GEORGE**  
KTWV, Seattle, Wash.

**KIRKHAM, ART**  
KOIN-TV, Portland, Ore.

**KISTER, GEORGE**  
KMMJ, Grand Island, Neb.

**KLEVEN, LES**  
KNDC, Hettinger, N. D.

**KLINE, FRED**  
W511-TV, Harrisburg, Ill.

**KLYCE, KEN**  
WCSC, WCSC-TV, Charleston, S. C.

**KNAPP, CHRIS**  
WPPA, Pottsville, Pa.

**KNELL, JACK**  
WBT, Charlotte, N. C.

**KNELLY, CARL**  
KCLW, Hamilton, Tex.

**KNIEVEL, JOHN**  
KIMA, Yakima, Wash.

**KNIGHT, JIM**  
KVIC, Victoria, Tex.

**KNIGHT, JOHN**  
WDXI-TV, Jackson, Tenn.

**KNIGHT, KIRK**  
WWJ-TV, Detroit, Mich.

**KNOX, KEN**  
KRBC, Abilene, Tex.

**KNOX, RALPH**  
WBRF, Rochester, N. Y.

**KNUTSON, MILO**  
WKTY, LaCrosse, Wis.

**KOGAN, JACK**  
KSHO-TV, Las Vegas, Nev.

**KORDA, HENRY**  
KDLM, Detroit Lakes, Minn.

**KOZLOW, BUCKY**  
MBS

**KRASNE, "By"**  
KOLN-TV, Lincoln, Neb.

**KREGGLOH, HUBERT**  
WSPR, Springfield, Mass.

**KRESAL, C.**  
WWOC, Manitowoc, Wis.

**KREUTZ, JAN MARION**  
WJLB, Detroit, Mich.

**KRUEGER, GLEN**  
KITE, San Antonio, Tex.

**KUHN, ARNOLD**  
WKBI, St. Marys, Pa.

**KUPEC, WILLIAM**  
WJKO, Springfield, Mass.

**KURTZ, KEN**  
WBBQ, Augusta, Ga.

**KUTZ, EDWARD C.**  
WSPD, Toledo, Ohio

## — L —

**LACONI, JOE**  
WICU, Erie, Pa.

**LADD, GRANT**  
KBYE, Oklahoma City, Okla.

**LAFFOON, HAL**  
KAFY, Bakersfield, Cal.

**LAHM, BILL S.**  
WCOW, Sparta, Wis.

**LAMBERT, JOHN**  
KNCO, Garden City, Kan.

**LANDON, PAT**  
WRCV-TV, Philadelphia, Pa.

**LANE, HOMER**  
KOOL, Phoenix, Ariz.





**LANG, MIKE**  
WPAL, Fayetteville, N. C.

**LANTZ, RICHARD**  
WTOG-TV, Savannah, Ga.

**LAPE, BOB**  
WICE, Providence, R. I.

**LARSEN, WHITEY**  
WNAX, Yankton, S. D.

**LARSON, BEN**  
WOW-TV, Omaha, Neb.

**LATHAM, JACK**  
KRCA-TV, Los Angeles, Cal.

**LATIMER, SAM**  
WFLA-TV, Tampa, Fla.

**LAURENCE, JACK**  
WABL, Arlington, Va.

**LEA, ROD**  
WLAJ, Lynchburg, Va.

**LEBUS, EDWARD**  
WOPW, Nashua, N. H.

**LEE, BOB**  
KVYG, Tulsa, Calif.

**LEE, DAVE**  
WLBK, DeKalb, Ill.

**LEE, DOC**  
WJLD, Birmingham, Ala.

**LEE, JOE**  
KNAK, Salt Lake City, Utah

**LEGOFF, JACQUES E.**  
WJBK-TV, Detroit, Mich.

**LEISER, ERNEST**  
CRS, Bonn, Germany

**LEISURE, CLARENCE**  
KNBC, San Francisco, Cal.

**LEMMING, RIES**  
KLOQ, Yakima, Wash.

**LEONARD, BILL**  
WCBS-TV, New York, N. Y.

**LEONARD, DAN**  
WNDR, Syracuse, N. Y.

**LEONARD, EDWARD**  
WICH, Norwich, Conn.

**LEONARD, HOWIE**  
WFOR, Portland, Me.

**LEOPOLD, DAVID F.**  
WBBR, Buffalo, N. Y.

**LESUEUR, LARRY**  
CRS, N. Y., N. Y.

**LEUSCHEL, JACK**  
WSTN, St. Augustine, Fla.

**LEVINE, IRVING R.**  
NBC, NYC-TV

**LEWIS, FULTON**  
KDRO, Sedalia, Mo.

**LEWIS, FULTON, JR.**  
MBS

**LIDDLE, ROBERT**  
KXLA, Portland, Ore.

**LIGRIV, MURT**  
WMFS, Martinsburg, Tenn.

**LILLIBRIDGE, SAMMY**  
KLEN, Kilbuck, Tex.

**LINDNER, VINCE**  
WMHD, Atlantic City, N. J.

**LINDSAY, BILL**  
WFMJ-TV, Youngstown, Ohio

**LINDSAY, WILL**  
WTAY, Robinson, Ill.

**LIPFORD, LANNY**  
KRBC, Abilene, Tex.

**LITTLE, JAMES G.**  
WTAG, Worcester, Mass.

**LITTLETON, RANDA**  
KAMO, Rogers, Ark.

**LOCKE, GORDON**  
WPEP, Park Falls, Wis.

**LOFTON, JOHN**  
WHOO, Orlando, Fla.

**LONG, CHEE**  
WBNS, WBNS-TV, Columbus, Ohio

**LONG, JOE B.**  
WNOX, Knoxville, Tenn.

**LONG, PAUL**  
KDKA, Pittsburgh, Pa.

**LORD, GEORGE**  
WCAI, Philadelphia, Pa.

**LORENZO, GLORIA**  
KSCO, Santa Cruz, Cal.

**LORIMER, DAVID C.**  
WILE, Cambridge, Ohio

**LORING, DAVID**  
WGLL, Galveston, Ill.

**LOTHER, RAY**  
WFGM, Fitchburg, Mass.

**LOWE, HOLLAND**  
WME, Brunswick, Me.

**LOWERY, JAMES**  
WOHL, East Liverpool, Ohio

**LUCAS, RICHARD**  
WBRV, Boonville, N. Y.

**LUCAS, WILLIAM**  
WNAV-TV, Savannah, Ga.

**LUCK, JAMES B.**  
WTVR, Coldwater, Mich.

**LUND, JACK**  
KFAM, St. Cloud, Minn.

**LUNDBERG, AIC**  
KVOR, Rydell, Cal.

**LAONSS, DON**  
KNOR, Northampton, La.

### — M —

**McAdams, HARRY**  
KWFW, Hobbs, N. M.

**McAFFERY, JOHN K. M.**  
WBCA-TV, New York City

**McALL, TOM LAWSON**  
KGVW, Portland, Ore.

**McARTHUR, CHARLES E.**  
WABR, N. Y., N. Y.

**McARTHUR, JOHN E.**  
B. June 3, 1911, Ada, Mich.,  
Producers Showcase (Ford  
Comm.), NBC-TV; News  
Commentator, WPIX; Capt. Video,  
Dumont; Green Hornet, Bob Bar-  
clay, ABC

**McAULEA, ELLIOTT**  
WGBS-TV, Miami, Fla.

**McCORD, BILL**  
NBC-TV

**McGEE, PHIL**  
KWFW, Hobbs, N. M.

**McGOWAN, GEORGE**  
KEX, Portland, Ore.

**McKENZIE, STAN**  
KWED, Seguin, Tex.

**McLOUGHLIN, LYMONT**  
WNBH, WNDI-TV, South  
Bend, Ind.

**McMILLEN, JOHN**  
WPCF, Panama City, Fla.

**McMURRAY, SCOTT**  
WSTV, Spartanburg, Ohio

**McMURTRIE, BURT**  
KJAC, Tusoma, Wash.

### — M —

**MacARTHUR, ARTHUR**  
WRFD, Worthington, Ohio

**MACAULAY, ROBERT**  
WAGN, Monmouth, Mich.

**MacCURDY, JOSEPH**  
WHIO, Dayton, Ohio

**MACDONALD, ARCH**  
WHZ-TV, Boston, Mass.

**MacFARLANE, BRUCE**  
WGN, Chicago, Ill.

**MacFARLANE, IAN ROSS**  
WNAV, Annapolis, Md.

**MACKENZIE, JOHN**  
KRAK, Stockton, Cal.

**MacLEISH, ROD**  
WBZ, Boston, Mass.

**MacVANE, JOHN**  
ABC

**MAGEE, ART**  
KWOW, Pomona, Cal.

**MAGNUSON, HENRY**  
KBZ, Ottumwa, Iowa

**MALONE, TED**  
ABC

**MANTON, CLARENCE**  
MBS

**MANN, CLAUDE**  
KSBW-TV, Salinas, Cal.

**MARANO, TONY**  
WTC, New Brunswick, N. J.

**MARBLE, HARRY**  
WGAN, Portland, Me.

**MARCIANO, ALEX**  
KALB, Alexandria, La.

**MARINNESS, JOEL**  
WSCR-TV, Syracuse, N. Y.

**MARKEA, PAUL**  
RGFL-TV, Galveston, Tex.

**MARQUARDT, JOHN**  
WKYC, Kingston, N. Y.

**MARSHALL, GENE**  
WGAJ, Elizabeth City, N. C.

**MARTIN, CHIP**  
WLOS, Baton Rouge, La.

**MARTIN, LUTHER W.**  
RTTR, Kolla, Mo.

**MARTIN, RALPH**  
WTV, Minneapolis, Minn.

**MARTINSON, JAMES**  
WAGR, Lumberton, N. C.

**MASON, AL**  
KVOI, Ft. Collins, Tex.

**MASON, PAUL**  
WST, Charlotte, N. C.

**MATT, LEONARD M.**  
WVAS, Philadelphia, Pa.

**MATTHEWS, FRANK**  
WQAI, WQAI-TV, San  
Antonio, Tex.

**MAULDEN, HOWARD**  
KTNM, Topeka, N. M.

**MAUGANS, BILL**  
WBZ, Ponca City, Okla.

**MAHAM, GLEN**  
WBBF, Duluth, Minn.

**MAA, ROY**  
WLI, St. Louis, Mo.

**MEIGHAN, PAUL**  
KSLA-TV, Shreveport, La.

**MERRILL, GLACUS**  
WHL, Chillicothe, Ohio

**MERRAMAN, PHILIP**  
WCC, Bridgeport, Conn.

**MEYER, EDWARD**  
WGB, Norfolk, Va.

**MEYER, JOHN**  
WLL, St. Louis, Mo.

**MICHEALS, PAT**  
KWBZ, Santa Ana, Cal.

**MISCHKE, MIKE**  
KRCO, Princeton, Ore.

**MILLER, BILL**  
WTAX, Springfield, Ill.

**MILLER, GEORGE, JR.**  
KTEW, Afton, Ohio

**MILLER, LYNN**  
KRSN, Los Angeles, N. M.

**MILLER, NOAH**  
WPTV, Bloomington, Ind.

**MILLER, PHIL**  
WOL-TV, Ames, Iowa

**MILLER, W. F.**  
WMAJ, Springfield, Ill.

**MILLS, J. DEXTER**  
WBBM, Roanoke, Va.

**MISLER, GEORGE M.**  
WOHQ, Toledo, Ohio

**MITCHELL, CHARLES**  
WRTW, Florence, S. C.

**MITCHELL, DOUG**  
KALB, Salt Lake City, Utah

**MOFFATT, JOSEPH N.**  
WSLB, WSLB-TV, Roanoke,  
Va.

**MOFFETT, ALBERT E.**  
WtGG, Gainesville, Fla.

**MOLL, SAM**  
KSOI, Salt Lake City, Utah

**MOLLENHOUR, WM.**  
WRSW, Warsaw, Ind.

**MONEYPENNY, LESLIE**  
WGN, Chicago, Ill.

**MONGE, DON**  
KFKA, Greeley, Colo.

**MONROE, HARRY**  
WRVA, Richmond, Va.

**MOON, HAL**  
KOSA-TV, Odessa, Tex.

**MOORE, BROWN E.**  
KANV, Shreveport, La.

**MOORE, DAVID**  
WGNS, Murfreesboro, Tenn.

**MOORE, JOHN**  
WAAG, Adel, Ga.

**MOORE, NORB**  
KLPW, Union, Mo.

**MOORE, PETER**  
WHEB, Washington, N. C.

**MORGAN, EDWARD P.**  
ABC, Washington, D. C.

**MORGAN, MURRAY**  
KMO, Tacoma, Wash.

**MORGAN, ROY E.**  
WILK, Wilkes-Barre, Pa.

**MOROSOL, MIKE**  
KSBW, Salinas, Cal.

**MORPHEW, DICK**  
WJOX, Jackson, Miss.

**MORRIS, DUDLEY**  
KGBX, Springfield, Mo.

**MORRIS, ROBERT**  
KBRL, McCook, Neb.

**MORRISON, GEORGE**  
KOB-TV, Albuquerque, N. M.

**MORRISON, HERB**  
WJAS, Pittsburg, Pa.

**MORRISON, IRV**  
WLEX, Lexington, Ky.

**MOSLEY, MARY ESTHER**  
KXGI, Ft. Madison, Iowa

**MOUNTFORD, WILLIAM**  
KALI, Pasadena, Cal.

**MUELLER, MERRILL**  
NBC

**MUELLER, VERN**  
KPOJ, Portland, Ore.

**MULLEN, JAY**  
WCSC, Charleston, S. C.

**MULLENAX, ALVIN**  
WSVA, Harrisonburg, Va.

**MUNYAN, HARRY**  
WCKR, Miami, Fla.

**MURPHY, ED**  
WCMB-TV, Harrisburg, Pa.

**MURPHY, JACK**  
KOOL-TV, Phoenix, Ariz.

**MURPHY, JACK**  
WHIL, Medford, Mass.

**MURPHY, JIM**  
WAUX, Waukesha, Wis.

**MURRAY, DON**  
WDBJ-TV, Roanoke, Va.

**MURROW, EDWARD R.**  
CBS, N. Y., N. Y.

**MYERS, GENE JAY**  
WCHA, Chambersburg, Pa.

## — N —

**NADIG, HENRY DAVIS**  
WNLK, Norwalk, Conn.

**NAHAS, FRED**  
KXYZ, Houston, Tex.

**NEBLET, BOB**  
WJTV, Jackson, Miss.

**NEEL, BILL**  
KTHV, Little Rock, Ark.

**NEIL, JACK**  
WUNC, Asheville, N. C.

**NELLANY, JAMES**  
WNAR, Norristown, Pa.

**NELSON, RALPH**  
WCMB-TV, Harrisburg, Pa.

**NEWMAN, YALE**  
ABC, London

**NICHOLS, LES**  
MBS

**NOBLE, GAIL**  
KGGM, Albuquerque, N. M.

**NORMAN, DON**  
WHHM, Memphis, Tenn.

**NOVINS, STUART**  
CBS, N. Y., N. Y.

**NUNN, R. DOUG**  
WNOP, Newport, Ky.

## — O —

**O'BRIEN, JOHN W.**  
KDUB-TV, Lubbock, Tex.

**O'BRIEN, PAT**  
KIUP, Durango, Colo.

**O'CONNOR, PATI**  
KFJL, Klamath Falls, Ore.

**O'CONNOR, LEN**  
WMAQ, Chicago, Ill.

**ODENS, PETE**  
KOCS, Ontario, Cal.

**O'DONNELL, C.**  
WHAT, Philadelphia, Pa.

**OGINZ, FRED**  
WWLP, Springfield, Mass.

**OLIVER, JIM**  
KIBS, Bishop, Cal.

**O'MEARA, DAN**  
WIOU, Kokomo, Ind.

**O'NEILL, EUGENE P.**  
WWON, Woonsocket, R. I.

**OSGOOD, DICK**  
WXPZ, Detroit, Mich.

**O'SHEA, JOHN**  
WHUC, Hudson, N. Y.

**OWEN, DON**  
KSLA-TV, Shreveport, La.

**OWEN, GORDON**  
KTVT, Salt Lake City, Utah

**OWENS, JIM**  
WREX, Easton, Pa.

**OWENS, PAUL**  
WLBN, Lebanon, Ky.

**OWENS, RAY**  
WHEN, Syracuse, N. Y.

**OWRIL, ROBERT**  
WPOR, Portland, Me.

## — P —

**PARKER, CHARLES K.**  
WBEK, Pittsfield, Mass.

**PARKER, LARRY**  
KLMS, Lincoln, Neb.

**PARKHURST, BOB**  
KRMG, Tulsa, Okla.

**PARNELL, BOB**  
KEPR-TV, Pasco, Wash.

**PASSAGE, GEORGE**  
WRVA-TV, Richmond, Va.

**PATRICK, JOE**  
KRUX, Phoenix, Ariz.

**PAATERSON, JOHN**  
WDBJ-TV, Roanoke, Va.

**PATTON, HUGH B.**  
WEPG, South Pittsburg, Tenn.

**PAULE, VERNE**  
WJPS, Evansville, Ind.

**PAYNE, LARRY**  
WPON, Pontiac, Mich.

**PAVTON, JIM**  
WDSM, Superior, Wis.

**PEARSON, AL**  
KSRO, Santa Rosa, Cal.

**PEARSON, DREW**  
KSLM, Sikeston, Mo.

**PEARSON, LEON**  
Monitor, NBC

**PEART, JACK**  
KNOE, Monroe, La.

**PEDEN, TOM**  
WIRE, Indianapolis, Ind.

**PENDLETON, CHUCK**  
KJBS, San Francisco, Cal.

**PENFOUND, RON**  
WEWS, Cleveland, Ohio

**PEPPER, BILL**  
WBNS, Columbus, Ohio

**PEPPER, FRANK**  
WTAL, Tallahassee, Fla.

**PERRY, STU**  
WWSR, St. Albans, Vt.

**PETERSEN, ELMER**  
KRCA-TV, Los Angeles, Cal.

**PETERSON, EARL**  
WBFC, Fremont, Mich.

**PETERSON, JERRY**  
KFDX-TV, Wichita Falls, Tex.

**PETTIT, LLOYD**  
WGN-TV, Chicago, Ill.

**PETTITT, ED**  
MBS

**PFISTER, ROBERT**  
WIMS, Michigan City, Ind.

**PEOUTZ, SANDY**  
WITN, Washington, N. C.

**PHELPS, EDWIN**  
WTA-Y, Robinson, Ill.

**PHILLIPS, GEORGE**  
WAAV, New Haven, Conn.

**PHIPPS, JOE**  
WWDG, Washington, D. C.

**PIERCE, BART**  
KTRB, Modesto, Cal.

**PIERCE, JENNINGS**  
KMED, Medford, Ore.

**PIERPOINT, ROBERT**  
CBS, Tokyo, Japan

**PINKLEY, VIRGIL**  
MBS

**PITTS, MARGO**  
WISR, Butler, Pa.

**PLASCAR, MARTIN**  
WBOW, Terre Haute, Ind.

**PLATT, BILL**  
KFH, Wichita, Kan.

**PLUNKETT, PAUL**  
KOPO-TV, Tucson, Ariz.

**POLLOCK, REED**  
KIMBY, Monterey, Cal.

**POLLOCK, SAM**  
MBS

**PORTER, J. SHERMAN**  
WJEH, Gallipolis, O.

**POTTER, DON**  
WKNX, WKNX-TV, Saginaw, Mich.

**POWELL, RUSS**  
KFRE-TV, Fresno, Cal.

**POWELL, TOM**  
WGBI, WGBI-TV, Scranton, Pa.

**POWER, TOM**  
WMUR-TV, Manchester, N. H.

**PRELEE, MICHAEL J.**  
WBBW, Youngstown, Ohio.

**PRESSMAN, GABRIEL**  
NBC

**PRICE, DAN**  
WFDF, Flint, Mich.

**PRINGLE, DAVID**  
WPAG, WPAG-TV, Ann Arbor, Mich.

**PRIOR, HARRY**  
WDCL, Tarpon Springs, Fla.

**PRITCHARD, BOB**  
WLCL, Tarpon Springs, Fla.

**PRITCHARD, DON**  
WLOG, Logan, W. Va.

**PROUTY, JERRY**  
WBRV, Boonville, N. Y.

**PUMPHREY, HORACE**  
WGSN, Birmingham, Ala.

**PURRINGTON, JACK**  
WQAM, Miami, Fla.

**PUTMAN, GEORGE**  
WHOT, Campbell, Ohio

**PUTKE, JOHN**  
KTTV, Hollywood, Cal.

**PYNE, JOE**  
WILM, Wilmington, Del.

## — Q —

QUICK, JOHN  
WBDF-Fulton, S. C.

## — R —

RALPHIGH, JOHN  
WRCV-Philadelphia, Pa.  
RALEY, FRANK  
WWFS-Tucson, Ga.  
RAMOS, RALPH  
KFDM-KFDM-TV-Birmingham,  
Tex.  
RAMSBURG, JIM  
WDGY-Minneapolis, Minn.  
RAND, TEX  
KDRS-Pasadena, Ark.  
RANDALL, JAMES J.  
KFSB-Joplin, Mo.  
RANDALL, PORTER  
KFJZ, KFJZ-TV-Fort  
Worth, Tex.  
RANTANEN, IRVING  
WAUT-Chicago, Ill.  
RAYAN, ARMIN  
WLEP-Kenosha, Wis.  
RATHER, DAN  
KTRH-Houston, Tex.  
READ, BROOKS  
WBRZ-Baton Rouge, La.  
REDBAUGH, HAROLD  
KRDO-TV-Colorado Springs-  
Col.  
REED, DON  
WFTN-TV-Hartford, Conn.  
Reich, DOUG  
KALB-TV-Alexandria, La.  
REID, ROBERT J.  
WDOK-Cleveland, Ohio.  
REIG, HOWARD  
WRCV-N.Y.C.  
REINHART, CHARLES  
KOCQ-Salem, Ore.  
REINICK, RALPH  
WTVJ-Miami, Fla.  
REUTER, JERRY  
WSP-TV-Harrisburg, Ill.  
REYNOLDS, LEO  
KMAC-San Antonio, Tex.  
RIKAME, RICHARD L.  
WTND-Ocala, Fla., S. C.  
RICE, CONRAD C.  
WSPB-Savannah, Fla.  
RICE, ED  
KOSF-San Antonio, Tex.  
RICE, JOHN D.  
WCOV-Spartanburg, Wis.  
RICH, JOHN  
NBC  
RICHARDS, PAUL  
KAYL-Storm Lake, Ind.  
RICHARDSON, LACY  
WKY-Bozeman, La.  
RICHARDSON, LARRY  
WFRM-WFRM-TV  
Indianapolis, Ind.  
RICHIE, BILL  
KSD-TV-Wichita Falls,  
Tex.  
RICHMOND, CLIFF  
WCEY-Chicago, Mich.  
RIDDELL, CORWIN  
KWER-San Angelo, Tex.  
RIDENOUR, REX  
WFER-Loyola, Ohio.  
RIDER, JACK  
WELS-Kinston, N. C.  
RIEDA, ROBERT  
KODY-North Platte, Neb.  
RIPPE, BILL  
NBC  
ROBERTS, BILL  
WOKY-Milwaukee, Wis.  
ROBERTSON, DON  
WNOK-Columbia, S. C.

ROBINSON, HERB  
KOMO-TV, Seattle, Wash.  
ROBINSON, HERMAN  
KAST-Astoria, Ore.  
ROBY, HOWARD  
WARI-Penn. Ind.  
ROCK, ALAN  
WFTA-Manchester, N. H.  
RODDY, WILLIAM  
KPIX-San Francisco, Cal.  
ROGERS, GREG  
WABI-TV-Bangor, Me.  
ROGERS, KEN  
KRLD-Bouton, La.  
ROHN, JIM  
KXJB-TV-Valley City, N. D.  
ROLLISON, FRED  
WFEI-Evanston, Ind.  
ROMAN, ROY  
WTVR-Richmond, Va.  
ROSEMAN, ROBERT  
WTBO-Cumberland, Md.  
ROSS, AL  
KGER-Steering, Cal.  
ROSS, ALLAN  
KTBK-Sheepsport, La.  
ROSS, DON  
KPMR-San Diego, Cal.  
ROSS, FRED  
WEPH-Little Falls, N. Y.  
ROSS, MIKE  
WTPA-Harrisburg, Pa.  
ROSSE, COLIN  
WCHV-Charlottesville, Va.  
ROTH, BOB  
WNAV-TV-Savannah, Ga.  
ROWE, AL  
WSOY-Beaumar, Ill.  
ROWE, FREEMAN  
WGES-Covington, Ga.  
ROYER, TOM  
WLOS-Desatur, Ala.  
ROZAN, BILL  
KXYZ-Houston, Tex.  
RUMINGER, ELMER  
WMTU-Greenville, S. C.  
RUSH, DAVE  
WBSL-Billow, S. C.  
RUSSELL, BARRY  
KTKT-Great Bend, Kan.  
RUSSELL, EDGAR  
WFLY-Pittsburgh, Pa.  
RUSSELL, MIKE  
KXO, El Centro, Cal.  
RUST, PAUL E.  
WQAM-Miami, Fla.  
RADER, VIRGINIA WADE  
KRLD-Bouton, La.

## — S —

SACCO, SAM  
WENX-Rockville, Md.  
SAPIER, BASH  
WFBZ-Bristol, Va.  
SALMONA, STELIO  
WJIS-Asheville, Conn.  
SAMBORN, AL  
WPAQ-Ann Arbor, Mich.  
SAMP, PHILIP A.  
KLLX-Lancaster, Neb.  
SANDERS, DICK  
WBJT-Jackson, Miss.  
SANDERS, GORDON  
KIDM-Detroit Lakes, Minn.  
SANNER, LYNN  
WKLN-Raleigh, N. C.  
SANSONE, JOHN  
WLRN-Lebanon, Ky.  
SARTAIN, AUNFORD  
WTFB-Troy, Ala.  
SAUNDERS, C. J.  
KULS-Flaunstaff, Ariz.  
SAUTER, DAVE  
WTRI-TV-Albany, N. Y.  
SAYAGE, BOB  
KGBG-Galveston, Tex.  
SCHAEFFER, MARTIN  
WSON-Henderson, Ky.

SCHAUGHENCA, ED  
KDKA-Pittsburgh, Pa.  
SCHNECK, LEROY  
WNAE-Warren, Pa.  
SCHNEIDER, AUSTIN  
KYTV-Storm City, Iowa.  
SCHOCK, BOB  
WLSA-TV-York, Pa.  
SCHONBRI, M. DAVID  
CBS-Paris, France.  
SCHON, CHARLES  
WJHP, WJHP-TV  
Jacksonville, Fla.  
SCHORR, DANIEL  
CBS-Moscow, U.S.S.R.  
SCHOTTELKOTTE, AL  
WSAI-Cincinnati, Ohio.  
SCHOTTLAND, FREDERIC  
WHDG-Bornell, N. Y.  
SCHREIBER, ART  
WHIZ, WHIZ-TV, Zanesville,  
Ohio.  
SCHWAN, LIONEL  
KMBI-Kansas City, Mo.  
SCHWARTZ, BARNEY  
KPRC-Paso Robles, Cal.  
SCHWARTZKOPF, CHARLES  
KLP-Et Campo, Tex.  
SCOTT, JOHN  
MBS  
SECONDARI, JOHN  
MBS-Washington, D. C.  
SEE, JACK  
WCOM-Tarkersburg, W. Va.  
SEMPINE, EDGAR  
WOCB-W. Yarmouth, Mass.  
SETTERS, JIM  
KWBR-Wichita, Kan.  
SEVAREID, ERIC  
CBS-Washington, D. C.  
SEVAREID, PAUL  
WTCN-TV-Minneapolis,  
Minn.  
SHADEL, BILL  
CBS-Washington, D. C.  
SHARPE, BILL  
KWBF-Corpus Christi, Tex.  
SHAW, GORDON C.  
WCKE-Miami, Fla.  
SHAW, CHARLES  
WVAT-Philadelphia, Pa.  
SHAW, JOYNSA  
WOBK-Jacksonville, Fla.  
SHAWVER, WILL  
WARN-Fort Pierce, Fla.  
SHEEHAN, WILLIAM  
WJR-Detroit, Mich.  
SHEEHAN, MAC  
WIS-Columbus, S. C.  
SHELL, TED  
WNS-Columbus, Ohio.  
SHEPHERD, WILLIAM S.  
WBEF-Beaufort, Wis.  
SHERIDAN, JACK  
KFYO-Lubbock, Tex.  
SHEKMAN, GEORGE  
KUES-St. Joseph, Mo.  
SHERMAN, JOHN  
WFLG-Sunrise, S. C.  
SHERWOOD, DON  
WMA-Lima, Ohio.  
SHIELDS, A. T.  
KAPP-DeKalb, Cal.  
SHIELDS, PAUL  
WVAL-Baltimore, Md.  
SHILLING, CLIFF  
WEEKS, Erie, Pa.  
SHINN, JUNEAU  
KLLX, KLLX-TV-Twin Falls,  
Idaho.

## SHIPLEY, BILL

B. Aug. 1, 1918, Ottawa, Kan.;  
The Buccaneers, You Are There,  
CBS-TV; Jonathan Winters Show,  
The Big Story, NBC-TV.

- SHIRLEY, BEN**  
WSMB, New Orleans, La.
- SHOWALTER, AL**  
KBHO, Bremerton, Wash.
- SHROYER, LAWR NCE**  
WPRC, Lincoln, Ill.
- SHUMAN, HOWARD**  
KOMO, Seattle, Wash.
- SIDES, BILL**  
WEDO, Tupelo, Miss.
- SIEGRIST, BOB**  
WISN, Milwaukee, Wis.
- SINGISER, FRANK**  
MBS
- SISSKIND, CARL I.**  
KGMC, Englewood, Col.
- SIVERTSEN, IVAR**  
KLOK, San Jose, Cal.
- SKELTON, MANCELL**  
KPEP, San Angelo, Tex.
- SKETCHLEY, R. G.**  
WCHV, Charlottesville, Va.
- SKINNER, GEORGE**  
WABC, N. Y., N. Y.
- SKUMAVC, DICK**  
WHLB, Virginia, Minn.
- SLADE, TOM**  
WFAI, Fayetteville, N. C.
- SLATER, BILL**  
WBRZ, Baton Rouge, La.
- SLATTON, JOHN**  
WJBB, Haleyville, Ala.
- SMITH, BECKLEY**  
WJAS, Pittsburgh, Pa.
- SMITH, RODEN**  
WKSJ, Millford, Del.
- SMITH, BRAD**  
KRGV-TV, Westaco, Tex.
- SMITH, BURLIEGH**  
KERO-TV, Bakersfield, Cal.
- SMITH, DAVENPORT**  
WBCO, Birmingham, Ala.
- SMITH, F. COURTNEY**  
WPCO, Mt. Vernon, Ind.
- SMITH, FRANK**  
KFEQ, KFEQ-TV, St. Joseph, Mo.
- SMITH, GORDON**  
WBAF-TV, Ft. Worth, Tex.
- SMITH, HOWARD K.**  
CBS, London, England
- SMITH, JOAN**  
KIKI, Ukiah, Cal.
- SMITH, JOAN**  
KTRR, Houston, Tex.
- SMITH, LEON**  
WBTM, Danville, Va.
- SMITH, RALPH**  
WIKL, Peoria, Ill.
- SMITH, RALPH**  
WJPS, Evansville, Ind.
- SMITH, ROBERT**  
WTWN, St. Johnsbury, Vt.
- SMITH, SIG**  
KFSE-TV, San Diego, Cal.
- SMITS, LEE**  
WXYZ, Detroit, Mich.
- SNYDER, CHARLES**  
WATS, Sayre, Pa.
- SNYDER, JOHN**  
KHAD-TV, Laredo, Tex.
- SOKOLSKY, GEORGE**  
ABC
- SONAFRANK, FLOYD**  
WARU, Peru, Ind.
- SONNIER, ALDEN**  
KSIQ, Crowley, La.
- SPELLBRING, BILL**  
WJOB, Hammond, Ind.
- SPRAGG, GRAYDON S.**  
WHAJ, Greenfield, Mass.
- SPRAGUE, DICK**  
WSEE, Erie, Pa.
- STADLER, GLEN M.**  
KEED, Springfield, Ore.
- STALLINGS, DUD**  
KNED, McAlester, Okla.
- STANLEY, MIKE**  
WCOJ, Coatesville, Pa.
- STARNES, JACK**  
WFNS, Burlington, N. C.
- STARKE, MARTIN**  
MBS
- STARKE, RAY**  
WJAN, Spartanburg, S. C.
- STERL, JOHN**  
WPOW, Towson, Md.
- STEPHENSON, RON**  
WJAC, Johnstown, Pa.
- STERLING, LUD**  
WLEE, Richmond, Va.
- STEINBERGER, ESTELLE**  
WLIB, New York, N. Y.
- STEVENS, FRANK**  
WTRF-TV, Wheeling, W. Va.
- STEWART, BILL**  
WPBC, Minneapolis, Minn.
- STEWART, CAL**  
WOWO, Fort Wayne, Ind.
- STEWART, JACK**  
WADK, Newport, R. I.
- STEWART, WILLIAM G.**  
KGFH, Pueblo, Col.
- STONE, MGL**  
WABJ, Adrian, Mich.
- STONE, MGL**  
WRCM, Rumford, Me.
- STONER, PETER**  
WJBB, Detroit, Mich.
- STOUT, NED C.**  
WCLT, Newark, Ohio
- STRAWNER, NEIL**  
CBS, Washington, D. C.
- STRINGFELLOW, SAM**  
KNHT, Marshall, Tex.
- STURDEVANT, ROBERT**  
ABC, Paris
- STUTZMAN, GLEN**  
KYOU, Greeley, Col.
- SUCHER, LYNN**  
KFBI, Wichita, Kan.
- SULLIVAN, J. A.**  
WCAX, WCAX-TV, Burlington, Vt.
- SULLIVAN, JIM**  
WDOG, Marine City, Mich.
- SULLIVAN, JOHN**  
WEKY, Richmond, Ky.
- SULLIVAN, PAUL**  
WIP, Philadelphia, Pa.
- SUSPE, RUSS**  
WBRY, Waterbury, Conn.
- SUNBAR, WILLIS**  
WKZO, Kalamazoo, Mich.
- SWANEY, HAL**  
WABI-TV, Bangor, Me.
- SWAYZIE, JOHN CAMERON**  
News Caravan, Armstrong  
Circ-e Theater  
NBC TV
- SWEENEY, GEORGE**  
WTRY, Troy, N. Y.

## — T —

- TAYLOR, AL**  
WIP, Philadelphia, Pa.
- TAYLOR, BOB**  
KOLN-TV, Lincoln, Neb.
- TAYLOR, CLAUDE**  
WMBR, WMBR-TV, Jacksonville, Fla.
- TAYLOR, CLIFF**  
WERC, Erie, Pa.
- TAYLOR, HENRY J.**  
NBC
- TAYLOR, S. BRYDEN**  
WYPO, Stroudsburg, Pa.
- TALOR, THELMA**  
WHBI, Newark, N. J.
- TAYLOR, VESTAL**  
WFNC, Fayetteville, N. C.
- TEMBY, BRITTON**  
WWJ, Detroit, Mich.
- TEMPLE, ALVIS H.**  
WKCT, Bowling Green, Ky.

- TEMPLE, FRED**  
WDSR, Lake City, Fla.
- TENNANT, JACK**  
WTCS, Fairmont, W. Va.
- TERRY, JOHN**  
WVKO, Columbus, Ohio
- TERWEY, TYS**  
WMPJ, Memphis, Tenn.
- THILENIUS, ED**  
WRFQ, Athens, Ga.
- THOMAS, JERRY**  
KVEN, Ventura, Cal.
- THOMAS, LOWELL**  
CBS, N. Y., N. Y.
- THOMPSON, BILL**  
KWYO, Sheridan, Wyo.
- THOMPSON, ELWOOD**  
WPVL, Painesville, Ohio
- THOMPSON, GEORGE**  
WNHC-TV, New Haven, Conn.
- THOMPSON, JIMMY**  
WJLL, Niagara Falls, N. Y.
- THORNE, TED**  
WGN-TV, Chicago, Ill.
- THORNLEY, HANK**  
KBET-TV, Sacramento, Cal.
- THURSTON, DONALD**  
WIKK, Newport, Vt.
- THURSTON, GEORGE**  
WTAL, Tallahassee, Fla.
- TILLMAN, JOHN**  
WPIX, New York, N. Y.
- TJAPKES, DOUG**  
WFOR, Grand Rapids, Mich.
- TOBIAS, DICK**  
WCLJ, Corning, N. Y.
- TOMPKINS, BILL**  
KYW, Cleveland, Ohio
- TOMPKINS, ROBERT**  
KRFL, Moscow, Idaho
- TONKEN, PHIL**  
MBS
- TOWNES, MILO**  
KLIK, Jefferson City, Mo.
- TOWENSEND, DALLAS**  
CBS, N. Y., N. Y.
- TRAVIS, G. EDWARD**  
WGH, Norfolk, Va.
- TRIBOLET, PROF. L.**  
WLAD, Danbury, Conn.
- TRIPLETT, ED**  
KPUG, Bellingham, Wash.
- TROUT, ROBERT**  
CBS, WCBS-TV, New York, N. Y.
- TUFTY, ESTHER VAN**  
WAGONER  
Weekday, Home, NBC,  
NBC-TV
- TUMA, CY**  
KOTV, Tulsa, Okla.
- TURNER, JIM**  
WAYS, Charlotte, N. C.
- TURNER, JOHN C.**  
KRBB, El Dorado, Ark.
- TYLER, SPENCER**  
KSTN, Stockton, Cal.
- TALER, WAYNE**  
WLVA, Lynchburg, Va.

## — U —

- UEBELHART, JAMES**  
WSPD, WSPD-TV, Toledo, Ohio
- UNDERWOOD, BOB**  
WCOV-TV, Montgomery, Ala.
- UPCHURCH, B. J.**  
WSMF, Sparta, Tenn.
- UTLEY, CLIFTON**  
WMAQ, Chicago, Ill.

## — V —

- VAN, LYLE**  
News on the Human Side  
WOR, N. Y., N. Y.

**VAN CLEAVE, FRANK**  
KRDO, KRDO-TV, Colorado Springs, Col.

**VAN DE CAR, HAROLD**  
W5NY, Schoenectady, N.Y.

**VANDERCOOK, JOHN W.**  
ABC

**VAN TOL, TOM**  
WGBC Grand Rapids, Mich.

**VAUGHN, NORMAN**  
WABL, Arlington, Va.

**VADNOVIC, SAM**  
WJMC, McKeesport, Pa.

**VILLANUEVA, ROBERT**  
KTXN, Austin, Tex.

**VINGE, RAY**  
WRWK, Wheeling, W. Va.

**VOLGER, GEORGE J.**  
KWPC, Muscatine, Iowa

**VON BERGEN, JOHN**  
WARM, WARM-TV, Scranton, Pa.

**VON FREMD, CHARLES**  
CBS, Washington, D. C.

**VON LEUWEN, KARL**  
KPLC, Lake Charles, La.

**VON TOBEL, PHIL**  
WATR, Waterbury, Conn.

## — W —

**WADD, JOHN**  
WOBT, Rhineclinder, Wis.

**WADE, TOM**  
WWKY, Winchester, Ky.

**WAINWRIGHT, ROBERT**  
KSRI, Springhill, La.

**WALKINSHAW, JOHN**  
WBSM, New Bedford, Mass.

**WALL, NOLEN**  
WJAN, Spartanburg, S. C.

**WALLACE, DON**  
WJRD, Tuscaloosa, Ala.

**WALLS, BILL**  
KTNM, Tucuman, N. M.

**WARD, RAYTER**  
KCOP, Hollywood, Cal.

**WARD, RUTH**  
KCRA-TV, Sacramento, Cal.

**WARE, JACK**  
KOOL-TV, Phoenix, Ariz.

**WARFIELD, PETER**  
KOBH, Las Cruces, N. M.

**WARNER, ALBERT L.**  
ABC, Washington, D. C.

**WARNER, HUB**  
KORT, Greengville, Idaho

**WARNER, MEL**  
WCEB, Rocky Mount, N. C.

**WARREN, MATHEW**  
WPTG, Washington, D. C.

**WATKINS, DICK**  
KSNM, Sikeston, Mo.

**WATSON, BOB**  
WQXI, Atlanta, Ga.

**WATSON, ROBERT**  
WCLA, Champaign, Ill.

**WAY, DOUG**  
KJOE, Shreveport, La.

**WAYMAN, KEN**  
KTIV, Sioux City, Iowa

**WAYNE, MAURA**  
KTBS-TV, Shreveport, La.

**WAYNE, RALPH**  
KFDA-TV, Amarillo, Tex.

**WEAVER, DON**  
WILD, Niagara Falls, N.Y.

**WEBB, TONY**  
WGN, Moline, Ill.

**WEBER, CLARENCE H.**  
WBKV, West Bend, Wis.

**WEBER, DON**  
WKBN, Youngstown, Ohio

**WELLS, BILL**  
KBBM, Monticello, Ark.

**WELLS, BOB**  
KHL, Garden City, Kan.

**WELLS, CHARLES**  
KBUN, Rosewell, N. M.

**WELLS, FRANK**  
WSGW, Saginaw, Mich.

**WESGATE, MURRAY**  
KUMA, Pendleton, Or.

**WESLEY, JOE**  
KSTL, St. Louis, Mo.

**WEST, BILL**  
KPFM, Carlisle, N. M.

**WEST, BOB**  
WUPD, Wilmington, N. C.

**WEST, DICK**  
WPAZ, Dallas, Tex.

**WEST, JACK**  
KGGM-TV, Albuquerque, N. M.

**WESTBROOK, TED**  
WRBV, Richmond, Ind.

**WETHERILL, BOB**  
KTOE, Mankato, Minn.

**WHALEN, TOM**  
WBAP-TV, Ft. Worth, Tex.

**WHELAN, MARTY**  
WWTY, Cadillac, Mich.

**WHITE, BOB**  
WBBK-TV, Detroit, Mich.

**WHITE, JAY**  
WLBK, Lebanon, Pa.

**WHITE, JACK**  
WJR, Detroit, Mich.

**WHITE, RANDY**  
WLIB, New York, N.Y.

**WHITEHEAD, ED**  
WKMI, Kings County, N. C.

**WHITLOCK, CORDEL**  
WJSR, Crestview, Fla.

**WHITMORE, JAMES D.**  
MBS

**WHITTEN, BOB**  
KELB, Dallas, Tex.

**WHITTIER, CHUCK**  
WILK, Wilkes-Barre, Pa.

**WILBANKS, ROBERT**  
WAMW, Washington, Ind.

**WILEY, VIC**  
WWSG, Glens Falls, N.Y.

**WILKINS, PAT**  
KEX, Portland, Or.

**WILLES, RAY**  
Salem, Ore.

**WILLETTE, LEO**  
WBRC-TV, Birmingham, Ala.

**WILLIAMS, CARA**  
WHVL, Natick, Pa.

**WILLIAMS, GLENN**  
WADR, Syracuse, N.Y.

**WILLIAMS, LAFE**  
KFEQ, RFEQ-TV, St. Joseph, Mo.

**WILLIAMS, PAUL**  
WWJ-TV, Detroit, Mich.

**WILLIAMS, RICH**  
WKBY, Richmond, Ind.

**WILLIAMSON, BRUCE J.**  
WHIM, Providence, R. I.

**WILLIAMSON, MAX**  
WHLM, Boonsburg, Pa.

## WILSON, BOB

World News Round Up, WRCA; Industry on Parade, Syndicated; Savarin Saturday Night News, News Caravan, Gillette Sports Parade, New Year's Eve at Times Square, NBC-TV

**WILSON, BOB**  
KWYO, Sheridan, Wyo.

**WILSON, DAVE**  
KARD-TV, Wichita, Kans.

**WILSON, FEARN**  
WSIV, Peoria, Ill.

**WILSON, RAY**  
KFMB-TV, San Diego, Cal.

**WINCHELL, WALTER**  
MBS

**WING, CHARLES**  
KOLO-TV, Reno, Nev.

**WINGATE, JOHN**  
WOR, New York, N. Y.

**WINTER, WILLIAM**  
ABC, San Francisco, Cal.

**WINTON, ED**  
KILT-TV, El Paso, Tex.

**WIRTH, DON C.**  
WVAM, Neenah, Wis.

**WISMER, HARRY**  
Sports  
NBC-TV

**WOMICK, BUDDY**  
WORD, Spartanburg, S. C.

**WOOD, AL**  
WNOB, Naples, Fla.

**WOOD, ED**  
WTVN-TV, Columbus, Ohio

**WOOD, JOHN**  
KPHO-TV, Phoenix, Ariz.

**WOOD, LEW**  
WSTP, South Bend, Ind.

**WOODARD, JACK**  
KSTN, Stockton, Cal.

**WORCESTER, CHUCK**  
WMT, Cedar Rapids, Iowa

**WORKHOVEN, MERRILL**  
WOW, Omaha, Neb.

**WORKMAN, W. D., JR.**  
WIS, Columbia, S. C.

**WORNER, MIKE**  
KAMQ, Amarillo, Tex.

**WRIGHT, J. ANDREW**  
KDMB, El Dorado, Ariz.

**WRIGHT, JIMMY**  
KPAR-TV, Sweetwater, Tex.

**WRIGHT, T. S.**  
WLSL, WLSL-TV, Roanoke, Va.

## — Y —

**YARBROUGH, R. M.**  
WTLA, Indianola, Miss.

**YORK, JOHN**  
WKR, Dallas, Tex.

**YOUNG, J. N., JR.**  
KBST, Big Spring, Tex.

**YOUNG, JERRY**  
WEDL, Haskinsville, Ga.

**YOUNG, MAC**  
KBHS, Hot Springs, Ark.

**YOUNGER, MILDRED**  
ABC, Los Angeles, Cal.

## — Z —

**ZESS, ROY F.**  
WAGA, Moultrie, Ga.

**ZICARELLI, MARY**  
WJLP, Keno-sha, Wis.

# SPORTS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1956

### — A —

**ABBOTT, CARROLL**  
KERV, Knoxville, Tex.

**ABEL, GEORGE**  
KSD-TV, St. Louis, Mo.

**ABRAMS, TERRY**  
WHIM, Bloomsburg, Pa.

**ACKERMAN, AL**  
WOOD, WOOD-TV, Grand Rapids, Mich.

**ADAMS, TONY**  
WCAX, WCAX-TV, Burlington, Vt.

**ADELSON, JIM**  
KBMB-TV, Bismarck, N. D.

**ADLER, LOU**  
WESB, Bradford, Pa.

**AGRESTA, PHIL**  
WBT, Charlotte, N. C.

**AKERS, DICK**  
WKBL, Covington, Ky.

**ALARIE, DICK**  
WPCT, Putnam, Conn.

**ALBERT, FRANK**  
KGO-TV, San Francisco, Cal.

**ALBERTS, MAL**  
WNDU-TV, South Bend, Ind.

**ALBRIGHT, NAT**  
WINX, Rockville, Md.

**ALBRIGHT, NAT**  
WEAM, Arlington, Va.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALLAIN, ORREN**  
WKAN, Kankakee, Ill.

**ALLAN, STAN**  
WPAC, Patchogue, N. Y.

**ALLEN, CHARLES M.**  
WTAL, Tallahassee, Fla.

**ALLEN, DICK**  
WJHO, Opelika, Ala.

**ALLEN, KIRBY**  
KXEO, Mexico, Mo.

### 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.

**ALLEY, CLINT**  
WKQY, Bluefield, W. Va.

**AMBROSE, JOHN V.**  
WTAG, Worcester, Mass.

**ANDERSON, ALLEN**  
WASA, Havre de Grace, Md.

**ANDERSON, BILL**  
KVWO, Cheyenne, Wyo.

**ANDERSON, BOB**  
KVAL-TV, Eugene, Ore.

**ANDERSON, BOBBY**  
WMTA, Central City, Ky.

**ANDERSON, CHIC**  
WEHT, Evansville, Ind.

**ANDERSON, KIRK**  
WFGM, Fitchburg, Mass.

**ANDERSON, TOM**  
WGEZ, Beloit, Wisc.

**ANDERSON, TOMMY**  
Let's Go Fishin'  
WLCO, Eustis, Fla.

**ANDREWS, TED**  
WSMB, New Orleans, La.

**ARO, SAM**  
WMCA, New York, N. Y.

**ARTHUR, CHUCK**  
KIOX, Bay City, Tex.

**A'SAF, WOODIE**  
WJOX, Jackson, Miss.

**ATKINSON, WENDELL**  
KOTN, Pine Bluff, Ark.

### — B —

**BAGLI, GUY**  
WTVT, Tampa, Fla.

**BAGLI, VINCE**  
WBAL, Baltimore, Md.

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAKER, DICK**  
WSAI, Cincinnati, Ohio

**BAKER, ROGER**  
WGR-TV, Buffalo, N. Y.

**BALCH, FRANK**  
WJOY, Burlington, Vt.

**BALDWIN, RUSS**  
WACE, Springfield, Mass.

**BALDWIN, WALTER**  
WLAQ, Rome, Ga.

**BALL, GEORGE**  
WHLI, Hempstead, N. Y.

**BARBER, PHIL**  
KTRB, Modesto, Cal.

## AL HELFER



GILLETTE  
LUCKY STRIKE  
SCHAEFER

- BARKER, EDDIE**  
KRLD Da Las Tex
- BARKER, JIM**  
WEDS McKeenport Pa
- BARNBY, REN**  
MBS
- BARNHART, FRANK**  
KPRL Paso Robles Cal
- BARRETT, DENNIS**  
WKBN WKBN TV Youngs town Ohio
- BARRETT, TONY**  
KENT Shreveport La
- BARRINGTON, JAY**  
WDAF WDAF TV Kansas City Mo
- BARRON, STAN**  
WKBW Buffalo N Y
- BARRU'S GABBY**  
KODI Cody Wyo
- BARRY, GUY**  
WLAN Lancaster Pa
- BARRY, NORMAN**  
WNBQ Chicago Ill
- BASINGER, RICHARD**  
WKLE Washington Ga
- BATES, MARYAN**  
WGBF Evansville Ind
- BATEY, HUGH**  
WKTG Thomasville Ga
- BAYLISS, LYNN**  
KYU Victoria Tex
- BEARD, JACK**  
KRTR Thermopolis Wyo
- BECKER, GUS**  
KBOM Bismarck N D
- BELCHER, ROD**  
KOL Seattle Wash
- BELL, GEORGE**  
WILD Birmingham Ala
- BELL, TED**  
KAYO Seattle Wash
- BENDER, BOB**  
WGY Schenectady N Y
- BENDER, TOM**  
KDKA Pittsburgh Pa
- BENNETT, BOB**  
WASL Annapolis Md
- BENNETT, DEAN**  
KSL Salt Lake City Utah
- BENNETT, GEORGE**  
WMAO Mt Vernon Ohio
- BENNETT, RICK**  
WPKM Condesport Pa
- BENSON, RUSS**  
WKZZ Alton Ill
- BERGESON, CHUCK**  
WJIB Detroit Mich
- BERNARD, PAUL**  
KTHS TV Shreveport La
- BERNARD, VIC**  
WKNE Keene N H
- BERRILL, LARRY**  
KBBG Avadon Cal
- BECHLER, DON**  
WHPB Benton Harbor Mich
- BEEDRZYCKI, TOM**  
KATL Miles City Mont
- BELLINGSLEY, BLADEN**  
WFAA Fredericksburg Va
- BIRD, ALBERT**  
WARD TV Jonestown Pa
- BIRLEFFEL, LARRY**  
KPIB TV Cheyenne Wyo
- BISSEY, JAMES**  
WBLV Springfield Ohio
- BITTERMAN, JACK**  
WABB Mobile Ala
- BLACK, JAY**  
WHTM Memphis Tenn
- BLACK, JOHN**  
WTNJ Trenton N J
- BLACKBURN, BOB**  
KEX Portland Or
- BLATTNER, BUDDY**  
Baseball Game of the Week CBS TV
- BLOOMER, TOM**  
WTOJ Toledo Ohio
- BLUE, IRA**  
Adventures in Sports KNBC San Francisco Cal
- BLUM, BOB**  
KEEN San Jose Cal
- BOEHMS, ROBERT**  
WHPD Centerville Tenn
- BOETNER, JACK**  
KWIZ Santa Ana Cal
- BOGGESS, JOHN**  
WPTF Panama City Fla
- BOHNHOFF, ED**  
WLEO Grand Forks N D
- BOICE, CHUCK**  
KOJO Salem Ore
- BOLAND, JOE**  
CBS TV
- BOLAND, JOE**  
WSBT South Bend Ind
- BENE, BILL**  
WNOK Columbia S C
- BOWEN, JIM**  
KDDD Dallas Tex
- BOWER, BOB**  
WTEB Charleston W Va
- BOWMAN, DICK**  
WFNS Burlington N C
- BOYD, TOM**  
KGAL Lebanon Ore
- BOZNIC, MILT**  
KCSB San Bernardino Cal
- BRADWAY, HARRY**  
WASK Fayette Ind
- BRAGMAN, MELVIN**  
WMMM Flint Mich
- BRANDT, JACK**  
WTEZ Jasper Ind
- BRICKHOUSE, JACK**  
Man on the Street WGN WGN TV Chicago Ill
- BRIGHT, HARRY**  
WETZ New Martinsville W Va
- BRITTAIN, JOHN**  
KOSF, Nacatoches Tex
- BROCKMAN, CHARLIE**  
WIRE Indianapolis Ind
- BRODE, BUDDY**  
WNAR Norris-town Pa

*Chris  
Schenkel*

Sports Announcer

AL 4-7981



**BRODERS, SPANK**

KXIC, Iowa City, Iowa

**BRODY, STEVE**

KSLM, Salem, Ore.

**BROOKS, BILL**

KCKT, Great Bend, Kan.

**BROOKS, BOB**

KCRG, KCRG-TV, Cedar Rapids, Iowa

**BROOKS, RAY**

KGON, Portland, Ore.

**BROWN, ART**

WCTC, New Brunswick, N. J.

**BROWN, BILL**

WMSC, Columbia, S. C.

**BROWN, ERNIE**

WERC, Erie, Pa.

**BROWN, FRED**

WLOS, Asheville, N. C.

**BROWN, JOHNNY**

WCOH, Newnan, Ga.

**BROWN, RAYMOND**

WHUB, Cookeville, Tenn.

**BRUBAKER, BILL**

KRHD, Dunean, Okla.

**BRUNER, MARSHALL**

WOMI, Owensboro, Ky.

**BRUTON, DENNIS**

KCUL, Fort Worth, Tex.

**BRYAN, Q.**

KRLN, Canon City, Colo.

**BUCKEL, WALTER**

KPET, Lamesa, Tex.

**BUETEL, FRANK**

WTCN-TV, Minneapolis, Minn.

**BUHL, DALE**

WQUA, Moline, Ill.

**BULLETT, BUCKY**

WMNB, North Adams, Mass.

**BUNCE, STUD**

KCBC, Des Moines, Iowa

**BUNDNER, GEORGE**

WSAU, WSAU-TV, Wausau, Wis.

**BUNN, NEAL**

WDXL, Lexington, Tenn.

**BUNYAN, J. WARREN**

KFJI, Klamath Falls, Ore.

**BURICK, SI**

WHIO, Dayton, Ohio

**BURKETT, RICHARD**

KNOG, Nogales, Ariz.

**BURKLAND, LEN**

KIVA, Yuma, Ariz.

**BURNES, BOB**

KMOX, St. Louis, Mo.

**BURNETTE, DAL**

WMBG, Richmond, Va.

**BUSH, OWEN**

WDAF, WDAF-TV, Kansas City, Mo.

## — C —

**CAHILL, AL**

WPTZ-TV, Plattsburgh, N. Y.

**CALDWELL, BOB**

WCBI-TV, Columbus, Miss.

**CALDWELL, HOWARD**

WTHI-TV, Terre Haute, Ind.

**CALLA, JOE**

KTRU, Tuslock, Cal.

**CAMPBELL, BILL**

WCAU, Philadelphia, Pa.

**CAMPBELL, BUD**

KARK-TV, Little Rock, Ark.

**CAMPBELL, DAVE**

WBRC, Birmingham, Ala.

**CAMPBELL, JOHN T.**

KXLL, Missoula, Mont.

**CAMPBELL, MAL**

WNAV, Annapolis, Md.

**CAMPBELL, NEENIE**

WMCK, McKeesport, Pa.

**CANNON, KESSLER**

KBND, Bend, Ore.

**CANTON, AMYAL**

WCVI, Connellsville, Pa.

**CAPILLO, JOSEPH C.**

WESO, Southbridge, Mass.

**CARAY, HARRY**

KMOX, St. Louis, Mo.

**CARLSON, JIM**

KBRO, Bremerton, Wash.

**CARMICHAEL, JOHN**

WBBM, Chicago, Ill.

**CARMICHAEL, LES**

KWK-TV, St. Louis, Mo.

**CARNEAL, HERB**

WRCV, WRCV-TV, Philadelphia, Pa.

**CARNEGIE, TOM**

WFBB, WFBB-TV, Indianapolis, Ind.

**CARPENTER, JOHNNY**

KOEN-TV, Portland, Ore.

**CARR, JERRY**

WHLI, Hempstead, N. Y.

**CARRIGAN, JIM**

WCBI-TV, Columbus, Miss.

**CARRINGTON, JAMES**

KBUN, Bemidji, Minn.

**CARROLL, JACK**

KAAA, Kingman, Ariz.

**CARSON, JIM**

WCYB-TV, Bristol, Va.

**CASE, JACK**

WCNY-TV, Watertown, N. Y.

**CASE, JOHN G.**

WVNY, Watertown, N. Y.

**CASEY, AL**

KGEK, Sterling, Colo.

**CASSELBERRY, JIMMIE**

WFSB, Quitman, Ga.

**CATON, SKIPPER**

WCTA, Andalusia, Ala.

**CELANIA, JOE**

WTVW, Evansville, Ind.

**CESSNA, KEN**

KSIX, Corpus Christi, Tex.

**CHAMBERLAIN, GUS**

WAPQ, Chattanooga, Tenn.

**CHAMPION, JESSE**

WJLD, Birmingham, Ala.

**CHANCEY, TOMMY**

KCIL, Houma, La.

**CHAPMAN, HOWARD**

KONP, Port Angeles, Wash.

**CHASE, BOB**

WOWO, Fort Wayne, Ind.

**CHILDS, LELAND**

WBRC, Birmingham, Ala.

**CHRISTENSEN, HAL**

WGNS, Murfreesboro, Tenn.

**CHRISTENSEN, RAY**

WLOL, Minneapolis, Minn.

**CIRALDO, AL**

WGST, Atlanta, Ga.

**CLAPPER, KENNY**

WRTA, Altoona, Pa.

**CLAPP, SANDY**

WWSR, St. Albans, Vt.

**CLARK, HERB**

WRVA-TV, Richmond, Va.

**CLASE, MILO**

WRSW, Warsaw, Ind.

**CLAUSEN, JERRY**

KCBE, Crescent City, Cal.

**CLAWSON, LEW**

WVVA, Wheeling, W. Va.

**CLAY, RANDY**

WQAI, WQAI-TV, San Antonio, Tex.

**CLAYTON, KENNY**

WTPR, Paris, Tenn.

**CLEARY, BILL**

KCLL, Flagstaff, Ariz.

**CLEARY, TOM**

WCLT, Newark, Ohio

**CLELAND, BOB**

KTNT, Tacoma, Wash.

**CLEMENT, TOM**

KNDC, Hettlinger, N. D.

**CLEMENTS, J. I.**

WVNS, Statesboro, Ga.

**CLEMENTS, JOE**

KLIX, KLIX-TV, Twin Falls, Idaho

**CLOUTIER, LEO**

WGIR, Manchester, N. H.

**CLOW, KEN**

KTVO, Ottumwa, Iowa

**COCHRAN, BILL**

B. Feb. 16, 1919, New York City. Studebaker Corp., Brylcreem Hairdressing, Post Cereals, Gulf Oil Co., Ethyl Corp., Pan American Air, Standard Oil Co., General Electric, Robt Burns Cigars, Commercial Credits on all Networks.

**COFFEY, TOM**

WSA-TV, Savannah, Ga.

**COFFIN, ED**

KXXL, Monterey, Cal.

**COLBY, LEN**

WKZZ, Kalamazoo, Mich.

**COLDWELL, CLAY**

KATY, San Luis Obispo, Cal.

**COLE, CLIFTON**

KERG, Eugene, Ore.

**COLE, DON**

KGCX, Sidney, Mont.

**COLEMAN, KEN**

WHK, Cleveland, Ohio

**COLEMAN, WILLIAM**

WJDA, Quincy, Mass.

**COLLIER, ARTHUR**

WFOU, Kokomo, Ind.

**COLLINS, DAVE**

WRFD, Worthington, Ohio

**COLLINS, JOHN**

WBTA, Batavia, N. Y.

**COLLINS, SID**

WIBC, Indianapolis, Ind.

**COMBAS, TONY**

Actualidades Hípicas WAPA, San Juan, Puerto Rico

**CONWAY, ED**

WCMC, WCMC-TV, Harrisburg, Pa.

**COOK, MORT**

WLCO, Eustis, Fla.

**COOLEY, JOHN**

WGA-Y, Silver Spring, Md.

**COPP, EARL**

WFVA, Fredericksburg, Va.

**CORBIN, BOB**

WLOI, Laporte, Ind.

**CORLEY, BILL**

WBNS, Columbus, Ohio

**COSELL, HOWARD**

Speaking of Sports, Sports Kaleidoscope, All-League Clubhouse, Mel Al'en Show, ABC, WABC, New York City, N. Y.

**COTE, DOC**

WTWN, St. Johnsbury, Vt.

**COTTA, LARRY**

KONG, Visalia, Cal.

**COX, JOE**

WINN, Louisville, Ky.

**COX, ORVAL**

WSAT, Salisbury, N. C.

**CRAFTS, FRED**

KEED, Springfield, Ore.

**CRAMER, CHRIS**

WCHV, Charlottesville, Va.

**CRAWFORD, BILL**

KOMU-TV, Columbia, Mo.

**CREAGER, MACK**

KRMG, Tulsa, Okla.

**CRISTIL, JACK**

WELQ, Tupelo, Miss.

**CROCKETT, HUDLEY**

WSIX, Nashville, Tenn.

**CROGHAN, JOE**

WBAL, Baltimore, Md.

**CROSIAR, FRANK**

WNDU, South Bend, Ind.

**CROWE, JOHN**

The Old Angler WJAC, Johnstown, Pa.

**CULLINANE, JOE**

KWIK, Pocatello, Idaho

**CUMMINS, JACK**

WTVJ, Miami, Fla.

**CUMMINS, TAIT**

WMT, WMT-TV, Cedar Rapids, Iowa

**CURZON, BOB**

WTTB, Vero Beach, Fla.



## — D —

**DACRE, GEORGE**  
KALB-TV, Alexandria, La.

**DAHLBERG, JERRY**  
KROX, Crookston, Minn.

**DALE, JACK**  
KFYO, Lubbock, Tex.

**DANABER, TOM**  
ROEL, Delwara, Iowa

**DANIELS, CHRIS**  
WKY, Oklahoma City, Okla.

**DANIELS, DAN**  
WTOF, WTOF-TV,  
Washington, D. C.

**DARNELL, JACK**  
WNSA, Norton, Va.

**DATSON, JIM**  
WTVL, Waterville, Me.

**DAVIS, DICK**  
WKXX, WKXX-TV, Salem,  
Mich.

**DAVIS, EARL**  
KPAT, Panda, Tex.

**DAVIS, LEN**  
WGL, Fort Wayne, Ind.

**DAVIS, LES**  
KATV, Sioux City, Iowa

**DAVIS, LES**  
WNAX, Yankton, S. D.

**DAVIS, LES**  
WAVY, Norfolk, Va.

**DAWS, ROBERTSON**  
WPRB, Ripley, Tenn.

**DEAN, BIZZY**  
Baseball Game of the Week  
CBS-TV

**DECKER, DON**  
WSNY, Schenectady, N. Y.

**DEHNER, BUD**  
WILQ, Frankfort, Ind.

**DEINES, NAY**  
KMMJ, Grand Island, Neb.

**DeJULIO, ED**  
KFBC, Montrose, Cal.

**DELANEV, ROBERT**  
WCTV, Tallahassee, Fla.

**DELLINGER, JAN**  
KRSL, Russell, Kan.

**DeMONTE, BRENT**  
KNGS, Hanford, Cal.

**DENISON, SPENCER**  
WBRN, Big Rapids, Mich.

**DENNIS, BOB**  
KTTS, Trenton, Mo.

**DeVICTOR, MARTY**  
WBNS, Columbus, Ohio

**DEWITT, DEWEY**  
WABM, Houston, Mo.

**DIAB, GEORGE**  
WTRF-TV, Wheeling, W. Va.

**DIAMOND, WILLIAM**  
WIKK, Newport, Vt.

**DICKMEYER, BEN**  
KTOE, Mankato, Minn.

**DIEDERICH, AL**  
KRVN, Lexington, Neb.

**DIETH, BILL**  
WVEC-TV, Norfolk, Va.

**DILLMAN, HANK**  
KROS, Canton, Iowa

**DILL, GLEN**  
WTSF, St. Petersburg, Fla.

**DILLON, FRED**  
WOMA, Corinth, Miss.

**DILLON, GENE**  
WCMW, Canton, Ohio

**DILLON, LENNA**  
WFAS, White Plains, N. Y.

**di NATALE, JOE**  
KODY, North Platte, Neb.

**DITMER, BOB**  
WHGR, Houghton Lake, Mich.

**DIXSON, BOB**  
RIMO, Hannibal, Mo.

**DOBSON, GEORGE**  
KTSS, Texarkana, Tex.

**DOCKENEY, EDWARD**  
WEPN, Martinsburg, W. Va.

**DODSON, R. J.**  
KROK, Tyler, Tex.

**DOHL, PAUL**  
WCHS, Norwich, N. Y.

**DOLAN, JAMES**  
WDMJ-TV, Marquette, Mich.

**DONLEY, CHARLES**  
WSTV, Stauntonville, Ohio

**DOREMUS, JOHN**  
WKY, Oklahoma City, Okla.

**DOUGHY, TOM**  
WDAK-TV, Columbus, Ga.

**DOUTHIT, PERRA**  
KLMN, Lincoln, Neb.

**DOYLE, VINCE**  
WSJF-TV, Elkhart, Ind.

**DREES, JACK**  
Football Roundup, Saturday  
Sports Mirror, CBS-TV, Wed-  
nesday Night Fights, ABC-TV

**DRENNAN, JAV**  
KSEL, Lubbock, Tex.

**DUANE, JACK**  
KGFH, Pueblo, Col.

**DUCKWORTH, JOE**  
WKRC, Bogalusa, La.

**DUDLEY, ACE**  
WTBB, Troy, Ala.

**DUDLEY, JIMMY**  
WERE, Cleveland, Ohio

**DUFFY, ROBERT**  
KFTM, Fort Morgan, Col.

**DUGAN, DAVE**  
WPCU, Erie, Pa.

**DUKEHART, TOMMY**  
WAAM, Baltimore, Md.

**DUMARS, JACK**  
KVRG, Farmington, N. M.

**DUNBAR, WALT**  
WBET, Brockton, Mass.

**DUNLEAVY, JAMES**  
WGUL, Galesburg, Ill.

**DUNPHY, JERRY**  
CBS-TV

**DUNSON, JIMMY**  
WLLR, Roanoke, Ala.

**DUCALL, JOHN**  
WFRY, Frankfort, Ky.

**DYER, ED**  
WAGU, Chattanooga, Tenn.

## — E —

**EARLE, BOB**  
KSO, Des Moines, Iowa

**EASTMAN, JAMES R.**  
WBMU, McMinnville, Tenn.

**EDWARDS, DON**  
WOCH, North Vernon, Ind.

**EDWARDS, ED**  
WQRT, Miami, Fla.

**EDWARDS, JOE**  
WAMW, Washington, Ind.

**EDWARDS, KAREN**  
WEAB, Green, S. C.

**EGAN, LEO**  
WBZ, Boston, Mass.

**EHRlich, GEORGE**  
T. Conn. Basketball

**ELIAY, BOB**  
KGEK, Bakersfield, Cal.

**ELLIS, EDDIE**  
WAKR, WAKR-TV, Akron, O.

**ELIOT, LOU**  
WCAM, Camden, N. J.

**ELLS, DICK**  
WJHL, WJHL-TV, Johnson  
City, Tenn.

**ELLIS, GORDON**  
WELR, Roanoke, Ala.

**ELLIS, STEVE**  
Wednesday Night Fights, ABC

**EMERY, TED**  
WTSN, Danvers, N. H.

**ENROTH, DICK**  
WCCO, WCCO-TV, Minneapolis,  
Minn.

**ERDOSSY, BILL**  
WHPT-TV, Harrisburg, Pa.

**ERMISCH, H. O.**  
WKXY, Sarasota, Fla.

**ERVIN, BILL**  
KARE, Atchison, Kans.

**ERWIN, ED**  
WCUF, Akron, Ohio

**ERWIN, PUS**  
KCTU, Fort Worth, Tex.

**ETHERTON, BILL**  
WNDU, South Bend, Ind.

**ETHE, KEN**  
KIOX, Bay City, Tex.

**ETZEL, DAVE**  
KBIZ, KPYO, Ottumwa, Iowa

**EU BANKS, BLAIR**  
WTAR, Norfolk, Va.

**EVANS, JONES**  
WBAX, Wilkes-Barre, Pa.

**EVANS, MILTON**  
KNET, Palestine, Tex.

## — F —

**FAURHILD, KEN**  
KAMQ, Amarillo, Tex.

**FALKENSTEDEN, MAX**  
WRBN, Topelka, Kans.

**FALLOU, FRANK**  
WMEX, Boston, Mass.

**FALLOU, FRANK**  
KWTX, Waco, Tex.

**FANELLI, JOE**  
WALK, Patchogue, N. Y.

**FANTASIA, NICK**  
WPCS, Farmington, W. Va.

**FARIS, CLINT**  
WGTM, Wilson, N. C.

**FARSON, ROBERT**  
WNIX, Sprungfeld, Vt.

**FAY, BILL**  
CBS-TV

**FAY, JOHN E.**  
WKBI, St. Marys, Pa.

**FENGLER, HAL**  
ROMB, Cottage Grove, Ore.

**FENSLEER, DICK**  
KMAN, Manhattan, Kans.

**FERGUSON, JOHN**  
WBRZ, Baton Rouge, La.

**FERRIE, ROBERT**  
KITE, San Antonio, Tex.

**FIELD, BRYAN**  
Horse Racing  
CBS-TV

**FIELDS, BILL**  
WAGS, Bishopville, S. C.

**FIELDS, ED**  
WNCU, Greenville, N. C.

**FILESI, FRANK**  
WNAE, Warren, Pa.

**FINCANNON, BOB**  
WMRI, Marion, Ind.

**FINLAYSON, JACK**  
KRDO, Colorado Springs, Colo.

**FINNEGAN, TIM**  
WTVR, Richmond, Va.

**FINNERTY, HUGH**  
KOTV, Tulsa, Okla.

**FISHER, DWIGHT A.**  
KVRN, Rock Springs, Wyo.

**FISHER, FRANCIS**  
WHJB, Greensburg, Pa.

**FITZGERALD, JOHN**  
WJW-TV, Cleveland, Ohio

**FLEMING, JACK**  
WABR, Morgantown, W. Va.

**FLEMING, BILL**  
WJW-WJW-TV, Detroit, Mich.

**FLORY, EARL**  
WBNS, Columbus, Ohio

**FLOWERS, CHARLIE**  
KMHT, Marshall, Tex.

**FLOWERS, GEORGE**  
WJRL, Lenoir, N. C.

**FLOYD, JAY**  
WCLA, Morgantown, W. Va.

**FLYNN, EMILEY**  
WBBM, Chicago, Ill.

**FORBES, BOB**  
WTHU-TV, Terre Haute, Ind.

**FORD, SAM B.**  
WTVB, Plomaton, Ala.

**FORD, TED**  
KCON, Alliance, Neb.

**FORDYCE, JERRY**  
WLRI, New Albany, Ind.

- FORTE, BOB**  
WISN, Milwaukee, Wis.
- FOSS, JOE**  
CBS-TV
- FOUNTAIN, BILL**  
WKY-TV, Oklahoma City, Okla.
- FOOTS, BOB**  
CBS-TV
- FOOTS, BOB**  
KGO, San Francisco, Cal.
- FOWLE, BOB**  
WHEB, Washington, N. C.
- FOWLER, SHELTON**  
WKRM, Columbia, Tenn.
- FOX, DICK**  
KCHS, Truth or Consequences, N. M.
- FOX, W. E.**  
WPTW, Piqua, Ohio
- FOX, WM. F., JR.**  
WIBC, Indianapolis, Ind.
- FRANKLIN, ORVIN**  
KDSX, Denison, Tex.
- FREDERICKS, PAT**  
WKLO, Louisville, Ky.
- FREEMAN, HARRY**  
KFSB, Fort Smith, Ark.
- FRENCH, BOB**  
WVSC, Somerset, Pa.
- FRENCH, GLENN**  
WDKD, Kingstree, S. C.
- FRENCH, JACK**  
KNOX-TV, Grand Forks, N. D.
- FRINK, BILL**  
WIMA, Lima, Ohio
- FRISCH, FRANKIE**  
MBS
- FROST, HOWARD**  
KIBS, Bishop, Cal.
- FTLLER, RONALD**  
WOWL, Florence, Ala.
- G —
- GACKLE, BYRAN**  
KFGO, Fargo, N. D.
- GAGE, BOB**  
WPAG, Ann Arbor, Mich.
- GAGE, FRED**  
WTBA, Madison, Wis.
- GAINES, JIM**  
KALB, Alexandria, La.
- GALLAGHER, BOB**  
WNEB, Worcester, Mass.
- GALLEY, JOHN**  
KWBU, Corpus Christi, Tex.
- GALLUP, STAN**  
KGFL, Roswell, N. M.
- GALVIN, DAN**  
KSRO, Santa Rosa, Cal.
- GARDNER, BILL**  
WWPA, Williamsport, Pa.
- GARDNER, DON**  
WKBN, WKBN-TV, Youngstown, Ohio
- GARDNER, NANCY**  
WLSV, Wellsville, N. Y.
- GENSICHEN, HAL**  
KTUC, Tucson, Ariz.
- GENTRY, HARRY**  
Twin Views in Sports  
WLOH, Princeton, W. Va.
- GEORGE, STEVE**  
KGMS, Sacramento, Cal.
- GEORGE, TONY**  
KOME, Tulsa, Okla.
- GHELLER, ROBERT**  
KXOC, Chico, Cal.
- GHEZA, BOB**  
WBOF, Virginia Beach, Va.
- GIBBONS, JIM**  
CBS-TV
- GIBSON, ADRIAN**  
WZOB, Fort Payne, Ala.
- GILBERT, GARY**  
KNGS, Hanford, Cal.
- GILBERT, GEORGE**  
WARM, Scranton, Pa.
- GILLESPIE, EARL**  
WEMP, Milwaukee, Wis.
- GILLIGAN, NEIL, JR.**  
KVOZ, Laredo, Tex.
- GILMAN, BOB**  
KNDC, Hottinger, N. D.
- GIONFRIDDO, AL**  
KONG, Visalia, Cal.
- GLEESON, ART**  
MBS
- GLENN, JIMMY**  
KDRO, Sedalia, Mo.
- GLENN, RALPH**  
WMID, Atlantic City, N. J.
- GLICKMAN, MARTY**  
WMGM, MBS, N. Y., N. Y.
- GLIEBER, FRANK**  
WRR, Dallas, Tex.
- GOBER, JIM**  
KOBE, Las Cruces, N. M.
- GODECK, BOB**  
KVEN, Ventura, Cal.
- GODFREY, DICK**  
KCBS, San Francisco, Cal.
- GOGG, JIM**  
KRIB, Mason City, Iowa
- GOLDEN, RAY**  
KSTN, Stockton, Cal.
- GONZALES, HENRY**  
KSYC, Yreka, Cal.
- GOODMAN, JAMES M., JR.**  
KIBL, Beeville, Tex.
- GOODMAN, KEN**  
WCSC, Charleston, S. C.
- GOODWIN, GERALD**  
WFVG, Fuquay Springs, N. C.
- GORDON, A. M.**  
WWTW, Cadillac, Mich.
- GORDON, KURT**  
WFBB, Fernandina Beach, Fla.
- GORDON, LARRY**  
KWIN, Ashland, Ore.
- GORDON, STEVE**  
WICH, Norwich, Conn.
- GOSDEN, BY**  
KXEL, Waterloo, Iowa
- GOSS, BAILEY**  
CBS-TV
- GOULD, BILL**  
KRCO, Prineville, Ore.
- GOWDY, CURT**  
WHDH, WBZ-TV, Boston, Mass.
- GRADY, JACK**  
KYNO, Fresno, Cal.
- GRAHAM, WALTER**  
WRBL, Columbus, Ga.
- GRANGE, RED**  
CBS-TV
- GRANGER, JERRY**  
KHOL-TV, Kearney, Neb.
- GRAY, GEORGE**  
KRBC, Abilene, Tex.
- GREBE, GUS**  
KWIZ, Santa Ana, Cal.
- GREEN, DICK**  
WOT-TV, Ames, Iowa
- GREEN, JACK**  
WMCD, Welch, W. Va.
- GREENWAY, ELLIS T.**  
WHKY, Hickory, N. C.
- GREGG, AL**  
WCEC, Rocky Mount, N. C.
- GREGG, JACK**  
WISR, Butler, Pa.
- GREHAN, JIM**  
WLNA, Peekskill, N. Y.
- GREUP, ERNIE**  
WTVD, Durham, N. C.
- GRIFFITH, DON**  
WCOA, Pensacola, Fla.
- GRIFFITHS, DAVE**  
WSCR, Scranton, Pa.
- GRIMBERG, WARREN**  
KAST, Astoria, Ore.
- GRISWOLD, JACK**  
WEJL, Scranton, Pa.
- GRISWOLD, ROGER**  
WBMD, Baltimore, Md.
- GROSS, DON**  
KFSB, Joplin, Mo.
- GROSS, RAYMOND E.**  
WKED, Rockland, Me.
- GROSSMAN, BOB**  
WIN-T, Ft. Wayne, Ind.
- GROVES, JOE**  
WLAS, Jacksonville, N. C.
- GUNDAKER, ED**  
WHP-TV, Harrisburg, Pa.
- GUOKAS, MATT**  
WFEN, Philadelphia, Pa.
- GUTHRIE, BOB**  
WOAI-TV, San Antonio, Tex.
- GUTHRIE, GEORGE**  
WWWF, Fayette, Ala.
- H —
- HACKMAN, JACK**  
WDLB, Marshfield, Wis.
- HALEY, DOC**  
KLMX, Clayton, N. M.
- HAJLI, HAISEY**  
WCCO, Minneapolis, Minn.
- HALYARD, O. C.**  
WEKY, Richmond, Ky.
- HAMILTON, ED**  
KRUS, Ruston, La.
- HAMILTON, KEN**  
WEBQ, Harrisburg, Ill.
- HAMLIN, TOM**  
WMAN, Mansfield, Ohio
- HANAN, MARC**  
KXO, El Centro, Cal.
- HANCOCK, CALVIN**  
KGAS, Carthage, Tex.
- HANEY, BILL**  
WKBJ, Milan, Tenn.
- HANEY, BOB**  
WSFO, Somerset, Ky.
- HANLON, JOHN**  
WEAN, Providence, R. I.
- HANNA, BOYCE**  
WCGC, Belmont, N. C.
- HANNAHER, TOM**  
KVOX, Moorhead, Minn.
- HANSON, ED**  
WFHR, Wisconsin Rapids, Wis.
- HANSON, HARLEY**  
KOTA, KOTA-TV, Rapid City, S. D.
- HARBISON, S. T.**  
WTAX, Springfield, Ill.
- HARDAWAY, JOHN**  
KSEI, Pocatello, Idaho
- HARLING, HUGH**  
KATY, San Luis Obispo, Cal.
- HARMON, TOM**  
Orange Bowl  
CBS-TV
- HARPE, RONALD**  
WEBK, Tampa, Fla.
- HARPER, WAYNE S.**  
KELD, El Dorado, Ark.
- HARRELL, GENE**  
WMSL, Decatur, Ala.
- HARRIS, BILL**  
KLRS, Mountain Grove, Mo.
- HARRIS, SONNY**  
WOOF, Dothan, Ala.
- HARRIS, WALT**  
KQVR, Stockton, Cal.
- HART, HAL**  
WOC, Davenport, Iowa
- HARVEY, B. T.**  
WERD, Atlanta, Ga.
- HARVISON, FATS**  
WLAU, Laurel, Miss.
- HASSE, WARREN**  
KPDN, Pampa, Tex.
- HAWKINS, VERN**  
WVVO, Springfield, Mo.
- HAYDEN, FRANK**  
WJAN, Spartanburg, S. C.
- HAYES, BOB**  
WEKO, Cocoa, Fla.
- HAYES, PAT**  
KIRO, Seattle, Wash.



**HAYES, PHIL**  
WACO, Auburn, Ala.  
**HAYNES, JERRA**  
WFAA-TV, Dallas, Tex.  
**HAYNES, MILTON**  
KIBG, Okmulgee, Okla.  
**HEALEY, JERRY**  
WVVA, Gary, Ind.  
**HEALA, DAN**  
WGRK, Pittsfield, Mass.  
**HEARD, GIL**  
WMIQ, Iron Mountain, Mich.

## HELPER, (GEORGE) AL

B, Sept. 26, Elrama, Pa.; Brooklyn Dodgers, Gillette Cavalcade of Sports, (World Series—All Star Game—Friday Night Fights—Rose Bowl Game) NBC, Tour Hit Parade, NBC-TV, Jock Benny Show, Private Secretary, CBS-TV.

**HELLMSS, LAMAR**  
WATV, Jackson, Miss.  
**HENDRICKS, STAN**  
WJAM, Marion, Ala.  
**HENRIKSON, LES**  
WAGA, Atlanta, Ga.  
**HENRY, EARL**  
WUCM, Reading, Pa.  
**HENRY, FRAN**  
WAKO, Springfield, Mass.  
**HENSON, DOUG**  
WOMJ, Philadelphia, Pa.  
**HERMANN, CLEVE**  
Last Word In Sports—KRCV-TV, Los Angeles, Cal.  
**HERRON, H. EARL**  
KLEP, Golden Meadow, La.  
**HELLE, BILL**  
WSEF, Thomaston, Ga.  
**HEWEY, IRA I**  
WBAI, Greenfield, Mass.  
**HEWITT, BILL**  
KAFY, Bakersfield, Cal.  
**HEWITT, JACK**  
KRPL, Moscow, Idaho.  
**HEWITT, WARREN**  
WUCS, Springfield, Ill.  
**HICKERSON, EARL**  
WVPJ, Decatur, Ill.  
**HICKEY, BILL**  
Saturday Sports Mirror—CBS-TV.  
**HICKOK, BILL**  
WHS, Bilmar, W. Va.  
**HILGER, ANNA**  
KCM, Carroll, Iowa.  
**HILL, ART, JR.**  
WSSW, Jolietville, Wis.  
**HILL, EDDIE**  
WRA, Dallas, Tex.  
**HILL, JOE**  
WJVN-TV, Columbus, Ohio.  
**HILNERS, BOB**  
WLEC, Sandusky, Ohio.  
**HOBACGH, PAUL**  
WUSK, John, Pa.  
**HOFMANN, BILL**  
WOME, Genesee, Mich.  
**HOGAN, BILL**  
WLBG, Laurens, S. C.  
**HOLLAND, JIM**  
WJMG, Tom, La. Ga.  
**HOOD, JOHN**  
WMS, Martinsboro, Tenn.  
**HOOKER, KEN**  
KSET, El Paso, Tex.  
**HOONAN, BOB**  
KRO, Aberdeen, Wash.  
**HOOPER, CORKY**  
WUSK, Pollock, Tenn.  
**HOOPER, DAN**  
KWB, Wichita, Kan.  
**HORNBECKER, HARRY**  
WATR, Waterbury, Conn.  
**HORN, C. R.**  
KXRI, Russellville, Ark.  
**HORNE, TANCIL A.**  
WGNJ, Wilmington, N. C.

**HORSTMAN, BOB**  
KFEQ KFEQ-TV, St. Joseph, Mo.  
**HOUCK, JOHN**  
WSSO, Starkville, Miss.  
**HOURIGAN, TERRY**  
WARK, Hagerstown, Md.  
**HOUGHTONS, WADE**  
KRX, Kicksville, Mo.  
**HOWARD, BILL**  
WDA, Danville, Va.  
**HOWARD, ROBERT**  
WAKO, Columbus, Ohio.  
**HUBBARD, HARRY**  
KLEM, Eureka, Cal.  
**HUFF, FRANK**  
WLAG, LaGrange, Ga.  
**HUGHES, DAN**  
WANE, Ft. Wayne, Ind.  
**HUGHES, TOBY**  
WTAW, College Station, Tex.  
**HUNTER, AL**  
KNDY, Marysville, Kan.  
**HUNTER, DAN**  
WDFE, Flint, Mich.  
**HUNTINGTON, CLAY**  
KTAC, KMO, Tacoma, Wash.  
**HUSTED, DON**  
KAVE-TV, Carlisle, N. M.  
**HYDE, WARREN**  
WJBB, Haleyville, Ala.

## — I —

**INGALLS, WALLIE**  
KGRH, Fayetteville, Ark.  
**INGRAM, BOB**  
KSD, KSD-TV, St. Louis, Mo.  
**INBA, BUTCH**  
WGFS, Covington, Ga.

## — J —

**JACKSON, BILL**  
WTPP, Raleigh, N. C.  
**JACOBS, DAVID**  
WVNC, Asheville, N. C.  
**JAFFEE, SAD**  
WJHC-TV, New Haven, Conn.  
**JAMES, PAUL**  
KTYT, Salt Lake City, Utah.  
**JANSSEN, WIFE**  
KIDO-TV, Boise, Idaho.  
**JARSTAD, JOHN**  
Let's Go Skunk—KTYW, Seattle, Wash.  
**JENKINS, BOB**  
KGFV, Kearney, Neb.  
**JENNINGS, BOB**  
WEAV, Fairbairn, N. Y.  
**JEWELL, TONY**  
KUL, Garden City, Kan.  
**JIMES, NICK**  
KFTF, Ft. Stockton, Tex.  
**JOHNSON, BOB**  
KTHR, Hood River, Ore.  
**JOHNSON, LEN**  
KTVL, Mesa, Ariz.  
**JOHNSON, NEAL**  
WBEU, Fremont, Mich.  
**JOHNSON, ROBERT**  
WARI, Latrobe, Pa.  
**JOHNSON, RONALD**  
WSD, Mt. Airy, N. C.  
**JOHNSON, WARREN**  
WPEB, Middletown, Ohio.  
**JOHNSTON, JOHNNY**  
WENE, Binghamton, N. Y.  
**JONAS, BOB**  
WKMP, Kings Mountain, N. C.  
**JONES, BILL**  
KARD-TV, Wichita, Kan.  
**JONES, KEN**  
WML, Ashland, Ky.  
**JONES, LARRY**  
KTXN, Austin, Tex.  
**JOSEPH, AL**  
WJAM, Anderson, S. C.

**JOYCE, FRANK**  
KOB, Albuquerque, N. M.  
**JOYNER, JACK**  
WVVK, Knoxville, Tenn.  
**JUNKERT, BOB**  
WDSM, WDSM-TV, Duluth, Minn.  
**JURVICH, MUDO**  
KTHH, Thermopolis, Wyo.

## — K —

**KABER, RUSS**  
KQVC, Valley City, N. D.  
**KAMINSKI, CHET**  
WAAE, Worcester, Mass.  
**KANE, MICHAEL J.**  
WQOK, Sunbury, Pa.  
**KASSERA, LOREN**  
WBRZ, Eau Claire, Wis.  
**KAUFMAN, SAM**  
WOL, Washington, D. C.  
**KAY, MARYAN**  
KALP, Alpine, Tex.  
**KEARNS, CHARLIE**  
WKTV, Lak Cross, Wis.  
**KEATING, BILL**  
WJLY-TV, Springfield, Mass.  
**KECK, BILL**  
KEYS, Corpus Christi, Tex.  
**KEELING, JOHN, JR.**  
WTRK, Stamford, Fla.  
**KEETER, WAINE C.**  
WQDL, Edenton, N. C.  
**KEHL, BILL**  
WIXG, Dayton, Ohio.  
**KEIM, EDMOND**  
KSN, Crowley, La.  
**KEITNER, LES**  
Sports Page of the Air—WABC-TV.  
**KEITH, LARRY**  
WST, Charlotte, N. C.  
**KELLEY, ED**  
KTTI, Chehalis, Wash.  
**KELLEY, STEVE**  
WLP, Kenosha, Wis.  
**KELLY, BOB**  
CBS-TV.  
**KELLY, GENE**  
WBBR, Buffalo, N. Y.  
**KELLY, JACK**  
WST, Atlanta, Ga.  
**KELLY, JIM**  
WGB, WGB-TV, Scranton, Pa.  
**KEMBERLING, CLIFFORD**  
WML, Bismarck, Me.  
**KENNEDY, EDWARD**  
WVLP, Springfield, Mass.  
**KEST, BOB**  
WVAA-TV, Oak Hill, W. Va.  
**KENT, HUL**  
WVBO-TV, Orlando, Fla.  
**KESSEICH, RAYMOND F.**  
WBRV, Westland, Wis.  
**KEYS, BILL**  
KSNP, Astoria, N. M.  
**KEYS, DICK**  
WHZ, WHZ-TV, Zanesville, Ohio.  
**KIMMID, FRED**  
KPT, Paris, Tex.  
**KING, ANSON F.**  
KWB, St. Marys, Pa.  
**KING, BILL**  
KLN, KLN-TV, Lincoln, Neb.  
**KING, GENE**  
KREX, KREX-TV, Grand Junction, Col.  
**KIRBY, GENE**  
CBS-TV.  
**KIRCHMAN, ED**  
WVAC, Wheeling, Pa.  
**KIRKSEY, PAUL**  
WBAU, Cleveland, Tenn.  
**KIRWAN, DENNIS**  
KJOY, Stockton, Cal.  
**KLEIN, DON**  
KCBS, San Francisco, Cal.

**KLEMP, LLOYD**  
KUBA, Yuba City, Cal.  
**KOEBERLE, FRED**  
WCPA, Clearfield, Pa.  
**KRAHLING, ED**  
WPAH, Alliance, Ohio  
**KRAUS, BILL**  
KOOS, Coos Bay, Ore.  
**KREMER, DON**  
WKNX, WKNX-TV, Saginaw,  
Mich.  
**KURKENNABE, DON JAMES**  
WDBO, Orlando, Fla.  
**KUTAN, DICK**  
WBUT, Butler, Pa.

## — L —

**LADAS, DON**  
WJOL, Joliet, Ill.  
**LAFLIN, JACK**  
KOCY, Oklahoma City, Okla.  
**LAMB, JOHNNY**  
KXKL, Monterey, Cal.  
**LAMBERT, VINCE**  
KENL, Arcata, Cal.  
**LaMEAR, DOUG**  
KGW, Portland, Ore.  
**LAMKIN, NORM**  
WVLN, Olney, Ill.  
**LANE, VAN**  
WDOK, Cleveland, Ohio  
**LANG, RAY**  
KXRA, Alexandria, Minn.  
**LANGE, BEL**  
KQVR, Stockton, Cal.  
**LANKFORD, RICHARD**  
WRAY, Princeton, Ind.  
**LANSING, RAY**  
KRTR, Thermopolis, Wyo.  
**LASSEN, LEO**  
KOL, Seattle, Wash.  
**LAUF, DICK**  
WJCD, Seymour, Ind.  
**LAWRENCE, JAMES H.**  
KOVO, Provo, Utah  
**LEA, ROD**  
WLVF, Lynchburg, Va.  
**LEAMING, JIM**  
WTP, Philadelphia, Pa.  
**LEAVITT, RALPH**  
WABI-TV, Bangor, Me.  
**LEDFORD, CAWOOD**  
WLEX, Lexington, Ky.  
**LEE, BARNEY**  
WJBK, Detroit, Mich.  
**LEE, MIKE**  
WSTV, Steubenville, Ohio  
**LEE, ZEB**  
WSKY, Asheville, N. C.  
**LEEDS, CARLYLE D.**  
KOJM, Havre, Mont.  
**LEIGEOIS, BILL**  
WMBV-TV, Marinette, Wis.  
**LEIGHTON, AL**  
KLIZ, Brainerd, Minn.  
**LENNON, PAUL**  
WTTV, Bloomington, Ind.  
**LEO, FRED**  
KDEN, KBTW, Denver, Col.  
**LEWIS, BARNEY**  
WLDS, Jacksonville, Ill.  
**LEWIS, ED**  
KIT, Yakima, Wash.  
**LEWIS, EVAN**  
WCBH, Columbus, Miss.  
**LEWIS, FRANK**  
KPRK, Livingston, Mont.  
**LIKE, JAP**  
WLO, Frankfort, Ind.  
**LINDSAY, WILL**  
WTAY, Robinson, Ill.  
**LISTER, BILL**  
WMTV, Madison, Wis.  
**LLOYD, BOB**  
WBBY, Appleton, Wis.  
**LLOYD, VINCE**  
WGN, WGN-TV, Chicago, Ill.  
**LOCHNER, ART**  
WVEC-TV, Norfolk, Va.  
**LOMAX, STAN**  
WOR, New York, N. Y.

**LOONEY, TOM**  
KOSA, Odessa, Tex.  
**LOUNSBURY, TRACY**  
WTOB-TV, Winston-Salem,  
N. C.  
**LOVE, DAN**  
KTBC, KTBC-TV, Austin, Tex.  
**LOVETT, JIM**  
WIOK, Tampa, Fla.  
**LOWE, WALT**  
KBOI, Boise, Idaho  
**LUCKEY, EARL**  
KCMR, McCamey, Tex.  
**LUJACK, JOHN**  
Football Roundup, Gator  
Bowl  
CBS-TV  
**LUNDQUIST, ELDY**  
WTRC, Elkhart, Ind.  
**LUNQUIST, BOB**  
WICU, Erie, Pa.  
**LYLE, GEORGE**  
WJMJ, Philadelphia, Pa.  
**LYNCH, BUDD**  
WWU-TV, WXYZ-TV, Detroit,  
Mich.  
**LYONS, JOHN**  
WBEC, Pittsfield, Mass.

## — Mc —

**McALEECE, GERALD**  
KDTH, Dubuque, Iowa  
**McALLISTER, DON**  
WDBO-TV, Orlando, Fla.  
**McALLISTER, ROY**  
WJRD, Tuscaloosa, Ala.  
**McARTHUR, DOUG**  
KTAC, Tacoma, Wash.  
**McBOYLE, JOHN**  
KORT, Grangeville, Idaho  
**McCART, ARLIE**  
Panorama of Sports  
WATG, Ashland, Ohio  
**McCARTHY, TOM**  
WLLY, Richmond, Va.  
**McCARTY, MARSH**  
WCEF, Parkersburg, W. Va.  
**McCAULEY, MAC**  
WTPA, Harrisburg, Pa.  
**McCOLGAN, BILL**  
WGAR, Cleveland, Ohio  
**McDANIELS, JIM**  
WTOB, Winston-Salem, N. C.  
**McDOW, WALLY**  
WBTU, Wetumpka, Ala.  
**McELROY, MAC**  
WIRO, Ironton, Ohio  
**McFADDEN, A. T.**  
WJAK, Jackson, Tenn.  
**McGEARY, CLINK**  
KDLM, Detroit Lakes, Minn.  
**McGINNIS, PAT**  
KIBM, Monticello, Ark.  
**McGRATH, NED**  
WJOC, Jamestown, N. Y.  
**McKAY, JIM**  
Football Roundup, Pro  
Football Review, Gator Bowl  
CBS-TV  
**McKECHNIE, JIM**  
WDR, Syracuse, N. Y.  
**McKELLAR, DON**  
WJBC, Bloomington, Ill.  
**McKINLEY, LARRY**  
WMRY, New Orleans, La.  
**McKINSTRY, JIM**  
WCIL, Carbondale, Ill.  
**McLAHLAN, DELL**  
WSON, Henderson, Ky.  
**McLAUGHLIN, JAMES F.**  
WAVN, Stillwater, Minn.  
**McLEAN, DONALD**  
WDDL, Olean, N. Y.  
**McLEAN, JACK**  
WJPS, Evansville, Ind.  
**McLELLAN, BUD**  
KDMS, El Dorado, Ark.  
**McMULLEN, DICK**  
WALA, Mobile, Ala.  
**McMURDIE, WM.**  
KVNU, Logan, Utah

**McNALLY, RAY**  
KGNC, KGNC-TV, Amarillo,  
Tex.  
**McWILLIAMS, HAL**  
KCKY, Coolidge, Ariz.

## — M —

**MAC, GEORGE**  
WAHR, Miami Beach, Fla.  
**MacDONALD, AL**  
KPUG, Bellingham, Wash.  
**MacDONALD, ARCH**  
WTOP, Washington, D. C.  
**MacDONALD, JOHN**  
WHEC, Rochester, N. Y.  
**MACK, BILL**  
KBOR, Brownsville, Tex.  
**MacLEAN, JOHN**  
MBS  
**MacLEOD, TOM**  
KJJC, Medford, Ore.  
**MacMURRAY, BRYAN**  
WJTN, Washington, N. C.  
**MacWILLIAMS, DON**  
WCSH, WCSH-TV, Portland,  
Me.  
**MADDEN, EDWARD**  
WSIG, Mount Jackson, Va.  
**MADDEN, JEAN**  
KOMU-TV, Columbia, Mo.  
**MAHAFFEY, BOB**  
WWKY, Winchester, Ky.  
**MAHAR, DICK**  
KAUS, Austin, Minn.  
**MAITH, LEN**  
WAML, Laurel, Miss.  
**MAKER, BOB**  
In The Lockerroom  
KCVL, Colville, Wash.  
**MALLE, BRUCE**  
WSAM, Saginaw, Mich.  
**MALOY, HANK**  
WTRY, Troy, N. Y.  
**MANESS, O. L.**  
Peck's Predictions  
KWOB, Searey, Ark.  
**MANGOLD, FRANK**  
KWPC, Muscatine, Iowa  
**MANNERS, DAVE**  
WAPX, Montgomery, Ala.  
**MANNING, TOM**  
KYW, Cleveland, Ohio  
**MARGET, MANNY**  
KVOX, Moorhead, Minn.  
**MARKEY, PAUL**  
KGUL-TV, Galveston, Tex.  
**MARS, LEE**  
KTBS-TV, Shreveport, La.  
**MARSHALL, BILL**  
KCR, Enid, Okla.  
**MARSTON, KEN**  
WDXE, Lawrenceburg, Tenn.  
**MARTIN, DAVE**  
KLOV, Loveland, Col.  
**MARTIN, DAVID C.**  
WOHO, Toledo, Ohio  
**MARTIN, DICK**  
WCMJ, Ashland, Ky.  
**MARTIN, GLENN**  
WSPC, Anniston, Ala.  
**MARTIN, JACK**  
WHFG, Bristol, Va.  
**MARTIN, MOON**  
WBBO, Forest City, N. C.  
**MARTIN, MURPHY**  
KTRK, Lufkin, Tex.  
**MARTIN, NED**  
WCHS, WCHS-TV, Charleston,  
W. Va.  
**MARTZ, ROBERT**  
WTVB, Coldwater, Mich.  
**MASHBURN, WAYNE**  
WAKN, Aiken, S. C.  
**MASON, FRANK**  
WSLB, Ogdensburg, N. Y.  
**MASON, JOE**  
WLEE, Richmond, Va.  
**MASSEY, ROBERT**  
WJNO, West Palm Beach, Fla.  
**MATTHEWS, NORMAN**  
WDIX, Orangeburg, S. C.

MAXWELL, JOCKO  
WNJR, Newark, N. J.

MAZER, BILL  
WGRT-TV, Buffalo, N. Y.

MEDLEY, WARREN G.  
WDEK, Dickson, Tenn.

MEEKINS, CLAIR  
WFIN, Findlay, Ohio

MEEKINS, ALTON  
Right On the Road  
WJHT-TV, Jacksonville, Fla.

MEHAFFEY, JAY  
KOSA-TV, Odessa, Tex.

MEHRMAN, BOB  
WPAO, Boston, Mass.

MELIA, RAY  
KAYS, Hays, Kan.

MELODY, JOE  
WOAI, San Antonio, Tex.

MERCER, BILL  
KRLD, Dallas, Tex.

MERCHANT, STAN  
WJAG, Norfolk, Neb.

MEREDITH, JIM  
KWRL, Riverton, Wyo.

MERGEN, JIM  
KPKM, San Bernardino, Cal.

MERRILL, BILL  
KSWO, Lawton, Okla.

METZLER, ART  
WAPR-TV, Knoxville, Tenn.

MIDDLETON, BOB  
WFS, Teterboro, N. Y.

MILBRN, BOB  
KGGK, San Angelo, Tex.

MILLER, BOB  
KBEV, Wichita, N. D.

MILLER, BOB  
WISCTV, Madison, Wis.

MILLER, ERNEST  
KANSV, Shreveport, La.

MILLER, GEORGE  
WOKO, Albany, N. Y.

MILLER, JACK  
KAKE-TV, Wichita, Kan.

MILLER, LINDY  
WBZ, Boston, Mass.

MILLER, STRETCH  
WIRL, Peoria, Ill.

MISTOVICH, MIKE  
KORA, Bayon, Tex.

MITCHEL, TED  
KTM, San Rafael, Cal.

MITCHELL, BO  
WBSR, Pensacola, Fla.

MITCHELL, THOMAS  
WANT, Richmond, Va.

MITMAN, RAY  
WHPB, Benton Harbor, Mich.

MIN, GALE  
KAYE, Puyallup, Wash.

MIZELLE, GEORGE  
WTFN, Washington, N. C.

MOCK, FRANK  
WELS, Kingston, N. C.

MOE, DONALD  
KMON, Great Falls, Mont.

MOELLER, ARLO E.  
KGNB, New Braunfels, Tex.

MOHR, BOB  
KFIN, Grants Pass, Ore.

MOLEN, SAM  
KMBC, KMBC-TV, Kansas  
City, Mo.

MONROE, K. A.  
Fish & Tiller  
WNO, West Palm Beach, Fla.

MONTRAY, ED  
KIOA, Des Moines, Iowa.

MOORE, ARCHIE  
KPMB, San Diego, Cal.

MOOREHEAD, TOM  
WPHL, WFL-TV,  
Philadelphia, Pa.

MORAN, GUSSIE  
WGMG, New York, N. Y.

MORAS, BURK  
WBPM, Danville, Va.

MOREHOUSE, EUGENE J.  
WVNR, Berkeley, W. Va.

MOREY, BOB  
KDKD, Clinton, Mo.

MORGAN, EM  
KPKW, Pasco, Wash.

MORROW, BEN  
WCBY, Cheboygan, Mich.

MORTON, CONNIE R.  
WRHL, Rock Hill, S. C.

MOSHER, CLURE  
WTVF, Miami, Fla.

MOSHER, WALTER  
KBYE, Oklahoma City, Okla.

MOSS, DAN  
WTOG-TV, Savannah, Ga.

MOSS, DAVE  
WIS, Columbia, S. C.

MOST, JOHNNY  
WVDA, Boston, Mass.

MUCHERIN, PAT  
WBBQ, Augusta, Ga.

MULLER, H.  
WHAT, Philadelphia, Pa.

MULLIMAN, MAX  
WESC, Greenville, S. C.

MULLINAX, WALLA  
WESC, Greenville, S. C.

MULHILL, JOE  
KAW-TV, Cleveland, Ohio.

MUNGER, REX  
KRPC, Phoenix, Ariz.

MURDOCK, CHARLIE  
WRVA, Richmond, Va.

MURDOCK, HOWARD  
WIAS, Michigan City, Ind.

MURPHY, BILL  
WKPK, Muskogee, Mich.

MURPHY, BOB  
WBHD, Boston, Mass.

MURPHY, DENNIS  
WBBQ, Durham, N. C.

MURPHY, DUANE  
KSNOC, San Antonio, Tex.

MURPHY, ED  
WQMB, Hagerstown, Pa.

MURPHY, KEN  
KUTP, Durango, Col.

MURPHY, PAT  
KRC, Enid, Okla.

MURRAY, DON  
WAZL, Hazleton, Pa.

MUZZY, JIM  
WBBQ, Canton, Ohio.

MYERS, KENT  
KSCB, Cedar City, Utah.

NAUSONGER, DICK  
KFD, Caldwell, Idaho.

NAGLER, AL  
Jockey, Detroit Red Wings  
WXYZ, Detroit, Mich.

NAHAN, STU  
KIRA, KIRA-TV, Sacramento,  
Cal.

NAIMO, JACK  
WJGH, Hammond, Ind.

NATION, HERSHEL  
WDEF-TV, Chattanooga,  
Tenn.

NAGLE, DAVE  
KFIJ, KFIJ-TV, Fort Worth,  
Tex.

NEAL, BOB  
MBS

NEAL, BOB  
WERE, Cleveland, Ohio.

NELSON, BOB  
WTAJ, Tallahassee, Fla.

NELSON, CHARLES  
WFTG, London, Ky.

NELSON, GENE  
WLS, Baton Rouge, La.

NELSON, JOHN  
WWHG, Hornell, N. Y.

NELSON, LINDSAY  
NCAA Football, National  
Open Golf, Palm Beach Golf,  
NBA Pro Basketball, Cotton  
Bowl Football, East-West  
Shrine Football  
NBC-TV

NELSON, RALPH  
KPTL, Carson City, Nev.

NEVERS, ERNIE  
CBS-TV

NEWMAN, BOB  
WEEU, Reading, Pa.

NEWMAN, JACK  
WJFA, Madison, Wis.

NG, CHUCK  
KAYL, Stoughton Lake, Ind.

NICHOLSON, JAMES R.  
WMGW, Meadville, Pa.

NOE, BOB  
WBEL, Belmont, Wis.

NORMAN, ROBERT C.  
WKXV, Kingston, N. Y.

NORTON, RAY  
KSM, Silverton, Mo.

NORWIG, GEORGE  
WISCTV, Charleston, S. C.

NOWELL, KEN  
KANE, New Boston, La.

NOYES, AL  
WHAV, Haverhill, Mass.



O'BRIEN, JOHN  
WBSE, Hillsdale, Mich.

O'BRIEN, JOHN  
KDFB, Lubbock, Tex.

O'BRIEN, SHERRY  
WIAS, Philadelphia, Pa.

OCHAMANSKI, LOU  
WEAL, Angola, Mo.

O'DELL, YRIGHL  
WNEM-TV, Bay City, Mich.

ODLE, DENNIS B.  
KTPR, Rolla, Mo.

O'DONNELL, BILL  
WSPR-TV, Syracuse, N. Y.

O'DONNELL, ODDIE  
WDEH, Gallipolis, Ohio.

O'HALLORAN, IRL  
KVOO, Tulsa, Okla.

OLDES, MIKE  
KWEW, Hobbs, N. M.

OLESS, PAUL  
WCDB, Carbondale, Pa.

OLIVER, WALLY  
WLEA, Hornell, N. Y.

OLSON, DANNY  
KSOO, Sioux Falls, S. Dak.

O'MARA, BILL  
Northwest Sports Page  
KING, KING-TV, Seattle,  
Wash.

O'NEILL, JOHNNY  
WMMR, High Point, N. C.

O'QUINN, ROBERT  
WJAR, Bayles, Ga.

ORNESE, STAN  
WGBS, Miami, Fla.

OSBORN, GENE  
KQGM-TV, Albuquerque,  
N. M.

OSBORNE, FRANK  
WBOB, Galax, Va.

OTTE, CRICK  
KLEW, Union, Mo.

OVINGTON, RAY  
WROD, Daytona Beach, Fla.

OWEN, DICK  
WISL, Shamokin, Pa.

OWENS, MOREY  
WROK, Rockford, Ill.



PYAR, JACK  
ABC

PAGE, ELLIOT  
WDEY, Waterbury, Vt.

PALMER, BILL  
WSSB, New Smyrna Beach,  
Fla.

PALMER, H. J.  
WJOT, Lake City, S. C.

PARK, BOB  
WVPL, Painesville, Ohio.

PARK, CHARLIE  
KDRS, Paragould, Ark.

## — R —

**PARKER, BILL**  
WNBF, WNBC-TV, Binghamton, N. Y.

**PARKER, VIRG**  
KRSN, Los Alamos, N. M.

**PARKS, BILL**  
KRDW, Dinuba, Cal.

**PARMET, GUS**  
WICE, Providence, R. I.

**PARSONS, MARSHALL**  
WCKR, WCKT, Miami, Fla.

**PATE, JOE**  
KNED, McAlester, Okla.

**PATRICK, JOE**  
KFAB, Omaha, Neb.

**PATRICK, VAN**  
WKMH, Detroit, Mich.

**PAUL, ED**  
WCED, DuBoise, Pa.

**PAULIN, ED**  
WMRN, Marion, Ohio

**PAYNE, JACK**  
WOW, WOW-TV, Omaha, Neb.

**PAYTON, JIM**  
WDSM-TV, Duluth, Minn.

**PECK, CLAIR W.**  
KGMH, Brookfield, Mo.

**PEISS, ED**  
KOOK-TV, Billings, Mont.

**PELLS, LOU**  
WEOK, Poughkeepsic, N. Y.

**PENFIELD, ADD**  
WBIG, Greensboro, N. C.

**PENROSE, BILL**  
WDLF, Panama City, Fla.

**PERLIN, BERNIE**  
KOPO, KOPO-TV, Tucson, Ariz.

**PERRY, DICK**  
WFAI, Fayetteville, N. C.

**PETERSON, HAL**  
WBSM, New Bedford, Mass.

**PETTE, RALPH**  
KWEY, Colorado Springs, Col.

**PHELEN, JOHN**  
KTSM-TV, El Paso, Tex.

**PHILLIPS, BOB**  
KLIK, Jefferson City, Mo.

**PHILLIPS, CONRAD**  
WSVA, WSVA-TV, Harrisonburg, Va.

**PHILLIPS, LEE**  
WITV, Miami, Fla.

**PIERRO, LOU**  
WHUC, Hudson, N. Y.

**PLAC, RUDY**  
WKOW, Madison, Wis.

**PLATT, BILL**  
WBBZ, Ponca City, Okla.

**POPWELL, J. D.**  
Game of Week  
WCEH, Hawkinsville, Ga.

**POWELL, JOHN**  
WPRS, Paris, Ill.

**POWERS, JIMMY**  
WRCA, N. Y. C.

**PRATT, BUD**  
KSIS, Sedalia, Mo.

**PRESTON, H. A.**  
KJAN, Atlantic, Iowa

**PRIEST, DONALD**  
WSPB, Sarasota, Fla.

**PRIESTER, BILLY**  
WMIS, Natchez, Miss.

**PRITCHARD, JON**  
KOFO, Ottawa, Kan.

**PROUGH, EL**  
WWDC, Washington, D. C.

**PRZYTYLA, ALEX**  
WTAY, Robinson, Ill.

**PURSLEY, FRANK**  
WLVA, Lynchburg, Va.

**PYLES, DAVE**  
WMOA, Marietta, Ohio

## — Q —

**QUIGLEY, DON**  
KWEL, Weiser, Idaho

**QUIGLEY, E. C. ERNIE**  
KLWN, Lawrence, Kan.

**QUIMBY, LEE**  
WWSC, Glens Falls, N. Y.

**RABER, ALAN**  
WKAP, Allentown, Pa.

**RAFFERTY, JOHN**  
WHIT, New Bern, N. C.

**RAINS, DOUG**  
KFDA-TV, Amarillo, Tex.

**RAPER, JIMMY**  
WCNC, Elizabeth City, N. Y.

**RAUER, MAX**  
KWDM, Des Moines, Iowa

**RAYMON, PAUL**  
WAGA-TV, Atlanta, Ga.

**RAYMOND, STAN**  
WQXI, Atlanta, Ga.

**REDDY, JOHN**  
WOKY, Milwaukee, Wis.

**REDUS, JACK**  
KFKA, Greeley, Col.

**REED, DON**  
KBYS, Corpus Christi, Tex.

**REEDY, BILL**  
WLBK, Leesburg, Fla.

**REEDY, BOB**  
Outdoor Trails  
KCCC-TV, Sacramento, Cal.

**REESE, JIM**  
KOSA-TV, Odessa, Tex.

**REICHBLUM, CHUCK**  
WJAS, Pittsburgh, Pa.

**REID, JIM**  
WPTF, Raleigh, N. C.

**REIFF, GUY**  
KFKA, Greeley, Col.

**REIMERS, BOB**  
KBRK, Brookings, S. D.

**REITH, HARRY**  
WKST, New Castle, Pa.

**RENFROW, CHARLES**  
WHKP, Hendersonville, N. C.

**RENSCH, TY**  
KGFX, Pierre, S. D.

**REYNOLDS, BOB**  
CBS-TV

**REYNOLDS, BOB**  
WJR, Detroit, Mich.

**REYNOLDS, JOE**  
Sports Final  
KBST, KBST-TV, Big Spring, Tex.

**REYNOLDS, PAUL**  
WTVT, Tampa, Fla.

**RHODES, BOB**  
WFBI, Indianapolis, Ind.

**RHODES, DICK**  
WMON, Montgomery, W. Va.

**RICHARDS, JAY**  
KGBC, Galveston, Tex.

**RICHARDSON, BOB**  
KEYJ, Jamestown, N. Dak.

**RICHARDSON, EARL**  
WASK, Lafayette, Ind.

**RICHARDSON, LYLE**  
KBON, Omaha, Neb.

**RICHMOND, HYLE**  
WXRA, Buffalo, N. Y.

**RIEKEY, FRANK**  
WRBL-TV, Columbus, Ga.

**RICO, WILLIAM V.**  
WHOM, New York, N. Y.

**RIDENOUR, REX**  
WJER, Dover, Ohio

**RIDGEWAY, CHARLIE**  
WBHB, Fitzgerald, Ga.

**RILES, FREELAND**  
WPFJ, Darlington, S. C.

**RILEY, CHAD**  
WTBO, Cumberland, Md.

**RIVLIN, JULES**  
Pressbox Previews  
WSAZ, Huntington, W. Va.

**ROACH, JACK**  
WKBZ, Muskegon, Mich.

**ROBERTS, KENNETH L.**  
KLVC, Leadville, Col.

**ROBERTS, SAM**  
WHBU, Anderson, Ind.

**ROBERTSON, BOB**  
KYNO, Fresno, Cal.

**ROBINSON, BILL**  
WILE, Cambridge, Ohio

**ROGERS, DAVE**  
WJMX, Florence, S. C.

**ROMANCE, ED**  
WPPA, Poitsville, Pa.

**ROMERO, JOHN**  
KLRJ-TV, Las Vegas, Nev.

**ROPER, DEAN**  
KAVL, Lancaster, Cal.

**ROPER, GENE**  
WHBQ, Memphis, Tenn.

**ROPER, KEITH**  
WABU, Adrian, Mich.

**ROSE, PHIL**  
KFBI, Wichita, Kan.

**ROSELLE, JIM**  
WJTN, Jamestown, N. Y.

**ROSS, CHARLIE**  
WMOU, Berlin, N. H.

**ROSS, LARRY**  
KGAY, Salem, Ore.

**ROTE, KYLE**  
Football Roundup  
CBS-TV

**ROTZ, SID**  
WDZ, Decatur, Ill.

**RUSH, CHARLES**  
WTYN, Tryon, N. C.

**RUSHING, JACK**  
WPLA, Plant City, Fla.

**RUSHTON, RAY**  
WINA, Charlottesville, Va.

**RUSSELL, EARLE**  
KSJO, San Jose, Cal.

**RUST, ART**  
WWRL, New York City, N. Y.

**RUST, BILL**  
KGUL, Greenville, Tex.

**RUTLEDGE, BUDDY**  
WHMA, Anniston, Ala.

**RUSAN, BILL**  
WNOG, Naples, Fla.

## — S —

**SAAM, BYRUM**  
CBS-TV

**SADLER, BOB**  
WPAR, Parkersburg, W. Va.

**SAIDT, BUS**  
WBUD, Trenton, N. J.

**SANDERS, STU**  
KFOX, Long Beach, Cal.

**SANDLER, JACK**  
WQAM, Miami, Fla.

**SANDS, GEORGE**  
WMAS, Springfield, Mass.

**SARGENT, RHETT**  
KLEN, Killeen, Tex.

**SAULINE, FRANK**  
WIMS, Michigan, City, Ind.

**SAUNDERS, ERNIE**  
WMUR-TV, Manchester, N. H.

**SAVAGE, GUY**  
KXYZ, Houston, Tex.

**SCHENKEL, CHRIS E.**  
B. Aug. 21, 1923, Wabash, Ind.;  
St. Nicks Boxing, DuMont; New  
York Football Giants, Football  
Roundup, Horse Racing, CBS-TV;  
Tele Sports Digest, Tel RA Pro-  
ductions, Monitor, NBC; Milwau-  
kee Braves, Midwest Network.

- SCHOENDIENST, TOM**  
WCIA, Champaign, Ill.
- SCHOONMAKER, JOHN**  
WDLA, Port Jervis, N. Y.
- SCHRADER, WALT**  
WBLK, Clarksburg, W. Va.
- SCHUSSLER, DALE**  
WKWK, Wheeling, W. Va.
- SCHUSTER, GEORGE**  
WBRV, Waterbury, Conn.
- SCHWAR, BOB**  
WGGA, Gainesville, Ga.
- SCHWING, BILL**  
WBFB, Rochester, N. Y.
- SCOFIELD, DAVE**  
KFBC, San Francisco, Cal.
- SCOTT, AL**  
KCLW, Hamilton, Tex.
- SCOTT, DAVE**  
WKNB, New Britain, Conn.
- SCOTT, RAY**  
CBS-TV
- SEARLES, NEIL**  
WFOV, Milwaukee, Wis.
- SENYCZKO, ED**  
WPTT, Port Huron, Mich.
- SHAFFER, ED**  
KOKO, Wampersburg, Mo.
- SHAFFER, MAX**  
WHAN, WGAN-TV, Danville, Ill.
- SHANE, BURT**  
WDLA, Port Jervis, N. Y.
- SHYNLEY, GIB**  
WPOB, Pontiac, Mich.
- SHARP, ROGER**  
WBLY, Springfield, Ohio.
- SHELL, BILL**  
WREN-TV, Rockford, Ill.
- SHELDON, RUSS**  
KOLQ-TV, Reno, Nev.
- SHELL, TOM**  
WCPO-TV, Cincinnati, Ohio.
- SHELLEY, BOB**  
WFBC, WFB-TV, Greenville, S. C.
- SHEPHERD, CHARLIE**  
WMEF, Wilmington, N. C.
- SHERMAN, DICK**  
WISC, Madison, Wis.
- SHERMAN, W. C. "BU"**  
WBAP, WBAP-TV, Ft. Worth, Tex.
- SHIPLEY, ROBERT**  
Today in Sports  
WJMA, Orange, Va.
- SHYER, JACK E.**  
WCRE, Cherow, S. C.
- SIGMON, BARNEA**  
WBKY, Hickory, N. C.
- SIMPSON, JIMMY**  
WKIX, Raleigh, N. C.
- SIMS, WAYNE**  
KMLN, Muskogee, Okla.
- SINGER, LYN**  
WROV, Roanoke, Va.
- SINGER, PHIL**  
WADR, Syracuse, N. Y.
- SINGLETARY, CRAIG**  
KMCN, McMinnville, Ore.
- SJOLANDER, HERB**  
WSPB, Sarasota, Fla.
- SKJELSTAD, JIM**  
KCRE, Crescent City, Cal.
- SLACK, VAN**  
WSMT, Spartan, Tenn.
- SLATER, MANNING**  
WICC, Bridgeport, Conn.
- SLATER, SAM**  
WCOM, Parkersburg, W. Va.
- SLOAN, GENE**  
WGNS, Murfreesboro, Tenn.
- SMITH, DALE**  
WMRP, Lewistown, Pa.
- SMITH, DALE**  
KFJB, Marshalltown, Iowa.
- SMITH, FRED**  
KTXJ, Jasper, Tex.
- SMITH, P. W.**  
WLAB, Conway, S. C.
- SMITH, RUSS**  
KJPM, Minot, N. D.
- SNADER, BILL**  
WJAX, Jacksonville, Fla.
- SNADER, DON**  
KSLV, Monte Vista, Col.
- SNADER, DWIGHT**  
WJAV, Mullins, S. C.
- SOBOL, JOHNNY**  
WHLR, Wilkes-Barre, Pa.
- SOLOMON, JAY**  
WHRV, Ann Arbor, Mich.
- SOUTHARD, BOB**  
WMBV-TV, Marquette, Wis.
- SPANGER, AL**  
KBAB, El Cajon, Cal.
- SPATT, BOB**  
WATX, Watkesha, Wis.
- SPENCER, LESTER G.**  
WKBY, Richmond, Ind.
- SPENCER, MILTON**  
WFLA-TV, Tampa, Fla.
- SPRAGUE, DICK**  
WSEE, Erie, Pa.
- STADYEC, ERNIE**  
WADC, Akron, Ohio.
- STANTON, PETER**  
Play by Play  
WHPA, Washington, Pa.
- STARK, RALPH**  
KDLA, Detroit Lakes, Minn.
- STATZ, DICK**  
KEAM, St. Cloud, Minn.
- SPAC, PETE**  
WHVR, Hanover, Pa.
- STEELE, BOB**  
WTRF, Hartford, Conn.
- STEIN, WALLA**  
WPAV, Portsmouth, Ohio.
- STENKAMP, JOHN**  
KIMA, KIMA-TV, Yakima, Wash.
- STENSLAND, WARNER**  
KVEN, Winslow, Ariz.
- STEPHAN, VIC**  
WARD, Arlington, Va.
- STEVENS, DICK**  
KENE, Poppoish, Wash.
- STEWART, LARRY**  
WDWS, Champaign, Ill.
- STIEGLER, ERNIE**  
WAEF, Allentown, Pa.
- STILL, BRUCE**  
WCVS, Springfield, Ill.
- STODDER, KEN**  
KHUM, Eureka, Cal.
- STOOPS, HAROLD**  
WACB, Kittanning, Pa.
- STOREV, ROY**  
KLN, Oakland, Cal.
- STRATTON, DICK**  
Univ. of Florida Football  
Highlights  
WMBR, WMBR-TV, Jacksonville, Fla.
- STRINE, EARL**  
WCIA, Chambersburg, Pa.
- STRONGHEART, BILL**  
WSGW, Saginaw, Mich.
- STUCKEY, BILL**  
WXCT, Greenville, N. C.
- SULLIVAN, CHARLIE**  
WHBQ, Memphis, Tenn.
- SUMMERS, LOUIS**  
WOLC, Columbia, S. C.
- SUTTERFIELD, PHIL**  
WNOX, Knoxville, Tenn.
- SWENEV, FRANK**  
WJJD, Chicago, Ill.
- SWEET, DAVE**  
WBSM, New Bedford, Mass.
- SWISHER, BOB**  
Down Sports Avenue  
WKYB, Paducah, Ky.
- SAMES, BILL**  
CBS-TV

— T —

- TABNER, DOUG**  
WTOI, Toledo, Ohio.
- TARLETON, SAM**  
KPLC, KPLC-TV, Lake Charles, La.
- TATE, VERNER**  
WFBC-TV, Greenville, S. C.
- TATUM, TOMMY**  
KTOW, Oklahoma City, Okla.
- TAYLOR, BOB**  
KWBY, Colorado Springs, Col.
- TAYLOR, DICK**  
WBTW, Florence, S. C.
- TAYLOR, ROBERT**  
WFIE, Evansville, Ind.
- TEBBE, DON**  
KMA, Shenandoah, Iowa.
- TEDDER, HOWARD**  
WPTM, Trenton, N. J.
- TEGTMAYER, DOUG**  
KTRF, Thief River Falls, Minn.
- TERMINE, JAMES**  
WPTX, Wilmington, Del.
- THACKER, JIM**  
WSAZ, Huntington, W. Va.
- TILLENUS, ED**  
WRBL, Columbus, Ga.
- THOMAS, BOBBY**  
WMEV, Marion, Va.
- THOMAS, ED**  
WSLS, WSLS-TV, Roanoke, Va.
- THOMAS, GLENN**  
WJEJ, Hagerstown, Md.
- THOMAS, JERRY**  
KVEN, Ventura, Cal.
- THOMAS, ROLLIE**  
KFI, Los Angeles, Cal.
- THOMPSON, CHUCK**  
CBS-TV
- THOMPSON, J. C.**  
KSPR, Casper, Wyo.
- THOMPSON, JIMMA**  
WJJA, Niagara Falls, N. Y.
- THOMPSON, JOHN**  
Wabash Sportscaster  
WARU, Peru, Ind.
- THOMPSON, LARRY**  
WLAB, Laurel, Miss.
- THRASHER, ERNIE**  
KCLV, Clovis, N. M.
- TIDWELL, TRAVIS**  
WSGN, Birmingham, Ala.
- TORGERSON, STAN**  
WMC, Memphis, Tenn.
- TRACY, BERNIE**  
WADS, Ansonia, Conn.
- TRAEGER, JOHN**  
KWED, Seguin, Tex.
- TRAYNOR, PIE**  
KQV, Pittsburgh, Pa.
- TRINE, PHIL**  
KUKI, Ukiah, Cal.

**TROUT, LARRY**  
KERN, Bakersfield, Cal.

**TRUSSELL, JAKE**  
KINE, Kingsville, Tex.

**TUCKER, CARNELL**  
WNLA, Indianola, Miss.

**TUCKER, DAVID**  
WMFJ, Daytona Beach, Fla.

**TUCKER, JOE**  
CBS-TV

**TURNER, JIM**  
WAYS, Charlotte, N. C.

**TURNER, RAY**  
WTAR-TV, Norfolk, Va.

## — U —

**UFER, ROBERT**  
WPAG, WPAG-TV, Ann Arbor, Mich.

**ULRICH, MAX**  
WSJS, Winston-Salem, N. C.

**UNDERWOOD, RALPH**  
WCNB, Connersville, Ind.

**URBAN, JOHN**  
WCNY-TV, Watertown, N. Y.

**URDAN, BAKER**  
WJPD, Ishpeming, Mich.

## — V —

**VALICENTI, JOE**  
WBBW, Youngstown, Ohio

**VANDERHEYDEN, BUDDY**  
WSTC, Stamford, Conn.

**VAN ROBY, CLIFFTON**  
WTBO, Cumberland, Md.

**VAN SLYCKE, HARRY**  
KITE, San Antonio, Tex.

**VAUGHAN, DICK**  
WHLL, Medford, Mass.

**VAZQUEZ, PEDRO**  
Schlitz En Los Deportes  
WAPA, WAPA-TV, San Juan, Puerto Rico

**VENNER, FRANK**  
WSPD-TV, Toledo, Ohio

**VICK, RICHARD V.**  
KGEZ, Kalispell, Mont.

**VICKERS, BILL**  
WINX, Rockville, Md.

**VOLKEMA, HAROLD**  
WHTC, Holland, Mich.

**VOORHIS, VAN**  
WLBR, Lebanon, Pa.

## — W —

**WALDON, WARREN**  
WJAR, Providence, R. I.

**WALESKI, EDDIE**  
WSBA-TV, York, Pa.

**WALKER, BOB**  
WGHN, Grand Haven, Mich.

**WALKER, HAL**  
WXIX, Milwaukee, Wis.

**WALKER, LLOYD**  
KFTM, Fort Morgan, Col.

**WALKER, RONALD**  
WOWL, Florence, Ala.

**WALLACE, NOEL**  
KNCO, Garden City, Kan.

**WALLIS, DAVE**  
The Sportsman  
KCLA, Pine Bluff, Ark.

**WALSH, FRANK**  
KLX, Oakland, Cal.

**WALSH, FRANK**  
WBCM, Bay City, Mich.

**WALTHALL, CLYDE**  
KGGF, Coffeyville, Kan.

**WALTHALL, TUBBY**  
WJWS, South Hill, Va.

**WALTON, BOB**  
WSPN, Saratoga Springs, N. Y.

**WALTON, EARL**  
WJZM, Clarksville, Tenn.

**WANZER, IAL**  
WLSI, Pikeville, Ky.

**WARD, JOHN**  
WBIR, Knoxville, Tenn.

**WARDEN, AL**  
KLO, Ogden, Utah

**WARREN, MERT**  
WLOE, Leaksville, N. C.

**WATERMAN, BERNIE**  
WAAB, Worcester, Mass.

**WATSON, DRANE**  
WDVN, Gainesville, Ga.

**WATSON, JIM**  
WWNS, Statesboro, Ga.

**WATT, JIM**  
KSTT, Davenport, Iowa

**WATTRICK, DON**  
Post-Hockey Show  
WXYZ, WXYZ-TV, Detroit, Mich.

**WAYNE, KEN**  
WTAO, Boston, Mass.

**WEATHERLY, ROBERT**  
WTAN, Clearwater, Fla.

**WEAVER, HANK**  
KABC, Hollywood, Cal.

**WEAVER, RICK**  
KFH, Wichita, Kan.

**WEBB, JACK**  
KTYL, Tillamook, Ore.

**WEBSTER, JAMES**  
WCUM, Cumberland, Md.

**WEDEN, BOB**  
KFDD-TV, Wichita Falls, Tex.

**WEILER, BOB**  
KDIX, KDIX-TV, Dickinson, N. D.

**WEISER, DAVE**  
KEYY, Provo, Utah

**WELLS, LINN**  
WGAN, Portland, Me.

**WELSH, BILL**  
Jalopy Derby  
KTTY, Hollywood, Cal.

**WENLEY, STEVE**  
WKIS-WORZ, Orlando, Fla.

**WEST, BILL**  
KGBX, Springfield, Mo.

**WEST, JACK**  
WLBT, Jackson, Miss.

**WESTERVELT, R. H.**  
WJBS, DeLand, Fla.

**WIALEN, JOSEPH**  
WVPO, Stroudsburg, Pa.

**WHIPPLE, DAVE**  
WLDL, La Crosse, Wis.

**WHITAKER, BOB**  
WMIX, Mt. Vernon, Ill.

**WHITE, DICK**  
WGLC, Centreville, Miss.

**WHITLEY, TOM**  
WBRC-TV, Birmingham, Ala.

**WIBLE, DARL**  
WBOW, Terre Haute, Ind.

**WIDMAN, RALPH**  
WFAA, Dallas, Tex.

**WILCOX, PAUL**  
WEWS, Cleveland, Ohio

**WILKINSON, JIM**  
WOMI, Owensboro, Ky.

**WILLIAMS, CHUCK**  
KWNO, Winona, Minn.

**WILLIAMS, GARNET**  
WFIW, Fairfield, Ill.

**WILLIAMS, GENE**  
WENK, Union City, Tenn.

**WILLIAMS, GEORGE**  
WCEB, DuBois, Pa.

**WILLIAMS, PAT**  
WDUZ, Green Bay, Wis.

**WILLIAMS, ZEB**  
KHOB, Hobbs, N. M.

**WILSON, BOB**  
KSTV, Sioux City, Iowa

**WILSON, JIM**  
WSBT, South Bend, Ind.

**WILSON, JOE**  
Championship Bowling  
WNBQ, WMAQ, Chicago, Ill.

**WILSON, LEO**  
WHOP, Hopkinsville, Ky.

**WILSON, ROY**  
Scoreboard  
WJPA, Washington, Pa.

**WILSON, WARD**  
WMGM, New York, N. Y.

**WISE, WES**  
KFDM, KFDM-TV, Beaumont, Tex.

**WISEMAN, CLYDE**  
Play by Play  
WOKZ, Alton, Ill.

**WISMER, HARRY**  
MBS

**WOLF, HAL**  
KNBC, San Francisco, Cal.

**WOLFE, ART**  
WAMS, Wilmington, Del.

**WOLFE, ROLAND**  
WBSR, Pensacola, Fla.

**WOLFF, BOB**  
WTTG, Washington, D. C.

**WOLFF, BOB**  
Madison Square Garden  
Events, WPLX; World Series,  
Mutual, NBC, CBS; All-Star  
Games, All Networks

**WOOD, TOM**  
KPKW, Pasco, Wash.

**WOODS, BILL**  
KVOU, Uvalde, Tex.

**WOODS, JIM**  
WGAI, Elizabeth City, N. C.

**WOODSIDE, SAM**  
WHCU, Ithaca, N. Y.

**WOODWARD, LeROY**  
WVJS, Owensboro, Ky.

**WOODY, WILLIAM H., JR.**  
WHAP, Hopewell, Va.

**WRIGHT, JEFF**  
WKCT, Bowling Green, Ky.

**WRIGHT, JOE**  
WKMI, Kalamazoo, Mich.

**WYLLIE, BOB**  
Spotlight on Sports  
WAKR, WAKR-TV, Akron,  
Ohio

**WYMAN, MAL**  
Remotes  
KUTV, Salt Lake City, Utah

## — Y —

**YELLAND, STARR**  
KLZ-TV, Denver, Col.

**YOUNG, CLAUDE**  
WEBB, Baltimore, Md

## — Z —

**ZABITKA, MATT**  
WDRF, Chester, Pa.

**ZEDMAN, IRV**  
KENT, Sheepport, La.

**ZURN, BYRON**  
KDMA, Montevideo, Minn.





**Claude Kirchner**

MU. 8-6600

# ANNOUNCERS—MC'S

RADIO AND TELEVISION  
—their work during 1956

## — A —

**ABERNETHY, ARCH**  
Musical Minuteman  
WIPC, Lake Wales, Fla.

**ADAMS, DANA**  
Timekeeper Show  
KDKO, Tyler, Tex.

**ADAMS, JOHNNY**  
KXXX, Monterey, Cal.

**ADAMS, WES**  
WKRT, Cortland N. Y.

**ADELSON, JIM**  
KXJB-TV, Valley City, N. D.

**ADKINS, BOB**  
KEX, Portland, Ore.

**ADKINS, JOHN C.**  
WLSI, Pikeville, Ky.

**AGA, ERCHEL**  
KXRA, Alexandria, Minn.

**ALAN, MARK**  
WRAP, Norfolk, Va.

**ALBEA, BENNY**  
WTFND, Orangeburg, S. C.

**ALBRIDGE, KEN**  
KHMO, Hannibal, Mo.

**ALBRIGHT, DAVE**  
Problem or Solution  
KCRG, Cedar Rapids, Iowa

**ALEXANDER, PAUL**  
KRTV, Hillsboro, Ore.

**ALLAN, BOB**  
Suncoast Coffee Break  
WTSP, St. Petersburg, Fla.

**ALEN, BOB**  
WGTM, Wilson, N. C.

**ALEN, CHUCK**  
Ladies Day  
WKXN-TV, Saginaw, Mich.

**ALLEN, DON**  
KLIX, Twin Falls, Idaho

**ALLEN, GEORGE**  
WSPD, Toledo, Ohio

**ALLEN, JOHN**  
Early Birds  
WFAA, Dallas, Tex.

**ALLEN, JOHN F., JR.**  
KBUC, Corona, Cal.

**ALLEN, LEN**  
KLO, Ogden, Utah

**ALSTON, BOB**  
WKOY, Bluefield, W. Va.

**ALLINGER, RALPH**  
WIBX, Utica, N. Y.

**ALSUP, JOE**  
KPAR-TV, Sweetwater, Tex.

**AMES, DOUGLAS E.**  
WODJ, Edenton, N. C.

**AMES, SHEPP**  
WEEB, Southern Pines, N. C.

**AMOLE, GENE**  
KDEN, Denver, Colo.

**ANDERSON, ART**  
KFMB, San Diego, Cal.

**ANDERSON, BOB**  
KOJM, Havre, Mont.

**ANDERSON, BRUCE**  
Adventures in Music  
WMTE, Manistee, Mich.

**ANDERSON, HAROLD**  
WSWW, Platteville, Wis.

**ANDERSON, JANE**  
KJOA, Des Moines, Iowa

**ANDERSON, RAY**  
WMAM, Marinette, Wis.

**ANDERSON, WARREN**  
Caprock Ranch  
KFDA-TV, Amarillo, Tex.

**ANDRE, PIERRE**  
WGN, Chicago, Ill.

**ANDREE, JAN**  
WTAL, Tallahassee, Fla.

**ANDREWS, DAVID**  
Dinnerbell Round-Up  
KMBC, Kansas City, Mo.

**ANDREWS, DAVID**  
Jalopy  
WDEF-TV, Chattanooga, Tenn.

**ANDREWS, JOHNNY W.**  
B. Apr. 1, 1917, Boston, Mass.

**ANDREWS, NICK**  
Clock Watcher  
WNRC, New Rochelle, N. Y.

**ANSBRO, GEORGE**  
ABC, ABC-TV

**ANSELM, MARY LOU**  
KVRB, Rock Springs, Wyo.

**ANTHONY, JOHNNY**  
WITL-TV, Milwaukee, Wis.

**ANTOINE, TEX**  
NBC-TV

**APENES, EMIL**  
WBTA, Batavia, N. Y.

**ARMSTRONG, STU**  
WITL-TV, Milwaukee, Wis.

**ARNOLD, CHUCK**  
WIRL, Peoria, Ill.

**ARNOLD, EDDY**  
Stars of 1965  
KIEM, Enreka, Cal.

**ARNOLD, TED**  
Top O' The Morning  
WJNO, West Palm Beach, Fla.

**ARO, BOBBIE**  
WHLB, Virginia, Minn.

**ARTMAN, PAUL**  
WNLA, Indianola, Miss.

**ASH, HENRY**  
WGLC, Centreville, Miss.

**ASHTON, KEITH**  
Club Five  
KFBC-TV, Cheyenne, Wyo.

**ASHWORTH, AUDIE**  
T.V. Playhouse  
WKSR, Pulaski, Tenn.

**ASKEY, ROBERT**  
KFOR, Lincoln, Neb.

**ASSAF, WOODIE**  
WLET, Jackson, Miss.

**ATKINSON, STAN**  
KVIP, Redding, Cal.

**AUSTIN, FLETCHER**  
WBTF, Charlotte, N. C.

**AVERBACH, HY**  
The Tony Martin Show, NRC  
Comedy Hour  
NBC-TV

**AVRAM, GENE**  
WXYZ, Detroit, Mich.

## — B —

**BAER, TOM**  
WAHR, Miami Beach, Fla.

**BAILEY, BOB**  
KSHO-TV, Las Vegas, Nev.

**BAILEY, CARL**  
KBIG, Avalon, Cal.

**BAILEY, JACK**  
Your Party  
KTHV, Little Rock, Ark.

**BAIR, PAUL**  
WIL, St. Louis, Mo.

**BAKER, ART**  
B. Jan. 7, 1898, New York City.  
You Asked For It, ABC-TV;  
Dinah Shore Show, NBC-TV

**BAKER, BILL**  
Town and Country Calendar  
WMK, Middlesboro, Ky.

**BAKER, KEITH**  
KXJK, Forrest City, Ark.

**BAKER, PAUL**  
Rise & Shine  
WLAD, Danbury, Conn.

**BAKER, SAM**  
KFST, Ft. Stockton, Tex.

**BALDWIN, BOB**  
KGKL, San Angelo, Tex.

**BALLAS, JIM**  
KCOW, Alliance, Neb.

**BANKES, LEROY**  
WPPA, Pottsville, Pa.

**BANKS, BILL**  
KOYN, Billings, Mont.

**BANKS, LEW**  
Dinnerbell Jamboree  
WAGS, Bishopville, S. C.

**BANNISTER, GEORGE**  
Breezing Along  
WBUT, Trenton, N. J.

**BARBER, BILL**  
WJR, Detroit, Mich.

**BARBER, RED**  
Showcase of Sports  
WPIX, New York, N. Y.  
NBC-TV

**BARCUS, DAVID**  
KLEB, Ottumwa, Iowa

**BAREA, ALFREDO**  
WWRL, New York City, N. Y.

**BARLOW, JACK**  
KSTT, Davenport, Iowa

**BARLOW, JOHN**  
KSL, Salt Lake City, Utah

**BARNETT, BOB**  
TNT Show  
KAVE, Carlsbad, N. M.

**BARNETT, BOB**  
Howdy, Pardner  
KWVO, Cheyenne, Wyo.

**BARNETT, DEAN**  
Farm Show  
KPNF, Shenandoah, Iowa

**BARNETT, MEL**  
Traffic Jam  
WHIS, Bluefield, W. Va.

**BARNETT, PAUL**  
Rise and Shine  
WROX, Clarksdale, Miss.

**HARRETT, JOHNNY**  
WHB, Kansas City, Mo.

**BARRON, KARL**  
KTIM, San Rafael, Cal.

**BARRY, DICK**  
WSGW, Saginaw, Mich.

**BARRY, DONALD**  
WIKB, Newport, Vt.

**BARRY, GENE**  
WING, Dayton, Ohio

**BARRY, MARVIN**  
Tops in Music  
WSLI, Jackson, Miss.

**ARRY, NICK**  
Turntable Show  
WCMW, Canton, Ohio

**BARSHA, GERRY**  
WRIV, Riverhead, N. Y.

**BARTELME, JOE**  
Night Bulletin  
KORG-TV, Cedar Rapids, Iowa

**BARTLET, RAY**  
KTHS, Little Rock, Ark.

**BARTON, BEV**  
WHTN-TV, Huntington, W. Va.

**BARTON, HAL**  
KHQA-TV, Quincy, Ill.

**BASETT, JOHN**  
WBZ, Boston, Mass.

**BATTISTI, PAUL**  
KBIS, Bakersfield, Cal.

**BAUM, ROBERT**  
WDUZ, Green Bay, Wis.

**BEACH, RICHARD**  
WREX-TV, Rockford, Ill.



CY  
HARRICE

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COMMERCIALS  
RADIO-TV  
FILMS

SU. 7-5400



▶  
BILL  
SHIPLEY

▶

**BEARDUCCI, ART**  
Tune Time  
WMCK, McKeesport, Pa.

**BEAUCHAMP, DENNIS**  
WDMJ-TV, Marquette, Mich.

**BEAUMONT, JOE**  
WBBN, Perry, Ga.

**BECHTEL, EARL**  
WFPG, Atlantic City, N. J.

**BECKER, BOB Z.**  
WBKV, West Bend, Wis.

**BEE, ALON**  
WJOX, Jackson, Miss.

**BEERS, BOBBY**  
KOSI, Aurora, Col.

**BEHRENS, MARVIN**  
WJEF, Grand Rapids, Mich.

**BELL, JACK**  
KDET, Center, Tex.

**BELL, JOHNNY**  
Saturday Nite Dance Party  
KYW, Cleveland, Ohio

**BELL, TONY**  
WHLI, Niagara Falls, N. Y.

**BELTRAN, ALMA LEONOR**  
KALI, Pasadena, Cal.

**BENDER, TED**  
KTSM-TV, El Paso, Tex.

**BENDT, JACK**  
WKLO, Louisville, Ky.

**BENNETT, BILL**  
Top Forty Show  
WDGY, Minneapolis, Minn.

**BENNETT, GEORGE**  
WMVO, Mt. Vernon, Ohio

**BENNETT, JOHN**  
WNNJ, Newton, N. J.

**BENNETT, LEN**  
Tops in Pops  
KRFO, Owatonna, Minn.

**BENSON, GCRDON**  
KEEN, San Jose, Cal.

**BENSON, RED**  
WPEN, Philadelphia, Pa.

**BENSON, RUSS**  
OK Bandstand  
WOKZ, Alton, Ill.

**BENTLEY, GARY**  
KVVG, Tulare, Cal.

**BERG, HAL**  
WILK-TV, Wilkes-Barre, Pa.

**BERGESON, CHUCK**  
Ladies Day  
WJBK-TV, Detroit, Mich.

**BERNAM, MEL**  
WAMS, Wilmington, Del.

**BERNARD, CHARLES**  
KPOJ, Portland, Ore.

**BERRY, GENE**  
King's Theatre  
WDSM-TV, Duluth, Minn.

**BERRY, GRADY**  
WKLE, Washington, Ga.

**BERRY, JACK**  
Scraphook  
WAGA, Atlanta Ga.

**BERTENSHAW, BILL**  
USA Show  
WHBI, Newark, N. J.

**BETHELL, DAN**  
WSLB, Ogdensburg, N. Y.

**BICKFORD, RALPH**  
WABM, Houlton, Me.

**BICKNELL, HALE, JR.**  
KMUS, Muskogee, Okla.

**BIELOH, JOHN THOMAS**  
The Top 100  
KTFS, Texarkana, Tex.

**BILLINGTON, TOM**  
1280 Club  
WJPT, Lake Wales, Fla.

**BILLMAN, BOB**  
KWG, Stockton, Cal.

**BIRD, BUD**  
KGCX, Sidney, Mont.

**BIRD, CHUCK**  
WAHR, Miami Beach, Fla.

**BIRDAN, BIRD**  
WPTZ-TV, Plattsburgh, N. Y.

**BIRKETT, BILL**  
1570 Club  
WILO, Frankfort, Ind.

**BISH, DON**  
Backfence Theatre  
KBOL-TV, Boise, Idaho

**BISHOP, BENNIE**  
WMID, Atlantic City, N. J.

**BISHOP, TED**  
WLCR, Torrington, Conn.

**BLAKE, RANDY**  
SupperTime Frolic  
WJJD, Chicago, Ill.

**BLANCHARD, LOWELL**  
Merry-go-Round  
WNOX, Knoxville, Tenn.

**BLAND, SAMMY**  
WCEC, Rocky Mount, N. C.

**BLANTON, WALLY**  
KFJZ, Fort Worth, Tex.

**BLECK, JERRY**  
WIMS, Michigan City, Ind.

**BLEVINS, KEN**  
WTHH, Port Huron, Mich.

**BLISS, HOMER**  
WROC-TV, Rochester, N. Y.

**BLOEDORN, ROY**  
WOMT, Manitowoc, Wis.

**BLOOM, BENNY**  
KREI, Farmington, Mo.

**BOBBETT, M. G.**  
WTIK, Durham, N. C.

**BODA, LOU**  
KSYD-TV, Wichita Falls, Tex.

**BODEN, LEN**  
KGKL, San Angelo, Tex.

**BODKIN, LARRY**  
WJAX, Jacksonville, Fla.

**BOGDEN, HILARY**  
WJAS, Pittsburgh, Pa.

**BOLEN, JIM**  
KTVO, Ottumwa, Iowa

**BOLTON, AL**  
KSLA-TV, Shreveport, La.

**BOLTON, JOE**  
WPIX, New York, N. Y.

**BOND, PAUL**  
KVOE, Emporia, Kan.

**BONETTI, DARIO**  
WSBC, Chicago, Ill.



**BILL WENDELL**

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OF

- 1.) **TONIGHT WITH ERNIE KOVACS**  
NBC-TV
- 2.) **WIDE WIDE WORLD**  
NBC-TV
- 3.) **NBC BANDSTAND**
- 4.) **NBC-TV COLOR SPECTACULARS**



- BOOTH, JERRY**  
Jingle's Menagerie  
WTVP, Decatur, Ill.
- BORGENSEN, ARTHUR**  
WGKA, Atlanta, Ga.
- BOSWORTH, CHESTER O.**  
WIRY, Plattsburgh, N. Y.
- BOUNERBA, DICK**  
WNLE, Norwalk, Conn.
- BOYEE, CARL**  
WWSG, Glen Falls, N. Y.
- BOWEN, GENE**  
WMOA, Marietta, Ohio
- BOWLBY, LOU**  
WNDF, South Bend, Ind.
- BOWMAN, ROGER**  
NBC-TV
- BOWMAN, W. M.**  
WOLC, Columbia, S. C.
- BOYD, JIMMY**  
Town and Country Time  
WTYN, Tryon, N. C.
- BOYD, TY**  
WCIL, Chapel Hill, N. C.
- BOYLE, CHARLES**  
WVSC, Somerset, Pa.
- BOYLE, ED**  
Tourist Time  
WSEV, Sevierville, Tenn.
- BOALE, JAMES**  
WWHG, Hornell, N. Y.
- BOYLE, PETE**  
Fun House  
WRCV-TV, Philadelphia, Pa.
- BOZEMAN, VIC**  
WLAB, New York, N. Y.
- BRADLEY, LYLE**  
WRVA, Richmond, Va.
- BRADLEY, ROBERT**  
Rebel Revue-llle  
WBRL, WBRL-TV, Columbus, Ohio
- BRADSHAW, TOM**  
KSL-TV, Salt Lake City, Utah
- BRADY, ED**  
KNBC, San Francisco, Cal.
- BRADY, JOSH**  
WBBM, Chicago, Ill.
- BRAGG, NELSON**  
WJDA, Quincy, Mass.
- BRANNON, BOB**  
Big Movie  
KPIX, San Francisco, Cal.
- BRANSON, GLASCO P.**  
KMCB, McMinnville, Ore.
- BRASSFIELD, JIM**  
KCRV, Carnationville, Mo.
- BRAWLEY, HARRY, JR.**  
Town Meeting and Radio  
Classroom  
WCHS, Charleston, W. Va.
- BRAZIEL, BOB**  
KGAS, Carthage, Tex.
- BREEDING, BOB**  
KGHM, Brookfield, Mo.
- BRELAND, ED**  
Morning Timekeeper  
WAML, Laurel, Miss.
- BRENDLER, EUGENE**  
KPTV, Portland, Ore.
- BRENNAN, DAN**  
WVOK, Birmingham, Ala.
- BRIDGE, H. A.**  
KMHT, Marshall, Tex.
- BRODIE, EARLE**  
Juke Box Review  
WAKN, Aiken, S. C.
- BROOKE, GLENN**  
KIMA, Yakima, Wash.
- BROOKS, FRANK**  
WBUD, Trenton, N. J.
- BROOKS, KEN**  
KGAL, Lebanon, Ore.
- BROOKS, KIRBY**  
WINZ, Miami, Fla.
- BROOKS, MIKE**  
Crackerjack Show  
WTDQ, Jacksonville, Fla.
- BROOKS, VERNE A.**  
Morning Serenade  
WTPR, Paris, Tenn.
- BROPHY, BILL**  
ABC-TV
- BROSCHIE, HANK**  
WKCT, Bowling Green, Ky.
- BROUGHTY, ED**  
WAAB, Worcester, Mass.
- BROWN, AL**  
WADS, Ansonia, Conn.
- BROWN, ART**  
WWDC, Washington, D. C.
- BROWN, BOB**  
Money for Music  
KTOK, Oklahoma City, Okla.
- BROWN, BOB**  
WBEL, Beloit, Wis.
- BROWN, DICK**  
WSPN, Saratoga Springs, N. Y.
- BROWN, DON**  
Rhythm Ranch  
KUBA, Yuba City, Calif.
- BROWN, HUGH**  
KCHL, Little Rock, Ark.
- BROWN, JACK**  
WLON, Lincolnton, N. C.
- BROWN, KEN**  
KBBS, Bakersfield, Cal.
- BROWN, LEN**  
Sunrise Ranch  
KULE, Ephrata, Wash.
- BROWN, LEONARD**  
KFSB, Joplin, Mo.
- BROWN, PETE**  
WKTY, Utica, N. Y.
- BROWN, RAY**  
WBHQ, Memphis, Tenn.
- BROWN, R. C.**  
Anniversary Hour  
WLBK, DeKalb, Ill.
- BROWN, STAN**  
KJZ, Denver, Colo.
- BROWN, TILACARA**  
WJEJ, Hagerstown, Md.
- BROWN, WARREN**  
KREM, Spokane, Wash.
- BROWNING, DOUG**  
ABC, ABC-TV
- BROWNING, REED**  
KABC, Hollywood, Cal.

**RALPH PAUL**

MANAGEMENT —  
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312

**NELSON CASE**

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CARL EASTMAN

80 Park Ave.

MU 2-4986

**BRUNER, MARSHALL**  
WOMI, Owensboro, Ky.

**BRUSH, JACK**  
KROX, Crookston, Minn.

**BRUTON, Dennis**  
KCUL, Forth Worth, Tex.

**BRYAN, BILL**  
Stamps for Shoppers  
KTOX, Oklahoma City, Okla.

**BRYANT, AL, JR.**  
WSIR, Winter Haven, Fla.

**BUBB, R. C.**  
WPTW, Piqua, Ohio

**BUCKLEY, DICK**  
WAAF, Chicago, Ill.

**BUCKEY, PAGE**  
KUSN, St. Joseph, Mo.

**BUCKNER, DICK**  
Crazy Show  
WNOG, Naples, Fla.

**BUECHLER, JACK**  
WKOW, Madison, Wis.

**BUICE, BOB**  
RFD, Channel 4  
KARK-TV, Little Rock, Ark.

**BULLOCK, SHELDON E.**  
WIRY, Plattsburg, N. Y.

**BUNCH, JAMES**  
KEED, Springfield, Ore.

**BUNN, BILL**  
WGTW, Wilson, N. C.

**BURCH, DICK**  
WPAD, Paducah, Ky.

**BURGESS, DENNIE**  
WKLZ, Kalamazoo, Mich.

**BURGESS, FRANK**  
Chuck Wagon Roundup  
WEMA, Anniston, Ala.

**BURGEEEN, PAT**  
WBAR, Bartow, Fla.

**BURKE, JIM**  
WPPG, Atlantic City, N. J.

**BURKE, RAY**  
WTOB, WTOB-TV, Winston-Salem, N. C.

**BURKE, SPIDER**  
KSTL, St. Louis, Mo.

**BURKS, MARIA**  
Miss Be-Bop  
KIWW, San Antonio, Tex.

**BURNETT, VIC**  
KKIC, Iowa City, Iowa

**BURNHAM, ARTHUR**  
WLGR, Torrington, Conn.

**BURNS, ALBERT**  
WMEX, Boston, Mass.

**BURNS, DICK**  
WPTM, Trenton, N. J.

**BURNS, GARY**  
KBAM, Longview, Wash.

**BURNS, STAN**

B. Sept. 18, 1927, New York City.  
Kashbox Quiz, Stan, The Spinner, WINS; Nora Drake, Helen Trent, Our Gal Sunday, CBS; Cerebral Palsy Telethon, WOR-TV

**BURRUS, GENE**

1230 Club  
KRIZ, Phoenix, Ariz.

**BURT, HARDY**

State of the Nation  
MBS

**BURTENSHAW, BOB**

KID, Idaho Falls, Idaho

**BURTON, AL**

WSPN, Saratoga Springs, N.Y.

**BURTON, DAN**

WDBO-TV, Orlando, Fla.

**BUSH, STARLEY**

Homemakers Feature Matinee  
KUTV, Salt Lake City, Utah

**BUTLER, LEE**

Wake up Smiling  
KVWO, Cheyenne, Wyo.

**BUTKOVICH, JOHN**

Slovenian Hour  
KGHF, Pueblo, Col.

**BYARS, JOE**

WDAK, Columbus, Ga.

**BYRNE, BOB**

KEEN, San Jose, Cal.

## — C —

**CADIGAN, PAT**

WDSM, Superior, Wis.

**CAIN, JESS**

WNDU-TV, South Bend, Ind.

**CALABRESE, RAY**

WHLM, Bloomsburg, Pa.

**CALLAN, BOB**

Record Shop  
WMCA, New York, N. Y.

**CAMARGO, RALPH**

Alcoa Hour, Kraft, Robt. Montgomery Show, Big Story, NBC-TV; Road of Life, CBS; Whispering Streets, ABC

**CAMPBALL, SHERIDAN**

WEBM, Martinsburg, W. Va.

**CAMPBELL, DICK**

WDVA, Danville, Va.

**CANNON, LOWELL**

Rise and Shine  
KMED, Medford, Ore.

**CANTER, RUSS**

WBNS, Columbus, Ohio

**CAPE, JOHN PAUL**

KWCB, Searcy, Ark.

**CAPRAL, ED**

Surprise Party  
WLW-A, Atlanta, Ga.

**CARDONE, MARTY**

WHWL, Naticoke, Pa.

**CARICKER, KEN**

KARD-TV, Wichita, Kan.

**CARLE, BENNY**

Circle 6 Ranch  
WBRC-TV, Birmingham, Ala.

**CARLEY, JIM**

WPIN, St. Petersburg, Fla.

**CARLSON, WALT**

KSMN, Mason City, Iowa

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**William (Bill) Cochran**

Announcer — M. C. — Sportscaster

MU 8-6600

CARLSON, WARREN R.  
KVQC, Casper, Wyo

CARLTON, JOHN  
Caravan of Music  
WFIL, Philadelphia Pa

CARNEGIE, JACK  
Big Movie  
KPJX, San Francisco, Cal

CARPENTER, BOB  
WAAF, Chicago, Ill

CARPENTER, KEN  
Linx Video Theater  
NBC-TV

CARPENTER, ROBERT  
KPIG, Cedar Rapids, Iowa

CARR, BOB AND JAN  
WNAZ, Huntington, W. Va

CARR, EDNA T  
KCFX, Phoenix, S. D.

CARREKER, KNOX  
WGFS, Covington, Ga

CARRIGAN, JIM  
Musical Clock  
WCH, Columbus, Miss

CARRIGAN, SYD  
WBRM, Marion, N. C.

CARRINGER, FRED  
WJAG, Norfolk, Neb

CARROLL, JIM  
Bezos Valley Roundup  
KMLW, Maric, Tex

CARTER, DIAMOND  
Alcorn Clock Club  
WMPR, Hialeah, Fla. N. C.

CARTER, JAMES  
WOC, Columbia, S. C.

CARTER, JAMES  
Feather Year Nest  
NBC-TV

**CARUSO, CARL A.**

B. Jan 11, 1917, Boston, Mass  
Modern Romances, Star Stage,  
NBC-TV, Doug Edwards, CBS-TV,  
Films

CARVER, JOHNNY  
KFAB, Omaha, Neb

CASE, DWIGHT  
KMOD, Modesto, Calif

**CASE, NELSON**

Wide Wide World, Sid Caesar,  
Jane Wyman, NBC-TV, Baseball  
and Football, CBS-TV, Celebrity  
Playhouse, State Trooper, Syn-  
dicated

CASTON, WILLIE  
Daily Spirituals  
KSNV, Shreveport, La

CATHEY, JIM  
Relax and Listen  
WJBO, Baton Rouge, La

CAUDILL, CARL  
WTFN, Washington, N. C.

CAUSTER, JOHN  
ABC, ABC-TV

CHAPMAN, GLENN  
Country Concert  
KOFS, Piquet, Orla

CHAPP, ANTHONY  
WDAF-TV, Kansas City, Mo

CHASE, BUD  
Our Gang  
WCPO-TV, Cincinnati, Ohio

CHAVEZ, JIM  
KXNG, Winlow, Ariz

CHERRY, HUGH  
Midwestern Hayride  
NBC-TV

CHESLO, JOHN  
Workshops  
WCL, Carbondale, Pa

CHILDRESS, ELMER  
KARD-TV, Wichita, Kan

CHOMEL, FRANCIS  
WCNY, Connersville, Ind

CHRISTIAN, HARRY  
WGN, Chicago, Ill

CIPOLLA, CHIP  
WHLL, Hempstead, N. Y.

CLARK, DEL  
Top 40 Show  
WJJD, Chicago, Ill

CLARK, DICK  
Music Break  
WFIL, Philadelphia, Pa

CLARK, JACK  
WDBL, Springfield, Tenn

CLARK, JON  
The Carousel  
WTRI, Bradenton, Fla

CLARK, TED  
Flatterna  
WCED, Danbars, Pa

CLARK, TOM  
WTAP-TV, Parkersburg, W.  
Va

CLAUS, DICK  
KXXL, Monterey, Cal

CLAYTON, BOB  
Biscayne Theater  
WCKT, Miami, Fla

CLAYTON, W. DEAN  
Farm Reporter 'Time  
WLRB, DeKalb, Ill

CLEAR, BILL  
WKTA, Altoona, Pa

CLEARV, ED  
WFLO, Tampa, Miss

CLIFTON, CHUCK  
Coffee Club  
WRON, Clarksdale, Miss

CLINE, DICK  
KGM, Englewood, Col

COBB, AL  
Little Al's Kiddy Carnival  
KTXL-TV, San Angelo, Tex

**COCHRAN, BILL**

B. Feb 16, 1919, New York City  
Studebaker Corp., Brylcreem Hair-  
dressing, Post Cereals, Gulf Oil  
Co., Ethyl Corp., Pan American  
Air, Stondord Oil Co., General  
Electric, Robt Burns Cigars,

**GENE HAMILTON**

WRCA

NBC-TV

**Rex Marshall**

Commercial Credits on all Networks

**COCKLEY, MAX**  
WCSI, Columbus, Ind.

**COLE, BIFF**  
WTVW, Evansville, Ind.

**COLEMAN, BOB**  
WJPA, Washington, Pa.

**COLEMAN, DICK**  
WLBE, Leesburg-Eustis, Fla.

**COLEMAN, STARLING L.**  
WJAX, Jacksonville, Fla.

**COLLIER, RALPH**  
Hi Neighbor  
WCAU, Philadelphia, Pa.

**COLLIER, RAY**  
Money Tunes  
WRR, Dallas, Tex.

**COLLINS, BILL**  
WRFD, Worthington, Ohio

**COLLINS, JERRY**  
WNOX, Knoxville, Tenn.

**COLLINS, JERRY**  
WJBC, Bloomington, Ill.

**COLLINS, TOM**  
WNAM, Neenah, Wis.

**COLLYER, BUD**  
Feather Your Nest  
NBC-TV

**COLON, RON**  
WCBY, Cheboygan, Mich.

**COMBS, MARK**  
WFMY-TV, Greensboro, N. C.

**COMLEY, JACK**  
WKNB, New Britain, Conn.

**CONNOR, BURT**  
WALK, Patchogue, N. Y.

**CONNOR, DAVE**  
WCKR, Miami, Fla.

**CONOHAN, CLIFF**  
Mr. Music  
WISC, Madison, Wis.

**CONRAD, RUSS**  
KEX, Portland, Ore.

**CONTE, JOHN**  
Matinee Theatre  
NBC-TV

**CONWAY, ED**  
Man Around the House  
WGTC, Greenville, N. C.

**CONWAY, JEM**  
WBBM, Chicago, Ill.

**COOK, BILL**  
KTVI, St. Louis, Mo.

**COOK, DICK**  
Come Out of the Kitchen  
WDSR, Lake City, Fla.

**COOK, JAY**  
KRDO, KRDO-TV, Colorado Springs, Col.

**COOKE, ALISTAIR**  
Omnibus  
ABC-TV

**COOKE, HENRY**  
WMAQ, Chicago, Ill.

**COOLEY, FRANK**  
KOIN-TV, Portland, Ore.

**COONEY, JAMES**  
WRSW, Warsaw, Ind.

**COOPER, TED**  
KOSI, Aurora, Col.

**COPELAND, BURNS**  
630 Bandstand  
WEJL, Scranton, Pa.

**COPELAND, DAVE**  
WLAU, Laurel, Miss.

**CORBIN, RICHARD**  
WOTW, Nashua, N. H.

**CORCORAN, BILL**  
KING-TV, Seattle, Wash.

**COSGROVE, JIM**  
Mid-Morning Interlude  
WNDR, Syracuse, N. Y.

**COSTA, FRANK**  
WKIT, Mineola, N. Y.

**COTTEN, PAT**  
WBRZ, Baton Rouge, La.

**COUGHLIN, PAUL**  
Chuckwagon Tales  
WFBM-TV, Indianapolis, Ind.

**COURTNEY, ALAN**  
WQAM, Miami, Fla.

**COURTNEY, CLEM**  
WABB, Mobile, Ala.

**COY, JIM**

B. Oct. 5, 1916, Kansas City, Mo.;  
Producer's Showcase, Douglas  
Fairbank's Theatre, Down You  
Go, NBC-TV; Aunt Jenny, CBS,  
Summer Serenade, NBC

**CRABILL, LAVON**  
WAVI, Dayton, Ohio

**CRABTREE, IRA R.**  
KRTN, Raton, N. M.

**CRAFT, JACK**  
Western Jamboree  
KOLS, Pryor, Okla.

**CRAGER, JOEL**  
Great Moments with Great  
Composers, Grand Central  
Station  
ABC, ABC-TV

**CRAIG, ROGER**  
KILT-TV, El Paso, Tex.

**CRAIN, MARVIN**  
1450 Club  
KNET, Palestine, Tex.

**CRANNA, JIM**  
WHUC, Hudson, N. Y.

**CRAWFORD, GENE**  
Toast 'N Coffee  
WGBF, Evansville, Ind.

**CRAWFORD, JIM**  
WUTV, Jackson, Miss.

**CREWS, JAMES**  
WATM, Atmore, Ala.

**CROMWELL, CHUCK**  
KXLL, Missoula, Mont.

**CRONKRIGHT, JAMES**  
Second Cup of Coffee  
WILO, Frankfort, Ind.

**CROSS, MILTON**  
Imagination, Texaco Weekend

**DON MORROW**

ANNOUNCER-HOST-ACTOR

MU. 8-6600

**FRED SCOTT**

ANNOUNCER — MC — HOST



News, Festival, Metropolitan  
Opera  
ABC, ABC-TV  
**CROSS, RICHARD**  
Musical Mixmaster  
KERG, Eugene, Ore.  
**CULLEN, BILL**  
Pulse, National Radio Fun  
Club, Price Is Right  
NBC, NBC-TV, WRCA  
**CUMMINGS, JOE**  
Guess Who—Guess What  
KDLN, Detroit Lakes, Minn.  
**CUMMINS, DAVE**  
1450 Club  
WLEC, Sandusky, Ohio  
**CUNNINGHAM, HUGH**  
WDAN, WDAN-TV, Danville,  
Va.  
**CURLES, WAYNE**  
WCLB, Camilla, Ga.  
**CURRAN, DAN**  
WWII, Fort Lauderdale, Fla.  
**CURRIE, NEAL**  
KLEB, Lewiston, Idaho  
**CURRY, BILL**  
WCOT, Winchester, Tenn.  
**CURRY, CHARLES**  
WHPE, High Point, N. C.  
**CUTRER, C. B.**  
Janabahaya  
WIBR, Baton Rouge, La.

## — D —

**DABECCO, HENRY**  
WJAS, Pittsburgh, Pa.  
**DAILEY, BUDD**  
KKTV, Colorado Springs, Col.  
**DAKAN, JIM**  
KSTN, Stockton, Cal.  
**D'AMICO, ALVIN**  
WLVA, Lynchburg, Va.  
**DANIELS, BOB**  
WFHR, Wisconsin Rapids,  
Wis.

**DARTEN, FRANK**  
KSDJ, San Jose, Cal.  
**DARY, ALAN**  
WBZ-TV, Boston, Mass.  
**DASCH, RED**  
The Warm-up  
WOL-TV, Ames, Iowa  
**DAIGHERTY, CHUCK**  
Fun-A-Rama  
WXYZ, Detroit, Mich.  
**DAUGHERTY, PAUL**  
WLW-A, Atlanta, Ga.  
**DAVID, JOHN**  
WTSJ, Lockport, N. Y.  
**DAVID, RUSS**  
KSD, KSD-TV, St. Louis, Mo.  
**DAVIDSON, BRYAN**  
WFIW, Fairfield, Ill.  
**DAYLES, BUD**  
Dance Party  
OKLW-TV, Detroit, Mich.  
**DAVIS, BILL**  
1400 Club  
WCOH, Newnan, Ga.  
**DAVIS, HAL**  
KWIZ, Santa Ana, Cal.  
**DAVIS, HUGH**  
Holiday Inn  
KIMA-TV, Yakima, Wash.  
**DAVIS, JACK**  
Swinging with Stars  
WTCS, Fairmont, W. Va.  
**DAVIS, JACK**  
WJLS, Beckley, W. Va.  
**DAVIS, JAMES**  
WFTV, Bloomington, Ind.  
**DAVIS, JOHN**  
WPCO, Mt. Vernon, Ind.  
**DAVIS, LES**  
WREX-TV, Rockford, Ill.  
**DAVISSON, HAROLD**  
KAWL, York, Neb.  
**DAY, BOB**  
Success Story  
KGO-TV, San Francisco, Cal.

**DAY, GEORGE**  
KERO-TV, Bakersfield, Cal.  
**DAYE, GEORGE**  
WGMA, Hollywood, Fla.  
**DEAL, BILL**  
Clock of the Morning  
WUAM, Camden, N. J.  
**DEAL, FRANK**  
WCYB-TV, Bristol, Va.  
**DEAL, JACK**  
WICT, Ithaca, N. Y.  
**DEAN, DAVE**  
Swap-Shop  
KIMO, Independence, Mo.  
**DEAN, JERRY**  
WISQ-TV, Madison, Wis.  
**DEAVER, MASON C.**  
WPOV, Pulaski, Va.  
**DEDRICK, DICK**  
Campus Daze  
KPKA, Greeley, Col.  
**DEE, TOMMY**  
Dinner Winner  
WSBT, South Bend, Ind.  
**DEEGAN, MICHAEL**  
WMMJ, Philadelphia, Pa.  
**DEER, JIMMY**  
WDAK, Columbus, Ga.  
**DEKINDER, BEN**  
KWCO, Chickasha, Okla.  
**de la PENA, GENE**  
KABQ, Albuquerque, N. M.  
**deLARA, MARIO**  
WHOM, New York, N. Y.  
**de la VEGA, JOSE**  
WWRL, New York City, N. Y.  
**DELINE, JIM**  
WSVR-TV, Syracuse, N. Y.  
**DELL, FRANK**  
Polka Party  
WJAC, Johnstown, Pa.  
**DELEZELL, BILL**  
KMMJ, Grand Island, Neb.  
**DEMING, DON**  
WTFB, Middletown, Ohio.



VINCENT A. LINDNER

ANNOUNCER—NEWSCASTER—DISC JOCKEY



CARL CARUSO

MU 8-6600

**DENHAM, RICHARD**  
WINX, Rockville, Md.

**DENMAN, DENNY**  
WGOV, Valdosta, Ga.

**DENT, GARY**  
WWNR, Beckley, W. Va.

**DENTON, CLYDE E.**  
WSFC, Somerset, Ky.

**DENTON, JACK**  
WISN, Milwaukee, Wis.

**DENVER, DEE D.**  
KFEQ, St. Joseph, Mo.

**DEUEL, BILL**  
WLYC, Williamsport, Pa.

**DEWART, JIM**  
WERC, Erie, Pa.

**DeYOUNG, JOHN**  
WGL, Fort Wayne, Ind.

**DICKERSON, ARTHUR**  
KBSF, Springhill, La.

**DIGGS, BILL**  
Night Train  
WCNC, Elizabeth City, N. Y.

**DILL, FRANK**  
Off-Beat  
WGR-TV, Buffalo, N. Y.

**DISNEY, WALT**  
Disneyland  
ABC-TV

**DIXON, DAVE**  
KATZ, St. Louis, Mo.

**DIXON, GEORGE**  
WPHG, Bristol, Va.

**DOBBS, JACK C.**  
WZOB, Fort Payne, Ala.

**DOCKERY, DON**  
Radio Clock  
WDSR, Lake City, Fla.

**DODD, JIMMY**  
Mickey Mouse Club  
ABC-TV

**DODSON, JAY**  
KDOK, Tyler, Tex.

**DOKKA, GERRY**  
WHEED, Washington, N. C.

**DORRELL, JIMMY**  
KMCO, Conroe, Tex.

**DOTY, BILL**  
Silver Minutes Game  
KITE, San Antonio, Tex.

**DOUGLAS, BOB**  
WDZ, Decatur, Ill.

**DOUGLAS, LEE**  
Swap Shop  
WIRC, Hickory, N. C.

**DOUGLAS, PAUL**  
Adventure Theatre  
NBC-TV

**DOWD, DON**  
Mystery Time, News  
ABC, ABC-TV

**DOYLE, LARRY**  
Breakfast Club  
WCIL, Carbondale, Ill.

**DOYLE, TOM**  
Pulse-740  
WKIS-WORZ, Orlando, Fla.

**DRAKE, ALAN**  
WCAO, Baltimore, Md.

**DRAKE, RON**  
Stars of Tomorrow  
WHP-TV, Harrisburg, Pa.

**DREPPERD, BOB**  
For Housewives Only  
WLOW, Norfolk, Va.

**DRESSER, DON**  
KTRF, Thief River Falls,  
Minn.

**DRISCOLL, EDDIE**  
WTWO, Bangor, Me.

**DRIVER, JOHN**  
WRVA, Richmond, Va.

**DRUM, DEWEY**  
WSOC, Charlotte, N. C.

**DUCK, GEORGE**  
WTFB, Fernandina Beach, Fla.

**DUFFY, WARREN**  
WFMJ, Frederick, Md.

**DULANE, CHUCK**  
WGAY, Silver Spring, Md.

**DULL, JIM**  
WGBI-TV, Scranton, Pa.

**DUMAS, ROLAND**  
WMAS, Springfield, Mass.

**DUNAWAY, AL**  
1300 A.D.  
WIBR, Baton Rouge, La.

**DUNCAN, DOPEY**  
WKAP, Allentown, Pa.

**DUNLOP, RUTH**  
Cook's Corner  
KPHO-TV, Phoenix, Ariz.

**DUNN, BOB**  
Melody Ballroom  
KORG, Cedar Rapids, Iowa

**DUNN, EDWARD W.**  
KWBU, Corpus Christi, Tex.

**DUNN, TOM**  
WSIV, Pekin, Ill.

**DUNNICLIFF, JOHN**  
ETRF, Thief River Falls,  
Minn.

**DUNNING, BILL**  
KRSN, Los Alamos, N. M.

**DUNPHY, DON**  
Cavalcade of Sports  
NBC

**DUPREE, WAYNE**  
KALT, Atlanta, Tex.

**DURAND, TOM**  
WTEN, Trenton, N. J.

**DURIO, CHARLES**  
KSLD, Opelousas, La.

**DYER, BOB**  
County Fair  
WBNX, Saginaw, Mich.

**DYER, WILLIAM**  
WKOK, Sunbury, Pa.

— E —

**EAKINS, PHIL**  
KOB-TV, Albuquerque, N. M.

**EARLE, GEORGE**  
Man on the Street  
KWTO, Springfield, Mo.



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—Management—  
George F. Foley

730 Fifth Ave.

JUdson 6-4312



**PHIL TONKEN**

ACTOR-ANNOUNCER-M.C.

THE BIG PICTURE — TV  
TOMORROW'S FRONT PAGE

HEADLINES

Radio Registry MU. 8-6600



**EASTMAN, JOHN**  
WISZ, Miami, Fla.

**EATON, GORDON**  
WCCO, Minneapolis, Minn.

**EATON, JACK**  
WMC, Memphis, Tenn.

**ECKSTEIN, CHARLES**  
WHLP, Centerville, Tenn.

**EDDY, FOREST**  
KBHS, Hot Springs, Ark.

**EDELL, BOB**  
WGBS-TV, Miami, Fla.

**EDGAR, BILL**  
KSNB-TV, Wichita Falls, Tex.

**EDMONDS, BILL**  
Barnyard Jamboree  
WMGM, New York, N. Y.

**EDMONDS, JOHN**  
1010 Coffee Club  
KJCF, Festus, Mo.

**EDNEY, KERMIT**  
Good Morning Man  
WHKP, Hendersonville, N. C.

**EDWARDS, A. C.**  
KWCR, Seaford, Ark.

**EDWARDS, GEORGE**  
Bright and Early  
WQXR, New York, N. Y.

**EDWARDS, HERB**  
WDBO-TV, Orlando, Fla.

**EDWARDS, MACK**  
Take A Break  
WAAM, Baltimore, Md.

**EDWARDS, PAUL**  
WBEL, Pittsfield, Mass.

**EGGERS, WALTER**  
Time and Times  
KROG, Sonoma, Cal.

**EHLS, ED**  
KDHX-TV, Dickinson, N. D.

**EIDT, JO**  
WABS, Natchez, Miss.

**EISENHOWER, JOHN**  
WCMR, Harrisburg, Pa.

**EKHARDT, WALT**  
KAGR, Yuba City, Cal.

**ELDRIDGE, TOM and PEGGA**  
Music for You  
WPEB, Altoona, Pa.

**ELIASSEN, JACK**  
KMBV, Monterey, Cal.

**ELLIOT, NORMAN**  
WKIV, Riverhead, N. Y.

**ELLIOT, WIN**  
Cavalcade of Sports  
NBC

**ELLIOTT, DOYCE**  
Memory Melody Time  
KOSA, Odessa, Tex.

**ELLIOTT, FRANK**  
Musical Clock  
WLOE, Leesville, N. C.

**ELLIOTT, SAM**  
WPAD, Paducah, Ky.

**ELLIS, GORDON**  
WELR, Roanoke, Ala.

**ELLIS, LEN**  
Breakfast Country Style  
WJOB, Hammond, Ind.

**ELLIS, PETE**  
WENE, Buchanan, N. Y.

**ELLIASON, BILL**  
Dance Party  
KXO, El Centro, Cal.

**ELLIOTSON, ED**  
KBTA, Batesville, Ark.

**EMERY, DINK**  
Sweet Corn  
WHOP, Hopkinsville, Ky.

**EMERALD, GENE**  
Happy Jack Show  
WMIL, Milwaukee, Wis.

**EMICH, HOWARD L.**  
WMAM, Mammotte, Wis.

**EMMERT, LLOYD**  
Sunny Side Up  
KDRS, Paragould, Ark.

**ENGEBRETSON, HAL**  
KGYW, Villojo, Cal.

**ENGEL, JOHN**  
Scrapbook Panorama  
WGBS, Miami, Fla.

**ENGLE, GEORGE**  
Morning Varieties  
WTVB, Coldwater, Mich.

**ENGLER, BOB**  
KAYO, Seattle, Wash.

**ENO, JACK**  
WEBR, Buffalo, N. Y.

**ENOCHS, BEN**  
WDXL, Lexington, Tenn.

**ERCK, LOU**  
KSSP, Sulphur Springs, Tex.

**ERNEST, JERRY**  
WJER, Dover, Ohio.

**ERWIN, GEORGE**  
KEFZ, Fort Worth, Tex.

**ESTES, JIM**  
WTVU, Rock Hill, S. C.

**ETTINGER, MERRY and BILL**  
KOLN-TV, Lincoln, Neb.

**EVANS, ED**  
WHSC, Henderson, N. C.

**EVANS, GREGORY**  
Putting on Airs  
WPAU, Augusta, Me.

**EVANS, MARK**  
WTOP, WTOP-TV, Washington, D. C.

**EVWIN, PEB**  
WGEA, Geneva, Ala.

**EWING, GUY**  
WSEE, Erie, Pa.

## — F —

**FABRE, NUMA, JR.**  
WTVS, Fairmont, W. Va.

**FACEMADER, ROY**  
WSNJ, Bridgeton, N. J.

**FARLEY, GRACE**  
KCID, Caldwell, Idaho.

**FARMER, JERRY**  
SBO Club  
WFMO, Fairmont, N. C.

**FARMER, JON**  
WAGV-TV, Atlanta, Ga.

**FARNSWORTH, KEN**  
WMTV, Madison, Wis.

**FASCHER, RALPH**  
WFBG, LaGrange, Ill.

**FASHL, ERSKINE**  
Gospel Cavalcade  
WBGO, Bessemer, Ala.

**FAY, JERRY**  
KOYN, Billings, Mont.

**FELMSTER, HOWARD**  
Ted's Whiz Quiz  
WGGC, Belmont, N. C.

**FENNEMAN, GEORGE**  
You Bet Your Life  
NR-TV

**FERGUSON, CHARLES**  
WSYL, Sylva, Ga.

**FERRIS, VIC**  
KTIV, Sioux City, Iowa.

**FESTERMAN, HOMER**  
Night Watch  
WIS, Columbia, S. C.

**FIELDS, CUYLER**  
Coffee Club  
WRHI, Rock Hill, S. C.

**FILBEN, PAUL**  
WDEE, Americus, Ga.

**FILLINGHAM, BILL, W.**  
WNAV, Annapolis, Md.

**FINLAYSON, JACK**  
KRBO-TV, Colorado Springs, Col.

**FIONTE, BERNARD**  
Breakfast at 8:00  
WCCM, Lawrence, Mass.

**FISCHER, WALT**  
WMPM, Smithfield, N. C.

**FISHER, ED**  
WHZZ-TV, Zanesville, Ohio.

**FITTS, LEW**  
KSNP, Artesia, N. M.

**FITZ, STEVE**  
WSNY, Schenectady, N. Y.

**FITZGERALD, ED**  
Commuter's Special  
WMAX, Grand Rapids, Mich.

**FITZGERALD, PAT**  
WNDV-TV, South Bend, Ind.

**FLANNAGAN, BOB**  
WMBG, Richmond, Va.

**FLEMING, ARNAULD**  
WCLT, Newark, Ohio.

**FLETCHER, CLIFF**  
KJ, Walla Walla, Wash.

**FLETCHER, TOM**  
WBK, Cleveland, Ohio.

**FLETCHER, WARREN**  
KSL-TV, Salt Lake City, Utah.

**FLANN, CHARLES**  
WFRG-TV, Altoona, Pa.

**FLANN, JOHN**  
WICY, Mahou, N. Y.

**FORBES, BOB**  
Musical Alarm Clock  
WJMX, Florence, S. C.

**FORBES, DAN**  
WHIZ, Zanesville, Ohio.

**FORBES, JERRY**  
WMAS, Springfield, Mass.

**FORD, ALLEN**  
WJOT, Burlington, Vt.

**FORD, DAUN**  
KFEQ-TV, St. Joseph, Mo.

**FORD, SAM B.**  
Deal 9-9-0  
WTCH, Flomaton, Ala.

**FORESTER, ROGER**  
WKOW-TV, Madison, Wis.

**FORREST, JOHN R.**  
KOL, Seattle, Wash.

**FORESTER, RAY**  
Childrens Theatre, Ask The Camera  
NR-TV

**FORSYTH, DAVE**  
WICI, Erie, Pa.

**FOSTER, LAVERNE**  
WELR, Roanoke, Ala.

**FOSTER, LLOYD**  
WFNC, Fayetteville, N. C.

**FOX, DAVE**  
KLIX, Twin Falls, Idaho.

**FOX, JIM**  
KBOR, Brownsville, Tex.

**FOX, JOHNNY**  
WKKO, Cocoa, Fla.

**FOX, LES**  
WMMW, Meriden, Conn.

**FRANSEN, TOM**  
Take Five  
KRCA-TV, Los Angeles, Cal.

**FRANK, FRIENDLY**  
Hayloft Jamboree  
WCEF, Parkersburg, W. Va.

**FRANKLIN, JOHN**  
RUKI, Utah, Cal.

**FRANKLIN, PETER**  
WSYL, Sylva, Ga.

**FREDERICKS, DIRK**  
On The Go, ABC Late News  
ABC

**FRAZIEAR, H. D.**  
Dr Jazzno  
KANY, Shreveport, La.

**FREEMAN, CLAUDE**  
Kitchen Kapers  
WFRG, Greenville, S. C.

**FREEMAN, GENE**  
KYYG, Tulare, Cal.

**FREEMAN, YERN**  
WLET, Jackson, Miss.

**FREEMUTH, BOB**  
Teen Time  
KVIC, Victoria, Tex.

**FRIEBERG, ALICE**  
WCVB, Bristol, Va.

**FRIEBLY, JOE**  
KWKH, Shreveport, La.

**FRIEDMAN, SID**  
WARM-TV, Scranton, Pa.

**FRITTS, PAUL**  
WAFR, High Point, N. C.

**FROELICH, DON**  
WISN, Milwaukee, Wis.

**FROLAND, JOHN**  
WMC, Memphis, Tenn.

**FROOME, JOHN**  
KAKE-TV, Wichita, Kan.

**FRYAR, HAL**  
WFMJ-TV, Youngstown, Ohio.

**FULLER, BOB**  
KAVE-TV, Carlsbad, N. M.

**FULLER, LARRY**  
WLLB, New York, N. Y.

**FULMER, DALE**  
WHLM, Bloomsburg, Pa.

**FUNGE, FRANK**  
Around Town  
KJBS, San Francisco, Cal.

**FUNNELL, BOB**  
KSBW, Salinas, Cal.

**FYFFE, PAUL**  
Alarm Clock Club  
WSIP, Paintsville, Ky.

## — G —

**GAGE, FRED**  
WRFD, Worthington, Ohio

**GAINES, FOSTER**  
WLYC, Williamsport, Pa.

**GALE, EDDIE**  
Swingin' Session  
KDUB, Lubbock, Tex.

**GALLAHER, EDDIE**  
WTOP, WTOP-TV, Wash-  
ington, D. C.

**GALLANT, JAMES**  
WNHC-TV, New Haven, Conn.

**GALLEGOS, JOSE**  
KABQ, Albuquerque, N. M.

**GALLOP, FRANK**  
The Perry Como Show  
NBC-TV

**GAMBLING, JOHN A.**  
Music From Studio X  
WOR, New York, N. Y.

**GAMMON, JIM**  
Hi Neighbor  
KWRB, Boonville, Mo.

**GARCIA, JOSE JAIME**  
KTXN, Austin, Tex.

**GARDNER, DON**  
ABC Late News, Famous Film  
Festival, Monday Morning  
Headlines, Wall Street Final,  
Whispering Streets  
ABC, ABC-TV

**GARDNER, RUSS**  
WSVA, Harrisonburg, Va.

**GARLAND, KEN**  
WPOR, Portland, Me.

**GARNER, JOHN**  
KCMC-TV, Texarkana, Tex.

**GARRISON, JACK**  
WBOF, Virginia Beach, Va.

**GARTON, DICK**  
KCOF, Hollywood, Cal.

**GARWOOD, JOHN**  
WNBZ, Saranac Lake, N. Y.

**GATES, GEORGE**  
What do the People Think?  
KYNO, Fresno, Cal.

**GATZA, GARY**  
KBTK, Missoula, Mont.

**GAVIN, MIKE**  
Club 800  
WCCM, Lawrence, Mass.

**GAYLORD, WILLIE**  
WAMS, Wilmington, Del.

**GEER, STEVE**  
WHEE, Syracuse, N. Y.

**GEHRETT, HARRY**  
The Early Show  
KFGT, Fremont, Neb.

**GEORG, FRANK**  
WBOK, Poughkeepsie, N. Y.

**GEORGE, CLYDE**  
WMSL, Decatur, Ala.

**GEORGE, PHIL**  
KVAL-TV, Eugene, Ore.

**GEORGE, WALLY**  
KHUM, Eureka, Cal.

**GERARD, JIM**  
WLW-D, Dayton, Ohio

**GEREAU, RICK**  
Melody, Inc.  
KWAT, Watertown, S. D.

**GERMONTE, DON**  
KLER, Lewiston, Idaho

**GERMAIN, BOB**  
WIKC, Bogalusa, La.

**GIBBONS, LONNIE**  
Montana Slim  
KALB-TV, Alexandria, La.

**GIBSON, ALEC**  
WTVJ, Miami, Fla.

**GIBSON, EARL**  
KDDD, Dumas, Tex.

**GIBSON, JACK**  
Jockey Club  
WERD, Atlanta, Ga.

**GIEBLE, DOUG**  
KBTK, Missoula, Mont.

**GILBERT, AL**  
Musical Clock  
WIBA, Madison, Wis.

**GILBERT, JOHN**  
WRR, Dallas, Tex.

**GILMAN, HAL**  
WSLB, Ogdensburg, N. Y.

**GINDIN, JOE**  
WHUC, Hudson, N. Y.

**GISSING, EARL**  
1240 Club  
WOBT, Rhinelander, Wis.

**GLEASON, BOB**  
WFBB, Fernandina Beach,  
Fla.

**GLOVER, ART**  
Kitchen Carnival  
WDBJ, Roanoke, Va.

**GODDARD, DON**  
Medical Horizons  
ABC-TV

**GODFREY, RICHARD**  
WGSV, Guntersville, Ala.

**GODWIN, RAY**  
Angier on the Air  
WFBG, Fuquay Springs, N. C.

**GOERNER, FRED**  
Two on the Aisle  
KUTV, Salt Lake City, Utah

**GOMEZ, PAUL**  
Latin Rhythms  
KWDM, Des Moines, Iowa

**GONXER, GEORGE**  
WABI-TV, Bangor, Me.

**GONZALEZ, ED**  
Clockwatchers Society  
WCMB, WCMB-TV, Harris-  
burg, Pa.

**GOODMAN, LEE**  
Bold Journey  
ABC-TV

**GOODMAN, SAMUAL**  
Record Rack  
WARD-TV, Johnstown, Pa.

**GOODWIN, ART**  
WHEE, Syracuse, N. Y.

**GOODWIN, BILL**  
Jane Wyman's Fireside  
Theatre  
NBC-TV

**GOSAR, DONNA**  
KEYY, Provo, Utah

**GOSLIN, JOHN**  
KCBC, Des Moines, Iowa

**GOTENBERGER, LOUIS**  
KSTT, Davenport, Iowa

**GOUNDER, JACK**  
WBEU, Reading, Pa.

**GRACE, MELVIN**  
WOBS, Jacksonville, Fla.

**GRADY, CHARLES**  
WIMA, Lima, Ohio

**GRAFF, LLOYD**  
KHOL-TV, Kearney, Neb.

**GRAHAM, BILL**  
WBSR, Pensacola, Fla.

**GRAHAM, HERB**  
WAIT, Chicago, Ill.

**GRAHAM, JERRY**  
WFIE, Evansville, Ind.

**GRAHAM, WILLIAM**  
WIKK, Newport, Vt.

**GRANGE, RED**  
NCAA Football  
NBC-TV

**GRANT, BRUCE**  
WGRD, Grand Rapids, Mich.

**GRANT, HUBERT J.**  
WABB, Mobile, Ala.

**GRANT, JOE**  
Bands & Ballads  
WAKR, Akron, Ohio

**GRANT, JOSEPH**  
WMEX, Boston, Mass.

**GRANT, MILT**  
Ladies Be Seated  
WTTG, Washington, D. C.

**GRAUER, ANDREW J. E.**  
KNDY, Marysville, Kan.

**GRAUER, BEN**  
Big Story, Weekday, Monitor,  
Citizens Union Searchlight  
NBC, NBC-TV

**GRAULICH, BERT**  
Burnt Toast & Coffee  
WVCG, Coral Gables, Fla.

**GRAVELIN, NOBLE**  
Coffee Break  
WAMM, Flint, Mich.

**GRAY, BARRY**  
WMCB, New York, N. Y.

**GRAY, GORDON**  
WJFL, Niagara Falls, N. Y.

**GRAY, SOLON**  
KREX-TV, Grand Junction,  
Col.

**GRAYSON, JAY**  
WBAL, Baltimore, Md.

**GREENE, FRED**  
Meet the People  
WHIP-TV, Harrisburg, Pa.

**GREENER, BILL**  
Blue Scarecrow  
KFMA, Davenport, Iowa

**GREENHOW, TOM**  
KTVR, Denver, Col.

**GREENWAY, ELLIS T.**  
WHEY, Hickory, N. C.

**GREGORY, AL**  
WJHL, Johnson City, Tenn.

**GREGSON, JERRY**  
KFJB, Marshalltown, Iowa

**GRENNAN, ED**  
WAIT, Chicago, Ill.

**GREVI, SANTIAGO**  
WLIB, New York, N. Y.

**GREY, JOHN**  
WRGP-TV, Chautauque, Tenn.

**GREY, MITCH**  
Shopping Show  
WJPA, Washington, Pa.

**GRIFFIN, VIRGINIA**  
Look Ladies  
WSTV-TV, Steubenville, Ohio

**GRIFFITH, LEO**  
ABC, ABC-TV

**GRIFFITH, LES**  
ADC Late News  
ABC

**GRISKEY, BILL**  
Sunbeam Commercials—  
Comedy Hour, Man On The Go  
NBC, NBC-TV

**GROVES, JOE**  
WLAS, Jacksonville, N. C.

**GRU, NORMAN**  
KSIM, Sikeston, Mo.

**GUEST, BOB**  
KLWN, Lawrence, Kan.

**GULDAGER, GEORGE**  
KERG, Eugene, Ore.

**GUYER, ROBERT L.**  
WMOA, Marietta, Ohio

**GWIER, JEFF**  
Starlit Stairway  
WBEX, Chillicothe, Ohio

**GWINN, BILL**  
What's the Name of that  
Song?  
KABC-TV, Los Angeles, Cal.

## — H —

**HAGAN, STAN**  
KVOC, Tulsa, Okla.

**HAINES, FRANK**  
KVEN, Ventura, Cal.

**HAINES, MARLIN**  
KROD, El Paso, Tex.

**HALE, BILL**  
WBEJ, Elizabethton, Tenn.



**HAYLE, CECIL**  
WSAI, Cincinnati, Ohio

**HALE, GEORGE**  
WABI-TV, Bangor, Me

**HALE, HARRY II**  
WYMC, Mount Carmel, Ill.

**HALE, JOHN**  
WLAG, La Grange, Ga

**HALEY, TOM**  
KYW-TV, Cleveland, Ohio

**HALL, FRED**  
KVEN, Ventura, Cal

**HALL, HOWARD**  
KOL, Seattle, Wash.

**HALL, HUGH**  
Drive-In Time  
WBFL, Elizabethton, Tenn

**HALL, MARC**  
WOTW, Nashua, N. H.

**HALL, MEL**  
KOC's, Ontario, Cal

**HALL, MONTY**  
Sky's the Limit  
NBC-TV

**HALTER, BUD**  
WCS, Springfield, Ill

**HALLORSON, JOHN**  
KCOP, Hollywood, Cal

**HAMILTON, GENE**

WRCA, NBC-TV

**HAMILTON, SELMA**  
Suncoast Coffee Break  
WTSP, St. Petersburg, Fla

**HAMMOND, GALYN**  
KMBY, Monterey, Cal

**HAMMOND, HOWARD**  
KIMA, Yakima, Wash

**HAMRICK, HAL**  
Hal's Highway  
WORD, Spartanburg, S. C.

**HANCOCK, CHUCK**  
KHET, Center, Tex

**HANEMAN, RALPH**  
Top O' The Morning  
WRE, Cherraw, S. C.

**HANLEY, ANDY**  
WHBO, Tampa, Fla

**HANLEY, DON**  
WMAV, Springfield, Ill

**HANLIN, DON**  
KFH, Klamath Falls, Ore

**HANSEN, JACK**  
WNAX, Yankton, S. D.

**HARBART, JIM**  
WIMS, Michigan City, Ind

**HARDCASTLE, ELBERT**  
KWRE, Warren, Ark

**HARDER, BOB**  
KGNB, Dodge City, Kan

**HARDER, CHARLES**  
KWFR, San Angelo, Tex

**HARDER, JERRY**  
WKOW-TV, Madison, Wis

**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, JOHN**  
Could This Be You?  
KVI, Seattle, Wash.

**HARRIS, MELBAARD L.**  
WTCB, Flomaton, Ala.

**HARRIS, WENDAL**  
Reward Rack  
WJRD, Tuscaloosa, Ala.

**HARRISON, ARCH**  
WPVA, Fredericksburg, Va

**HARRISON, DON**  
KVOE, Emporia, Kan.

**HARRISON, JACK**  
Woodchopper's Ball  
KTRE, Laklan, Tex

**HARRISON, JACK**  
WEAY, Grand Rapids, Mich

**HARROLD, PHIL**  
KGFL, Roswell, N. M.

**HARGROVE, FRANK II.**  
Wake Up & Shine  
KCLE, Cleburne, Tex.

**HART, AL**  
KPBS-TV, Shreveport, La

**HARVEY, JOHN**  
KGO, San Francisco, Cal

**HARWELL, GENE**  
WMSL-TV, Decatur, Ala

**HATCHER, WARD**  
KILRS, Mountain Grove, Mo.

**HATCHER, WILSON**  
WRLD, Louisville, Ky.

**HATFIELD, PAUL**  
WOOF, Dothan, Ala.

**HATHAWAY, LEN**  
WENE, Binghamton, N. Y.

**HAUTMAN, HARVEY**  
Vaux Patrol  
WCTV, New Brunswick, N. J.

**HAWKINS, LEM**  
KFGO, Fargo, N. D.

**HAY, LAMAR**  
KPIG, Cedar Rapids, Iowa

**HAYES, GEORGE**  
ABC Late News, Texas  
Weekend News  
ABC, ABC-TV

**HAYES, RAY**  
Early Bird  
WILP, Honesville, Va

**HAYNES, DICK**  
WRIM, Columbia, Tenn

**HAYWARD, BRUCE**  
KXOK, St. Louis, Mo

**HAYWARD, LEE**  
WVLS, Olney, Ill

**BEALD, JIM**  
KSVF, Augusta, N. M.

**HEALA, GENE**  
WPAO, Poughkeepsie, N. Y.

**HEENAN, TOM**  
WILK, Wilkes-Barre, Pa

**HEFFINGTON, ED**  
Jazzland  
WVAF, Hopewell, Va.

**HEIGHT, HARRY**  
WPCF, Panama City, Fla

**HELPER,****(GEORGE) AL**

B. Sept. 26, Elrama, Pa. Brooklyn  
Dodgers, Gillette Cavalcade of  
Sports, (World Series-All Star  
Game-Friday Night Fights-Rose  
Bowl Game) NBC, Your Hit Parade,  
NBC-TV; Jack Benny Show,  
Private Secretary, CBS-TV

**HELMS, JIMMY**  
Party Line  
WGEA, Geneva, Ala

**HEMKE, BILL**  
KOLN-TV, Lincoln, Neb

**HEMHILL, JAMES**  
1580 Club  
WJBB, Talladega, Ala

**HENDERSON, GIG**  
WLEX, Lexington, Ky

**HENDRICKS, DAVID**  
WRE, Cherraw, S. C.

**HENNESSY, FRANK**  
WBAL, Baltimore, Md.

**HENRY, BOB**  
KCRG-TV, Cedar Rapids, Iowa

**HENRY, JIM**  
Kid's Corner  
KVTY, Sioux City, Iowa

**HENRY, OLLIE**  
Warner Bros. Premiere,  
First Run,  
Little Rascals  
KAKE-TV, Wichita, Kan

**HENSON, RUSSELL**  
WFTG, London, Ky

**HEPNER, FRED, JR.**  
KXRO, Aberdeen, Wash

**HERING, JIM**  
Rise 'N' Shine  
WMOD, Moundsville, W. Va.

**HERLHY, ED**  
Horn & Hardart Children's  
Hour  
NBC, NBC-TV, WRCA-TV,  
N. Y. C.

**HERMAN, DON**  
WHRV, Ann Arbor, Mich

**HERMANN, LALE**  
Top Ten  
WHTT, New Bern, N. C.

**HERNANDEZ, SOLIS**  
KALL, Pasadena, Cal

**HEROLD, E. C.**  
KXVE, Puyallup, Wash

**HESS, BOB**  
Billboard  
KATY, Little Rock, Ark

**HESTER, JESSE**  
WQBC, Vicksburg, Miss

**HESTERMAN, LENNA**  
KSL, Salt Lake City, Utah

**HEYDE, BUDD**  
KNBC, San Francisco, Cal.

**HEWARD, JACK**  
Teafile Jan  
WPDQ, Jacksonville, Fla

**HEAWOOD, GEORGE**  
WABD, Adrian, Mich.

**HICKEY, EDWARD**  
WGAP, Ulen, N. Y.

**HICKMAN, BRUCE**  
WGL, Fort Wayne, Ind

**HICKMAN, RONNIE**  
Chib, 1360  
WNSJ, Newton, N. J.

**HICKS, BEN**  
Broad St. Callus  
WPIG, Sumter, S. C.

**HIDDE, ED**  
WDS, Oneonta, N. Y.

**HIGHAM, LEO**  
KID, Idaho Falls, Idaho

**HIGLEY, JERRY**  
RGBX, Springfield, Mo

**HILDEBRAND, BERNADO**  
WPND, Orangeburg, S. C.

**HILKER, ROBERT R.**  
WCGC, Belmont, N. C.

**HILL, BILL**  
WPTW, Evansville, Ind

**HILL, CAL**  
KGM, Sacramento, Cal

**HILL, FRED**  
Sandman Serenade  
WGGY, Gainesville, Ga.

**HILL, HOLLIS**  
KOOL, Phoenix, Ariz.

**HILL, JIM**  
KFKA, Greeley, Col

**HILL, WALTER**  
Rise and Shine  
WJRO, Baton Rouge, La

**HILLIARD, WAYNE**  
WCLR, Camilla, Ga

**HILFEL, GLENN H.**  
WOME, Brunswick, Me

**HILSON, NORM**  
WNAX, Yankton, S. D.

**HINKLEY, GORDON**  
WEM-TV, Milwaukee, Wis

**HIRSCHMAN, JAY**  
WLOU, Kokomo, Ind.

**HODGES, GILBERT**  
American Music Hall  
Record Corner  
ABC, ABC-TV

**HODGES, JOHN**  
WRLD, West Point, Ga

**HODGSON, JAY**  
Mother's Delight  
KPCB-TV, Austin, Tex

**HODKIN, DICK**  
WPAO, Poughkeepsie, N. Y.

**HOFFMAN, MARK**  
WBLV, Springfield, Ohio

**HOPMANN, MEL**  
KYPS, Roseburg, Ore.

**HOGAN, JOSEPH**  
WDOR, Sturgeon Bay, Wis

**HOLBROOK, CHARLES**  
WPCF, Fremont, Mich.

**HOLBROOK, JOE**  
WBNS-TV, Columbus, Ohio

**HOLDER, DICK**  
WEPM, Marlinsburg, W. Va.

**HOLMES, DICK**  
WILM, Wilmington, Del.

**HOLMES, VIRGINIA**  
KIBS, Bishop, Cal.

**HOLTBERG, MILO**  
KMUS, Muskogee, Okla.

**HONEYMAN, KEN**  
Plaitter Pattern  
WHIO, Dayton, Ohio

**HOOD, STEVE**  
1290 Club  
WFTG, Sumter, S. C.

**HORTON, BILL**  
KASH, Eugene, Ore.

**HOUGHTON, JERRY**  
KRLD, Dallas, Tex.

**HOWARD, HERBERT**  
WJHL-TV, Johnson City, Tenn.

**HOWARD, PAUL**  
Sunshine Club  
WCUE, Akron, Ohio

**HOWARD, TOBE**  
WLOU, Louisville, Ky.

**HOWELL, WAYNE**  
The Big Surprise  
NBC-TV

**HOYLE, DON**  
Open House  
WIN-T, Ft. Wayne, Ind.

**HOYLE, STOWE**  
Little Rascals  
WFBC-TV, Greenville, S. C.

**HUBBLE, DICK**  
KBIZ, Ottumwa, Iowa

**HUDDELE, CHUCK**  
Songs of Cheer  
WYVE, Wytheville, Va.

**HUEBNER, PAUL**  
Poor Paul's Almanac  
KWG, Stockton, Cal.

**HUGGINS, HANK**  
KTRE, Lufkin, Tex.

**HULL MARVIN**  
Serenade to Housewife  
KHBB, Okmulgee, Okla.

**HULSE, EDITH**  
KGFX, Pierre, S. D.

**HUNGERFORD, LAYNE**  
Harlem Hi-jinks  
KWEW, Hobbs, N. M.

**HUNT, MEL**  
WOWL, Florence, Ala.

**HUNTER, DEAN**  
WMGM, New York, N. Y.

**HUOT, ED**  
WFRG, Elkhart, Ind.

**HURLBUT, JIM**  
Zoo Parade  
NBC-TV

**HURLEIGH, ROBERT**  
Reporters' Roundup  
MBS

**HUSTON, NICK**  
Open House  
KTHV, Little Rock, Ark.

**HUTCHINS, H. BAILEY**  
KDSX, Denison-Sherman, Tex.

**HUTCHINSON, JIM**  
WHBQ, Memphis, Tenn.

**HYATT, MARION**  
WAUD, Auburn, Ala.

**HYER, IVAN**  
WCHN, Norwich, N. Y.

## — I —

**IHLENFELD, WARREN**  
WISR, Butler, Pa.

**IMES, WALLY**  
Ladies Matinee  
KOOL, KOOL-TV, Phoenix, Ariz.

**IRISH, BOB**  
WSHE, Sheboygan, Wis.

**IRVIN, TUCKER**  
WKLE, Washington, Ga.

**IRVING, BOB**  
WMAV, Springfield, Ill.

**IRWIN, BOB**  
WKDA, Nashville, Tenn.

**IVORY, EDWARD B.**  
WGH, Norfolk, Va.

## — J —

**JACKSON, DON**  
KTBB, Tyler, Tex.

**JACKSON, HAL**  
WLIB, New York, N. Y.

**JACKSON, LAVELLE**  
WGSV, Guntersville, Ala.

**JACKSON, LEROY**  
WCOW, Sparta, Wis.

**JACKSON, REUBEN**  
WGAD, Gadsden, Ala.

**JACOBS, RAY**  
Coffee Club  
KJEO-TV, Fresno, Cal.

**JACOBSON, TOM**  
Rise 'n Shine  
KMOM, Great Falls, Mont.

**JAFFE, ARNOLD**  
WLIB, New York, N. Y.

**JAMES, HERB**  
Karnival Klub  
KCRG-TV, Cedar Rapids, Iowa

**JAMES, HUGH**  
The Voice of Firestone  
ABC-TV

**JAMES, KEN**  
WOW-TV, Omaha, Neb.

**JAMES, LES**  
WRHI, Rock Hill, S. C.

**JARBOE, MACK**  
WLBK, Lebanon, Ky.

**JASS, MEL**  
WGCO-TV, Minneapolis, Minn.

**JAY, BILL**  
Cartoon Carnival  
WLAC-TV, Nashville, Tenn.

**JEFFERYS, ALLAN**  
Sunday Music Hall  
ABC, ABC-TV

**JELINEK, DAWSON**  
KFTM, Fort Morgan, Col.

**JENSEN, LEIF**  
WDRG, Hartford, Conn.

**JEWELL, DICK**  
What's My Number  
WCSI, Columbus, Ind.

**JIVE, JOHNNY**  
WBCO, Bessemer, Ala.

**JOHN, ED**  
Western Hits  
WHR, Hanover, Pa.

**JOHNSON, BERNIE**  
WICS, Springfield, Ill.

**JOHNSON, BOB**  
WSAZ, Huntington, W. Va.

**JOHNSON, CHUCK**  
WHLL, Hempstead, N. Y.

**JOHNSON, DEAN**  
KBST-TV, Big Spring, Tex.

**JOHNSON, DEANE**  
Matinee Melodies  
KCIM, Carroll, Iowa

**JOHNSON, ELDON**  
WPTY, Dauville, Ill.

**JOHNSON, HARRY**  
Rhythms at Random  
WNPB, Daytona Beach, Fla.

**JOHNSON, HUGH**  
1280 Club  
WPID, Piedmont, Ala.

**JOHNSON, JOE**  
KWIK, Pocatello, Idaho

**JOHNSON, KARL**  
KDIX-TV, Dickinson, N. D.

**JOHNSON, LEN**  
KTYL, Mesa, Ariz.

**JOHNSON, RAOUL**  
WJZM, Clarksville, Tenn.

**JOHNSON, TED**  
KMAC, San Antonio, Tex.

**JOHNSRUD, MERT**  
KRYZ, Williston, N. D.

**JOHNSTON, DOC**  
WBIR, Knoxville, Tenn.

**JOHNSTON, KEN**  
WNRG, New Rochelle, N. Y.

**JOLLY, JACK**  
KGOS, Torrington, Wyo.

**JONES, ART**  
Junior Auction  
KOTA, KOTA-TV, Rapid City, S. D.

**JONES, BOB**  
KFAB, Omaha, Neb.

**JONES, BOB**  
WIST, Charlotte, N. C.

**JONES, CARL**  
WLM, Wilmington, Del.

**JONES, DON**  
WLEA, Hornell, N. Y.

**JONES, DUB**  
Sandman Serenade  
WGGA, Gainesville, Ga.

**JONES, HASKELL**  
Video Varieties  
KCMC-TV, Texarkana, Tex.

**JONES, MEL**  
This is the Story  
WETT, Evansville, Ind.

**JONES, WILLIAM F.**  
KBUS, Mexia, Tex.

**JORDAN, EDWARD**  
Mostly Music, Sunday Music Hall  
ABC, ABC-TV

**JORGENSEN, LEE**  
KKOG, Ogden, Utah

**JORGENSEN, FRED**  
KGO, San Francisco, Cal.

## — K —

**KAIN, ARNOLD**  
WSGW, Saginaw, Mich.

**KARRENBAR, BILL**  
WHBC, Canton, Ohio

**KARVER, WALLY**  
Nightcap  
WLLK, Wilkes-Barre, Pa.

**KAYE, HARVEY**  
Musical Matinee  
WCEF, Parkersburg, W. Va.

**KEARNEY, GERRY**  
WMUR-TV, Manchester, N. H.

**KEARNS, VIC**  
Top 20 Time  
KUSN, St. Joseph, Mo.

**KECKI, MICHAEL**  
WLIB, New York, N. Y.

**KEITH, DEANE, JR.**  
KNED, McAlester, Okla.

**KELLER, BOB**  
Kitchen Kapers  
WLBK, Lebanon, Pa.

**KELLY, HELEN**  
WBRZ, Baton Rouge, La.

**KELLY, HERMAN**  
Mystery Voice  
WWKY, Winchester, Ky.

**KELSO, BILL**  
KOPO, Tucson, Ariz.

**KEMP, ED**  
KALL, Salt Lake City, Utah

**KENNEDY, BILL**  
CKLW-TV, Detroit, Mich.

**KENNEDY, HAL**  
KVOR, Colorado Springs, Col.

**KEOGH, WALTER**  
WTUX, Wilmington, Del.

**KEOUGH, DAN**  
KGBI, Harlingen, Tex.

**KERWOOD, ORIE**  
KMMJ, Grand Island, Neb.

**KEVER, BONNIE**  
Golden Gate Playhouse  
KRON-TV, San Francisco, Cal.

**KIETH, JOE**  
Melody Manor  
KPLC, Lake Charles, La.

**KIEVMAN, MIKE**  
KOPO-TV, Tucson, Ariz.

**KIMBLE, WILLIAM**  
WKOK, Sunbury, Pa.

**KING, CARL**

B. Dec. 30, 1921, St. Louis, Mo.  
Democratic and Republican Conventions, Miss America Contest, ABC-TV; Two for the Money,



CBS-TV; King's Crossroad, Syndicated Film Series

**KING, CHRISTOPHER**

Sounding Board  
MBS

**KIRBY, BILL**

WMPM, Smithfield, N. C.

**KIRBY, GEORGE**

Morning Glory  
KDRS, Paragould, Ark.

**KIRCHNER, CLAUDE**

B. Feb. 11, 1916, Europe. Terrytoon Circus, WOR-TV; Mighty Mouse Theatre, Lassic, CBS; Roy Rogers Show, General Electric Theatre, NBC, Wild Bill Hickok, CBS-TV

**KIRK, NEAL**

KIES, Bishop, Cal.

**KIRWAN, JIM**

WNAC, Norfolk, Conn.

**KISER, JIMMA**

WSOB, Charlotte, N. C.

**KJINE, DICK**

WFDP, Flint, Mich.

**KNELLY, CARL**

KCLW, Hamilton, Tex.

**KNIGHT, DELOS, JR.**

Musical Check  
WIKC, Bogalusa, La.

**KNIGHT, JIM**

Swap Shop  
WKWK, Wheeling, W. Va.

**KNIGHT, LLOYD**

The Check Watcher  
KIDN, Denver, Col.

**KNIGHT, TOM**

WLOX, Lincolnton, N. C.

**KNORR, JOHNNY**

Melodies in the Night  
WKJL, St. Marys, Pa.

**KORAK, ED**

WBBQ, Augusta, Ga.

**KOCK, LANN**

1400 Club  
KXGN, Glendive, Mont.

**KOERS, AIRGEL**

WLDL, La Crosse, Wis.

**KRANZ, GEORGE**

Restlessly Yours  
RRPO, Owatonna, Minn.

**KRAUS, PHILIP**

1400 Club  
WKBI, St. Marys, Pa.

**KREIBEL, MEL**

KJRK, Columbus, Neb.

**KRIEGER, BILL**

WESC, Greenville, S. C.

**KROECK, JACK**

KLIK, Jefferson City, Mo.

**KRUEGER, JACK**

KEYS, Corpus Christi, Tex.

**KRUEGER, RALPH**

WJLL, Niagara Falls, N. Y.

**KRUGER, OTTO**

Lux Video Theater  
NBC-TV

**KULT, ERYA**

Mar-shield Time  
WFHR, Wisconsin Rapids, Wis.

**KUNSAK, JOHN**

KPLT, Paris, Tex.

**L****LAHR, GUY**

Highway To Heaven  
KATZ, St. Louis, Mo.

**LAMB, ART**

WPPG, Washington, D. C.

**LAMBERT, KEN**

WLDS, Jacksonville, Ill.

**LAMONT, GEORGE**

Fireman Frank  
KRON-TV, San Francisco, Cal.

**LAMPSON, LES**

KFDX-TV, Wichita Falls, Tex.

**LANDEFEAR, DEAN**

WMTF, Cedar Rapids, Iowa.

**LANDIS, JOHN**

KRAK, Stockton, Cal.

**LANE, DICK**

WSBC, Chicago, Ill.

**LANE, LARRY**

WEBK, Tampa, Fla.

**LARAWAY, LARRY**

Talk of the Town  
WJEB, Gallipolis, Ohio.

**LARK, ROBERT**

WHYC, Holland, Mich.

**LARSEN, GENE**

RGFV, Kearney, Neb.

**LASHBROOK, DICK**

WSAZ, Huntington, W. Va.

**LAUILLIPE, DONALD**

WJDA, Quincy, Mass.

**LAVENDER, RALPH**

WBLA, Augusta, Ga.

**LAWRENCE, ART**

Gaslight Varieties  
WGR, Manchester, N. H.

**LAWRENCE, BOB**

Charade Party  
WGR-TV, Buffalo, N. Y.

**LAWRENCE, TED**

Treasury Brndstand National  
Juke Box  
Sunday Music Hall  
ABC, ABC-TV

**LAWSON, KEN**

Little Rascals  
KVTV, Sioux City, Iowa.

**LAWYER, JACK**

Coffee Club  
WMLV, Millville, N. J.

**LAYMAN, EARLE**

WPRC, Lincoln, Ill.

**LAZICH, BOB**

KXLL, Missouri, Mont.

**LEA, DAVID**

WRBL, Columbus, Ga.

**LEAFSTEDT, RAY**

KOEL, Oelwein, Iowa.

**LEAVITT, BOB**

Music at Lunchtime  
WWSR, St. Albans, Vt.

**LEE, DAVE**

Yawn Patrol  
WROY, Roanoke, Va.

**LEE, JACK**

KNGI, Ft. Madison, Iowa.

**LEE, KELIA**

WMSN, Raleigh, N. C.

**LEE, RONNIE**

WHOS, Decatur, Ala.

**LEE, WALTER**

KOBE, Las Cruces, N. M.

**LEEPER, TED**

Down Home  
WNCI, Greenville, N. C.

**LEESON, DEL**

KTYT, Salt Lake City, Utah.

**LEHMAN, BILL**

WTTC, Elkhart, Ind.

**LEHNHOFF, HENRY**

KWED, Searcy, Tex.

**LEIGHTON, JERRY**

WAAF, Chicago, Ill.

**LEONARD, AL**

WKKO, Coosa, Fla.

**LEONARD, BOB**

WVVA, Wheeling, W. Va.

**LEONARD, ROBERT**

ABC, ABC-TV

**LEROY, MARVIN**

WPBC, Minneapolis, Minn.

**LESCOULIE, JACK**

Jackie Gleason Show, CBS; Today, Meet The Champions, NBC

**LESH, BOB**

Rip, & Winkle  
KWBY, Colorado Springs, Colo.

**LESTER, GARY**

WWKY, Winchester, Ky.

**LETOCHER, SKIP**

WEKK, Erie, Pa.

**LEVERTON, BUCK**

Top O' Morning  
WSAT, Wausau, Wis.

**LEWIS, AL**

WCPO-TV, Cincinnati, Ohio.

**LEWIS, DICK**

KLZ-TV, Denver, Col.

**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, ROY**

WFDO, McGasport, Pa.

**LEYDEN, BILL**

It Could Be You  
NBC-TV

**LINDLEY, BOB**

KBST-TV, Big Springs, Tex.

**LINDMAN, STUART A.**

Mobday Matinee  
WTCN-TV, Minneapolis, Minn.

**LINDNER, VINCENT A.**

B. Apr. 11, 1920, West New York, N. J. Jazz 56, Miss America Pageant, The News, WMID, Atlantic City

**LINDSAY, BROOKS**

WFMY-TV, Greensboro, N. C.

**LINGLE, DICK**

WFBM, Indianapolis, Ind.

**LINGLE, JAY**

WMOG, Brimwick, Ga.

**LINK, JACK**

KDDO-TV, Boise, Idaho.

**LINN, KEN**

Hooster House Party  
WFBM, Indianapolis, Ind.

**LITTLE, JERRY**

Red Rooster  
WCOJ, Coatesville, Pa.

**LIVELY, BILL**

Western Roundup  
KWLN, Ashland, Ore.

**LIVINGSTON, J. A.**

WPID, Peabody, Ala.

**LLOYD, TED**

Sage-brush Shorty  
WJER-TV, Detroit, Mich.

**LOCKARD, MURRAY**

KUTV, Portland, Ore.

**LOCKBEAM, ROGER**

Swap Shop  
KIRM, Bismarck-Mandan, N. D.

**LOCKWOOD, ED**

Rush Hour  
WKIS-WOZ, Orlando, Fla.

**LOGAN, JOHN**

McLanohly Morn-  
KRIE, Odessa, Tex.

**LOHMEYER, FRANK**

KLPW, Union, Mo.

**LOMAN, KEN**

KPOJ, Portland, Ore.

**LONG, HARRY**

Sunrise Club  
WVTV, Seattle, Wash.

**LONGWORTH, BILL**

WGBI, WGBI-TV, Scranton, Pa.

**LONTZ, JIMMY**

WELL, Battle Creek, Mich.

**LOOPER, GENE G.**

KSLX, Corpus Christi, Tex.

**LOTT, PHIL**

Singing Convention  
WBAR, Bartow, Fla.

**LORING, JACK**

WBZ, Boston, Mass.

**LOUCKS, BILL**

WARU, Peru, Ind.

**LOUNSBURY, JIM**

Bandstand Matinee  
WGN, WGN-TV, Chicago, Ill.

**LOVOS, MILTON**  
WPCF, Panama City, Fla.

**LOWE, DONALD**  
Imagination, Mystery Time  
ABC, ABC-TV

**LOWRY, LEW**  
KTRH, Houston, Tex.

**LUCAS, WILLIS G.**  
KWHO, Salt Lake City, Utah

**LUCIER, ROD**  
KVOX, Moorhead, Minn.

**LUCKHURST, BILL**  
KBRO, Bremerton, Wash.

**LUECK, KEN**  
WNDB, Daytona Beach, Fla.

**LUEDEBS, TOM**  
WMTV, Madison, Wis.

**LUNDBOM, DEL**  
KIDO-TV, Boise, Idaho

**LURIE, AL**  
Solar, The Magiclan  
KRGV-TV, Wsclaco, Tex.

**LUTZ, RON**  
KGHM, Brookfield, Mo.

**LYLES, OBY**  
Sunny Side Up Show  
WHSC, Hartsville, S. C.

**LYON, JOHN**  
WBBQ, Augusta, Ga.

## — Mc —

**McAMIS, BILL**  
WBAC, Cleveland, Tenn.

**McARTHUR, BILL**  
KOJM, Havre, Mont.

**McBURNLEY, DEAN JOHN**  
Northwestern D. Reviewing  
Stand; MBS

**McCAFFRIE, PAT**  
WGN, Chicago, Ill.

**McCANN, DICK**  
South Omaha Salute  
KBON, Omaha, Neb.

**McCANN, LARRY**  
Theatre Seven  
WXYZ-TV, Detroit, Mich.

**McCLANAHAN, STEELE**  
KBOR, Brownsville, Tex.

**McCOURT, BOB**  
Varsity Varieties  
WVEC-TV, Norfolk, Va.

**McCOY, DUANE**  
KOOK-TV, Billings, Mont.

**McCOY, JACK**  
Glamour Girl  
KABC-TV, Los Angeles, Cal.

**McCOY, ROBERT**  
KOB-TV, Albuquerque, N. M.

**McCOY, RONNIE**  
KALL, Salt Lake City, Utah

**McCRACKEN, WIN**  
KYNO, Fresno, Cal.

**McCULLEY, JOE**  
WSNJ, Bridgeton, N. J.

**McCULLOUGH, DICK**  
WJZM, Clarksville, Tenn.

**McDEVITT, LEO**  
Sun Dial  
WOKO, Albany, N. Y.

**McDONALD, ROSSER**  
The Wax Works  
KUSH, Cushing, Okla.

**McELROY, JACK**  
Von's Movie  
KRCATV, Los Angeles, Cal.

**McEWEN, JIM**  
WCLG, Morgantown, W. Va.

**McGEEHAN, JACK**  
Early Riser's Club  
KEYZ, Williston, N. D.

**McGEEHEE, GENE**  
KTBS-TV, Shreveport, La.

**McGLATH, MARION**  
Talk of the Town  
WHAN, Charleston, S. C.

**McKENDRICK, FRED**  
Oldsmobile Show  
WFKY, Frankfort, Ky.

**McKENNA, JACK**  
Birthday Party  
WDSM-TV, Duluth, Minn.

**McKEOWN, GEORGE**  
WEKZ, Monroe, Wis.

**McKINSTRY, TED**  
KXOC, Chico, Cal.

**McLAUGHLIN, JIM**  
WICY, Malone, N. Y.

**McLEAN, BILL**  
KAKE, Wichita, Kan.

**McLEAN, CLYDE**  
WBT, Charlotte, N. C.

**McLEAN, JACK**  
WXRA, Buffalo, N. Y.

**McLEOD, DON**  
WJBK, Detroit, Mich.

**McMAHON, PAT**  
Carousel  
KFMA, Davenport, Iowa

**McMULLEN, JOHN**  
Uncle Mac  
KOPO-TV, Tucson, Ariz.

**McNAMARA, JIM**  
WALA, Mobile, Ala.

**McNAMARA, WILLIAM**  
WHDL, Olean, N. Y.

**McNAMEE, JACK**  
Melody Matinee  
WOKO, Albany, N. Y.

**McNERNEY, JIM R.**  
WKRT, Cortland, N. Y.

**McNEW, LEON**  
Star Bowling  
WXYZ-TV, Detroit, Mich.

**McNULTY, TERRY**  
Hometown Top Ten  
WSCR, Scranton, Pa.

**McQUIRE, JOHN**  
KSYD, Wichita Falls, Tex.

**McQUISTON, GIL**  
Starlight Club  
KRIZ, Phoenix, Ariz.

## — M —

**MACK, CHRIS**  
WFNC, Fayetteville, N. C.

**MACK, WAYNE**  
WDOK, Cleveland, Ohio

**MACKIN, JOHN**  
WTVR, Richmond, Va.

**MacPIERSON, MONROE**  
WION, Ionia, Mich.

**MADELEY, ARTHUR L.**  
WGNL, Wilmington, N. C.

**MADER, JIM**  
1310 Club  
WIBA, Madison, Wis.

**MAGERA, GEORGE**  
Yawn at Dawn  
WJAY, Mullins, S. C.

**MAHONEY, JIMMIE PAUL**  
KGGM, Albuquerque, N. M.

**MAIN, MAX**  
WIOU, Kokomo, Ind.

**MAJOR, JIM**  
WVOC, Manitowoc, Wis.

**MALLOW, JOHN**  
WGN, Chicago, Ill.

**MALONEY, JERRY**  
WSJV-TV, Elkhart, Ind.

**MANN, CHARLES**  
Record Rack  
WTVL, Waterville, Me.

**MANN, SEL**  
Top of Morning  
WCNC, Elizabeth City, N. Y.

**MANNING, ART**  
WGBR, Jesup, Ga.

**MANSFIELD, BOB**  
WKIC, Hazard, Ky.

**MANSFIELD, ROGER**  
WVTE, Vero Beach, Fla.

**MARLOWE, BILL**  
WCOP, Boston, Mass.

**MARLOWE, PAUL**  
Saturday Dancing Party  
WVOK, Charlotte, N. C.

**MARQUARDT, JIM**  
WLET, Toccoa, Ga.

**MARSH, ROY**  
KJAN, Atlantic, Iowa

**MARSHALL, BILL**  
WLIB, New York, N. Y.

**MARSHALL, BOB**  
Petticoat Partyline  
WBRC-TV, Birmingham, Ala.

**MARSHALL, REX**

B. Jan. 10, 1919

**MARTIN, DON**  
WHOU, Ithaca, N. Y.

**MARTIN, JOE**  
WCDL, Carbondale, Pa.

**MARTIN, JOHNNY**  
WHIZ, Zanesville, Ohio

**MARTIN, KEN**  
WLDB, Atlantic City, N. J.

**MARTIN, LARRY**  
WKAM, Goshen, Ind.

**MARTIN, PETER**  
KXOK, St. Louis, Mo.

**MARTIN STEVE**  
Drama Manor  
KTTV, Hollywood, Cal.

**MARX, ELZER**  
WITY, Danville, Ill.

**MASEY, BILL**  
WELO, Tupelo, Miss.

**MASINGILL, DAVID I.**  
WSFB, Quitman, Ga.

**MASON, CHARLES**  
Pee Dee Potpourri  
WJMX, Florence, S. C.

**MASSENGILL, LUTHER**  
WDEF-TV, Chattanooga, Tenn.

**MATHEWSON, DON**  
WTUX, Wilmington, Del.

**MATHIS, JERRY**  
KBRO, Bremerton, Wash.

**MATHIS, RALPH C.**  
Wake Up Dixie  
WCPC, Houston, Miss.

**MATHIS, ROBIN H.**  
Open House  
WCPC, Houston, Miss.

**MATTHEWS, PAT**  
Polka Matinee  
WKOP, Binghamton, N. Y.

**MATTOX, MAT**  
Matinee Today  
WTON, Staunton, Va.

**MAXWELL, CHUCK**  
WDAF, Kansas City, Mo.

**MAXWELL, RAY**  
WGHM, Waterville, Me.

**MAY, BEA**  
WTFV, Miami, Fla.

**MAYERS, DICK**  
WPAG, Ann Arbor, Mich.

**MAYNE, ROBERT**  
WGAD, Gadsden, Ala.

**MEAD, BOB**  
WMIX, Mt. Vernon, Ill.

**MEADOR, BOB**  
WNLA, Indiana, Miss.

**MEJIA, TONY**  
Pan American Hour  
KGHP, Pueblo, Col.

**MELLOY, JACK**  
WANE, Ft. Wayne, Ind.

**MELODY, JOE**  
WOAI-TV, San Antonio, Tex.

**MENEFEE, BOB**  
Heading Home  
WIP, Philadelphia, Pa.

**MERCEN, TOM**  
WMAQ, Chicago, Ill.

**MERCIER, RAY**  
Dance Party  
WCSH, WCSH-TV, Portland, Me.

**MESMER, BILL**  
KFMB-TV, San Diego, Cal.

**MESSER, NORMAN**  
WOAI, San Antonio, Tex.

**METHVEN, JEFF**  
KPLT, Paris, Tex.

**MEUNIER, JOHN**  
WVPO, Stroudsburg, Pa.

**MEYER, LEWIS**  
KOME, Tulsa, Okla.

**MEYER, TOM**  
OK Ballroom  
WOKZ, Alton, Ill.



MEYERS, DON  
WSPD, Toledo, Ohio

MICHAEL, ED  
ABC, ABC-TV

MIDDLETON, HARRY  
WTVD, Durham, N. C.

MIKKALSON, BOB  
WMT, Cedar Rapids, Iowa

MILLAN, DAVE  
WKNX, Saginaw, Mich.

MILLER, BILL  
All Star Country Show  
WKNA, Charleston, W. Va.

MILLER, BILL  
WHL, St. Louis, Mo.

MILLER, BOB  
KSK, Columbus, Neb.

MILLER, BOB  
KSCD, Santa Cruz, Cal.

MILLER, BOB  
Video Theatre  
WS-TV-TV, Elkhart, Ind.

MILLER, ED, C.  
Neighborhood News  
KWEL, Weiser, Idaho

MILLER, GARY  
WATS, Sayre, Pa.

MILLER, JAMES  
Gospel Jubilee  
WKTA, Cullman, Ala.

MILLER, JOHNNY  
Gospel Sing  
WTOB-TV, Winston-Salem, N. C.

MILLER, MAC  
WCBI-TV, Columbus, Miss.

MILLER, NEAL  
Gospel Show  
WSGN, Birmingham, Ala.

MILLS, ALLAN  
WTRF, Bradenton, Fla.

MILLS, DON  
KGNO, Dodge City, Kan.

MILLS, ELMO  
WFTG, London, Ky.

MILNER, GENE  
Dawn Patrol  
WTP, Philadelphia, Pa.

MILTON, JUD  
KROD, El Paso, Tex.

MILWEE, N. C.  
WVJS, Owensboro, Ky.

MITCHELL, EVERETT  
National Farm & Home Hour  
NBC

MITCHELL, LES  
WVFN, Olney, Ill.

MOEGLE, FRED  
KWK-TV, St. Louis, Mo.

MOFFETT, CHUCK  
WWCA, Gary, Ind.

MOFFIT, JIM  
KREM-TV, Spokane, Wash.

MOISELLE, ED  
WVDA, Boston, Mass.

MONROE, JOE  
KJOE, Shreveport, La.

MONTGOMERY, STU  
WBFX, Doylestown, Pa.

MOODEY, MARION McCOOK  
KFKN, San Francisco, Cal.

MOONEY, JESS  
WTOG-TV, Savannah, Ga.

MOORE, JAY  
WENK, Union City, Tenn.

MOORE, TED  
WFRV-TV, Green Bay, Wis.

MOREAU, AL  
WSPB, Sarasota, Fla.

MORGAN, HANK  
WQXI, Atlanta, Ga.

MORGAN, HOWARD  
Uncle Dawdy's Fun Time  
KCKT, Great Bend, Kan.

MORGAN, JIM  
KCUF, Fort Worth, Tex.

MORGAN, PAT  
KPEC-TV, Lake Charles, La.

MORLEY, JIM  
Treasure Chest  
KCGM-TV, Albuquerque, N. M.

MORRIS, MONTE  
Name Your Neighbor  
KYJC, Medford, Ore.

MORRISON, GEORGE W.  
KPLK, Dallas, Ore.

**MORROW, DON**

8. Jan. 29, 1927, Stamford, Conn.  
Rin-Tin-Tin, ABC-TV; Wide World  
World, Dragnet, This Is Your  
Life, NBC-TV; Vic Damone Show,  
Gunsake, CBS-TV

MORTON, BROOKS  
Sunshine Serenade  
WTOL, Toledo, Ohio

MORTON, JAY  
WEDO, McKeesport, Pa.

MORTON, LOU  
WQXI, Atlanta, Ga.

MOTT, DAVE  
KULT-TV, El Paso, Tex.

MOTTEK, WILLIAM  
WACB, Kittanning, Pa.

MOUNTEER, JOHN  
Mood Indigo  
WTRY, Troy, N. Y.

MOYER, DON  
Barn Dance  
WOAY-TV, Oak Hill, W. Va.

MULCAHY, JOHN  
WALK, Patchogue, N. Y.

MULLALLY, DON  
WTWN, St. Johnsbury, Vt.

MULLEN, JAY  
WOSC-TV, Charleston, S. C.

MILLINS, REV  
KMBE-TV, Kansas City, Mo.

MURFF, JIM  
Alarm Clock Club  
WDSO, Dillon, S. C.

MURPHY, BOB  
WNBQ, Chicago, Ill.

MURPHY, ED  
Hollywood Matinee  
WSR-TV, Syracuse, N. Y.

MURPHY, JOHN  
Saturday San Joaquin  
KPRE-TV, Fresno, Cal.

MURRAY, BILL  
KWON, Bartlesville, Okla.

MURRAY, JIM  
KBRO, Sedalia, Mo.

MUSGRAVE, BILL  
Noon Tunes  
WKNK, Muskegon, Mich.

MYER, BILL  
In the Mood  
KVOR, Colorado Springs, Col.

## — N —

NAPPIER, NAP  
Coral Call  
KTLF, Tallulah, La.

NARZ, JIM  
Merchants Quiz  
KPOL, Los Angeles, Cal.

NASH, JERGEN  
WCCO, Minneapolis, Minn.

NASH, JOHN  
Golden Crescent  
KIOX, Bay City, Tex.

NAVEN, DEAN  
KMA, Shenandoah, Iowa

NEHRING, WALLY  
1430 Club  
WIRE, Indianapolis, Ind.

NEIMAN, WUN  
KMR, Murray, Utah

NELSON, CHARLES  
Platter Pit  
KBAM, Longview, Wash.

NELSON, CY  
WJJD, Chicago, Ill.

NELSON, DAN  
KVCN, Winslow, Ariz.

NELSON, DAVE  
WMVO, Mc. Vernon, Ohio

NELSON, LINDSEY  
NCAA Football  
NBC-TV

NELSON, LOUIS  
WGH, Norfolk, Va.

NELSON, PAUL  
Trading Post  
KIOA, Des Moines, Iowa

NELSON, RALPH  
KPEL, Carson City, Nev.

NELSON, ROBERT  
WFMC, Goldsboro, N. C.

NELSON, STAN  
WSTC, Stamford, Conn.

NELSON, TOMMY  
WDDT, Greenville, Miss.

NELSON, WARREN  
WROK, Rockford, Ill.

NELSON, WILLIE  
KVAN, Vancouver, Wash.

NELMANN, JERRY  
WCOV, Sparta, Wis.

NEW, JAMES H.  
KGAJ, Lebanon, Ore.

NEWSOM, L. H.  
Kingshighway  
WOKJ, Jackson, Miss.

NEWSOME, GIL  
KWK-TV, St. Louis, Mo.

NICHOLS, CHUCK  
WJOL, Joliet, Ill.

NICHOLS, DELMAS  
WBAB, Baxley, Ga.

NICHOLS, HAROLD  
KVMN, Morrilton, Ark.

NICHOLS, LEE  
KWBW, Wichita, Kan.

NICHOLS, STEVE  
KBHS, Hot Springs, Ark.

NIELSON, WARREN  
KMA, Shenandoah, Iowa

NIEMI, TED  
Polka Party  
WKBN, WRBN-TV, Youngs-  
town, Ohio

NILEN, DAVE  
KRDG, Redding, Cal.

NIX, ED  
Top Banana Show  
KWIZ, Santa Ana, Cal.

NOLAN, TIM  
KXYZ, Houston, Tex.

NOLAND, ROBERT J.  
KDKD, Clinton, Mo.

NORTHINGTON, JIM  
WKKP, Hendersonville, N. C.

NORTON, RAY  
KSM, Sikeston, Mo.

NORVELL, GEORGE  
KSLV, Monte Vista, Col.

NORWOOD, BILL  
Cartoon Carnival  
WNET, Greenville, N. C.

NOYNS, STUART  
Face The Nation  
CBS

NUSS, TOM  
KIBOL-TV, Kenney, Neb.

## — O —

OAKVIK, JOHN  
WJEP, Grand Rapids, Mich.

O'BRIEN, DAVE  
WDXL-TV, Jackson, Tenn.

O'BRIEN, PAT  
Your Sunrise Radio Theatre  
NBC

O'CONNOR, RICHARD  
WGBL, Boston, Mass.

ODEGAARD, RUSS  
KCH, Des Moines, Iowa

O'DONNELL, D. J.  
KALB, Alexandria, La.

O'DONNELL, JIM  
Musical Sunday  
WWOK, Charlotte, N. C.

O'DONNELL, LEW  
Panorama  
WHEN-TV, Syracuse, N. Y.

OFFHAUS, RUSSELL  
WLOS, Asheville, N. C.

OGLE, RON  
Tomorrow's Headlines  
KVAL-TV, Eugene, Ore.

**OLIVER, GREGORY**  
WDAF-TV, Kansas City, Mo.

**OLIVER, ROGER**  
KTVI, St. Louis, Mo.

**OLSEN, JACK**  
Polka Party  
KLOK, San Jose, Cal.

**OLSEN, JOHNNY**  
Break the \$250,000 Bank,  
Masquerade Party  
NBC-TV, ABC-TV

**OLSON, BOB**  
WCBI-TV, Columbus, Miss.

**OLSON, DON**  
WJBC, Bloomington, Ill.

**OLSON, HARVEY**  
WDRG, Hartford, Conn.

**OLSON, LEE**  
Sunrise Serenade  
KROS, Clinton, Iowa

**OLSON, RAY**  
WOW, Omaha, Neb.

**OLSON, RIG**  
KBMB-TV, Bismarck, N. D.

**O'MASSEY, DENNIS**  
WJSB, Crestview, Fla.

**O'NEILL, MICHAEL**  
KITE, San Antonio, Tex.

**O'REILLY, JACK**  
WPEN, Philadelphia, Pa.

**O'REILY, MIKE**  
Western Theatre  
WJTV, Jackson, Miss.

**ORR, BILL**  
Teen-time  
KREX, KREX-TV, Grand  
Junction, Col.

**ORTON, JIM**  
WSON, Henderson, Ky.

**OSMUNDSON, DEAN**  
KBZ, Ottumwa, Iowa

**O'TOOLE, BILL**  
Life Is Worth Living,  
Mostly Music  
ABC, ABC-TV

**OUELLETTE, ROLAND**  
KPET, Lamesa, Tex.

## — P —

**PACK, MARSHALL**  
WLOS, Asheville, N. C.

**PADGETT, MATTIE**  
Lillie Anne  
WIRC, Hickory, N. C.

**PAGE, DAVE**  
KREM-TV, Spokane, Wash.

**PAGE, LARRY**  
Merry-Go-Round  
WTOG, Savannah, Ga.

**PALMER, CURT**  
KFJB, Marshalltown, Iowa

**PALMER, KEITH**  
KRMW, The Dalles, Ore.

**PANNONE, LOU**  
Trading Post  
KGBC, Galveston, Tex.

**PARK, CHARLEY**  
WJR, Detroit, Mich.

**PARKER, BOB**  
WDOT, Burlington, Vt.

**PARKER, CY**  
WLOI, Laporte, Ind.

**PARKER, JOHN**  
KERO-TV, Bakersfield, Cal.

**PARKER, PAUL**  
WLAS, Jacksonville, N. C.

**PARKER, RUSTY**  
WDEV, Waterbury, Vt.

**PARKES, HAL**  
KEYY, Provo, Utah

**PARKS, BERT**  
Bandstand  
NBC

**PARKS, DEL**  
Coffee Grind  
WDRF, Chester, Pa.

**PARLE, PAUL**  
KEYS, Corpus Christi, Tex.

**PARR, JACK**  
WDZ, Decatur, Ill.

**PARRISH, BYRON**  
WBLK, Clarksburg, W. Va.

**PATTERSON, GEORGE**  
KASH, Eugene, Ore.

**PAUL, GENE**  
WSTN, St. Augustine, Fla.

**PAUL, PETER**  
WRUM, Rumford, Me.

**PAUL, RALPH D.**

B. Oct. 11, 1920. Strike It Rich-  
Colgate, The Millionaire, CBS;  
The Goodyear Playhouse, NBC.

**PAWLAK, TOBY**  
KALB, Alexandria, La.

**PAXTON, TOM**  
WKY, WKY-TV, Oklahoma  
City, Okla.

**PAYNTER, LARRY**  
WPBC, Minneapolis, Minn.

**PEACH, FRED**  
Dinner Is Served  
WHYN-TV, Springfield, Mass.

**PEARCE, MARSHALL**  
WSMB, New Orleans, La.

**PEARSON, BOB**  
Trend of the Times  
KNGS, Hanford, Cal.

**PECK, GALE**  
Melody Every Evening  
KERN, Bakersfield, Cal.

**PELA, JOHN**  
Tomorrow's Weather  
KCRG-TV, Cedar Rapids, Iowa

**PENNINGTON, MEL**  
Sound-O-Rama  
KRBC, Abilene, Tex.

**PENNY, GAIL**  
Hall of Hits  
WLEE, Richmond, Va.

**PERAZZO, DON**  
Sunrise Serenade  
KBON, Omaha, Neb.

**PERKINS, GENE**  
Top O' the Morning  
KBOI, Boise, Idaho

**PERKINS, JACK**  
WGAR, Cleveland, Ohio

**PERRAULT, CARL**  
WSBS, Great Barrington,  
Mass.

**PERRY, BOB**  
WCKR, Miami, Fla.

**PERRY, GENE**  
WABO, Waynesboro, Miss.

**PERRY, JOHN**  
WTAP-TV, Parkersburg, W.  
Va.

**PERRY, SID**  
Midwest Matinee  
WCLA, Champaign, Ill.

**PETERS, CHARLOTTE**  
KSD-TV, St. Louis, Mo.

**PETERS, ROBERT**  
WFAS, White Plains, N. Y.

**PETERSON, BOB**  
WNAM, Neenah, Wis.

**PETERSON, JACK**  
WPVL, Painesville, Ohio

**PETERSON, WARREN**  
Breakfast at Netties  
KAYE, Puyallup, Wash.

**PETRI, NELLO**  
WJKO, Springfield, Mass.

**PETTY, JERRY**  
KENN, Kenedy, Tex.

**PEYTON, RICHARD**  
Hi Neighbor  
KLVC, Leadville, Col.

**PPAFF, DAVE**  
WNOG, Naples, Fla.

**PFISTER, TED**  
WNDU, South Bend, Ind.

**PELEEGER, GEORGE**  
WJTN, Jamestown, N. Y.

**PHALEN, TOM**  
KREM, Spokane, Wash.

**PHILLIPS, DON**  
WEW, St. Louis, Mo.

**PHILLIPS, GENE**  
WMAN, Mansfield, Ohio

**PHILLIPS, KEN**  
KAFF, Petaluma, Cal.

**PICKREN, CONRAD**  
Musical Clock  
WFEE, Sylacauga, Ala.

**PIERCE, BILL**  
WELL, Scranton, Pa.

**PIERCE, FELDER L.**  
WZOB, Fort Payne, Ala.

**PIRINE, DUNCAN**  
Cocktail Time  
WQXR, New York, N. Y.

**PITCOCK, ROBERT**  
King Arthur  
KWBY, Colorado Springs, Col.

**PITTMAN, CHARLES**  
1280 Musical Journal  
WJAY, Mullins, S. C.

**PLAYER, JIM**  
Movie Matinee  
WBTW, Florence, S. C.

**POINDEXTER, RAY**  
KGHI, Little Rock, Ark.

**POLK, BILL**  
Mid Day Frolics  
WHBO, Tampa, Fla.

**POLLOCK, BOB**  
WCLT, Newark, Ohio

**POLSON, JOHN**  
Musical Merry Go Round  
KCLE, Cleburne, Tex.

**POOLE, BOB**  
WBIG, Greensboro, N. C.

**POTET, JIM**  
KDUB, Lubbock, Tex.

**POTTBERG, RICK**  
Concert Time  
WDCL, Tarpon Springs, Fla.

**POTTER, WES**  
WPIE, Evansville, Ind.

**POWELL, JACK**  
Bar 15  
WIN-T, Ft. Wayne, Ind.

**POWERS, DON**  
Koffee Klub  
KXGN, Glendive, Mont.

**POWERS, JIMMY**  
Cavalcade of Sports  
NBC-TV

**PRATER, FRANK**  
Dixie Diary  
WSEV, Sevierville, Tenn.

**PRELL, ALLEN**  
Top Tune Time  
KFGT, Fremont, Neb.

**PRENTICE, BILL**  
WBWS, Cleveland, Ohio

**PRESTON, JAMES L.**  
KDKD, Clinton, Mo.

**PREVETTI, BILL**  
Teenage Canteen  
KGGM, KGGM-TV,  
Albuquerque, N. M.

**PRICE, RALPH**  
WJHL-TV, Johnson City,  
Tenn.

**PRICE, SAM**  
Nightwatchman  
KMEB, Medford, Ore.

**FRIEST, GEORGE**  
KIEB, Eureka, Cal.

**PRIMIKIRIS, JOHN**  
WHDL, Olean, N. Y.

**PRINCE, JIM**  
WBEM, Marion, N. C.

**PRITCHARD, MARK**  
Listening Post  
WCSS, Amsterdam, N. Y.

**PROCTOR, FRANK**  
WVOD, Lynchburg, Va.

**PRUITT, AL**  
WAGE, Lumberton, N. C.

**PRYOR, CACTUS**  
KTBC, KTBC-TV, Austin, Tex.

**PUFFER, GEORGE**  
WCLL, Corning, N. Y.

**PUGH, CHUCK**  
Tequiz  
WTVR, Richmond, Va.

**PUTMAN, DON**  
WBBZ, Ponca City, Okla.

**PUTNAM, JIM**  
WHIT, New Bern, N. C.

## — Q —

**QUAVE, MACKIE**  
Muste You Want  
WIS, Columbia, S. C.

**QUIMBY, JOHN**  
KRNO, San Bernardino, Cal.

**QUINN, ED**  
WPHG, Bristol, Va.

## — R —

**RADECK, JOHN**  
WJBF, Augusta, Ga.

**RADKA, AL**  
KFRF-TV, Fresno, Cal.

**RAE, BOB**  
550 Club  
KAFY, Bakersfield, Cal.

**RAGSDALE, NORMAN**  
WKUL, Cullman, Ala.

**RAINEY, BOB**  
WCPA, Clearfield, Pa.

**RAINS, CAL**  
WISF, Charlotte, N. C.

**RANDALL, DALE**  
Man Called X  
KBOI-TV, Boise, Idaho

**RANDALL, ROY**  
R.F.D. 1320  
KFH, Wichita, Kan.

**RAPCIKAK, MIKE**  
WAAF, Chicago, Ill.

**RATUBUN, JOHN**  
WNDR, Syracuse, N. Y.

**RAWLINGS, WAYNE**  
KULE, Ephrata, Wash.

**RAY, CHARLES**  
WPVL, Painesville, Ohio

**RAY, CURT**  
Clockwatcher  
KMOX, St. Louis, Mo.

**RAY, JOHN**  
The Toe Time  
WTAV, Robinson, Ill.

**RAY, LEA**  
KOPO, Tucson, Ariz.

**RAYMOND, FRANK**  
Farm Cast  
WCYR, Bristol, Va.

**RAYNOR, JAMES**  
WLSV, Wellsville, N. Y.

**READ, THOMAS W.**  
KRIC, Lewiston, Idaho

**RECTOR, BOB**  
KRDO, Colorado Springs, Col.

**REDDY, TOM**  
Circus Time, Treasure Hunt  
ABC-TV

**REED, KENYON**  
Moods in Melody  
WFERM, Coudersport, Pa.

**REETER, DEAN**  
The Home Show  
KWIN, Ashland, Ore.

**REEVES, BOB**  
Prof. R & B  
WKWK, Wheeling, W. Va.

**REED, DICK**  
Luck 8 Ranch  
WCHS-TV, Charleston, W. Va.

**REIG, HOWARD**  
NBC

**REILLY, ED**  
WBRV, Waterbury, Conn.

**REILLY, JIM**  
WRTA, Altoona, Pa.

**REIMERS, ED**  
B. Oct. 26, Moline, Ill.; Kaiser  
Aluminum Hour, Wire Service,  
ABC-TV; Crusader, Mr. Adams  
& Eve, Do You Trust Your Wife?  
CBS-TV; Global Zobel, KTTV

**REISING, KEITH**  
WJLP, New Albany, Ind.

**REKEDAJ, ART**  
KYEN, Roseburg, Ore.

**REMY, MEL**  
KNAK, Salt Lake City, Utah

**RENAULT, DON**  
KRUS, Mexico, Tex.

**RENWICK, CHARLES**  
WKNX-TV, Saginaw, Mich.

**REYNOLDS, CLIF**  
Kaleidoscope  
WCSH-TV, Portland, Me.

**REYNOLDS, DICK**  
WCUF, Akron, Ohio

**REYNOLDS, GENE**  
WBAP, Fort Worth, Tex.

**REYNOLDS, TOMMY**  
MovieTime, U.S.A.  
KENS-TV, San Antonio, Tex.

**REZNOR, JOHNNY**  
WFPB, Milledotown, Ohio

**RHEA, DON**  
Coffee Club  
KIOX, Bay City, Tex.

**RHODES, BOB**  
WFBI-TV, Indianapolis, Ind.

**RICE, DICK**  
WTOD, Toledo, Ohio

**RICH, AL**  
WJAC, Johnstown, Pa.

**RICHARDS, AL**  
WTYC, Rock Hill, S. C.

**RICHARDS, BILL**  
WCHS-TV, Charleston, W. Va.

**RICHARDS, BOB**  
Record Session  
WKOP, Binghamton, N. Y.

**RICHARDS, ROBERT**  
WAZL, Hazleton, Pa.

**RICHARDSON, AET**  
Eye Opener  
WRVA-TV, Richmond, Va.

**RICHARDSON, BRUCE**  
WROK, Rockford, Ill.

**RICHARDSON, PORTER**  
KVMC, Colorado City, Tex.

**RICHMOND, BOB**  
Ed Marling Show  
WREN, Topeka, Kan.

**RICK, BUD**  
WKRM, Columbia, Tenn.

**RICKENRACKER, ACE**  
Talk of the Town  
WORD, Spartanburg, S. C.

**RICKWA, JOHN**  
KTIY, Sioux City, Iowa

**RIDDICK, DAVE**  
Mid-day Spirituals  
WRAP, Norfolk, Va.

**RIDENHOUR, PAUL**  
WELS, Kingston, N. C.

**RIDGE, ROY**  
WKRY, Richmond, Ind.

**RIDNER, JACK S.**  
Cycl 6 Ranch  
WCTV, Tallahassee, Fla.

**RIGGS, A. F.**  
Butch  
Rise N Shine  
WURO, London, Ohio

**RIGLER, ROBERT**  
KGEZ, Kalspell, Mont.

**RILEY, JOHN**  
WVAM, Altoona, Pa.

**RING, BILL**  
California Hayride  
KOVY, Stockton, Cal.

**RIPPE, BILL**  
Tex & Jinx Show  
WRCA, N. V. C.

**RISNER, JIM**  
Old Timer  
KSYD, Wichita Falls, Tex.

**RITZ, MYRNA**  
WBTA, Batavia, N. Y.

**RIZZO, HANK**  
WVDA, Boston, Mass.

**ROBBINS, ED**  
WKNB, New Britain, Conn.

**ROBBINS, JOHN**  
WINX, Rockville, Md.

**ROBERSON, AL**  
Roseland Review  
WPEP, Taunton, Mass.

**ROBERTS, BILL**  
WBOW, Terre Haute, Ind.

**ROBERTS, BUNNY**  
WRIT, Mineola, N. Y.

**ROBERTS, CHARLIE**  
WGAR, Cleveland, Ohio

**ROBERTS, JIM**  
Homeward Bound  
WJHC, Canton, Ohio

**ROBERTS, MIKE**  
WATM, Atmore, Ala.

**ROBERTS, PAUL**  
Town Clock  
KERN, Bakersfield, Cal.

**ROBERTS, RAY**  
WKDL, Clarksdale, Miss.

**ROBERTS, SID**  
WJJD, Chicago, Ill.

**ROBERTS, STAN**  
WTOW, Towson, Md.

**ROBERTS, WM. L.**  
KGYW, Vallejo, Cal.

**ROBERTSON, TRAFONT**  
WTAR, Norfolk, Va.

**ROBINSON, C. R.**  
WWOC, Mantowoc, Wis.

**ROBINSON, CLEOPHUS**  
WOKJ, Jackson, Miss.

**ROBINSON, DAVE**  
KOMO, Seattle, Wash.

**ROBINSON, MAX**  
WJTN, Jamestown, N. Y.

**ROZ, BILL**  
Highway Safety  
WFOU, Pontiac, Mich.

**ROD, SHERRY**  
KFSO-TV, San Diego, Cal.

**ROEDEL, JOHN**  
KSD, St. Louis, Mo.

**ROGERS, LANDIS**  
Down Home with Granddaddy  
WACR, Columbus, Miss.

**ROGERS, TOM**  
Southeast Almanac  
WFTW, Florence, S. C.

## ROGERS, WILLIAM H.

B. Nov. 17; \$64,000 Question,  
\$64,000 Challenge, Ford Theatre,  
G. E. Theatre CBS

**ROHLING, LARRY**  
WOWL, Florence, Ala.

**ROLAND, RAY**  
WATS, Sayre, Pa.

**RONALD, STAN**  
WKAN, Kankakee, Ill.

**ROODHOFF, TED**  
WDOS, Oneonta, N. Y.

**ROPER, JAMES T.**  
KRTN, Raton, N. M.

**ROSE, DARRELL**  
Chapel By Road  
KTNM, Tucuman, N. M.

**ROSENTHAL, CONRAD**  
KWIF, Salt Lake City, Utah

**ROSS, BILL**  
WCKT, Miami, Fla.

**ROSS, LLOYD**  
WMLS, Sylacauga, Ala.

**ROSS, NORMAN**  
WGN, Chicago, Ill.

**ROSSIER, JOSEPH**  
WLSV, Wellsville, N. Y.

**ROSSITER, FRANK**  
WKAN, Kankakee, Ill.

**ROTHMANN, LEE**  
WKOW, Madison, Wis.

**ROUNDTREE, MARTHA**  
Press-Conference  
ABC-TV

**ROWE, DILLARD**  
WGES, Covington, Ga.

**RUBIO, ZATARAIN**  
KIWW, San Antonio, Tex.

**RUCKLE, BOB**  
WBIA, Augusta, Ga.

**RUDES, JIM**  
WSPD-TV, Toledo, Ohio

**RULE, RON**  
KOIN-TV, Portland, Ore.

**RUSE, PAUL**  
Wake Up to Music  
KOEL, Oelwein, Iowa

**RUSSELL, BOB**

Stand Up and Be Counted, CBS-TV; Miss Universe Pageant, Long Beach, Cal.

**RUSSELL, BARCLAY**  
WOAI, San Antonio, Tex.

**RUSSELL, FRANK**  
Barter Time  
WCYB, Bristol, Va.

**RUSSELL, JIM**  
Radio Roundup  
KCOW, Alliance, Neb.

**RUSSELL, LANCE**  
WDXI-TV, Jackson, Tenn.

**RUSSELL, VERNE**  
KUJ, Walla Walla, Wash.

**RUTLEDGE, KEN**  
Cool Classics  
KRIE, Odessa, Tex.

**RUTLEDGE, NED**  
Mulberry Bnsh  
WHVR, Hanover, Pa.

**RYAN, JOHNNY**  
KVOO, Tulsa, Okla.

**RYAN, TOM**  
WSNY, Schenectady, N. Y.

**RYHNER, WARREN**  
WFRV-TV, Green Bay, Wis.

**RYRE, REED**  
WBGR, Jesup, Ga.

## — S —

**SAGGESE, BOB**  
WBML, Macon, Ga.

**SAINT, TERRY**  
WTVT, Tampa, Fla.

**ST. JOHN, CHARLIE**  
KVDO-TV, Corpus Christi, Tex.

**ST. THOMAS, DON**  
KTNT, Tacoma, Wash.

**SALES, JERRY**  
Spins & Needles  
KFAM, St. Cloud, Minn.

**SALESKI, STAN**  
Polka Time  
WMMW, Meriden, Conn.

**SALINER, PAUL**  
WGN, Chicago, Ill.

**SALTER, RUSS**  
WTAQ, LaGrange, Ill.

**SANDERS, GORDON**  
KRLD, Dallas, Tex.

**SANDERS, JIM**  
Ruffin Reddy  
WSIX-TV, Nashville, Tenn.

**SANDERS, NICK**  
KWCO, Chickasha, Okla.

**SANDLER, BERNIE**  
WEBR, Buffalo, N. Y.

**SANDSTROM, JACK**  
WADP, Kane, Pa.

**SANTON, CHESTER**  
Adventures in Sound  
WQXR, New York, N. Y.

**SAUNDERS, BRUCE**  
Record Shop  
WSBT, South Bend, Ind.

**SAWYER, VERNE**  
KENE, Toppenish, Wash.

**SAYLOR, EARL**  
KREI, Farmington, Mo.

**SCANLAN, JIM**  
WOW-TV, Omaha, Neb.

**SCHARMAN, GEORGE**  
Federal Men  
WOAI-TV, San Antonio, Tex.

**SCHEIE, DAVE**  
WOW, Omaha, Neb.

**SHELL, OLLIE**  
Operation Western Living  
KEPR-TV, Pasco, Wash.

**SCHENCK, BUD**  
Movie Marshall  
WTRF-TV, Wheeling, W. Va.

**SCHENKEL, CHRIS**

B. Aug. 21, 1923, Wabash, Ind.  
New York Football Giants, Horse Racing, Football Roundup, Orange Bowl, CBS-TV; St. Nick Fights, DuMont; Monitor, NBC; Pro Championship, NBC-TV

**SCHLABACH, EARL**  
Mystery Melody  
WBSE, Hillsdale, Mich.

**SCHMEER, WILLIAM**  
WAZL, Hazleton, Pa.

**SCHMITT, JIM**  
KSLO, Opelousas, La.

**SCHOEN, STEVE**  
KSCO, Santa Cruz, Cal.

**SCHOLFIELD, JOHN**  
Movies for Kids  
KSAU-TV, Wausau, Wis.

**SCHOLL, DUTCH**  
WNOP, Newport, Ky.

**SCHRIMSHER, DON**  
KSST, Sulphur Springs, Tex.

**SCOFIELD, CARTER**  
WDBO, Orlando, Fla.

**SCOGIN, JOHN**  
Concert Hall  
WTAW, College Station, Tex.

**SCOLLAY, AL**  
Clime's Talent Time  
KOMU-TV, Columbia, Mo.

**SCOTT, ALAN**  
WRCV-TV, Philadelphia, Pa.

**SCOTT, BILL**  
WRLD, West Point, Ga.

**SCOTT, BLAINE**  
KID-TV, Idaho Falls, Idaho

**SCOTT, BOB**  
WOOD-TV, Grand Rapids, Mich.

**SCOTT, ED**  
KDUB-TV, Lubbock, Tex.

**SCOTT, FRED**

B. June 25, 1920. Liberator Show, WABD; Captain Video Space Show; Children's Shows

**SCOTT, HAROLD**  
WJAC-TV, Johnstown, Pa.

**SCOTT, HOWARD**  
WLAQ, Rome, Ga.

**SCOTT, JIM**  
KOSA-TV, Odessa, Tex.

**SCOTT, JOHN**  
WOP, Boston, Mass.

**SCOTT, JOHN**  
Little Rascals  
WHFN-TV, Syracuse, N. Y.

**SCOTT, RAY**  
R.F.D. Rambler  
WNOP, Newport, Ky.

**SCOTT, RON**  
WOL-TV, Ames, Iowa

**SCOTT, SAM**  
WCAM, Camden, N. J.

**SEAY, JIM**  
Music After Hours  
WLEE, Richmond, Va.

**SEIFERT, FRANK**  
Early Movie  
WTCN-TV, Minneapolis, Minn.

**SEMPLE, HUGH**  
Ebony Rhapsody  
KWDM, De Moines, Iowa

**SEWELL, DOUG**  
KDUB-TV, Lubbock, Tex.

**SEXTON, HOWARD**  
Walkerton News  
WLOI, Laporte, Ind.

**SEYMOUR, ROBIN**  
Bobbin' with Robin  
WKMH, Detroit, Mich.

**SHACKELFORD, DON**  
WHLF, Centerville, Tenn.

**SHADBURN, BILL**  
WSAV-TV, Savannah, Ga.

**SHALLCROSS, WILLIAM**  
WADP, Kane, Pa.

**SHANAHAN, PAT**  
WDOR, Sturgeon Bay, Wis.

**SHANAHAN, TOM**  
WEMP, Milwaukee, Wis.

**SHARP, IRVING**  
WDBJ, WDBJ-TV, Roanoke, Va.

**SHARPE, INGRAM**  
WXRA, Buffalo, N. Y.

**SHAW, JAMES**  
WFAU, Augusta, Me.

**SHAW, JOE**  
WTSI, Hanover, N. H.

**SHELDON, HERB**

Herb Sheldon Show, WRCA

**SHELDON, LINN**  
Late Matinee  
WJW-TV, Cleveland, Ohio

**SHELTON, JIM**  
KHAD-TV, Laredo, Tex.

**SHEPPARD, ROBERT**  
Amateur Hour  
ABC-TV

**SHERIDAN, BILL**  
Sundman Chaser  
WADK, Newport, R. I.

**SHERIDAN, PHIL**  
Triangle Theatre  
WFJL-TV, Philadelphia, Pa.

**SHERMAN, ARTHUR**  
WJAC-TV, Johnstown, Pa.

**SHERMAN, TOM**  
Tennessee Jamboree  
WBIR, Knoxville, Tenn.

**SHERRILL, BOB M.**  
Best on Wax  
WAKN, Aiken, S. C.

**SHERRILL, DON**  
KGFV, Kearney, Neb.

**SHERWOOD, DON**  
KGO-TV, San Francisco, Cal.

**SHIEL, MARK**  
KWAU, Watertown, S. D.

**SHIELD, MIKE**  
WMEK, Mt. Vernon, Ill.

**SHIELDS, HERB**  
KSLV, Monte Vista, Col.

**SHIPLEY, BILL**

B. Aug. 1, 1918, Ottawa, Kans.  
The Buccaneers, You Are There, CBS-TV; Jonathan Winters Show, The Big Story, NBC-TV

**SHIPLEY, JIM**  
WJER, Dover, Ohio

**SHOEMAKER, NATHAN**  
WABO, Waynesboro, Miss.

**SHREVE, LEONARD**  
DanceTime  
KGW, Portland, Ore.

**SHUFFETT, CHARLES**  
WLBN, Lebanon, Ky.

**SHULL, CHUCK**  
WRVA-TV, Richmond, Va.

**SHUPERT, W. H., JR.**  
WVNR, Beckley, W. Va.

**SHUTTS, WILLIAM F.**  
KVOC, Casper, Wyo.



**SILL, DAVE**  
Past & Present  
WESB, Bradford, Pa.

**SIMPSON, GEORGE**  
WJNO, West Palm Beach, Fla.

**SIMS, BOB**  
New Port Richey Show  
WDCL, Tarpon Springs, Fla.

**SINCLAIR, CHARLES**  
Matinee Melodies  
WMEV, Marion, Va.

**SINCLAIR, DICK**  
Polka Party  
KFI, Los Angeles, Cal.

**SIPHERD, ARTHUR**  
Meet Your Neighbor  
KRMJ, Palm Springs, Cal.

**SKINNER, GEORGE**  
WABC, New York City, N. Y.

**SLATTERY, JOE**  
Ozark Jubilee  
ABC-TV

**SLATTON, PAUL**  
WJBB, Haleyville, Ala.

**SMITH, BILL**  
WWIL, Fort Lauderdale, Fla.

**SMITH, BOB**  
WOR, New York, N. Y.

**SMITH, DICK**  
WMCK, McKeesport, Pa.

**SMITH, DOUGLAS**  
WFDP, Flint, Mich.

**SMITH, GEORGE B., JR.**  
KPLK, Dallas, Ore.

**SMITH, GUY**  
KLMO, Independence, Mo.

**SMITH, IRV**  
WHB, Kansas City, Mo.

**SMITH, JIM**  
WJHP, Jacksonville, Fla.

**SMITH, ROBERT**  
WABM, Houlton, Me.

**SMITH, ROGER**  
WJBB, Haleyville, Ala.

**SMITH, SEALY**  
KOSA-TV, Odessa, Tex.

**SMITH, WEBB**  
KAMQ, Amarillo, Tex.

**SNODGRASS, KEITH**  
KGEZ, Kalispell, Mont.

**SOBOL, JOHNNY**  
Rumpus Room  
WLK-TV, Wilkes Barre, Pa.

**SOULEAU, JIM**  
Good Rockin'  
KNOC, Natchitoches, La.

**SORENSEN, EARL**  
KVEW, Hobbs, N. M.

**SPARKS, KEN**  
WHLI, Niagara Falls, N. Y.

**SPENCER, RAYMOND E.**  
KFXM, San Bernardino, Cal.

**SPILLMAN, SANDY**  
KPIX, San Francisco, Cal.

**SPOO, EDWARD H.**  
WWHQ, Hornell, N. Y.

**SPRIGG, MEL**  
KTVR, Denver, Col.

**SQUER, KEN**  
WDEV, Waterbury, Vt.

**STAMPS, BILL**  
WGNS, Murfreesboro, Tenn.

**STANLEY, BILL**  
WICH, Norwich, Conn.

**STANLEY, JIM**  
WICHE, Norwich, Conn.

**STANLEY, ROY**  
KWBB, Wichita, Kan.

**STANT, JACK**  
WDRF, Chester, Pa.

**STAPLETON, JAMES**  
WLVA, Lynchburg, Va.

**STAR, MARK**  
Open House  
KGBC, Galveston, Tex.

**STARK, DICK**  
B. Nov. 7, 1911, Grand Rapids, Mich. What's My Line, Gun-smoke, CBS-TV; NBC News-Chet Huntley, Comedy Time, NBC-TV

**STARLING, DAVID**  
KFI, Los Angeles, Cal.

**STAVAS, JOE**  
KODY, North Platte, Neb.

**STEBBINS, ROGER**  
WERC, Erie, Pa.

**STEELE, DON**  
KLIK, Jefferson City, Mo.

**STEELE, TED**  
WOR-TV, New York, N. Y.

**STEFFES, ART**  
KVOX, Moorhead, Minn.

**STEIN, MIKE**  
WJLS, Beckley, W. Va.

**STEIN, MICHAEL**  
WAKR, Akron, Ohio.

**STEPHENSON, BOB**  
KXYZ, Houston, Tex.

**STEVENS, BILL**  
WCYB-TV, Bristol, Va.

**STEVENS, BOB**  
WARI, Peru, Ind.

**STEVENS, GENE**  
Broadway's Best  
KEEP, Twin Falls, Idaho.

**STEVENS, PHIL**  
KMOX, St. Louis, Mo.

**STEVENS, RALPH**  
WRAY, Princeton, Ind.

**STEVENSON, JOHN**  
Bold Journey  
ABC-TV

**STEWART, DON**  
WKCT, Bowling Green, Ky.

**STEWART, HAYES**  
KIVA, Yuma, Ariz.

**STEWART, JOHN**  
KDKA, Pittsburgh, Pa.

**STIDSTONE, WES**  
WLEA, Hornell, N. Y.

**STILES, DANNY**  
WCTG, New Brunswick, N. J.

**STOCKDALE, TERRA**  
WMSC, Columbia, S. C.

**STONE, DEWEY**  
WDEC, Americus, Ga.

**STORM, JAY**  
WLOR, Memphis, Tenn.

**STRAND, NORM**  
WSAV-TV, Savannah, Ga.

**STRAUSS, JOHN**  
KNCO, Garden City, Kan.

**STRECKER, JOHN**  
Four of Us  
KOMU-TV, Columbia, Mo.

**STRICKLAND, BILL**  
Sun n Fun Club  
WIRA, Fort Pierce, Fla.

**STUDNEY, ED**  
WWDC, Washington, D. C.

**STURN, DEAN**  
WSAZ, Huntington, W. Va.

**SULLIVAN, BILL**  
Alarm Clock Club  
WCHA, Chambersburg, Pa.

**SULLIVAN, TIM**  
KGMC, Englewood, Col.

**SUNKEI, BUD**  
WDAN, WDAN-TV, Danville, Ill.

**SWAIN, HACK**  
WSPB, Sarasota, Fla.

**SWARTZ, STANLEY**  
WTPA, Harrisburg, Pa.

**SWEARINGEN, JERRY**  
KFOR, Lincoln, Neb.

**SWIFT, ALLEN**  
B. New York City. Popeye The Sailor, Voices for Terry Toons, TV and Radio Commercials, WPX

**SWINSON, BOBBY**  
KCLW, Hamilton, Tex.

— T —

**TABOR, LEE**  
KYJC, Medford, Ore.

**TAPLER, VINCE**  
Panorama  
WTJS, Jackson, Tenn.

**TATE, JEROME**  
Red Hot & Blues  
WFOK, Tampa, Fla.

**TAYLOR, BEN W.**  
WMEJ, Daytona Beach, Fla.

**TAYLOR, BILL**  
KCRD-TV, Lubbock, Tex.

**TAYLOR, DEL**  
WHTN-TV, Huntington, W. Va.

**TAYLOR, DON**  
KUBA, Yuba City, Cal.

**TAYLOR, GENE**  
Hoodown Jamboree  
KOTA-TV, Rapid City, S. D.

**TAYLOR, JACK**  
KID-TV, Idaho Falls, Idaho.

**TAYLOR, JIM**  
WCNB, Connorsville, Ind.

**TAYLOR, KEN**  
The Music Room  
WVCG, Coral Gables, Fla.

**TAYLOR, POP**  
The Rural Scene  
WSTV-TV, Steubenville, Ohio.

**TELLEZ, RUDY**  
KTSM-TV, El Paso, Tex.

**TERRY, BILL**  
KLIX-TV, Twin Falls, Idaho.

**THAYER, JACK**  
WDGY, Minneapolis, Minn.

**THOMAS, AUB**  
KAFP, Petaluma, Cal.

**THOMAS, BOB**  
Words & Music  
WGAI, Elizabeth City, N. C.

**THOMAS, GORDON**  
WTFMJ-TV, Milwaukee, Wis.

**THOMAS, JERRY**  
WBIZ, Eau Claire, Wis.

**THOMAS, JIM**  
WRIS-WORZ, Orlando, Fla.

**THOMAS, NEWTON**  
WLLY, Richmond, Va.

**THOMAS, THEODORE**  
WJKO, Springfield, Mass.

**THOMAS, WAYNE**  
KTM, San Rafael, Cal.

**THOMPSON, BILL**  
KPHO-TV, Phoenix, Ariz.

**THOMPSON, BOB**  
WWNS, Statesboro, Ga.

**THOMPSON, BUD**  
Hospitality Time  
KCRD-TV, Lubbock, Tex.

**THOMPSON, DICK**  
WSWW, Platteville, Wis.

**THOMPSON, FRANK**  
KFMB, San Diego, Cal.

**THOMPSON, WILL**  
WXIX, Milwaukee, Wis.

## — V —

**THORNTON, JIM**  
WTVD, Durham, N. C.

**THORNTON, MELBA**  
Church Bells Ring  
WJEH, Gallipolis, Ohio

**TISDALE, JERRY**  
WFSB, Crestview, Fla.

**TOLBERT, BOB**  
WTBF, Troy, Ala.

**TONKEN, PHIL**

B. Apr. 13, 1919, Hartford, Conn.  
Youth Wants to Know, The Greatest Drama, Fame, NBC-TV; Tomorrows Front Page Headlines, Crime Fighters, MBS; Allan Granger—Radio Playhouse, WOR; The Big Picture

**TOOLEY, JOHNNY**  
WMTA, Central City, Ky.

**TOOTHMAN, ROBERT**  
Listeners on Wheels  
WBLL, Clarksburg, W. Va.

**TOPINKA, RUDY**  
Western Round-up  
WSAU, WSAU-TV, Wausau, Wis.

**TOTH, JIM**  
Smilin' Jim's Jamboree  
KPLC, Lake Charles, La.

**TOWNSEND, CHET**  
WJPF, Herrin, Ill.

**TOWNSEND, DUDLEY**  
WDBJ-TV, Roanoke, Va.

**TRACY, BILL**  
Party Line  
KDLA, De Ridder, La.

**TRAILER, REX**  
WBZ-TV, Boston, Mass.

**TRAP, BOB**  
Top Thirty  
WMAX, Grand Rapids, Mich.

**TRENT, GEORGE**  
Spin A Record  
WAGA, Atlanta, Ga.

**TRENT, JOHN**  
Housewives Protective League  
WCAU, Philadelphia, Pa.

**TRENT, TOMMY**  
KTHS, Little Rock, Ark.

**TREWETT, BUD**  
Kool Korner  
KKOG, Ogden, Utah

**TUCKER, CHARLES**  
KOCs, Ontario, Cal.

**TUCKER, JACK**  
WFVA, Fredericksburg, Va.

**TUCKER, TOMMY**  
Cartune Funnies  
WMBR-TV, Jacksonville, Fla.

**TUGWELL, JIMMY**  
KBTA, Batesville, Ark.

**TUNSTALL, BILL**  
WFVG, Fuquay Springs, N. C.

**TURNER, AL**  
KTBB, Tyler, Tex.

**TURNER, DICK**  
WAAB, Worcester, Mas.

**TURNER, MIKE**  
WSSB, Durham, N. C.

**TYLER, GARY**  
Coffee Time Frolics  
KSYL, Alexandria, La.

**TYSON, DAVID**  
WCAE, Pittsburgh, Pa.

## — U —

**UHLIS, FRAN**  
KGBX, Springfield, Mo.

**UNOLD, WES**  
WFMO, Fairmont, N. C.

**VAIL, KIT**  
WKTY, La Crosse, Wis.

**VALENTINE, GLEN**  
KBYE, Oklahoma City, Okla.

**VALLE, DAN**  
WFAS, White Plains, N. Y.

**VALLENDER, ED**  
WBCM, Bay City, Mich.

**VAN, JOE**  
WKMH, Detroit, Mich.

**VAN DAM, LEE**  
WKLZ, Kalamazoo, Mich.

**VANHOOK, EDWARD D.**  
WSFC, Somerset, N. Y.

**VAN HORN, ARTHUR**  
WABC, New York, N. Y.

**VAN HORNE, BOOTS**  
KSHO-TV, Las Vegas, Nev.

**VANLANDINGHAM, LEWIS**  
KXRJ, Russellville, Ark.

**VAUGHN, CLAYTON**  
Spins & Needles  
KUSH, Cushing, Okla.

**VEAL, J. H.**  
Civic Forum  
WCOA, Pensacola, Fla.

**VENTURINO, DICK**  
KSTN, Stockton, Cal.

**VEST, FRED**  
WKAB, Mobile, Ala.

**VESTAL, STAN**  
Parade of Hits  
KNGS, Hanford, Cal.

**VICTOR, PAUL**  
WCPA, Clearfield, Pa.

**VIKEN, MILTON**  
KOMB, Cottage Grove, Ore.

**VINCENT, JOE**  
WMSL-TV, Decatur, Ala.

**VINCENT, SCOTT**  
ABC, ABC-TV

**VINSON, AL**  
KNET, Palestine, Tex.

**VOIGT, OWEN**  
WSVA, Harrisonburg, Va.

**VON HAGLE, PAUL**  
WMSC, Columbia, S. C.

## — W —

**WACKER, PHIL**  
KXRO, Aberdeen, Wash.

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGONER, VERN**  
Commuter  
WABJ, Adrian, Mich.

**WAINWRIGHT, ROBERT**  
KBSF, Springhall, La.

**WALBERG, TINY**  
WDBO, Orlando, Fla.

**WALDEN, DICK**  
WGOV, Valdosta, Ga.

**WALKER, DUSTY**  
KVAR, Mesa, Ariz.

**WALKER, KEITH**  
KXIC, Iowa City, Iowa

**WALL, CARL**  
WGLC, Centreville, Miss.

**WALLACE, DALE**  
KCLA, Pine Bluff, Ark.

**WALLACE, EDWARD, JR.**  
WJRI, Lenoir, N. C.

**WALLACE, GEORGE**  
Java Juke Box  
KTKT, Tucson, Ariz.

**WALLACE, GIL**  
WVMC, Mount Carmel, Ill.

**WALLACE, TOM JR.**  
KTKT, Tucson, Ariz.

**WALLACK, DICK**  
KFAM, St. Cloud, Minn.

**WALTER, ROD**  
KOMB, Cottage Grove, Ore.

**WALTERS, CLEM**  
WHWL, Naticoke, Pa.

**WALTERS, DICK**  
WLDL, La Crosse, Wis.

**WALTERS, EDDIE**  
The Morris Hour  
WCMY, Ottawa, Ill.

**WALTERS, LIDIE**  
Kitchen Kapers  
WFBC, Greenville, S. C.

**WALTERS, LOU**  
Requestfully Yours  
WBFC, Fremont, Mich.

**WAMBACH, PETE**  
Party Line  
WCMB-TV, Harrisburg, Pa.

**WANKE, HUGH**  
WCAO, Baltimore, Md.

**WARD, JIM**  
Bridge Forum  
WITV, Miami, Fla.

**WARD, SKIP**  
KYW, Cleveland, Ohio

**WARREN, SCOTT**  
KMON, Great Falls, Mont.

**WAREHAM, BOB**  
Boonville Ballroom  
KWRT, Boonville, Mo.

**WARNER, CARL**  
WJJD, Chicago, Ill.

**WARREN, JERRY**

B. July 17, 1926, Philadelphia, Pa.  
The Jerry Warren Show, WINS; Campbell Soups (Dear Phoebe) NBC-TV; Paramount Pictures

**WARREN, MATT**  
Press Conference  
ABC-TV

**WATERS, STERLING**  
KSTX, Corpus Christi, Tex.

**WATSON, BILL**  
550 Club  
KAFY, Bakersfield, Cal.

**WAYMAN, TOM**  
KTVT, Salt Lake City, Utah

**WAYNE, LARRY**  
KGUL-TV, Galveston, Tex.

**WEAVER, BILL**  
KCBS, San Francisco, Cal.

**WEAVER, BOB**  
KXO, El Centro, Cal.

**WEAVER, JOE**  
Penthouse Party  
WTOL, Toledo, Ohio

**WEAVER, R. L.**  
WLOK, Memphis, Tenn.

**WEAVER, ROBYN**  
WURL, Peoria, Ill.

**WEAVER, TOM**  
WCMA, Corinth, Miss.

**WEBB, JERRY**  
WPCO, Mt. Vernon, Ind.

**WEBB, JIM**  
WCDT, Winchester, Tenu.

**WEBBER, BOB**  
KXJK, Forrest City, Ark.

**WEBBER, LARRY**  
WJEJ, Hagerstown, Md.

**WEBSTER, JOE**  
WDBL, Springfield, Tenn.



**WEEGMAN, WILLARD G.**  
WBKV West Bend Wis.

**WEEKS, DICK**  
KTAC Tacoma, Wash.

**WEEKS, ED**  
KOVU, Valley City N. D.

**WEIDEMAN, JACK**  
Holiday for Housewives  
WRFP-TV Chattanooga Tenn.

**WEIMAR, BOB**  
KPLC-TV Lake Charles La.

**WEITZEL, TOM**  
WTPA Harrisburg Pa.

**WELLS, EARL**  
WSPD-TV, Toledo Ohio

**WELSH, DON**  
WDSM Superior Wis.

**WELSH, HERMAN**  
KENS Kennedy Tex.

**WENDELL, BILL**

B. Mar 22, 1924, New York City  
Tonight with Ernie Kovacs, Wide  
Wide World, NBC-TV, NBC  
Bardstand, NBC-TV Color Spec-  
taculars

**WESSNER, LEE**  
Top O' The Morning  
WISN Madison Wis.

**WESTFALL, KAY**  
WNBQ Chicago Ill.

**WESTOVER, JIM**  
KQV Pittsburgh Pa.

**WHEAT, RAY**  
WAFF Chicago Ill.

**WHEELER, GARTH**  
KSOI Salt Lake City Utah

**WHEELER, WILLIAM**  
Showcase  
WHEI, Reading Pa.

**WHITCOMB, MELVILLE E.**  
WMEE, Brunswick Me.

**WHITE, ALAN**  
KTRB Shreveport La.

**WHITE, BILL**  
WGHI, Scranton Pa.

**WHITE, BOB**  
WLOU Louisville Ky.

**WHITE, CLAYDE**  
RFD 1570  
WTAY, Robinson Ill.

**WHITE, HOWARD**  
WGRV Louisville Ky.

**WHITLOCK, RAY**  
WGNH Norwich, N. Y.

**WHITNEY, PHIL**  
WNCW, Winchester Va.

**WHITTAKER, ED**  
Circle Charlie  
WKTV Union N. Y.

**WHITTINGTON, JIMMA**  
WERD Atlanta Ga.

**WICKS, JAMES T.**  
WAVN, Stillwater, Minn.

**WIDDER, DAVE**  
Symphonied Cook  
WDAY, Kansas City Mo.

**WILBER, AL**  
WVLS, Owensboro, Ky.

**WILBURN, GEORGE**  
KNEO McAlester Okla.

**WILKES, JIM**  
KPAR-TV Sweetwater, Tex.

**WILKINSON, JIM**  
WOMI Owensboro Ky.

**WILLIAMS, BENNIE**  
WPTC Kinston, N. C.

**WILLIAMS, CARL**  
Home Theatre  
WBRN Knoxville, Tenn.

**WILLIAMS, CHARLES**  
KFNE, Shenandoah Iowa

**WILLIAMS, CHUCK**  
WPEP, Taunton Mass.

**WILLIAMS, DOC**  
WOOD, Moundsville W. Va.

**WILLIAMS, GORDON**  
KWYO, Sheridan, Wyo.

**WILLIAMS, JACK**  
WGBS Miami, Fla.

**WILLIAMS, JIM**  
RGHT, Harlingen Tex.

**WILLIAMS, JIM**  
WDXL, Lexington Tenn.

**WILLIAMS, KAY**  
WHAT, Philadelphia Pa.

**WILLIAMS, OVAR**  
WLWD, Dayton Ohio

**WILLIAMS, RONEY**  
Old Ship of Zion  
WHBL Newark N. J.

**WILLIAMSON, GORDON**  
Two on the Aisle  
WTVT Tampa Fla.

**WILLS, FORREST**  
Music of Clock  
WTRY, Troy N. Y.

**WILLMAN, JACK**  
Morning Spirituals  
WURY, New Orleans La.

**WILSON, BIG**  
KYW-TV Cleveland Ohio

**WILSON, DEAN C.**  
WMEG, Eau Claire Fla.

**WILSON, DON**  
Night Scene, Juke Box  
KWTX Waco Tex.

**WILSON, GEORGE**  
WVAN, Charleston S. C.

**WILSON, GLENN**  
WPAR, Parkersburg, W. Va.

**WILSON, HARRY A.**  
Best on Record  
WRGS Rogersville Tenn.

**WILSON, KIM**  
WTVP, Decatur, Ill.

**WILSON, LARRY**  
WSMB, New Orleans La.

**WILSON, ROSS C.**  
WFTN, Burlington Vt.

**WILSON, STU**  
KBIG, Avonlea Cal.

**WILSON, WALTER**  
Crossroads Inn  
WKOA, Hopkinsville Ky.

**WINGARD, MIKE**  
WIRA, Fort Pierce Fla.

**WINGATE, DON**  
WAVG, Adel Ga.

**WINN, BILL**  
Your Anniversaries  
WESB Bedford Pa.

**WINTERS, BILL**  
KVP, Redding Cal.

**WIZLARDE, FRANK**  
Whizzos Wonderland  
KMBC-TV Kansas City Mo.

**WOEHRMANN, W.**  
WKBY, Richmond, Ind.

**WOLFENDEN, BOB**  
Dancing Party  
WMEV Marion Va.

**WOMACK, KERMIT**  
KXBJ, Russellville, Ark.

**WOOD, EARL**  
WROC-TV Rochester N. Y.

**WOOD, ROBERT A.**  
WEBQ, Harrisburg, Ill.

**WOOD, SID**  
Secret Phone Call  
WMLP, Chattanooga Tenn.

**WOOD, STAN**  
WPTV, Bloomington Ind.

**WOODBURN, BOB**  
Hostility Time  
WLOB, Princeton, W. Va.

**WOODILL, JIM**  
WTON, Staunton Va.

**WOODRUFF, LES**  
Concert Hall  
WGOA, Pensacola Fla.

**WOODS, CHARLES**  
Sunday Music Hall  
Texaso, Weekend News  
ABC, ABC-TV

**WOODS, DONALD**

B. Dec. 2, Brandon, Manitoba,  
Canada; Woolworth Hour, CBS  
Film Festivals, Crossroads, Sky  
Pilot of Cumberlands, Paratroop  
Padre, The Light, ABC-TV

**WORK, TED**  
WFMD, Frederick, Md.

**WOTRING, DICK**  
WHRV, Ann Arbor Mich.

**WRAY, W. HALL**  
WHMA, Anniston Ala.

**WRIGHT, HANK**  
WJPP, Harlem, Ill.

**WRIGHT, JOHNNY**  
Kids Korral  
WFBC-TV, Greenville, S. C.

**WRIGHT, KEN**  
WKY Oklahoma City, Okla.

**WAMER, JACK**  
WING, Dayton Ohio

## — Y —

**YARBRO, STU**  
Hits & Previews  
WKNA, Charleston W. Va.

**YATES, JOHN**  
KFEQ-TV St. Joseph Mo.

**YATES, STERLING**  
KDKA Pittsburgh Pa.

**YOMANAKA, TOM**  
KCID Caldwell, Idaho

**YOUNG, AL**  
Musical Matinee  
WMA, Corinth, Miss.

**YOUNG, BARBARA**  
Menus 'n' Manners  
WCTV Tallahassee Fla.

**YOUNG, ED**  
Wake Up to Music  
WGRV Louisville, Ky.

**YOUNG, JIM**  
WBSR, Pensacola, Fla.

**YOUNG, O. C.**  
Baptist Trust and Cold Coffee  
WHSB Bluefield W. Va.

## — Z —

**ZAK, BILL**  
KTRD Houston Tex.

**ZEPP, LEONARD**  
WPEA Pensacola, Fla.

**ZETHMAYR, CVL**  
WWSG, Triton Ga.

**ZIELINSKI, BRUNO**  
It's Polka Time  
ABC-TV

**ZIMMER, LEE**  
KMBR, Hollywood, Cal.

**ZINK, CHUCK**  
WTVJ, Miami, Fla.

**ZUBEK, ED**  
1280 Rhod  
WYVE, Wytheville, Va.

# WOMEN COMMENTATORS

## HOME ECONOMISTS of U. S. Radio and TV Stations

### — A —

Abdou, Gloria.....WCAE, Pittsburgh, Pa.  
 Abeyta, Vergie.....KGGM, KGGM-TV,  
 Albuquerque, N. M.  
 Adair, Alyce.....WCLL, Corning, N. Y.  
 Adams, Carol.....WHBC, Canton, Ohio  
 Adams, Deborah.....WFUL-TV, Philadelphia, Pa.  
 Adams, Louise.....WCMB, Harrisburg, Pa.  
 Adams, Merry.....KNDC, Hettlinger, N. D.  
 Aders, Edna.....WLSI, Pikeville, Ky.  
 Albert, Mildred.....WVDA, Boston, Mass.  
 Alexander, Mildred.WTAR, WTAR-TV, Norfolk, Va.  
 Allen, Bettye.....WCMIL, Asbland, Ky.  
 Allen, Dolores.....WDOR, Sturgeon Bay, Wis.  
 Allen, Hazel.....KSHO-TV, Las Vegas, Nev.  
 Allen, Helene.....KLEA, Lovington, N. M.  
 Allen, Madeline.....KGAL, Lebanon, Ore.  
 Allen, Mattie Brown.....WQHS, Shelby, N. C.  
 Allen, Nancy.....WLAU, Laurel, Miss.  
 Allen, Ruth.....WGAR, Cleveland, Ohio  
 Allison, Mayme.....KBON, Omaha, Neb.  
 Ames, Jane-Ellen.....WKIP, Poughkeepsie, N. Y.  
 Anderson, Blanch.....WLOA, Braddock, Pa.  
 Anderson, Fran.....KKRA, Alexandria, Minn.  
 Angell, Barbara.....KPTV, Portland, Ore.  
 Apple, Marie.....WKCB, Searcy, Ark.  
 Arnold, Helen.....WCRJ, Scottsboro, Ala.  
 Aronla, Olivia.....KDJJ, Holbrook, Ariz.  
 Artman, Marion.....WGAP, Maryville, Tenn.  
 Ashlock, Marzuercile.WMT-TV, Cedar Rapids, Iowa  
 Ashmore, Dorothy.....WCAT, Orange, Mass.  
 Aska, Maria.....WREX-TV, Rockford, Ill.  
 Atter, Virginia.....WMBR-TV, Jacksonville, Fla.  
 Austin, Frances.....WWNC, Asheville, N. C.

### — B —

Bacher, Jeanne.....KGST, Fresno, Cal.  
 Bahwell, Marilyn.....WKTY, La Crosse, Wis.  
 Bailey, Ann.....WSIP, Paintsville, Ky.  
 Bailey, Liz.....KWBU, Corpus Christi, Tex.  
 Bailey, Lynn.....WNOG, Naples, Fla.  
 Baird, Margaret.....WDLF, Panama City, Fla.  
 Baker, Evange-line.....KGO-TV, San Francisco, Cal.  
 Baker, Gertrude.....WUBT, Butler, Pa.  
 Baker, Helen.....WDMG, Douglas, Ga.  
 Baldwin, Bettie.....KSSJ, Sedalia, Mo.  
 Baldwin, Joy.....KFJJ, Klamath Falls, Ore.  
 Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.  
 Bankston, Kathryn D.....WRFC, Athens, Ga.  
 Barkwell, Patsy.....KOOS, Coos Bay, Ore.  
 Barnes, Josey.....KTVT, Salt Lake City, Utah  
 Barr, Marie.....WGSA, Ephrata, Pa.  
 Barrat, Maxine.....WCKT, Miami, Fla.  
 Barry, Madeline.....WAGC, Chattanooga, Tenn.  
 Barton, Emily.....KPRC, San Francisco, Cal.  
 Baxter, Frances.....WDXE, Lawrenceburg, Tenn.  
 Bayer, Angela.....WTOP-TV, Washington, D. C.  
 Beal, Patricia.....WRGS, Rogersville, Tenn.  
 Beasley, Marlene.....WIRO, Ironton, Ohio  
 Bechler, Ethel.....WACE, Kittanning, Pa.  
 Beckwith, Kathleen.....WLSV, Wellsville, N. Y.  
 Beers, Betty.....WEAB, Greer, S. C.  
 Bell, Muriel M.....WBOB, Galax, Va.  
 Bendall, Sallie.....WBTM, Danville, Va.  
 Benell, Julie.....WPAA-TV, Dallas, Tex.  
 Bennett, Sue.....WBZ-TV, Boston, Mass.  
 Bennett, Teri L.....WHWB, Rutland, Vt.  
 Benning, Joan.....WMEG, Eau Gallie, Fla.  
 Bentz, Judy.....WADP, Kane, Pa.  
 Berg, Mildred.....KGHI, Little Rock, Ark.  
 Berg, Nancy.....WLK-TV, Wilkes-Barre, Pa.  
 Berry, Marlow.....WJPS, Evansville, Ind.  
 Bertrand, Jackie Todd.....KJEF, Jennings, La.  
 Beseth, Muriel H.....WNBZ, Saranac Lake, N. Y.  
 Bestor, Beulah.....WSTC, Stamford, Conn.  
 Bevier, Joan C.....KGHM, Brookfield, Mo.

Biggs, Marion.....KLO, Ogden, Utah  
 Binham, Constance.WOHI, East Liverpool, Ohio  
 Binns, Barbara.....WVCG, Coral Gables, Fla.  
 Bisgaard, Jo Anne.....KXO, El Centro, Cal.  
 Bishop, Phyllis.....WMBR, WMBR-TV,  
 Jacksonville, Fla.  
 Bittinger, Lucie.....KAWL, York, Neb.  
 Blaine, Mary.....KCUL, Fort Worth, Tex.  
 Blake, Julie.....WFEA, Manchester, N. H.  
 Blanford, Mary.....WGRC, Louisville, Ky.  
 B'ock, Ruth.....WMSM, Michigan City, Ind.  
 Blunt, Carolyn.....WOKJ, Jackson, Miss.  
 Boe, Shari.....WLDL, La Crosse, Wis.  
 Boehm, Mary Kay.....WITZ, Jasper, Ind.  
 Bond, Betty.....WSLS-TV, Roanoke, Va.  
 Bond, Billie.....WKIC, Bozalus, La.  
 Bond, Jean.....KEEN, San Jose, Cal.  
 Borg, Marge.....WDXI-TV, Jackson, Tenn.  
 Bowers, Lois.....WHIZ, Zanesville, Ohio  
 Bowery, Joanne E.....KOJM, Havre, Mont.  
 Bowman, Helen.....WIKE, Newport, Vt.  
 Bowman, Marjie.....WSFB, Quitman, Ga.  
 Boyd, Betty.....KOTV, Tulsa, Okla.  
 Boyd, Jo.....WFOX, Milwaukee, Wis.  
 Brandenburg, Catharine.....WREN, Topeka, Kan.  
 Brannen, Mrs. Ernest H.....WWNS, Statesboro, Ga.  
 Brannen, Nora.....WRBL-TV, Co'umbus, Ga.  
 Breedlove, Judy.....WAMW, Washington, Ind.  
 Brent, Ruth.....KGNC-TV, Amarillo, Tex.  
 Brett, Jeanne.....WFRV-TV, Green Bay, Wis.  
 Brewer, Mrs. Jerry.....WMIS, Natchez, Miss.  
 Bridges, Doris.....WKMT, Kings Mountain, N. C.  
 Brock, Mabel.....WMTS, Murfreesboro, Tenn.  
 Broman, Kathryn.....WWLP, Springfield, Mass.  
 Brooks, Mrs.....WKAM, Goshen, Ind.  
 Brooks, Jane.....WTVR, Richmond, Va.  
 Brooks, Martha.....WGY, Schenectady, N. Y.  
 Brown, Betty.....WGBF, Evansville, Ind.  
 Brown, Gloria.....KYW, Cleveland, Ohio  
 Brown, Jere.....WELQ, Tupelo, Miss.  
 Brown, Vivian.....KREX, KREX-TV,  
 Grand Junction, Colo.  
 Browne, Olivia.....WMC, Memphis, Tenn.  
 Browning, Ada Redd.....WSJS, Winston-Salem, N. C.  
 Bruce, Evelyn.....WLET, Toecoa, Ga.  
 Buebbett, Mary.....WENC, Whiteville, N. C.  
 Buecchin, Yolanda.....WGPA, Bethlehem, Pa.  
 Buck, Anita E.....WAVN, Stillwater, Minn.  
 Bull, Peggy.....KCMJ, Palm Springs, Cal.  
 Bullard, Iris.....WTAW, College Station, Tex.  
 Bulis, Alma.....KPTL, Carson, Nev.  
 Bunnell, Roberta Scott.....WKLO, Louisville, Ky.  
 Burk Sara.....WBNF, Binghamton, N. Y.  
 Burke, Jessie.....WVMC, Mount Carmel, Ill.  
 Burns, Dolly.....KDDD, Dumas, Tex.  
 Brnside, Jane.....WBLK, Clarksburg, W. Va.  
 Burt, Ellen T.....WIBX, Utica, N. Y.  
 Bush, Helen.....KCVR, Lodi, Cal.  
 Butler, Carole.....WTPA, Harrisburg, Pa.  
 Butler, Eugenia.....WGAU, Athens, Ga.  
 Butler, Jane.....WGBS, Miami, Fla.  
 Button, Veri.....KSVP, Artesia, N. M.  
 Byam, Helen.....KBND, Bend, Ore.  
 Byerly, Jeannine.....WTNC, Thomasville, N. C.  
 Byrne, Mary Margaret.....WDAK-TV, Columbus, Ga.

### — C —

Caifee, Lu.....WAAM, Baltimore, Md.  
 Calloway, Elizabeth.KTRE, KTRF-TV, Lufkin, Tex.  
 Campbell, Bettye.....KPET, Lamesa, Tex.  
 Campbell, Juanita.....KVIP, Redding, Cal.  
 Campbell, Lanthe.....WHKY, Hickory, N. C.  
 Campbell, Lois.....WPFP, Park Falls, Wis.  
 Campbell, Marianne B.....WJEH, Gallipolis, Ohio  
 Campbell, Mary Jane.....WMRE, Monroe, Ga.  
 Candy, Lou.....KITE, San Antonio, Tex.  
 Carel, Connie.....KROP, Brawley, Cal.  
 Carlson, Mildred.....WBZ, Boston, Mass.





# WOMEN COMMENTATORS—RADIO-TV



Carlson, Norah  
Carpenter, Peg  
Carr, Betty  
Carroll, Helen  
Carroll, Marion  
Carter, Florence  
Carter, Fran  
Carter, Joan  
Cassidy, Louise  
Cassidy, Ann  
Cassidy, Wynne  
Cass, Betty  
Cato, Evelyn  
Cory, Sumaine  
Charlton, Elaine  
Chapman, Margaret  
Chase, Julie  
Chesler, Faye  
Childers, Louise  
Christian, Jo  
Church, Betty  
Clarke, Betty  
Clements, Mary Lou  
Close, Vivian  
Coker, Carolyn  
Coker, Penelope  
Cole, Gerry  
Cole, Jean  
Cole, Vera  
Cole, Ann  
Collins, Edna  
Collins, Kay  
Collins, Marie  
Collins, Virginia  
Comer, Carol  
Comer, Connie  
Connelly, Elaine  
Conroy, Dorsey  
Cook, Connie  
Cook, Eva  
Cook, Mary Lou  
Cook, Paul  
Cook, Kay B.  
Coon, Dorothy  
Cooper, Dolores  
Cooper, Mable  
Cope, Kitty  
Costa, Esther  
Cotton, Dorothy  
Coulter, Lydia  
Counce, Lois  
Cradbach, Margaret  
Crang, Louise  
Cramer, Alma  
Cramer, Hazel P.  
Crawford, Mildred C.  
Craw, Jerry  
Crawther, Joan  
Curley, Margaret

WLYC Williamsport, Pa  
KAYE Puyallup, Wash  
WBEZ Ponca City, Okla  
WILQ, Frankfort, Ind  
WICS Springfield, Ill  
WJBF Augusta, Ga  
WAZL Hazleton, Pa  
KTSM-TV El Paso, Tex  
WKZO Kalamazoo, Mich  
WIKB Iron River, Mich  
WJVO Burlington, Vt  
WJBA Madison, Wis  
WMPB Chattanooga, Tenn  
WYNT, Contralia, Ill  
KPEP San Angelo, Tex  
WIDL, Carbondale, Pa  
WTAG Worcester, Mass  
KWED, Seguin, Tex  
WJAN, Spartanburg, S. C.  
KFAL, Fulton, Mo  
WARI, Arbuton, Va  
WDFE Flint, Mich  
WLBN, Lebanon, Ky  
KALB-TV, Alexandria, La  
KRLH-TV Dallas, Tex  
WSP-TV Charleston, S. C.  
WHOC Philadelphia, Miss  
WWGS, Pitton, Ga  
KSLQ, Opelousas, La  
WOME Brunswick, Mo  
KCIW Carroll, Iowa  
WIS Columbia, S. C.  
WTRI, Bradenton, Fla  
KFMO Flat River, Mo  
WJRI Adrian, Mich  
KIBH, Ocmulgee, Ga  
WNEE Worcester, Mass  
WNIG Chicago, Ill  
WOW WOW-TV Omaha, Neb  
WSBA-TV York, Pa  
WCOH Newnan, Ga  
KPOJ Portland, Ore  
WKBB Buffalo, N. Y.  
WSPB-TV, Toledo, Ohio  
KPAT Pampa, Tex  
WMRN Marion, Ohio  
WSAV-TV Savannah, Ga  
WESO Southbridge, Mass  
WHEE Rochester, N. Y.  
WAKU Latrobe, Pa  
WCMA, Corinth, Miss  
KVRJ Russellville, Ark  
WSEF, Somerset, Ky  
WART-TV Johnstown, Pa  
WJMI Biloxi, Miss  
WDFP Winchester, Tenn  
WIRC-TV Brentham, Ala  
WNHC-TV New Haven, Conn  
WJEP Grand Rapids, Mich

## — D —

Dachler, Polly  
Dagdon, Wanda  
Daly, Anne  
Dane, Paul  
Daniel, Betty  
Daniels, Nan  
Daniels, Yvonne  
Davis, Alma  
Davis, Betty  
Davis, Sara  
Dawdy, Maureen  
Deane, Martha  
Dee, June  
Dee, Pamela  
DeHigo, Kim  
DeFranc, Anita  
DeGraw, Louise  
DeGue, Mirrel  
Deems, Dorothy  
Deaton, Paul  
Dettinger, Alma  
DeVore, Gloria  
Dickens, Debra  
Dickerson, Betty  
Dillingham, Frances

WPAY Portsmouth, O  
KCIW Hamilton, Tex  
WPDQ Jacksonville, Fla  
WDOF Burlington, Vt  
WDVB Gainesville, Fla  
WLEA Hornell, N. Y.  
WQBS Jacksonville, Fla  
WISC Charleston, S. C.  
KOFN-TV Portland, Ore  
KAGR Yuba City, Cal.  
KJLK Jefferson City, Mo  
WOE, New York, N. Y.  
KWBB, Wichita, Kan  
KLEP-TV, El Paso, Tex  
WNOK, Columbia, S. C.  
KTMG, McAlester, Okla.  
KATL, Milledgeville, Ga  
WKNS Kingston, N. Y.  
KTFN, Trouton, Mo  
KGNL, Amarillo, Tex  
WQXR, New York, N. Y.  
KFDM-TV, Beaumont, Tex.  
WAGA-TV, Atlanta, Ga.  
KARD-TV Wichita, Kan  
WPAB Tabor City, N. C.

Dunn, Beverly  
Dubatz, Delphine  
Duke, Dell  
Dunlap, Vivian  
Dunlap, Esther  
Dunlap, Cathy  
Dunham, Betty  
Dunham, Katie  
Dunson, Polly  
Dunson, Ruth  
Dunson, Donna  
Drew, Sally  
DulKac, Gwen  
Dunmore, Jeanne  
Dunne, Eleanor  
Dunne, Jean  
Dunroff, W. F. (Mrs.)  
Dun, J. Carol

WJGR Huntington Lake, Mich  
KDIZ Huntington, Minn  
KAWTO Springfield, Mo  
WJHJ Peachtree, Ala  
KPEQ KPEQ-TV St. Joseph, Mo  
WATG Ashland, Ohio  
KWEX McPherson, Kan  
WCHS-TV Charleston, W. Va.  
WBMD Baltimore, Md  
WAPX Montgomery, Ala  
WJOP-TV Washington, D. C.  
WJER Dayton, Ohio  
WJCF Panama City, Fla  
WTVW Banzon, Ill  
WSOY Decatur, Mo  
WGGH, Marion, Ill  
KELD El Dorado, Ark  
WQOD WOOD-TV Grand Rapids, Mich

## — E —

Eason, Imogene  
Eckhart, Marjorie  
Eckstein, Donna  
Edmondson, Betty  
Edwards, Nancy  
Egardo, Helen  
Elizabeth, Faye  
Elliott, Frances  
Ellis, Judy  
Elmer, Evelyn  
Emery, Edith  
Emerson, Ruth  
Estimote, Virginia  
Eubanks, Velma  
Evans, Christine  
Evans, Joan  
Evans, Robbie  
Evans, Sally  
Eveland, Billie

WGLI Elizabeth City, N. C.  
KHOT-TV Kearney, Neb  
KTRF Thru River Falls, Minn  
KIMA-TV Yakima, Wash  
KBBB-TV Bismarck, N. D.  
KMOX Great Falls, Mont  
WJW-TV Detroit, Mich  
KGNO Dodge City, Kan  
WJHO Oneida, Ala  
KTHA Little Rock, Ark  
WRIS-WORZ, Orlando, Fla  
KSTT Dayton, Ohio  
WQBE Ypsilanti, Miss  
WMTU Greenville, S. C.  
WJHD Boston, Mass  
WJBE Indianapolis, Ind  
WKJL Mobile, Tenn  
WMT Cedar Rapids, Iowa  
WSAT Salisbury, N. C.

## — F —

Fabian, Rozell  
Falkenberg, Jinx  
Facher, Wanda  
Farrar, Helen  
Faulking, Delois  
Fay, Carol  
Fears, Jill  
Fenn, Agnes  
Fitzgerald, Cecop  
Fitzgerald, Ethel  
Fleming, Dot  
Flores, Elizabeth  
Flores, Helen  
Flory, Odell F.  
Flynn, Gail  
Flynn, Peggy  
Foley, Lois  
Folsom, Charlotte  
Fontaine, Pat  
Foran, Margaret  
Ford, Betty  
Forest, Jean  
Foster, Kay  
Fountain, Jean  
Frank, Margaret H.  
Fredericks, Carlton  
Fredericks, Ruth  
Frede, Beatrice A.  
Freeman, Mary  
Friebert, Alice Fann  
Frick, Lucille  
Fris, Betty  
Fritz, Alene  
Fußer, Betha

WRBL-TV Columbus, Ga  
WRA-TV N.Y.C., N. Y.  
WJTV Jackson, Miss  
WEMF, Macon, Ga  
WRY-TV Oklahoma City, Okla  
WAPQ Chattanooga, Tenn  
KFTV Denver, Colo  
KPLC-TV Lake Charles, La  
WRA, New York City  
KSWO Lawton, Okla  
WISC Dillon, S. C.  
WHSI Hartsville, S. C.  
WHOD, Moundsville, W. Va.  
WJEB Hawkinsville, Ga  
WAOV, Vicksburg, Ind  
WVPL Tallahassee, Fla  
KWEW Hobbs, N. M.  
WJBS, DeLand, Fla  
KARK-TV Little Rock, Ark  
WAVE Chicago, Ill  
KNOX-TV Grand Forks, N. D.  
KJST-TV Big Spring, Tex  
KTYL Mesa, Ariz  
WMPJ Wilmington, N. C.  
WJHG Henderson, N. C.  
WVGM, New York, N. Y.  
WSSS, Amsterdam, N. Y.  
WJOC, Tallapoosa Springs, Fla  
WOWL, Florence, Ala.  
WCVB-TV, Bristol, Va  
KRRR, Roseburg, Ore  
WGOV, Yalodosa, Ga  
KXME, Fredericksburg, Tex  
KAYE Carlbad, N. M.

## — G —

Games, Myrl  
Gale, Marian E.  
Gale, Virginia  
Galla, Jean

WOKZ, Abbe, Ill  
WVHG, Hazled, N. Y.  
WGN Chicago, Ill  
WFTS-TV, Huntington, W. Va.

WOMEN COMMENTATORS—RADIO-TV

Gallant, Catherine Rice... WFAU, Augusta, Me.  
Galvin, Grace... WERY, Waterbury, Conn.  
Gary, Lora... WJLD, Birmingham, Ala.  
Gay, Pat... KLZ, Denver, Colo.  
Gebhart, Sue... KRTR, Thermopolis, Wyo.  
Gerhardt, Mary Alice WFRB, Benton Harbor, Mich.  
Getz, Billie... KVIC, Victoria, Tex.  
Geyer, Marion... WAKR, Akron, Ohio  
Gibbs, Agnes... WCSH, WCSH-TV, Portland, Me.  
Gibson, Eva... WZOB, Fort Payne, Ala.  
Gifford, Eleanor WKNX, WKNX-TV, Saginaw, Mich.  
Gilchrist, Norma... KTTV, Hollywood, Cal.  
Gill, Jane... WJPD, Ishpeming, Mich.  
Gilmer, Betty... KGBX, Springfield, Mo.  
Gilmer, Elnora... KSLV, Monte Vista, Colo.  
Gilmore, Anne... WGST, Atlanta, Ga.  
Gilstrap, Karine... KTAE, Taylor, Tex.  
Given, Marge... WLBK, DeKalb, Ill.  
Godfrey, Marty... KYME, Boise, Idaho  
Goeb, Paula... KICO, Calexico, Cal.  
Goke, Frances... WSWW, Platteville, Wis.  
Golas, Jean... WICH, Norwich, Conn.  
Gordon, Lindy... KWIN, Ashland, Ore.  
Gottlieb, Mrs. Ralph... WMSC, Columbia, S. C.  
Graf, Mamie... KGYW, Vallejo, Cal.  
Graham, Catherine... KOOL, Phoenix, Ariz.  
Graham, Peg... KDIX-TV, Dickinson, N. D.  
Granger, Betty... WLIB, New York, N. Y.  
Grauer, Lindell... KNDY, Marysville, Kan.  
Graves, Connie... WDEV, Waterbury, Vt.  
Gray, Louise... WBBW, Youngstown, Ohio  
Graziani, Aurora D... WWON, Woonsocket, R. I.  
Green, Cathy... KCEN-TV, Temple, Tex.  
Green, Connie... KBOR, Brownsville, Tex.  
Green, Mary Francis... WMDC, Hazlehurst, Miss.  
Greendahl, Jeanne... WHB, Kansas City, Mo.  
Greene, June K... WHA1, Greenfield, Mass.  
Greenwood, Katherine... WALL, Middletown, N. Y.  
Gregory, Doris... KPBM, Carlsbad, N. M.  
Gretes, Inge... KRPL, Moscow, Idaho  
Gry, Ethel... WBSA, York, Pa.  
Griem, Breta... WTMJ-TV, Milwaukee, Wis.  
Griffith, Gail... KMED, Medford, Ore.  
Griffis, Annette... WBRC-TV, Birmingham, Ala.  
Griffith, Marge... WRTA, Altoona, Pa.  
Grisette, Etta Mae... WHKY, Hickory, N. C.  
Gunning, Betty... WJAR, Providence, R. I.

Henderson, Margaret... WGSV, Guntersville, Ala.  
Hendricks, Priscilla... WJAM, Marion, Ala.  
Henry, Gloria... WKJG-TV, Ft. Wayne, Ind.  
Henry, Helen Neil... WNLA, Indianapolis, Miss.  
Henry, Jack... KQV, Pittsburgh, Pa.  
Herold, Florence... WITN, Watertown, Wis.  
Hersh, Gladys E... WKAP, Allentown, Pa.  
Hickox, Mary... KFT, Los Angeles, Cal.  
Hightower, Jill... KTNM, Tucumcari, N. M.  
Hileman, Marjorie W... KVOC, Casper, Wyo.  
Hill, Claire... WWSR, St. Albans, Vt.  
Hinkle, Evelyn... KNET, Palestine, Tex.  
Hinshaw, Marge... KVTV, Sioux City, Iowa  
Holden, Ann... KGO, San Francisco, Cal.  
Holiday, Mary... WACO, Waco, Tex.  
Holland, Gloria... WEEU, Reading, Pa.  
Hollensworth, Mayme... KWRF, Warren, Ark.  
Holmes, Lois... KSLA-TV, Shreveport, La.  
Holt, Aiva... KOTN, Pine Bluff, Ark.  
Hood, Mary... KSYD-TV, Wichita Falls, Tex.  
Hoogenhous, Mary... WCOW, Sparta, Wis.  
Hoover, Faye... WBRC, Christiansburg, Va.  
Hoover, Mary Josephine... WNCT, Greenville, N. C.  
Hopkins, Dorothy... KDRO, Sedalia, Mo.  
Holland, Ruth... WNOW, York, Pa.  
Horn, Reba... WIEL, Elizabethtown, Ky.  
Hornung, June... WALA, Mobile, Ala.  
Horvet, June... KGHF, Pueblo, Colo.  
Hoskins, Phyllis... WMMB, McElborne, Fla.  
Howard, Ann... WDBJ-TV, Roanoke, Va.  
Howard, Nancy... KMUS, Muskogee, Okla.  
Hubbard, Margie Lou... KPLT, Paris, Tex.  
Hudgins, Virginia... WLOE, Leaksville, N. C.  
Hudson, Patricia... KTHE, Thermopolis, Wyo.  
Hulbert, Marie... KOLN-TV, Lincoln, Neb.  
Hulin, Bernice... WOI-TV, Ames, Iowa  
Humphrey, Helen... WWSO, Glens Falls, N. Y.  
Hunt, Betty Jo... KBIM, Roswell, N. M.  
Hunter, Edna... WCHO, Washington Court House, Ohio  
Hunter, Fern J... KSUB, Cedar City, Utah  
Huntspon, Nell... WJAK, Jackson, Tenn.  
Huse, Dorothy... KABC-TV, Los Angeles, Cal.  
Hutch, Nita... WTVN, Columbus, Ohio  
Hutchins, Minabell... WPTW, Piqua, Ohio  
Hutchison, Elizabeth... WGVN, Greenville, Miss.  
Hyde, Susan... WKOA, Hopkinsville, Ky.

— H —

Haden, Evelyn... WKWK, Wheeling, W. Va.  
Haeberle, Arle... WCCO-TV, Minneapolis, Minn.  
Hagan, Frances... KIND, Independence, Kan.  
Hall, Barbara... WHCU, Ithaca, N. Y.  
Hall, Lynn... KRBC, Abilene, Tex.  
Hall, Martha... WCOV-TV, Montgomery, Ala.  
Halle, Jane... WSON, Henderson, Ky.  
Hami, Alma J... WESC, Greenville, S. C.  
Hanscomb, Olga... WFLA-TV, Tampa, Fla.  
Hardy, Doris... WFGM, Fitchburg, Mass.  
Harc, Clarine... KOCO, Salem, Ore.  
Hargrove, Polly... KDUB-TV, Lubbock, Tex.  
Harlan, Cynthia... WWTV, Cadillac, Mich.  
Harland, Mary... WNAE, Warren, Pa.  
Harrel, Bets... WJHL-TV, Johnson City, Tenn.  
Harris, Fran... WWJ, Detroit, Mich.  
Harris, Frances Kay... KGBC, Galveston, Tex.  
Harris, Maima Lou... WBOC, New Orleans, La.  
Harrison, Virginia... WTRB, Ripley, Tenn.  
Hart, Bonnie... KTBS-TV, Shreveport, La.  
Hartin, Dorothy... KSCO, Santa Cruz, Cal.  
Hartman, Hazel... WMD, Atlantic City, N. J.  
Hastings, Ann... KFTM, Fort Morgan, Colo.  
Hayden, Evelyn... WTRF-TV, Wheeling, W. Va.  
Hayes, Ann... WILK-TV, Wilkes-Barre, Pa.  
Hayes, Betty... WDAF-TV, Kansas City, Mo.  
Hays, May Bradshaw... WICC, Bridgeport, Conn.  
Healy, Dolores... KBRC, Mount Vernon, Wash.  
Healy, Meg... KIXL, Dallas, Tex.  
Heck, Betty... KOMU-TV, Columbia, Mo.  
Heinzleman, Delrose WGHN, Grand Haven, Mich.  
Helebrant, Lucie J... KOEL, Oelwein, Iowa  
Hellenic, Ruth... WCMW, Canton, Ohio  
Henderson, D. J... WPAU, Paducah, Ky.  
Henderson, Fran... WARU, Peru, Ind.  
Henderson, Mrs. Freddie... WERD, Atlanta, Ga.  
Henderson, Louise... WSNJ, Bridgeton, N. J.

— I —

Ingalls, Mary... KGRH, Fayetteville, Ark.  
Ingram, Meriam... WJWS, South Hill, Va.  
Irving, Peggy... WMAY, Springfield, Ill.  
Isabel, Jeannette... WLLD, Birmingham, Ala.  
Ison, Janis... WKBV, Richmond, Ind.

— J —

Jackson, Betty... WEPG, South Pittsburg, Tenn.  
Jackson, Marjorie... KERG, Eugene, Ore.  
Jackson, Dorothy... KPUG, Bellingham, Wash.  
Jacobson, Evelyn... KGEZ, Kalispell, Mont.  
Jarman, Mrs. J. Frank... WDNC, Durham, N. C.  
Jaynes, Vi... WJCD, Seymour, Ind.  
Jeanne, Shirley... WJHP-TV, Jacksonville, Fla.  
Jennemann, Doris... KSTL, St. Louis, Mo.  
Jennings, Helen Massey... WJBO, Baton Rouge, La.  
Jernquist, Dorothy... WMBV-TV, Marinette, Wis.  
John, Alma... WWRL, New York City, N. Y.  
Johnson, Bea, KMBC, KMBC-TV, Kansas City, Mo.  
Johnson, Bonnie... WBHB, Fitzgerald, Ga.  
Johnson, Dianne... WCIA, Champaign, Ill.  
Johnson, Pat... WHAV, Haverhill, Mass.  
Johnston, Coralie... KSYL, Alexandria, La.  
Jones, Earlene... KIMO, Independence, Mo.  
Jones, Lois... WPAR, Parkersburg, W. Va.  
Jones, Mary... WFLI, Philadelphia, Pa.  
Jones, Mimi... WHOS, Decatur, Ala.  
Jukes, Mary Lou... KCKT, Great Bend, Kan.  
Julien, Chrys... KCRG-TV, Cedar Rapids, Iowa

— K —

Kaiser, Lucille... KIUL, Garden City, Kan.  
Kanz, Patricia H... KGNB, New Braunfels, Tex.  
Karlborn, Barbara... WJRD, Tuscaloosa, Ala.



Raufmann, Yvonne . . . . . WVSC Somerset, Pa.  
 Kay, Lucy . . . . . WBIH Hattiesburg, Miss.  
 Kaye, Emily . . . . . KXEG Mexico, Mo.  
 Kaye, Sylvia . . . . . KONG Visalia, Cal.  
 Kearns, June . . . . . WTOF WTOG-TV Savannah, Ga.  
 Keating, Jon N. . . . . WTRR Sanford, Fla.  
 Kelly, Cordelia . . . . . WEMY-TV Greensboro, N. C.  
 Kelly, Nancy . . . . . KRIB Mason City, Iowa  
 Kennedy, Marie . . . . . WEEB Southern Pines, N. C.  
 Ketchival, Mary . . . . . WSAZ Huntington, W. Va.  
 Kern, Carolyn . . . . . KERN Bakersfield, Cal.  
 Ketas, Mary . . . . . KKOG Ogden, Utah  
 Keyser, Lakki . . . . . WEKY Richmond, Ky.  
 Kieffer, Ramona . . . . . WHIZ-TV Zanesville, Ohio  
 Kimball, Betty . . . . . WHAV New Britain, Conn.  
 King, Carol . . . . . WCAX Burlington, Vt.  
 King, Emeline . . . . . KPTR Missoula, Mont.  
 King, Ethel Jane . . . . . KAKE-TV Wichita, Kan.  
 King, June . . . . . WJBT Jackson, Miss.  
 King, Marjorie . . . . . KNBC San Francisco, Cal.  
 King, Mary Ann . . . . . KOSA-TV Odessa, Tex.  
 Kingday, Meg . . . . . WCCO Minneapolis, Minn.  
 Kinis, Roberta . . . . . WLDS Jacksonville, Ill.  
 Kirk, Dorothy Ann . . . . . KULO Grand Forks, N. D.  
 Kit, Mrs. W. . . . . WKBT Memphis, N. Y.  
 Kliner, Edith . . . . . WLAY Grand Rapids, Mich.  
 Clark, Kitty . . . . . WAWK Winchester, Ky.  
 Kliner, Marjorie . . . . . WPMV Evansville, Ind.  
 Klein, Betty . . . . . KOGT Orange, Tex.  
 Kline, Pat . . . . . KVDO-TV Corpus Christi, Tex.  
 Knab, Betty . . . . . WBEX Chillicothe, Ohio  
 Knight, Doris . . . . . WBQB Augusta, Ga.  
 Knight, Lee . . . . . WSPD Toledo, Ohio  
 Knight, Mary . . . . . KROW Oklahoma City, Okla.  
 Kolence, Nikki . . . . . KPRK Livingston, Mont.  
 Kooreman, Jean . . . . . KRIZ Ottumwa, Iowa  
 Kothswar, Jackie . . . . . KRII McCook, Neb.  
 Kotsowsky, Rosella . . . . . KJPM Minot, N. D.  
 Kratis, Betty . . . . . WRRY Plattsburg, N. Y.  
 Kreyer, Rosella . . . . . WFRM Connersport, Pa.  
 Kretschman, Lorraine . . . . . KUCB Montrose, Colo.  
 Krieger, Vivian . . . . . WESB Bradford, Pa.  
 Krupp, Nell . . . . . KRAY Amarillo, Tex.  
 Kubrick, Elotse . . . . . WBBM Chicago, Ill.  
 Kutz, Mary Ellen . . . . . WLBH Lebanon, Pa.  
 Kyle, Peggy . . . . . WFSL Kingston, N. C.

— L —

Labboit, Myrtle . . . . . CKLW, CKLW-TV Detroit, Mich.  
 Laeay, Eleanor . . . . . KRIL Rocky Ford, Colo.  
 LaFayette, Michelle . . . . . KARD-TV Wichita, Kan.  
 Lake, Nancy . . . . . WLEC Sandusky, Ohio  
 Lane, Barbara . . . . . WISC Madison, Wis.  
 Lane, Charles . . . . . WKIX Raleigh, N. C.  
 Lane, Judith . . . . . KIRO Seattle, Wash.  
 Lane, Lillian . . . . . WAIRY New Orleans, La.  
 Lane, Martin . . . . . WRKD Rockland, Me.  
 Lane, Norma . . . . . KUMA Ponchaix, Ore.  
 Langdon, Harriet . . . . . WARS, Fort Pierce, Fla.  
 Lange, Dorothy . . . . . KEVJ, Jamestown, N. D.  
 Larson, Kay . . . . . WHEN-TV, Syracuse, N. Y.  
 Lantry, Libban . . . . . WJBO-TV Orlando, Fla.  
 Lattinmough, Lucile . . . . . WLAS, Jacksonville, N. C.  
 Laughlin, Vivian . . . . . RGFV, Kearney, Neb.  
 Lutton, Jane . . . . . WGAN, Portland, Me.  
 Luytan, Gladys . . . . . WISF, Charlotte, N. C.  
 Lawshe, Eleanor . . . . . KEFE, Shenandoah, Iowa  
 Leades, Katherine . . . . . WGHM Waterville, Me.  
 LeBlanc, Barbara . . . . . KALB Alexandria, La.  
 Lee, Betty . . . . . WCFD, DuBois, Pa.  
 Lee, Edna . . . . . KHQA-TV, Quincy, Ill.  
 Lee, Judy . . . . . WRVC-TV Philadelphia, Pa.  
 Lee, Linda . . . . . KTPB, KTB-TV, Austin, Tex.  
 Lee, Pat . . . . . WBT Charlotte, N. C.  
 Lee, Virginia . . . . . WLEF, Richmond, Va.  
 Leeper, Thelma . . . . . WMRF, Lewis-town, Pa.  
 LeMay, Mary Ann . . . . . WISN, Milwaukee, Wis.  
 Leonard, Elizabeth . . . . . KING-TV, Seattle, Wash.  
 Lesner, Billie . . . . . KOOK-TV, Billings, Mont.  
 Lewis, Cara . . . . . WLOL, Louisville, Ky.  
 Lewis, Ruby . . . . . KITI, Chehalis-Centralia, Wash.  
 Lewis, Wilma . . . . . KAVL, Lancaster, Cal.  
 Lind, Ostrid . . . . . WRCA-TV, N.Y.C., N.Y.  
 Linderman, Jane . . . . . KCRE, Crescent City, Cal.

Lindzon, Irene . . . . . WFRM, WFRM-TV Indianapolis, Ind.  
 Linzerfelt, Francis . . . . . WCGC Belmont, N. C.  
 Lingz, Kitty . . . . . WMOG Brunswick, Ga.  
 Liston, Carol Ann . . . . . WGH, Galeburg, Ill.  
 Livermore, Mercer . . . . . WRKO Cocoa, Fla.  
 Loch, Jean . . . . . WXYZ-TV Detroit, Mich.  
 Lockwood, Arlean . . . . . WBSE, Hillsdale, Mich.  
 Loebl, Rita . . . . . WBSS, New Smyrna Beach, Fla.  
 Loeffler, Sandra . . . . . KRLL Dallas, Tex.  
 Long, Mary . . . . . WFMD Frederick, Md.  
 Love, Aileen H. . . . . WRLO West Point, Ga.  
 Lowry, Fred . . . . . KWQA Worthington, Minn.  
 Lubeke, Colleen . . . . . KOLO, Reno, Nev.  
 Lucas, Dion . . . . . WPIX New York, N. Y.  
 Lyndwood, Virginia . . . . . WSVA Harrisonburg, Va.

— Mc —

McBride, Mays Mae . . . . . WHLB Virginia, Minn.  
 McBride, Jean . . . . . WJWJ-TV, Detroit, Mich.  
 McCaden, Louise . . . . . WHLP Centerville, Tenn.  
 McCintock, Mary . . . . . WTBQ, Memphis, Tenn.  
 McClure, Helen . . . . . KTSM-TV El Paso, Tex.  
 McCord, Erna R. . . . . WHRU Anderson, Ind.  
 McCrae, Thelma . . . . . WGLO Centerville, Miss.  
 McCroney, Betty . . . . . KSEL, Lubbock, Tex.  
 McCrary, Jimmy . . . . . WRCA, N.Y.C., N. Y.  
 McCue, Dorothy . . . . . KULE Ephrata, Wash.  
 McCullum, Cooleen . . . . . WCBI-TV, Columbus, Miss.  
 McCullum, Mildred . . . . . KTHV Little Rock, Ark.  
 McCurdy, Barbara J. . . . . WFFR Flomaton, Ala.  
 McDonald, Helen . . . . . KRRX San Jose, Cal.  
 McDaniel, Ruth . . . . . WDKD, Kingstree, S. C.  
 McDonald, Margaret . . . . . WBAP-TV, Ft. Worth, Tex.  
 McDonald, Mary . . . . . KOB Albuquerque, N. M.  
 McGavren, Marge . . . . . KMMJ, Grand Island, Neb.  
 McLeod, Annette . . . . . KBMX, Coalinga, Cal.  
 McMurray, Barbara . . . . . WLRP, New Albany, Ind.  
 McNeil, Trudy . . . . . WRQC-TV, Rochester, N. Y.  
 McNeely, Beth . . . . . WTSP, St. Petersburg, Fla.  
 McPherson, Charlotte . . . . . WTTM, Trenton, N. J.

— M —

Macke, Jeanette . . . . . WFIE Evansville, Ind.  
 Mackenzie, Pat . . . . . WNDU-TV, South Bend, Ind.  
 Madden, Gertrude . . . . . WWPA Williamsport, Pa.  
 Malchrodi, Carolyn . . . . . WGMA Hollywood, Fla.  
 Mallin, Dorothy Gay . . . . . WDBK Cleveland, Ohio  
 Malloy, Martha . . . . . WVNH Rochester, N. H.  
 Mann, Peggy . . . . . WTVD Durham, N. C.  
 Mannors, Martha . . . . . WRTV, Lenoir, N. Y.  
 March, Eona . . . . . WABK, Newport, R. I.  
 Marin, Fina . . . . . KWKW, Pasadena, Cal.  
 Marner, Marjorie . . . . . WFMJ-TV Youngstown, Ohio  
 Marsden, Ruth Roberts . . . . . WBY, Malone, N. Y.  
 Marshall, Jane . . . . . WTTH Port Huron, Mich.  
 Martell, Tony . . . . . WEJL, Scranton, Pa.  
 Martin, Clara . . . . . WBIG Greensboro, N. C.  
 Martin, Edna Paula . . . . . WEBB, Tampa, Fla.  
 Martin, Esther . . . . . KDTN, Dubuque, Iowa  
 Martin, Madeline . . . . . WBAL, Baltimore, Md.  
 Mason, Betsy . . . . . WHED, Washington, N. C.  
 Mason, Marion . . . . . KTOE, Mukato, Minn.  
 Mason, Mary . . . . . WHAT, Philadelphia, Pa.  
 Masters, Margaret . . . . . KSL, Salt Lake City, Utah  
 Menden, Stacey . . . . . KRQD El Paso, Tex.  
 Maxwell, Belle . . . . . WLEX, Lexington, Ky.  
 May, Agnes Clark . . . . . WJR, Detroit, Mich.  
 May, Arline . . . . . WNRA, Buffalo, N. Y.  
 Mead, Dottie . . . . . WSPB, Sarasota, Fla.

WOMEN COMMENTATORS—RADIO-TV

Medley, Louise.....WHUB, Cookeville, Tenn.  
 Medrow, Virginia.....WDWS, Champaign, Ill.  
 Melrose, Edythe Fern.....WXYZ, WXYZ-TV,  
 Detroit, Mich.

Merman, Raylene....KERO-TV, Bakersfield, Cal.  
 Merritt, Betty.....WAGA, Atlanta, Ga.  
 Merritt, Henri.....WFIG, Sumter, S. C.  
 Merritt, Lenore.....KIHR, Hood River, Ore.  
 Merryfield, Mary.....WMAQ, Chicago, Ill.  
 Metzger, Jeanne.....KTVK, Phoenix, Ariz.  
 Meyer, Harriet.....WLLY, Richmond, Va.  
 Mickley, Lillian.....WHGB, Harrisburg, Pa.  
 Midyett, Dorothy.....WTJS, Jackson, Tenn.  
 Miles, Dottie.....WJOT, Lake City, S. C.  
 Miller, Bette B.....KOSA-TV, Odessa, Tex.  
 Miller, Janet.....WARM, WARM-TV, Scranton, Pa.  
 Mills, Betty.....WFTG, London, Ky.  
 Minahan, Anna.....WCCM, Lawrence, Mass.  
 Miniard, Juha.....WATM, Atmore, Ala.  
 Mitchell, Bendita.....WTOB, Winston-Salem, N. C.  
 Mitchell, Doug.....KALL, Salt Lake City, Utah  
 Mitchell, Ruth.....WTTB, Vero Beach, Fla.  
 Mitzendorf, Virginia...KOPO-TV, Tucson, Ariz.  
 Mizner, Connie.....KVNC, Winslow, Ariz.  
 Mladenka, Joy.....KXYZ, Houston, Tex.  
 Moore, Babs.....WORD, Spartanburg, S. C.  
 Moore, Barbara.....KFST, Ft. Stockton, Tex.  
 Moore, Eileen.....WRUM, Rumford, Me.  
 Moore, Ellie.....WBIR, Knoxville, Tenn.  
 Moore, Eleanor.....WSBT, South Bend, Ind.  
 Moore, Mary.....WLW-A, Atlanta, Ga.  
 Moore, Mary.....WJAG, Norfolk, Neb.  
 Moore, Mat.....WMPA, Aberdeen, Miss.  
 Moore, Meade.....WCNC, Elizabeth City, N. Y.  
 Moore, Mozelle.....WHVH, Henderson, N. C.  
 Morain, Ota.....WMVO, Mt. Vernon, Ohio  
 Morgan, Alice Adams...KMHT, Marshall, Tex.  
 Morgan, Louise.....WNAC, Boston, Mass.  
 Morgan, Mary.....CKLW-TV, Detroit, Mich.  
 Morgan, Melvena H.....KWSK, Pratt, Kan.  
 Morris, Mrs. Joe.....WAGS, Bishopville, S. C.  
 Morris, Louise.....WDAK, Columbus, Ga.  
 Morrison, Marilyn.....WELC, Welch, W. Va.  
 Morse, Molly.....KFMB, San Diego, Cal.  
 Mortensen, Luella...WKOW-TV, Madison, Wis.  
 Mosby, Ruth Greenough..KGVO, Missoula, Mont.  
 Mosier, Sue.....KFKA, Greeley, Colo.  
 Mossman, Sally.....WMCK, McEesport, Pa.  
 Motschenbacher, Nelle...KRXL, Roseburg, Ore.  
 Muir, Sue.....WAIM-TV, Anderson, S. C.  
 Munoz, Margarita.....KTXN, Austin, Tex.  
 Murphey, Josephine.....WCOR, Lebanon, Tenn.  
 Murphy, Doris.....KMA, Shenandoah, Iowa  
 Murray, Lee.....WNEM-TV, Bay City, Mich.

— N —

Nance, Evelyn.....WRR, Dallas, Tex.  
 Nannini, Nita.....KLAS, Las Vegas, Nev.  
 Neece, Helen.....KRES, St. Joseph, Mo.  
 Nelson, Billie Jean.....WTHK, Durham, N. C.  
 Nelson, Mrs. George.....WLPJ, Kenosha, Wis.  
 Nelson, Gertrude.....WAOK, Atlanta, Ga.  
 Nemetz, Margaret.....WCPA, Clearfield, Pa.  
 Nesbitt, Gene.....WKTV, Utica, N. Y.  
 Nesbitt, Jane.....WJMA, Orange, Va.  
 Neumeyer, Joyce.....KRSL, Russell, Kan.  
 Neville, Helen.....WGR-TV, Buffalo, N. Y.  
 Newell, Verna.....KFGO, Fargo, N. D.  
 Nixon, Hilda.....WJTN, Washington, D. C.  
 Nizzoli, Mildred.....KROG, Sonora, Cal.  
 Noice, Susan.....WTRX, Bellaire, Ohio  
 Norgress, Joyce.....KOBK, Las Cruces, N. M.

Norman, Adele.....WIOU, Koltomo, Ind.  
 Norman, Nancy.....WUZ, Decatur, Ill.  
 Nutley, Pat.....WGEZ, Beloit, Wis.

— O —

O'Brien, Jeannie.....WOR-TV, N.Y.C., N. Y.  
 O'Brien, Lee.....KIUP, Durango, Colo.  
 O'Brien, Margie.....KFBC-TV, Cheyenne, Wyo.  
 O'Brien, Patsy.....WHLM, Bloomsburg, Pa.  
 Odames, Elizabeth.....WRUN, Utica, N. Y.  
 Oehmann, Judy.....WBOF, Virginia Beach, Va.  
 O'Keefe, Jean.....WFIW, Fairfield, Ill.  
 Olson, Gladys.....WJZM, Clarksville, Tenn.  
 Oosting, Marion.....WKLZ, Kalamazoo, Mich.  
 Oppenheimer, Kitty.....KTIM, San Rafael, Cal.  
 O'Quinn, Evona.....WHAB, Baxley, Ga.  
 Ossola, Margaret.....WJAC, Johnstown, Pa.  
 Overstreet, Patty.....WAML, Laurel, Miss.  
 Owens, Pat.....WCHL, Chapel Hill, N. C.

— P —

Pace, Zena.....WATR, Waterbury, Conn.  
 Page, Evalyn.....WTVL, Waterville, Me.  
 Palmer, Margaret.....WCLB, Canilla, Ga.  
 Palmer, Patricia.....WIRL, Peoria, Ill.  
 Palmer, Shirley.....WORC, Worcester, Mass.  
 Palmour, Claire.....WDEV, Gainesville, Ga.  
 Parker, Dec.....KABC-TV, Los Angeles, Cal.  
 Parker, Mona Lorene...KBOP, Pleasanton, Tex.  
 Parks, Betty.....WSCR, Scranton, Pa.  
 Parr, Dorothy.....WWNY, Watertown, N. Y.  
 Parr, Jeanne.....WISC-TV, Madison, Wis.  
 Patrick, Ruth.....KAMQ, Amarillo, Tex.  
 Patton, Madelyn, Y.....WMNC, Morganton, N. C.  
 Payne, Mrs. Rex.....KDET, Center, Tex.  
 Pedlow, Marian.....WDRF, Chester, Pa.  
 Pendleton, Lolly.....WWBG, Bowling Green, Ohio  
 Perkins, Maggie.....WOCB, W. Yarmouth, Mass.  
 Perrin, Carolyn.....WGWG, Selma, Ala.  
 Perry, Kay.....KYOU, Greeley, Colo.  
 Peters, Irene.....KWLM, Willmar, Minn.  
 Peterson, Pat.....KSD-TV, St. Louis, Mo.  
 Pfeiffer, Mary Lou...WRFD, Worthington, Ohio  
 Phillips, Hazel.....WVNR, Beckley, W. Va.  
 Phillips, Jean.....WARK, Fort Pierce, Md.  
 Piowaty, Deb.....WIRA, Hagerstown, Fla.  
 Pipkin, Shirley.....KFSA, Fort Smith, Ark.  
 Pivral, Elizabeth.....KNIM, Maryville, Mo.  
 Plank, Laura.....KASH, Eugene, Ore.  
 Pope, Anita.....KFYO, Lubbock, Tex.  
 Porter, Clarine.....WCOA, Pensacola, Fla.  
 Porter, Maye.....KVNU, Logan, Utah  
 Potter, Cliffordean...WOMI, Owensboro, Ky.  
 Potterfield, Peggy...WNDB, Daytona Beach, Fla.  
 Powe, Dot.....KPLC-TV, Lake Charles, La.  
 Powell, Jesse.....KLMO, Longmont, Colo.  
 Pressly, Harriet.....WPTF, Raleigh, N. C.  
 Price, Marjorie.....WILM, Wilmington, Del.  
 Price, Nancy.....WINA, Charlottesville, Va.  
 Prosser, Marie.....KATE, Albert Lea, Minn.  
 Pryor, Eleanor.....WIPC, Lake Wales, Fla.

— Q —

Quiggle, Helen.....WKBI, St. Marys, Pa.  
 Quinn, Frances.....KJEO-TV, Fresno, Cal.

— R —

Ramsey, Pat.....KGOS, Torrington, Wyo.  
 Ramsey, Shirley.....WSEE, Erie, Pa.  
 Randall, Fern.....KWRT, Boonville, Mo.  
 Ray, Ruth.....WKST, New Castle, Pa.  
 Rea, Kay.....KTVO, Ottumwa, Iowa  
 Reading, Nancy.....WMAJ, Marinette, Wis.  
 Reagan, Gail.....KCMC-TV, Texarkana, Tex.  
 Redabaugh, Red.....KRDO, Colorado Springs, Colo.  
 Redington, Ruth.....WKNE, Keene, N. H.  
 Rednor, Nan.....WBUD, Trenton, N. J.  
 Reece, Mary Lou.....WGBA, Columbus, Ga.  
 Reese, Grace.....WPTZ-TV, Plattsburgh, N. Y.  
 Reese, Paula Carr.....WMOA, Marietta, Ohio  
 Reid, Sue Bailey.....WEAN, Providence, R. I.  
 Renchen, Wilma.....WTAY, Robinson, Ill.

WOMEN COMMENTATORS—RADIO-TV

|                         |                               |                           |                                 |
|-------------------------|-------------------------------|---------------------------|---------------------------------|
| Reynolds, Jessie        | WBRM, Mason, N. C.            | Smith, Lou                | KMO, Tacoma, Wash.              |
| Reynolds, Len           | WAFB, Springfield, Mass.      | Smith, Marie, Lee         | WJAY, Martins, S. C.            |
| Rhodes, Roxie M.        | KTFR, Rolla, Mo.              | Smith, Margaret A.        | WBO, Hickory, N. C.             |
| Rice, Ruth              | WBBB, Burlington, N. C.       | Smith, Margaret           | KHQ, Spokane, Wash.             |
| Riddebaugh, Barbara A.  | WLCO, El Paso, Fla.           | Smith, Mildred            | WKBL, Covington, Ky.            |
| Riley, Susan            | WXND, South Bend, Ind.        | Smith, Sue M.             | WDEE, Americus, Ga.             |
| Ridder, Ruth            | WBEJ, Elizabethton, Tenn.     | Smith, Susan              | WOLM, Cumberland, Md.           |
| Ritz, Mary              | WETA, Baltimore, N. Y.        | Smizer, Ernestine         | KFGT, Falmouth, N.C.            |
| Rivard, Mary Alice      | KFOX, Long Beach, Cal.        | Smith, Marion             | WFMH, Alliance, Ohio.           |
| Robbins, Corly          | WOR-TV, N. Y. C.              | Snidow, Lobby             | WWOD, Lynchburg, Va.            |
| Roberts, Judith         | KLAC, Lovelock, Colo.         | Smith, Adelaide           | WFML-TV, Youngstown, Ohio.      |
| Robertson, Ruth         | WSPS, Pendergosa, N. Y.       | South, Esther             | WKBN-TV, Youngstown, Ohio.      |
| Robinson, Beattie Baker | WENE, Binghamton, N. Y.       | Soprano, Lorella          | WATS, Sayre, Pa.                |
| Robinson, Sally         | KVOI, Lubbock, Tex.           | Southey, Jean             | WTSI, Hanover, N. H.            |
| Roddy, Pauline          | KOFY, North Platte, Neb.      | Spaulding, Martha         | WDAF, Kansas City, Mo.          |
| Ronan, Honor            | WDAN, Winton, Ill.            | Spaulding, June           | WUSJ, Lockport, N. Y.           |
| Rose, Martha            | WFE, Evansville, Ind.         | Speer, Bev.               | KDIX, Dickinson, N. D.          |
| Rosenbaum, Virginia     | WTBO, Cumberland, Md.         | Speere, Wynn              | WXXX, Yankton, S. D.            |
| Ross, Janet             | KDKA, Pittsburgh, Pa.         | Spitz, Bernadine          | WFHR, Wisconsin Rapids, Wis.    |
| Rosbach, Madeline       | WBRK, Pittsfield, Mass.       | Spores, Edna              | WXOK, Baton Rouge, La.          |
| Rothman, Elbert         | KAFP, Peabody, Cal.           | Spencer, Helen            | WAAE, Worcester, Mass.          |
| Rowe, Steve             | WMLX, Mt. Vernon, Ill.        | Stackpole, Conny          | WGR, Manchester, N. H.          |
| Rowe, Flo Beach         | WSLB, Ogdenburg, N. Y.        | Stadler, Helen N.         | KEED, Springfield, Ore.         |
| Rowe, La Ann            | KRFX, Colorado Springs, Colo. | Standish, Martha          | WFOR, Portland, Me.             |
| Rowland, Carol          | WFBF, Ferdinand, Ind.         | Standy, Mrs. Fran         | KEYZ, Wilton, N. D.             |
| Rowland, Rosty          | WROP, Binghamton, N. Y.       | Stanley, Ginger           | WDO-TV, Orlando, Fla.           |
| Rudolph, Joann          | WRCT, Bowling Green, Ky.      | Stark, Beverly            | WMTA, Madison, Wis.             |
| Russell, Kay            | WSYR-TV, Syracuse, N. Y.      | Star, Mary                | WATE, WATE-TV, Knoxville, Tenn. |
| Russell, Maryel         | KWTX, KWTA-TV, Waco, Tex.     | Steele, Shirley           | KMO, Modesto, Cal.              |
| Ryan, Helen             | WPHI-TV, Pampa, Ind.          | Stetson, Margaret Underly | WCEC, Rocky Mount, N. C.        |

— S —

|                         |                                   |                      |                                |
|-------------------------|-----------------------------------|----------------------|--------------------------------|
| Sader, Hazel            | WROD, Daytona Beach, Fla.         | Stebbins, Hazel      | KEOR, Lincoln, Neb.            |
| Sader, Vera             | KIAC, Tacoma, Wash.               | Steele, Anita        | KAYS, Hays, Kan.               |
| Sab, Joan               | WVLA, Lynchburg, Va.              | Steinmund, Edna      | WEKZ, Monroe, Wis.             |
| Saltburn, Sally         | KSL-TV, Salt Lake City, Utah      | Stegman, Carol       | WPVL, Painesville, Ohio.       |
| Sands, Eleanor Hanson   | WIKR, Cleveland, Ohio.            | Steffin, Ann         | KOL, Seattle, Wash.            |
| Sandness, Dorothy       | KULS, Flagstaff, Ariz.            | Stevens, Dorothy     | WLAN, Lancaster, Pa.           |
| Sandlin, Loris          | WVFA, Fayetteville, Fla.          | Stevens, Judy        | WTVN, St. Johnsbury, Vt.       |
| Saver, Penny            | WHLA, Appleton, Wis.              | Stevens, Lynn        | WFBM-TV, Indianapolis, Ind.    |
| Schegrich, Catherine    | WTTY, Danville, Ill.              | Stewart, Fay         | KPIX, San Francisco, Cal.      |
| Scheyne, Valérie C.     | WMLA, Millville, N. J.            | Stewart, Mary Lou    | KHEM, Eureka, Cal.             |
| Schmidt, Pauline        | KTV, Sioux City, Iowa             | Stuffman, Robin      | WAKR-TV, Akron, Ohio.          |
| Schmidt, Donna          | WDAZ, Minneapolis, Minn.          | Stoker, Carol        | WPMY-TV, Greensboro, N. C.     |
| Schneider, Sue          | KGBT, Hattiesburg, Tex.           | Stokesberry, V.      | WOKR, Miami, Fla.              |
| Schradler, Marlene      | WPR, Lincoln, Ill.                | Storm, Andy          | KRAY, Salem, Ore.              |
| Schubster, J. Catherine | KVWO, Cheyenne, Wyo.              | Storm, Janet         | WFLC, Portman, Conn.           |
| Schultz, Margaret       | WJHL, Johnson City, Tenn.         | Stover, Marie        | WTFJ, Trenton, N. J.           |
| Schwartz, Dorothy       | KPRI, Paso Robles, Cal.           | Stuck, Carl Lou      | WJRO, Springfield, Mass.       |
| Schwartz, Norma         | WASA, Havre de Grace, Md.         | Straker, Esther      | WIMA, Lima, Ohio.              |
| Schwand, Mary           | KCB, Des Moines, Iowa             | Stratton, Kay        | WLEH, Little Falls, N. Y.      |
| Scott, Margaret         | WJAX, Jacksonville, Fla.          | Stronnel, Gummy      | WMTE, Mansfield, Mich.         |
| Scott, Marion           | KEEP, Fwy Falls, Idaho            | Strong, Norma Jean   | WKTE, Hazard, Ky.              |
| Scott, Pat              | WBBF-TV, Rock Island, Ill.        | Strother, Susan      | WJLB, Detroit, Mich.           |
| Scott, Shirley          | WWSL, Savannah, Ga.               | Styer, Jean          | KXRO, Aberdeen, Wash.          |
| Selberg, Cecily         | KXJB-TV, Valey City, N. D.        | Sullivan, Helen      | WROX, Clarksville, Miss.       |
| Senger, Kathy           | WFSH-TV, Daytona Beach, Fla.      | Sullivan, Margaret   | WRCS, Clarksville, Ky.         |
| Seymour, Freddie        | WBET, Brockton, Mass.             | Sullivan, Marie      | KBRA, KRA-TV, Sacramento, Cal. |
| Shaler, Donna           | WJTA, Jackson, Miss.              | Sullivan, Ruth Debra | KEAS, Corpus Christi, Tex.     |
| Shake, Kay              | WDAN-TV, Danville, Ill.           | Sullivan, C. Copp    | WEAT, Eau Claire, Wis.         |
| Shank, Dorothy          | WEBB, Buffalo, N. Y.              | Sullivan, Ruth       | KATB, Marksville, La.          |
| Sharkey, Norma          | WING, Dayton, Ohio.               | Sweeney, Ruth        | WBYN-TV, Springfield, Mass.    |
| Sharp, Fern             | WBNS, Columbus, Ohio.             |                      |                                |
| Sharp, Suzann           | KTTU, Tucson, Ariz.               |                      |                                |
| Shaw, Mrs. Wilbur       | WRF, Indianapolis, Ind.           |                      |                                |
| Shc, Luan               | WBNS, Columbus, Ohio.             |                      |                                |
| Shepherd, Elmer         | KUSN, St. Joseph, Mo.             |                      |                                |
| Shepherd, Estelle       | WAAG, Adel, Ga.                   |                      |                                |
| Sheppard, Charlotte     | WOAY-TV, Oak Hill, W. Va.         |                      |                                |
| Sherridan, Ann          | KRAK, Stockton, Cal.              |                      |                                |
| Shirley, Elmer          | KPLC, Lake Charles, La.           |                      |                                |
| Shives, Rosemary        | KLOG, Kelso, Wash.                |                      |                                |
| Simon, Sharon           | WOHL, Chillicothe, Ohio.          |                      |                                |
| Simpson, Joy            | WMO, Windsor, Ga.                 |                      |                                |
| Sims, Wilma             | KSD-TV, St. Louis, Mo.            |                      |                                |
| Slaton, Norma           | WBRQ, Harrisburg, Ill.            |                      |                                |
| Slaton, P'd             | WJBB, Haleyville, Ala.            |                      |                                |
| Small, Margaret         | WBB-TV, Bangor, Me.               |                      |                                |
| Smith, Doris            | WGGA, Gainsville, Ga.             |                      |                                |
| Smith, Dorothy          | WFGC, Goldsboro, N. C.            |                      |                                |
| Smith, Iren             | WDEF, WDEF-TV, Chattanooga, Tenn. |                      |                                |
| Smith, Gene             | WBO, Bloomington, Ill.            |                      |                                |
| Smith, Irene            | KSMO, Salem, Mo.                  |                      |                                |
| Smith, Jane             | KVEN, Ventura, Cal.               |                      |                                |
| Smith, Libby            | WDSM-TV, Duluth, Minn.            |                      |                                |

— T —

|                     |                              |
|---------------------|------------------------------|
| Talbot, Patches     | WTON, Tona, Me. I.           |
| Tankershy, C. Ann   | WMOG, Brunswick, Ga.         |
| Taylor, Dorothy     | KONP, Port Angeles, Wash.    |
| Taylor, Elaine      | WWYO, Pineville, W. Va.      |
| Taylor, Ethel       | WOLC, Columbia, S. C.        |
| Taylor, Gertrude    | WTYN, Troy, N. Y.            |
| Taylor, Joan        | WMLR, Marion, Ind.           |
| Taylor, Lynn        | KFS-DET, San Diego, Cal.     |
| Taylor, Margaret    | KRPL, Roswell, N. M.         |
| Taylor, Nancy       | WGTW, Nashville, N. J.       |
| Taylor, Teresa      | WHMA, Anniston, Ala.         |
| Tobin, Dorothy      | WHRP, Hendersonville, N. C.  |
| Temple, Martha Ross | WVSL, Annapolis, Md.         |
| Tempenny, Betty     | WGNB, Martinsburg, Tenn.     |
| Terhorne, Betty     | KLET, Golden Meadow, La.     |
| Thames, Norbora     | KLIZ, Brainerd, Minn.        |
| Thames, Dorothy H.  | WHAN, Charleston, S. C.      |
| Thomson, Gaynelle   | WCTA, Andalusia, Ala.        |
| Thomas, Margaret    | KSST, Sulphur Springs, Tex.  |
| Thomas, Mirtha      | WJHP-TV, Jacksonville, Fla.  |
| Thomas, Prissy      | WKY-TV, Oklahoma City, Okla. |

Thompson, Bernice.....WDAS, Philadelphia, Pa.  
 Thompson, Beverly...WKIS-WORZ, Orlando, Fla.  
 Thompson, Jackye.....KNED, McAlester, Okla.  
 Thomsen, Christie.....WBEL, Beloit, Wis.  
 Thummond, Bibi.....WFKY, Frankfort, Ky.  
 Tidmore, Vivian.....WPPA, Pottsville, Pa.  
 Todd, Janc.....KCBS, San Francisco, Cal.  
 Towne, Rose Mary.....KDTA, Delta, Colo.  
 Trickcy, Howard.....WEAU, Eau Claire, Wis.  
 Trotta, Josephine.....WTCS, Fairmont, W. Va.  
 Troutvine, Fern.....WPFB, Middletown, Ohio  
 Truax, Anne.....KLX, Oakland, Cal.  
 Trumbell, Marjorie.KRON-TV, San Francisco, Cal.  
 Tucker, Betty Lou.....KKIC, Iowa City, Iowa  
 Turner, Martha.....WBOW, Terre Haute, Ind.  
 Turner, Pat.....WBEC, Pittsfield, Mass.  
 Tuttle, Sally.....KCVL, Colville, Wash.

— U —

Upchurch, Virginia.....WSMT, Sparta, Tenn.

— V —

Van, Lois.....WLAG, La Grange, Ga.  
 Van Atta, Vera.....KXXL, Monterey, Cal.  
 Van Haver, Betty.....WKBZ, Muskegon, Mich.  
 Vaughn, Edith.....WFVA, Fredericksburg, Va.  
 Vsetula, Lucille.....KYNO, Fresno, Cal.  
 Von Gillem, Kathleen.....KLMS, Lincoln, Neb.  
 Voss, Jan.....KVTV, Sioux City, Iowa

— W —

Wacker, Fran.....KSYC, Yreka, Cal.  
 Walker, Dee.....WMT-TV, Cedar Rapids, Iowa  
 Walker, Frances.....WPNF, Brevard, N. C.  
 Walker, Joyce.....WTVB, Coldwater, Mich.  
 Wallace, Andrea.....WCHV, Charlottesville, Va.  
 Wallace, Meriel.....KBBA, Benton, Ark.  
 Walling, Esther.....WDOS, Oneonta, N. Y.  
 Wallis, Bonnie.....KBOL-TV, Boise, Idaho  
 Walters, Eleanor.....WVLN, Olney, Ill.  
 Waltman, Hazel....KLRS, Mountain Grove, Mo.  
 Walton, Grace.....WKLE, Washington, Ga.  
 Warner, Helen.....KORT, Grangeville, Idaho  
 Warner, Martha Jane.....KSTN, Stockton, Cal.  
 Washburn, Virginia Clark..WHAP, Hopewell, Va.  
 Waterhouse, Norma Jean..WCMR, Elkhart, Ind.  
 Watkins, Jndith.....KSIM, Sikeston, Mo.  
 Watts, Carolyn.....WSAI, Cincinnati, Ohio  
 Wayt, Dottie.....KVFC, Cortez, Colo.  
 Weatherford, Margie...KHAD-TV, Laredo, Tex.  
 Weaver, Jennie.....WHUC, Hudson, N. Y.  
 Weaver, Lois.....KOLN-TV, Lincoln, Neb.  
 Weaver, Thelma.....WLOI, Laporte, Ind.  
 Webber, Edith Dnnham.KWDM, Des Moines, Iowa  
 Webber, Melva.....WJTN, Jamestown, N. Y.  
 Weber, Margaret.....KAYL, Storm Lake, Ind.  
 Weedman, Polly.....KOTA, KOTA-TV,  
 Rapid City, S. D.  
 Wegner, Lynn.....WMTV, Madison, Wis.  
 Weidman, Betty.....KWCO, Chickasha, Okla.  
 Weiley, Greta.....WGN-TV, Chicago, Ill.  
 Wells, Kay.....WTWV-TV, Tupelo, Miss.  
 Wells, Lydia.....WNAB, Bridgeport, Conn.  
 Wells, Margaret.....WCSI, Columbus, Ind.

Wells, Sue.....KHBM, Monticello, Ark.  
 West, Dorothy.....WAMM, Flint, Mich.  
 West, Kay.....KEX, Portland, Ore.  
 Weston, Alice.....WJW-TV, Cleveland, Ohio  
 Weston, Jane.....WOWO, Fort Wayne, Ind.  
 Westphal, Florence.....WSIV, Pekin, Ill.  
 Wetzel, Libby.....KXOX, Sweetwater, Tex.  
 Wharton, Ann.....WJNO, West Palm Beach, Fla.  
 Wheeldon, Delvina.....WCKY, Cincinnati, O.  
 Wheeler, Mary.....KTAT, Frederick, Okla.  
 Wheelis, Wilma.....KDBS, Paragould, Ark.  
 White, Marge.....KOB-TV, Albuquerque, N. M.  
 White, Stella.....WEAW, Evanston, Ill.  
 Whitelaw, Eleanor.....WRBL, Columbus, Ga.  
 Whitlock, Sallie.....WEVA, Emporia, Va.  
 Wiener, Patricia.....KOPO, Tucson, Ariz.  
 Wiley, Gason.....KRGV-TV, Weslaco, Tex.  
 Williams, Betty.....WKTG, Thomasville, Ga.  
 Williams, Edythe.....WHIT, New Bern, N. C.  
 Williams, Joanne.....WTYC, Rock Hill, S. C.  
 Williams, June.....KGUL, Greenville, Tex.  
 Williams, Marylin.....WJPA, Washington, Pa.  
 Wilson, Byrdell.....KVLH, Pauls Valley, Okla.  
 Wilson, Ella.....WFRV-TV, Green Bay, Wis.  
 Windsor, Roberta.....WBCO, Bessemer, Ala.  
 Wing, Sally M.....KPIG, Cedar Rapids, Iowa  
 Winslow, Ina Mae.....KANV, Shreveport, La.  
 Winslow, Louise.....WERE, Cleveland, Ohio  
 Wise, Katherine.KOMO, KOMO-TV, Seattle, Wash.  
 Wise, Madeline.....WHIO, Dayton, Ohio  
 Witten, Frances.....KVMC, Colorado City, Tex.  
 Wodak, Donna.....WOMT, Manitowoc, Wis.  
 Wolfe, Shirley Spradlin.....WTIP,  
 Charleston, W. Va.  
 Womnaek, Jeane.....KALT, Atlanta, Tex.  
 Wood, Frances...WFVG, Fuquay Springs, N. C.  
 Wood, Ginny.....WSPD-TV, Toledo, Ohio  
 Woodard, Lolly.....WSAU-TV, Wausau, Wis.  
 Woodie, Sunny.....KORA, Bryan, Tex.  
 Woodruff, Kate.....WCHN, Norwich, N. Y.  
 Woods, Carol.....WBRC, Birmingham, Ala.  
 Woodward, Heather.....WQAM, Miami, Fla.  
 Workman, Helen.....WCAX-TV, Burlington, Vt.  
 Worth, Konnie G.....KGW, Portland, Ore.  
 Wren, Virginia.....WLAD, Danbury, Conn.  
 Wright, Nadine.....WDVA, Danville, Va.  
 Wright, Nina.....KSOO, Sioux Falls, S. D.  
 Wulff, Maggie.....WJW-TV, Cleveland, Ohio  
 Wyatt, Margaret.....WHOP, Hopkinsville, Ky.  
 Wynuan, Alice.....WFBC-TV, Greenville, S. C.  
 Wynne, Jennie V.....KCBD-TV, Lubbock, Tex.

— Y —

Yerka, Marcy.....KDLM, Detroit Lakes, Minn.  
 Yionoulis, Mary.....WGTM, Wilson, N. C.  
 Young, Jacqui.....KACT, Andrews, Tex.  
 Young, Jean.....WPFJ, Darlington, S. C.  
 Young, Mary Emma.....WHFC, Holland, Mich.  
 Young, Ruth.....WEDO, McKeesport, Pa.  
 Younger, Mildred.....KABC, Hollywood, Cal.

— Z —

Zarley, Lois.....WJOL, Joliet, Ill.  
 Zirkmund, Isabel P.....WJDA, Quincy, Mass.  
 Zimmerman, Merle.....KWRE, Warrenton, Mo.



KLAVAN and FINCH

# DISC JOCKEYS

RADIO AND TELEVISION  
—their work during 1956

## — A —

**AAROE, ALDEN**  
WRVA, Richmond, Va.

**ABBOTT, DON**  
WILE, Cambridge, Ohio

**ABBOTT, WALT**  
KFOX, Long Beach, Cal.

**ACKERLEY, BOB**  
KOMO, Seattle, Wash.

**ADAIR, HARRY**  
KFPM, Fort Morgan, Col.

**ADAMS, JIM**  
WSTV, Steubenville, Ohio

**ADLER, LOU**  
WESB, Bradford, Pa.

**ADY, BRUCE**  
KCOV, Corvallis, Ore.

**AGA, ROGER**  
KXRA, Alexandria, Minn.

**AGEE, BOB**  
WBIR, Knoxville, Tenn.

**AGEE, LES**  
KRHD, Duncan, Okla.

**AIME, VIC**  
WNNJ, Newton, N. J.

**AKERS, CARL**  
KLZ, Denver, Col.

**ALBERT, BILL**  
WLW, Cincinnati, Ohio

**ALEMAN, JOE**  
KPRL, Paso Robles, Cal.

**ALEXANDER, GRAHAM**  
KCMJ, Palm Springs, Cal.

**ALEXANDER, OTT**  
WHPE, Eligh Point, N. C.

**ALLEN, BOB**  
WHOS, Decatur, Ala.

**ALLEN, C. OWEN**  
KODI, Cody, Wyo.

**ALLEN, FRANK**  
WOW, Omaha, Neb.

**ALLEN, GEORGE**  
WMEG, Eau Gallie, Fla.

**ALLEN, HUGH**  
WGAP, Maryville, Tenn.

**ALLEN, OLIVER**  
WRAP, Norfolk, Va.

**ALLEN, PERRY**  
KTLN, Denver, Col.

**ALLEN, WES**  
KHM0, Hannibal, Mo.

**ALLEY, CLINT**  
WK0Y, Bluefield, W. Va.

**ALLISON, DALE**  
KPDQ, Portland, Ore.

**ALLYN, JACK**  
WR0V, Roanoke, Va.

**AMMERMAN, DAN**  
WVAM, Altoona, Pa.

**AMGS, DICK**  
KDRO, Sedalia, Mo.

**ANDERSON, ANDY**  
WEAV, Plattsburg, N. Y.

**ANDERSEN, LLOYD**  
WHGR, Houghton Lake, Mich.

**ANDERSON, ART**  
KLOG, Kelso, Wash.

**ANDERSON, DON**  
KFH, Wichita, Kan.

**ANDERSON, ERNIE**  
WTRY, Troy, N. Y.

**ANDERSON, GARY**  
WLAK, Lakeland, Fla.

**ANDERSON, HERB OSCAR**  
WDGY, Minneapolis, Minn.

**ANDERSON, JOE**  
WQUA, Moline, Ill.

**ANDERSON, JOHN**  
WBRK, Pittsfield, Mass.

**ANDERSON, LOU**  
KFPM, Fort Morgan, Col.

**ANDRES, JAY**  
WBBM, Chicago, Ill.

**ANDREWS, ART**  
WSBB, New Smyrna Beach, Fla.

**ANDREWS, DON**  
WSGW, Saginaw, Mich.

## ANDREWS, JOHNNY W.

B. Apr. 1, 1917, Boston, Mass.

**ANDRICK, BILL**  
WPAR, Parkersburg, W. Va.

**ANDRIESE, TED**  
WFUR, Grand Rapids, Mich.

**ANTHONY, BILL**  
WLCS, Baton Rouge, La.

**ANTHONY, CARMINE**  
WOC, Davenport, Iowa

**ANTHONY, JAY**  
WHBI, Newark, N. J.

**ANTHONY, LEE**  
WKDA, Nashville, Tenn.

**ARKELL, ROD**  
WNDB, Daytona Beach, Fla.

**ARMSTRONG, BILLY**  
WMDC, Hazlehurst, Miss.

**ARMSTRONG, BOB**  
WCLL, Carbondale, Ill.

**ARMSTRONG, TIM**  
KXOC, Chico, Cal.

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio

**ARNOLD, BILL**  
WTOO, Toledo, Ohio

**ARNOLD, BOB**  
WCSH, Portland, Me.

**ARTHUR, BILL**  
WAOV, Vincennes, Ind.

**ARTHUR, DON**  
WFOX, Milwaukee, Wis.

**ASHLEY, BARBEE**  
WGVM, Greenville, Miss.

**ATKINS, BILL**  
KDOK, Tyler, Tex.

**ATWOOD, RUSS**  
WMAS, Springfield, Mass.

**AUGELLO, JOE**  
WOHO, Toledo, Ohio

**AUSLEY, WALLY**  
WDNC, Durham, N. C.

**AUSTIN, JIM**  
KRAY, Amarillo, Tex.

**AVERY, LES**  
FRE, Berkeley, Cal.

**AVERY, MARC**  
WTOB, Winston-Salem, N. C.

**AXTON, BAILEY**  
KTOP, Topeka, Kan.

**AYLWARD, BILL**  
WMTR, Morristown, N. J.

## — B —

**BACHMANN, ART**  
WKUL, Columbia, Ala.

**BAILIE, RON**  
KELP, Twin Falls, Idaho

**BAKER, BUDDY**  
KENS-TV, San Antonio, Tex.

**BAKER, DICK**  
WPLN, St. Petersburg, Fla.

**BAKER, GORDIE**  
WSPH, Springfield, Mass.

**BAKER, HAROLD**  
WTRB, Ripley, Tenn.

**BAKER, JAMES D.**  
KVOC, Casper, Wyo.

**BAKEY, ED**  
WTOW, Towson, Md.

**BALE, NORM**  
KWKH, Shreveport, La.

**BALL, NOEL**  
WSIX, Nashville, Tenn.

**BAMBRICK, GORDON**  
KGON, Portland, Ore.

**BARBER, BILL**  
WOOD, Grand Rapids, Mich.

**BARBOUR, HERSCHEL**  
WCPS, Tarboro, N. C.

**BARB, JOE**  
WLBK, DeKalb, Ill.

**BARILL, GENE**  
WJEF, Grand Rapids, Mich.

**BARBER, TED**  
WJOY, Burlington, Vt.

**BARNHILL, FAT**  
KDRS, Paragould, Ark.

**BARRETT, ART**  
WISG, Mount Jackson, Va.

**BARRETT, DICK**  
WSHE, Sheboygan, Wis.

**BARRETT, RONALD A.**  
WDOK, Cleveland, Ohio

**BARRY, BERT**  
KGMS, Sacramento, Cal.

**BARRY, BOB**  
WKST, New Castle, Pa.

**BARRY, TOM**  
WOL, Washington, D. C.

**BARUCH, ANDRE & BEA WAIN**  
WABC, New York, N. Y.

**BASKOS, GEORGE**  
KLMO, Longmont, Col.

**BASSETT, ROBERT E.**  
WHIM, Providence, R. I.

**BAST, MERWIN**  
WK0A, Hopkinsville, Ky.

**BATCH, LEE**  
KCSB, San Bernardino, Cal.

**BATOZECH, RON**  
WJOL, Joliet, Ill.

**BAZYN, WALLY**  
WJAG, Norfolk, Neb.

**BEAVER, WIN**  
WRAG, Carrollton, Ala.

**BECK, FRED**  
KABC, Hollywood, Cal.

**BECKMAN, SPOOK**  
WTVN, Columbus, Ohio

**BERCHER, DON**  
WIL, St. Louis, Mo.

**BEKAS, TONY**  
WNAR, Norristown, Pa.

**RELL, DAN**  
WJAN, Spartanburg, S. C.

**BELL, JOHN**  
WDOG, Marine City, Mich.

**BELLAIRS, MAL**  
WBBM, Chicago, Ill.

**BELMAN, DAVE**  
KONG, Visalia, Cal.

**BELYEU, WENDEL**  
KLVT, Levelland, Tex.

**BENHAM, DICK**  
WBET, Brockton, Mass.

**BENNETT, JACK**  
WHWB, Rutland, Vt.

**BENNICK, DICK**  
WSGN, Birmingham, Ala.

**BENSON, AL**  
WGES, Chicago, Ill.

**BENTON, BILL**  
WLFA, Lafayette, Ga.

**BERG, ALLAN**  
KWOW, Pomona, Cal.

**BERG, CARL**  
KWBB, Wichita, Kan.

**BERG, HERB**  
WWOK, Charlotte, N. C.

**BERNARD, DUDLEY**  
KLFT, Golden Meadow, La.

**BERNARD, LEO**  
KCLS, Flagstaff, Ariz.

**BERRES, KEN**  
WKAN, Kankakee, Ill.





**BERRY, AL**  
WFLA Plant City Fla

**BERRY, BILL**  
WBDO Orlando Fla

**BERRY, DICK**  
WFW Fairfield Ill

**BERRY, SPIKE**  
KEYJ Jamestown N D

**BETTIS, JIM**  
KUMA Pendleton Ore

**BIERS, MARVIN**  
KRUD El Paso Tex

**BILBEE, RODNEY**  
KWON Bartlesville Okla

**BIONDI, DICK**  
WHOT Campbell Ohio

**BURDAS, GEORGE**  
WLNA Peekskill N Y

**BISHOP, JACK**  
WLBG Laurens S C

**BIYANS, ROBERT**  
WTPY Danville Ill

**BLACK, BUDDY**  
WGN Chicago Ill

**BLACK, DAVE**  
KOCY Oklahoma City Okla

**BLACK, ED**  
KLCB Salt Lake City Utah

**BLAINE, GENE**  
WAKE Atlanta Ga

**BLAIR, HARRY**  
WGL Fort Wayne Ind

**BLAIR, MERLE**  
KTOP Topeka Kan

**BLAIR, RAY**  
WLAJ Grand Rapids Mich

**BLAND, ARTIE**  
KWBI Corpus Christi Tex

**BLOCK, MARTIN**  
WABF New York N Y

**BLOUGH, BILL**  
WBEL Belfort Wis

**BLOUNT, JAMES**  
WMSN Raleigh N C

**BOB & RAY**  
Bob & Ray Show, NBC, Mutual

**BOGGS, BILL**  
WJPA Washington Pa

**BOLLER, WALLY**  
WHLB Marshfield Wis

**BOLLINGER, GENE**  
WLET Toccoa Ga

**BOMER, BILL**  
KRCH Occidental Ore

**BONNER, EDDIE**  
KXOK St. Louis Mo

**BOONE, CHARLIE**  
KFGO Fargo N D

**BOONE, JOE**  
WMVG Milledgeville Ga

**BOULDIN, ART**  
WICH Norwich Conn

**BOYE, DICK**  
WNAE Warren Pa

**BOWEN, AL**  
WADK Newport R I

**BOWERS, BUDD**  
KTFAR Phoenix Ariz

**BOWICK, BILL**  
WGBA Columbus Ga

**BOWMAN, JOE**  
WTRD Dayton Ohio

**BOWMAN, SAM**  
KORY San Francisco Cal

**BOYNTON, DICK**  
KSDO San Diego Cal

**BRADLEY, JIM**  
KJHR Hood River Ore

**BRADLEY, LYNN**  
KFTN Trenton Mo

**BRADLEY, WES**  
KRDO Colorado Springs Colo

**BRADSHAW, TOM**  
WLOW Norfolk Va

**BRANNON, BOB**  
KRAK Stockton Cal

**BRANT, BILL**  
WJAS Pittsburgh Pa

**BRAY, ED**  
WALT Tampa Fla

**BREES, BUD**  
WPEN Philadelphia Pa

**BRENTHOLTZ, GEORGE**  
WSSB Durham N C

**BRETZ, WOODA**  
KOOC Salem Ore

**BREWER, JACK**  
KLEM Eureka Cal

**BRIDGES, RAY**  
KID Idaho Falls Idaho

**BRIGHT, ROBIN**  
WTRC Indianapolis Ind

**BRIMM, CLAUDE**  
KOL Seattle Wash

**BRINGER, ERNEST**  
WMBY New Orleans La

**BRINK, ARTHUR**  
KSPR Casper Wyo

**BROKS, HAROLD**  
WMBE Monroe La

**BROOK, PHIL**  
WTAY Robinson Ill

**BROOKHART, GARY**  
WCOM Parkersburg W Va

**BROOKS, HAPPY**  
KIKO San Bernardino Cal

**BROOKS, NORMAN**  
WMEJ Dayton Beach Fla

**BROOKS, RAY**  
WBIS Bluefield W Va

**BROUGHMAN, DON**  
KAYE Puyallup Wash


**BROWN, BILL**  
WJAC Johnsonville Pa

**BROWN, BILL**  
WNEB Worcester Mass

**BROWN, BOB**  
KATY San Luis Obispo Cal

**BROWN, CHARLES**  
WABG Greenwood Miss

**BROWN, DALE**  
KID Ogden Utah



**JERRY WARREN**

WINS All Night M.C.

After conquering the

West — **Zeke**

**Manners** — is

back East on **WINS**

N. Y. C.

2-4 P.M. 10-12 P.M.

**BROWN, GENE**  
KOLS, Pryor, Okla.

**BROWN, HARRY**  
WKIS-WORZ, Orlando, Fla.

**BROWN, IRWIN**  
WREN, Topeka, Kan.

**BROWN, JOHNNY**  
WROK, Rockford, Ill.

**BROWN LARRY**  
WPEN, Philadelphia, Pa.

**BROWN, PAT**  
KWBY, Colorado Springs, Co'o.

**BROWN, PAUL**  
KOLO, Reno, Nev.

**BROWN, PERRY**  
WTAO, Boston, Mass.

**BROWN, RON**  
KASH, Eugene, Ore.

**BROWN, TED**  
WMGM, New York, N. Y.

**BROWN, TOM**  
WWOK, Charlotte, N. C.

**BROWN, TOM**  
WHR, Cleveland, Ohio

**BROWNE, DAVE**  
KIEM, Eureka, Cal

**BROWNELL, LARRY**  
WKBW, Buffalo, N. Y.

**BROWNING, ALLAN**  
WKIX, Raleigh, N. C.

**BROWNING, BILL**  
KFMB, San Diego, Cal.

**BRUCE, JACK**  
WNAX, Yankton, S. D.

**BRUNER, BOB**  
WKKO, Cocoa, Fla.

**BRUNET, CARLOS**  
KIWW, San Antonio, Tex.

**BRUTON, BOB**  
KXOL, Fort Worth, Tex.

**BRYANT, SEN. BRISTOE**  
WJLB, Detroit, Mich.

**BUCKLEY, THAD**  
KGEE, Bakersfield, Cal.

**BUCKMAN, GENE**  
WMMB, Melbourne, Fla.

**BUMBAUGH, HOWARD**  
KMAC, San Antonio, Tex.

**BURGE, HARRY**  
WGBS, Miami, Fla.

**BURGE, RALPH**  
WIBR, Baton Rouge, La.

**BURGEEEN, JOHN**  
WBAR, Bartow, Fla.

**BURNETT, JIM**  
WHBC, Canton, Ohio

**BURNS, BARON**  
WCLS, Columbia, Ga.

**BURNS, JACK**  
KTUC, Tucson, Ariz.

**BURNS, STAN**  
B. Sept. 18, 1927, New York City.  
Kashbox Quiz, Stan, The Spinner,  
WINS; Nora Drake, Helen Trent,  
Our Gal Sunday, CBS; Cerebral  
Palsy Telethon, WOR-TV.

**BURNS, TOMMY**  
KMA, Shenandoah, Iowa

**BURNS, WALT**  
KYOR, Blythe, Cal.

**BURR, BOB**  
WDOG, Marine City, Mich.

**BUTLER, CLIFF**  
WLOU, Louisville, Ky.

**BUTLER, JOHN**  
WCTC, New Brunswick, N. J.

**BYRD, CLARK**  
WHEAR, Clarksburg, W. Va.

**BYRD, EARL**  
WTRX, Bellaire, Ohio

**CADDEN, JERRY**  
KIRX, Kirksville, Mo.

**CALIN, BOB**  
WSKY, Asheville, N. C.

**CALDWELL, CHARLES**  
WJPS, Evansville, Ind.

**CALHOUN, BOB**  
KOLA, Pine Bluff, Ark.

**CAMACHO, CARLOS**  
KALI, Pasadena, Cal.

**CAMERON, JIM**  
WREN, Topeka, Kan.

**CAMERON, TOM**  
WKBZ, Muskegon, Mich.

**CAMPBELL, JACK**  
KVOO, Tulsa, Okla.

**CAMPBELL, OLIN**  
WFNS, Burlington, N. C.

**CAMPBELL, PHIL**  
WPFJ, Darlington, S. C.

**CAMPO, BOB**  
WJJB, Greensburg, Pa.

**CANDLER, JOHN**  
WDVA, Danville, Va.

**CANDLER, JOHN**  
KFSA, Fort Smith, Ark.

**CANE, LENNY**  
WERY, Plattsburg, N. Y.

**CANNON, STEVE**  
WLWL, Minneapolis, Minn.

**CANTERBURY, MEL**  
WMON, Montgomery, W. Va.

**CANTON, JIM**  
WINA, Charlottesville, Va.

**CAAPS, CARL**  
WHIT, New Bern, N. C.

**CAAPS, JIMMY**  
WPFF, Raleigh, N. C.

**CARACCILO, RICHARD**  
WDEL, Olean, N. Y.

**CARDEN, JOHN**  
WROK, Rockford, Ill.

**CARNEY, JACK**  
KRUX, Phoenix, Ariz.

**CARNEY, RON**  
WAVY, Norfolk, Va.

**CARSON, CHUCK**  
KSRO, Santa Rosa, Cal.

**CARTER, JAMES**  
WSYD, Mt. Airy, N. C.

— C —



*"Your Milkman"*  
**JACK LAZARE**



**"LISTEN TO LACY"**  
(Jack Lacy)  
WINS — 1010 on your dial  
11:30-2:00 PM  
4:30-7:00 PM

CARTER, JOKO  
WOKJ Jackson Miss  
CARTER, TONY  
WBHB Fitzgerald Ga  
CARVER, JOHNNY  
KFAB Omaha Neb  
CASE, GEORGE A MARILL  
WSAI Cincinnati Ohio  
CASPER CLAYDE  
WLAS Jacksonville N C  
CASPERSON, DICK  
WHBY Appleton Wis  
CASSADA, AL  
WKDL Clarksdale Miss  
CASSIDA, FRED  
WCOA Pensacola Fla  
CASTELL, SHARRON  
WSFT Thomaston Ga  
CATE, LOU  
WWTA Williamsport Pa  
CAUSE, BOB  
KNQE Monroe La  
CERVERA, ERNESTO  
RWKV Pasadena Cal  
CHAMBERS, PAT  
WFLA Tampa Fla  
CHAPEAU, TED  
WJHP Jacksonville Fla  
CHAPMAN, JERRY  
WIRE Indianapolis Ind  
CHAPMAN, RALPH  
WHAV Haverhill Mass  
CHARE, AL  
KBCH Ocala Fla  
CHARLES PRESTON  
WAGA Atlanta Ga  
CHASE, DAVE  
KLUS Houston Tex  
CHASE, GENE  
WIL St Louis Mo  
CHASE, PHIL  
WULG McGowan W Va  
CHASTEEN, BOB  
KVOX Moorhead Minn  
CHATAGNIER, JERRY  
KJFT Golden Meadow La

CHAVEZ, FRED  
KABQ Albuquerque N M  
CHEDWICK, CRAIG  
WAMO Pittsburgh Pa  
CHESSON, BOB  
WDEF Rocky Mount N C  
CHILDS, JACK  
WCOA Pensacola Fla  
CHILLSON, JOHN  
KRXL Roseburg Ore  
CHRISTENSON, HARRY  
KTFW Seattle Wash  
CHRISTIE, PHIL  
WCC Bridgeport Conn  
CHURCHES, GLENN  
KCRS Sacramento Cal  
CIMINO, RICK  
KGOY Stockton Cal  
CITRO, VINCE  
WAZL Hazleton Pa  
CLAIRE, MVL  
WHJP Jacksonville Fla  
CLARK, BARRY  
WCHL Chapel Hill N C  
CLARK, COTTONSEED  
KEEN San Jose Cal  
CLARK, DICK  
KTEM Temple Tex  
CLARK, KEN  
WSAM Saginaw Mich  
CLARK, LEE  
KBAB El Com Cal  
CLARK, RAY  
KDFB Lubbock Tex  
CLAYTON, DAVE  
WSLB Odenburg N Y  
CLAYTON, BOB  
WHDR Boston Mass  
CLAYTON, PAUL  
WJVR Hanover Pa  
CLEMENTI, JOE  
WCCM Lawrence Mass  
CLOSE, DEAN  
WCED DuBois Pa

COBB, CHARLES  
WTRR Sanford Fla  
CODDARE, BILL  
WSTC Stamford Conn  
CODY WAYNE  
WMAY Springfield Ill  
COLE, CANE  
WJOK Memphis Tenn  
COLE, DOUGLAS  
WIKK Newport Vr  
COLEMAN, CARLTON  
WIOK Tampa Fla  
COLLETE, JACK  
KAMQ Amarillo Tex  
COLLINS, AL  
WRCA N Y C  
COLLINS, CARL  
WKRO Cocoa Fla  
COLLINS, GEORGE  
KIOX Bay City Tex  
COLLINS, KEN  
KXYZ Houston Tex  
COLLINS, TEX  
WAZL Hazleton Pa  
COLONE ANN  
WGL Fort Wayne Ind  
COMER, FRANK  
WLAB Danbury Conn  
COMINSKY, BARRY  
WGEZ Beloit Wis  
CONDREA, JIM  
KNO Memphis Cal  
CONRAD, MARY  
KJCP Durango Colo  
COOK, ANDY  
KFTB Austin Tex  
COOK, BOB  
WOMT Manitowoc Wis  
COOK, DICK  
KSEB San Francisco Cal  
COOK, DICK  
WBRN Big Rapids Mich  
COOK, ED  
WLDF Louisville Ky



**MURRAY KAUFMAN**

DISK JOCKEY-EMCEE

WMCA

WPIX



**ART FORD**

PL 3-3300

**COOK, JIM**  
WHBU, Anderson, Ind.

**COOK, LOU**  
KABC, Hollywood, Cal.

**COOKE, RUSSELL**  
WWNR, Beckley, W. Va.

**COOPER, RALPH**  
WNRC, New Rochelle, N. Y.

**COPE, FRANK**  
WMRB, Greenville, S. C.

**COPE, JOE**  
KREX, Grand Junction, Colo.

**COPELAND, GLEN**  
KCMR, McCamey, Tex.

**COPII, ERV**  
WGGH, Marion, Ill.

**CORBIN, SLM**  
KHOB, Hobbs, N. M.

**CORDARO, GEORGE**  
KWDH, Des Moines, Iowa

**CORDEE, RICHARD**  
KOGT, Orange, Tex.

**CORDIC, REGE**  
KDKA, Pittsburgh, Pa.

**COREY, RICHARD**  
KOVU, Provo, Utah

**CORNELIUS, GLEN**  
WFRD, Tuscaloosa, Ala.

**CORNELL, KEN**  
WBRV, Boonville, N. Y.

**CORRIGAN, JOHN**  
WMOD, Moundsville, W. Va.

**COSGROVE, PHIL**  
KXRO, Aberdeen, Wash.

**COSNOSKI, BERNARD**  
WBUD, Trenton, N. J.

**COSS, PAUL**  
WAAB, Worcester, Mass.

**COSTELLO, LEN**  
WGHN, Grand Haven, Mich.

**COTLER, KEN**  
KWIZ, Santa Ana, Cal.

**COUGLIN, PAUL**  
WFBN, Indianapolis, Ind.

**COURTNEY, DEL**  
KSFO, San Francisco, Cal.

**COVERT, TED**  
WATH, Athens, Ohio

**COVINGTON, BILL**  
WGTC, Greenville, N. C.

**COWLEY, PAUL**  
WKLO, Louisville, Ky.

**COX, BILL**  
WLCS, Baton Rouge, La.

**COY, JOHNNY**  
WIRL, Peoria, Ill.

**COYLE, BERT**  
WHBO, Tampa, Fla.

**CRABLE, BILL**  
KXOK, St. Louis, Mo.

**CRADDOCK, JIM**  
KLTJ, Longview, Tex.

**CRAIG, CHUCK**  
WHBC, Canton, Ohio

**CRAIG, GEORGE**  
KSYD, Wichita Falls, Tex.

**CRAWFORD, JOHN**  
KITFS, Texarkana, Tex.

**CREASY, GENE**  
WLLY, Richmond, Va.

**CRIMMEL, FRED**  
KWIRL, Riverton, Wyo.

**CROSBY, LEE**  
KTIM, San Rafael, Cal.

**CROSE, ROBERT**  
WACB, Kittanning, Pa.

**CROSLEY, JIM**  
WRFC, Athens, Ga.

**CROSS, BILL**  
KDJJ, Holbrook, Ariz.

**CROWLEY, DICK**  
WAMM, Flint, Mich.

**CULL, DEAN**  
KAGR, Yuba City, Cal.

**CUMMINGS, AL**  
KING, Seattle, Wash.

**CUNNINGHAM, DON**  
KRCS, Clinton, Iowa

**CURTIN, MARC**  
KPYO, Lubbock, Tex.

**CURTIS, BILL**  
WRAP, Norfolk, Va.

**CURTIS, GUY**  
WADK, Newport, R. I.

**CURTIS, MARK**  
KOLO, Reno, Nev.

**CUSTER, BOB**  
KLOK, San Jose, Cal.

— D —

**DALE, BILLY**  
WTAO, Boston, Mass.

**DALE, CURLY**  
KFNH, Shenandoah, Iowa

**DALLAS, JIMMY**  
KIMO, Independence, Mo.

**DALTON, BOB**  
WTOP, Washington, D. C.

**DALTON, JACK**  
WGHM, Waterville, Me.

**DANIELS, DAN**  
WKMI, Kalamazoo, Mich.

**DANSKIN, WARREN**  
WJAG, Norfolk, Neb.

**DARK, JOHNNY**  
WHB, Kansas City, Mo.

**DARY, ALLAN**  
WBZ, Boston, Mass.

**DAUGHERTY, DOC**  
WNOW, York, Pa.

**DAVID, TOBY**  
CKLW, Detroit, Mich.

**DAVIES, BUD**  
CKLW, Detroit, Mich.

**DAVIS, ARCH**  
WFHR, Wisconsin Rapids, Wis.

**DAVIS BARBARA**  
WAYS, Charlotte, N. C.

**DAVIS, BILL**  
KSYD, Wichita Falls, Tex.

**DAVIS, BRAD**  
WACE, Springfield, Mass.

**DAVIS, ERNIE**  
WJEX, Erie, Pa.

**DAVIS, GENE**  
WHB, Kansas City, Mo.

**DAVIS, GUY R.**  
WOTR, Corry, Pa.

**DAVIS, HERB**  
WEAM, Arlington, Va.

**DAVIS, JACK**  
KAGR, Yuba City, Cal.

**DAVIS, JACK**  
KUSN, St. Joseph, Mo.

**DAVIS, LES**  
WKNY, Kingston, N. Y.

**DAVIS, NORM**  
KBIS, Bakersfield, Cal.

**DAVIS, ROSS**  
KUMA, Pendleton, Ore.

**DAY, GEORGE**  
KGEE, Bakersfield, Cal.

**DEAN, BARRY**  
WUCM, Cumberland, Md.

**DEANE, JOE**  
WBBF, Rochester, N. Y.

**DEATON, WENDELL**  
KTNM, Tucumcari, N. M.

**DE COLA, ED**  
KYOU, Greeley, Col.

**DEETER, DARELL**  
WPTW, Piqua, Ohio

**DeHART, VIRGIL**  
KTNT, Tacoma, Wash.

**DELFINO, FRANK**  
WICC, Bridgeport, Conn.

**DELGADO, ISIDOR**  
KOBK, Las Cruces, N. M.

**DELSIE, PAT**  
WCAM, Camden, N. J.

**DENAULT, PAUL**  
WEEB, Duluth, Minn.

**DENNIS, LOU**  
WBRV, Waterbury, Conn.

**DENNISTON, DAVE**  
WRTA, Altoona, Pa.

**DENT, LARRY**  
WIMA, Lima, Ohio

**DERBY, DAVE**  
WIBX, Utica, N. Y.

**DERRICK, CHARLES**  
WOIC, Columbia, S. C.

**DESMOND, DEE**  
KBOM, Bismarck, N. D.

**deSUZE, CARL**  
WBZ, Boston, Mass.

**DEVON, PRU**  
WQXR, New York, N. Y.

**DEW, HELEN**  
KBOR, Brownsville, Tex.

**DEWELL, ELTON**  
WMEN, Tallahassee, Fla.

**DeWITT, CHUCK**  
WPIN, St. Petersburg, Fla.

**DIAMOND, LEX**  
WNOK, Columbia, S. C.

**DIAZ, JUAN R.**  
WHOM, New York, N. Y.

**DIFFEE, BILL**  
WFNS, Burlington, N. C.

**DELLARD, JIM**  
WLET, Toccoa, Ga.

**DILLON, EDDIE**  
KVOR, Colorado Springs, Colo.

**DIXON, DIZZY**  
WJOB, Hammond, Ind.

**DIXON, JAY**  
KAYE, Puyallup, Wash.

**DIXON, LARRY**  
WJEO, Springfield, Mass.

**DIXON, RANDY**  
WDAS, Philadelphia, Pa.

**DOBBS, JACK C.**  
WZOB, Fort Payne, Ala.

**DODDS, DAR**  
WGTO, Haines City, Fla.

**DODELL, BILL**  
KRLC, Lewiston, Idaho

**DODSON, ROBERT F.**  
KURV, Edinburg, Tex.

**DOLAN, TOM**  
WJZM, Clarksville, Tenn.

**DONACEAU, HUGH**  
KSIX, Corpus Christi, Tex.

**DORE, BILL**  
KTNT, Tacoma, Wash.

**DORRIS, LEE**  
WILY, Pittsburgh, Pa.

**DORSEY, JOE**  
WEMP, Milwaukee, Wis.

**DOUGHERTY, CHUCK**  
WQAM, Miami, Fla.

**DOUGHERTY, JIM**  
WHOL, Allentown, Pa.

**DOW, DEWEY**  
WGUY, Bangor, Me.

**DOWNEY, GEORGE**  
WNEB, Worcester, Mass.

**DOWNEY, PAT**  
WCVS, Springfield, Ill.

**DRENNAN, JAY**  
KSEL, Lubbock, Tex.

**DRENNAN, LEE**  
KGBX, Springfield, Mo.

**DROZD, JOHN**  
WWIL, Fort Lauderdale, Fla

**DUBOSE, PAUL**  
WKAB, Mobile, Ala.

**DUCKETT, TRUMAN**  
WOOP, Dothan, Ala.

**DUCKWORTH, BOB**  
WAOV, Vincennes, Ind.

**DUKE, BILL**  
KDSX, Denison, Tex.

**DUNAWAY, CHUCK**  
KENT, Shreveport, La.

**DUNBAR, JERRY**  
WGEZ, Beloit, Wis.

**DUPREE, WILLIAM**  
WEEB, Baltimore, Md.

**DURAN, TED**  
KBUC, Corona, Cal.

**DURHAM, ERNIE**  
WJLB, Detroit, Mich.

**DYE, TOM**  
KTTR, Rolla, Mo.

— E —

**EARDLEY, DAVE**  
KEEF, Twin Falls, Idaho



**EARLE, BOB**  
WHCU, Ithaca, N. Y.

**EARLY, BOB**  
WALK, Patchogue, N. Y.

**EATON, GORDON**  
WCCO, Minneapolis, Minn.

**EAVES, GLEN**  
KVLJ, Alpine, Tex.

**EDINGTON, JOHN**  
KLAS, Las Vegas, Nev.

**EDWARDS, BOB**  
WFUN, Findlay, Ohio

**EDWARDS, DON**  
WBCI, Bay City, Mich.

**EDWARDS, GEOFF**  
WOKO, Albany, N. Y.

**EDWARDS, JOHNNY**  
KXVZ, Houston, Tex.

**EDWARDS, STEVE**  
WPBC, Minneapolis, Minn.

**EDWARDS, TED**  
KRIZ, Phoenix, Ariz.

**EDWARDS, YERN**  
WBBL, Sheboygan, Wis.

**EGGER, FRITZ**  
KRIG, Redding, Cal.

**EIGEN, JACK**  
WMAQ, Chicago, Ill.

**EISSNER, JACK**  
WMAS, Springfield, Mass.

**EKBERG, IVAN**  
KVJC, Medford, Ore.

**ELKINS, TOM**  
WOC, Davenport, Iowa

**ELLIOTT, BOB**  
KENT, Shreveport, La.

**ELLIOTT, BRUCE**  
MBS

**ELLISON, BILL**  
WHCU, Ithaca, N. Y.

**ELLSWORTH, JACK**  
WALK, Patchogue, N. Y.

**EMERSON, BILL**  
WKPT, Minnesota, N. Y.

**EMERY, RALPH**  
WMAK, Nashville, Tenn.

**ERTIS, RUDY**  
WTOL, Toledo, Ohio

**ERWIN, PEB**  
WCTA, Andalusia, Ala.

**ESTES, GENE**  
KONG, Visalia, Cal.

**EVANS, JOHN W.**  
WFS, Columbia, S. C.

**EVANS, SAM**  
WGES, Chicago, Ill.

**EVANS, WALTER**  
KTRB, Tyler, Tex.

**EVANS, HAL**  
WDDT, Greenville, Miss.

**EVARTH, DICK**  
WSTR, Winter Haven, Fla.

— F —

**FAIRCLOTH, PEANUT**  
WAPO, Chattanooga, Tenn.

**FALLON, TOM**  
KORK, Kansas City, Kan.

**FARRAYE, LOU**  
WDBJ, Roanoke, Va.

**FARRELL, PETE**  
WVPA, Williamsport, Pa.

**FARRELL, REED**  
WVPT, Chicago, Ill.

**FARRINGTON, BOB**  
WNNJ, Newton, N. J.

**FAYE, MARTY**  
WAAF, Chicago, Ill.

**FELLMER, FRANK**  
WMTB, Morristown, N. J.

**FENNEL, GEORGE**  
WHIL, Medford, Mass.

**FENNER, LOWELL**  
KGHL, Little Rock, Ark.

**FERGUSON, DON**  
WOKO, Columbia, S. C.

**FERGUSON, SCOTT**  
WJAX, Jacksonville, Fla.

**FERRELL, RALF**  
KROQ, Sonoma, Cal.

**FERRIS, BOB**  
WFLA, Fort Jervis, N. Y.

**FERRIS, DON**  
WPEY, Port-mouth, Ohio

**FIDLER, DOC**  
WISL, Shamokin, Pa.

**FIELD, ALAN**  
WMLV, Millville, N. J.

**FIELD, RED**  
WMEN, Tallahassee, Fla.

**FIELDS, BILL**  
WGES, Chicago, Ill.

**FILES, BERT**  
WCAW, Charleston, W. Va.

**FINCHER, MODA**  
KDTB, Lubbock, Tex.

**FINE, MEL**  
WBH, Norwich, Conn.

**FINN, GREG**  
WOLB, Boston, Mass.

**FINNEGAN, JAMES**  
WDBR, Sturgeon Bay, Wis.

**FISHER, GEORGE**  
WBBQ, Augusta, Ga.

**FISHER, TRUMAN**  
KSTP, El Paso, Tex.

**FISKE, FRED**  
WAWC, Washington, D. C.

**FLANAGAN, PAUL**  
WTRY, Troy, N. Y.

**FLEETWOOD, HARVEY**  
WRCA, N. Y. C.

**FLEMING, JERRY**  
WMMW, Mendon, Conn.

**FLETCHER, ROYCE**  
KSNP, Amesia, N. M.

**FLOOD, JOE**  
KTEN, Denver, Colo.

**FOOTIT, JIM**  
KEYJ, Jamestown, N. D.

**FORD, ART**

WNEW, New York, N. Y.

**FORD, LES**  
WPRO, Cumberland, Md.

**FOSTER, JOHN**  
WBAX, Wilkes-Barre, Pa.

**FOULKES, BILL**  
KBBP, Fresno, Cal.

**FOWLER, FROSTI**  
KLOQ, Yakima, Wash.

**FOX, GARRY**  
KDLA, Detroit Lakes, Minn.

**FRANCIS, BILLA**  
KLEN, Kilbuck, Tex.

**FRANK, BEECHER**  
WGRV, Louisville, Ky.

**FRANK, JOE**  
KTUC, Tucson, Ariz.

**FRANKLIN, FRED**  
KTRF, Three Rivers Falls, Minn.

**FRANKLIN, JOE**  
WABC-TV

**FRAY, JACQUES**  
WQXR, New York, N. Y.

**FRAZIER, ROBERT**  
WFSO, Southbridge, Mass.

**FREDERICKS, BOB**  
KAYO, Seattle, Wash.

**FREEMAN, AUBREY**  
WCFB, Houston, Miss.

**FREEMAN, HONEYBOY**  
WBOB, New Orleans, La.

**FREERS, RUSS**  
KWTC, Muscatine, Iowa.

**FREZE, GARTH**  
WMTS, Martinsboro, Tenn.

**FRENCH, JIM**  
KINS, Seattle, Wash.

**FREDMAN, SID**  
WARM, Scranton, Pa.

**FRIEL, JACK**  
WBTA, Baltimore, N. Y.

**FRITTS, BOB**  
KNEB, Scottsbluff, Neb.

**FRITZ, JOHN**  
KPRO, Riverside, Cal.

**FROST, DON**  
KMNS, Sioux City, Iowa.

**FROST, JIM**  
KBIZ, Ottumwa, Iowa

**FRAVE, J. H.**  
WAVO, Pipeville, W. Va.

**FULCHER, BOB**  
WFAA, Lynchburg, Va.

**FULLER, CHARLES**  
WALF, Tampa, Fla.

**FULLER, JERRY**  
KSSP, Sulphur Springs, Tex.

**FULLER, KEN**  
WRRB, Columbus, Ga.

**FULLERTON, JERRY**  
KJOF, Shreveport, La.

**FUSCO, DANNY**  
WRI, N. Y.

— G —

**GABRIELSON, CONRAD**  
WHB, Veggina, Minn.

**GAILLARD, MARSHALL**  
WAIM, Anderson, S. C.

**GALGON, PAUL**  
WKAP, Allentown, Pa.

**GALLAGHER, ROGER**  
WMOA, New York, N. Y.

**GANN, HAROLD**  
KDN, Denver, Colo.

**GANSON, JOE**  
KWPC, Muscatine, Iowa

**GARETT, FRED**  
WAMM, Flint, Mich.

**GARTEN, L. G.**  
WSAZ, Buntington, W. Va.

**GASTON, LYLE**  
KQWA, Enid, Okla.

**GEBBEN, STAN**  
WRRN, Big Rapids, Mich.

**GEBRETT, HARRY**  
KPGT, Fremont, Neb.

**GENTRY, BOB**  
KENE, Tappanish, Wash.

**GEORGE, ELLEN**  
WNBZ, Sranish Lake, N. Y.

**GEORGE, SONNY**  
KORA, Bryan, Tex.

**GEORGE, TOM**  
WJBR, Detroit, Mich.

**GERNETZKY, HOWARD**  
WSAU, Wausau, Wis.

**GERSON, BILL**  
WINS, Louisville, Ky.

**GETCHELL, LARRY**  
KJLN, Lincoln, Neb.

**GIBBONS, WILLIAM**  
WANT, Richmond, Va.

**GIBBY, BILL**  
KREO, Idaho, Cal.

**GIBSON, ADRIAN D.**  
WZOB, Fort Payne, Ala.

**GILBERT, GARY**  
KNGS, Hanford, Cal.

**GILES, JAY**  
WSOY, Denton, Ill.

**GILL, DON**  
KAYS, Bays, Kan.

**GILMORE, BRUCE**  
WKAN, Kanokake, Ill.

**GLOBENFELT, HAROLD**  
KQSP, Fresno, Cal.

**GODWIN, DAVE**  
KTGH, Houston, Tex.

**GOLDEN, JERRY**  
WLP, Kenosha, Wis.

**GOLDMAN, DICK**  
WJOC, Jamestown, N. Y.

**GOODMAN, MORT**  
WVHG, Hornell, N. Y.

**GOOSBY, BILL**  
KDEN, Denver, Colo.

**GORDON, BILL**  
WBK, Cleveland, Ohio.

**GORDON, DWIGHT**  
WFW, St. Louis, Mo.

**GOUGH, SANDY**  
WTTT, Port Huron, Mich.

**GRANT, BOB**  
WKST, New Castle, Pa.

**GRANT, GARY**  
KJH, Holbrook, Ariz.

**GRANT, JOE**  
WDVA, Danville, Va.

**GRAYLEE, MORGAN**  
 WWWW, Fayette, Ala.  
**GREEN, BILL**  
 KBRG, Eugene, Ore.  
**GREEN, CHARLES**  
 WNJR, Newark, N. J.  
**GREEN, DON**  
 KWNO, Winona, Minn.  
**GREEN, HAL**  
 WBAC, Cleveland, Tenn.  
**GREEN, LOU**  
 WSAR, Fall River, Mass.  
**GREENFIELD, JIM**  
 WSR, Winter Haven, Fla.  
**GREENWAY, ELLIS T.**  
 WHKY, Hickory, N. C.  
**GREGORY, GREG**  
 KRDD, El Paso, Tex.  
**GREIVE, STAN**  
 KLIK, Jefferson City, Mo.  
**GREY, SOLON**  
 KREX, Grand Junction, Colo.  
**GRIFFIN, DEAN**  
 WLEX, Lexington, Ky.  
**GRIFFIN, DEAN**  
 WGRG, Louisville, Ky.  
**GRIFFIN, JERRY**  
 WBNF, Binghamton, N. Y.  
**GRIGSBY, TOM**  
 WDVM, Pocomoke City, Md.  
**GRISWOLD, JAN**  
 WIMS, Michigan City Ind.  
**GROCE, ROCKY**  
 WIFEC, Miami, Fla.  
**GROVE, BOB**  
 WEPM, Martinsburg, W. Va.  
**GRUBB, JACK**  
 WTNC, Thomasville, N. C.  
**GUARDINO, MONTE**  
 KUIN, Grants Pass, Ore.  
**GUTMAN, GREGG**  
 KGMG, Englewood, Colo.  
**GUTHRIE, WALT**  
 WGAU, Athens, Ga.  
**GWYN, BOB**  
 KLBS, Houston, Tex.  
**GWYNN, EASY**  
 WIBC, Indianapolis, Ind.

**— H —**

**HADAWAY, EARL**  
 WAPX, Montgomery, Ala.  
**HADEN, DARRELL**  
 KWTO, Springfield, Mo.  
**HAGEN, DEAN**  
 KILQ, Grand Forks, N. D.  
**HAGGEN, HAROLD**  
 KTFW, Seattle, Wash.  
**HAIT, MAL**  
 WKIP, Poughkeepsie, N. Y.  
**HALE, BOB**  
 WABE, Allentown, Pa.  
**HALE, PHIL**  
 WKNB, New Britain, Conn.  
**HALL, HERB**  
 KCRE, Crescent City, Cal.  
**HALLIGAN, JOHN**  
 KCTM, Carroll, Iowa  
**HAMILTON, JOHN**  
 KSRO, Santa Rosa, Cal.  
**HAMLIN, MIKE**  
 WLAV, Grand Rapids, Mich.  
**HANCOCK, HANK**  
 WBNF, Binghamton, N. Y.  
**HANNA, RICK**  
 WBUT, Butler, Pa.  
**HANNON, RONNIE**  
 WMGA, Moultrie, Ga.  
**HANTEN, JERRY**  
 WKBZ, Muskegon, Mich.  
**HARDIMAN, WILLIAM**  
 KSL, Salt Lake City, Utah  
**HARDIN, CHUCK**  
 KWTX, Waco, Tex.  
**HARDY, JOHN**  
 KSN, San Francisco, Cal.  
**HARE, TINY**  
 WEA, V, Plattsburg, N. Y.  
**HARPER, CHARLIE**  
 KANV, Shreveport, La.  
**HARPER, JIM**  
 WINZ, Miami, Fla.

**HARPER, JIMMIE**  
 WMBR, Jacksonville, Fla.  
**HARRIS, DEAN**  
 WHEN, Syracuse, N. Y.  
**HARRIS, JACK**  
 WKDA, Nashville, Tenn.  
**HARTBERG, CRAIG**  
 KGOS, Torrington, Wyo.  
**HARVEY, ED**  
 WCAU, Philadelphia, Pa.  
**HARWOOD, BRIAN**  
 WDEV, Waterbury, Vt.  
**HATCHER, WARD**  
 KLRS, Mountain Grove, Mo.  
**HAYEMAN, THOMAS**  
 KRLC, Lewiston, Idaho  
**HAYES, BILL**  
 WFKY, Frankfort, Ky.  
**HAZELWOOD, LEE**  
 KTYL, Mesa, Ariz.  
**HAZLERIG, BILL**  
 WKBL, Covington, Ky.  
**HEAD, DONALD L.**  
 WKTC, Kendallville, Ind.  
**HEAVNER, JIMMY**  
 WKMT, Kings Mountain, N. C.  
**HECOX, CLARENCE**  
 KVAN, Vancouver, Wash.  
**HEISE, LARRY**  
 KHUM, Eureka, Cal.  
**HELDER, BOB**  
 WFMD, Frederick, Md.  
**HELEGESON, BOB**  
 KSOO, Sioux Falls, S. D.  
**HENDERSON, DOUGLAS**  
 WDAS, Philadelphia, Pa.  
**HENDERSON, HANK**  
 KGBC, Galveston, Tex.  
**HENDERSON, JACK**  
 KCUL, Fort Worth, Tex.  
**HENDREN, JOE**  
 WENK, Union City, Tenn.  
**HENLEY, HAP**  
 WBEJ, Elizabethton, Tenn.  
**HENRY, HANK**  
 KCNO, Alturas, Cal.  
**HERMAN, BERNIE**  
 WIRE, Indianapolis, Ind.  
**HENRY, CARL**  
 KTYL, Mesa, Ariz.  
**HESTER, JEFF**  
 WSLI, Jackson, Miss.  
**HESTERMAN, BILL**  
 KNAK, Salt Lake City, Utah  
**HETRICK, WAYNE**  
 WMRP, Lewistown Pa.  
**HEUER, MIKE**  
 KMA, Shenandoah, Iowa  
**HEUSEL, TED**  
 WHRV, Ann Arbor, Mich.  
**HIGBEE, LYNN**  
 KRMG, Tulsa, Okla.  
**HIGGINS, TOM**  
 WLOI, Laporte, Ind.  
**HILBURN, RED**  
 KBOP, Pleasanton, Tex.  
**HILL, BILL**  
 KRKA, Stockton, Cal.  
**HILL, BOB**  
 WNAX, Yankton, S. D.  
**HILL, CARVER**  
 WHKP, Hendersonville, N. C.  
**HILL, EDDIE**  
 WRR, Dallas, Tex.  
**HILL, JIMMY**  
 WTYN, Tryon, N. C.  
**HILL, JOE**  
 WDVH, Gainesville, Fla.  
**HILLIARD, JOHN**  
 WCHI, Chillicothe, Ohio  
**HILLS, IVY**  
 WSMF, Sparta, Tenn.  
**HILLS, HAROLD**  
 KTNF, Tacoma, Wash.  
**HIRSCH, JERRY**  
 WGBF, Evansville, Ind.  
**HOBBY, WES**  
 WADS, Ansonia, Conn.  
**HOBGOOD, ED WALLACE**  
 WFHB, Talladega, Ala.  
**HOFER, DAVE**  
 KRDW, Dinuba, Cal.

**HOFF, DICK**  
 KMAN, Manhattan, Kan.  
**HOFFER, BOB**  
 WTSP, St. Petersburg, Fla.  
**HOFFMAN, LANCE**  
 WJUN, Millington, Pa.  
**HOGAN, ART**  
 KFAL, Fulton, Mo.  
**HOISEL, LEE**  
 WHGR, Houghton Lake, Mich.  
**HOLCOMB, HARVEY**  
 KKEW, Hobbs, N. M.  
**HOLCOMB, JACK**  
 WEEU, Reading, Pa.  
**HOLCOMB, JOE**  
 KJOE, Shreveport, La.  
**HOLDERFIELD, DOUG**  
 WFPA, Fort Payne, Ala.  
**HOLIDAY, JAMES**  
 WJHL, Johnson City, Tenn.  
**HOLLAND, BILL**  
 KLZ, Denver, Colo.  
**HOLLAND, DONALD**  
 WLGR, Torrington, Conn.  
**HOLLISTER, RICK**  
 WTAL, Tallahassee, Fla.  
**HOLM, CLATE**  
 KIUP, Durango, Colo.  
**HOLMES, BOB**  
 KSJO, San Jose, Cal.  
**HOLMES, CHARLEY**  
 MBS  
**HOLMES, GENE**  
 WIRL, Peoria, Ill.  
**HOLT, JEFF**  
 WSSO, Starkville, Miss.  
**HOLT, JIM**  
 WJCE, Providence, R. I.  
**HOLTZMEIR, AL**  
 KBIZ, Ottumwa, Iowa  
**HONAKER, RAY**  
 WTON, Staunton, Va.  
**HOOD, TAL**  
 WFGM, Fitchburg, Mass.  
**HOOKER, TED**  
 WGTN, Wilson, N. C.  
**HOPKINS, TOM**  
 WSTN, St. Augustine, Fla.  
**HORNE, ED**  
 WTSI, Hanover, N. H.  
**HOSEA, FRANK**  
 WJBO, Baton Rouge, La.  
**HOUCK, JOHN**  
 WSSO, Starkville, Miss.  
**HOUGH, STEWART**  
 WKDL, Carlsdale, Miss.  
**HOUSE, RON**  
 WKTY, La Crosse, Wis.  
**HOUSEMAN, HERB**  
 KLPW, Union, Mo.  
**HOWARD, SPECS**  
 KYW, Cleveland, Ohio  
**HOWE, JOE**  
 KTKT, Tucson, Ariz.  
**HOWE, LLOYD**  
 WIPS, Ticonderoga, N. Y.  
**HOWELL, BILL**  
 WMPA, Aberdeen, Miss.  
**HOWLETT, BILL**  
 KRTV, Hillsboro, Ore.  
**HUBER, MATT**  
 KDAC, Fort Bragg, Cal.  
**HUDSON, GEORGE**  
 WNJR, Newark, N. J.  
**HUDSON, HARVEY**  
 WLEE, Richmond, Va.  
**HUFFERD, JIM**  
 WCNB, Connersville, Ind.  
**HUGH, IVOR**  
 WCCC, Hartford, Conn.  
**HUGHES, JIM**  
 KSEL, Lubbock, Tex.  
**HUNT, J. D., JR.**  
 WHSC, Hartsville S. C.  
**HUNTER, AL**  
 KSDO, San Diego, Cal.  
**HUNTER, BEN**  
 KFI, Los Angeles, Cal.  
**HUNTER, BILL**  
 WUSJ, Lockport, N. Y.  
**HUNTER, JOE LOUIS**  
 WCEC, Rocky Mount, N. C.

**HUCKLEY, ROD**  
WVIN, Baltimore, Md.  
**HURST, WILSON**  
WKY, Oklahoma City, Okla.  
**HUSTEAD, DICK**  
WBLK, Clarksburg, W. Va.  
**HUTCHINSON, RAYMOND**  
KOL, Seattle, Wash.  
**HUTTO, RICK**  
WDVH, Gainesville, Fla.  
**HUDE, STAN**  
KPLC, Lake Charles, La.  
**HYDEN, BILL**  
KVOD, Tulsa, Okla.  
**HUMAN, ED**  
WOAL, San Antonio, Tex.

— I —

**INCH, BOB**  
KFJI, Klamath Falls, Ore.  
**INMAN, HARVEY**  
WTRB, Ripley, Tenn.  
**IRWIN, HAL**  
WPLV, Pulaski, Va.  
**IRWIN, NICK**  
KFXM, San Bernardino, Cal.

— J —

**JACKSON, MAURICE**  
WTVN, Columbus, Ohio  
**JACKSON, MIKE**  
KOAM, Pittsburg, Kan.  
**JACKSON, TOM**  
WKAB, Mobile, Ala.  
**JAMES, BOB**  
WPIT, Pittsburgh, Pa.  
**JAMES, DICK**  
WKBN, Youngstown, Ohio  
**JAMES, HERB**  
KCRG, Cedar Rapids, Iowa  
**JAMES, MIKE**  
WNAV, Annapolis, Md.  
**JEFFERS, SLEEPY**  
WTPF, Charleston, W. Va.  
**JEFFREY, ALLAN**  
WABC, N. Y. N. Y.  
**JEFFRIES, RED**  
WLEN, Lebanon, Ky.  
**JENNINGS, BOB**  
KXOC, Chico, Cal.  
**JENNINGS, GORDON**  
WKQY, Bluefield, W. Va.  
**JENNINGS, JOHN**  
WDRB, Roanoke, Va.  
**JENSEN, WALT**  
KWOA, Worthington, Minn.  
**JENSON, COY**  
KDDD, Dumas, Tex.  
**JESKE, FRED**  
WNSR, Syracuse, N. Y.  
**JESSEN, DICK**  
WCML, Conne'lsville, Pa.  
**JOHNSON, ART**  
WDRB, Hartford, Conn.  
**JOHNSON, BILL**  
KRUS, Ruston, La.  
**JOHNSON, BRUCE**  
KQOL, Phoenix, Ariz.  
**JOHNSON, BUD**  
WKBJ, Milan, Tenn.  
**JOHNSON, DICK**  
WNOP, Newport, Ky.  
**JOHNSON, ED**  
WHAV, Haverhill, Mass.  
**JOHNSON, FRED**  
WFTG, London, Ky.  
**JOHNSON, IRWIN**  
WRNS, Columbus, Ohio  
**JOHNSON, JAMES**  
WTAW, College Station, Tex.  
**JOHNSON, PAUL**  
KELQ, Grand Forks, N. D.  
**JOHNSON, RALPH**  
KFQR, Ames, Neb.  
**JOHNSON, ROOSEVELT**  
WFRD, Atlanta, Ga.  
**JOHNSON, TOM**  
WHJB, Greensburg, Pa.  
**JOHNSTON, ALVIN**  
WCOH, Newman, Ga.

**JOHNSTON, HUGH**  
WBBW, Youngstown, Ohio  
**JOHNSTON, TERRY**  
WFEU, Miami, Fla.  
**JOLLIAMORE, KEN**  
WFGM, Fitchburg, Mass.  
**JONES, B. J.**  
WLOK, Tampa, Fla.  
**JONES, BOB**  
KNOE, Monroe, La.  
**JONES, BOB**  
WBAL, Baltimore, Md.  
**JONES, BOB**  
KFAA, Omaha, Neb.  
**JONES, CLYDE**  
KERV, Keokuk, Tex.  
**JONES, DANA**  
WBEU, Pittsfield, Mass.  
**JONES, DICK**  
KGHF, Pueblo, Colo.  
**JONES, DON**  
WLEA, Hornell, N. Y.  
**JONES, DONALD**  
WNAK, Norristown, Pa.  
**JONES, E. RODNEY**  
KXLW, St. Louis, Mo.  
**JONES, GAR**  
KBOL, Boise, Idaho  
**JONES, JIM**  
WTAX, Springfield, Ill.  
**JONES, LYLE**  
KUBL, Ukiah, Cal.  
**JONES, W. M.**  
WCHJ, Brookhaven, Miss.  
**JORDAN, MILO**  
WIKB, Iron River, Mich.  
**JOYNES, JERRY**  
WROV, Roanoke, Va.  
**JULLIAN, JOE**  
WKOP, Binghamton, N. Y.  
**JUSTICE, KIRK**  
KGHL, Little Rock, Ark.

— K —

**KARR, JOHNNY**  
WATR, Waterbury, Conn.  
**KAUFMAN, MURRAY**  
WMCA  
**KAYE, BARRA**  
WJAS, Pittsburgh, Pa.  
**KAYE, BOB**  
WAHR, Miami Beach, Fla.  
**KAYE, GENE**  
WTEL, Elizabethtown, Ky.  
**KEATHLEY, HAMPTON**  
KTRF, Ludkin, Tex.  
**KEATON, BILL**  
WXRA, Buffalo, N. Y.  
**KEELS, CECIL**  
WCSC, Charleston, S. C.  
**KEEF, BARNEY**  
KEX, Portland, Ore.  
**KELLER, FRANK K.**  
WKSJ, Milford, Del.  
**KELLER, O. J., JR.**  
WTAX, Springfield, Ill.  
**KELLEY, CHET**  
WOCB, W. Yarmouth, Mass.  
**KELLEY, LUTHER**  
KBS-T, Big Spring, Tex.  
**KELLNER, JACK**  
KAAA, Kingman, Ariz.  
**KELLY, DON**  
WLGL, Minneapolis, Minn.  
**KELLY, FRANK**  
WDRF, Chester, Pa.  
**KELLY, J. C.**  
KGA-S, Carthage, Tex.  
**KELLY, JOE**  
WSPF, South Bend, Ind.  
**KELSO, BILL**  
KOPQ, Tucson, Ariz.  
**KEMP, CONNOR**  
KVVW, Cheyenne, Wyo.  
**KEMPER, WARREN**  
KLOG, Kelso, Wash.  
**KENNEDY, DUDLEY**  
WHUC, Cookeville, Tenn.

**KENT, ART**  
KLLB, Salt Lake City, Utah  
**KENT, MEL**  
WNOE, New Orleans, La.  
**KERN, JIM**  
WAMW, Washington, Ind.  
**KERR, JOHN**  
WHLP, Centerville, Tenn.  
**KERSHNER, M. F.**  
WJED, Hagerstown, Md.  
**KIDD, WELDON**  
KACT, Andrews, Tex.  
**KILBURN, LARRY**  
KFBI, Wichita, Kan.  
**KILEEN, JUDY**  
KERN, Bakersfield, Cal.  
**KILGORE, LYLE**  
KFXM, San Bernardino, Cal.  
**KILGORE, JOE**  
KUSN, St. Joseph, Mo.  
**KIMBERLING, DON**  
WEEU, Reading, Pa.  
**KINCAID, HARRY, JR.**  
WCLG, Morgantown, W. Va.  
**KING, DON**  
WBML, Macon, Ga.  
**KING, NELSON**  
WCKV, Cincinnati, Ohio  
**KING, SID**  
WKIS, WORZ, Orlando, Fla.  
**KINNAMON, RAY**  
WTHH, East Point, Ga.  
**KINSEA, CURLA**  
WQTA, Summersville, Ga.  
**KIRK, MAURY**  
WHBC, Anderson, Ind.  
**KIRKPATRICK, DAVE**  
WMBN, North Adams, Mass.  
**KISS, BILL**  
WMAM, Marinette, Wis.

**KLAVAN & FINCH**  
WNEW

**KLEIN, GEORGE**  
WMC, Memphis, Tenn.  
**KLOSS, BOB**  
WKWK, Wheeling, W. Va.  
**KNIGHT, GUY**  
KCAL, Palm Springs, Cal.  
**KNIGHT, JOE**  
KRMG, Tulsa, Okla.  
**KNIGHT, LARRY**  
KPTL, Carson City, Nev.  
**KNIGHT, MORRIS**  
WRFC, Athens, Ga.  
**KNIGHT, SKIP**  
WKNK, Muskegon, Mich.  
**KNIGHT, WAYNE**  
WABM, Houston, Me.  
**KNOTT, MARTHA**  
KBYE, Oklahoma City, Okla.  
**KNOX, BELORES**  
WLAU, Laurel, Miss.  
**KOLBO, PHIL**  
WLBL, La Crosse, Wis.  
**KOLBY, CAL**  
WDRB, Hartford, Conn.  
**KOLINS, TOM**  
WMLP, Milton, Pa.  
**KONSSIN, WES**  
WPLEY, Plymouth, Wis.  
**KOPLER, BOB**  
WJAC, Johnstown, Pa.  
**KOPP, LEE**  
KSOJ, San Jose, Cal.  
**KORDELLA, STAN**  
WCAW, Charleston, W. Va.  
**KOTT, KEN**  
WMTE, Mansfield, Mich.  
**KRAUS, DICK**  
WHRY, Plattsburg, N. Y.  
**KRELL, FRED**  
WSGW, Saginaw, Mich.  
**KRIEGER, BILL**  
WESC, Greenville, S. C.  
**KUHN, JOE**  
WBMC, McMinnville, Tenn.  
**KULZ, BOB**  
WROD, Daytona Beach, Fla.  
**KUYENT, ARNIE**  
WGAN, Portland, Me.

— L —

**LAAM, ORSON**  
KWWG, Stockton, Cal.

**LABORDE, RAYMOND**  
KAPB, Marksville, La.

**LACY, JACK**  
Listen to Lacy  
WINS, New York, N. Y.

**LADD, ED**  
MBS

**LA DUC, DON**  
KMBY, Monterey, Cal.

**LAFLEH, ALAN**  
WNAV, Annapolis, Md.

**LAKE, ART**  
WJAR, Providence, R. I.

**LANDERSMAN, PAUL**  
WHGB, Harrisburg, Pa.

**LANE, ART**  
WLBR, Lebanon, Pa.

**LANG, MONTE**  
WCAT, Orange, Mass.

**LANGE, JERRY**  
KRPL, Moscow, Idaho

**LANICH, JERRY**  
WPTW, Piqua, Ohio

**LANZ, LARRY**  
KMCM, McMinnville, Ore.

**LARSEN, BOB**  
WEMP, Milwaukee, Wis.

**LARSON, PAUL**  
WORC, Worcester, Mass.

**LASHBROOK, DICK**  
WSAZ, Huntington, W. Va.

**LASHLEY, RICHARD**  
WLOE, Leaksville, N. C.

**LAUFER, DON**  
WNLK, Norwalk, Conn.

**LAURIE, BEN ERLE**  
KEBE, Jacksonville, Tex.

**LAVENDER, RALPH**  
WBIA, Augusta, Ga.

**LAVERNE, GENE**  
WFEA, Manchester, N. H.

**LAWRENCE, AL**  
KORV, Caruthersville, Mo.

**LAWRENCE, JERRY**  
KFAL, Fulton, Mo.

**LAWSON, ELISHA**  
WELS, Kingston, N. C.

**LAZARE, JACK**  
B. Dec. 13, 1922, New York City;  
Milkman's Matinee, WNEW, New  
York, N. Y.

**LEAHY, FRANK O.**  
WJOL, Joliet, Ill.

**LEAHY, TOM**  
KAKE, Wichita, Kan.

**LEAK, BILL**  
WASL, Annapolis, Md

**LEDESMA, JOE**  
KBRO, Bremerton, Wash

**LEE, BRAD**  
KVOO, Denver, Colo

**LEE, BRUCE**  
KOKO, Warrensburg, Mo

**LEE, MIKE**  
WPIT, Pittsburgh, Pa

**LEE, VINCE**  
WRCV, Philadelphia, Pa

**LEEDY, DONALD**  
WSPB, Quitman, Ga

**LEHMAN, JIM**  
KMOD, Modesto, Cal

**LEIBERT, AL**  
WGBS, Miami, Fla

**LEIBERT, AL**  
WTNJ, Trenton, N. J.

**LELY, JEAN THEO**  
KNOG, Nogales, Ariz.

**LEMON, NEE**  
KSO, Des Moines, Iowa

**LENAY, WILL**  
WSAI, Cincinnati, Ohio

**LENTZ, KARL**  
KPET, Lamesa, Tex.

**LEONARD, BILL**  
WSMB, New Orleans, La.

**LEONARD, BUD**  
WMPS, Memphis, Tenn.

**LEONARD, LEE**  
KNGS, Hanford, Cal.

**LEONARD, ROY**  
WHDH, Boston, Mass.

**LEROY, JOHN**  
WTBF, Troy, Ala.

**LE SIEUR, CHARLES**  
KCLA, Pine Bluff, Ark.

**LESIE, NEAL**  
WOHI, East Liverpool, Ohio

**LESTER, LES**  
KANE, New Iberia, La.

**LETCHER, ADOLPH**  
KTNM, Tuolumeari, N. M.

**LEUPP, HERB**  
KBOM, Bismarck, N. D.

**LEVY, SY**  
WACE, Springfield, Mass.

**LEWIS, BOB**  
WGPA, Bethlehem, Pa.

**LEWIS, CHUCK**  
WPON, Pontiac, Mich.

**LEWIS, DEAN**  
WBNS, Columbus, Ohio

**LEWIS, GENE**  
WJAY, Mullins, S. C.

**LEWIS, GEORGE**  
WLEX, Lexington, Ky.

**LEWIS, LLOYD**  
KHO, Sioux Falls, S. D.

**LEWIS, WILBUR D.**  
WANT, Richmond, Va.

**LEYVA, MAX**  
KUBA, Yuba City, Cal.

**LEZOTTE, GEORGE**  
WAVZ, New Haven, Conn.

**LICATA, LONNIE**  
KOSI, Aurora, Colo.

**LICHTENTHALER, GEO.**  
KGAL, Lebanon, Ore.

**LIEGOIS, BILL**  
WHAM, Marinette, Wis.

**LIENHART, CHARLES**  
KHBG, Okmulgee, Okla.

**LIGHTFOOT, JIM**  
KGUL, Greenville, Tex.

**LIND, ELLIS**  
KSTN, Stockton, Cal.

**LINDAMOOD, FOX**  
WYVE, Wytheville, Va.

**LINDEMAN, GORDON**  
WGRD, Grand Rapids, Mich.

**LINDER, VAL**  
WCCO, Minneapolis, Minn.

**LINN, BANDEL**  
WSPB, Sarasota, Fla.

**LINN, CLAIRE**  
WDCL, Tarpon Springs, Fla.

**LITCHFIELD, ED**  
WPEP, Taunton, Mass.

**LITTLEJOHN, JOHN**  
WMIS, Natchez, Miss.

**LLOYD, BOB E.**  
WHEC, Rochester, N. Y.

**LOCKE, GENE**  
WRUS, Russellville, Ky.

**LOCKHART, BOB**  
WBVL, Barboursville, Ky.

**LOCKWOOD, ED**  
WKIS-WORZ, Orlando, Fla.

**LOFLIN, BOB**  
WCBI, Columbus, Miss.

**LOGAN, GEORGE**  
KXLW, St. Louis, Mo.

**LOGAN, WAYNE**  
KNAK, Salt Lake City, Utah

**LOHMAN, MARTY**  
WSIV, Pekin, Ill.

**LONDON, JERRY**  
KXO, El Centro, Cal.

**LoPRESTI, JACK V.**  
WWNS, Statesboro, Ga.

**LoPRESTO, STAN**  
WKIT, Mineola, N. Y.

**LORD, DAVE**  
WMIK, Middlesboro, Ky.

**LORENZ, GEORGE**  
WKBW, Buffalo, N. Y.

**LOUDEN, ROD**  
KEED, Springfield, Ore.

**LOVEJOY, GORDON**  
WDIX, Orangeburg, S. C.

**LOVELL, KEN**  
WTAB, Tabor City, N. C.

**LOVETT, RAUL**  
WBSM, New Bedford, Mass.

**LOWE, JIM**  
WRR, Dallas, Tex.

**LOWERY, BYRON**  
KMOD, Modesto, Cal.

**LOWRY, MICKEY**  
WLFA, Lafayette, Ga.

**LUCAS, JIM**  
KCSB, San Bernardino, Cal.

**LUCAS, RAY**  
KRQG, Sonora, Cal.

**LUND, WALLACE**  
KMCM, McMinnville, Ore.

**LUNDSTEDT, C. V.**  
WKSB, Milford, Del.

**LUNDY, RON**  
WDDT, Greenville, Miss.

**LUNIN, DAN**  
WGGG, Gainesville, Fla.

**LUPTON, JOHN**  
WCAU, Philadelphia, Pa.

**LUTZ, BOB**  
KRIB, Mason City, Iowa

**LYNCH, WES**  
KRTV, Hillsboro, Ore.

**LYNN, ANDY**  
KAYL, Storm Lake, Ind.

**LYNN, FRED**  
KWTO, Springfield, Mo.

**LYNN, LAMAR**  
WDAK, Columbus, Ga.

**LYON, OWEN**  
KNEB, Scottsbluff, Neb.

**LYONS, JIMMY**  
KNBC, San Francisco, Cal.

— Mc —

**McANULTY, BOB**  
KGW, Portland, Ore.

**McCABE, NORM**  
KWIN, Ashland, Ore.

**McCALL, JACK**  
WBKH, Hattiesburg, Miss.

**McCARL, BOB**  
KXL, Portland, Ore.

**McCARTHY, RED**  
WHGB, Harrisburg, Pa.

**McCAULEY, JOE**  
WIP, Philadelphia, Pa.

**McCOMB, DONALD**  
WSAM, Saginaw, Mich.

**McCORMACK, FRANK**  
WHWB, Rutland, Vt.

**McCORMACK, JACK**  
KROP, Brawley, Cal.

**McCORMICK, CHARLIE**  
WJEH, Gallipolis, Ohio

**McCOY, AL**  
KOOL, Phoenix, Ariz.

**McCOY, SID**  
WGES, Chicago, Ill.

**McCULLOUGH, DAN**  
MBS

**McDANIEL, DICK**  
KAYS, Hays, Kan.

**McDOLE, BOB**  
KBTK, Missoula, Mont.

**McDONOUGH, TOM**  
WCDL, Carbondale, Pa.

**McELROY, JACK**  
KPRL, Paso Robles, Cal.

**McFADDEN, RAY**  
WTNJ, Trenton, N. J.

**McFALL, ERIC**  
WRUM, Rumford, Me.

**McGARVIN, DICK**  
KCID, Caldwell, Idaho

**McGHEE, DAVE**  
WCSI, Columbus, Ind.

**McGINNIS, PAT**  
KHBM, Monticello, Ark.

**McGINNIS, RAY**  
WTPR, Paris, Tenn.

**McGOWAN, DONALD C.**  
KOHU, Hermiston, Ore.





McGOWAN, JEAN  
WBPC, Fremont, Mich  
McGRANER, PAUL  
WKIC, Hazard, Ky.  
McGRIFF, DAVE  
WCYB, Bastol, Va  
McINTIRE, CARL  
KSD, St. Louis, Mo  
McINTOSH, HUGH  
KTP, Yakima, Wash.  
McKELFRESH, AL  
WJPS, Evansville, Ind  
McKENDRICK, BOB  
KATL, Miles City, Mont  
McKENZIE, ED  
WXYZ, Detroit, Mich  
McKINNEY, JIM  
WCVS, Springfield, Ill  
McKINSTRY, WILLIE  
WJLD, Birmingham, Ala  
McLAUGHLIN, DAVE  
WELL, Battle Creek, Mich  
McLAUGHLIN, OLLIE  
WHRY, Ann Arbor, Mich  
McLEAN, DONALD  
WHDL, Glenn, N Y  
McLEAN, JEAN  
KGAY, Salem, Ore  
McLEAN, PHIL  
WERE, Cleveland, Ohio  
McLEOD, BILL  
WHAP, Hopewell, Va.  
McMAUS, TOM  
KATY, San Luis Obispo, Cal  
McMASTER, JAY  
WMEX, Boston, Mass  
McMONAGLE, TERRA  
KTAC, Tacoma, Wash.  
McMULLEN, WIN  
KGBG, Galveston, Tex  
McNEELEY, MARTY  
WHR, Detroit, Mich  
McNETT, JACK  
WBRO, Waynesboro, Ga  
McPHERSON, GAYLORD  
WAGC, Chattanooga, Tenn  
McPHERSON, HUGH  
WCHS, Charleston, W Va.  
McPHERSON, TROY  
WTPB, Tabor City, N. C  
McQUEEN, MARSHALL  
KEBE, Jacksonville, Tex

— M —

MACC, MAX  
WRRB, Greenville, S. C  
MACK, BILL  
KLTL, Loneview, Tex  
MACKINSON, DON  
WKMB, Detroit, Mich  
MADDOX, KATHY  
WMC, McKeesport, Pa  
MADDUX, PEE WEE  
WYMI, Biloxi, Miss  
MADISON, GEORGE  
KYOL, Greeley, Colo  
MAGGARD, AL  
KLDV, Loveland, Colo  
MAGNUS, JOHN  
KGEJ, Hollywood, Cal  
MABER, JAMES J.  
WWON, Woonsocket, R. I  
MABER, PHIL  
KMNS, Sioux City, Iowa  
MADONEY, GEORGE  
KOB, Albuquerque, N. M  
MADONEY, JOHN  
WJTN, Jamestown, N. Y  
MARINSTAR, RALPH  
KBO, Omaha, Neb.  
MANAHAN, FRED  
WATG, Ashland, Ohio  
MANDEL, SID  
KYSO, Fresno, Cal.

**MANNERS, ZEKE**  
Zeke Manners Show  
WINS, New York, N. Y.  
MANNIES, MORRY  
WARU, Peru, Ind.

MANNING, ART  
KCVL, Colville, Wash.  
MANNING, HAL  
WMLP, Milton, Pa  
MANNING, JOE  
WFTA, Buylavie, N. Y  
MANUEL, BOB  
KOYN, Billings, Mont.  
MANUEL, JOHN  
WCLS, Columbus, Ga  
MARCELLAN, RICHARD  
WMPJ, Daytona Beach, Fla  
MARKLE, TINY  
WAVZ, New River, Conn  
MARSHALL, ERKROLL  
WOLC, Columbia, S. C  
MARSHALL, MAJOR  
WEEB, Southern Pines, N. C  
MARTELL, LARRY  
WGLI, Corning, N. Y  
MARTELL, WALT  
KTOE, Mankato, Minn.  
MARTIN, BOB  
WVSC, Somerset, Pa  
MARTIN, FRANK  
WJEX, Erie, Pa  
MARTIN, GEORGE  
WKSJ, Pulaski, Tenn  
MARTIN, GREG  
WFRS, Paris, Ill.  
MARTIN, JIM  
WISR, Butler, Pa  
MARTIN, JOBBE  
WOKJ, Jackson, Miss  
MARTIN, JOE  
WOW, Omaha, Neb.  
MARTIN, JOHNNY  
WJNS, Louisville, Ky  
MARTIN, LARRY  
WJAR, Providence, R. I  
MARTIN, RONALD  
WAKN, Aiken, S. C.  
MARTINDALE, WINK  
WHBQ, Memphis, Tenn  
MARTINSON, JOE  
KWLM, Wilmar, Minn  
MARVIN, DAVE  
WGNL, Wilmington, N. C  
MASON, BOB  
WSAT, Sudbury, N. C  
MASON, DON  
WERC, Duluth, Minn  
MASON, JOHN  
KISD, Sioux Falls, S. D.  
MASTIN, CHARLIE  
WEKY, Richmond, Ky.  
MATHERLY, EDDIE  
WDMV, Pocomoke City, Md  
MATHIS, BOB  
WCHJ, Brookhaven, Miss  
MATTHEWS, SALLA  
WAKN, Fort Pierce, Fla  
MAXWELL, BOB  
WVJ, Detroit, Mich  
MAY, MAURA  
KTOV, Oklahoma City, Okla  
MAY, MIKE  
WSEB, South Bend, Ind  
MAYER, BILL  
WRCV, Philadelphia, Pa  
MAYER, JOE  
WAKR, Akron, Ohio  
MAFFIELD, BOB  
KXO, Ft. Centro, Cal.  
MAHUGH, BILL  
WOL, Washington, D. C  
MAVS, VERLON  
WFHQ, Bristol, Va.  
MAZUREK, MAVS  
KOB, Truth or Consequences,  
N. M.  
MEADORS, RAY  
WOK, Baton Rouge, La  
MEATH, EDDIE  
WHEI, Rochester, N. Y  
MEHLAN, LARRY  
WPCF, Panama City, Fla.  
MEFFORD, CHUCK  
WKMI, Kalamazoo, Mich.  
MELLETT, RISS  
WJOT, Lake City, S. C  
MELTON, FRANK  
KGL, Greenville, Tex.

MELTZER, AL  
WHEN, Syracuse, N. Y.  
MENDE, WILLIAM  
WESO, Southbridge, Mass  
MENDEL, ED  
WDAK, Columbus, Ga  
MERCER, BERT  
KCLW, Hamilton, Tex.  
MERCIANT, WM.  
WBCM, Bay City, Mich  
MERGNER, ROY  
WELC, Welch, W. Va  
MERKER, JACK  
KNIC, Iowa City, Iowa  
MERRELL, JOHN  
KFB, Wichita, Kan  
MERRICK, JOHN  
WMIQ, Iron Mountain, Mich  
MERTELL, ED  
WMA, Orange, Va  
MERTZ, BILL  
WVCO, Columbus, Ohio  
MICHAEL, JAY  
WCAE, Pottsburgh, Pa.  
MICHAELS, JOHN  
WOKY, Milwaukee, Wis  
MICHELS, JOHNNY  
WJGV, Minneapolis, Minn  
MIRUL, BEN  
WJHO, Opelika, Ala  
MILES, BILLA  
WBAR, Baxley, Ga.  
MILES, DAVID  
KYME, Boise, Idaho  
MILES, JOE  
WFMO, Farmington, N. C  
MIGLDAKE, BILL  
KGFV, Kearney, Neb  
MILLER, BILL  
KGGF, Cooneyville, Kan  
MILLER, BRUCE  
WJWS, Chambers, Ill  
MILLER, BRUCE  
WLOW, Norfolk, Va  
MILLER, JIMMIE  
WBBR, Jessup, Ga  
MILLER, JOHNNY  
WTOB, Winston-Salem, N. C  
MILLER, LOU  
KOCY, Oklahoma City, Okla  
MILLER, PAUL  
WHOC, Philadelphia, Miss  
MILLER, PHIL  
KTPB, Austin, Tex  
MILLER, WALT  
WCNC, Elizabeth City, N. Y  
MILLER, WILLIAM S.  
WKTH, Kendallville, Ind.  
MILES, BUDDY  
KVRN, Rock Springs, Wyo  
MILES, JIM  
WMAQ, Chicago, Ill  
MILLWOOD, BILL  
KBBM, Monticello, Ark  
MILTON, LARRY  
WPLN, Plymouth, Wis  
MILTON, STAN  
WRTM, Rumford, Me  
MISNER, DICK  
KPBH, Catsbad, N. M  
MISLAK, TOM C.  
WATM, Atmos, Ala  
MISNICH, HARRY  
WKIC, Hazard, Ky  
MINTER, JACK  
KSET, El Paso, Tex  
MITCHELL, BOB  
WMSN, Raleigh, N. C  
MITCHELL, BOB  
WBCB, Christiansburg, Va  
MITCHELL, GEORGE  
WACD, Auburn, Ala  
MOAN, HAL  
KOMO, Seattle, Wash.  
MOBLEY, PRESTON  
WERD, Atlanta, Ga.  
MOEN, JOHN  
KRHD, Dunwo, Okla.  
MONROE, LARRY  
WNOL, New Orleans, La.  
MONSON, PAUL  
WSPH, Springfield, Mass

**MONTGOMERY, BOB**  
 WBIG, Greensboro, N. C.  
**MONTGOMERY, PAUL**  
 WKIX, Raleigh, N. C.  
**MONTRAY, ED**  
 KIOA, Des Moines, Iowa  
**MOODY, WAYNE**  
 WLRB, Leesburg, Fla.  
**MOORE, EVAN**  
 KGEZ, Kalispell, Mont.  
**MOORE, HOWARD**  
 WNVA, Norton, Va.  
**MOORE, JIM**  
 WTNX, Rockville, Md.  
**MOORE, LEE**  
 WWVA, Wheeling, W. Va.  
**MORENO, BUDDY**  
 WHEM, Memphis, Tenn.  
**MORGAN, DALE**  
 KLZ, Denver, Colo.  
**MORGAN, DUANE**  
 KGEZ, Kalispell, Mont.  
**MORGAN, HAL**  
 WGAR, Cleveland, Ohio  
**MORRELL, LARRY**  
 WBAP, Fort Worth, Tex.  
**MORRIS, AL**  
 WAVI, Dayton, Ohio  
**MORRIS, DON**  
 KHR, Hood River, Ore.  
**MORRIS, ELMER**  
 KFSA, Fort Smith, Ark.  
**MORRIS, JIMMY**  
 WALA, Mobile, Ala.  
**MORRIS, VANCE**  
 WORD, Spartanburg, S. C.  
**MORROW, DAN**  
 WNOW, York, Pa.  
**MOSER, VERYL**  
 KGCK, Sidney, Mont.  
**MOSS, DAN**  
 WTOG, Savannah, Ga.  
**MOTTERN, TOM**  
 WBIR, Knoxville, Tenn.  
**MOTLEY, DAVE**  
 KGRE, Crescent City, Cal.  
**MOWERS, BOB**  
 WGAN, Portland, Me.  
**MUDD, JIM**  
 WVJS, Owensboro, Ky.  
**MULHOLLAND, ROSS**  
 WWJ, Detroit, Mich.  
**MULLARKEY, TOM**  
 WBAP, Fort Worth, Tex.  
**MULLEN, FRANK**  
 WSNY, Schenectady, N. Y.  
**MULLEN, JAY**  
 WCSC, Charleston, S. C.  
**MULLER, TED**  
 WEEC, Pittsfield, Mass.  
**MULLIGAN, BOB**  
 KFKW, Pasco, Wash.  
**MULLINGS, JACK**  
 WTNA, Charlottesville, Va.  
**MULLINS, JIM**  
 WSTU, Stuart, Fla.  
**MULLINS, MOON**  
 KITT, Chehalis, Wash.  
**MULVANEY, DON**  
 KROX, Crookston, Minn.  
**MUNSON, DALE**  
 WPBC, Minneapolis, Minn.  
**MURDOCK, JACK**  
 WATG, Ashland, Ohio  
**MURPHINE, RALPH**  
 WGOV, Valdosta, Ga.  
**MURPHREE, JACK**  
 WOMI, Owensboro, Ky.  
**MURPHY, HAL**  
 WTPP, Charleston, W. Va.  
**MURPHY, STANFORD**  
 WRUS, Russellville, Ky.  
**MURRAY, BOB**  
 KERV, Kerrville, Tex.  
**MURRAY, DEAN H.**  
 KBON, Omaha, Neb.  
**MURREY, JOE**  
 WLLY, Richmond, Va.  
**MYERS, ED**  
 WCHL, Chapel Hill, N. C.

— N —

**NAHLEY, DON**  
 WAPX, Montgomery, Ala.  
**NAJAMEY, ABE**  
 WLAD, Danbury, Conn.  
**NAHIER, BY**  
 WEAU, Eau Claire, Wis.  
**NASH, BILL**  
 WAPO, Chattanooga, Tenn.  
**NEAL, JIM**  
 WSLI, Jackson, Miss.  
**NEBEL, LONG JOHN**  
 WOR, New York, N. Y.  
**NEIL, DAVE**  
 KLIN, Lincoln, Neb.  
**NEILSON, BOB**  
 WEAU, Eau Claire, Wis.  
**NELSON, CORE**  
 WDUZ, Green Bay, Wis.  
**NELSON, ED**  
 KTOE, Mankato, Minn.  
**NELSON, STAN**  
 KITE, San Antonio, Tex.  
**NESBITT, J. T.**  
 WCKI, Greer, S. C.  
**NEUBAUER, VON**  
 KLEZ, Ottumwa, Iowa  
**NEUBERGER, STAN**  
 WEKZ, Monroe, Wis.  
**NEVINS, ELLIOT**  
 WKNY, Kingston, N. Y.  
**NEWCOMB, ALAN**  
 WBT, Charlotte, N. C.  
**NEWHOUSE, RON**  
 WMAX, Grand Rapids, Mich.  
**NEWLAND, BILL**  
 KPUG, Bellingham, Wash.  
**NEWMAN, BOB**  
 WKAP, Allentown, Pa.  
**NICHOLSON, RICHARD**  
 WLSR, Butler, Pa.  
**NICKSON, NICK**  
 WBBF, Rochester, N. Y.  
**NIERSBACH, BILL**  
 WKBV, Richmond, Ind.  
**NOBEL, AL**  
 KQV, Pittsburgh, Pa.  
**NORDINE, JACK**  
 WADP, Kane, Pa.  
**NORMAN, CHUCK**  
 KSTL, St. Louis, Mo.  
**NORMAN, HAL**  
 KOGT, Orange, Tex.  
**NORMAN, JERRY**  
 WSYD, Mt. Airy, N. C.  
**NORMAN, RALPH**  
 WOMT, Manitowoc, Wis.  
**NORMAN, STAN**  
 KOPO, Tucson, Ariz.  
**NORRIS, BARRY**  
 KFJB, Marshalltown, Iowa  
**NORTON, MIKE**  
 WFOR, Portland, Me.  
**NOVAK, DICK**  
 KPOJ, Portland, Ore.

— O —

**O'BRIEN, ELLIE**  
 WCSH, Portland, Me.  
**O'BRIEN, JOE**  
 WMCA, New York, N. Y.  
**O'BRIEN, MARY LOU**  
 KTBS, Shreveport, La.  
**O'CONNOR, BILL**  
 WAAF, Chicago, Ill.  
**O'DAY, HAPPY**  
 WAKE, Atlanta, Ga.  
**ODDIS, RAY**  
 WERC, Erie, Pa.  
**ODELL, STUART**  
 WWOD, Lynchburg, Va.  
**O'GRADY, JOE**  
 WKIP, Poughkeepsie, N. Y.  
**O'HARA, BILL**  
 KSTN, Stockton, Cal.  
**O'HARA, JIM**  
 WOKY, Milwaukee, Wis.  
**OJIN, JERRY**  
 WMOU, Berlin, N. H.

**OLIVE, GRAY**  
 WMSC, Columbia, S. C.  
**OLIVER, DAVE**  
 WMFS, Chattanooga, Tenn.  
**OLSON, CHUCK**  
 KSO, Des Moines, Iowa  
**OLSON, GLEN**  
 KOVC, Valley City, N. D.  
**OLSON, SHERM**  
 KFEQ, St. Joseph, Mo.  
**O'NEIL, GREGG**  
 WKCT, Bowling Green, Ky.  
**O'NEILL, JIM**  
 KFBI, Wichita, Kan.  
**ORGRN, DICK**  
 KLVG, Leadville, Colo.  
**O'RILEY, PATRICK**  
 WAIT, Chicago, Ill.  
**O'ROURKE, JOHN**  
 KBNZ, La Junta, Colo.  
**ORE, JEROME**  
 KELD, El Dorado, Ark.  
**ORUM, BILL**  
 KGWA, Enid, Okla.  
**OSBORNE, DEANE**  
 WSPD, Toledo, Ohio  
**OSBORNE, TIM**  
 KTRH, Houston, Tex.  
**OTIS, JOHNNY**  
 KFOX, Long Beach, Cal.  
**OVERTON, JOE**  
 WGNS, Murfreesboro, Tenn.  
**OVIATT, HERB**  
 WFHR, Wisconsin Rapids, Wis.  
**OVINGTON, RAY**  
 WROD, Daytona Beach, Fla.  
**OWEN, ALAN**  
 WMID, Atlantic City, N. J.  
**OWENS, DON**  
 WARL, Arlington, Va.  
**OXFORD, GEORGE**  
 KSNAN, San Francisco, Cal.

— P —

**PAFFORD, BUCK**  
 WGOV, Valdosta, Ga.  
**PAGE, DAVE**  
 KREM, Spokane, Wash.  
**PAGE, FRANK**  
 KWKH, Shreveport, La.  
**PAGE, PHIL**  
 KEYS, Corpus Christi, Tex.  
**PAINE, ROBIN**  
 KCVL, Colville, Wash.  
**PALEN, JIM**  
 WOKZ, Alton, Ill.  
**PALMER, DUKE**  
 KBOR, Brownsville, Tex.  
**PANSULLO, JIM**  
 WVDA, Boston, Mass.  
**PARK, CHARLIE**  
 KDRS, Paragould, Ark.  
**PARKER, ARNOLD**  
 KULP, El Campo, Tex.  
**PARKER, MARY**  
 KBOP, Pleasanton, Tex.  
**PARKER, ROBERT**  
 WDVN, Gainesville, Ga.  
**PARKINSON, BOB**  
 KPDN, Pampa, Tex.  
**PARNELL, DICK**  
 KRSL, Russell, Kan.  
**PARSONS, BEN**  
 WRBL, Columbus, Ga.  
**PARSONS, BRUCE**  
 WOTC, New Brunswick, N. J.  
**PARTRIDGE, RICHARD W.**  
 WHIM, Providence, R. I.  
**PASQUALI, JOE**  
 WVSC, Somerset, Pa.  
**PASSONS, BILL**  
 WSMT, Sparta, Tenn.  
**PATRICK, CONRAD**  
 WTHP, Port Huron, Mich.  
**PATRICK, GEORGE**  
 KXEL, Waterloo, Iowa  
**PATRICK, PAT**  
 WAOK, Atlanta, Ga.  
**PATTERSON, DICK**  
 KNDC, Hettlinger, N. D.



**PATERSON, WILLIAM**  
KMAN, Manhattan, Kan.  
**PAUL, NICK**  
KRLD, Dallas, Tex.  
**PAVONE, TONY**  
WCEH, Hawkinsville, Ga.  
**PAXTON, MIKE**  
WLSI, Pikeville, Ky.  
**PAVNE, PALMER**  
WFEA, Manchester, N. H.  
**PEARSON, ED.**  
WEAN, Providence, R. I.  
**PEARSON, WALT**  
WVFG, Puntay Springs, N. C.  
**PECK, R. H.**  
KLO, Ogden, Utah  
**PEREZ, RUDY**  
KLIK, Twin Falls, Idaho  
**PERKINS, LEE**  
KENS-TV, San Antonio, Tex.  
**PERKINS, WAYNE**  
KROS, Clinton, Iowa  
**PERRI, JAY**  
WEAM, Arlington, Va.  
**PERRIN, DON**  
WGAP, Maryville, Tenn.  
**PERROTTO, LARRY**  
WVGW, Meadville, Pa.  
**PERRY, T. T.**  
WCDD, Carbondale, Pa.  
**PETERSON, ARNE**  
KBAM, Longview, Wash.  
**PETERSON, GEORGE**  
WTAM, Decatur, Ga.  
**PETERSON, KARL**  
KDMA, Montevideo, Minn.  
**PETERSON, LYLE**  
KQVC, Valley City, N. D.  
**PETERSON, ROLEE**  
KSL, Salt Lake City, Utah  
**PETREE, MARTIN**  
WMBN, Marion, Ohio  
**PHILIPS, RICHARD**  
WVHG, Hornell, N. Y.  
**PHILLIP, SHIRLEY**  
WYVE, Waverlyville, Va.  
**PHILLIPS, BILL**  
WBAX, Wilkes-Barre, Pa.  
**PHILLIPS, DEWEY**  
WHBQ, Memphis, Tenn.  
**PHILLIPS, GERALD**  
WBMC, McMinnville, Tenn.  
**PHILLIPS, JIM**  
WFAH, Alliance, Ohio  
**PHILLIPS, JOE**  
WDIX, Orangeburg, S. C.  
**PHILLIPS, THOMAS**  
WGAY, Silver Spring, Md.  
**PIEPER, TOM**  
KXRA, Alexandria, Minn.  
**PIERCE, JOE**  
KVOZ, Laredo, Tex.  
**PIERRE, LUCKY**  
WEBR, Buffalo, N. Y.  
**PIKE, DICK**  
WNOP, Newport, Ky.  
**PINTO, JACK**  
WBUD, Trenton, N. J.  
**PIPEN, FRANCIS**  
WBAR, Bartow, Fla.  
**PITTS, DON**  
KGO, San Francisco, Cal.  
**PLEDGER, DOUG**  
KNBC, San Francisco, Cal.  
**PODHASKI, POD**  
KOEL, Oelwein, Iowa  
**POER, JOHNNY**  
WYOK, Birmingham, Ala.  
**POLAND, SAM**  
WCBS, Charleston, W. Va.  
**POLLACK, FRANK**  
KRUX, Phoenix, Ariz.  
**POOLE, BOB**  
WFBP, Greenville, S. C.  
**POPE, GENE**  
WJBS, DeLand, Fla.  
**PORTER, DON**  
KXL, Portland, Ore.  
**PORTER, ROLAND**  
WJAK, Jackson, Tenn.  
**PORTERFIELD, HARRY**  
WKNX, Saginaw, Mich.

**POSKA, AL**  
KFI, Los Angeles, Cal.  
**PORWANIECKI, LEO**  
WLIP, Kenosha, Wis.  
**POST, WRAY**  
KALB, Alexandria, La.  
**POTOCKY, PAUL**  
WTOB, Toledo, Ohio.  
**POTTER, PHIL**  
WINC, Winchester, Va.  
**POWELL, BILL**  
WCEH, Hawkinsville, Ga.  
**POWELL, BILL**  
WILY, Pittsburgh, Pa.  
**POWELL, HARRELL**  
WSAT, Salisbury, N. C.  
**POWELL, WALTER**  
WBVL, Barboursville, Ky.  
**POWERS, JOE**  
WBMD, Baltimore, Md.  
**POWERS, NED**  
WINZ, Miami, Fla.  
**PRATHER, BOB**  
WMDG, Hazelhurst, Miss.  
**PRELL, ALLEN**  
KFGT, Fremont, Neb.  
**PREYATTE, JOHN**  
WAGR, Lumberton, N. C.  
**PRITCHARD, WAYNE**  
KSOO, Sioux Falls, S. D.  
**PUCKETT, TRUMAN**  
WJLD, Birmingham, Ala.  
**PUDNEY, EARLE**  
WGY, Schenectady, N. Y.  
**PUGH, CARL**  
WBRO, Waynesboro, Ga.  
**PUHILL, PHIL**  
WEST, Pikeville, Ky.  
**PYLE, JACK**  
WHP, Philadelphia, Pa.

— Q —

**QUACKENBUSH, JOHN**  
WBEU, Beaufort, S. C.  
**QUINN, HOMER**  
WSVA, Harrisonburg, Va.  
**QUINN, BILL**  
WNDH, Syracuse, N. Y.

— R —

**RACE, CLARK**  
WOKO, Albany, N. Y.  
**RADEMAKER, DICK**  
WMTE, Manistee, Mich.  
**RADER, JOHNNA**  
WMAX, Grand Rapids, Mich.  
**RAFFENBERGER, DON**  
WMRE, Lewistown, Pa.  
**RAINEY, PHIL**  
WBPE, High Point, N. C.  
**RAMSEY, RAY**  
KREM, Spokane, Wash.  
**RANDALL, DALE**  
KBOL, Boise, Idaho  
**RANDLE, BILL**  
WERE, Cleveland, Ohio  
**RANKIN, KEN**  
KCLL, Houma, La.  
**RAPP, DOUG**  
WDSM, Superior, Wis.  
**RASCO, JERRY**  
KCLV, Clovis, N. M.  
**RASHLEIGH, WARREN**  
KARE, Wichita, Kan.  
**RATLIFF, DAVID**  
KDWI, Stamford, Tex.  
**RATTIGAN, JACK**  
WHOL, Allentown, Pa.  
**RAY, WENDY**  
KERG, Eugene, Ore.  
**REARDON, TOM**  
WARG, Greenwood, Miss.  
**RECTOR, BRUCE**  
WRUN, Utica, N. Y.  
**REDDING, JACK**  
KQBE, Las Cruces, N. M.  
**REED, MOLLY**  
WNOG, Naples, Fla.  
**REICHLEY, MAURICE**  
KWBB, Wichita, Kan.

**REID, CLARK**  
WJBK, Detroit, Mich.  
**REITER, FRED**  
WFLA, Tampa, Fla.  
**REITZ, PINKY**  
WLEX, Sandusky, Ohio  
**REMSBURG, BILL**  
WFMD, Frederick, Md.  
**RENO, JACK**  
KDRO, Sedalia, Mo.  
**RENSCH, TY**  
RGFX, Pierre, S. D.  
**RENWICK, CHUCK**  
WKNX, Saginaw, Mich.  
**RENY, RICHARD E.**  
WRFD, Rockland, Me.  
**RETZ, DON**  
KREO, Indio, Cal.  
**REBELES, DANNY**  
KGFJ, Hollywood, Cal.  
**REY, MARIO**  
KALJ, Pasadena, Cal.  
**REYNOLDS, RONNY**  
KCVR, Eodi, Cal.  
**REYES, HENRY**  
KRFC, Rocky Ford, Cal.  
**REYNOLDS, JACK**  
KTOW, Oklahoma City, Okla.  
**REYNOLDS, KALPH**  
KSLB, Sedalia, Mo.  
**REYNOLDS, RUSS**  
WTBO, Cumberland, Md.  
**REYNOLDS, RUSTY**  
KDOK, Tyler, Tex.  
**REYNOLDS, TOMMY**  
WDXB, Chattanooga, Tenn.  
**RHONE, PAUL**  
KPRD, Riverside, Cal.  
**RICHARDO, STAN**  
WGES, Chicago, Ill.  
**RICE, LARRY**  
KNIM, Maryville, Mo.  
**RICHARDS, CHUCK**  
WBAL, Baltimore, Md.  
**RICHARDS, DICK**  
KENS-TV, San Antonio, Tex.  
**RICHARDS, STAN**  
WROL, Boston, Mass.  
**RICHARDS, TOMMY**  
KSWO, Lawton, Okla.  
**RICHARDSON, NED**  
WBTL, Danville, Va.  
**RICHESON, DON**  
WADS, Ansonia, Conn.  
**RICKARD, RICK**  
WGVM, Greenville, Miss.  
**RICKARDS, REESE**  
WTAG, Worcester, Mass.  
**RICO, JOE**  
WHLD, Niagara Falls, N. Y.  
**RIDENOUR, STEVE**  
KFJB, Marshalltown, Iowa  
**RIEN, ROGER**  
KNDC, Hettinger, N. D.  
**RIGGLE, JOHN**  
KVRG, Arkadelphia, Ark.  
**RIGGS, TOMMY**  
WCAE, Pittsburgh, Pa.  
**RION, JOHNNY**  
KSTL, St. Louis, Mo.  
**RIPLEY, ED**  
WJBS, DeLand, Fla.  
**RIPLEY, RONALD**  
KHOB, Hobbs, N. M.  
**RIVERA, BEN**  
KBNZ, La Junta, Colo.  
**ROBBINS, GERRY**  
KTRF, Thief River Falls, Minn.  
**ROBBINS, MAX**  
WIBC, Hickory, N. C.  
**ROBERTS, BOB**  
WWOD, Lynchburg, Va.  
**ROBERTS, FORD**  
WMT, Cedar Rapids, Iowa  
**ROBERTS, FRED**  
KBIF, Fresno, Cal.  
**ROBERTS, MATT**  
WWSC, Glenn Falls, N. Y.  
**ROBERTS, PAUL**  
WSPB, Sarasota, Fla.  
**ROBERTS, ROY**  
WSMB, New Orleans, La.



- ROBERTS, WALT**  
WMAN, Mansfield, Ohio
- ROBERTSON, KENNETH**  
WKYR, Keyser, W. Va.
- ROBERTSON, VIC**  
KCUL, Fort Worth, Tex.
- ROBINSON, HERB**  
KATZ, St. Louis, Mo.
- ROBINSON, HUGH**  
WKCT, Bowling Green, Ky.
- ROBINSON, LYNN**  
KTXJ, Jasper, Tex.
- ROBINSON, NORM**  
KWOA, Worthington, Minn.
- ROBINSON, WIP**  
WSVA, Harrisonburg, Va.
- ROGALLI, PAUL**  
WASA, Havre de Grace, Md.
- ROGERS, CRIS**  
WMIK, Middlesboro, Ky.
- ROGERS, JOHN**  
WJAM, Marion, Ala.
- ROGERS, LOU**  
WPCT, Putnam, Conn.
- ROLLINS, CHAP**  
KROP, Brawley, Cal.
- ROPER, PRES**  
WMAN, Mansfield, Ohio
- ROEM, KEITH**  
WCMY, Ottawa, Ill.
- ROSE, GEORGE**  
WMSL, Decatur, Ala.
- ROSE, PHIL**  
KCRG, Enid, Okla.
- ROSS, ABRAM**  
KBYE, Oklahoma City, Okla.
- ROSS, BOB**  
WHBO, Tampa, Fla.
- ROSS, ED**  
WMLV, Millville, N. J.
- ROSSI, JIM**  
KIBL, Beeville, Tex.
- ROUNTREE, BOB**  
WGGG, Gainesville, Fla.
- ROWE, DILLARD**  
WGFS, Covington, Ga.
- ROWE, KEN**  
WOAI, San Antonio, Tex.
- ROWLAND, KEN**  
WKLO, Louisville, Ky.
- ROWLEY, DALE**  
KLMS, Lincoln, Neb.
- ROWZIE, JACK**  
WWDC, Washington, D. C.
- ROYER, VIRGIL**  
WTVB, Coldwater, Mich.
- ROYLANCE, HARRY**  
KPRK, Livingston, Mont.
- RUCKLE, BOB**  
WBIA, Augusta, Ga.
- RUDD, BILL**  
KATE, Albert Lea, Minn.
- RUGGLES, BOB**  
WSHE, Sheboygan, Wis.
- RUMORE, DUKE**  
WSGN, Birmingham, Ala.
- RUMORE, JOE**  
WVOK, Birmingham, Ala.
- RUNNELS, GAIL**  
KOME, Tulsa, Okla.
- RUPERT, JACK**  
WBBN, Perry, Ga.
- RUPPERT, TRAVERS**  
WASA, Havre de Grace, Md.
- RUTLEDGE, SUNRISE**  
WBCO, Bessemer, Ala.
- RYAN, DAN**  
WBBW, Youngstown, Ohio
- RYAN, DON**  
WJPD, Ishpeming, Mich.
- RYAN, JACK**  
WAKR, Akron, Ohio
- RYAN, KEITH**  
WHOT, Campbell, Ohio
- RYAN, PETE**  
KOMB, Cottage Grove, Ore.
- S —
- SADLON, EARL**  
WBUT, Butler, Pa.
- ST. CLAIR, JOHN**  
KMO, Tacoma, Wash.
- SAIZON, TOM**  
WJBO, Baton Rouge, La.
- SALAS, VICTOR**  
KSPA, Santa Paula, Cal.
- SALERNO, SAM**  
KMBY, Monterey, Cal.
- SALINAS, ELENA**  
KWKW, Pasadena, Cal.
- SALMANS, FRED**  
KRAY, Amarillo, Tex.
- SALTER, BOB**  
KJR, Seattle, Wash.
- SANDERS, BILL**  
WDXB, Chattanooga, Tenn.
- SANDERS, CREIGHTON**  
KTIL, Tillamook, Ore.
- SARACEN, ROBERT**  
WCCM, Lawrence, Mass.
- SARAGUSA, JOE**  
KWTX, Waco, Tex.
- SARLO, MIKE**  
WGPA, Bethlehem, Pa.
- SAUCEMAN, CARL**  
WRAG, Carrollton, Ala.
- SAVITZ, BILL**  
WDSR, Lake City, Fla.
- SCHAUFER, PAUL**  
KWED, Seguin, Tex.
- SCHERER, BILL**  
KDUZ, Hutchinson, Minn.
- SCHICKEL, STEVE**  
WGN, Chicago, Ill.
- SCHMALHOFER, JIM**  
WCSA, Ephrata, Pa.
- SCHMIDT, ELMAR**  
KWRE, Warrenton, Mo.
- SCHMITZ, DICK**  
WDWS, Champaign, Ill.
- SCHRIVER, KENNY**  
WNOG, Naples, Fla.
- SCHUMAN, R. W.**  
WCDJ, Edenton, N. C.
- SCHWAN, GEORGE**  
KYNO, Fresno, Cal.
- SCOFIELD, LEEDS**  
WEEB, Allentown, Pa.
- SCOTT, ANDY**  
WMSC, Columbia, S. C.
- SCOTT, BOB**  
WBLT, Bedford, Va.
- SCOTT, BOB**  
WOOD, Grand Rapids, Mich.
- SCOTT, DAVE**  
KVOO, Denver, Colo.
- SCOTT, DAVE**  
WIBX, Utica, N. Y.
- SCOTT, PAUL**  
WCCC, Hartford, Conn.
- SCOTT, PAUL**  
WFKY, Frankfort, Ky.
- SCOTT, PENN**  
WETU, Wetumpka, Ala.
- SCOTT, STAN**  
WSTV, Steubenville, Ohio
- SCOTT, TED**  
WMCD, Welch, W. Va.
- SCOTT, WAYNE**  
WLBE, Leesburg, Fla.
- SEALS, RUSS**  
KJCF, Festus, Mo.
- SEANEY, E. JAMES**  
WDZ, Decatur, Ill.
- SEARS, DADDY**  
WAOK, Atlanta, Ga.
- SEARS, EDDIE**  
WOCH, North Vernon, Ind.
- SEELEY, RALPH**  
KUBC, Monroe, Col.
- SEGRAVES, SCOOTER**  
KWAK, Stuttgart, Ark.
- SEIDONETT, ERVIN**  
KAWL, York, Neb.
- SELLECK, JOHN**  
KANE, New Iberia, La.
- SENEKER, TONY**  
WMTG, Milledgeville, Ga.
- SERPICO, DAN**  
WOEB, W. Yarmouth, Mass.
- SERVATTUS, GERALD**  
KOFQ, Ottawa, Kan.
- SERVEL, CARL**  
WMMB, Melbourne, Fla.
- SETZER, ARNOLD L.**  
WEHY, Hickory, N. C.
- SHADE, HAL K.**  
KGON, Portland, Ore.
- SHARLAND, EARL**  
WWSC, Glens Falls, N. Y.
- SHARP, TTP**  
WWKY, Winchester, Ky.
- SHARPE, ED**  
WAGA, Atlanta, Ga.
- SHAYER, DUSTY**  
WAGR, Lambertton, N. C.
- SHAW, ALLEN**  
KFEQ, St. Joseph, Mo.
- SHAW, BOB**  
WGUY, Bangor, Me.
- SHELSON, DON**  
WDEV, Gainesville, Ga.
- SHELTON, JIM**  
KDSX, Denison, Tex.
- SHEPPARD, RODNEY**  
KBST, Big Spring, Tex.
- SHERBAHN, RICHARD**  
WLAN, Lancaster, Pa.
- SHERIDAN, PHIL**  
WFIL, Philadelphia, Pa.
- SHERMAN, EDDIE**  
KRSL, Russell, Kan.
- SHIELDS, TOM**  
WCPS, Tarboro, N. C.
- SHOTWELL, SHORTY**  
WION, Ionia, Mich.
- SHOUKLETOVICH, MILOSH**  
WJPF, Herrin, Ill.
- SHOWMAN, HAROLD**  
WETZ, New Martinsville, W. Va.
- SHEIVER, GEORGE**  
WHED, Washington, N. C.
- SHRIVER, HARRY**  
WPTC, Kinston, N. C.
- SHROYER, KEN**  
WPLA, Plant City, Fla.
- SHRUM, CAL**  
WMAY, Springfield, Ill.
- SIEVERS, BOB**  
WOWO, Foot Wayne, Ind.
- SILFVEN, AL**  
WIKB, Iron River, Mich.
- SIMMONS, HAL**  
KIT, Yankima, Wash.
- SIMMONS, LOYD**  
KDAC, Fort Bragg, Cal.
- SIMPSON, ART**  
KLOQ, Yankima, Wash.
- SIMPSON, GOODWIN**  
KVMC, Colorado City, Tex.
- SIMS, FRANK**  
WKMH, Detroit, Mich.
- SINGER, CARL**  
KOAM, Pittsburg, Kan.
- SJOBERG, RAY**  
Providence, R. I.
- SKAGGS, SAM**  
WKYB, Paducah, Ky.
- SKAMSER, DICK**  
KCOV, Corvallis, Ore.
- SKELTON, J. B., JR.**  
WCPC, Houston, Miss.
- SKINNER, DAVE**  
KSTN, Stockton, Cal.
- SKINNER, GEORGE**  
WABC, New York, N. Y.
- SMALLS, TOMMY**  
WWRL, New York, N. Y.
- SMITH, CARL**  
WLON, Lincolnton, N. C.
- SMITH, CARLTON**  
KISD, Sioux Falls, S. D.
- SMITH, DICK**  
WORC, Worcester, Mass.
- SMITH, GARY**  
WTOK, Meridian, Miss.
- SMITH, GLEN**  
KORN, Mitchell, S. D.
- SMITH, HARMIE**  
KDET, Center, Tex.
- SMITH, HARRY**  
WILM, Wilmington, Del.

SMITH, HARRY  
WION, Topeka, Mich.

SMITH, HORACE  
WTKN, Dayton, N. C.

SMITH, HOWELL  
WDBK, Dickson, Tenn.

SMITH, HUGH  
KXJK, Forrest City, Ark.

SMITH, JACK  
KPKR, Tolu, Cal.

SMITH, JOE  
WVDA, Boston, Mass.

SMITH, MILLARD  
WFER, Sylva, Ala.

SMITH, MONTGOMERY  
WJMA, Orange, Va.

SMITH, ROLLIE  
RGAY, Salem, Ore.

SMITH, WAYNE  
KEOR, Lincoln, Neb.

SNYDER, GLEN  
WATN, Sayre, Pa.

SOLTAKE, BERT  
KRE, Berkeley, Cal.

SOLT, JIM  
WJEL, Hagerstown, Md.

SOUTH, DON  
WIOY, Madras, N. Y.

SOUTHWICK, TOREA  
KMHG, Kansas City, Mo.

SOYK, JIM  
KWIQ, Moses Lake, Wash.

SPANSHOWER, DON  
KOYO, Provo, Utah.

SPANN, OWEN  
WBT, Charlotte, N. C.

SPARKS, BOB  
WJCH, Seymour, Ind.

SPECK, KEN  
WCMW, Canton, Ohio.

SPEECH, JOHN  
KDFZ, Hutchinson, Minn.

SPEIGHTS, TERRA  
WBKH, Hattiesburg, Miss.

SPENCER, JACK  
KMO, Topeka, Wash.

SPINN, GERRY  
WQAM, Miami, Fla.

SPIVEY, TED  
WCMR, Norfolk, Va.

SPRADLIN, BOB  
WKOA, Hopkinsville, Ky.

STALLARD, BILL  
WNVA, Norton, Va.

STAMS, RICHARD  
WGES, Chicago, Ill.

STANLEY, ART  
WQVA, Mahone, Ill.

STANLEY, BOB  
WGAT, Utopia, N. Y.

STANTLEY, JIM  
WWIX, Baltimore, Md.

STANTON, PAT  
WJML, Philadelphia, Pa.

STARLING, FRANK  
WDBR, Christiansburg, Va.

STARR, JAL  
KGV, Portland, Ore.

STARR, JAL  
KHPN, Vancouver, Wash.

STARWYCK, STEVE  
KGRH, Fayetteville, Ark.

STEEL, GENE  
WBHM, Memphis, Tenn.

STEERE, DAVE  
WMAK, Nashville, Tenn.

STEITMAN, ROGER  
WNOB, Daytona Beach, Fla.

STEPHAN, VIC  
WART, Arlington, Va.

STEPHENSON, BILL  
WUMR, Elkhart, Ind.

STEPLER, HAL  
WTOP, Wilmington, D. C.

STERLING, LOWELL  
KOTA, Rapid City, S. D.

STEVENS, MATT  
WCEB, Dubois, Pa.

STEVENS, NAT  
WOPW, Nashville, N. H.

STEVENS, ROY  
WTWN, St. Johnsbury, Vt.

STEVENS, WAYNE  
KSYL, Alexandria, La.

STEVENS, ZACK  
WGHL, Galesburg, Ill.

STEWART, CHARLES  
KITE, San Antonio, Tex.

STEWART, CHUCK  
WGWC, Selma, Ala.

STEWART, FRANKLIN  
KOPF, Nacogdoches, Tex.

STEWART, JOE  
WDAF, Kansas City, Mo.

STEWART, JOHN  
WKOP, Binghamton, N. Y.

STOGER, EARL  
WFDL, Danville, Va.

STOKES, AL  
WARN, Fort Pierce, Fla.

STOKKE, DICK  
KBR, Seattle, Wash.

STONE, DAVE  
KDAV, Lubbock, Tex.

STONE, WILL  
WEVA, Emporia, Va.

STOWE, JIM  
KSLV, Mono Vista, Cal.

STRACK, BOB  
KMO, Independence, Mo.

STRADER, TED  
WMIX, Mt. Vernon, Ill.

STRADLING, GARY  
WGAT, Athens, Ga.

STRAIT, GEORGE  
WDCF, Dade City, Fla.

STRAWBRIDGE, ROGER H.  
WUME, Brunswick, Mo.

STREET, NATHAN  
WKSJ, Pulaski, Tenn.

STREICH, ALLEN  
WKID, St. Marys, Pa.

STRICKHOUSER, SIBERM  
WICE, Providence, R. I.

STRICKLAND, HERB  
WDMG, Douglas, Ga.

STROTHER, FRED  
WFMP, Painesville, Miss.

STRUBBAR, ROLAND KEITH  
WOHU, East Liverpool, Ohio.

STUART, GENE  
WAYZ, New Haven, Conn.

STUART, ROGER  
WHM, Reading, Pa.

STUBBS, BILL  
WHBI, Newark, N. J.

STUTMAN, FRED  
KGO, San Francisco, Cal.

STUTZ, CARL  
WRVA, Richmond, Va.

STUTZMAN, JIM  
KRRG, Cedar Rapids, Iowa.

SULLIVAN, HARRY  
WCDT, Winchester, Tenn.

SULLIVAN, MICKEY  
KFJZ, Fort Worth, Tex.

SUNDERLAND, BOB  
KTEM, Temple, Tex.

SUNDROLM, DALE  
KRCO, Prineville, Ore.

SUTTON, LEE  
WWVA, Wheeling, W. Va.

SUTTON, PARROTT  
WELS, Kingston, N. C.

SWANSON, FRED  
WHAV, New Britain, Conn.

SWANSON, GREGG  
KXED, Mexico, Mo.

SWANWICK, WM.  
WALL, Middletown, N. Y.

SWEENEY, MIKE  
WSIX, Nashville, Tenn.

SWINSON, ROBERT  
WFMC, Goldboro, N. C.

SABERT, DICK  
KONP, Port Angeles, Wash.

SAMONS, JIM  
WLDN, Jacksonville, Ill.

SANAN, JIM  
WBET, Bedford, Va.

— T —

TACKETT, JACK  
WMOB, Webster, W. Va.

TALLEY, HOWARD  
WPRS, Paris, Ill.

TAYLOR, BILL  
WBR, Hickory, N. C.

TAYLOR, CHUCK  
KELP, El Paso, Tex.

TAYLOR, GRAHAM, JR.  
WORX, Madison, Ind.

TAYLOR, JIM  
WBOW, Terre Haute, Ind.

TAYLOR, JOE  
KNO, Garden City, Kan.

TEAS, FRANK  
WRNE, Reno, N. H.

TEEL, SHARON  
KGSN, Carthage, Tex.

TELESKO, DAN  
WSTP, Stamford, Conn.

TEHRAZAS, PETE  
KFSB, Ft. Stockton, Tex.

TERRIL, JIM  
KNCB, Pampa, Tex.

TERRILL, JOHN  
KSPR, Casper, Wyo.

TERRY, BILL  
KJLX, Twin Falls, Idaho.

TERRY, CHEM  
KRLD, Dallas, Tex.

TERRY, RON  
WAAF, Chicago, Ill.

THOMAS, BOBBY  
WMEV, Marion, Va.

THOMAS, DAVE  
WDAF, Kansas City, Mo.

THOMAS, GUY  
WKTG, Thomasville, Ga.

THOMAS, MITCH  
WILM, Wilmington, Del.

THOMAS, TED  
WAYS, Charlotte, N. C.

THOMPSON, DON  
WPAG, Ann Arbor, Mich.

THOMPSON, PAT  
KVOZ, Laredo, Tex.

THOMPSON, RON  
WYKO, Columbus, Ohio.

THORNBERG, OLIVER  
WGST, Atlanta, Ga.

THORNTON, WALLA  
KHFS, Vancouver, Wash.

TIBBETTS, DONN  
WGR, Manchester, N. H.

TIDEA, ART  
KSBW, Salinas, Cal.

TIERNEY, JACK  
WPAC, Patchogue, N. Y.

TILL, PINKY  
WTVC, Rock Hill, S. C.

TITUS, FRANK E., JR.  
WWON, Woonsocket, R. I.



**TONEY, DELANO**  
WGAU, Athens, Ga.

**TORRANCE, TOM**  
KROX, Crookston, Minn.

**TOWNE, GORDON**  
WBSR, Pensacola, Fla.

**TRACEY, BOB**  
KDKA, Pittsburgh, Pa.

**TREAT, JIM**  
KTOW, Oklahoma City, Okla.

**TREVETTE, JOE**  
WLAJ, Lakeland, Fla.

**TRIPP, PETER**  
WJGM, New York, N. Y.

**TRUMBULL, DON**  
WNBZ, Saranac Lake, N. Y.

**TUCKER, DAVE**  
WMEX, Boston, Mass.

**TUCKER, TOMMY**  
WMBR, Jacksonville, Fla.

**TURNEY, ED**  
WGBF, Evansville, Ind.

— U —

**ULMER, JIMMY**  
KACT, Andrews, Tex.

**UNDERHILL, LEO**  
WCKY, Cincinnati, Ohio

**UNDERWOOD, JACK**  
WOWO, Fort Wayne, Ind.

**USHER, DON**  
KAYO, Seattle, Wash.

**UTLEY, BOB**  
WSSB, Durham, N. C.

— V —

**VADNAIS, GARY**  
KN DY, Marysville, Kan.

**VALLEY, HY**  
WTRX, Bellaire, Ohio

**VANCE, TOMMY**  
WCOB, Lebanon, Tenn.

**VANDAGRIFF, CHARLIE**  
KEYS, Corpus Christi, Tex.

**VAN DEE, JAMES**  
WWWF, Fayette, Ala.

**VANN, BILL**  
WTCE, Flomaton, Ala.

**VAN NESTE, BOB**  
KODY, North Platte, Neb.

**VAN'T HUL, BERNARD**  
WHTC, Holland, Mich.

**VAUGHN, DICK**  
WPIK, Alexandria, Va.

**VELASCO, HENRY J.**  
KSPA, Santa Paula, Cal.

**VESTOR, AL**  
WATR, Waterbury, Conn.

**VILLANI, J.**  
WELC, Welch, W. Va.

**VINCENT, LEE**  
WILK, Wilkes-Barre, Pa.

**VINCENT, SCOTT**  
WABC, New York, N. Y.

**VOSBURGH, HERMAN**  
KTAT, Frederick, Okla.

**VROMAN, JOHN**  
WMOG, Brunswick, Ga.

— W —

**WADE, SAM**  
KVLF, Alpine, Tex.

**WAGNER, ANN**  
WFBM, Indianapolis, Ind.

**WAIN, BEA**  
WABC,

**WAIN, NORMAN**  
WDOK, Cleveland, Ohio

**WALDEN, ALAN**  
WPAC, Patchogue, N. Y.

**WALKER, CHARLIE**  
KMAC, San Antonio, Tex.

**WALKER, DWIGHT**  
KLMX, Clayton, N. M.

**WALKER, JOHNNY**  
WARM, Scranton, Pa.

**WALKER, LEROY**  
KCMR, McCamey, Tex.

**WALKER, WILLIAM**  
WGH, Norfolk, Va.

**WALL, BILL**  
WMIS, Natchez, Miss.

**WALLACE, RALPH**  
WTVL, Waterville, Me.

**WALLACE, TOM**  
KTCT, Tucson, Ariz.

**WALSH, BOB**  
WHLL, Medford, Mass.

**WALTERS, BILL**  
WDUZ, Green Bay, Wis.

**WALTERS, BUCKEY**  
KMBC, Kansas City, Mo.

**WAMBACH, PETE**  
WCMB, Harrisburg, Pa.

**WANER, FRITZ**  
KLMS, Lincoln, Neb.

**WARD, JIM**  
WILK, Wilkes-Barre, Pa.

**WARD, SMOKEY**  
WBEU, Beaufort, S. C.

**WARD, TOMMY**  
WLCO, Eustis, Fla.

**WARREN, JACK**  
KWIZ, Santa Ana, Cal.

**WARREN, LARRY**  
KCKN, Kansas City, Kan.

**WASHINGTON, TOM**  
KOB, Albuquerque, N. M.

**WASSON, ART**  
WKBI, St. Marys, Pa.

**WATKINS, BUD**  
WHOC, Philadelphia, Miss.

**WATSON, DOC**  
KCHI, Chchañs-Centralia, Wash.

**WATSON, HOWARD**  
KOTN, Pine Bluff, Ark.

**WAX, JERRY**  
WALL, Middletown, N. Y.

**WAYNE, BURT**  
KAMQ, Amarillo, Tex.

**WAYNE, JIM**  
KOBY, San Francisco, Cal.

**WAYNE, JIM**  
KOSI, Aurora, Col.

**WAYNE, RALPH**  
WMRT, Marion, Ind.

**WAYNE, RED**  
KIHO, Sioux Falls, S. D.

**WEBB, BILL**  
WMFS, Chattanooga, Tenn.

**WEBB, JERRY**  
KRMW, The Dalles, Ore.

**WEBB, JIM**  
WCDT, Winchester, Tenn.

**WEBB, SPIDER**  
WAIT, Chicago, Ill.

**WEBSTER, KURT**  
WAVY, Norfolk, Va.

**WEEMS, BOB**  
WFPG, Atlantic City, N. J.

**WEICK, KARL**  
WBLV, Springfield, Ohio

**WEIN, OSCAR**  
WDLC, Port Jervis, N. Y.

**WEISS, DICK**  
WGBA, Columbus, Ga.

**WELCH, CHARLIE**  
WQXI, Atlanta, Ga.

**WELCH, DICK**  
WCBY, Cheboygan, Mich.

**WELCH, LARRY**  
WAAB, Worcester, Mass.

**WELCOME, SHAN**  
KBGF, Great Falls, Mont.

**WELLES, HENRY**  
WAGC, Chattanooga, Tenn.

**WELLS, BILL**  
WCKR, Miami, Fla.

**WELLS, BOB**  
WBBR, Buffalo, N. Y.

**WELSH, JOHN M.**  
KOHU, Hermiston, Ore.

**WELTER, EDWARD**  
WEAB, Greer, S. C.

**WERY, BOB**  
WGTO, Haines City, Fla.

**WESCOTT, GEORGE**  
KWG, Stockton, Cal.

**WESCOTT, HARRY**  
WHUM, Reading, Pa.

**WEST, AL**  
WKYB, Paducah, Ky.

**WEST, CLARK**  
WBMD, Baltimore, Md.

**WEST, DON**  
KGYW, Vallejo, Cal.

**WEST, PETE**  
WRKD, Rockland, Me.

**WESTERFIELD, DENVER**  
WVMC, Mount Carmel, Ill.

**WHEELER, DOC**  
WWRL, New York, N. Y.

**WHEELER, MARK**  
WRHI, Rock Hill, S. C.

**WILLARD, DICK**  
MBS

**WYNN, LARRY**  
WSBC, Chicago, Ill.

— Y —

**YANEY, SKEETS**  
WEW, St. Louis, Mo.

**YARBROUGH, PHIL**  
WWNS, Statesboro, Ga.

**YOUNG, ART**  
WHLI, Niagara Falls, N. Y.

**YOUNG, LEE**  
KYOR, Blythe, Cal.

**YOUNGBLOOD, WES**  
KDAV, Lubbock, Tex.

**YOUNT, CHUCK**  
WBEV, Richmond, Ind.

— Z —

**ZACK, SAM**  
WTAL, Tallahassee, Fla.

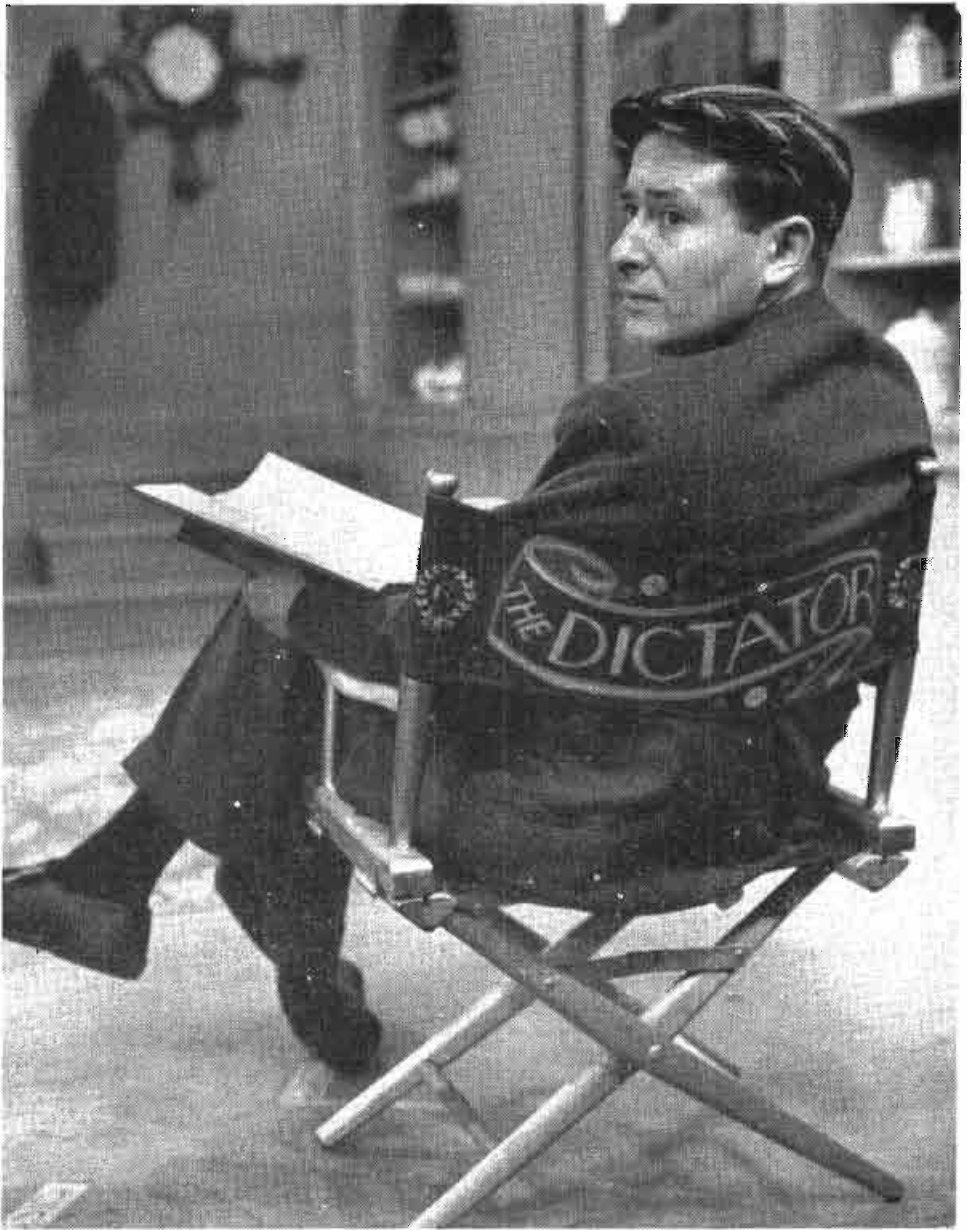
**ZEE, DON**  
WPON, Pontiac, Mich.

**ZEIDMAN, AL**  
WKWK, Wheeling, W. Va.

**ZERO, LOU**  
WEKK, Erie, Pa.

**ZUCCARO, BERNARD**  
WIBR, Baton Rouge, La.

**ZUFALL, JOHN A.**  
WJAX, Jacksonville, Fla.



**DON RICHARDSON**  
DIRECTOR  
OF  
"MAMA" TV FILM SERIES  
AND  
U. S. STEEL HOUR

# RADIO-TV DIRECTORS

—and their work during 1956

## — A —

### ADDISS, JUSTUS

B. June 23, New York City.  
Alfred Hitchcock Presents, Schlitz  
Playhouse of Stars, CBS-TV;  
Heinz Studio 57, Crossroads,  
ABC-TV

### ALLEN, CRAIG

B. Aug. 3, 1921, Circus Boy,  
Wide Wide World, Red Barber's  
Sport Show, Paul Winchell Show,  
Happy Felton Show, NBC

### AMADIO, HARRY

Don Dowd News, G. H. Combs,  
Sports Focus, Mostly Music  
ABC

### ANDREWS, CLARK

Jack Paar, Mystery Time  
ABC

### ANDREWS, MARTIN

My True Story, Pilgrimage  
ABC

### APPELL, DON

B. Oct. 6, New York City. This  
Is Galen Drake, ABC-TV; Vic  
Damone Show, Vaughn Monroe  
Show, Red Buttons Show, CBS-  
TV; Imogene Coca Show, NBC-  
TV

### ASHER, WILLIAM

B. Aug. 8, 1921, New York City.  
Jane Wyman's Fireside Theatre,  
NBC-TV

## — B —

### BEAL, WILLIAM

WABC-TV

### BEHLMER, RUDY

The Ray Anthony Show  
ABC-TV

### BELLANY, EARL

The Lone Ranger  
ABC-TV

### BISNEY, BRYAN

Ozark Jubilee,  
ABC-TV

### BLUM, ROBERT

Amateur Hour  
ABC-TV

### BUNETTA, FRANK

Caesar's Hour, NBC-TV

## — C —

### CALFEE, KENNARD

File 7  
ABC-TV

### CAMPBELL, RAY

Charles McCarthy News, Don  
Dowd News, Fred Waring  
Show; ABC

### CASSELLI, LAMAR

The Last Word  
CBS-TV

### COSGROVE, JOHN

Good Morning with Will  
Rogers, Jr.  
CBS-TV

## — D —

### DAUGHERTY, HERSCHEL

B. Oct. 27, 1910, Clarkes Hill,  
Ind.; Alfred Hitchcock Presents,  
General Electric Theatre, Schlitz

# FRANK BUNETTA

*Director of*

## CAESAR'S HOUR

*NBC-TV*





**Cort Steen**

DIRECTOR  
OF  
"VOICE OF FIRESTONE"  
ABC-TV

**FRANK SATENSTEIN**

DIRECTOR  
JACKIE GLEASON SHOW  
CBS-TV

**DICK SCHNEIDER**

DIRECTOR  
"WIDE WIDE WORLD"  
NBC-TV



**CRAIG ALLEN**

Management:  
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312

Playhouse of Stars, CBS-TV;  
Studio 57, ABC-TV; On Trial,  
NBC-TV

**DAVIS, HAL**  
Life Is Worth Living  
ABC-TV

**DE CORDOVA,  
FREDERICK**

B. Oct. 27, 1910, New York City,  
N. Y.; Burns and Allen Show,  
December Bride, Mr. Adams &  
Eve, CBS-TV

**DEMAREST, BILL**  
Sunday Music Hall, Travel  
Talk, Imagination; ABC

**DESMOND, JOHN**  
Odyssey  
CBS-TV

**DISKEN, MARSHAL**  
John Daly & the News, Dean  
Pilke Show  
ABC-TV

**DODSON, WILLIAM**  
WABC-TV

**DONOHUE, JACK**  
B. Nov. 3, 1910, New York City.  
George Gobel Show, NBC-TV

**DUBIN, CHARLES**  
Omnibus  
ABC-TV

— E —

**ENGLANDER, ROGER**  
Odyssey  
CBS-TV

— F —

**FOSTER, LEWIS R.**  
Jim Bowie  
ABC-TV

**FOSTER, ROBERT**  
Medical Horizons  
ABC-TV

— G —

**GADETTE, FRED**  
You Asked For It  
ABC-TV

**GALLU, SAM**  
Navy Log  
ABC-TV

**GOMAVITZ, LEWIS**  
Kukla, Fran & Ollie  
ABC-TV

**GRAHAM, JOE**  
B. Sept. 15; Whispering Streets,  
Sammy Kaye Show, It's Your  
Business, The Man From Hart-  
ford, ABC

**GREINER, BOB**  
Buddy Weed, Frank Farrel  
Show, Sokolsky Recording  
ABC

**GROSS, LLOYD**  
Masquerade Party  
ABC-TV

**GUIDICE, VICTOR**  
Press Conference  
ABC-TV

— H —

**HAGY, RUTH GERI**  
College Press Conference  
ABC-TV

**HARLB, MATT**  
Famous Film Festival  
ABC-TV

**HENDERSON, JOHN T., JR.**  
John Steele, Adventurer, Story-  
time, Heartbeat of Industry,  
Hotel for Pets, Woolworth  
Hour; Network Independent

**HEWITT, DON**  
See It Now  
CBS-TV

**HEYES, DOUGLAS**  
The Adventures of Rin-Tin-Tin  
ABC-TV

**HINES, DREX**  
Grand Central Station, Mystery  
Time; ABC

**HOBSON, JAMES**  
Lawrence Welk's Top Tunes,  
New Talent, The Lawrence  
Welk Show; ABC-TV

**GREY LOCKWOOD**

**NBC-TV**

**DIRECTOR**



**JOE GRAHAM**

**WRITER — DIRECTOR**



**HOLMES, JIM**  
The Wednesday Night Fights  
ABC-TV

— J —

**JONES, JOHN PAUL**  
WABC-TV

— K —

**KEECH, KEL**  
No School Today, Charlie Applewhite, Imagination, ABC

**KILEY, TIM**  
Let's Take a Trip  
CBS-TV

**KUSHNER, DAN**  
Don Dowd News, G. H. Combs, Los Griffith, Mostly Music  
ABC

— L —

**LEIGHTON, RICK**  
George Skamler  
ABC

**LEONARD, SHELDON**  
Make Room for Daddy  
ABC-TV

**LEVENS, PHIL**  
Treasure Hunt  
ABC-TV

**LEVY, RALPH**

B. Dec. 18, 1919, Philadelphia, Pa. The Jack Benny Show, Shower of Stars, CBS-TV

**LICHTMAN, JIM**  
Medical Horizons  
ABC-TV

**LIENSDAHL, DICK**  
Pro Football, Hockey, Baseball Game of the Week  
CBS-TV

**LOCKWOOD, GREY**

B. April 18 The Martha Raye Show, The Red Buttons Show, Robert Montgomery Presents, Colgate Comedy Hour, NBC-TV

— Mc —

**McDONALD, FRANK**  
Wyatt Earp  
ABC-TV

— M —

**MacCALLI M. WILLIAM**  
Football, Sammy Kaye  
ABC

**MacPIHL, WILLIAM C.**  
CBS-TV

**MANN, CHARLES**  
Football, Sammy Kaye  
ABC

**MARSHALL, BILL**  
Whispering Streets, Firestone Mel Opera, Mystery Time  
ABC

**MARVEL, TED**  
Sunday News Special  
CBS-TV

**MARX, LLOYD**  
Amateur Hour  
ABC-TV

**MORRIS, ERNEST**  
The Viper  
ABC-TV

— N —

**NEILSON, JAMES**

B. Oct. 1st, Shreveport, La. Playhouse 90, G.E. Theatre, Alfred Hitchcock Presents, CBS-TV; Ford Theatre, ABC-TV; Night Passage, Universal International

**NELSON, HARRY**  
G. H. Combs, Don Dowd News, Los Griffith, Mostly Music  
ABC

**NELSON, OZZIE**  
Ozzie & Harriet  
ABC-TV

— P —

**PAUL, BYRON**  
Baseball Game of the Week, Football Roundup, Pro Football, CBS-TV

**PEMBERTON, M.**  
Mel Allen  
ABC

**PIANO, TONY**  
Best Bands  
ABC

**POTTASCH, ALAN**  
WABC-TV

— Q —

**QUINLAN, BOB**  
Baseball Game of the Week, Pro Football  
CBS-TV

— R —

**RICHARDSON, DON**

Mama, U. S. Steel Hour, CBS-TV; The Thirteen Clocks, ABC-TV; A Sound of Hunting, Broadway Play

**RITTER, DICK**  
Firestone, Mel Opera, Imagination, ABC

**RUDOLPH, OSCAR**  
The Lone Ranger  
ABC-TV

— S —

**SAMETI, JACK**  
Afternoon Film Festival  
ABC-TV

**SATENSTEIN, FRANK**

Jackie Gleason Show, CBS-TV

**SCHNEIDER, DICK N.**

Wide Wide World, Emmy Awards, Academy Awards, Survival Street, NBC-TV; Salute to Eisenhower, Closed Circuit; Democrat & Republican Conventions, NBC

**SCHUFFMAN, DAN**  
U.S. Polka Time  
ABC-TV

**SHOPE, ROGER**  
WABC-TV

**SMIGHT, JACK**

B. Mar. 9, Minneapolis, Minn.; Climax, CBS-TV; Alcoa-Good-year Playhouse, Playwright's 56; Campbell's Star Store, NBC-TV

**SOMERVILLE, WARREN**  
When A Girl Marries, American Music Hall, ABC

**STEDMAN, BILL**  
Martin Block, Scott Vincent Show; ABC

**STEEN, CORT**

B. July 14, 1918, Pittsburgh, Pa. Voice of Firestone, The Amazing Dunninger, ABC-TV.

— T —

**TARNER, STAN**  
Arthur Von Horn Show, Wain-Waruch Show; ABC

**TORMEY, BOB**  
Greatest Story Imagination  
ABC

**TRENNER, BARON**  
Afternoon Film Festival  
ABC-TV

— V —

**VALENTA, LEONARD F.**

The Big Story, NBC-TV

— W —

**WALSH, JAMES**  
Circus Time  
ABC-TV

**WALTERS, VINCE**  
Walter Cronkite with the News  
CBS-TV

**WEST, GEORGE**  
My True Story, American Music Hall, ABC

# HOW TO APPLY FOR FCC LICENSE

## Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for AM stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

### Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night. There

is no separate classification for AM operation by educational stations.

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 for new broadcast stations are twice reported by the Commission—when first tendered, and, again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

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 60 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.

Competing applications for the same facility are not considered if filed more than 10 days after public notice designating the prior application or applications for hearing.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, ex-

amine witnesses and rule upon the admission of evidence.

Pre-hearing conferences are held both prior to and after an exchange of exhibits by the parties. The latter takes place at least 20 days in advance of the hearing date, the second pre-hearing conference is held at least 10 days before the hearing commences.

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. Court appeals can be taken within 30 days following announcement of the commission decision.

### 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 con-

struction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

### 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.

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# Radio-TV Set Sales Increase as Number of Outlets Grows

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

**T**HE radio-electronics-television industry continued to grow in 1956, but increasing competition in TV set-manufacturing sharply reduced the number of producers, though not the production.

A score of television receiver manufacturers dropped out of the running, though not of the industry in many instances; yet the year's net output fell only 5 percent or from 7.7 to 7.4 million units. Moreover, this decline was partially offset by the production of about 150,000 color TV sets with a value several times that of monochrome sets.

Home radios and portables continued to belie the prophecies of their decline in the face of TV competition and actually rose well above 1955 figures. Only auto sets declined in keeping with the lower car sales.



The output of all radios, except auto sets, increased about 15 percent in 1956 over 1955 with portables taking the lead by an increase in excess of 50 percent. Transistor-equipped portables were produced in quantity for the first year, numbering about 950,000. Auto sets declined about 25 percent due to the cut-back in auto production.

One of the most significant developments in the television market in 1956 was the emergence of the portable TV receiver. While approximately 250,000 were made in 1955, the 1956 figure totalled about 1.8 million. In 1957 this production may be nearly doubled. One obvious result of this trend has been a decline in the average price of the television receiver and an over-all loss in revenue from TV set sales.

The outlook for 1957 is that close to 7 million black and white television receivers will be made and sold and that color TV set sales will total several hundred thousand.



Two segments of the industry has been benefiting from the growing number of television and radio sets in use—now about 42 million TV sets and 150 million radios—and seem likely to continue to make gains in 1957. These are the component manufacturer who sells replacement parts and the jobber and service technician who handle and use them in home set maintenance.

The sale of radio-TV replacement parts rose to \$850 million in 1956 and is expected to rise another \$100 million in 1957. Set servicing costs are estimated at close to \$1 billion in 1956 and the total dollar value to manu-

facturers, jobbers, and service technicians at \$2.4 billion.

The size of the electronic industry, measured in terms of production and sales, increased 15 percent and approached \$5.9 billion at the factory level in 1956. When distribution, servicing, and broadcasting revenue are added, the industry's actual income amounts to nearly \$12 billion. Another 10 percent in growth is expected in 1957, and industry statisticians predict the entire income of the electronics industry will reach \$22 billion by 1966.

Military electronics in 1956 accounted for about \$2.7 billion—up 10 percent from 1955—and constituted almost half of the industry's factory sales. All indications are that the rise in military electronics will continue in 1957 as total defense expenditures increase, and the electronics percentage rises as guided missiles threaten to replace many types of military aircraft.



Industrial electronics, especially in automation techniques employed by many non-electronic as well as electronic manufacturers, made forward strides in 1956 and appeared headed for continued expansion in 1957 and thereafter. Equipment sales were estimated at between \$900 million and \$1 billion in 1956.

One of RETMA's most important projects in 1956 was to co-sponsor a pilot educational television system in the public schools of Hagerstown, Maryland. The intrinsic value of academic television as a teaching tool has been proved and this project will help educators to perfect new techniques for using this new audio-visual medium. It also will enable our industry to design better equipment for school use.



More and more industries have found profitable new uses for closed-circuit television which can provide actual visual data from places where it is dangerous, uncomfortable or impossible for human beings to go. Declining prices have spurred sales; in 1956 the sales figure approached the \$3 million level. Sales in 1957 are expected to more than double that figure.

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 V.P., Gen. Mgr.....Robert Sackman  
 V.P., Mgr. Audio Div.....Philip Gundy  
 Sales Mgr., Videotape.....Ross Snyder  
 Mgr., Instrument Div.....John Jipp  
 PRODUCTS: Magnetic tape recorders  
 (audio), "Videotape" Recorder, Stereophonic  
 Sound Equipment.

### **Amplifier Corp. of America**

398 Broadway, New York 13, N. Y.  
 Phone: WOrth 6-2929

President.....R. Epstein  
 Vice-Pres.....N. M. Haynes  
 Purchasing Agent.....M. R. Ellis  
 Sales Manager.....A. J. Gillette  
 Advertising Mgr.....Harold Wallerstein  
 PRODUCTS: Magnemite Portable, VU  
 Magnemite, Weatherite VU Magnemite and  
 Weatherite Magnemite, Magneraser, Magne-  
 loop, Stereo Magnemite, Flutter Meter, A.V.C.  
 Amplifier, Secret Recorder, Flyweight Mag-  
 nemite.

### **Amplitel, Inc.**

342 W. 10th St., New York 18, N. Y.  
 Phone: BRyant 9-0710

President.....Herbert M. Ardston  
 Vice-President.....Harry Morris, Jr.  
 Chief Engineer.....Norman Perlman  
 Sales Manager.....Henry Berk  
 PRODUCTS: Community antenna systems,  
 master amplified antenna systems, complete  
 RF amplifiers.

### **Andrea Radio Corp.**

27-01 Bridge Plaza North, L.I.C.1, N.Y.  
 Phone: STillwell 4-5411

President.....Frank A. D. Andrea  
 Sec., Ch. Eng.....H. J. Heindel  
 Dir. of Purchasing.....Bruce B. Donald  
 Comptroller.....A. Albene  
 Gen. Sls. Mgr.....C. Van Maanen  
 Gen. Export Manager.....Ramon Masvidal  
 PRODUCTS: Household television re-  
 ceivers and Hi-Fi phonographs; special elec-  
 tronic products; military electronics.

### **Andrew Corp.**

363 E. 75th St., Chicago 19, Ill.  
 Phone: TRiangle 6-4400

Chairman.....Dr. V. J. Andrew  
 V.P., Gen. Mgr.....C. Russell Cox  
 Sales Manager.....R. P. Lamons  
 Director of Engineering.....J. Brown  
 Director of Advertising.....E. Heitsch

#### *Branch Offices*

P. O. Box 116, Ridgewood, N. J.  
 Phone: GIBbet 5-2500

P. O. Box 225, Westwood, Mass.  
 Phone: DEdham 3-5520

941 E. Maryland St., Claremont, Calif.  
 Phone: LYcoming 5-3505

PRODUCTS: Transmission line system;  
 coaxial switches, telescoping masts; tower  
 lighting equipment.

### **Animation Equipment Corp.**

48 Hudson St., New Rochelle, N. Y.  
 Phone: 6-8138

President.....John Oxberry  
 PRODUCTS: Animation stands, com-  
 pounds, punches, process cameras, and ac-  
 cessories.

### **Arthur Ansley Manufacturing Co.**

Doylestown, Pa.  
 Phone: Sugan 2711

President.....A. C. Ansley  
 PRODUCTS: Radio receivers.

### **A. R. F. Products**

7627 Lake St., River Forest, Ill.  
 Phone: FOrest 9-6000

President.....A. B. Maciszewski  
 Vice-Pres.....John H. Pagan  
 Sales Engineer.....M. S. Danisch  
 PRODUCTS: FM signal generators, con-  
 verters and deviation meters, crystal con-  
 trolled frequency calibrators.

### **Arvin Industries**

13th St. and Big Four RR, Columbus, Ind.  
 Phone: 5521

Chairman, President....Glenn W. Thompson  
 Vice-President.....John C. Marshall  
 Dir. of Sls., Radio Div....Richard Williams  
 Western Sls. Mgr., Radio Div....Weldon Payne  
 Eastern Sls. Mgr., Radio Div....Craig Britton  
 Dir. of Sls., Radio Sp. Prod., Herbert Holmes  
 Chief Engr., Radio Div....E. C. Hittle  
 Treas., Cred Mgr....T. Earl Robinson  
 V.P., Dir. of Purchases....Fred Daniel  
 Advertising Mgr....James Jewell  
 V.P., Dir. of Industrial Rel....Yandell Cline  
 Export Mgr....G. J. Kluykens  
 Service Mgr....Robert Barnard  
 Traffic Mgr....Carl Boswell  
 PRODUCTS: Radios; Table model, clock  
 radio, portable AC-DC, FM radio, transistor  
 radio.

### **Atlantic Electronics Corp.**

80 Jefferson St., Passaic, N. J.  
 Phone: PRospect 9-3900

President.....Arthur Green  
 PRODUCTS: Rebuilders of CR tubes.

### **Audak Company, Inc.**

500 Fifth Ave., New York 36, N. Y.  
 Phone: LA 4-3723-3724

President.....Maximilian Weil  
 Vice-President.....Geo. V. Sullivan  
 Purchasing Agent.....H. Lapp  
 PRODUCTS: Electronic-acoustical appa-  
 ratus.

### **Audio Devices, Inc.**

444 Madison Ave., New York 22, N. Y.  
 Phone: PIAza 3-0973

President.....Wm. C. Speed  
 Vice-President-Sec.....Bryce Haynes  
 PRODUCTS: Recording discs (Audio-  
 discs), recording and playback points (Au-  
 dio-points), Magnetic Recording Tape (Au-  
 diotape), Magnetic Recording Film (Audio-  
 film).

**Audio Master Corp.**

17 East 45th St., New York 17, N. Y.  
Phone: OXFord 7-0725

President .....Herbert Rosen  
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

**Audio & Video Products Corp.**

730 Fifth Ave., New York, N. Y.  
Phone: PLaza 7-3091

Sales Manager.....Robert D. Winston  
PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items.

**Auricon Div., Berndt-Bach, Inc.**

6950 Romaine St., Hollywood, Cal.  
Phone: HOLlywood 2-0931

Vice-Pres. ....Walter Bach  
PRODUCTS: Auricon 16mm sound-on-film TV newsreel cameras, for optical and/or "Filmagnetic" sound with picture; Auricon "TV-T" television Transcription (Kinescope) recording camera with optical and/or "Filmagnetic" sound with picture.

**Automatic Radio Mfg. Co., Inc.**

122 Brookline Ave., Boston, Mass.  
Phone: COMmonwealth 6-1420

Sales Mgr.....E. L. Housman  
PRODUCTS: Table radios, clock radios, portables, auto radios, tractor radios, Tom Thum, Tom Thumb Jr., Tomboy.

**Avco Mfg. Corp.**

See Crosley & Bendix Home Appliances

**B & R Electronics Co.**

1178 E. 180th St., N. Y. 60, N. Y.  
Phone: SYcamore 2-3510

President .....I. Rothman  
PRODUCTS: Radio receivers.

**Semon Bache & Co.**

636 Greenwich St., N. Y. 14, N. Y.  
Phone: WAtkins 4-2121

New Jersey Phone: MARket 4-5328  
V.P., Sls. & Adv. Mgr.....Be. Newton  
Assistant Treas.....P. Schoenfeld  
Secretary.....R. M. Dreyfuss  
PRODUCTS: Manufacturers of mirrors, fabricators on glass, proprietary mirror items: Evalast Genuine Electroplated Copper-back second surface mirrors, Evabrite Opaque & Transparent Front surface mirrors.

**Background Engineers, Inc.**

7313 Santa Monica Blvd., Hollywood, Cal.  
Phone: HOLlywood 5-4161

President.....W. S. Tillisch  
PRODUCTS: Leases and sells Bodde rear projection equipment.

**E. J. Baughman Co.**

1914 N. Cogswell Rd., El Monte, Calif.  
Phone: GIlbert 4-7586

Owner.....E. J. Baughman  
PRODUCTS: Microphone booms, hangers, studio lighting equipment.

**Bausch & Lomb Optical Co.**

635 St. Paul St., Rochester 2, N. Y.  
Phone: LOcust 2-3000

N. Y. Phone: CIRCLE 7-5400  
Pres.....Carl S. Hallauer  
V.P., Scientific Instrum't Sls..L. B. McKinley  
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

**John F. Beasley Construction Co.**

P. O. Box 1624, Muskogee, Okla.  
Phone: MURray 7-6381

President.....John F. Beasley  
Vice-President.....Lothar E. Berg  
Secretary-Treasurer.....Andrew B. Lytle  
PRODUCTS: Steel erectors (radio-television towers and antennas).

**Bell Television Inc.**

552 W. 53rd St., N. Y. 19, N. Y.  
Phone: JUDson 6-4350

President .....Martin Sugar  
Service Manager.....James Bronis  
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

**Bell and Howell Company**

7100 McCormick Blvd., Chicago 41, Ill.  
Phone: AMBassador 2-1600

Manager.....George L. Oakley  
PRODUCTS: Vidicon Projection Equip.

**Benco Television Associates, Ltd.**

278 Bridegland Ave., Toronto 10, Ont.  
Phone: RUSsell 1-6681

General Manager.....S. W. Wellum  
PRODUCTS: Community antenna and distribution systems.

**Bendix Aviation Corp.****(Red Bank Div.)**

Eatontown, 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  
Baltimore 4, Md.

**Bendix Television  
(Div. of Bendix Aviation Corp.)**

Phone: VALley 3-2200  
V.P., Gen. Mgr.....E. K. Foster

**Berlant Concertone**

655 W. Washington Blvd., Los Angeles, Calif.  
Phone: RIchmond 9-7671  
Div. Mgr. .... Brian Jenkins  
PRODUCTS: Tape recorders.

**Charles Beseler Co.**

219 S. 18th St., East Orange, N. J.  
Phone: BlGefow 8-7280  
General Manager ..... H. H. Myers  
PRODUCTS: Projectors.

**Blaw-Knox Equipment Div.**

600 Sixth Ave., Pittsburgh, Pa.  
Phone: STerling 1-2700  
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 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  
Dir. of Engineering ..... Herbert Fremont  
Chief Engineer ..... Harold Parker  
PRODUCTS: Manufactures TV and radio chassis, home radio intercom systems.

**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.**

5222 W. 104th St., Los Angeles, Calif.  
Phone: OREGon 8-3995  
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., Inc.**

315 W. 13rd St., New York 36, N. Y.  
Phone: JUdson 6-1420  
President ..... Frank C. Zucker  
Vice-President ..... Burton H. Zucker  
Sec'y-Treas. .... Margaret B. Zucker  
General Mgr. .... Eugene H. Levy  
PRODUCTS: Motion picture & television camera accessories, rental of motion picture cameras, film editing equipment, lighting and sound equipment. Mfrs. of balanced TV head tripod, professional Jr. friction head tripod and geared head, small gyro, metal and mini-pro tripods, adjustable collapsible triangle, 3 wheel portable collapsible dolly, spider dolly, micro relay pan & tilt head, cone lights. Repair service for all types of professional cameras, recorders, and film editing machines and light equipment. Special design work to customers' specifications.

**Canadian General Electric Co., Ltd.**

Royce Works, 830 Landsdown Ave., Toronto 4, Ont.  
Phone: LEnnox 1-6511  
(Electronic Equipment & Tube Dept.)  
V.P., Gen. Mgr. .... R. M. Robinson  
Mgr., Engineering ..... H. S. Dawson  
Mgr., Marketing ..... W. D. Scholfield  
Mgr., Product Service ..... A. L. Hames  
Adv. & Sales Prom. .... M. D. Locke  
PRODUCT: Station & studio electronic equipment, microwave equipment.

**Canadian Marconi Co.**

Box 1180, Station "O", St. Laurent, Que.  
Phone: RI 8-7711  
President ..... S. M. Finlayson  
V.P., Gen. Mgr. .... J. J. Kingan  
Mgr., Comm. Products Div. .... C. P. McNamara  
Gen. Sls. Mgr., Comm. Pds. Div. .... A. Hammond  
Sls. Mgr., Stand. Lines Sls. Dept. .... J. H. Martin  
Superviso., Best. TV Sta. Equip. .... A. B. Clapp  
PRODUCTS: AM transmitting, broadcast studio, and TV transmitting and studio equipment; transmitting receiving tubes for these units.

**Cannon Electric Co.**

3208 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

**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-Hytron***(A Div. of CBS Inc.)*

100 Endicott St., Danvers, Mass.

Phone: Danvers 2360

Newark, N. J.: Market 3-5832

President.....Charles F. Stromeyer

Vice-Pres. ....Robert G. Marchisio

V.-P., Sales.....John Q. Adams

V.-P., Mfg.....Michael F. Callahan

Mgr., Receiving Tube

Operations.....Joe C. Harmony

Mgr., Semiconductor

Operations.....Dr. B. H. Alexander

Mgr., Marketing Admn....George W. Nevin

Equipment Sales Mgr.....L. H. Niemann

Mgr. Gov't Sales.....Fred H. Garceion

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. &amp; Develop....Dr. Russell R. Law

Dir., Gen. Engineering....Edgar K. Wimpy

*Plant Managers*

Danvers.....Charles E. Coffin

Lowell.....Dr. B. H. Alexander

Salem.....Walter J. Foran

Newburyport Receiving

Tube.....C. E. Butcher

Newburyport TV Tube....Lindsey R. Perry

Kalamazoo.....A. J. Harcher

PRODUCTS: Electron tubes and semiconductor products.

**Century Lighting, Inc.**

521 West 43rd St., New York 36, N. Y.

Phone: CH 4-7050

President.....Edward Kook

TV Labs.....Charles Shevlin

*Branch Offices*

1477 N.E. 129th St., N. Miami, Fla.

Branch Mgr.....George Gill

1820 Berkeley St., Santa Monica, Calif.

PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone).

**Century Projector Corp.**

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

Phone: Circle 5-7048

President.....H. E. Hammons

V.P., Gen. Mgr.....W. D. Hausler

PRODUCTS: 35mm. projectors and sound equipment.

**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.

**Chromatic Television Laboratories**

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-8700

Chairman.....Paul Raibourn

Vice-Presidents..A. Crawford Cooley, Robert

Dressler, Morgan A. Gunst, Jr.

Sec'y.-Treas.....Arthur Israel, Jr.

PRODUCTS: Chromatron — single-gun color cathode ray tube.

**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 4-2435

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 Rubiu

PRODUCTS: Tubes.

**Colortronics, Inc.**

3116½ Sunset Blvd., Los Angeles, Calif.

Phone: NOrmandy 3-9591

President.....Don Calabria

**Collins Radio Co.**

855 - 35th St., N. E., Cedar Rapids, Iowa

Phone: 30281

Bcst. Sls. Manager.....H. O. Olson

Central Reg. Sls. Mgr.....J. H. Hamilton

*Branch Offices*

1930 Hi-Line Dr., Dallas, Tex.

Reg. Sls. Mgr.....T. W. Sharpe

2700 W. Olive Ave., Burbank, Calif.

Reg. Sls. Mgr.....G. T. Tasto

1200 18th St., N. W., Washington, D. C.

Mgr.....R. P. Dutton

4711 N.W. 36th St., Miami Springs, Fla.

Sales Mgr.....L. O. Embree

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

Phone: MU 7-6740

Office Mgr.....C. W. Service

PRODUCTS: AM Broadcast transmitters, antenna phasing and tuning equipment, FM antennas, TV-STL, microwave equipment, broadcast and recording studio speech equipment and accessories.

### Community Engineering Corp.

Box 824, State College, Pa.  
Phone: Adams 7-7221

Chairman.....John L. McLucas  
President.....James R. Palmer  
Vice-President.....Floyd B. Fischer

PRODUCTS: Community antenna systems and system rebuilding and modernizing service. Wide band sweep generators.

### Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.  
Phone: EDgewood 5-1211

President.....W. J. Moreland  
Vice-Pres.....J. Grayson Jones  
Plant Mgr.....R. M. Alston  
Purchasing Agent.....E. P. Garvey  
Credit Mgr.....T. H. Ford

PRODUCTS: Fleetwood TV receivers; Conrac Video Monitors, both color and monochrome; Off-the-air Tuner for rebroadcast applications.

### Continental Electric Co.

715 Hamilton St., Geneva 2, Ill.  
Phone: 4440

President.....E. A. Glaeser  
Vice-President.....E. A. Trainor  
Asst. Serv. Mgr.....Jayne E. DeMashower

PRODUCTS: Electronic tubes, phototubes, lead sulfide cells, rectifiers and thyatrons, vacuum gauges, electronic printers.

### Continental Electronics, Inc.

1212 S. Buckner Blvd., Dallas 27, Tex.  
Phone: EMergreen 1137

President.....James Weldon  
PRODUCTS: UHF transmitters.

### Comprehensive Filmtreat, Inc.

121 W. 54th St., New York 19, N. Y.  
Phone: CO 5-0372

President.....Michael Freedman  
Vice-Pres.....Herbert R. Pilzer  
Sec'y./Treas.....Jane Leni

PRODUCTS: Comprehensive filmtreat process: For second and subsequent runs on films in constant use; print life service; comprehensive film rejuvenation.

### 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, Hughley & Phillips tower lighting equipment.

### Crosley Radio & TV Div. Moffats Ltd.

Gibson & Wright Ave., Toronto 15, Ontario  
Phone: CH 4-1171

N. Y. Phone: Murray Hill 3-0202

Vice-Pres. & Gen. Mgr.....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

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.

1201 Wolf St., Syracuse 1, N. Y.  
Phone: 74-1011

Asst. Mgr., Electronics.....H. M. Pattat  
Mgr., Illumination.....J. S. Haney  
11 Park Place, N. Y. 7, N. Y.

Phone: COotland 7-0750

Manager.....A. E. Uhlrandt

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 Geuz

### Cubic Corp.

5575 Kearny Villa Rd., San Diego 11, Calif.  
Phone: BR 7-6780

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: TRIangle 4-3251

General Manager.....J. L. Lahey  
Gen. Sales Manager.....J. R. Howland  
Broadcast Sales Mgr.....Neff Cox Jr.  
Dir. Educ. TV.....Robert E. Green

PRODUCTS: Professional Vidicon television cameras and film chains for black and white or color, microwave equipment, switching equipment, complete low power TV stations.

### Da-Lite Screen Co., Inc.

2711-23 N. Pulaski Rd., Chicago 39, Ill.  
Phone: DIcken 2-9200

President.....C. C. Cooley  
Vice-President.....H. E. Christensen

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)**

700 E. Firmin, Kokomo, Ind.  
Phone: GLadstone 2-8211  
Phone: 2-8211

General Manager ..... B. W. Cooper  
Sales Manager ..... H. M. Stelzl  
Manufacturing Mgr. .... Dean Allsop  
Materials Mgr. .... R. O. Bassett  
Chief Inspector ..... J. M. Kessler  
Defense Mgr. .... K. T. Milne  
Chief Engineer ..... B. A. Schwarz  
Comptroller ..... R. L. Showalter  
Public Rel. Mgr. .... Hamlin Welling  
Personnel Manager ..... Walter M. Wilson  
Purchasing Agent ..... Roland Hill, Jr.  
PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

**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: 4830

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, development and production.

**Gale Dorothea Mechanisms, Inc.**

39-39 63rd St., Woodside, N. Y.  
Phone: TWining 8-5500

President ..... Gale Dorothea  
Secy.-Treas. .... Ed Burnett  
PRODUCTS: Projectors, dimmers, animation mechanisms, mechanical hooks.

**Dresser-Ideco Company**

875 Michigan Ave., Columbus 8, Ohio  
Phone: AX 9-2123

President ..... J. L. Pausch  
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  
V.P., Gen. Mgr., Gov't. & Research ..... Thomas T. Goldsmith, Jr.  
V.P., Controller ..... Donovan Tyson  
Gen. Counsel ..... George Etkin  
V.P., Technical Prod. .... Irving G. Rosenberg  
Gen. Mgr., Quality Control. .... Nicholas DeFalco  
Public. Rel. Mgr. .... Benjamin Bowker  
Dir. Industrial Relations. .... Harry Housten  
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  
Chief Engineer ..... H. Pacini  
Adv. Mgr. .... J. Calvin Affleck  
Service Mgr. .... Peter Buttacavoli  
Production Mgr. .... Morris Spector  
Purchasing Agent ..... William Paton  
Sales Mgr. .... W. C. Scales

**Government Manufacturing Division**

35 Market St., East Paterson, N. J.

Manager ..... Raymond C. Maude  
Mfg. Operations Mgr. .... W. J. McGinnity  
Assistant Mgr. .... P. F. Brown  
Engineering Mgr. .... S. S. Calafati  
Manufacturing Mgr. .... D. M. Christie

**Technical Products Division**

760 Bloomfield Ave., Clifton, N. J.

Asst. Gen. Mgr. .... Peter Weil  
Engineering Mgr. .... A. J. Talamini, Jr.  
Production Mgr. .... Robert Svozil  
Instrument Prod. Mgr. .... Emil G. Nichols  
Instrument Sls. Mgr. .... M. G. Scheraga  
Auto Test Equip. Sls. Mgr. .... E. E. Ecklund

Mobile Oper. Dir. . . . . F. M. Link  
 Transmitter Prod. Mgr. . . . . K. Petersen  
 Purchasing Mgr. . . . . C. Paul Martin  
*Cathode-Ray Tube Division*  
 750 Bloomfield Ave., Clifton, N. J.

Manager . . . . . Alfred Y. Bentley  
 TV Tube Sales Mgr. . . . . R. G. Scott  
 Engineering Mgr. . . . . K. Hoagland  
 Manufacturing Mgr. . . . . William Carlin  
 Purchasing Manager . . . . . A. R. Dutcher  
 Industrial Tube Sls. Mgr. . . . . Roy Olerud

*Research Laboratories*

2 Main Ave., Passaic, N. J.  
 Circuit Research Director . . . . . R. T. Cavanagh  
 Tube Research Director . . . . . S. J. Koch  
 Patents . . . . . Donald Overocker

*International Division*

Phone: MURRAY HILL 8-2600

515 Madison Ave., N. Y., N. Y.

Director . . . . . Ernest A. Marx  
 Asst. Dir. . . . . Robert I. Gaines  
 European Rep. (Milan) . . . . . James Segre  
*West Coast Plant*

11800 W. Olympia Blvd., Los Angeles 64, Cal.  
 Phone: GRANITE 7-1271

Manager . . . . . Ralph B. Austrian  
*Electronic Division*

152 W. 54th St., New York, N. Y.

Phone: JUDSON 2-2590

Operations Mgr. . . . . John Auld  
 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 in-  
 struments, automation control systems, radar,  
 Ioran, and government electronics; Electron-  
 ican Film Systems.

**Dynamic Electronics-New York, Inc.**

73-39 Woodhaven Blvd., Forest Hills, N. Y.  
 Phone: ILLINOIS 9-7000

President . . . . . J. M. Wiener  
 Exec. V.P. . . . . S. Levy  
 Vice-Pres. . . . . J. D. Wiener  
 Treasurer . . . . . Louis Fafarman  
 Sec'y. . . . . George Ginsburg  
 Chief Engineer . . . . . P. Gale  
 Sales Manager . . . . . David Cole  
 Cred. Mgr. . . . . S. Shure  
 Prod. Mgr. . . . . Wm. Brenner  
 Tech. Services Engr. . . . . Len Schwartz  
 Development Engr. . . . . R. Baunel

PRODUCTS: Indoor antennas, TV FM &  
 Hi-Fi Accessories, Hi-Pass TV & FM Filter,  
 Tri-Set TV & FM Coupler, Video-Audio Sig-  
 nal Attenuator, Lo-Pass Line Filter, Hi-3  
 Speaker Selector, 3-Way Antenna selector,  
 Chair-side Remote Speaker, Gold-Dot series,  
 Shielded & Insulated Connectors, Feed Thrus,  
 Jumper Cords, Transistor Kits, Transistor  
 Loop Antennas & Antenna Matching Balun  
 Coils, Quadraural speaker baffles & systems.

**Eastman Kodak Co.**

343 State St., Rochester 4, N. Y.  
 Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.  
 Donald E. Hyndman  
 312 Madison Ave., New York 17, N. Y.

Phone: MURRAY HILL 7-7080

Mgr., East Coast Office . . . . . E. M. Stille  
 130 E. Randolph Dr., Chicago 1, Ill.

Phone: RANDOLPH 6-7476

Mgr., Midwest Office . . . . . K. M. Mason  
 6706 Santa Monica Blvd., Hollywood 38, Calif.

Phone: HOLLYWOOD 9-3101

Mgr., West Coast Office . . . . . Emery Huse  
 PRODUCTS: Motion picture film and  
 equipment for TV use, recording cameras,  
 camera lenses, television film projectors.

**Eckstein Radio & Television Co.**

2601 E. Franklin Ave., Minneapolis 6, Minn.

Phone: FEDERAL 9-7509

President . . . . . E. A. Eckstein  
 Purchasing Agent . . . . . D. M. Rader  
 Chief Engineer . . . . . K. W. Pietenpol  
 PRODUCTS: Radio receivers.

**Eitel-McCullough, Inc.**

798 San Mateo Ave., San Bruno, Calif.

Phone: JUNO 8-1212

N. Y. Phone: DELaware 3-2124

President . . . . . W. W. Eitel  
 Exec. Vice-President . . . . . J. V. McCullough  
 Vice Pres. Mfg. . . . . G. E. Wunderlich  
 Vice Pres. Finance . . . . . E. E. McClaran  
 Dir. of Marketing . . . . . Frank Mansur  
 Dir. of Research . . . . . J. S. McCullough  
 PRODUCTS: Eimac Electron, power trans-  
 mitting tubes.

**Electrical Tower Service, Inc.**

325 S. Washington St., Peoria 2, Ill.

Phone: 3-9846

President . . . . . Stanley Bernstein  
 PRODUCTS: Erection and maintenance of  
 TV towers, microwave systems.

**Electro-Voice, Inc.**

Buchanan, Michigan

Phone: OXbow 5-6831

President . . . . . A. R. Kahn  
 Executive Vice-President . . . . . R. E. Sickman  
 PRODUCTS: Microphones and accesso-  
 ries, monitor and auditioning loudspeakers.

**Electronics Research Laboratories  
 Electronics Development Co., Inc.**

3713 Cahuenga Blvd., N. Hollywood, Calif.

Phone: STANley 7-3223

PRODUCTS: Audiflex sound diplexing  
 units, air to ground transmitters, design and  
 development of special studio equipment,  
 low power 200 watt TV transmitters.

**Electronic Tube Corp.**

1200 E. Mermaid Lane, Phila. 18, Pa.

Phone: Chestnut Hill 7-6809

Pres. & Treas. . . . . Kenneth C. Meinken  
 Asst. Treas. . . . . G. M. Lytell  
 Sls. Mgr., Asst. 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.

14h & Coles Sts., Jersey City 2, N. J.  
 Phone: SWarthmore 5-3500

President.....B. Abrams  
 Secretary-Treasurer.....M. Abrams  
 Exec. Vice-Pres.....Dorman D. Israel  
 V.P. Govt. Elec.....Morton P. Rome  
 V.P. Purchasing.....Harvey Tullo  
 V.P., Manufacturing.....Louis G. Pacent  
 V.P., Sales.....Hal Dietz  
 V.P., Controller.....Abraham Vogel  
 V.P., Marketing.....Lester Krugman  
 Dir., Comm. Eng.....Maurice Levy  
 Export Manager.....Joseph Kattan  
 Dir., Pub. Rel.....Michael Ames  
 Sales Prom. Manager.....Albert Leon  
**PRODUCTS:** TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defeuse Pgms.

### Emsco Manufacturing Co.

6811 S. Lemada St., Los Angeles, Calif.  
 Phone: LUdlow 7-5261

President.....W. T. Powell  
**PRODUCTS:** Tower Sales.

### Entron, Inc.

4902 Lawrence St., Bladensburg, Md.  
 Phone: APpleton 7-9585

President.....H. M. Diambra  
 V.P., Sales.....R. J. McGeehan  
 V.P., Production.....George G. Edlen  
 Dir., Technical Publications...B. J. Kienlen  
 Treas.....H. M. Kannee  
 Chief Engineer.....H. E. Blum  
**PRODUCTS:** R. F. Distributions systems, closed circuit TV systems, industrial TV systems, R. F. Community TV Systems, Red Dot master antenna systems, closed circuit educational TV systems, coaxial cable taps, solderless coaxial cable connectors, R. F. frequency converters, wide and narrow band amplifiers, regulated power supplies, R. F. matching transformers, R. F. Attenuators, R. F. mixers, VHF couplers, coaxial terminating resistors.

### Espey Manufacturing Co., Inc.

200 W. 57th St., New York 19, N. Y.  
 Phone: CIrcle 6-1640

Manager.....Nathan Pinsley  
 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. Lieberman  
 Vice President.....Jerold A. Lieberman  
 Secretary.....E. W. Lieberman  
 Treasurer.....J. P. Lieberman  
 Sales Manager.....Herman Marsen  
 Sales Engineer.....Ted Block  
 Chief Engineer.....Seymour Lobel  
 Production Mgr.....Anthony Umina  
 Purchasing Agent.....David Parker  
 Controller.....Ted Eilenberg  
**PRODUCTS:** Manufacturers of radios, phonographs and Hi-Fi combinations.

### Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City  
 Phone: STillwell 4-6163

President.....Sherman M. Fairchild  
 Exec. Vice-Pres.....Ruben E. Carlson  
 Sales Mgr.....R. G. Bach  
**PRODUCTS:** Professional magnetic tape, disc recording and playback equipment including pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, 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 Telecommunications Laboratories

(Div. of IT & T)

500 Washington Ave., Nutley 10, N. J.  
 Phone: NUtley 2-3600

President.....Henri C. Busignies  
 Vice-President.....A. G. Clavier  
 Vice-President.....P. C. Sandretto  
 V.P., Secy.-Treas.....D. M. Day  
**PRODUCTS:** Studio & microwave equipment.

### Federal Telephone and Radio Co.

A Division of IT&T Corp.

100 Kingsland Road, Clifton, New Jersey  
 Phone: NUtley 2-3600

President.....Admiral John E. Gingrich  
 V.P., Apparatus Div.....T. M. Douglas  
 V.P., Comptroller.....G. Banino  
 V.P., Components Div.....Frank M. Biles, Jr.  
 Director, Indust. Rel.....R. E. Chasen  
 Secretary & Counsel.....W. B. Levet  
 Treasurer.....W. E. Ogilvie, Jr.  
 Advertising Mgr.....Crump Smith

Apparatus Division

Mgr. Purchasing Dept...Charles G. Sherwood  
 Sls. Mgr., Aviation Prod...Ralph Lehman  
 Commercial Sales Mgr.....H. E. Taylor, Jr.  
 Sls. Mgr., Mobile Radio.....H. R. White





PRODUCTS: Radio and Television broadcast equipment, transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, radar, miniature and standard rectifier stacks, battery chargers and power supplies, measuring equipment, transformers, diodes, TV lead-in, community TV cable, germanium power rectifiers.

### Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.  
Phone: NE 6-1300

President ..... Murray Yawitz  
Treasurer ..... M. F. Hertel

PRODUCTS: Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

### Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.  
Phone: EXeter 2-2500

President ..... Avery R. Fisher  
Vice-Pres. .... George P. Maerke, Ben Arons  
Director of Sales ..... J. J. Pack  
PRODUCTS: Hi-Fi Radio, Phonographs.

### 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 Piquette Ave., Detroit 2, Mich.  
Phone: TRinity 3-8030

Owner ..... Jack A. Frost  
Asst. Gen. Mgr. .... E. A. Taube  
PRODUCTS: Rental equipment for motion picture, theatrical, studio and TV lighting equipment and accessories.

### Gabriel Electronics Div. (The Gabriel Co.)

135 Crescent Rd., Needham Heights 94, Mass.  
Phone: NEEdham 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

#### Branch Offices

13th & E St., N. W., Washington 4, D. C.

Phone: METropolitan 8-0522

2700 Polk Ave., Houston, Tex.

Phone: CAPitol 8-8536

7501 Sunset Blvd., Los Angeles 46, Calif.

Phone: HOLLYwood 2-6351

1133 Spring St., N. W., Atlanta, Ga.

Phone: TRinity 6-0369

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, Wis.  
Phone: JORDan 3-5547

President ..... E. D. Petersen  
Secy.-Treas. .... O. O. Bell

PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

### General Electric Co.

Electronics Park, Syracuse, N. Y.  
Phone: 76-4411

N. Y. Phone: PLaza 1-1311

Appliance and TV Receiver Division

Appliance Park, Louisville, Ky.

Phone: GLendale 4-7511

Vice-Pres., Gen. Mgr. .... C. K. Rieger  
TV Receiver Dept.

Electronics Park, Syracuse, N. Y.

General Manager ..... Herbert Riegelman  
Manager Marketing ..... Jack S. Beldon

TV Sales Manager ..... Joseph F. Effinger

Sales Mgr., Special Products ..... T. J. Nicholson

Mgr., Adv. & Special Prom. .... S. Jay Ely

PRODUCTS: TV Receivers—monochrome

& color; Hi-Fi components, phono accessories,

TV cabinets, bases & tables.

ELECTRONIC COMPONENTS DIVISION

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

Gen. Mgr. .... L. Berkley Davis

Receiving Tube Dept.

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

Acting Gen. Mgr. .... L. B. Davis

Power Tube Dept.

Bldg. 267, General Electric Co.,

Schenectady 5, N. Y.

General Mgr. .... R. O. Bullard

Phone: FRanklin 4-2211

**Cathode Ray Tube Dept.**

Bldg. 6, Electronics Park,  
General Electric Co., Syracuse, N. Y.  
Phone: Syracuse 76-4411, Ext. 2224  
Exec.-in charge.....H. F. DeLong

**Semi-Conductor Products Dept.**

Bldg. 7, Electronic Park,  
General Electric Co., Syracuse, N. Y.  
Phone: Syracuse 76-4411, Ext. 2412  
General Manager.....H. Brainard Fancher

**Specialty Electronic Components Dept.**

General Electric Co., W. Genesee St.,  
Auburn, N. Y.  
Phone: AUburn 3-7321  
General Manager.....Edward L. Hulse

**Electronic Components Sls. Operations**

General Electric Co., Owensboro, Ky.  
Phone: MUrray 3-2401  
Acting Gen. Mgr.....L. Berkley Davis

**Tube Sales Operation**

Bldg. 267, General Electric Co.,  
Schenectady 5, N. Y.  
Phone: FRanklin 4-2211  
Manager.....G. L. Roark

**Specialty Electronic Components Dept.**

W. Genesee St., Auburn, N. Y.  
Phone: 3-7321  
Gen. Mgr.....E. L. Hulse  
Mgr.-Marketing.....E. A. Malling  
Mgr.-Engineering.....R. J. Biele  
Mgr.-Mfg.....R. W. Trickey  
Mgr., Finance.....H. M. Rumbough  
Mgr., Employee & Plant Community Rel.  
J. M. Simpson

**Light Military Electronic Equipment Dept.**

French Rd., Utica, N. Y.  
Phone: 5-3311  
Gen. Mgr.....H. F. Konig  
Mgr.-Marketing.....C. D. Brown  
Mgr.-Engineering.....M. R. Johnson  
Mgr.-Mfg.....H. E. Rice  
Mgr.-Finance.....J. A. Cadwallader  
Mgr.-Employee & Plant Community Rel.  
G. T. Garber

**General Instrument Corp.**

65 Gouverneur St., Newark, N. J.  
Phone: HUmboldt 5-2100  
Sales Manager.....Jack McDonough  
PRODUCTS: TV tuners, UHF and VHF,  
UHF converters, variable condensers, auto  
radio tuners.

**General Precision Laboratory, Inc.**

63 Bedford Rd., Pleasantville, N. Y.  
Phone: ROgers 9-5000  
President.....H. G. Place  
Exec. V.P., Technical Dir'y.....R. L. Gaman  
Exec. V.P., Gen. Mgr.....J. W. Murray  
Vice Pres.....Blair Foulds  
Sales Manager.....N. M. Marshall  
PRODUCTS: UHF transmitters, studio and  
portable TV equipment; television projection  
systems; industrial and institutional closed-  
circuit television systems.

**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.....C. C. Carey  
Vice-Pres. for Sale.....A. E. Thiessen  
Sales Manager.....M. T. Smith  
Export Manager.....S. W. DeBlois  
V.P., Engr.....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, trans-  
mitter test equipment.

**Glasscraft Co.**

4755 Telegraph Rd., Los Angeles, Calif.  
Phone: ANgelus 9-7249  
Pres.....R. H. Seaman  
Gen. Mgr.....H. A. Hutchins  
Factory Supt.....J. Voorhees  
PRODUCTS: TV picture tubes, glass fac-  
tory equip., strain gauges.

**Granco Products, Inc.**

36-07 20th Ave., Long Island City 5, N. Y.  
Phone: RAvenswood 1-0400  
President.....Henry Fogel  
General Manager.....Seymour Napolin  
PRODUCTS: AM-FM radios, radio-phon-  
ograph combination.

**Grand Iron Works, Inc.**

525 Tiffany St., New York 59, N. Y.  
Phone: DAyton 8-2600  
President.....B. E. Alpern  
PRODUCTS: Manufactures and erects  
towers.

**Gray Research & Development Co.**

658 Hilliard St., Manchester, Conn.  
Phone: MITchell 9-4506  
Pres., Treas.....W. E. Ditmars  
PRODUCTS: Telops, telescopers, multi-  
plexers, 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 equip-  
ment, attenuators, cabinets, consoles, loud-  
speakers and accessories, monitors, recorders  
and accessories, speech input equipment, test  
equipment, towers, tower lighting equipment,  
transmission line and accessories, trans-  
mitters, 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

PRODUCTS: Radio, Phonograph Kits.

### **Guild Radio & TV Co.**

160 N. Eucalyptus Ave., Inglewood, Calif.  
Phone: OREGON 8-7771

N. Y. Phone: LEXington 2-5055

Sales & Exec. Head.....Lou Dolgin  
Production Chief.....Jack E. Ackerman  
Chief Engineer.....Herbert Fremont

PRODUCTS: Country Belle, Country Belle  
Music Maid & Spice Chest Radios, Grafanola  
Radio-High-Fidelity Combination TV Re-  
ceivers.

### **Hallicrafters Co.**

(Subsidiary of Penn-Texas Corp.)

4401 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*

Hallicrafters-Milwaukee Inc.

2976 N. 3rd St., Milwaukee, Wisc.

PRODUCTS: TV receivers, components,  
radio communication receivers.

### **Hallamore Electronics Co.**

(Div. of The Siegler Corp.)

Pres., Siegler Corp.....John G. Brooks  
Pres., Hallamore Electronics

Lloyd G. Hallamore

Vice Pres., Sec'y.....Robert Purcell  
General Mgr.....A. Henry Casey  
Asst. Gen. Mgr.....B. K. Brooks

PRODUCTS: Closed-circuit TV industrial  
systems, and electronic communication sys-  
tems.

### **J. M. Hamilton & Co.**

Box 2432, Gastonia N. C.

Phone: UNIVERSITY 4-2115

PRODUCTS: Tower erection and main-  
tenance.

### **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.....Lescarhour Agency  
Personnel Director.....George Froehlich  
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers  
and accessories, standard and special vari-  
able capacitors, remote supervisory con-  
trols, diversity receivers.

### **Hancock Electronics Corp.**

2553 Middlefield Rd., Redwood City, Cal.

Phone: EMERSON 6-8468

President.....Warren D. Hancock  
Exes. V.P.....Homer T. Craig  
V.P., Tech. Ops.....A. R. Ogilvie

PRODUCTS: Closed-circuit systems &  
equipment

### **Harwald Co., Inc.**

1216 Chicago Ave., Evanston, Ill.

Phone: DAVIS 8-7070

President.....Robert Grunwald

PRODUCTS: Automatic slide projector,  
Inspect-o-Film automatic film inspecting ma-  
chine.

### **Harwood Manufacturing Co.**

466 W. Superior St., Chicago 10, Ill.

Phone: WHITEhall 3-0465

President.....Sidney Swislow  
Vice-President, Gen. Mgr.....J. P. Kennedy

PRODUCTS: Photographic and electronic  
lighting equipment, sheet metal fabricating,  
spun metal reflectors, portable lighting bars.

### **Herold Radio & Electronics Corp.**

12 Anderson Ave., Mt. Vernon, N. Y.

Phone: MOUNT VERNON 4-1500

President.....Gerald Herold

PRODUCTS: Radio receivers.

### **Hewlett-Packard Co.**

275 Page Mill Rd., Palo Alto, Calif.

Phone: DAVENPORT 5-4451

President.....David Packard  
Vice-President.....William R. Hewlett

PRODUCTS: TV & FM monitors and test  
equipment.

### **Hinners-Galanek Radio Corp.**

25-14 Broadway, Long Island City 6, N. Y.

Phone: RAVENSWOOD 8-7250

President, Sls. Mgr.....Frank Hinners  
V.P., Treas.....Leo J. Galanek

Chief Engineer.....Daniel P. Brand  
Chief Mechanical Eng.....Irving R. Balinkoff

Purchasing.....Mildred Towey  
General Manager.....Jerry Di Mucci

Credit Manager.....Grace V. Ramey

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

President.....H. Leslie Hoffman  
Vice-Pres., Treas.....C. E. Underwood

Secretary.....H. S. Hazeltine  
Administrative Asst.....Marvin Whitney

V.P. Sales.....J. E. Herbert  
V.P., Engineering.....I. J. Kaar

Vice President.....M. E. Paradise  
Adv. Dir.....E. A. Tischler

Industrial Rel. Dir.....P. S. Kempf  
Mgr. Patent Dept.....B. L. Birchard

*Radio Division*

Gen. Sls. Mgr. .... P. E. Bryant  
 Asst. Sls. Mgr. .... D. D. Spence  
 Advt. Mgr. .... W. Baldwin  
 Sls. Prom. Mgr. .... D. Van Winkle  
 Dir. of Eng. & Mfg. .... J. Stevens  
 Dir. of Purchasing .... R. W. Westerfield  
 Dir. of Engineering .... C. A. Nichols  
 Quality Control Dir. .... H. Roemer

*Laboratories Division*

President. .... J. B. Moss  
 Vice Pres. .... H. C. Briggs  
 Vice-Pres., Dir. of Mfg. .... G. M. Hafner  
 Vice-Pres., Eng. Dir. .... Carlton Wasmansdorff  
 Director of Purchasing .... R. A. Gingrich  
 West Coast Sls. Mgr. .... J. W. Marshall  
 Advertising Director .... Deane Aylesworth  
 PRODUCTS: TV & radio receivers, hi-fi  
 phonographs, military electronic equipment.

**Holt Electronic Manufacturers**

105 E. Spruce St., Mahanoy City, Pa.  
 Phone: 1228

Owner ..... Marion 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

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, 300 mm code beacons, sleet-melter circuits.

**Hycan Mfg. Co.**

190 E. Colorado St., Pasadena, Calif.  
 Phone: RYan 1-0691

President. .... Alden E. Acker  
 Vice-Pres., Gen. Mgr. .... W. O. Wetmore  
 Mgr., Commercial Sales. .... John Thompson  
 PRODUCTS: Microwave systems and components, TV service equipment.

**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 America**

186 Granite St., Manchester, N. H.  
 Phone: NA 5-8511

N. Y. Phone: WOrth 2-7972

President. .... M. S. Spector  
 Ex. Vice Pres. .... W. J. Schoenberger  
 Secretary. .... B. L. Cahn  
 Treasurer. .... J. Hertz  
 V.P., Gen. Sls. Mgr. .... B. L. Cahn  
 Asst. Adv. Mgr. .... K. Collings  
 Production Supervisor. .... I. H. Kellman  
 Industrial Sls. 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 Closed Circuit  
Television, Inc.**

9756 Wilshire Blvd., Beverly Hills, Cal.  
 Phone: CRestview 4-5968

President. .... Carl Leserman  
 Vice President. .... William H. Husted  
 Secy.-Treas. .... William R. Burlingham  
 PRODUCTS: Constructs closed-circuit systems.

**International Research Associates  
(Division of Iresco, Inc.)**

2221 Warwick Ave., Santa Monica, Calif.  
 Phone: TExas 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 Raibourn  
 Vice-President. .... L. A. Novins,  
 P. MacNamara, C. I. Lappen  
 PRODUCTS: Ampli-vision community antenna equipment, pay TV systems.

**Inter-State Communications Co.**

845 Chicago Ave., Evanston, Ill.  
 Phone: DAVis 8-4800



General Manager.....Warren B. Cozzens  
 Sales Mgr.....Michael J. Gudaby  
**PRODUCTS:** Microwave relay equipment  
 & systems.

### Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.  
 Phone: Michigan 0367

President, Treas.....Paul F. Jackson  
 Vice-Pres., Sls. Mgr.....J. M. Fulkerson  
 Purchasing Agent.....E. W. De Laet  
 Credit Manager.....J. E. Beery  
**PRODUCTS:** Electronic test equipment.

### Dr. Henry Jasik

298 Shames Drive  
 Brush Hollow Industrial Park, Westbury  
 Phone: Edgewood 3-4010

**PRODUCTS:** Antennae and allied components for community systems.

### Jenfred, Inc.

36 W. 57th St., New York, N. Y.  
 Phone: Circle 7-1129

President.....C. M. Frederick  
 Secy.-Treas.....Grace Frederick  
**PRODUCTS:** Stock pictures, black & white, color, for background, establishing shots and transition shots.

### Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.  
 Phone: POstmouth 7-7600

President.....Thos. A. White  
 Vice-Pres.....Ralph P. Glover  
 Chs. 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: LOeust 4-0707  
 N. Y. Phone: SVEamore 2-3700

President.....Milton Shapp  
 Vice Presidents.....Donald Kirk, Jr.,  
 Henry J. Arbeiter, Gaywood Cooley  
 Assts. to the Pres.....Zalmon H. Garfield,  
 Max H. Kraus  
 Sales Manager.....Fred Lieberman  
 Promotion Manager.....Daniel Aaron

**PRODUCTS:** CATV Systems, RF field strength meters, closed circuit TV distribution systems, preamplifiers and accessories.

### Johns-Manville

22 East 40th St., New York 16, N. Y.  
 Phone: LExington 2-7600

Acoustical Materials Mgr.....P. J. Washburn  
**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 connectors, isolation inductors, inductors.

### Kay Electric Co.

11 Maple Ave., Pine Brook, N. J.

Partner, Chief Eng.....Harry R. Foster  
 Partner, Chief Eng.....Elmo E. Crump  
 Sales Manager.....John Gilmore  
**PRODUCTS:** Broadcast test equipment.

### Kay Lab, Inc.

5725 Kearney Villa Rd., San Diego 12, Calif.  
 Phone: BRowning 7-6700

President.....LaMotte T. Cohe  
 Vice-President.....R. T. Silberman  
**PRODUCTS:** Camera chains, remote control systems, monitors, equipment for station 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.)

Owens-Illinois Bldg., Toledo 1, Ohio  
 Phone: GILerry 2-6513

Montclair, N. J. Phone: PIlgrim 6-3852  
 President.....R. H. Mulford  
 V.P., Gen. Mgr.....J. P. Kearney  
 V.P., Chief Eng.....F. D. Pinotti  
 Plant Mgr., TV Plant  
 (Columbus).....C. E. Reed, Jr.  
 Sls. Mgr., Electronic Prods. Div., J. P. Gleason  
 Mgr. New Products

Electronic Prods. Div.....G. P. Molloy  
**PRODUCTS:** TV bulbs.

### Kimco Sales, Inc.

312 W. 10th St., New York 36, N. Y.  
 Phone: OXFord 5-3732

Executive-in-charge.....John Newton  
**PRODUCTS:** Representative for Kline iron and steel.

### Kline Iron & Metal Co.

Box 1013, Columbus, 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

Vice President.....Herbert A. Kliegl  
 TV Sales Mgr.....Herbert R. More  
 Sales Engrs.....Russell A. Rueger,  
 Samuel A. Keyian, Alfred W. Boylen  
 Mgr. Educ. TV.....Joel Rubin

**PRODUCTS:** TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers including the Rotolocator and SAF-PATCH automatically non-arching cross-connecting boards, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards from 2 to 10 scenes as well as preset Memory Boards.

### Kollmorgen Optical Corp.

347 King St., Northampton, Mass.  
Phone: JUSTice 4-0280

President.....E. O. Kollmorgen  
Vice-President.....John L. Maulbetsch  
Sales Manager.....William C. O'Donnell

**PRODUCTS:** Motion picture equipment, TV projection lenses and mirrors.

### Kriss Electronics Corp.

191 Oraton St., Newark, N. J.  
Phone: HU 4-3137

President.....Charles J. Kriss  
Prod. Mgr.....Emanuel Jasuik  
**PRODUCTS:** TV tubes, cathode ray tubes.

### Kuthe Laboratories, Inc. (IT&T Associate)

730 S. 13th St., Newark, N. J.  
Phone: BIGelow 2-6000

Chairman.....S. J. Powers  
President.....W. P. Maginnis  
**PRODUCTS:** Hydrogen thyatrons.

### 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.

14725 Arminta St., Van Nuys, Calif.  
Phone: STate 6-1801

President.....L. W. Mallach  
Vice Pres.....Challen McCune, Jr.  
**PRODUCTS:** TV boosters, cable assemblies, microwave equipment.

### Langevin Manufacturing Corp.

47-37 Austell Place, Long Island City 1, N. Y.  
Phone: RAvenswood 9-1850

President.....F. H. Rohrig  
**PRODUCTS:** Audio and electronic equipment.

### Lansdale Tube Co.

(Div. of Philco Corp.)

Lansdale, Pa.  
Phone: 4681

Vice-Pres., Gen. Mgr.....W. J. Peltz  
Gen. Sales Mgr.....C. H. Warshaw  
Operations Mgr.....Giess

Gov't. Sls. Mgr.....W. F. Maher  
Mgr., Tube Sales.....J. J. Grabiec

**PRODUCTS:** Semi conductors; radio & TV receiving tubes; cathode ray tubes; military type & special purpose 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.

### Liberty Tower Erection Co., Inc.

Box 9123, Oklahoma City, Okla.

Phone: MELrose 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: CORnelia 7-6060

President.....Raymond T. Moloney  
Exec. V.P., Gen. Mgr.....Andrew J. Renn  
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.

### Lymar Engineers, Inc.

1432 N. Carlisle St., Philadelphia 21, Pa.

Phone: STEvenson 7-4450

President.....Edward M. Beeler  
Vice-President.....Samuel Sabaroff  
Secy.-Treas.....Donald R. Trilling  
**PRODUCTS:** Community systems.

### Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.

Phone: FRESide 8-7511

Vice-Pres. Sales.....H. J. Hoffman  
Sls. Mgr., Power tube div.....R. E. Nelson  
Field Engineer, Eastern  
District.....G. W. Whitney  
Field Engineer, Central  
District.....D. S. Frankel  
Field Engineer, West Coast  
District.....G. J. Taylor

Branch Offices

Boyce Bldg., Rm. 1026, 510 N. Dearborn St., Chicago, Ill.

1248 Wholesale St., Los Angeles, Calif.

**PRODUCTS:** Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM.

### Magnavox Co.

2131 Bueter Rd., Ft. Wayne 4, Ind.

Phone: EASTbrook 9721



Chairman.....Richard A. O'Connor  
 President.....Frank M. Freimann  
 Vice President.....Edwin S. Pridham  
 V.P., Sec'y., Gen. Counsel.Gerard M. Ungaro  
 V.P., Treas.....John S. Sturgeon  
 V.P., Gen. Mgr., TV-Radio-  
 Phonograph Div.....Leonard F. Cramer  
 V.P., Dir. TV-Radio-Phono.  
 Engr.....J. A. Rankin  
 V.P., Gen. Mgr., Gov't,  
 Industrial Divs.....Richard A. Wilson

### Magnavox-Spartan

(TV-Radio-Phonograph Division)

V.P., Gen. Mgr.....Leonard F. Cramer  
 Asst. to V.P. & Gen. Mgr.,  
 Dir. of Publ. Rela.....R. H. Mathews  
 V.P., Dir. TV-Radio-Phono.  
 Engr.....J. A. Rankin  
 Chief Engineer.....R. W. Sanders  
 Dir. of Merchandising.....Stewart Roberts  
 Adv. Mgr.....Karl H. Carstens  
 Sales Prom. Mgr.....Dan Cavalier  
 Sales Training Mgr.....Russell J. Deber  
 PRODUCTS: Radios: AM and AM-FM  
 table and console, radio-phonographs and  
 combinations, integrated high fidelity systems  
 and instruments. Television: stands and con-  
 soles without radio; consoles with radio and  
 phonograph, color TV.

### Magnecord, Inc.

1101 S. Kilbourn Ave., Chicago 24, 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.

44 New St., New York 4, N. Y.  
 Phone: HAnover 2-0197

Manager.....R. J. Bailey  
 PRODUCTS: Local sales office of British  
 electronic measuring instruments.

### Mars Television Inc.

112-33 Colonial Ave., Corona, L. I., N. Y.  
 Phone: TWining 8-1000

President.....Milcs Breger  
 Vice-President.....Joseph Boer

### Mattison Television & Radio Corp.

10 W. 181st St., New York 53, N. Y.  
 Phone: CY 8-1400

President, Treasurer.....Richard Mattison

### J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.  
 Phone: STillwell 4-4600

President.....Daniel R. Ehrlich  
 V.P., Treasurer.....Ben Cohen  
 Sec'y.....Herman Cohen  
 General Manager.....Donald G. McKay  
 PRODUCTS: 16mm. professional motion  
 picture cameras; 16mm. sound recorders;  
 16mm. film phonographs. 16 & 35 mm. Gal-  
 vanometers.

### Maxson Instruments

(Div. B. L. Maxson Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.  
 Phone: RAVenwood 9-1800

President.....F. H. Rohrig  
 Sales Manager.....C. D. Berger  
 Chief Engineer.....W. Kram  
 PRODUCTS: Langevin Mfg. Corp. audio  
 & electronic equipment, amplifiers, and trans-  
 formers.

### 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 control & fix-  
 tures, lighting accessories & power equip-  
 ment.

### Microlab

71 Okner Pkwy., Livingston, N. J.  
 Phone: Livingston 6-0692

President.....Harry A. Augenblick  
 PRODUCTS: Coaxial attenuators, filters,  
 dividers, terminations, UHF test equipment.

### Microwave Associates

Northwest Industrial Park, Burlington, Mass.  
 President.....Dana W. Atchley Jr.  
 Treasurer.....Vess Chigas  
 Engineering Vice-Pres.....R. M. Walker  
 PRODUCTS: Microwave tubes and wave-  
 guide components.

### Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.  
 Phone: SPring 7-7670

Secretary.....J. M. Kuhlik, Sc.D.  
 Treasurer.....H. B. Kuhlik  
 PRODUCTS: Sound recorders, voice-acti-  
 vated, self-contained, briefcase type, minia-  
 ture 8 lb., belt-type recorder.

### Minnesota Mining and Mfg. Co.

900 Fauquier Ave., St. Paul 6, Minn.  
 Phone: PRospect 6-8511

Sales Mgr., Magnetic Prod.....Dan Denham  
 1500 S. Western Ave., Chicago 8, Ill.  
 Phone: MOnroe 6-6126

Manager.....R. A. Kelley  
 6023 S. Garfield Ave., Los Angeles 22, Calif.  
 Manager.....M. D. Benson  
 320 Shaw Rd., S. San Francisco, Calif.

Sls. Mgr.....F. A. Blankenhaker  
 700 Grand Ave., Ridgefield, N. J.  
 Sls. Mgr.....W. F. Enright  
 3700 Forest Park Blvd., St. Louis 8, Mo.  
 Sls. Mgr.....D. A. Gilbert  
 2121 Santa Anna Ave., Dallas 28, Tex.  
 Sls. Mgr.....R. A. Henderson  
 367 Grove St., St. Paul 1, Minn.

Sls. Mgr.....C. M. Jacobsen  
 732 Ashby St., N. W., Atlanta 3, Ga.  
 Sls. Mgr.....G. S. Miles  
 Terminal Warehouse, 49 Central Ave.,  
 Cincinnati 2, Ohio

Sls. Mgr. . . . . J. J. O'Brien  
12430 Elmwood Ave., Cleveland 11, Ohio  
Sls. Mgr. . . . . A. D. Steele  
8825 Grinnel Ave., Detroit 13, Mich.  
Sls. Mgr. . . . . R. F. Woelfel  
PRODUCTS: Magnetic tape & accessories.

#### Mirror Record Corp.

4025 206 St., Bayside, L. I., N. Y.  
Phone: BAyside 9-5656

Pres. & Treas. . . . . P. K. 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 4-3660

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. . . . . Robert W. Galvin  
Executive Vice-Pres. . . . . Daniel E. Noble  
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.

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: SU 7-9481

President . . . . . Maurice Wetzel  
Vice President. . . . . Helen Spencer  
Sec'y.-Treas. . . . . James M. Spencer, Jr.  
Chief Engineer. . . . . Edwin Pierce  
PRODUCTS: Telecolor Light Mobiles: Colorobot, Colorama, Telecolor TV Film Library with station breaks and ID's, short abstract subjects with sound, and custom-built commercial spots.

#### Multi-Tron Laboratory Inc.

4624 Washington Blvd., Chicago 44, Ill.  
Phone: MANSfield 6-7310

President, Ch. Eng. . . . . Nicholas Glyptis  
PRODUCTS: TV, special tubes, research and development.

#### Muntz TV, Inc.

1000 Grey Ave., Evanston, Ill.  
Phone: HOLlycourt 5-1800

Chairman of the Bd. . . . . Floyd G. Dana  
Director. . . . . C. Wylie Allen

Vice Presidents. . . Rex Wilson, Wallace Keil  
General Mgr. . . . . Walter Poransky  
PRODUCTS: Black and white and color TV sets, AM & FM radio, phonograph, Hi-Fi Units.

#### National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.  
Phone: CIrCle 6-0348

President . . . . . John Clemens  
Sec'y.-Treas. . . . . Erwin G. Harwood  
PRODUCTS: Crab-Hydroly, Hydroly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment.

#### National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.

Pres., Sales Director. . . . . John Sansone  
Sec'y.-Treas., Engr. . . . . A. Wasek  
PRODUCTS: Cathode Ray 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: JUdson 6-5810

President . . . . . Oscar Neu  
PRODUCTS: Film equipment.

#### O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.  
Phone: HOLlywood 4-1117

President . . . . . Frank O'Brien  
Vice Pres. . . . . Lee Smith  
Sec'y.-Treas. . . . . Wallace Scales  
Chief Engr. . . . . Curt Wynn  
Sales Mgr. . . . . John Greene  
PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

#### Otto K. Olesen Co.

1534 Cabuenga Blvd., Hollywood, Calif.  
Phone: HOLlywood 5-5194

President, Gen. Mgr. . . . . Daniel Murphy  
PRODUCTS: TV lighting equipment, booms.

#### Gunnar Olsen Corp.

225 Broadway, New York 7, N. Y.  
Phone: BArlay 7-8390

President . . . . . Gunnar Olsen  
PRODUCTS: Tower Antenna systems installations & maintenance.



**Olympic Radio and Television Inc.**

31-01 38th Ave., Long Island City 1, N. Y.  
Phone: EXeter 2-5200

President ..... Morris Sobin  
Sp. Asst. to Pres. .... Jack Raydin  
Asst. to Pres. .... T. W. Buchter  
Treasurer ..... Louis Haber  
Secretary ..... A. Cooper  
Vice Pres., Engng. .... Ben Parzen  
V.P., Sales ..... Morton Schwartz  
V.P., Purchasing ..... W. Hegyi  
V.P., Mfg. .... B. Bordiga  
V.P., Govt. Sls., Ind. Prod. .... D. Gerstein  
Sls. Adm. Mgr. .... S. Lipper  
Field Sls. Mgr. .... Al Auster

PRODUCTS: Table and portable radios, radio-phonograph combination, table, console and three-way combination TV receivers.

**ORR Radio Industries, Inc.**

Shamrock Circle, Opelika, Ala.  
Phone: Sherwood 5-1621

President ..... J. Herbert Orr  
Exec. Vice-Pres. .... J. W. Bunkley  
Vice Pres., Sales ..... Nat. Welch  
Vice Pres., Research ..... Herbert G. Hard  
Vice Pres., Production ..... William Barnett

*Branch Offices*

1 Park Ave., Manhasset, L. I., N. Y.  
Phone: MANhasset 7-1159

Executive-in-charge ..... Preston W. Mack  
328 E. Burlington St., River-side, Ill.

Phone: RIVerside 7-8131

Executive-in-Charge ..... J. J. McBride  
1217 W. Jefferson Blvd., Los Angeles, Calif.  
Phone: REpublic 1-2238

Executive-in-Charge ..... Claude Erlanger

PRODUCTS: Irish brand magnetic tapes, sound recording tapes for radio and Video-tape for Ampex Videotape Recorder.

**Otis Elevator Co.****(Electronics Div.)**

35 Ryerson St., Brooklyn 5, N. Y.  
Phone: UL 5-6800

Manager ..... Marvin Gauth  
Secretary ..... Alma Finken

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

**Packard-Bell Electronics**

12333 W. Olympic Blvd., Los Angeles 64, Cal.  
Phone: Granite 7-6721

Chr. of Bd. .... Herbert A. Bell  
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

Sls. Mgr., Home Prod.

Div. .... Robert H. Thompson  
Dir. Adv. & Sales Prom. .... Wm. T. Reedy  
V.P. Service Div. .... Carl Duffy  
Personnel Director ..... Robert Hogan  
Purchasing Agent ..... William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Combinations, Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services; Hi Fidelity.

**Pacific Mercury Television Mfg. Corp.**

3315 Hayvenhurst Ave., Sepulveda, Calif.  
Phone: EMpire 2-3131

Chairman, President ..... Joe Benaron  
Prod. Mgr. .... Arnold Buckles  
V.P., Engng. .... Stanley Cutler

PRODUCTS: TV sets.

**Parkersburg Rig and Reel Co.**

620 Depot St., Parkersburg, W. Va.  
Phone: 7-4521

President ..... W. A. Wood

PRODUCTS: Manufactures and erects TV towers.

**Pembrex Theatre Supply Corp.**

1969 S. Vermont Ave., Los Angeles, Calif.  
Phone: REpublic 1-3111

President ..... Louis Wutke

PRODUCTS: "Pemarc" and "Teline" projectors, and accessories.

**The Pentron Corp.**

777 South Tripp Ave., Chicago 24, Ill.  
Phone: SACramento 2-3201

President ..... Irving Rossman  
Vice Pres. .... Theodore Rossman  
V.P., Manufacturing ..... Bernard Sablins  
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, Trans-lucent screens, (blue, black) portable aluminum frames.

**Philco Corp.**

Tioga and "C" Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100

Chairman ..... William Balderston  
President ..... James Skinner, Jr.  
Exec. V.P. .... Larry Hardy  
Vice-Pres., Sls. Prom. .... Raymond George  
Public Relations Director ..... W. Wight  
Advertising Mgr. .... Max Enelow

*TV Division*

Vice-Pres., Gen. Mgr. .... Henry Bowes  
Gen. Mgr., Port. TV ..... John Utz  
Sls. Mgr. .... Gibson Kennedy

*Home Radio Division*

General Manager ..... James Shallow  
Sales Manager ..... Leonard Gross  
PRODUCTS: AM and AM-FM radios, console, table, portable and combination 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 ..... Wm. Lipson  
Treasurer ..... Murray Granat  
Sec'y.-Sls. Mgr. .... Jerry Granat  
Office Mgr. .... Milton Greenker

PRODUCTS: Transistor portable radio kits, 3 tube, 2 hand AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use.

**Pilot Radio Corp.**

37-06 36th St., Long Island City 1, N. Y.  
Phone: STillwell 4-5454

President ..... Isidor Goldberg  
Vice-President ..... J. 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: Tuners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, portable phonographs; Hi-Fi phonographs, Hi-Fi radio-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  
Exec. V.P. .... P. H. Odessey  
Mgr., Contract Relations. .... A. A. Goldberg

PRODUCTS: Monitors, color and black and white; wave form monitors, TV monoscope signal sources, composite sync generators, color bar generators, color slide scanners, color *cincons*, TV distribution 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. Bondon  
Sales Manager ..... J. F. Cosgrove  
PRODUCTS: Coaxial transmission line.

**Racine Tower Construction Co.**

47 Center St., Brandon, Vt.  
Phone: 85

President ..... Emile 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: COurt 1-1712

PRODUCTS: Tower erection.

**Radio and Television Inc.  
(Brunswick Division)**

119 W. 57th St., New York, N. Y.  
Phone: JUdson 6-0780

President ..... H. L. Weisburgh  
PRODUCTS: Radio receivers.

**Radio Corporation of America**

Executive Offices: 30 Rockefeller Plaza  
New York 20, N. Y.

Ch. of the Board... Brig. Gen. David Sarnoff  
President ..... Frank M. Folsom  
Senior Exec. Vice-Pres. .... E. W. Engstrom  
Staff V.P. .... Emanuel Sacks

*Defense Electronic Products*

Front & Cooper Sts., Camden, N. J.  
Vice-Pres., Gen. Mgr. .... T. A. Smith  
Mgr. Finance. .... Carl W. Zemke  
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. .... A. 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 ..... A. 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. F. O'Brien  
 Mgr. BIZMAC Marketing .... L. F. Jones  
 Mgr. Comm'l Adv. & Sales  
 Promotion .... J. P. Taylor  
 Mgr. Equip. Sales .... Max Markell  
*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. .... C. 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 Operations Mgr. .... L. W. Kanaga  
 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*  
 415 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. Holleran  
 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*  
 415 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; HiFi 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.

36-40 37th St., Long Island City 1, N. Y.  
 Phone: STillwell 6-2100

President .... C. R. Runyon, Jr.  
 V.P. & Sales Mgr. .... F. A. Gunther  
 V.P. & Research Dir. .... J. R. Day  
 Vice President .... Joseph Behr  
 Chief Engineer .... Joseph E. Tennis  
 Treasurer .... James A. Cronin  
 Secy. .... C. R. Runyon, III.  
 Ind. Rel. Mgr. .... James J. Kelly  
 Purchasing Agent .... W. J. Dunne

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.

### Radio Receptor Co., Inc.

240 Wythe Ave., Brooklyn 11, N. Y.  
 Phone: EVergreen 8-6000

President .... Hugo Cohn  
 V.P. .... Ralph Mendel, Adm. Joseph J. Clark  
 Sec'y.-Treas. .... Harold Zeamans  
 PRODUCTS: Industrial TV systems.

### Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.  
 Phone: HUmboldt 5-2550

President .... R. H. Ranger  
 Sales Manager .... J. R. Boyer

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: MUIberry 5-5000

President .... E. N. Rauland

### Raven Screen Corp.

124 E. 124th St., New York, N. Y.  
 Phone: LEhigh 4-8408

Sec'y.-Treas. .... Ernest D. Reif  
 Manager .... Fred Rose  
 Engineer .... Roy Martin

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

### Raytheon Manufacturing Co.

5921 W. Dickens Ave., Chicago 39, Ill.  
Phone: BErkshire 7-7000

Exec. V.P. .... H. F. Argento  
Merchandising Mgr. .... Cliff Knoble  
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

Exec. Vice Pres. .... Frank B. Rogers, Jr.  
Vice Pres. .... Wm. H. Deacy  
Sales .... George Bassett,  
Donald Ward, Thomas Dempsey

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

Pres. .... George Silber  
Dir. of Sls. .... Avery Yudin  
Dir. of Adv. .... Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythm-master, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Rondine turntable series and Recitalists portable PA system & Rondine Tone arms.

### 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.

### Self Winding Clock Co., Inc.

205-11 Willoughby Ave., Brooklyn 5, N. Y.  
Phone: MAIn 2-6300

Asst. Sales Mgr. .... Harvey S. Wellman  
PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronized pulses from control kit.

### 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  
PRODUCTS: Radio receivers.

### Setchell Carlson Inc.

New Brighton, St. Paul 12, Minn.  
Phone: MELrose 3-3131

Pres., Gen. Mgr. .... B. T. Setchell  
V.P. & Off. Mgr. .... A. P. Chermak  
Sec'y., Treas., Chief Mech.

Eng. .... C. Donald Carlson  
Sales Adms. .... H. E. Tyler,  
R. G. Chermak, D. E. Bursell

Adv. Mgr. .... W. C. McKnight  
Elect. Engrs. .... Fred Melius, Chas. Gates

PRODUCTS: TV receivers and electronic equipment.

### Shields Studio

5537 Suburban Tracks, St. Louis, Mo.  
Phone: FOrrest 7-2535

Owner .... Tom Shields

PRODUCTS: St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

### Eugene Singer Electronics Co.

(Closed Circuit TV Div.)

5397 Poplar Blvd., Los Angeles 32, Calif.  
Phone: CApitol 5-5705

N. Y. Phone: WISconsin 7-0768

President .... Eugene Singer

Vice Pres. .... D. Jubelier

Sales Manager .... E. Reed

Audio-Visual Sls. .... Donald Reed

PRODUCTS: Singer Prizomatic TV Projectors.

### Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.  
Phone: WAtkins 4-7060

President .... Arthur Levey

Secretary-Treas. .... Frank V. Quigley

Dir. of Research & Develop. .... J. H. Laub

Dir. of Ultra-sonic TV...Richard L. Duggan  
 Dir. of Subscribervision...W. J. Shanahan  
 Services Offered: Electronic equipment,  
 subscriber-vision research and development  
 TV and electronics.

### Sonora Radio & TV Corp.

325 N. Hoyne Ave., Chicago, Ill.  
 Phone: CHesapeake 3-2323

President.....Joseph Gerl  
 PRODUCTS: Radio, TV receivers.

### Sonotone Corp.

Box 200, Elmsford, N. Y.  
 Phone: LYric 2-6400

President.....I. J. Schachtel  
 PRODUCTS: Vacuum tubes, amplifiers,  
 phonograph cartridges.

### S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.  
 Phone: PLaza 7-0440

President, Gen. Mgr.....J. A. Tanney  
 Vice-Pres., Sales Mgr.....Oscar Lightstone  
 Vice-Pres.....Dominic Capano  
 Sales Prom. Mgr.....Mitchell A. Radin  
 PRODUCTS: Film editing, developing,  
 printing machines; motion picture produc-  
 tion equipment.

### Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.  
 Phone: ALgonquin 4-5400

Chairman.....Fitzroy Kennedy  
 President & Treas.....Donald Spencer  
 Sales Manager.....W. K. Headley  
 PRODUCTS: Community antenna and in-  
 dustrial TV systems.

### Spincraft Inc.

4122 W. State St., Milwaukee, Wis.  
 Phone: DIvision 2-0730

Chairman.....Theodore Salow  
 President.....George A. Mast  
 PRODUCTS: Metal television cones.

### Stainless, Inc.

Third St., North Wales, Pa.  
 Phone: North Wales 4874

President.....John F. Guzewicz  
 Vice-President.....Henry J. Guzewicz  
 PRODUCTS: Self-supporting Rhomic ar-  
 ray, 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/reproduc-  
 er 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-chan-  
 nel for tape Model CRM-15, pre-amplifier/  
 mixer—4 channel Model AM3, tuning fork  
 controlled power supply—500 watt output  
 Model V1A.

### Standard Electronics Corp. (Subsidiary of Dynamics Corp. of America)

285 Emmet St., Newark 5, N. J.  
 Phone: Blgelow 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  
 478 Overbrook Drive N.W., Atlanta, Ga.

Phone: ATwood 0710

Dist. Sls. Eng. Mgr.....L. E. Pett  
 432 So. Curson, Los Angeles 36, Calif.

Phone: Webster 1-4382

Dist. Sls. Eng. Mgr.....R. C. Hutchins  
 Preemption, Ill.

Phone: 42

Dist. Sls. Eng. Mgr.....M. L. Zimmerman  
 1027 Levee St., Dallas, Tex.

Phone: Randolph 4-008

Marketing & Sls. Prom. Mgr.....S. L. Chaikind  
 PRODUCTS: TV transmitters, VHF, ampli-  
 fiers; duplexers, dummy loads; demodulators;  
 harmonic filters; video amplifiers; control  
 desks; switchers, audio, video; TV studio  
 cameras; sync generators; AM, FM transmit-  
 ters.

### Stephens Manufacturing Corp.

8538 Warner Dr., Culver City, Calif.  
 Phone: TEXas 0-3175

President.....R. L. Stephens  
 PRODUCTS: Amplifiers, cabinets, con-  
 denser microphones.

### Strong Electric Corp.

87 City Park Ave., Toledo, Ohio  
 Phone: CHerry 8-3741

President.....Arthur J. Hatch  
 Vice Pres.....Harold E. Brown  
 Asst. Sec'y-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spot-  
 lights; trouperette incandescent spotlight;  
 trouper and super trouper high intensity arc  
 spotlights; universal arc slide projector for  
 background.

### Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.  
 Phone: JUDson 6-2424

Chairman, President.....Don C. Mitchell  
 V.P., Electronic Tube

Oper.....Matthew D. Burns  
 V.P., Mfg.....Arthur L. Chapman  
 V.P., Engineering

Oper.....Howard L. Richardson  
 V.P., Marketing.....B. K. Wickstrum

Dir. of Publ. Rela.....George W. Griffin, Jr.  
 Dir. of Adv.....Tery P. Cunningham

Dir. of Sls. Prom.....Bernard O. Holsinger  
 Mgr., Electronic Products

Sls.....Donald W. Gunn

**Radio and TV Division**  
700 Elliott St., Batavia, N. Y.  
Phone: BAtavia 3470

Vice Pres., Radio-TV

Oper.....Marion E. Pettegrew  
Gen. Sales Mgr.....Robert L. Shaw  
PRODUCTS: Television sets, home radio sets, portable radios, record players (high fidelity).

### Tarc Electronics Inc.

48 Urban Ave., Westhury, N. Y.  
Phone: EDdgewood 4-3900

President.....H. W. Cain  
Exec. Vice Pres.....M. L. Singer  
Chief Engineer.....R. S. Aha  
Sales Eng. Mgr.....Ted Cook  
Mgr. Peatrophone Div.....A. Catuna  
Mgr. Cineglow Div.....George Gordon  
PRODUCTS: Broadcast and test equipment for television—color as well as black and white. Cineglow cold focus gate for motion picture and still projection as well as rear projection for TV studios; special purpose production test devices; nuclear instrumentation; telephone answering device.

### 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-Waterbury Rd., Thomaston, Conn.  
Phone: ATlas 3-4315

President.....A. M. Winchell  
Gen. Mgr.....F. T. Eddy  
Technical Dir.....A. R. Anderson  
Sales Mgr.....C. R. Houk  
PRODUCTS: Flexible & rigid wave-guide assemblies for TV relay stations.

### 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.

### Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.  
Phone: 4-4446

President.....J. R. Popkin-Clorman  
Exec. V.P.....E. W. London  
Vice-Pres., Sales.....H. C. Riker  
PRODUCTS: TV transmitters.  
Chief Engineer.....Saul Decker  
Comptroller.....H. Rattien

Prod. Mgr.....D. Birnham  
Govt. Sales.....L. Bailey  
PRODUCTS: Color & monochrome generating test equipment; studio equip. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras.

### TelePrompTer Corporation

311 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 Redell  
Sls. Mgr., Staging Services.....W. Marsh  
Customers Services Dir.....J. Blair

#### Branch Offices

357 N. LaBrea, Los Angeles, Calif.  
Phone: WEbster 6-6195

V.P. West Coast.....Fred Barton  
Manager.....George Kane

177 N. State St., Chicago, Ill.  
Phone: FRanklin 2-8826

Manager.....Ted Boismeu  
1346 Connecticut Ave., Washington, D. C.

Phone: COlumbia 5-3161

Manager.....Ray Tyrrell  
447 Jarvis St., Toronto, Canada

Phone: WAlnut 2-2130

Manager.....Ken Page

PRODUCTS: TelePhompTer cueing equipment for film, live TV, TV stations, public speaking; Telepro rear screen remote controlled projection; Telemation, for automatic cueing; lights, Telestage, miscellaneous studio 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.

### Televideo Corp. of America

3317 Exposition Pl., Los Angeles, Calif.  
Phone: AXminster 2-0591

President.....Jaime Balugo  
PRODUCTS: CR tubes and electronic assemblies.

### Television Associates of Indiana, Inc.

E. Michigan St., Michigan City, Ind.  
Phone: TRiangle 4-7207

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: LOnacre 4-2334

President.....K. A. Jenkins  
 Sec'y Treas.....L. Jenkins  
 Traffic Mgr.....Carman Laurino  
 Latin American Representative

G. A. Vasseur

Calle 9 No. 251, Vedado, Havana, Cuba

Canadian Representative

447 Jarvis St., Toronto

PRODUCTS: Rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

**Television Transmission Co.**

301 Peru St., Peru, Ill.

Phone: 1106

Vice-President.....Earle S. Nelson, Sr.  
 V.P., Mgr.....Earle S. Nelson, Jr.  
 Chief Engineer.....J. A. Biggs

PRODUCTS: Community antenna systems and industrial TV components.

**Television Utilities Corp.**

112-33 Colonial Ave., Corona 68, N. Y.

Phone: TW 8-1000

President.....A. E. Siegel

PRODUCTS: TV video monitors; video line and distribution amplifiers; 17 inch pulse cross monitors; industrial TV sync generators; all above equipment used in broadcasting and closed circuit TV.

**Television Zoomar Corp.**

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

Phone: BRyant 9-5835

President.....Jack A. Pegler

Treas.....Frank G. Back  
 PRODUCTS: Studio Zoomar lens, universal Zoomar lens, field Zoomar lens.

**Tel-Instrument Electronics Corp.**

728 Garden St., Carlstadt, N. J.

Phone: WEBster 9-9520

President.....J. Roemisch

V.P., Sales Mgr.....E. W. Brinkerhoff  
 Chief Eng.....D. L. Schaefer

PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

**Tel-o-Tube Corp. of America**

180 Van Riper Ave., E. Paterson, N. J.

Phone: FAirlawn 6-1500

N. Y. Phone: JUDson 2-2967

Sales Mgr.....Nat Malamuth

PRODUCTS: Cathode ray tubes.

**Theatre Network Television, Inc.  
(TNT)****Telesessions, Inc.**

575 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-3220

President.....Nathan L. Halpern  
 Dir. of Pgms.....Marc Daniels  
 Dir. of Oper.....Edward F. Addiss, Jr.  
 Sales Execs.....John O'Connor, John T. Valdes  
 Executive Producer.....Martin H. Poll  
 Services Offered: Closed-circuit TV for business, industry, and entertainment.

**Thompson Products Inc.**

2196 Clarkwood Rd., Cleveland, Ohio

Phone: HEnderson 16765

(Electronics Division)

Manager.....J. W. Davidson

Sales Mgr.....F. J. Wehmiller

PRODUCTS: TV transmitter switches, distributed through Andrew Corp., Chicago.

**Tower Construction Co.**

2700 Hawkeye Drive, Sioux City, Iowa

Phone: 5-7653

Owner.....M. M. Lasensky

PRODUCTS: Towers, microwave passive reflectors and tower erections.

**Trav-Ler Radio Corp.**

571 W. Jackson Blvd., Chicago, Ill.

Phone: HArrison 7-9151

President.....Joe Friedman

Sales Mgr.....Tully Friedman

PRODUCTS: Radio receivers.

**Trans-Lux Corporation**

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

Phone: PL 1-3110

President.....P. E. Furber

Vice President.....A. Giles

Sales Dir.....B. Roth

PRODUCTS: Rear projection screens, background scenery projectors, screen frames and tripods.

**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.**

Box 14201, Houston 21, Texas

Phone: REpublic 4-2545

President.....John D. Trilsch

Vice President.....George M. Patrick

Secretary.....R. M. Thornton, Jr.

PRODUCTS: Radio, microwave and television towers.

**Truscon Steel Division**

Republic Steel Corp.

Albert St., Youngstown 1, Ohio

Phone: Rlverside 6-7211

Mgr., Sls. Tower Prod.....J. D. Kirkwood

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 2-4200

Chairman.....H. W. Harper  
President.....Louis Rieben  
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: CHurchill 2-5006

Vice-Pres., Gen. Mgr.....A. M. Wiggins  
Mgr., Apparatus Sales.....W. C. Dunn

PRODUCTS: Low frequency control and communication for TV tower elevators.

**U. S. Recording Company**

1121 Vermont Ave., N.W. Washington 5, D. C.  
Phone: LIncoln 3-2705

Sales Manager.....F. A. Wilkins

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.

**Vacuum Tube Products Co., Inc.**

506 S. Cleveland St., Oceanside, Cal.  
Phone: SAratoga 2-6567

Vice Pres.....James J. Sutherland

PRODUCTS: Special cathode ray tubes, electronic tubes & equipment.

**Vallen Inc.**

225 Bluff St., Akron, Ohio  
Phone: BLackstone 3-4933

President.....E. J. Vallen

PRODUCTS: Vallen panorama track.

**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.**

817 Davenport Bank Bldg., Davenport, Ia.  
Phone: 3-9917

N. Y. Phone: JU 2-5170

Vice President.....John P. Gallagher  
Secretary.....Herbert Bloomberg

Mgr., Closed Circuit Oper.....M. A. Mayers  
Office Manager.....Tamara Washnik

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.**

342 W. 40th St., N. Y. 36, N. Y.  
Phone: LOngacre 4-0518

President.....James B. Tharpe

Vic-Presidents.....H. O. Jones,

A. J. McClalland, H. Schwartz, R. H. Kulka  
Sales Manager.....K. Spelletich, Jr.

Advertising Manager.....C. Fanning, Jr.

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.)  
3225 Exposition Pl., 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.

**Westbury Electronics, Inc.**

300 Shames Drive, Westbury, N. Y.  
Phone: EDgewood 4-8300

President.....H. B. Abajian

Prod. Mgr.....H. C. Cochran

Sales Mgr.....W. J. McBride

PRODUCTS: Community systems.

**Westinghouse Electric Corp.**

3 Gateway Center, Box 2278, Pittsburgh 30,  
Pa.

Phone: EXpress 1-2800

TV-Radio Div., Metuchen, N. J.

Phone: LIBerty 8-5000

N. Y. Phone: WHitehall 3-4321

President.....G. A. Pricc

V.P. (Cons. Prods.).....Chris J. Witting

General Mgr.....E. J. Kelly

Ass't. Gen. Mgr.....G. C. Larson

Gen. Sls. Mgr.....T. B. Kalbfus

Field Sls. Mgr.....M. J. Ranalli



Advert. Sls. Prom. Mgr. . . . . R. W. Johnson  
 Mgr. Public Relations . . . . . Stanley Kempner  
 Mgr. Engineering . . . . . N. S. Kornetz  
 Works Mgr. . . . . R. A. Schieber  
 Purchasing Agent . . . . . L. W. Tomlinson

*Offices*

681 Peachtree St., Atlanta, Ga.  
 Phone: EMerson 5635

Merchandise Mart, Chicago 90, Ill.  
 Phone: WHitehall 4-3860

1710 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 CAM-FM receivers.

### Weston Electrical Instrument Corp.

Subsidiary of Daystrom, Inc.

614 Frelinghuysen Avenue, Newark 12, N. J.  
 Phone: BIgelow 3-4700

Mgr. Elec. Sls. . . . . R. K. Putnam  
*Branch Office*

205 W. Wacker Dr., Chicago 6, Ill.  
 Phone: ER 2-4656

Sales . . . . . C. G. Miller  
 50 Church St., New York 7, N. Y.  
 Phone: WOrth 4-3510

Sales . . . . . W. J. Healey  
 701 Pennsylvania Bldg., 125 13th St., N.W.,  
 Washington, D. C.  
 Phone: DIstrict 7-3636

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: HUmer 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 . . . . . R. G. Wickes

PRODUCTS: Color Coder (Encoder); Interface Signal Generator; Color Bar Generator; Convergence Dot Generator; Multi-Burst

Generator; Amplitude Linearity Tester; Video Distribution Amplifier; Pulse Distribution Amplifier; Vector Display Equipment; Envelope Delay Tracer; Phase Correction Network; HF, Fixed; Crossover Filter; Portable or rack mounting.

### Wind Turbine Co.

E. Market St., West Chester, Pa.  
 Phone: 3110

President . . . . . R. W. Weeks  
 PRODUCTS: Supply & erect towers.

### Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.  
 Phone: COngress 6-4000

President . . . . . E. A. Springer  
 Vice-President . . . . . A. A. Wollensak  
 PRODUCTS: TV & motion picture camera lenses.

### 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: PLaza 1-3700

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 Jsgrig  
 V-P in Chg. Indust. Rel. . . . . J. M. Ferren  
 V-P & Gen. Counsel . . . . . J. S. Wright  
 V-P Distribution . . . . . C. J. Hunt  
 V-P and Treas. . . . . S. Kaplan  
 V-P in Chg. of Purchases . . . . . J. E. Anderson  
 V-P in Chg. of Res. . . . . Dr. Alexander Ellett  
 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, AM-FM; Radio-Phono Combination; AM table, AM, AM-FM console; Portables; Transistor battery only, battery AC-DC.

TELEVISION: Table and console, also AM-FM radio-phonograph combination, Hi-Fi record player; hearing aids.

# COMMERCIAL PROGRAMS AM 1956

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**PROGRAM TITLES**  
**SPONSORS**  
**NETWORKS**  
**ADVERTISING AGENCIES**

1957

# COMMERCIAL AM PROGRAMS OF 1956

(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, 1956. 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                    |
|---------------|------------------------|---------|---------------------------------------|
| Allen, Mel    | Allstate Insurance Co. | ABC     | Christiansen                          |
| Amos 'n' Andy | Kools<br>Pharmacraft   | CBS     | Ted Bates & Co.<br>J. Walter Thompson |

## B

|                  |                                                                          |     |                                                                                        |
|------------------|--------------------------------------------------------------------------|-----|----------------------------------------------------------------------------------------|
| Back to God      | Christian Reformed Church                                                | MBS | Stoetzel & Assocs.                                                                     |
| Backstage Wife   | Colgate                                                                  | CBS | Ted Bates & Co.                                                                        |
| Bandstand        | Miles Laboratories<br>(Alka Seltzer, Chew-A-Day Vitamins)                | NBC | Geoffrey Wade Adv.                                                                     |
| Bible Study Hour | Miller Brewing                                                           |     | Mathisson & Assoc.                                                                     |
| Bob and Ray      | Evangelical Association                                                  | NBC | Walter F. Bennett                                                                      |
| Breakfast Club   | Lever Brothers Co.                                                       | MBS | Foote, Cone & Belding                                                                  |
|                  | Admiral Corp.<br>(Appliances)                                            | ABC | Henri, Hurst & McDonald                                                                |
|                  | American Bird Food Mfg. Corp.                                            |     | George H. Hartman                                                                      |
|                  | American Pop Corn Co.<br>(Jolly Time PopCorn)                            |     | George H. Hartman                                                                      |
|                  | Ball Brothers<br>(Fruit Jars)                                            |     | Applegate                                                                              |
|                  | Beatrice Foods<br>(LaChoy, Muke-A-Shake)                                 |     | Foote, Cone & Belding, Grey                                                            |
|                  | Beltone Hearing Aid Co.<br>(Hearing Aids)                                |     | Olian & Bronner                                                                        |
|                  | Bristol-Myers Co.<br>(Bufferin)<br>(Murn)<br>(Sal Hepatica)<br>(Trishay) |     | Young & Rubicam<br>Doherty, Clifford,<br>Steers & Shenfield<br>Young & Rubicam<br>BBDO |
|                  | Calgon, Inc.<br>(Detergent)                                              |     | Ketchum, McLeod & Grove                                                                |
|                  | California Packing Co.<br>(Del Monte)                                    |     | McCann-Erickson                                                                        |
|                  | Cameo Curtains, Inc.<br>(Curtains, Drapes)                               |     | Friend-Riess                                                                           |
|                  | Consolidated Cigar Sales                                                 |     | Erwin, Wasey<br>Hicks & Greist                                                         |
|                  | Dixie Cup Co.                                                            |     | Ralph H. Jones Co.                                                                     |
|                  | Drackett Co.<br>(Dazy)<br>(Drano)<br>(Twinklet)<br>(Windex)              |     | Young & Rubicam<br>Ralph H. Jones Co.<br>Young & Rubicam                               |

COMMERCIAL AM PROGRAMS

| PROGRAM        | ADVERTISER AND PRODUCT                                                                                    | NETWORK | ADVERTISING AGENCY                                           |
|----------------|-----------------------------------------------------------------------------------------------------------|---------|--------------------------------------------------------------|
| Breakfast Club | Duffy-Mott Co., Inc.<br>(Sunsweet)                                                                        |         | Young & Rubicam                                              |
|                | Fear, Fred & Co.<br>(Easter Egg Colors)                                                                   |         | Ted Bernstein                                                |
|                | Food Specialties<br>(Appian Way Pizza)                                                                    |         | Hutchinson                                                   |
|                | Frito Company<br>(Fritos)                                                                                 |         | Tracey-Locke                                                 |
|                | General Foods Corp.<br>(Calumet, La France,<br>Minute Brand Mashed<br>Potatoes, Postum)<br>(Post Cereals) |         | Young & Rubicam<br>Benton & Bowles                           |
|                | Glamorene<br>(Rug Cleaner)                                                                                |         | Product Services, Inc.                                       |
|                | Haysma Company<br>(Hay Fever Remedy)                                                                      |         | O'Neil, Larson & McMahon                                     |
|                | Hearst Magazines<br>(Good Housekeeping)                                                                   |         | Grey                                                         |
|                | International Minerals,<br>Amine Products Div.<br>(Ac'cent)                                               |         | BBDO                                                         |
|                | Jelsert Co.<br>(JelSert)                                                                                  |         | L. W. Ramsey                                                 |
|                | Lettuce, Inc.                                                                                             |         | John Cohan<br>Young & Rubicam                                |
|                | Lipton, Thomas, Inc.<br>(Soup)                                                                            |         | Edward Lieb                                                  |
|                | Magla Products<br>(Ironing Board Covers)                                                                  |         | Gordon Best Co., Inc.                                        |
|                | Milner Products<br>(Pine-Col & Bleach)                                                                    |         | McCann-Erickson                                              |
|                | John Morrell Co.<br>(Red Heart Dog Food)                                                                  |         | Olian & Bronner                                              |
|                | National Business &<br>Property Exchange                                                                  |         | Presba, Fellers, Prest<br>Emil Mogul                         |
|                | Olson Rug Co.                                                                                             |         | Leo Burnett                                                  |
|                | Park & Tilford<br>(Tintex)                                                                                |         | J. Walter Thompson                                           |
|                | Pfizer, Chas. & Co.<br>(Chemicals)                                                                        |         | Schwab & Beatty                                              |
|                | Pharma-Craft Corp.<br>(Toilet Articles)                                                                   |         | Rutledge & Lillienfeld                                       |
|                | Reader's Digest<br>(Magazine)                                                                             |         | Arndt, Preston, Chapin,<br>Lamb & Keen<br>Chambers & Wiswell |
|                | Realemon-Puritan Co.<br>(Realemon)                                                                        |         | Hicks & Greist                                               |
|                | Renuzit<br>(Cleaner)                                                                                      |         | J. Walter Thompson<br>M. B. Scott                            |
|                | Rust-Craft Publishers<br>(Greeting Cards)                                                                 |         | Lester L. Jacobs                                             |
|                | Sandura Company<br>(Vinyl Floor Covering)                                                                 |         | Ted Bates                                                    |
|                | Seven Up Co.                                                                                              |         | Schwimmer & Scott                                            |
|                | Sleep-Eze Co.<br>(Sedative)                                                                               |         | BBDO                                                         |
|                | Sta-Nu Corp.<br>(Cleaning Process)                                                                        |         |                                                              |
|                | Standard Brands<br>(Food Products)                                                                        |         |                                                              |
|                | State Pharmacal<br>(Reducing Capsules)                                                                    |         |                                                              |
|                | Vitamin Corp. of America<br>(Pharmaceuticals)                                                             |         |                                                              |

COMMERCIAL AM PROGRAMS

**C**

| PROGRAM                              | ADVERTISER AND PRODUCT                                | NETWORK    | ADVERTISING AGENCY                                             |
|--------------------------------------|-------------------------------------------------------|------------|----------------------------------------------------------------|
| Considine, Millie Show<br>Counterspy | Miles Labs<br>J. B. Williams Co.<br>Curtiss Candy Co. | MBS<br>MBS | Geoffrey Wade Adv.<br>J. Walter Thompson<br>C. L. Miller & Co. |

**D**

|                                                                               |                                                                                                                                 |                   |                                                                            |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------------------------------------|
| Datelines and the Bible<br>Disney's, Walt, Magic<br>Kingdom<br>Dagnet         | Dawn Bible Students Assn.<br>Swift & Co.<br>(Food Products)<br>Anahist Co., Inc.<br>Carter Products<br>(Little Ever Milk, Inc.) | MBS<br>ABC<br>NBC | Wm. Gleeson & Co.<br>McCann-Erickson<br>Ted Bates & Co.<br>Ted Bates & Co. |
| Dreier, Alex and This<br>Farming Business<br>Dreier, Alex, Topic for<br>Today | RCA<br>Skelly Oil Co.<br>Morton Salt                                                                                            | NBC<br>NBC        | Kenyon & Eckhardt<br>Bruce B. Brewer Co.<br>Needham, Louis & Brorby        |

**E**

|                        |                                        |     |        |
|------------------------|----------------------------------------|-----|--------|
| Election Night Returns | Buick Motors Div. of<br>General Motors | ABC | Kudner |
|------------------------|----------------------------------------|-----|--------|

**F**

|                                   |                                   |            |                                            |
|-----------------------------------|-----------------------------------|------------|--------------------------------------------|
| Fisher, Eddie<br>Frank and Ernest | Coca-Cola Co.<br>Dawn Bible Class | MBS<br>MBC | McCann-Erickson, Inc.<br>Wm. Gleeson & Co. |
|-----------------------------------|-----------------------------------|------------|--------------------------------------------|

**G**

|                                                                   |                                                                                                                                                                                                                                                                       |            |                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Gang Busters                                                      | J. B. Williams Co<br>Curtiss Candy Co.                                                                                                                                                                                                                                | MBS        | J. Walter Thompson<br>C. L. Miller & Co.                                                                                                                                                                                                                                                                                                                  |
| General Sports Time with<br>Harry Wismer<br>Godfrey, Arthur, Time | General Tire & Rubber Co.<br>Baker Co.<br>Bristol-Myers<br>Chef Boy-Ar-Dee<br>Chun King Foods<br>Hartz<br>Kellogg<br>Mutual of Omaha<br>Norwich<br>Perkins Prods.<br>Pillsbury<br>Schlitz<br>Sherwin-Williams<br>Simoniz<br>Slenderella<br>Sta-Flo<br>Standard Brands | MBS<br>CBS | D'Arcy Adv.<br>Young & Rubicam<br>Young & Rubicam<br>Young & Rubicam<br>J. Walter Thompson<br>George Hartman & Co.<br>Leo Burnett Co.<br>Bozell & Jacobs<br>Benton & Bowles<br>Foote, Cone & Belding<br>Leo Burnett Co.<br>J. Walter Thompson<br>Fuller & Smith & Ross<br>Young & Rubicam<br>Mgm't. Assoc. of Conn<br>Ruthrauff & Ryan<br>Ted Bates & Co. |

COMMERCIAL AM PROGRAMS

| PROGRAM                      | ADVERTISER AND PRODUCT                                             | NETWORK | ADVERTISING AGENCY                 |
|------------------------------|--------------------------------------------------------------------|---------|------------------------------------|
| Gildersleeve                 | Anahist Co., Inc.<br>Carter Products<br>(Little Liver Pills, etc.) | NBC     | Ted Bates & Co.<br>Ted Bates & Co. |
| Gillette Cavalcade of Sports | Gillette Safety Razor Co.<br>(Blue Blades, Shaving Prods.)         | NBC     | Maxon, Inc.                        |
| Grand Ole Opry               | R. J. Reynolds Tobacco Co.<br>(Prince Albert Tobacco)              | NBC     | Wm. Esty Co.                       |
| Greatest Story Ever Told     | Goodyear Tire & Rubber Co.                                         | ABC     | Kudner                             |
| Gunsmoke                     | Liggett & Myers                                                    | CBS     | Dancer-Fitzgerald-Sample           |

**H**

|                                                                                                |                                                                                                                                                                                                                                                                            |                                               |                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Harvey, Paul, News<br>Hauser, Gayelord<br>Hayes, Sam<br>(Pacific Net Only)<br>Heatter, Gabriel | Banker's Life & Casualty<br>American Molasses Co.<br>General Mills<br>(Food Products)<br>American Home Prod.                                                                                                                                                               | ABC<br>MBS<br>ABC<br>MBS                      | Grant, Schwenk & Baker<br>Chas. W. Hoyt Adv.<br>Dancer-Fitzgerald-Sample<br>Sullivan, Stauffer,<br>Colwell & Bayles<br>Grant, Schwenk & Baker, Inc.                                                              |
| Herald of Truth<br>Here's Hollywood<br>Hilltop House                                           | Bankers Casualty & Life<br>Ins. Co.<br>Beltone Hearing Aid Co.<br>Carter Prod.<br><br>Hudson Vitamin Corp.<br>North American Accident<br>Ins. Co.<br>Sleep-Eze Co.<br>Highland Church of Christ<br>Miles Labs.<br>Miles Laboratories<br>(Alka Seltzer, One-A-Day Vitamins) | <br><br><br><br><br><br><br>ABC<br>MBS<br>NBC | Olian & Bronner<br>Ted Bates & Co. and Kaster,<br>Farrell, Chesley & Clifford<br>Pace Advertising<br>Franklin Bruck Adv.<br><br>Milton Carlson Co.<br>The Martin Co.<br>Geoffrey Wade Adv.<br>Geoffrey Wade Adv. |
| Hour of Decision                                                                               | Billy Graham Evangelistic Assn.                                                                                                                                                                                                                                            | ABC, MBS,                                     | Walter F. Bennett                                                                                                                                                                                                |
| Houseparty                                                                                     | Co'dene<br>Lever<br>Simoniz<br>Standard Brands<br>Staley Mills<br>Sunsweet<br>Swift                                                                                                                                                                                        | CBS                                           | J. Walter Thompson<br>Kenyon & Eckhardt<br>Young & Rubicam, Inc.<br>Ted Bates & Co.<br>Ruthrauff & Ryan<br>Long Advertising<br>McCann-Erickson<br>Hoag & Provandie, Inc.                                         |
| How Christian Science Heals                                                                    | 1st Church of Christ Scientist                                                                                                                                                                                                                                             | MBS                                           |                                                                                                                                                                                                                  |
| How to Save Money on Your Car                                                                  | Eugene Stevens<br>(Car Book)                                                                                                                                                                                                                                               | ABC                                           | Eugene Schwartz                                                                                                                                                                                                  |

**I**

|           |                                             |     |                                      |
|-----------|---------------------------------------------|-----|--------------------------------------|
| It's Time | Consolidated Cigar Sales Co.<br>U.S. Rubber | ABC | Erwin, Wasey<br>Fletcher D. Richards |
|-----------|---------------------------------------------|-----|--------------------------------------|

**J**

|                                           |                                             |            |                                    |
|-------------------------------------------|---------------------------------------------|------------|------------------------------------|
| Jackson, Allan News<br>Just Entertainment | Chevrolet Div. of General Motors<br>Wrigley | CBS<br>CBS | Campbell-Ewald<br>Ruthrauff & Ryan |
|-------------------------------------------|---------------------------------------------|------------|------------------------------------|



# COMMERCIAL AM PROGRAMS



## —K—

| PROGRAM              | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY                            |
|----------------------|------------------------|---------|-----------------------------------------------|
| Kraft Five-Star News | Kraft Foods Co.        | MBS     | J. Walter Thompson<br>Needham, Louis & Brorby |

## —L—

|                                          |                                                  |            |                                                |
|------------------------------------------|--------------------------------------------------|------------|------------------------------------------------|
| Lewis, Robert Q.<br>Life Is Worth Living | Viceroy<br>Admiral Corp.<br>(Appliances)         | CBS<br>ABC | Ted Bates & Co.<br>Russell M. Seeds Co.        |
| Light & Life Hour                        | Free Methodist Church of<br>North America        | ABC        | Walter F. Bennett                              |
| Lone Ranger, The                         | American Bakeries<br>General Mills<br>(Wheaties) | NBC        | Tucker Wayne & Co.<br>Dancer-Fitzgerald-Sample |
| Lutheran Hour                            | Lutheran Laymen's<br>League                      | MBS, NBC   | Gotham-Vladimir Adv.                           |

## —M—

|                                                               |                                                                                       |                          |                                                                                       |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------|
| Ma Perkins                                                    | Lever Bros.<br>Lipton                                                                 | CBS                      | Kenyon & Eckhardt<br>Young & Rubicam                                                  |
| Manion, Dean Clarence<br>Mayflower News                       | Manion Forum of Opinion<br>Aero-Mayflower<br>Transit Co.                              | MBS<br>ABC               | Victor Adv.<br>Caldwell, Larkin,<br>Sidener & VanRiper                                |
| McBride, Mary Margaret                                        | General Foods Corp.<br>(Columet Bakery)                                               | NBC                      | Young & Rubicam                                                                       |
| McGee, Fibber & Molly                                         | Penick & Ford<br>Q-Tips<br>Brown & Williamson<br>Tobacco<br>(Kool, Viceroy)           | NBC                      | BBDO<br>Lawrence C. Gumbinner Adv.<br>Ted Bates                                       |
| Meet the Champions                                            | Bayuk Cigars, Inc.<br>(Phillies Cigars)                                               | NBC                      | Al Paul Lefton Co.                                                                    |
| Metropolitan Opera                                            | Texas Co.<br>(Texaco Products)                                                        | ABC                      | Kudner                                                                                |
| Miles Labs News<br>Miller, Howard<br>Miller, Mitch<br>Monitor | Miles Laboratories<br>Wrigley<br>Pharmacraft<br>American Oil Co.<br>(Amoco Gas & Oil) | MBS<br>CBS<br>CBS<br>NBC | Geoffrey Wade Adv.<br>Arthur Meyerhoff & Co.<br>J. Walter Thompson<br>Joseph Katz Co. |
|                                                               | Bell Telephone Co.<br>Carter Products<br>(Little Liver Pills, etc.)                   |                          | N. W. Ayer<br>Ted Bates & Co.                                                         |
|                                                               | Hazel Bishop<br>Hotpoint, appliance<br>subsidiary of General<br>Electric              |                          | Raymond Spector Co.<br>Needham, Louis & Brorby                                        |
|                                                               | Mack Truck, Inc.<br>(Trucks & Institutional)                                          |                          | Doyle, Kitchen & McCormick                                                            |
|                                                               | Miles Laboratories<br>(Alka Seltzer, etc.)                                            |                          | Geoffrey Wade                                                                         |
|                                                               | Miller Brewing<br>Morton Salt<br>Quaker Oats<br>(Cereals)                             |                          | Mathisson & Assocs.<br>Needham, Louis & Brorby<br>Wherry, Baker & Tilden              |



COMMERCIAL AM PROGRAMS



| PROGRAM                              | ADVERTISER AND PRODUCT                                                          | NETWORK    | ADVERTISING AGENCY                                             |
|--------------------------------------|---------------------------------------------------------------------------------|------------|----------------------------------------------------------------|
|                                      | <b>Quaker State</b><br>(Oil Products)                                           |            | <b>Kenyon &amp; Eckhardt</b>                                   |
|                                      | <b>RCA</b><br>(Radios, TV, etc.)                                                |            | <b>Kenyon &amp; Eckhardt</b>                                   |
|                                      | <b>Warner Lambert</b><br>(Quick Home Perm.)                                     |            | <b>Kenyon &amp; Eckhardt</b>                                   |
| <b>Morgan, Edward P.</b>             | <b>AF of L-CIO</b>                                                              | <b>ABC</b> | <b>Furman &amp; Feiner</b>                                     |
| <b>Mr. Jolly's Hotel</b><br>for Pets | <b>Coast Fisheries, Div. of</b><br><b>Quaker Oats Co.</b><br>(Puss 'n Cat Food) | <b>NBC</b> | <b>Lynn Baker, Inc.</b>                                        |
| <b>Music for Dreaming</b>            | <b>Sleep-Eze Co.</b><br>(Sedative)                                              | <b>ABC</b> | <b>M. B. Scott</b>                                             |
| <b>My True Story</b>                 | <b>Ex-Lax</b><br>(Laxative)                                                     | <b>ABC</b> | <b>Warwick &amp; Legler</b>                                    |
|                                      | <b>Foster-Milburn</b><br>(Doan's Pills)                                         |            | <b>Street &amp; Finney</b>                                     |
|                                      | <b>R. T. French Co.</b><br>(Bird Food)                                          |            | <b>Foley</b>                                                   |
|                                      | <b>Park &amp; Tilford</b><br>(Tintex)                                           |            | <b>Emil Mogul</b>                                              |
|                                      | <b>Pharma-Craft Corp.</b><br>(Toilet Articles)                                  |            | <b>J. Walter Thompson</b>                                      |
|                                      | <b>Sterling Drug, Inc.</b><br><b>Stokely-Van-Camp, Inc.</b><br>(Canned Foods)   |            | <b>Dancer-Fitzgerald-Sample</b><br><b>Calkins &amp; Holden</b> |

**N**

|                                                  |                                                                             |            |                                  |
|--------------------------------------------------|-----------------------------------------------------------------------------|------------|----------------------------------|
| <b>National Farm &amp; Home Hour</b>             | <b>Allis Chalmers Mfg. Co.</b><br>(Farm Equipment)                          | <b>NBC</b> | <b>Bert S. Gittens</b>           |
| <b>News From NBC with</b><br><b>Ken Banghart</b> | <b>Brown &amp; Williamson</b><br><b>Tobacco Co.</b><br>(Kool Cigarettes)    | <b>NBC</b> | <b>Ted Bates &amp; Co.</b>       |
| <b>News of the World</b>                         | <b>Miles Laboratories, Inc.</b><br>(Alka Seltzer & One-<br>A-Day Vitamins)  | <b>NBC</b> | <b>Geoffrey Wade Adv.</b>        |
| <b>News with Don Pardo</b>                       | <b>Brown &amp; Williamson</b><br><b>Tobacco Co.</b><br>(Viceroy Cigarettes) | <b>NBC</b> | <b>Ted Bates</b>                 |
| <b>No School Today</b>                           | <b>Safeway Stores</b>                                                       | <b>ABC</b> | <b>Foote, Cone &amp; Belding</b> |

**O**

|                                                 |                                                                                                |            |                                                                                                                    |
|-------------------------------------------------|------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Official Detective</b>                       | <b>Curtiss Candy Co.</b><br><b>J. B. Williams Co.</b>                                          | <b>MBS</b> | <b>C. L. Miller &amp; Co.</b><br><b>J. Walter Thompson</b>                                                         |
| <b>Old Fashion Revival Hour</b>                 | <b>Gospel Broadcasting Assn.</b>                                                               | <b>ABC</b> | <b>R. H. Alber</b>                                                                                                 |
| <b>On the Line with</b><br><b>Bob Considine</b> | <b>Mutual Benefit &amp; Accident</b><br><b>Assoc. of Omaha</b>                                 | <b>NBC</b> | <b>Bozelle &amp; Jacobs, Inc.</b>                                                                                  |
| <b>One Man's Family</b>                         | <b>Anahist Co., Inc.</b><br><b>Brown &amp; Williamson</b><br><b>Tobacco</b><br>(Kool, Viceroy) | <b>NBC</b> | <b>Ted Bates &amp; Co.</b><br><b>Ted Bates &amp; Co.</b>                                                           |
|                                                 | <b>Carter Products</b><br>(Little Liver Pills, etc.)                                           |            | <b>Ted Bates &amp; Co.</b>                                                                                         |
|                                                 | <b>Crowell-Collier</b><br>(Magazines)                                                          |            | <b>Grey Advertising</b>                                                                                            |
| <b>Our Gal Sunday</b>                           | <b>Reafemon</b><br><b>Colgate</b><br><b>Salada</b><br><b>Scott Paper</b>                       | <b>CBS</b> | <b>Rutledge &amp; Lilienfield</b><br><b>Bryan Houston</b><br><b>Hermon W. Stevens</b><br><b>J. Walter Thompson</b> |





—P—

| PROGRAM               | ADVERTISER AND PRODUCT                                                      | NETWORK    | ADVERTISING AGENCY                                       |
|-----------------------|-----------------------------------------------------------------------------|------------|----------------------------------------------------------|
| Paar, Jack, Show      | Hearst Magazines, Inc.<br>(Cook Housekeeping)<br>McIlhenny Co.<br>(Tobacco) | ABC        | Grey<br>Scheideler & Beck                                |
| Parallels in the News | Seaboard Drug<br>Sterling Drug                                              | MBS        | Grant Adv.<br>Carl S. Brown Co.                          |
| People Are Funny      | Brown & Williamson<br>Tobacco<br>(Kool, Viceroy)                            | NBC        | Ted Bates                                                |
| People in the News    | RCA<br>Realemon<br>Anahist Co.<br>(Drug Products)                           | NBC<br>ABC | Kenyon & Eckhardt<br>Rutledge & Lilienfield<br>Ted Bates |
| Preview               | Bell Telephone System                                                       | NBC        | N. W. Ayer & Son                                         |

—Q—

|                 |                 |     |                    |
|-----------------|-----------------|-----|--------------------|
| Queen For A Day | Mentholatum Co. | MBS | J. Walter Thompson |
|-----------------|-----------------|-----|--------------------|

—R—

|                           |                                                       |          |                                                                                                       |
|---------------------------|-------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------|
| Radio Bible Class         | Radio Bible Class<br>(Religion)                       | ABC, MBS | John M. Camp & Co.                                                                                    |
| Revival Time              | Assemblies of God                                     | ABC      | Walter F. Bennett                                                                                     |
| Right to Happiness        | Proctor & Gamble<br>Campana<br>Salada                 | NBC, CBS | Dancer-Fitzgerald-Sample<br>Erwin Wasey & Co.<br>Hermon W. Stevens, Inc.                              |
| Road of Life              | Carter<br>Grant<br>Listerine<br>Mentholatum<br>Salada | CBS      | Ted Bates & Co.<br>Leeds & York<br>Lambert & Feasley<br>J. Walter Thompson<br>Hermon W. Stevens, Inc. |
| Roberts, Oral, Broadcasts | Healing Waters, Inc.                                  | ABC      | C. L. Miller                                                                                          |

—S—

|                                          |                                                                        |     |                                                                  |
|------------------------------------------|------------------------------------------------------------------------|-----|------------------------------------------------------------------|
| Second Mrs. Burton                       | Colgate<br>Salada<br>Scott Paper                                       | CBS | Lennen & Newell<br>Hermon W. Stevens, Inc.<br>J. Walter Thompson |
| Speaking of Sports<br>with Howard Cosell | Chevrolet Motors Div. of<br>General Motors<br>Studebaker-Packard Corp. | ABC | Campbell-Ewald<br>Benton & Bowles                                |
| Stern, Bill                              | AllState Insurance Co.                                                 | ABC | Christiansen                                                     |
| Strike It Rich                           | Colgate                                                                | CBS | Ted Bates & Co.                                                  |
| Sugar Bowl Game                          | Gulf Oil Corp.                                                         | ABC | Young & Rubicam                                                  |
| Sunshine Boys                            | General Foods Corp.<br>(Minute Tapioca)                                | ABC | Young & Rubicam                                                  |
| Symphonette                              | Longines-Wittnauer                                                     | CBS | Victor Bennett Co.                                               |

COMMERCIAL AM PROGRAMS

**T**

| PROGRAM                                                                  | ADVERTISER AND PRODUCT                                                                            | NETWORK           | ADVERTISING AGENCY                                                                                                                              |
|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Taylor, Henry J.                                                         | General Motors Corp.<br>(Institutional)                                                           | NBC               | Kudner Agency                                                                                                                                   |
| Telephone Hour, The<br>This Is Nora Drake                                | Bell Telephone System<br>Carter<br>Grant<br>Listerine<br>Mentholatum<br>Salada<br>Scott Paper Co. | NBC<br>CBS        | N. W. Ayer & Son<br>Ted Bates & Co.<br>Leeds & York<br>Lambert & Feasley<br>J. Walter Thompson<br>Hermon W. Stevens, Inc.<br>J. Walter Thompson |
| Thomas, Lowell<br>Three Star Extra<br>Tomorrow's Front Page<br>Headlines | Delco<br>Sun Oil Co.<br>Seeman Brothers                                                           | CBS<br>NBC<br>MBS | Campbell-Ewald<br>Ruthrauff & Ryan<br>Norman, Craig & Kummel                                                                                    |
| Treasury Agent                                                           | Curtiss Candy Co.<br>J. B. Williams Co.                                                           | MBS               | C. L. Miller & Co.<br>J. Walter Thompson                                                                                                        |
| Trent, Helen                                                             | Campana<br>Lever Bros.<br>Scott Paper                                                             | CBS               | Erwin Wasey & Co.<br>Kenyon & Eckhardt<br>J. Walter Thompson                                                                                    |
| Trout, Robert, News                                                      | Chevrolet Div. of<br>General Motors                                                               | CBS               | Campbell-Ewald                                                                                                                                  |
| True Detective Mysteries                                                 | Curtiss Candy Co.<br>I. B. Williams Co.                                                           | MBS               | C. L. Miller & Co.<br>J. Walter Thompson                                                                                                        |
| Truth or Consequences                                                    | RCA                                                                                               | NBC               | Kenyon & Eckhardt<br>Rutledge & Lilienfield                                                                                                     |

**V**

|                                           |                                           |               |                                              |
|-------------------------------------------|-------------------------------------------|---------------|----------------------------------------------|
| Vandercook, John W.<br>Voice of Firestone | AFL-CIO<br>Firestone Tire & Rubber<br>Co. | ABC<br>ABC    | Albert Frank-Guenther Law<br>Sweeney & James |
| Voice of Prophecy                         | Voice of Prophecy,<br>Inc.                | ABC, MBS, NBC | Milton Carlson Co.                           |

**W**

|                                   |                                                                                                                                                                                                                             |            |                                                                                                                                                                               |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wall Street Final                 | Harris, Upham & Co.<br>(Brokers)                                                                                                                                                                                            | ABC        | Albert Frank-Guenther Law                                                                                                                                                     |
| Warren, Wendy, &<br>The News      | Bon Ami<br><br>Calumet<br>Slenderella<br>Tide                                                                                                                                                                               | CBS        | Ruthrauff & Ryan<br><br>Young & Rubicam<br>Mgm't. Assocs. of Conn.<br>Benton & Bowles                                                                                         |
| Wednesday Night Fights<br>Weekday | Pabst Brewing Co.<br>American Molasses<br>Carter Products<br>(Little Liver Pills, etc.)<br>General Food<br>Miles Laboratories<br>(Alka Seltzer, One-A-<br>Day Vitamins)<br>Park & Tilford<br>(Tintex)<br>Q-Tips<br>Realemon | ABC<br>NBC | Leo Burnett<br>Charles W. Hoyt<br>Ted Bates & Co.<br><br>Young & Rubicam<br>Geoffrey Wade<br><br>Emil Mogul<br><br>Lawrence C. Gumbinner Adv.<br>Rutledge & Lilienfield, Inc. |

COMMERCIAL AM PROGRAMS

| PROGRAM             | ADVERTISER AND PRODUCT                                          | NETWORK  | ADVERTISING AGENCY                                       |
|---------------------|-----------------------------------------------------------------|----------|----------------------------------------------------------|
|                     | Standard Brands<br>(Blue Bonnet Margarine)                      |          | Ted Bates & Co.                                          |
|                     | Sterling Drugs<br>(Bayer Aspirin, Phillips<br>Milk of Magnesia) |          | Dancer, Fitzgerald & Sample                              |
|                     | Warner-Lambert<br>Pharmaceutical Co.<br>(Quik-Honk Permanent)   |          | Kenyon & Eckhardt                                        |
| Weekend News        | Texas Co.<br>(Texas Products)                                   | ABC      | Kudner                                                   |
| When A Girl Marries | Artra Cosmetics<br>(Intra)                                      | ABC      | Grey                                                     |
|                     | Carter Products<br>(Drug Products)                              |          | Sullivan, Stauffer,<br>Colwell & Bayles                  |
|                     | Dromedary Co.<br>(Cake Mix)                                     |          | Ted Bates                                                |
|                     | Foster-Milburn<br>(Doan's Pills)                                |          | Street & Finney                                          |
|                     | Pharma-Craft Corp.<br>(Toilet Articles)                         |          | J. Walter Thompson                                       |
|                     | Park & Tilford<br>(Tintex)                                      |          | Emil Mogul                                               |
|                     | Slenderella<br>(Slenderizing Pills)                             |          | Mgm't. Assocs. of Conn.                                  |
| Whispering Streets  | Bel-Air Frozen Lemonade                                         | ABC      | Weiner, Ohleyer,<br>Reynolds & Baker<br>Lynn Baker, Inc. |
|                     | Coast Fisheries<br>(Cannell Fish Products)                      |          | Street & Finney                                          |
|                     | Foster-Milburn<br>(Doan's Pills)                                |          | Street & Finney                                          |
|                     | Park & Tilford<br>(Tintex)                                      |          | Emil Mogul                                               |
|                     | Pharmaco, Inc.<br>(Feri-A-Mint & Choc)                          |          | Doherty, Clifford<br>Steers & Shenfield                  |
|                     | Stanback Co.<br>(Drug Products)                                 |          | Piedmont Adv.                                            |
|                     | Seeman Brothers<br>(Grocery Products)                           |          | Norman, Craig & Kummel                                   |
|                     | Union Pharmaceutical<br>(Initiator, Saraka)                     |          | Grey                                                     |
|                     | Whitney Frozen Foods                                            |          | Weiner, Ohleyer,<br>Reynolds & Baker                     |
| Wings of Healing    | Dr. Thomas Wyatt                                                | ABC, MBS | Century Adv. Agency                                      |
| Woman In My House   | Miles Laboratories<br>(Alka Seltzer, One-A-<br>Day Vitamins)    | NBC      | Geoffrey Wade Adv.                                       |
| Woolworth Hour      | F. W. Woolworth Co.                                             | CBS      | Walter F. Bennett & Co.                                  |
| Word of Life Hour   | Word of Life Fellowship                                         | MBS      | Lynn, Baker, Inc.                                        |

—Y—

|                                     |                                       |     |                                                              |
|-------------------------------------|---------------------------------------|-----|--------------------------------------------------------------|
| You Bet Your Life                   | DeSoto Div., Chrysler Corp.           | NBC | BBD&O                                                        |
| Young Dr. Malone                    | Campana<br>Lever Bros.<br>Scott Paper | CBS | Erwin Wasey & Co.<br>Kenyon & Eckhardt<br>J. Walter Thompson |
| Young Widder Brown                  | Sterling Drug                         | NBC | Dancer-Fitzgerald-Sample                                     |
| Young's, Pepper, Family             | Proctor & Gamble                      | NBC | Benton & Bowles                                              |
| Your Druggist Presents<br>Bob & Ray | McKesson & Robbins                    | MBS | Ellington & Co.                                              |

# **COMMERCIAL PROGRAMS TV-1956**

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**PROGRAM TITLES  
SPONSORS  
NETWORKS  
ADVERTISING AGENCIES**

**1957**

# COMMERCIAL TV PROGRAMS OF 1956

(NETWORK)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1956. The programs listed are for the 12-month period ending Dec. 31, 1956. 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                    |
|------------------------------|----------------------------------------------------------------------------------------|---------|---------------------------------------|
| Adventures of Hiram Holliday | General Foods Corp.<br>(Beverages, Cereals, Desserts)                                  | NBC-TV  | Young & Rubicam                       |
| Afternoon Film Festival      | Beltone Hearing Aid<br>(Hearing Aid Glasses)                                           | ABC-TV  | Olian & Bronner                       |
|                              | Best Foods, Inc.<br>(Nucna Margarine)                                                  |         | Dancer-Fitzgerald-Sample              |
|                              | Blue Jay Products Div. of Kendall Co.<br>(Corn & Callus Plasters)                      |         | Leo Burnett Co.                       |
|                              | Bon Ami Co.<br>(New Jet Box Amy)                                                       |         | Ruthrauff & Ryan                      |
|                              | Breck Hair Mist                                                                        |         | Humphrey, Alley & Richards            |
|                              | Carter Products<br>(Avid)                                                              |         | Sullivan, Stauffer, Colwell & Bayles  |
|                              | Carter Products<br>(Little Liver Pills)                                                |         | Ted Bates                             |
|                              | Coats & Clark Sales Corp.<br>(Diapers)                                                 |         | Kenyon & Eckhardt                     |
|                              | Exquisite Form Brassiere                                                               |         | Grey Adv.                             |
|                              | General Foods, Inc.<br>(Jello)                                                         |         | Young & Rubicam                       |
|                              | Glamorene, Inc.<br>(Rug Shampoo)                                                       |         | Product Services                      |
|                              | The Hoover Co.<br>(Vacuum Cleaners)                                                    |         | Leo Burnett Co.                       |
|                              | Lipton, Thomas J.<br>(Soup)                                                            |         | Young & Rubicam                       |
|                              | Norwich Pharmacal Co.<br>(Unguentum, Pepto-Bismol)                                     |         | Benton & Bowles                       |
|                              | Pearson Pharmacal Co.<br>(Salicin, Eysogen, Euclic)                                    |         | Donahue & Coe                         |
|                              | Pharmaco, Inc.<br>(Medigum)                                                            |         | Doherty, Clifford, Steers & Shenfield |
|                              | Sterling Drug, Inc.<br>(Bayer Aspirin, Pivalip, Milk of Magnesia, Pivalip, Toothpaste) |         | Dancer-Fitzgerald-Sample              |
| Air Power                    | Union Underwear                                                                        |         | Grey Advertising                      |
| Alcoa Hour                   | Prudential Insurance Co. of America                                                    | CBS-TV  | Calkins & Holden                      |
| Allen, Steve, Show           | Aluminum Co. of America                                                                | NBC-TV  | Fuller, Smith & Ross                  |
|                              | Avco Mfg. Co.<br>(Appliances, Radio & TV Sets)                                         | NBC-TV  | Compton                               |



| TITLE                      | SPONSOR-PRODUCT                                                            | NETWORK | ADVERTISING AGENCY                   |
|----------------------------|----------------------------------------------------------------------------|---------|--------------------------------------|
|                            | <b>Brown &amp; Williamson Tobacco Co.</b><br>(Viceroy Cigarettes & others) |         | Ted Bates                            |
|                            | <b>Andrew Jergens Co.</b><br>(Cosmetics, Drug Prods.)                      |         | Robert W. Orr                        |
| Amateur Hour               | <b>Pharmaceuticals, Inc.</b><br>(Serutan, Geritol, RDX, Zarumin, etc.)     | ABC-TV  | Edward Kletter Assoc.                |
| Amazing Dunninger, The     | <b>American Tobacco Co.</b><br>(Pall Mall Cigarettes)                      | ABC-TV  | Sullivan, Stauffer, Colwell & Bayles |
|                            | <b>Pearson Pharmacal Co.</b><br>(Sakrin, Eye-gene)                         |         | Donahue & Coe, Inc.                  |
| Anthony, Ray, Show         | <b>Plymouth Div., Chrysler Corp.</b>                                       | ABC-TV  | Grant Advertising                    |
| Appointment with Adventure | <b>Kent Cigarettes</b>                                                     | CBS-TV  | Young & Rubicam                      |
|                            | <b>Revlon, Inc.</b>                                                        |         | Norman, Craig & Kummel               |
| Armstrong Circle Theatre   | <b>Armstrong Cork Co.</b><br>(Floor Coverings, etc.)                       | NBC-TV  | BBDO                                 |
| As the World Turns         | <b>Procter &amp; Gamble Co.</b><br>(Crisco, Oxydol, Ivory Snow)            | CBS-TV  | Benton & Bowles                      |
| Autry, Gene                | <b>W. Wrigley, Jr. Co.</b><br>(Doublemint Chewing Gum)                     | CBS-TV  | Ruthrauff & Ryan                     |

**B**

|                           |                                                                                                              |        |                                      |
|---------------------------|--------------------------------------------------------------------------------------------------------------|--------|--------------------------------------|
| Barber's, Red, Corner     | <b>State Farm Insurance Co.</b>                                                                              | NBC-TV | Needham, Louis & Brorby              |
| Baseball Game of the Week | <b>Falstaff Brewing Corp.</b>                                                                                | CBS-TV | Dancer-Fitzgerald-Sample             |
| Baseball Preview          | <b>Brown &amp; Williamson Tobacco Corp.</b><br>(Viceroy Cigarettes)                                          | CBS-TV | Ted Bates & Co.                      |
|                           | <b>Colgate Palmolive Co.</b><br>(Palmolive Shaving Cream, Soap & Lotion)                                     |        | Ted Bates & Co.                      |
| Beat the Clock            | <b>Hazel Bishop, Inc.</b><br>(Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant) | CBS-TV | Raymond Spector Co.                  |
|                           | <b>Pharma-Craft, Inc.</b><br>(Fresh Stick Deodorant, Cream Deodorant, Ting, Coldene)                         |        | J. Walter Thompson                   |
|                           | <b>Sylvania Electric Products</b>                                                                            |        | J. Walter Thompson                   |
| Bennett, Tony, Show       | <b>Armour &amp; Co.</b><br>(Meat Prods.)                                                                     | NBC-TV | Tatham-Laird                         |
|                           | <b>Intl. Cellu Cotton Prods. Co.</b><br>(Kleenex, Table Napkins)                                             |        | Foote, Cone & Belding                |
|                           | <b>Noxzema Chemical Co.</b>                                                                                  |        | Sullivan, Stauffer, Colwell & Bayles |
|                           | <b>Sunbeam Corp.</b><br>(Small Electrical Appliances)                                                        |        | Perrin-Paus                          |
| Benny, Jack, Show         | <b>The Toni Co.</b>                                                                                          |        | Weiss & Geller                       |
|                           | <b>Lucky Strike Cigarettes</b>                                                                               | CBS-TV | BBDO                                 |



| TITLE                     | SPONSOR-PRODUCT                                                                                                                                                                                                                                   | NETWORK          | ADVERTISING AGENCY                                                                      |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------------------------------------------|
| Berle, Milton, Show       | RCA<br>Sunbeam Corp.<br>Whirlpool Corp.<br>(Washing Machines)                                                                                                                                                                                     | NBC-TV           | Kenyon & Eckhardt<br>Perrin Paus<br>Kenyon & Eckhardt                                   |
| Big Payoff                | Colgate-Palmolive Co.<br>Fab. Chlorophyll<br>Toothpaste, Cashmere<br>Bouquet Hand Lotion)                                                                                                                                                         | CBS-TV           | Wm. Esty Co.                                                                            |
| Big Story                 | American Tobacco Co.<br>(Pall Mall, Others)<br>Ralston Purine Co.<br>(Dog Food)<br>Simoniz Co.<br>(Waxes, Cleansers)                                                                                                                              | NBC-TV           | Sullivan, Stauffer, Colwell & Bayles<br>Gardner<br>Sullivan, Stauffer, Colwell & Bayles |
| Big Surprise              | Purex Corp.<br>(Cleansers, Bleaches)<br>Speidel Corp.<br>(Watch Bands,<br>Men's Jewelry)                                                                                                                                                          | NBC-TV           | Weiss & Geller<br>Sullivan, Stauffer, Colwell & Bayles                                  |
| Big Town                  | A C Spark Plug Div.<br>(Spark Plugs, Oil<br>Filter, Fuel Pumps)<br>Lever Brothers Co.<br>(Rinso Blue, Good Luck,<br>Margarine, Lifebuoy<br>Soap)                                                                                                  | NBC-TV           | D. P. Brother<br>Sullivan, Stauffer, Colwell & Bayles                                   |
| Bold Journey              | Ralston Purina<br>(Wheat Chex, Instant<br>Kaffee, Regular Ralston,<br>Py-Krup, etc.)                                                                                                                                                              | ABC-TV           | Guild, Bascom & Bonfigli, Inc.                                                          |
| Bowie, Jim, Adventures of | American Chicle<br>(Dentonic, Beeman's,<br>Holoids, Clorets,<br>Chewing gum)<br>Chesebrough-Pond's<br>(Vaseline products<br>including Hair tonic)                                                                                                 | ABC-TV           | Ted Bates<br>J. Walter Thompson                                                         |
| Break the Bank            | Dodge Div., Chrysler<br>Corp.<br>(Dodge Cars)                                                                                                                                                                                                     | ABC-TV           | Grant Adv.                                                                              |
| Brighter Day, The         | Procter & Gamble Co.<br>(Jenny Flakes, Cheri)                                                                                                                                                                                                     | CBS-TV           | Young & Rubicam                                                                         |
| Broken Arrow              | General Electric Co.<br>(GE Lamps, Household,<br>other electrical<br>Appliances, TV & Radio<br>Receivers, etc.)<br>Miles Laboratories<br>(Alka-Seltzer, One-<br>A-Day Brand Vitamins,<br>Ectone, Nervine,<br>Tabcoin)                             | ABC-TV           | Young & Rubicam<br>Wade Advertising                                                     |
| Brothers, The             | Procter & Gamble Co.<br>(Ivy)                                                                                                                                                                                                                     | CBS-TV           | Leo Burnett Co.                                                                         |
| Buccaneers, The           | W. A. Shaeffer Pen Co.                                                                                                                                                                                                                            |                  | Russell M. Seeds Co.                                                                    |
| Burns & Allen             | Sylvania Electric Products<br>Carnation Co.<br>(Evaporated Milk,<br>Fresh Milk, Malted<br>Milk, Instant Milk,<br>Chocolate Drink)<br>General Mills, Inc.<br>(Cake Mix, Brownie<br>Mix, All Purpose Flour)<br>B. F. Goodrich Co.<br>(Tires, Tubes) | CBS-TV<br>CBS-TV | J. Walter Thompson<br>Erwin, Wasey & Co.<br>BBDO<br>BBDO                                |



**C**

| TITLE                                                                        | SPONSOR-PRODUCT                                                                 | NETWORK                                                                   | ADVERTISING AGENCY                   |                                  |
|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------|----------------------------------|
| Caesar's Hour                                                                | <b>American Chicle Co.</b><br>(Clorets, Dentyne, Roloids)                       | NBC-TV                                                                    | Dancer, Fitzgerald & Sample          |                                  |
|                                                                              | <b>B. T. Babbitt Co.</b><br>Bab-O, Ammo, Cameo Copper Cleaner)                  |                                                                           | Dancer, Fitzgerald & Sample          |                                  |
|                                                                              | <b>Carter Products</b><br>(Shave Creams & Arrid)                                |                                                                           | Sullivan, Stauffer, Colwell & Bayles |                                  |
|                                                                              | <b>Helene Curtis Industries, Inc.</b><br>(Hair Prods. & Deodorants)             |                                                                           | Earle Ludgin                         |                                  |
|                                                                              | <b>Knomark Mfg. Co.</b><br>(Esquire Boot Polish)                                |                                                                           | Emil Mogul                           |                                  |
|                                                                              | <b>Quaker Oats Co.</b><br>(Dog & Cat Food, Mixes)                               |                                                                           | Needham, Louis & Brorby              |                                  |
|                                                                              | <b>Remington Rand, Inc.</b><br>(Electric Shavers)                               |                                                                           | Young & Rubicam                      |                                  |
|                                                                              | <b>Speidel Corp.</b><br>(Watch Bands)                                           |                                                                           | Sullivan, Stauffer, Colwell & Bayles |                                  |
|                                                                              | <b>H. J. Heinz Co.</b><br>(57 Variety Foods)                                    | NBC-TV                                                                    | Maxon                                |                                  |
|                                                                              | Capt. Gallant of the Foreign Legion                                             |                                                                           |                                      |                                  |
| Capt. Hartz                                                                  | <b>Hartz Mountain Products</b><br>(Bird Seed & Pet Food)                        | NBC-TV                                                                    | George H. Hartman                    |                                  |
| Captain Kangaroo                                                             | <b>Brown Shoe Co.</b><br>(Buster Brown Shoes)                                   |                                                                           | Leo Burnett Co.                      |                                  |
|                                                                              | <b>Gerber Products Co.</b><br>(Baby Foods)                                      | CBS-TV                                                                    | D'Arcy Adv. Co.                      |                                  |
|                                                                              | <b>Chr. Hansen's Laboratories</b><br>(Junket Desserts, Puddings)                |                                                                           | Sullivan, Stauffer, Colwell & Bayles |                                  |
|                                                                              | <b>Hartz Mountain Products Corp.</b><br>(Bird, Turtle, Fish Foods, Dog Yummies) |                                                                           | Geo. Hartman Co.                     |                                  |
|                                                                              | <b>Ideal Toy Corp.</b>                                                          |                                                                           | Grey Adv.                            |                                  |
|                                                                              | <b>Kendall Co., Bauer &amp; Black Div.</b><br>(All Curity Products)             |                                                                           | Leo Burnett Co.                      |                                  |
|                                                                              | <b>Kolynos</b>                                                                  |                                                                           | Grey Advertising                     |                                  |
|                                                                              | <b>Kool-Aid</b>                                                                 |                                                                           | Foote, Cone & Belding                |                                  |
|                                                                              | <b>Luden's, Inc.</b>                                                            |                                                                           | J. M. Mathes, Inc.                   |                                  |
|                                                                              | <b>Nestle Chocolate Products</b><br>(Cookie Mixes)                              |                                                                           | McCann-Erickson                      |                                  |
|                                                                              | <b>Plastic Blocks City, Inc.</b><br>(Plastic Bldg. Blocks)                      |                                                                           | Ouesey & Stauss                      |                                  |
|                                                                              | <b>Procter &amp; Gamble Co.</b><br>(Crisco)                                     |                                                                           | Compton Adv.                         |                                  |
|                                                                              | Captain Midnight                                                                | <b>Wander Co.</b><br>(Ovaltine)                                           | CBS-TV                               | Tatham-Laird, Inc.               |
|                                                                              | Carson, Johnny, Show                                                            | <b>Best Foods, Inc.</b><br>(Hellmann's Mayonnaise, Nucoa, etc.)           | CBS-TV                               | Dancer-Fitzgerald & Sample, Inc. |
|                                                                              |                                                                                 | <b>General Foods Corp.</b><br>(Jell-O, Minute Rice, Instant Sanka Coffee) |                                      | Young & Rubicam                  |
| <b>Simoniz Co.</b><br>(Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite) |                                                                                 |                                                                           | Tatham-Laird<br>Young & Rubicam      |                                  |



**COMMERCIAL TV PROGRAMS**

| TITLE                             | SPONSOR-PRODUCT                                                                                                        | NETWORK | ADVERTISING AGENCY             |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------|
| Ca valcade of Sports              | Gillette Safety Razor Co.<br>(Shaving Equipment,<br>Razors, Pens, Pencils, Hair<br>Products)                           | NBC-TV  | Maxon                          |
| Chance Of A Lifetime              | Emerson Drug Co.<br>(Promo Salts, etc.)                                                                                | ABC-TV  | Lennen & Newell                |
|                                   | Olin Mathison Chemical<br>Corp.                                                                                        |         | Grant Adv.                     |
| Chevy Show                        | Chevrolet Motor Div.<br>(Car & Trucks)                                                                                 | NBC-TV  | Campbell-Ewald                 |
| Cheyenne                          | General Electric<br>(Radio, TV & Small<br>Appliances, Div. of<br>Radio & Television, Filters<br>& Small Appliances)    | ABC-TV  | Young & Rubicam                |
|                                   | General Electric, Lamp<br>Div.<br>(Incandescent Bulbs,<br>Home Light Color-<br>ing, Fluorescent<br>Lamps, Auto Lights) |         | BBDO                           |
| Circus Boy                        | Reynolds Metals Co.<br>(Aluminum, Pipes,<br>Reynolds Wrap)                                                             | NBC-TV  | Russell M. Seeds               |
| Circus Time                       | American Metal<br>Specialties<br>(Toys)                                                                                | ABC-TV  | Lavenson Bureau of Adv.        |
|                                   | Hartz Mountain Prods.<br>(Pet Food &<br>Accessories)                                                                   |         | Geo. H. Hartman Co.            |
|                                   | Remco<br>(Toys)                                                                                                        |         | Webb Associates                |
|                                   | Seven Up Company<br>(Soda Pop)                                                                                         |         | J. Walter Thompson             |
| Climax                            | Chrysler Corp.<br>(Chrysler, Div. of<br>Bodies, Plymuth,<br>Imperial, Automobile)                                      | CBS-TV  | McCann-Erickson                |
| Coke Time with Eddie Fisher       | Coca-Cola Co.                                                                                                          | NBC-TV  | D'Arcy Adv.<br>McCann-Erickson |
|                                   | Planters Nut & Choc. Co.<br>(Candy)                                                                                    |         | Goodkind, Joice & Morgan       |
| College All-Star Football<br>Game | American Oil Co.<br>(Petroleum Prod.)                                                                                  | ABC-TV  | Joseph Katz Co.                |
|                                   | Pabst Brewing Co.                                                                                                      |         | Leo Burnett & Co.              |
|                                   | Pan Am. Southern Corp.<br>(Gas, Oil, Oil Filters,<br>Tires, etc.)                                                      |         | Fitzgerald Adv.                |
|                                   | Standard Oil Co. of<br>Indiana<br>(Petroleum Prod.)                                                                    |         | D'Arcy Adv. Agcy.              |
| Comedy Hour                       | Andrew Jergens Co.<br>(Cosmetics & Frag<br>Products)                                                                   | NBC-TV  | Robert W. Orr                  |
| Como, Perry, Show                 | Armour & Co.<br>(Meat Prods.)                                                                                          | NBC-TV  | Tatham-Laird                   |
|                                   | Dormeyer Corp.<br>(Electric Appliances,<br>Tools)                                                                      |         | John W. Shaw                   |
|                                   | Gold Seal Co.<br>(Glass Ware, Snows<br>Bridges)                                                                        |         | Campbell-Mithun                |
|                                   | Int'l. Cellu Cotton<br>Prods. Co.<br>(Paper, Tissue,<br>Napkins)                                                       |         | Foote, Cone & Belding          |



# COMMERCIAL TV PROGRAMS



| TITLE                                        | SPONSOR-PRODUCT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | NETWORK       | ADVERTISING AGENCY                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              | <b>Noxzema Chemical Co.</b><br>(Skin Cream, Shave Cream, Lotion)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |               | Sullivan, Stauffer, Colwell & Bayles                                                                                                                                                                                                                                                                                                           |
|                                              | <b>RCA</b><br>(Radios, TV Sets, Phonographs)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |               | Kenyon & Eckhardt                                                                                                                                                                                                                                                                                                                              |
|                                              | <b>Sperry &amp; Hutchinson</b><br>(S & H Green Stamps)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |               | Sullivan, Stauffer, Colwell & Bayles                                                                                                                                                                                                                                                                                                           |
|                                              | <b>Sunbeam Corp.</b><br>(Small Electrical Appliances)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |               | Perrin-Paus                                                                                                                                                                                                                                                                                                                                    |
| <b>Conflict</b>                              | <b>The Toni Co.</b><br><b>Chesebrough-Pond's</b><br>(Cosmetic and grooming products, Vaseline, Petroleum Jelly, Vaseline Lip Ice, Pertussin, etc.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>ABC-TV</b> | Weiss & Geller<br>J. Walter Thompson                                                                                                                                                                                                                                                                                                           |
| <b>Crocker, Betty, Homemaker of Tomorrow</b> | <b>General Mills, Inc.</b><br>(Baking Mixes, Cereals & Flours)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>ABC-TV</b> | Knox Reeves Adv.                                                                                                                                                                                                                                                                                                                               |
| <b>Crosby, Bob</b>                           | <b>Best Foods, Inc.</b><br>(Rit, Shinola, Nucoa, etc.)<br><b>Hazel Bishop, Inc.</b><br>(Lipstick, Compact Make-up, Complexion Glow, Nail Polish)<br><b>Brown &amp; Williamson Tobacco Corp.</b><br>(Viceroy Cigarettes)<br><b>Carnation Co.</b><br>(Evaporated, Fresh, Malted and Instant Milk, Chocolate Drink)<br><b>General Mills, Inc.</b><br>(Flour, Baking Mixes, Breakfast Cereals, Bisquick, Pie Crust Mix)<br><b>Gerber Products Co.</b><br>(Baby Foods)<br><b>Mentholatum Co.</b><br>(Deep Heat Rub)<br><b>Miles Laboratories, Inc.</b><br>(Alka Seltzer, Vitamin Tablets, Household Disinfectants, Nervine, Bactine, Tabcin)<br><b>Procter &amp; Gamble Co.</b><br>(Ivory Flakes, Spic 'n Span)<br><b>S.O.S. Co.</b><br>(Scouring Pads)<br><b>Scott Paper Co.</b><br><b>Seven-Up Co.</b><br><b>Swift &amp; Co.</b><br>(Meat, Poultry, Pard, Vigoro)<br><b>Toni Co.</b><br>(All Products)<br><b>Wesson Oil &amp; Snowdrift Sales Co.</b><br>(Wesson Oil) | <b>CBS-TV</b> | Earle Ludgin & Co.<br>Dancer-Fitzgerald & Samp'le<br>Raymond Spector Co.<br>Ted Bates & Co.<br>Erwin, Wasey & Co.<br>Knox Reeves Adv.<br>D'Arcy Adv. Co.<br>J. Walter Thompson<br>Geoffrey Wade Adv.<br>Compton Adv.<br>McCann-Erickson<br>J. Walter Thompson<br>J. Walter Thompson<br>McCann-Erickson<br>North Adv.<br>Fitzgerald Adv. Agency |
| <b>Crossroads</b>                            | <b>Chevrolet Div., General Motors</b><br>(Chevrolet Cars & Trucks)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>ABC-TV</b> | Campbell-Ewald                                                                                                                                                                                                                                                                                                                                 |



# COMMERCIAL TV PROGRAMS



| TITLE               | SPONSOR-PRODUCT                                       | NETWORK | ADVERTISING AGENCY              |
|---------------------|-------------------------------------------------------|---------|---------------------------------|
| Crusader            | Colgate-Palmolive Co.<br>(Kings Shave, Vol,<br>Halo)  | CBS-TV  | Wm. Esty Co.<br>Lennen & Newell |
|                     | R. J. Reynolds Tobacco<br>Co.<br>(Camels)             |         | Wm. Esty                        |
| Cummings, Bob, Show | Colgate-Palmolive Co.<br>(Brush, Palmolive Soap)      | CBS-TV  | Wm. Esty & Co.                  |
|                     | R. J. Reynolds Tobacco<br>Co.<br>(Winston Cigarettes) |         | Wm. Esty Co.                    |

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|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------------------------------------|
| Daly, John and the News | Cadillac Div., General<br>Motors Cars                                                                                                                      | ABC-TV | MacManus, John & Adams               |
|                         | General Cigar Co.<br>(White Owl Cigars,<br>Rubi, Burns Cigars &<br>Cigaritos)                                                                              |        | Young & Rubicam                      |
|                         | Miles Laboratories<br>(Alka-Seltzer, One-A-<br>Day, Vitamins, Bactine,<br>Talcin)                                                                          |        | Wade Advertising                     |
|                         | Polaroid Corp.<br>(Lond Cameras)                                                                                                                           |        | Doyle, Dane & Bernbach               |
|                         | Time, Inc.<br>(Life Magazine)                                                                                                                              |        | Young & Rubicam                      |
| Damone, Vic, Show       | General Foods Corp.<br>(Instant Maxwell<br>House Coffee)                                                                                                   | CBS-TV | Benton & Bowles                      |
| December Bride          | General Foods Corp.<br>(Instant Maxwell<br>House Coffee)                                                                                                   | CBS-TV | Benton & Bowles                      |
| Ding Dong School        | Gerber Products Co.<br>(Baby Foods)                                                                                                                        | NBC-TV | D'Arcy Adv.                          |
|                         | The Mennen Co.<br>(Baby Oil, Powder)                                                                                                                       |        | Grey Advertising                     |
|                         | Miles Laboratories<br>(Bactine, One-A-Day<br>Vitamins)                                                                                                     |        | Wade Advertising                     |
| Disneyland              | American Dairy Assoc.                                                                                                                                      | ABC-TV | Campbell-Mithun<br>Geyer Adv.        |
|                         | American Motors<br>(Nash, Hudson cars,<br>Kehrator Appliances)                                                                                             |        |                                      |
|                         | Derby Foods, Inc.<br>(Peter Pan Peanut<br>Butter, Boneless Chicken<br>ala King, Egg Noodles &<br>Chicken, Tamales with<br>sauce, Chile-Con Carne,<br>etc.) |        | McCann-Erickson                      |
| Do You Trust Your Wife? | General Motor Corp.<br>(Frigidaire Div.,<br>Home Appliances)                                                                                               | CBS-TV | Foote, Cone & Belding                |
|                         | Liggett & Myers Tobacco<br>(L & M Cigarettes)                                                                                                              |        | Dancer, Fitzgerald & Sample          |
| Dollar A Second         | Helene Curtis Industries<br>Mogen David Wine Corp.                                                                                                         | ABC-TV | Weiss & Geller                       |
| Down You Go             | Purex Corp.<br>(Cleansers, Bismuths)                                                                                                                       | NBC-TV | Weiss & Geller                       |
|                         | Speidel Corp.<br>(Watch Bands,<br>Men's Jewelry)                                                                                                           |        | Sullivan, Stauffer, Colwell & Bayles |

**COMMERCIAL TV PROGRAMS**

| TITLE           | SPONSOR-PRODUCT                                                                         | NETWORK | ADVERTISING AGENCY                            |
|-----------------|-----------------------------------------------------------------------------------------|---------|-----------------------------------------------|
| Dragnet         | Liggett & Myers<br>Tobacco Co.<br>(Chesterfields)<br>Schick, Inc.<br>(Electric Shavers) | NBC-TV  | McCann-Erickson, Inc.<br><br>Warwick & Legler |
| Du Pont Theater | E. I. du Pont de<br>Nemours & Co.<br>(Institutional)                                    | ABC-TV  | BBDO                                          |

**—E—**

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|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------------------------------------------------------------------------------------------------------------------------------------|
| Earp, Wyatt                     | General Mills<br>(Cereals, flour, cake mixes)<br>Parker Pen Co.<br>Procter & Gamble<br>(Gleem Toothpaste)                                                                                                            | ABC-TV | Dancer-Fitzgerald-Sample<br><br>Tatham-Laird<br>Compton Adv.                                                                         |
| Edge of Night, The              | Procter & Gamble Co.<br>(Tide, Crest, Fluffo, Spic 'n' Span)                                                                                                                                                         | CBS-TV | Benton & Bowles                                                                                                                      |
| Edwards, Douglas, with the News | American Home Products Corp.<br>(Anacin, Aero Shave, Heet)<br>American Tobacco Co.<br>(Pall Mall Cigarettes)<br>Colgate-Palmolive Co.<br>(Veto, Liquid Val)<br>General Foods Corp.<br>(Instant Maxwell House Coffee) | CBS-TV | Biow, Beirn & Toigo<br>Ted Bates & Co.<br><br>Sullivan, Stauffer, Colwell & Bayles<br><br>Bryan-Houston, Inc.<br><br>Benton & Bowles |
| Election Night                  | Buick Div., General Motors Cars                                                                                                                                                                                      | ABC-TV | Kudner Agency                                                                                                                        |
| Encore Theatre                  | Armour & Co.<br>(Dial Soap, Meat Products)<br>Pet Milk Co.                                                                                                                                                           | NBC-TV | Foote, Cone & Belding                                                                                                                |
| Ethel and Albert                | Ralston-Purina Co.<br>(Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp, Cereal Foods)                                                                                                              | ABC-TV | Gardner Adv.<br>Guild, Bascom & Bonfigli                                                                                             |

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|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Famous Film Festival | Armour & Co.<br>(Miss Wisconsin Cheese)<br>Breck Hair Mist<br>(Hair Spray)<br>Carter Products<br>(Arrid)<br>Carter Products<br>(Little Liver Pills)<br>Colgate-Palmolive Co.<br>(Veto Deodorant)<br>Colgate-Palmolive Co.<br>(Colgate Dental Cream)<br>Dow Chemical Co.<br>(Saran Wrap)<br>Evinrude Motors<br>(Outboard Motors) | ABC-TV | N. W. Ayer & Son<br><br>Humphrey, Alley & Richards<br>Sullivan, Stauffer, Colwell & Bayles<br><br>Ted Bates<br><br>Bryan Houston<br><br>Ted Bates<br><br>MacManus, John & Adams<br><br>Cramer-Krasselt Co. |
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# COMMERCIAL TV PROGRAMS



| TITLE                  | SPONSOR-PRODUCT                                                                               | NETWORK | ADVERTISING AGENCY               |
|------------------------|-----------------------------------------------------------------------------------------------|---------|----------------------------------|
|                        | <b>Glamorene, Inc.</b><br>Hair Shampoo                                                        |         | Product Services                 |
|                        | <b>Hoover Co.</b><br>Vacuum Cleaners                                                          |         | Leo Burnett Co.                  |
|                        | <b>Knapp Monarch Co.</b><br>Equippers, Food<br>Sander, Rudi-baker,<br>Cleaner, Rudi-Fry Cr.   |         | Frank Block Assoc.               |
|                        | <b>Lewis-Howe Co.</b><br>Furniture                                                            |         | Dancer-Fitzgerald-Sample         |
|                        | <b>Max Factor Co.</b><br>Cosmetics                                                            |         | Doyle, Dane, Bernbach            |
|                        | <b>Mobile Homes Mfrs.<br/>Assoc.</b>                                                          |         | J. Walter Thompson               |
|                        | <b>Pearson Pharmcal Co.</b><br>Chakrol, Ev. Agent<br>Furniture                                |         | Donahue & Coe                    |
|                        | <b>Procter &amp; Gamble Co.</b><br>Shampoo                                                    |         | Biow-Beirn-Tiogo                 |
|                        | <b>Readers Digest<br/>Condensed Book Club</b>                                                 |         | BBDO                             |
| Farrell, Charlie, Show | <b>Procter &amp; Gamble Co.</b><br>Tide, Toilet                                               | CBS-TV  | Biow, Beirn & Tiogo<br>Grey Adv. |
| Father Knows Best      | <b>Scott Paper Co.</b><br>Paper Products<br>Kiss Paper                                        | NBC-TV  | J. Walter Thompson               |
| Feather Your Nest      | <b>Colgate-Palmolive Co.</b><br>Dental Cream, Palmolive<br>Conditioner                        | NBC-TV  | Wm. Esty                         |
| Fireside Theatre       | <b>Procter &amp; Gamble</b>                                                                   | NBC-TV  | Compton Adv.                     |
| Football Round-Up      | <b>National Carbon Co.</b><br>Firecrackers                                                    | CBS-TV  | Wm. Esty Co.                     |
| Ford Show, The         | <b>Ford Motor Co.</b>                                                                         | NBC-TV  | J. Walter Thompson               |
| Ford Star Jubilee      | <b>Ford Div., Ford Motor<br/>Co.</b>                                                          | CBS-TV  | J. Walter Thompson               |
| Ford, Tennessee Ernie  | <b>Brown &amp; Williamson<br/>Tobacco Co.</b><br>Pamphlet                                     | NBC-TV  | Russell Seeds                    |
|                        | <b>Miles Labs</b><br>Aida-Seltzer, Qid-A-<br>Gay-Mintons, Parmiter,<br>Mercury, Tabs II       |         | Geoffrey Wade                    |
|                        | <b>Minute Maid Corp.</b><br>Frozen Juice<br>Orange Juice                                      |         | Ted Bates                        |
|                        | <b>Procter &amp; Gamble</b><br>Deodorants, Shampoo,<br>Shower Gels, Deodorant                 |         | Benton & Bowles                  |
|                        | <b>Standard Brands, Inc.</b><br>Flour, Eggs, Long-Faced,<br>Coffee, Tea,<br>Margarine         |         | Ted Bates                        |
| Ford Theatre           | <b>Ford Motor Co.</b><br>Automobile Products,<br>Services of Ford Motor<br>Co. & Ford Dealer  | ABC-TV  | J. Walter Thompson               |
| Four Star Playhouse    | <b>Bristol Myers Co.</b><br>Bristol-Myers, Spana,<br>Catalis, Pan-Min,<br>M.L.S. M.M. Troglay | CBS-TV  | Young & Rubicam                  |
|                        | <b>Singer Sewing Machine Co.</b><br>Sewing Machine<br>Singer Model Sewing<br>Machines         |         | Young & Rubicam                  |
| Frontier               | <b>Reynolds Metals Co.</b><br>Aluminum Product &<br>Reynolds Metal                            | NBC-TV  | Russell M. Seeds                 |

COMMERCIAL TV PROGRAMS

| TITLE | SPONSOR-PRODUCT                                                           | NETWORK | ADVERTISING AGENCY                 |
|-------|---------------------------------------------------------------------------|---------|------------------------------------|
| Fury  | Borden Co.<br>(Milk & Ice Cream)<br>General Foods Corp.<br>(Post Cereals) | NBC-TV  | Benton & Bowles<br>Benton & Bowles |

G

|                                   |                                                                                                                                                                                                                                                                                                                                                 |        |                                                                                                                                               |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Game of the Week—Baseball         | American Safety Razor Corp.                                                                                                                                                                                                                                                                                                                     | CBS-TV | McCann-Erickson, Inc.                                                                                                                         |
| General Electric Summer Originals | General Electric Co.<br>(GE lamps, household & other electrical appliances, TV and radio sets, and other electronic products)                                                                                                                                                                                                                   | ABC-TV | Young & Rubicam                                                                                                                               |
| GE Theatre                        | General Electric Co.<br>(Institutional)                                                                                                                                                                                                                                                                                                         | CBS-TV | BBDO                                                                                                                                          |
| Giant Step                        | General Mills, Inc.<br>(Flour, baking mixes, frosting mixes, cereals, sponges, dog food)                                                                                                                                                                                                                                                        | CBS-TV | BBDO                                                                                                                                          |
| Gleason, Jackie, Show             | Bulova Watch Co.<br>P. Lorillard Co.<br>(Old Gold Cigarettes)                                                                                                                                                                                                                                                                                   | CBS-TV | McCann-Erickson<br>Lennen & Newell                                                                                                            |
| Gobel, George, Show               | Armour & Co.<br>(Dial Soap & Meat Prods)<br>Pet Milk Co.                                                                                                                                                                                                                                                                                        | NBC-TV | Foote, Cone & Belding<br>Gardner Adv.                                                                                                         |
| Godfrey, Arthur, Show             | Bristol Myers Co.<br>(Ban, Vitalis, Ipana, Bufferin)<br>CBS-Columbia<br>(CBS TV & Radio Sets)<br>Columbia Records, Inc.<br>Kellogg Co.<br>(Cereals)<br>Pillsbury Mills, Inc.<br>(Best Flour, Cake, Pie, Hot Roll Mix)<br>Toni Co.<br>(All Products)                                                                                             | CBS-TV | Young & Rubicam<br>Ted Bates & Co.<br>McCann Erickson<br>Leo Burnett Co.<br>Leo Burnett Co.<br>North Adv.                                     |
| Godfrey's, Arthur, Talent Scouts  | Thomas J. Lipton Co.<br>(Lipton's Tea, Soup, Frostee Mix)<br>Toni Co.<br>(All Products)                                                                                                                                                                                                                                                         | CBS-TV | Young & Rubicam<br>North Adv.                                                                                                                 |
| Godfrey, Arthur, Time             | Baker's Angel Flake<br>Cocoanut<br>Bristol Myers Co.<br>(Bufferin, Ban)<br>Chef Boy-Ar-Dee Products<br>Corn Products Refining Co.<br>(Mazola Salad, Cooking Oil)<br>Easy Washing Machine Corp.<br>Kellogg Co.<br>(All Products)<br>The Kendall Co. Bauer & Black Div.<br>(All Curity Products)<br>Lever Brothers Co.<br>(Lux Liquid, Pepsodent) | CBS-TV | Young & Rubicam<br>Young & Rubicam<br>Young & Rubicam<br>C. L. Miller Co.<br>BBDO<br>Leo Burnett Co.<br>Leo Burnett Co.<br>J. Walter Thompson |



# COMMERCIAL TV PROGRAMS



| TITLE              | SPONSOR-PRODUCT                                                                                                       | NETWORK | ADVERTISING AGENCY                                      |
|--------------------|-----------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------|
|                    | <b>Manhattan Soap Co.</b><br>(Sweetheart Soap)                                                                        |         | Anderson & Cairns                                       |
|                    | <b>Minnesota Mining &amp; Mfg. Co.</b><br>(Scotch Tape, Scotch Lite)                                                  |         | BBDO                                                    |
|                    | <b>Norwich Pharmacal Co.</b><br>(Pepto-Bismol, Unguentine)                                                            |         | Benton & Bowles                                         |
|                    | <b>Pillsbury Mills, Inc.</b><br>(Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)                                         |         | Leo Burnett Co.                                         |
|                    | <b>Scott Paper Co.</b>                                                                                                |         | J. Walter Thompson                                      |
|                    | <b>Simoniz Co.</b><br>(Simoniz, Non-Scuff Floor Wax, Trolan Sponges, Hilita)                                          |         | Sullivan, Stauffer, Colwell & Bayles<br>Young & Rubicam |
|                    | <b>Standard Brands, Inc.</b><br>(Royal Gelatin Desserts, Blue Bonnet Margarine)                                       |         | Ted Bates, Inc.                                         |
| Good Morning       | <b>Bon-Ami Co.</b><br>(New Jet Bon-Ami)                                                                               | CBS-TV  | Ruthrauff & Ryan                                        |
|                    | <b>General Motors Corp., Cadillac Division</b>                                                                        |         | MacManus, John & Adams                                  |
|                    | <b>Hamilton Beach Co.</b><br>(Mixes, Blenders, Toasters)                                                              |         | Wm. Esty Co.                                            |
|                    | <b>Skill Built Tool Co.</b><br>(Hand-It-All Grill)                                                                    |         | Wellesley Adv. Assoc.                                   |
|                    | <b>Sterns Nursery</b><br>(Gladiolus)                                                                                  |         | Fairfax, Inc.                                           |
| Goodyear Playhouse | <b>Goodyear Tire &amp; Rubber Co.</b><br>(Tires & Neulite Solex)                                                      | NBC-TV  | Young & Rubicam                                         |
| Grand Ole Opry     | <b>Ralston Purine Co., Chows Div.</b><br>(Purina Chows for livestock, poultry, sanitation products and farm supplies) | ABC-TV  | Gardner Advertising                                     |
| Guiding Light, The | <b>Procter &amp; Gamble Co.</b><br>(Ivory Soap, Daz, Crisco, Cream, Cheer)                                            | CBS-TV  | Compton Adv.                                            |
| Gunsmoke           | <b>Liggett &amp; Myers Tobacco Co.</b><br>(Chesterfield, L & M Cigarettes)                                            | CBS-TV  | Cunningham & Walsh<br>Dancer, Fitzgerald & Sample       |
|                    | <b>Remington Rand, Inc.</b><br>(Electric Shavers, Business Machines, Office Equipment)                                |         | Young & Rubicam                                         |
| <b>H</b>           |                                                                                                                       |         |                                                         |
| Hall of Fame       | <b>Hallmark Cards, Inc.</b><br>(Greeting cards, Note Paper, Wrappings)                                                | NBC-TV  | Foote, Cone & Belding                                   |
| Hayes, Gabby, Show | <b>Joe Lowe Corp.</b><br>(Popicles, fudgeicles, & other frozen confections)                                           | ABC-TV  | Paris & Peart                                           |
| Heckle and Jeckle  | <b>Sweets Co. of America</b><br>(Tootsie Rolls, Candy)                                                                | CBS-TV  | George Eisen, Inc.                                      |
| Hey Jeannie        | <b>Procter &amp; Gamble Co.</b><br>(Cheer, Lilt, Shasta, Drene, Dash, Crest)                                          | CBS-TV  | Compton Adv.                                            |



# COMMERCIAL TV PROGRAMS



| TITLE                                                          | SPONSOR-PRODUCT                                                                                  | NETWORK                                        | ADVERTISING AGENCY                    |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------|------------------------------------------------|---------------------------------------|
| High Finance                                                   | <b>Chemstrand Corp.</b><br>(Acrylic Blankets)                                                    | CBS-TV                                         | Doyle, Dane, Bernbach, Inc.           |
|                                                                | <b>Mennen Co.</b><br>(Mennen Shave Cream)                                                        |                                                | McCann-Erickson                       |
| Hitchcock, Alfred, Presents                                    | <b>Bristol Myers Co.</b><br>(Ipana, Bufferin, Vitalis, Ban)                                      | CBS-TV                                         | Young & Rubicam                       |
| Hollywood Summer Theater                                       | <b>General Foods Corp.</b><br>(Maxwell House Coffee, Post's Cereals, Minute Rice, Jello Pudding) | CBS-TV                                         | Benton & Bowles                       |
| Home House Party                                               | <b>Various</b>                                                                                   | NBC-TV                                         | Various                               |
|                                                                | <b>Campbell Soup Co.</b><br>(Soup & Frozen foods)                                                | CBS-TV                                         | Leo Burnett Co.                       |
|                                                                | <b>Hawaiian Pineapple Co.</b><br>(Dole Pineapple)                                                |                                                | N. W. Ayer & Son                      |
|                                                                | <b>Kellogg Co.</b><br>(All Products)                                                             |                                                | Leo Burnett Co.                       |
|                                                                | <b>Lever Brothers Co.</b><br>(Lifebuoy, Lux Liquid, Pepsodent, Good Luck Margarine)              |                                                | BBDO                                  |
|                                                                | <b>Pillsbury Mills, Inc.</b><br>(Best Flour, Cake, Pie Hot Roll Mix)                             |                                                | Leo Burnett Co.                       |
|                                                                | <b>Simoniz Co.</b><br>(Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite)                     |                                                | Tatham-Laird, Inc.<br>Young & Rubicam |
|                                                                | <b>Standard Brands, Inc.</b><br>(Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)    |                                                | J. Walter Thompson                    |
|                                                                | <b>Swift &amp; Co.</b><br>(Meat & Poultry)                                                       |                                                | McCann-Erickson                       |
|                                                                | Howdy Doody                                                                                      | <b>Colgate-Palmolive Co.</b><br>(Dental Cream) | NBC-TV                                |
| <b>Continental Baking Co.</b><br>(Wonder Bread & Hostess Cake) |                                                                                                  | Ted Bates                                      |                                       |
| <b>Standard Brands, Inc.</b><br>(Desserts, Dog Food)           |                                                                                                  | Ted Bates                                      |                                       |
| <b>Sweets Co. of America</b>                                   |                                                                                                  | Henry Eisen                                    |                                       |
|                                                                |                                                                                                  |                                                |                                       |
| I Love Lucy                                                    | <b>General Foods Corp.</b><br>(Instant Sanka Coffee, Post's Cereals)                             | CBS-TV                                         | Young & Rubicam                       |
| It Could Be You                                                | <b>Procter &amp; Gamble Co.</b><br>(Lilt, Fluffo)                                                |                                                | Biow, Beirn & Toigo<br>Grey Adv.      |
|                                                                | <b>Alberto-Culver Co.</b><br>(Hair Care, Dressing Prods.)                                        |                                                | Geoffrey Wade                         |
|                                                                | <b>American Home Products Corp.</b>                                                              |                                                | Geyer Adv.                            |
|                                                                | <b>Armour &amp; Co.</b><br>(Meat Prods.)                                                         | NBC-TV                                         | Tatham-Laird                          |
|                                                                | <b>Brillo Mfg. Co.</b><br>(Brillo Pads)                                                          |                                                | J. Walter Thompson                    |
|                                                                | <b>Brown &amp; Williamson Tobacco Co.</b><br>(Raleigh Cigarettes, others)                        |                                                | Russell Seeds                         |
|                                                                | <b>Whitehall Pharmacal Co.</b>                                                                   |                                                | Geyer Adv.                            |





# COMMERCIAL TV PROGRAMS



| TITLE                                 | SPONSOR-PRODUCT                                                                                | NETWORK | ADVERTISING AGENCY                                  |
|---------------------------------------|------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------|
| It's A Great Life                     | Chrysler Corp.<br>(Cars, Parts & Services)                                                     | NBC-TV  | McCann-Erickson                                     |
| It's Always Jan                       | Procter & Gamble Co.<br>(Cheer, Lift, Shasta, Drene, Dash, Crest)                              | CBS-TV  | Compton Adv.                                        |
| It's Polka Time                       | Pabst Brewing Co.                                                                              | ABC-TV  | Leo Burnett Co.                                     |
| I've Got A Secret                     | R. J. Reynolds Tobacco Co.<br>(Winston Cigarettes)                                             | CBS-TV  | Wm. Esty Co.                                        |
| <b>J</b>                              |                                                                                                |         |                                                     |
| Joe and Mable                         | Pharmaceuticals, Inc.<br>(Geritol, PDX, Nimm, Zalamol)                                         | CBS-TV  | Edward Kletter Assoc.                               |
| Justice                               | American Tobacco Co.<br>(Herbert Tarryton Cigarettes)                                          | NBC-TV  | M. H. Hackett Co.                                   |
| <b>K</b>                              |                                                                                                |         |                                                     |
| Kaiser Aluminum Hour                  | Kaiser Aluminum Chemical Corp.                                                                 | NBC-TV  | Young & Rubicam                                     |
| Kiddie Spectacular from St. Louis Zoo | International Shoe Co.<br>(Red Goose Shoes)                                                    | ABC-TV  | D'Arcy Adv.                                         |
| Kovacs, Ernie, Show                   | Helene Curtis Industries, Inc.<br>(Hair Prods. & Deodorants)                                   | NBC-TV  | Earle Ludgin                                        |
|                                       | Remington Rand, Inc.<br>(Electric Shavers)                                                     |         | Young & Rubicam                                     |
| Kraft TV Theatre                      | Kraft Foods Co.<br>(Cheese Prods., Margarines)                                                 | NBC-TV  | J. Walter Thompson                                  |
| Kukla, Fran & Ollie                   | Gordon Baking Co.<br>(Silvercup Bread)                                                         | ABC-TV  | N. W. Ayer & Son                                    |
| <b>L</b>                              |                                                                                                |         |                                                     |
| Laine, Frankie, Time                  | Kellogg Co.<br>Pillsbury Mills, Inc.<br>(Best Flour, Gake, Pie, Hot Roll Mix)                  | CBS-TV  | Leo Burnett Co.<br>Leo Burnett Co.                  |
|                                       | Toni Co.<br>(All Products)                                                                     |         | North Adv.                                          |
| LaRosa, Julius, Show                  | Armour & Co.<br>(Meat Prods.)                                                                  | NBC-TV  | Tatham-Laird                                        |
|                                       | Intl. Cellu Cotton Prods. Co.<br>(Kleenex, Table Napkins)                                      |         | Foote, Cone & Belding                               |
|                                       | Noxzema Chemical Co.<br>Sunbeam Corp.<br>(Small Electrical Appliances)                         |         | Sullivan, Stauffer, Colwell & Bayles<br>Perrin-Paus |
| Lassie                                | The Toni Co.<br>Campbell Soup Co.<br>(Soup, Spaghetti, Soups, Beans, Juices, Prepared Dinners) | CBS-TV  | Weiss & Geller<br>BBDO                              |
|                                       | Kellogg Co.<br>(All Products)                                                                  |         | Leo Burnett Co.                                     |



## COMMERCIAL TV PROGRAMS



| TITLE                               | SPONSOR-PRODUCT                                                                                                                           | NETWORK        | ADVERTISING AGENCY                              |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------------------------------------------------|
| Lee, Pinky, Show                    | Sweets Co. of America<br>(Candy & Frostings)                                                                                              | NBC-TV         | Moselle & Eisen                                 |
| Lewis, Robert Q.                    | Brown & Williamson<br>Tobacco Corp.<br>(Viceroy Cigarettes)                                                                               | CBS-TV         | Ted Bates & Co.                                 |
|                                     | Lanolin Plus, Inc.<br>Ralston Purina Co.<br>(Ry-Krisp, Ralston<br>Cereal Products)                                                        |                | Biow, Beirn & Toigo<br>Guild, Bascom & Bonfigli |
|                                     | W. A. Shaeffer Pen Co.<br>(Pens, Pencils)                                                                                                 |                | Russell M. Seeds                                |
| Life Begins at 80                   | Pharmaceuticals, Inc.<br>(Serutan, Geritol, RDX,<br>Zarumin)                                                                              | ABC-TV         | Edward Kletter Assoc.                           |
| Life Is Worth Living                | Admiral Corp.<br>(Air Conditioners, Home<br>Freezers, Refrigerators,<br>Electric Ranges, Radio<br>& TV Sets)                              | ABC-TV         | Russell M. Seeds Co.                            |
| Life of Riley                       | Gulf Oil Corp.<br>(Gas, Oil, Tires, Insecticides,<br>Anti-freeze, Batteries)                                                              | NBC-TV         | Young & Rubicam                                 |
| Line-Up, The                        | Brown & Williamson<br>Tobacco Corp.<br>(Viceroy Cigarettes)                                                                               | CBS-TV         | Ted Bates & Co.                                 |
|                                     | Procter & Gamble Co.<br>(Cheer)                                                                                                           |                | Young & Rubicam                                 |
| Lombardo, Guy, Orchestra            | Clairol, Inc.<br>(Hair Coloring)                                                                                                          | CBS-TV         | Foote, Cone & Belding                           |
| Lombardo's, Guy, Diamond<br>Jubilee | Pharmaceuticals, Inc.<br>(Geritol, RDX, Niron,<br>Zarumin)                                                                                | CBS-TV         | Edward Kletter Assoc.                           |
| Lone Ranger                         | American Dairy<br>Assoc.                                                                                                                  | ABC-TV, CBS-TV | Campbell-Mithun                                 |
|                                     | General Mills<br>(Baking mixes, Cereals<br>& Flour)                                                                                       |                | Dancer-Fitzgerald-Sample                        |
|                                     | General Mills, Inc.<br>(Cheerios, Wheaties,<br>Kix)                                                                                       |                | Dancer-Fitzgerald-Sample                        |
|                                     | Nestle Co., Inc.<br>(Quik, Chocolate Bars,<br>Semi-Chocolate<br>Morsels)                                                                  |                | McCann-Erickson                                 |
|                                     | Swift & Co.<br>(Meats & Poultry)                                                                                                          |                | McCann-Erickson                                 |
| Love of Life                        | American Home Products<br>Corp.<br>(Anacin, Bisodol, Heet,<br>Kriptin, Aero Wax,<br>Easy Off Oven Cleaner,<br>Wizard Wick<br>Deodorizers) | CBS-TV         | Biow, Beirn & Toigo<br>Ted Bates & Co.          |
| Love Story                          | Procter & Gamble Co.<br>(Crisco, Oxydol,<br>Ivory Snow)                                                                                   | CBS-TV         | Benton & Bowles                                 |
| Lucy Show, The                      | Lehn & Fink Products<br>Corp.<br>(Dorothy Gray<br>Cosmetics, Lysol<br>Disinfectant, Etiquet<br>Deodorant)                                 | CBS-TV         | McCann-Erickson                                 |
| Lux Video Theatre                   | Lever Brothers Co.<br>Lux Soap, Flakes,<br>Liquid, Spry, Rinso,<br>Good Luck Margarine,<br>Pepsodent)                                     | NBC-TV         | J. Walter Thompson                              |



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| TITLE                | SPONSOR-PRODUCT                                                                                                                                                                                             | NETWORK          | ADVERTISING AGENCY                                                                                 |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------------------------|
| MacRae, Gordon, Show | Lever Brothers Co.<br>(Lux Liquid, Lifebuoy,<br>Pepsodent)                                                                                                                                                  | NBC-TV           | BBDO                                                                                               |
| Make Room for Daddy  | American Tobacco Co.<br>(Pall Mall Cigarettes)<br>Dodge Div., Chrysler<br>Corp.                                                                                                                             | ABC-TV<br>CBS-TV | Sullivan, Stauffer, Colwell & Bayles<br>Grant Adv.                                                 |
| Mama                 | General Foods Corp.<br>(Maxwell House Coffee,<br>Post's Cereals, Minute<br>Rice, Jello Pudding)                                                                                                             | CBS-TV           | Benton & Bowles                                                                                    |
| Man Against Crime    | Procter & Gamble<br>(Tide, Lilt, Green,<br>Camay)                                                                                                                                                           | NBC-TV           | Benton & Bowles                                                                                    |
| Martin, Tony, Show   | Association Products,<br>Inc.<br>(7-Day Deodorant<br>Pads)                                                                                                                                                  | NBC-TV           | Grey Adv.                                                                                          |
| Masquerade Party     | Emerson Drug Co.<br>(Frisimo Seltzer)<br>Knomark Mfg. Co.<br>(Esquima Boot Polish)<br>Olin Mathieson<br>Chemical Corp.<br>(Lenthene Cosmetics)<br>Pharmaceuticals, Inc.<br>(Serutan, Centol,<br>RDX, Zarum) | ABC-TV<br>ABC-TV | Lennen & Newell<br>Emil Mogul Co.<br>Grant Adv.<br>Edward Kletter Assoc.                           |
| Medic                | General Electric Co.<br>(Lamps)<br>Procter & Gamble<br>(Oxydol)<br>Revlon, Inc.<br>(Cosmetics)                                                                                                              | NBC-TV<br>NBC-TV | BBDO<br>Dancer-Fitzgerald & Sample<br>C. J. LaRoche                                                |
| Medical Horizons     | Ciba Pharmaceuticals,<br>Inc.<br>(Institutional)                                                                                                                                                            | ABC-TV           | J. Walter Thompson                                                                                 |
| Meet Millie          | Carter Products, Inc.<br>(Afta, Rise Shave<br>Cream, Nair, Carter's<br>Little Liver Pills)<br>Pharmaceuticals, Inc.<br>(Centol, RDX, Niron,<br>Zarum)                                                       | CBS-TV           | Sullivan, Stauffer, Colwell & Bayles<br>Edward Kletter Assoc.                                      |
| Meet the Champions   | Bayuk Cigars<br>(Phillies, Webster<br>Cigars)                                                                                                                                                               | NBC-TV           | Al Paul Lefton                                                                                     |
| Meet the Press       | Johns-Manville Corp.<br>(All Products)<br>Pan American World<br>Airways                                                                                                                                     | NBC-TV           | J. Walter Thompson<br>J. Walter Thompson                                                           |
| MGM Parade           | American Tobacco Co.<br>(Pall Mall Cigarettes)<br>General Foods, Inc.<br>(Maxwell House<br>Coffee, Minute Rice)                                                                                             | ABC-TV           | Sullivan, Stauffer, Colwell & Bayles<br>Benton & Bowles                                            |
| Mickey Mouse Club    | Am-Par Record Corp.<br>Armour & Co.<br>(Pet Foods)<br>Bristol-Myers Co.<br>(Ipana Toothpaste)<br>Campbell Soup Co.<br>(Soups, Pork & Beans,<br>Tomato Juice, Catsup)                                        | ABC-TV           | Buchanan & Co.<br>Tatham-Laird, Inc.<br>Doherty, Clifford<br>Steers & Shenfield<br>Leo Burnett Co. |



| TITLE              | SPONSOR-PRODUCT                                                                                                                                                                 | NETWORK | ADVERTISING AGENCY                         |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------------|
|                    | Canned Spaghetti & Macaroni, Sauces, Vegetable Juices, canned beef gravy)                                                                                                       |         | Erwin Wasey & Co.                          |
|                    | <b>Carnation Milk Co.</b><br>(Malted, Instant, Evaporated, Fresh Milk, Choc. Drinks, Soft Cheese, Ice Cream, Frozen Fruit & Vegetable Pies)                                     |         | D'Arcy Adv.<br>Knox Reeves Adv.            |
|                    | <b>Coca-Cola Co.</b><br><b>General Mills</b><br>(All Cereals, Prepared Baking Mixes except Cake Frosting, Prepared Cookie Mixes and Bakery Products, except Crackers and Bread) |         |                                            |
|                    | <b>Gold Seal Wax Co.</b><br>(Glass Wax)                                                                                                                                         |         | Campbell-Mithun, Inc.                      |
|                    | <b>Lettuce, Inc. of Calif. &amp; Ariz.</b><br>(Fresh Fruits & Vegetables)                                                                                                       |         | John Cohan Adv.                            |
|                    | <b>Mars, Inc.</b><br>(Candy)                                                                                                                                                    |         | Leo Burnett Co.                            |
|                    | <b>Mattel, Inc.</b><br>(Toys)                                                                                                                                                   |         | Carson, Roberts, Inc.                      |
|                    | <b>Miles Laboratories</b><br>(Bactine, One-A-Day Vitamins)                                                                                                                      |         | Wade Advertising                           |
|                    | <b>Minnesota Mining &amp; Mfg. Co.</b><br>(Adhesive, Abrasives, Pressure Sensitive Tapes, Gift-Wrap Ribbons)                                                                    |         | BBDO                                       |
|                    | <b>Morton Salt Co.</b><br><b>Pillsbury Mills, Inc.</b><br>(Cereals, Flours, Ginger Bread, Brownie & Cookie Mixes, Frosting Mixes)                                               |         | Needham, Louis & Brorby<br>Leo Burnett Co. |
|                    | <b>S. C. Johnson &amp; Son</b><br>(Waxes, Cleaners, Polishes & Appliers)                                                                                                        |         | Needham, Louis & Brorby                    |
|                    | <b>S.O.S. Co.</b><br>(Scouring Pads, Tuffy & Soil-off)                                                                                                                          |         | McCann-Erickson                            |
|                    | <b>TV Time Foods</b><br>(Popcorn)                                                                                                                                               |         | Ruthrauff & Ryan                           |
|                    | <b>Vick Chemical Co.</b><br>(Cough Syrup, Vaporub, Cough Drops, Sopskin, Hand Lotion, Medi-Mist Nasal Spray)                                                                    |         | BBDO                                       |
|                    | <b>Welch Grapejuice Co.</b><br>(Jams, Jellies, Preserves & Fruit Juices)                                                                                                        |         | Richard K. Manoff Inc.                     |
| Midwestern Hayride | <b>Avco Mfg. Co.</b><br>(Appliances, Radio-TV Sets)                                                                                                                             | NBC-TV  | Earle Ludgin                               |
|                    | <b>Whitehall Pharmacal Co.</b><br>(Anacin, Infra Rub, Neet, Bisodol)                                                                                                            |         | Ted Bates                                  |



# COMMERCIAL TV PROGRAMS



| TITLE                          | SPONSOR-PRODUCT                                                                                          | NETWORK | ADVERTISING AGENCY                               |
|--------------------------------|----------------------------------------------------------------------------------------------------------|---------|--------------------------------------------------|
| Mighty Mouse Playhouse         | Colgate-Palmolive Co.<br>(Dental Cream, etc.)                                                            | CBS-TV  | Ted Bates, Inc.                                  |
|                                | General Foods Corp.<br>(Post's Cereals)                                                                  |         | Benton & Bowles                                  |
| Millionaire, The               | Colgate-Palmolive Co.<br>(Palmolive Shave Cream, Veto, Vel, Lustre Creme Shampoo, Adv.)                  | CBS-TV  | Ted Bates & Co.                                  |
| Modern Romances                | Alberto-Culver Co.<br>(Hair Care, Dressing Products)                                                     | NBC-TV  | Geoffrey Wade                                    |
|                                | Colgate-Palmolive Co.<br>(Fats, Ajax, Shampoo, Soap)                                                     |         | Bryan Houston                                    |
|                                | Sterling Drugs, Inc.<br>(Drugs, Energine, (Dr. Lyon's Tooth Powder))                                     |         | Dancer, Fitzgerald & Sample                      |
|                                | Sweets Co. of America<br>(Candy, Frustrings)                                                             |         | Henry Eisen                                      |
| Montgomery, Robert Presents    | S. C. Johnson & Son, Inc.<br>(Wax Prods., Insecticides)                                                  | NBC-TV  | Needham, Louis & Brorby                          |
|                                | Schick, Inc.<br>(Electric Shavers)                                                                       |         | Kenyon & Eckhardt                                |
| Moore, Garry, Show             | Best Foods, Inc.<br>(Rit, Shinola, Hellman's Mayonnaise)                                                 | CBS-TV  | Earle Ludgin & Co.<br>Dancer-Fitzgerald & Sample |
|                                | Hazel Bishop, Inc.<br>(Lipstick)                                                                         |         | Raymond Spector Co.                              |
|                                | Bristol Myers Co.<br>(Ipana, Ammens, Minit-Rub)                                                          |         | Doherty, Clifford, Steers & Shenfield, Inc.      |
|                                | CBS-Hytron Tubes                                                                                         |         | Bennett & Northrop, Inc.                         |
|                                | Campbell Soup Co.<br>(Franco-American Spaghetti, Soups, etc.)                                            |         | Leo Burnett Co.                                  |
|                                | Chun King Sales, Inc.<br>(Chinese and Oriental Foods)                                                    |         | J. Walter Thompson Co.                           |
|                                | Converted Rice, Inc.<br>(Uncle Ben's Rice)                                                               |         | Leo Burnett Co.                                  |
|                                | General Mills, Inc.<br>(Flour, Baking Mixes, Bisquick)                                                   |         | BBDO                                             |
|                                | General Motors Corp.<br>(Chevrolet Cars)                                                                 |         | Campbell-Ewald Co.                               |
|                                | Kellogg Co.<br>(Crisp-Rap Dog Food)                                                                      |         | Leo Burnett Co.                                  |
|                                | Lever Brothers Co.<br>(Rinso, Lux Liquid, Good Luck Margarine)                                           |         | J. Walter Thompson                               |
|                                | C. H. Masland & Sons<br>(Eggs)                                                                           |         | Anderson & Cairns                                |
|                                | Miles Laboratories<br>(Alka Seltzer, Vitamin Tablets, Household Disinfectants, Nervone, Bactine, Tabern) |         | Geoffrey Wade Adv.                               |
|                                | Prudential Insurance Co. of America                                                                      |         | Calkins & Holden                                 |
|                                | Ralston Purina Co.<br>(By-Krista, Ralston Cereal Products)                                               |         | Guild, Bascom & Bonfigli                         |
| S.O.S. Co.<br>(Squearing Pads) | McCann-Erickson                                                                                          |         |                                                  |

**COMMERCIAL TV PROGRAMS**

| TITLE                                                      | SPONSOR-PRODUCT                                                                                 | NETWORK       | ADVERTISING AGENCY                                  |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------|-----------------------------------------------------|
|                                                            | <b>Serta Associates</b><br>(Mattresses)                                                         |               | <b>Bozell &amp; Jacobs</b>                          |
|                                                            | <b>A. E. Staley Co.</b><br>Sta-Flo Liquid, Laundry<br>Starch, Sweetose Table<br>Syrup, Sta-Puf) |               | <b>Ruthrauff &amp; Ryan, Inc.</b>                   |
|                                                            | <b>Swift &amp; Co.</b><br>Meat, Poultry, Pard,<br>Vigoro)                                       |               | <b>McCann-Erickson</b><br><b>J. Walter Thompson</b> |
|                                                            | <b>Toni Co.</b><br>(All Products)                                                               |               | <b>North Adv.</b>                                   |
|                                                            | <b>Yardley &amp; Co., Ltd.</b><br>(English Lavender,<br>Bath Oil Dusting<br>Powder, Soap)       |               | <b>N. W. Ayer &amp; Son</b>                         |
| <b>Morgan, Russ, Show</b>                                  | <b>Procter &amp; Gamble Co.</b><br>(Cheer, Lilt, Shasta,<br>Drene, Dash, Crest)                 | <b>CBS-TV</b> | <b>Compton Adv.</b>                                 |
| <b>Murray, Arthur, Party</b>                               | <b>Hazel Bishop, Inc.</b><br>(Lipstick, Nail Polish,<br>Liquid Rouge, Tampack<br>Makeup)        | <b>CBS-TV</b> | <b>Raymond Spector Co.</b>                          |
|                                                            | <b>Toni Co.</b><br>(All Products)                                                               |               | <b>North Adv.</b>                                   |
| <b>Music from the<br/>Meadowbrook<br/>My Friend Flicka</b> | <b>US. Air Force Recruiting</b>                                                                 | <b>ABC-TV</b> | <b>Ruthrauff &amp; Ryan</b>                         |
|                                                            | <b>Colgate-Palmolive Co.</b><br>(Dental Cream, Veto,<br>Ajax, Palmolive Soap)                   | <b>CBS-TV</b> | <b>Ted Bates &amp; Co.</b>                          |

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|------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------|----------------------------------------------------------------------------------|
| <b>NBA Professional Basketball</b> | <b>The Mennen Co.</b><br>(All Products)                                                      | <b>NBC-TV</b>                   | <b>McCann-Erickson</b>                                                           |
| <b>NBC Matinee Theatre</b>         | <b>Various</b>                                                                               | <b>NBC-TV</b>                   | <b>Various</b>                                                                   |
| <b>NBC News</b>                    | <b>American Can Co.</b><br>(Metal, Fibre Prods.)                                             | <b>NBC-TV</b>                   | <b>Compton</b>                                                                   |
|                                    | <b>Miles Labs.</b><br>(Alka Seltzer, One-<br>A-Day Vitamins,<br>Bactine, Tabcin,<br>Nervine) |                                 | <b>Geoffrey Wade</b>                                                             |
|                                    | <b>Sperry-Rand Corp.</b><br>(Office Machines,<br>Electric Shavers)                           |                                 | <b>Compton</b>                                                                   |
|                                    | <b>Studebaker-Packard Corp.</b><br><b>Time, Inc.</b>                                         |                                 | <b>Benton &amp; Bowles</b><br><b>Young &amp; Rubicam</b>                         |
| <b>NCAA Football Games</b>         | <b>Sunbeam Corp.</b>                                                                         | <b>NBC-TV</b>                   | <b>Perrin-Paus</b><br><b>Fletcher D. Richards</b>                                |
| <b>Name That Tune</b>              | <b>U.S. Rubber Co.</b>                                                                       |                                 | <b>Biow, Beirn &amp; Toigo</b><br><b>Ted Bates &amp; Co.</b>                     |
|                                    | <b>American Home Products Corp.</b><br>(Anacine, Kolynos,<br>Bisodol, Heet)                  | <b>CBS-TV</b>                   |                                                                                  |
|                                    | <b>Kellogg Co.</b><br>(Cereals, Dog Food,<br>Soft Drinks)                                    |                                 | <b>Leo Burnett Co.</b>                                                           |
|                                    | <b>Lanolin Plus, Inc.</b>                                                                    |                                 | <b>The Biow Co. and</b><br><b>Russell M. Seeds</b><br><b>Young &amp; Rubicam</b> |
| <b>National Bowling Champions</b>  | <b>General Cigar Co.</b><br>(White Owl Cigars)                                               | <b>NBC-TV</b>                   |                                                                                  |
| <b>Navy Log</b>                    | <b>American Tobacco</b><br>(Pall Mall Cigarettes)                                            | <b>ABC-TV,</b><br><b>CBS-TV</b> | <b>Sullivan, Stauffer, Colwell &amp; Bayles</b>                                  |
|                                    | <b>Maytag Co.</b><br>(Home Appliances)                                                       |                                 | <b>McCann-Erickson</b>                                                           |



# COMMERCIAL TV PROGRAMS



| TITLE        | SPONSOR-PRODUCT                       | NETWORK | ADVERTISING AGENCY   |
|--------------|---------------------------------------|---------|----------------------|
| News Caravan | Procter & Gamble Co.<br>(Joy)         |         | Leo Burnett Co.      |
|              | W. A. Shaeffer Pen Co.                |         | Russell M. Seeds Co. |
|              | U.S. Rubber Co.                       |         | Fletcher D. Richards |
|              | Plymouth Div.                         | NBC-TV  | N. W. Ayer           |
|              | R. J. Reynolds Tobacco Co.<br>(Camel) |         | Wm. Esty Co.         |

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|-------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------|
| Oh! Susanna<br>Omnibus                          | Nescafe                                                                                                    | CBS-TV                                                                                | Bryan Houston, Inc.                                      |
|                                                 | Aluminium Ltd.<br>(Institutional)                                                                          | CBS-TV,                                                                               | J. Walter Thompson                                       |
|                                                 | Aluminum Products & Uses                                                                                   |                                                                                       | J. Walter Thompson                                       |
|                                                 | Scott Paper Co.<br>(All Products)                                                                          |                                                                                       | J. Walter Thompson                                       |
|                                                 | J. P. Stevens Co.<br>(Textile-Institutional)                                                               |                                                                                       | Bryan-Houston                                            |
|                                                 | Union Carbide & Carbon Corp.<br>(Anti-freeze; Batteries; Insect Repellent; Cooking Gas)                    |                                                                                       | J. M. Mathes                                             |
|                                                 | On Trial                                                                                                   | Campbell Soup Co.<br>(Soups)                                                          | NBC-TV                                                   |
| Our Miss Brooks                                 | General Foods Corp.<br>(Swamdown Cake Mixes; Instant Sanka; Bird-eye Frozen Foods; Jell-O Instant Pudding) | CBS-TV                                                                                | Young & Rubicam                                          |
|                                                 | Gerber Products Co.<br>(Baby Foods)                                                                        |                                                                                       | D'Arcy Adv. Co.                                          |
|                                                 | Seven-Up Co.                                                                                               |                                                                                       | J. Walter Thompson                                       |
|                                                 | Bell Telephone System<br>Institutional                                                                     | CBS-TV<br>CBS-TV                                                                      | N. W. Ayer & Son<br>Sullivan, Stauffer, Colwell & Bayles |
| Our Mr. Sun<br>Out of Darkness<br>Ozark Jubilee | American Chicle Co.<br>(Chiclets; Peppin's Gum; Roloids; Clorets; Dentyn; Adams Clove Gum & Chiclets)      | ABC-TV                                                                                | Ted Bates, Inc.                                          |
|                                                 | American Home Products<br>(Aram, Kolynos; Infranub, nu; Suppilatory)                                       |                                                                                       | Biow-Beirn-Tiogo, Inc.                                   |
|                                                 | Ozzie & Harriet, Adventures of                                                                             | Eastman Kodak Co.<br>Hotpoint Co.<br>Norwich Pharmacal Co.<br>(Pepto-Bismol, Aspirin) | ABC-TV                                                   |

## P

|                                        |                                                                        |                  |                                                     |
|----------------------------------------|------------------------------------------------------------------------|------------------|-----------------------------------------------------|
| Pacific Coast Conference<br>Basketball | Amana Refrigeration, Inc.                                              |                  | Maury, Lee & Marshall                               |
|                                        | Armour & Co.<br>(Meat Products)                                        | CBS-TV<br>NBC-TV | Tatham-Laird                                        |
| Page, Patti, Show                      | Intl. Cellu Cotton Prods. Co.<br>(Kleenex, Table Napkins)              |                  | Foote, Cone & Belding                               |
|                                        | Noxzema Chemical Co.<br>Sunbeam Corp.<br>(Small Electrical Appliances) |                  | Sullivan, Stauffer, Colwell & Bayles<br>Perrin Paus |

COMMERCIAL TV PROGRAMS

| TITLE                                                  | SPONSOR-PRODUCT                                                                                                  | NETWORK          | ADVERTISING AGENCY                                    |
|--------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------------------|
| Pantomime Quiz                                         | The Toni Co.<br>American Oil Co.<br>(Amoco Gas, Super Permalube Motor Oil)                                       | CBS-TV           | Weiss & Geller<br>Joseph Katz Co.                     |
| People Are Funny                                       | Hamm Brewing Co.<br>Time, Inc.<br>(Life Magazine)                                                                |                  | Campbell-Mithun, inc.<br>Young & Rubicam              |
| People's Choice, The                                   | Gillette Co., Toni-Papermate Div.<br>Hair Products, Lotions, Cosmetics, Shaving Prods.)                          | NBC-TV           | North Adv.                                            |
| Person-To-Person                                       | R. J. Reynolds Tobacco Co.<br>(Salem Cigarettes)                                                                 |                  | Wm. Esty Co.                                          |
|                                                        | Borden Co.<br>(Instant Coffee, Ice Cream, Dairy Prods.)                                                          | NBC-TV           | Young & Rubicam                                       |
|                                                        | Procter & Gamble<br>(Cheer, Gleem)                                                                               |                  | Young & Rubicam                                       |
|                                                        | American Oil Co.<br>(Amoco Gas, Super Permalube Motor Oil)                                                       | CBS-TV           | Joseph Katz Co.                                       |
|                                                        | Elgin National Watch Co.<br>Hamm Brewing Co.<br>Time, Inc.<br>(Life Magazine)                                    |                  | Young & Rubicam<br>Campbell-Mithun<br>Young & Rubicam |
|                                                        | Toni Co.<br>(All Products)                                                                                       |                  | North Adv.                                            |
| Pinky Lee Show                                         | International Shoe Co.<br>(Children's Shoes)                                                                     | NBC-TV           | Henri, Hurst & McDonald                               |
| Playhouse 90                                           | Bristol Myers Co.<br>(Bufferin, Ipana, Vitalis, Ban, Mum, Mum Mist, Trushay)                                     | CBS-TV           | BBDO                                                  |
|                                                        | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                                     |                  | Leo Burnett Co.                                       |
|                                                        | Ronson Corp.<br>(Lighters)                                                                                       |                  | Norman, Craig & Kummel                                |
|                                                        | Singer Sewing Machine Co.<br>(Sewing Machines, Sewing Aids, Vacuum Cleaners)                                     |                  | Young & Rubicam                                       |
| Playwrights '56<br>Powell's, Dick<br>Zane Grey Theatre | Pontiac Motor Div.<br>Ford Div., Ford Motor Co.                                                                  | NBC-TV<br>CBS-TV | MacManus, John & Adams<br>J. Walter Thompson          |
|                                                        | General Foods Corp.<br>(Instant Maxwell House Coffee)                                                            |                  | Benton & Bowles                                       |
| Pre-Game Huddle                                        | McKesson & Robbins, Inc.<br>(Cough Drops)                                                                        | ABC-TV           | Ellington & Co.                                       |
| Press Conference                                       | Corn Products Refining Co.<br>(Mazola Oil, Starches, Karo Syrup, Bosco, Nu Soft Fabric Softener, Kasco Dog Food) | ABC-TV, NBC-TV   | C. I. Miller & Co.                                    |
|                                                        | Corn Products Refining Co.<br>(Salad Oil, Syrup, Starch)                                                         |                  | C. I. Miller                                          |
| Price Is Right, The                                    | Sunbeam Corp.<br>(Electrical Razors, Steam Iron, Electrical Kitchen Appliances)                                  | NBC-TV           | Perrin-Paus                                           |



COMMERCIAL TV PROGRAMS

| TITLE                                                     | SPONSOR-PRODUCT                                                                                            | NETWORK | ADVERTISING AGENCY                     |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------|----------------------------------------|
| Private Secretary                                         | Lucky Strike Cigarettes                                                                                    | CBS-TV  | BBDO                                   |
| Pro Football, Detroit Lions                               | Gobel Brewing Co.                                                                                          | CBS-TV  | Campbell-Ewald                         |
| Pro Football, Green Bay Packers                           | Pabst Brewing Co.                                                                                          | CBS-TV  | Leo Burnett Co.                        |
| Pro Football—San Francisco 49'ers; Los Angeles Rams       | Burgermeister Brewing Co.                                                                                  | CBS-TV  | BBDO                                   |
| Pro Football Games, Baltimore Colts                       | National Brewing Co. of Mich.<br>(Bohemian, Altes Golden Lager Beer)                                       | CBS-TV  | W. B. Doner & Co.                      |
| Pro Football Games, Chicago Cards-Bears                   | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               | CBS-TV  | Leo Burnett & Co.                      |
| Pro Football Games, Chicago Cards-Bears-Green Bay Packers | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               | CBS-TV  | Leo Burnett Co.                        |
| Pro Football Games, Detroit Lions                         | Standard Oil Co. of Indiana                                                                                | CBS-TV  | D'Arcy Adv.                            |
| Pro Football Games, Green Bay Packers                     | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               | CBS-TV  | Leo Burnett Co.                        |
| Pro Football Games, Los Angeles Rams-San Francisco 49'ers | Speedway Petroleum Corp.<br>Philip Morris, Inc.<br>(Marlboro Cigarettes)                                   | CBS-TV  | W. B. Doner & Co.<br>Leo Burnett Co.   |
| Pro Football Games, N. Y. Giants                          | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               | CBS-TV  | Leo Burnett Co.                        |
| Pro Football Games, Philadelphia Eagles                   | Atlantic Refining Co.<br>(Gasoline)                                                                        | CBS-TV  | N. W. Ayer & Son                       |
| Pro Football Games, Pittsburgh Steelers                   | P. Ballentine & Sons<br>(Beer)                                                                             | CBS-TV  | Wm. Esty                               |
| Pro Football Games, Washington Red Skins                  | Philip Morris<br>(Marlboro Cigarettes)                                                                     | CBS-TV  | Leo Burnett                            |
| Producer's Showcase                                       | Atlantic Refining Co.<br>(Gasoline)                                                                        | CBS-TV  | N. W. Ayer & Son                       |
|                                                           | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               | CBS-TV  | Leo Burnett Co.                        |
|                                                           | Duquesne Brewing Co. of Pittsburgh                                                                         | CBS-TV  | Vic Maitland Associates                |
|                                                           | American Oil Co.<br>(Amplio Gas, Super Permalube Motor Oil)                                                | CBS-TV  | Joseph Katz Co.                        |
|                                                           | Philip Morris<br>(Marlboro Cigarettes)                                                                     | CBS-TV  | Leo Burnett Co.                        |
|                                                           | Ford Motor Co.<br>RCA<br>(TV Sets, Phonographs, Radios, Stoves, Air Conditioner, Batteries, Tape Recorder) | NBC-TV  | Kenyon & Eckhardt<br>Kenyon & Eckhardt |

— Q —

|                 |                                                                   |        |                 |
|-----------------|-------------------------------------------------------------------|--------|-----------------|
| Queen for a Day | The Borden Co.<br>(Milk Prods. & Calfway)                         | NBC-TV | Young & Rubicam |
|                 | Brown & Williamson Tobacco Co.<br>(Raleigh Cigarettes, Fr Others) |        | Russell Seeds   |
|                 | Campana Sales Co.<br>(Computers)                                  |        | Erwin Wasey     |
|                 | Chicken of the Sea<br>(Tuna Fish)                                 |        | Erwin Wasey     |
|                 | Corn Products Refining Co.<br>(Karo, Oils, Dog Food)              |        |                 |

**COMMERCIAL TV PROGRAMS**

| TITLE | SPONSOR-PRODUCT                                                       | NETWORK | ADVERTISING AGENCY                |
|-------|-----------------------------------------------------------------------|---------|-----------------------------------|
|       | <b>Helene Curtis Industries, Inc.</b><br>(Hair Prods.)                |         | <b>Gordon Best</b>                |
|       | <b>Dixie Cup Co.</b>                                                  |         | <b>Hicks &amp; Greist</b>         |
|       | <b>Dow Chemical Co.</b><br>(Saran Wrap)                               |         | <b>MacManus, John &amp; Adams</b> |
|       | <b>Lehn &amp; Fink Products Corp.</b><br>(Disinfectants, deodorizers) |         | <b>McCann-Erickson</b>            |
|       | <b>Miles Labs</b><br>(Alka Seltzer, One-A-Day Vitamins)               |         | <b>Geoffrey Wade Adv.</b>         |
|       | <b>Proctor &amp; Gamble</b><br>(Detergents, Soap Prods.)              |         | <b>Compton Adv.</b>               |
|       | <b>Reddi-Whip, Inc.</b>                                               |         | <b>Ruthrauff &amp; Ryan</b>       |
|       | <b>Sandura Co.</b><br>(Floor & Wall Coverings)                        |         | <b>Hicks &amp; Greist</b>         |
|       | <b>Sunkist Growers, Inc.</b><br>(Fresh oranges & lemons)              |         | <b>Foote, Cone &amp; Belding</b>  |
|       | <b>Whitehall Pharmacal Co.</b><br>(Waxes, Polishes)                   |         | <b>Geyer Adv.</b>                 |

**R**

|                               |                                                                                    |               |                                                                                    |
|-------------------------------|------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------|
| <b>Raye, Martha, Show</b>     | <b>RCA</b><br><b>Sunbeam Corp.</b><br><b>Whirlpool Corp.</b><br>(Washing Machines) | <b>NBC-TV</b> | <b>Kenyon &amp; Eckhardt</b><br><b>Perrin Paus</b><br><b>Kenyon &amp; Eckhardt</b> |
| <b>Rin Tin Tin</b>            | <b>National Biscuit Co.</b>                                                        | <b>ABC-TV</b> | <b>Kenyon &amp; Eckhardt</b>                                                       |
| <b>Robin Hood</b>             | <b>Johnson &amp; Johnson</b><br>(Baby Products, Surgical Dressing, Baby Shampoo)   | <b>CBS-TV</b> | <b>Young &amp; Rubicam</b>                                                         |
|                               | <b>Wildroot Co., Inc.</b><br>(Hair Preparations, Hand Lotions)                     |               | <b>BBDO</b>                                                                        |
| <b>Rocket Revue 1957</b>      | <b>Oldsmobile Div., General Motors</b>                                             | <b>ABC-TV</b> | <b>D. P. Brothier &amp; Co.</b>                                                    |
| <b>Rogers, Roy, Show</b>      | <b>General Foods Corp.</b><br>(Instant Puddings, Dog Foods, Instant Coffee)        | <b>NBC-TV</b> | <b>Benton &amp; Bowles</b>                                                         |
| <b>Runyon, Damon, Theatre</b> | <b>Anheuser-Busch, Inc.</b><br>(Budweiser Beer)                                    | <b>CBS-TV</b> | <b>D'Arcy Adv. Co.</b>                                                             |
|                               | <b>Mennen Company</b><br>(Mennen Shave Cream)                                      |               | <b>McCann-Erickson</b>                                                             |

**S**

|                                             |                                                       |               |                                                         |
|---------------------------------------------|-------------------------------------------------------|---------------|---------------------------------------------------------|
| <b>Saturday Night Color Carnival</b>        | <b>RCA</b><br>(Radios, TV Sets, Phonographs, Records) | <b>NBC-TV</b> | <b>Kenyon &amp; Eckhardt</b>                            |
| <b>Schlitz Playhouse, The</b>               | <b>Schlitz Brewing Co.</b>                            | <b>CBS-TV</b> | <b>Lennen &amp; Newell</b><br><b>J. Walter Thompson</b> |
| <b>Science Comes to a Farm in a Feedbag</b> | <b>Charles Pfizer Co.</b><br>(Institutional)          | <b>ABC-TV</b> | <b>Leo Burnett Co.</b>                                  |



## COMMERCIAL TV PROGRAMS



| TITLE                         | SPONSOR-PRODUCT                                                                                  | NETWORK | ADVERTISING AGENCY                                                       |
|-------------------------------|--------------------------------------------------------------------------------------------------|---------|--------------------------------------------------------------------------|
| Screen Directors Playhouse    | Eastman Kodak                                                                                    | ABC-TV  | J. Walter Thompson                                                       |
|                               | Eastman Kodak Co.<br>(Photo Equipment & Film)                                                    | NBC-TV  | J. Walter Thompson                                                       |
| Search for Tomorrow           | Proctor & Gamble Co.<br>(Joy, Spin, Spati, Gleem)                                                | CBS-TV  | Biow, Beirn & Toigo<br>Leo Burnett Co.                                   |
| Secret Storm                  | American Home Products Corp.<br>(Aero Wax, Wizard W. F., Easy Off, Over Cleaner, Anson, Heet)    | CBS-TV  | Biow, Beirn & Toigo<br>Ted Bates & Co.                                   |
| See It Now                    | Pan American World Airways<br>Shulton, Inc.<br>(Old Spice Cosmetic Sets)                         | CBS-TV  | J. Walter Thompson<br>Wesley Associates                                  |
| Sergeant Preston of the Yukon | Quaker Oats Co.<br>(Cereals, Quaker Oats)                                                        | CBS-TV  | Wherry, Baker, Tilden                                                    |
| Shore, Dinah, Show            | Chevrolet Motor Div.<br>(Cars, Trucks, Parts & Service)                                          | NBC-TV  | Campbell-Ewald                                                           |
| Shower of Stars               | Chrysler Corp.<br>(Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobile)                       | CBS-TV  | McCann-Erickson                                                          |
| Shriner, Herb, Show           | Pharmaceuticals, Inc.<br>(Genital, RDX, Niron, Zarumin)                                          | CBS-TV  | Edward Kletter Associates                                                |
| Silvers, Phil, Show           | Amana Refrigeration, Inc.<br>R. J. Reynolds Tobacco Co.<br>(Camels)                              | CBS-TV  | Maury, Lee & Marshall<br>Wm. Esty Co.                                    |
| \$64,000 Challenge            | Kent Cigarettes<br>Revlon, Inc.                                                                  | CBS-TV  | Young & Rubicam<br>Norman, Craig & Kummel<br>C. J. LaRoche & Co.<br>BBDO |
| \$64,000 Question, The        | Revlon, Inc.<br>(All Products)                                                                   | CBS-TV  | Norman Craig & Kummel<br>BBDO                                            |
| Skelton, Red, Show            | S. C. Johnson & Son<br>(All Products)                                                            |         | Foote, Cone & Beiding                                                    |
|                               | Pet Milk Co.<br>(Evaporated Milk)                                                                | CBS-TV  | Gardner Adv. Agency                                                      |
| Stage Show Stanley            | Nescafe                                                                                          | CBS-TV  | Bryan Houston, Inc.                                                      |
|                               | American Tobacco Co.<br>(Pall Mall)                                                              | NBC-TV  | Sullivan, Stauffer, Colwell & Bayles                                     |
| Star Stage                    | Chesebrough Prods.<br>(Cosmetics)                                                                | NBC-TV  | J. Walter Thompson                                                       |
| Star Tonight                  | Brillo Mfg. Co.                                                                                  | ABC-TV  | J. Walter Thompson                                                       |
| Stop the Music                | Necchi Sewing Machine Sales Corp.                                                                | ABC-TV  | Grey Advertising                                                         |
|                               | Quality Goods Mfgs. Assoc.<br>(Anson's Men's Jewelry, Van Heusen shirts, J. B. watchbands, etc.) |         | Grey Advertising                                                         |
| Strike It Rich                | Colgate-Palmolive Co.<br>(Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab, Ajax)      | CBS-TV  | Wm. Esty Co.                                                             |
| Studio One                    | Westinghouse Electric Corp.                                                                      | CBS-TV  | McCann-Erickson                                                          |
| Studio One Summer Theatre     | Westinghouse Electric Corp.                                                                      | CBS-TV  | McCann-Erickson                                                          |

**COMMERCIAL TV PROGRAMS**

| TITLE               | SPONSOR-PRODUCT                                                                                                  | NETWORK | ADVERTISING AGENCY                                      |
|---------------------|------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------|
| Sullivan, Ed, Show  | Mercury Div. of Ford Motor Co.<br>(Lincoln & Mercury Cars)                                                       | CBS-TV  | Kenyon & Eckhardt                                       |
| Sunday News Special | Pharmaceuticals, Inc.<br>Geritol, RDX, Niron, Zarumin)                                                           | CBS-TV  | Edward Kletter Assoc.                                   |
| Super Circus        | Chunky Chocolate Co.<br>Hartz Mountain Products<br>Roto-Broil Corp. of America<br>(Infra-red Cooking Appliances) | ABC-TV  | Hilton & Riggio<br>Geo. Hartman Co.<br>Product Services |

**T**

|                                        |                                                                                                        |        |                                        |
|----------------------------------------|--------------------------------------------------------------------------------------------------------|--------|----------------------------------------|
| Tales of the 77th Bengal Lancers       | General Foods Corp.<br>(Jello, Kook Shake, Coffee)                                                     | NBC-TV | Young & Rubicam                        |
| Tales of the Texas Rangers             | Curtiss Candy Co.<br>General Mills, Inc.<br>(Ready-to-Eat Cereals, Dog Foods, Baking Mixes, Frostings) | CBS-TV | C. L. Miller Co.<br>Tatham-Laird, Inc. |
| Telephone Time                         | Sweets Co. of America<br>(Tootsie Rolls, Candy)                                                        |        | George Eisen, Inc.                     |
| Texaco Star Theatre with Jimmy Durante | Bell Telephone System                                                                                  | CBS-TV | N. W. Ayer & Son                       |
| This Is Your Life                      | The Texas Co.                                                                                          | NBC-TV | Kudner                                 |
|                                        | Hazel Bishop, Inc.<br>(Cosmetics)                                                                      | NBC-TV | Raymond Spector                        |
|                                        | Proctor & Gamble<br>(Home Permanents, Shampoos, Dentifrices)                                           |        | Compton Adv.                           |
| Thomas, Danny, Show                    | Armour & Co.<br>(Dial Soap, Dial Shampoo Liquid Chiffon)                                               | ABC-TV | Foote, Cone & Belding                  |
|                                        | Kimberly Clark Corp.<br>(Kleenex Tissues, table napkins, Delsey tissues)                               |        | Foote, Cone & Belding                  |
| To Tell the Truth                      | Pharmaceuticals, Inc.<br>(Geritol, RDX, Niron Zarumin)                                                 | CBS-TV | Edward Kletter Assoc.                  |
| Today                                  | Various                                                                                                | NBC-TV | Various                                |
| Topper                                 | Standard Brands, Inc.<br>(Tea, coffee, margarine, desserts)                                            | ABC-TV | Compton Adv.                           |
| Treasure Hunt                          | Mogen David Wine Corp.                                                                                 | ABC-TV | Weiss & Geller                         |
| Truth or Consequences                  | P. Lorillard Co.<br>(Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)                               | NBC-TV | Lennen & Newell                        |
| TV Readers Digest                      | Studebaker-Packard Corp.                                                                               | ABC-TV | D'Arcy Adv.<br>Benton & Bowles         |
| 20th Century-Fox Hour                  | General Electric Co.<br>(All Products)                                                                 | CBS-TV | Young & Rubicam                        |
| Twenty-One                             | Pharmaceuticals, Inc.<br>(Geritol, Sominex, Zarimun, RDX)                                              | NBC-TV | Edward Kletter                         |
| Two for the Money                      | Bulova Watch Co.<br>P. Lorillard Co.                                                                   | CBS-TV | McCann-Erickson<br>Lennen & Newell     |



— U —

| TITLE           | SPONSOR-PRODUCT                             | NETWORK | ADVERTISING AGENCY |
|-----------------|---------------------------------------------|---------|--------------------|
| Undercurrent    | Procter & Gamble Co<br>Pampers              | CBS-TV  | Young & Rubicam    |
| U.S. Steel Hour | United States Steel Corp.<br>Steel Products | CBS-TV  | BBDO               |

— V —

|                    |                                                                                                                                                                                                                                              |        |                                                                                                                  |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------------------------------------------------------------------|
| Valiant Lady       | General Mills, Inc.<br>Cereal, Medal Flour,<br>Pet Care, Milk,<br>Soy-Tofu, Breakfast<br>Scott Paper Co.<br>Toll Free<br>Standard Brands, Inc.<br>Toll Free<br>Toni Co.<br>All Products<br>Wesson Oil & Snowdrift<br>Sales Co.<br>Wesson Oil | CBS-TV | Dancer-Fitzgerald-Sample<br><br>J. Walter Thompson<br>J. Walter Thompson<br>North Adv.<br>Fitzgerald Adv. Agency |
| The Vise           | Sterling Drug, Inc.<br>Vise, Ager, Tablets,<br>Mint, Magnesia,<br>Mint, Tablets                                                                                                                                                              | ABC-TV | Dancer, Fitzgerald-Sample                                                                                        |
| Voice of Firestone | Firestone Tire and Rubber Co.                                                                                                                                                                                                                | ABC-TV | Sweeney & James Co.                                                                                              |

— W —

|                        |                                                                                                                                                                                                                                                                               |        |                                                                              |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------------------------------|
| Wanted                 | American Home Products Corp.<br>Amp, Kleenex, Lysol,<br>P&G, Toilet Paper, Toilet<br>Tissue                                                                                                                                                                                   | CBS-TV | Biow, Beirn & Toigo<br>Ted Bates & Co.                                       |
| Warner Bros. Presents  | General Electric, Lamp<br>Div.<br>General Electric Co.<br>Kodak TV, Kodak<br>Zapshots<br>Liggett & Myers Tobacco<br>Co.<br>Liggett & Myers<br>Monsanto Chemical Co.<br>Grape, Grape Juice,<br>Fertilizer, Stimulant,<br>Fertilizer, Juice,<br>Warner Products<br>Warner Bros. | ABC-TV | BBDO<br>Maxon, Inc.<br><br>Cunningham & Walsh<br><br>Needham, Louis & Brorby |
| Washington Square      | Helene Curtis Industries,<br>Inc.<br>Hair Products,<br>Loudonville                                                                                                                                                                                                            | NBC-TV | Earle Ludgin                                                                 |
| Wednesday Night Fights | Mennen Co.<br>Shaving Creams, After<br>Shave Lotion, Shampoos,<br>Toiletries<br>Pabst Brewing Co.                                                                                                                                                                             | ABC-TV | McCann-Erickson<br><br>Leo Burnett Co.                                       |



# COMMERCIAL TV PROGRAMS



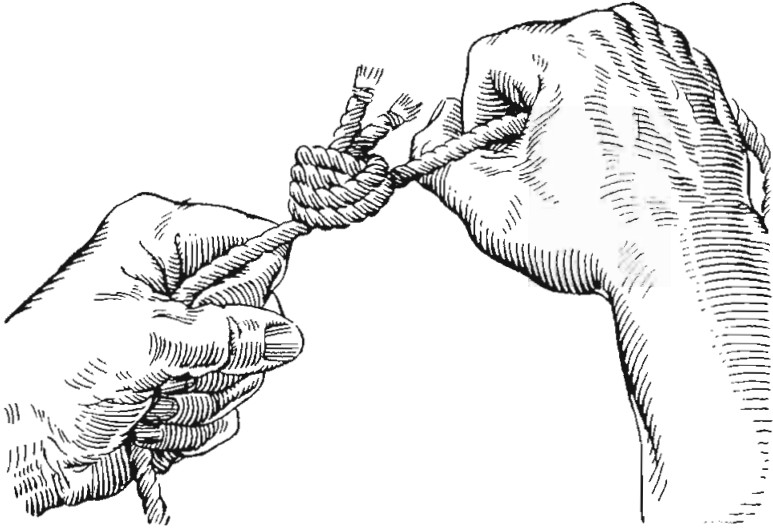
| TITLE                                             | SPONSOR-PRODUCT                                                                                                                                                         | NETWORK          | ADVERTISING AGENCY                                        |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------------|
| Welk, Lawrence, Show                              | Dodge Div.-Chrysler Corp.                                                                                                                                               | ABC-TV           | Grant Adv.                                                |
| Welk, Lawrence, Top Tunes & New Talent West Point | Dodge Div. & Plymouth Div., of Chrysler Corp.<br>General Foods Corp.<br>Maxwell House<br>Coffee, Post's Cereals,<br>Minute Rice, Jello<br>Pudding)                      | ABC-TV<br>CBS-TV | Grant Adv.<br>Benton & Bowles                             |
| What's My Line                                    | Helene Curtis Industries, Inc.<br>(Stopette, Poof, Finesse, Hair Dressing Shampoo's)<br>Remington Rand, Inc.<br>(Electric Shavers, Business Machines, Office Equipment) | CBS-TV           | Earle Ludgin & Co.<br>Young & Rubicam                     |
| Wide Wide World                                   | Guide Lamp Div. of G.M.<br>Pontiac Motor Div.<br>United Motors Div.,<br>General Motors                                                                                  | NBC-TV           | D. P. Brother<br>MacManus, John & Adams<br>Campbell-Ewald |
| Wild Bill Hickok                                  | Kellogg Co.<br>(Cereals, Dog Food)                                                                                                                                      | CBS-TV           | Leo Burnett Co.                                           |
| Winchell, Paul, Show                              | Sweets Co. of America<br>(Candy, Frostings)                                                                                                                             | NBC-TV           | Moselle & Eisen                                           |
| Wire Service                                      | R. J. Reynolds & Co.<br>(Camel & Salem Cigarettes)                                                                                                                      | ABC-TV           | Wm. Esty & Co.                                            |

## —Y—

|                      |                                                                                                                                 |        |                                              |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------|--------|----------------------------------------------|
| You Are There        | Prudential Insurance Co. of America                                                                                             | CBS-TV | Calkins & Holden                             |
| You Asked For It     | Best Foods, Inc.,<br>Skippy Peanut Butter Div.                                                                                  | ABC-TV | Guild, Bascom & Bonfigli                     |
| You Bet Your Life    | DeSoto Motor Div.                                                                                                               | NBC-TV | BBDO                                         |
| Young, Loretta, Show | Procter & Gamble<br>(Tide, Lilt, Gleem, Camay)                                                                                  | NBC-TV | Benton & Bowles                              |
| Your Hit Parade      | American Tobacco Co.<br>(Lucky Strikes, Others)<br>Warner-Hudnut, Inc.<br>(Home Permanents, Hair Products, Beauty Preparations) | NBC-TV | BBDO<br>Sullivan, Stauffer, Colwell & Bayles |
| You're On Your Own   | Hazel Bishop, Inc.<br>(Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant)                           | CBS-TV | Raymond Spector Co.                          |

## —Z—

|            |                                                                                           |        |                              |
|------------|-------------------------------------------------------------------------------------------|--------|------------------------------|
| Zoo Parade | American Chicle Co.<br>(Cum, Roloids)<br>Mutual Benefit Health & Accident Assoc. of Omaha | NBC-TV | Ted Bates<br>Bozell & Jacobs |
|------------|-------------------------------------------------------------------------------------------|--------|------------------------------|



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Second Vice-Chairman ..... Mark Goodson  
Secretary ..... William J. Bratter  
Treasurer ..... Lawrence Longner

### 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 Dullzell  
Recording Secretary ..... John Effrat  
Exec. Sec. .... Angus Duncan  
Counsel ..... Herman E. Cooper

### BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.  
6636 Hollywood Blvd., Los Angeles 28, Calif.  
230 Jones St., San Francisco 2, Calif.  
519 Jarvis St., Toronto, Ont.

### COUNCIL

Jeanna Belkin, Sara Bettis, Charles Blackwell, Paul B. Brown, Donald Cook, Robin Craven, Jack Dabdoub, John Drew Devereaux, Stephen Douglass, Norma Doggett, John Emery, Robert Flavell, John Forsythe, Eddie Foy, Jr., Florida Friebus, Larry Gates, Marjorie Gatenon, Richard Gordon, Margaret Hamilton, Helen Hayes, Del Hughes, Kim Hunter, Earle Hyman, George Ives, Leo Kayworth, Betty Jane Keating, Dennis King, Judson Laire, Ruth Matteson, Ruth McDevitt, Roddy McDowall, Patrick McVey, Edith Meiser, Katherine Meskill, Thomas Mitchell, Dick Moore, Claudia Morgan, May Muth, Robert Neukum, Lloyd Nolan, Elliott Nugent, Bibi Osterwald, Leonard Patrick, Neva Patterson, Robert Preston, William Redfield, Polly Rowles, Edmon Ryan, Dorothy Sands, James Schlader, Hiram Sherman, Stanley Simmonds, Cornelia Otis Skinner, Kent Smith, William Talman, Ann Thomas, Frederic Tozere, Lucia Victor, Eddie Weston, Jane White, Eleanor Wilson, Lois Wilson, Gordon Woodburn, Blanche Yurka, William Roerick.

## 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. Replier  
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. Replier, 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. Colson, 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.  
Circle 6-2431

### OFFICERS

Chairman of the Board ..... B. R. Donaldson  
Vice-Chairman of the Board ..... R. M. Feemster  
President ..... Elon G. Barton  
Secretary ..... Lorretto Fox  
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.

3 East 54th St., New York 22, N. Y.  
PLaza 1-5656

### OFFICERS

Chairman ..... Dr. W. H. Wulfeck  
Vice-Chairman ..... Ben R. Donaldson  
President ..... William A. Hart  
Treasurer ..... E. P. Seymour  
Managing Director ..... A. W. Lehman  
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 ..... Robert D. Holbrook  
Vice-Chairman ..... Melvin Brorby  
President ..... Frederic R. Gamble  
Secretary-Treasurer ..... Donald K. Clifford  
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  
Sec'y.-Treas..... Joseph F. Kehoe  
Vice-Pres..... William Bender

**BRANCH OFFICES**

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.  
Phone: LO 4-1251. Mort Borrow, Chairman.  
Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y.  
Phone: CO 7-1734. W. Bender, Chairman.

**FUNCTIONS**

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

**AMERICAN FEDERATION OF MUSICIANS**

570 Lexington Ave., New York 22, N. Y.  
Plaza 8-0600

**OFFICERS**

Pres..... James C. Petrillo  
Vice-Pres..... C. L. Bagley  
Secretary..... Leo Cluesmann  
Treasurer..... George V. Clancy

**EXECUTIVE COMMITTEE**

Wm. J. Harris, Stanley Ballard, Herman D. Kenin,  
Lee Ropp, Wolter M. Murdoch.

**BRANCH OFFICES**

175 W. Washington St., Chicago 2, Ill. Phone: STate 2-0063.  
220 Mt. Pleasant Ave., Newark 4, N. J. Phone  
Humboldt 2-8010. George V. Clancy, Treas.

**AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)**

15 West 44th Street, New York 36, N. Y.  
Murray Hill 7-1810

**NATIONAL OFFICERS**

President..... Frank Nelson  
1st Vice-President..... Clayton Collyer  
2nd Vice-President..... Eleanor Engle  
3d Vice-President..... Luis Van Rooten  
4th Vice-President..... Bill Baldwin  
5th Vice-President..... Fred B. Cole  
6th Vice-President..... Dick Stork  
7th Vice-President..... Nellie Booth  
Recording Secy..... Wando Ramey  
Treasurer..... Stanley Farror  
National Executive Secy..... Donald F. Conaway

**BRANCH OFFICES**

6331 Hollywood Blvd., Hollywood 28, Calif. 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..... Regina Resnik

5th Vice-President..... Tilda Morse  
Treasurer..... Abba Bagin  
Recording Secretary..... Elizabeth Hoepfel  
National Executive Secretary..... Hyman R. Faine

**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 Cochlan, 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..... Georgie Price  
1st Vice-President..... Allan Walker  
2nd Vice-President..... Joe Campo  
3rd Vice-President..... Jack Gwynne  
Treasurer..... Frank Ross  
Recording Secretary..... Peter Chan

**BRANCH OFFICES**

1697 Broadway, N. Y. 19, N. Y.; Phone: CI 6-7130  
Eastern Regional Director..... Lou Smolev  
64 W. Randolph St., Chicago, Ill.; Phone: CEntrol 6-5361  
Mid-West Regional Director..... Ernie Fast  
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOLlywood 4-8281  
Western Regional Director..... Irvin Mazzei

**AMERICAN MARKETING ASSOCIATION**

27 East Monroe St., Chicago 3, Ill  
CEntrol 6-8306

**OFFICERS**

President..... Charles W. Smith  
President-Elect..... D. Moynard Phelps  
Vice-Pres..... Charles H. Sandage  
Vice-Pres..... Wendell R. Smith  
Vice-Pres..... Robert O. Fernald  
Secretary..... Hugh G. Wales  
Treasurer..... Leroy F. Church  
Executive Director..... William C. Gordon, Jr.

**BRANCH OFFICES**

43 Chapters in the U.S. & Canada

**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..... William Dwight  
Vice-President..... D. Tennant Bryon  
Secretary..... Wolter J. Blackburn  
Treasurer..... Mark Ferree  
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 298, Easton, Pa., Phone: 3-6519. 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 ..... Paul Cunningham  
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, Maurice Scopp, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

**BRANCH OFFICES**

In all principal cities throughout the United States.

**FUNCTIONS**

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

**AMERICAN WOMEN IN RADIO AND TELEVISION, INC.**

501 Madison Ave., New York 22, N. Y.  
ELdorado 5-7281

**OFFICERS**

President ..... Edythe Fern Melrose  
House O'Charm, WXYZ-TV, Detroit, Michigan  
Vice-President, Eastern Area ..... Betty Butterfield  
WAAT, WATV, Newark, N. J.  
Vice-President, Central Area ..... Martha Crane  
WLS, Chicago, Illinois  
Vice-President, Southern Area ..... Edith Ford  
WLW-A, Atlanta, Georgia  
Vice-President, Southwestern Area ..... Sarah Jane Moon  
KSEA, Nacogdoches, Texas  
Vice-President, Western Area ..... Marian K. Rowe  
KRON, San Francisco, California  
Secretary-Treasurer ..... Nena Badenoch  
Nat'l Society Crippled Children, Adults, Inc., N. Y.  
Executive Secretary ..... Margo Anderson  
501 Madison Avenue, New York

**DIRECTORS-AT-LARGE**

Hilda Ballestro, Evaporated Milk Assn., Chicago 1, Ill.; Heloise Parker Broeg, Radio-TV Consultant, Boston, Mass.; Lorane Cooley, California Hawaiian Sugar Refining Corp., San Francisco, Calif.; Lillian Lang, BBC, New York; Montez Tjaden, KOMA KWTV, Oklahoma City, Okla.

**CHAPTERS**

California, Fresno, D. C., Florida, Atlanta, Columbus (Georgia) Heart-Of-America (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota), Chicago, Indianapolis, Kentuckiana, New Orleans, Maryland, Detroit, Minnesota, Kansas City, St. Louis, Omaha, New England (including New England states), Northern New Jersey, Central New York, New York City, New York State's Capitol District, Western New York, Akron-Portage Trail (Ohio), Ohio, Ohio-Western Reserve, Oklahoma-Sooner, Philadelphia, Pittsburgh-Gateway, South Carolina-Piedmont, Texas (Deep in the Heart of), Houston (Texas).

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, Hattie Althoff  
Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'Halloran  
Secretary ..... Milton Berger  
Treasurer ..... Joseph Singer  
Assistant Secretary ..... Ruth L. Simonson  
Counsel ..... Abraham Moses

**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.

**ASSOC. OF CANADIAN ADVERTISERS, INC.**

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario  
EMpire 3-8046

**OFFICERS**

President ..... R. R. McIntosh  
Executive Vice-President ..... R. E. Sewell  
Vice-Presidents ..... T. M. Atkinson, G. C. Clarke,  
J. J. McGill  
Vice-President & Treasurer ..... H. E. Whitehead  
General Manager & Secretary ..... Frank A. Healy

**DIRECTORS**

J. A. Blay, J. W. Cook, Scott Fyfe, E. T. Gater, Mrs. G. Wilson McGuinness, P. J. McGinnis, J. C. Miller, M. M. Schneckeburger, E. H. Woodley, A. B. Yeates.

**THE ASSOCIATION OF CINEMA LABORATORIES, INC.**

1226 Wisconsin Ave., Washington 7, D. C.  
D. C.

Vice-President ..... Neal Keehn  
Vice-President ..... Sidney P. Solow  
Secretary ..... Byron Roudabush  
Treasurer ..... George W. Colburn

**DIRECTORS**

Don M. Alexander, James A. Barker, George W. Colburn, Louis Feldman, Saul Jeffee, Neal Keehn, Sidney P. Solow, 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.**

155 E. 44th St., New York, N. Y.  
Oxford 7-5950.

**OFFICERS**

President ..... Paul B. West

Vice-Presidents Cy Norton, Lowell McElroy, J. M. Allen  
 Secretary.....Peter W. Allport  
 Chairman of the Board.....George E. Mosley  
 General Foods  
 Vice-Chairman.....Rolph Winslow  
 Koppers Company

**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.

**ASSOCIATION OF RADIO NEWS ANALYSTS**

24 East 39th Street, New York 16, N. Y.  
 Oxford 7-5300

President.....Quincy Howe  
 Vice-President.....Joseph C. Harsch  
 Vice-President.....W. W. Choplin  
 Executive Committee.....H. V. Kaltenborn,  
 Chet Huntley, John MacVane  
 Secretary.....Larry Lesueur  
 Treasurer.....Cesar Soerchingor  
 Assistant Secretary-Treasurer.....Allen Jackson

**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. 39th St., New York 16, N. Y.  
 MURRAY Hill 9-4950

**OFFICERS**

President.....William L. Shirer  
 Vice-President.....John Brick  
 Secretary.....Irmengarda Eberle Koehler  
 Secretary to the Council.....Luise M. Sillcox  
 Membership Secretary.....Edith Mackin

**COUNCIL**

Cleveland Amory, Betsy Barton, Richard Bissell, Howard Breslin, John Brick, Ernestine Gilbrath Carey, Margaret Cousins, Jonathan Daniels, Hildegarde Dalton, Michael Drury, Samuel Grafton, Alan Green, John Hersey, Helen Hull, Elizabeth Janeway, Norman Katkov, Lenard Kaufman, Christopher LaForge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Merle Miller, Ralph O. Moody, Ann Petry, Bentz Plogemann, Marjorie Hillis Roulston, Rex Stout, Alvin Tresselt, Theodore White; Hoys, St. John, Abramson and Heilbron, Counsel.

**FUNCTIONS**

National business organization of authors in the publication field

**THE AUTHORS LEAGUE OF AMERICA, INC.**

6 E. 39th St., New York 16, N. Y.  
 MURRAY Hill 9-4950

**OFFICERS**

President.....Moss Hart  
 Vice-President.....Rex Stout  
 Treasurer.....Arthur Schwartz  
 Secretary.....Ann Petry  
 Executive Secretary.....Luise M. Sillcox

**COUNCIL**

Cleveland Amory, S. N. Behrman, Howard Breslin, Russel Crouse, Ruth Goodman Goetz, Oscar Hammerstein, 2nd, Samuel Grafton, Alan Green, Joseph Hayes, Lillian Hellman, John Hersey, Laura Z. Hobson, Helen R. Hull, Joan Kahn, Richard Lewine, Howard Lindsay, Frances Lockridge, Richard Lockridge, Merle Miller, Ann Petry, Elmer Rice, Richard Rodgers, Victor Wolfson, Stanley Young; Hoys, St. John, Abramson and Heilbron, Counsel.

**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., Motorola, 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

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.....Barrie Thorn  
 Program Director.....Alec Sutherland  
 Program Assistant.....Lillian Lang  
 TV Officer.....G. Delstrother  
 Transcription Assistant.....Marion Rouse  
 Chief Engineer.....Arthur S. Toby

**BRANCH OFFICES**

United Nations Office Room C-309, United Nations, N. Y. Plaza 4-1234, Ext. 3121. F. D. 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. Dir.....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  
 Television Producer.....Richard A. Cabb  
 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.....Martin Lawrence  
 Editor.....Julienne (Judy) Dupuy

**FUNCTIONS**

Publishers of TV Film program directories; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film"

**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-Radia License  
Harry P. Somerville  
Vice-Pres. in charge Station Relations..... Glenn Dolberg  
Vice-Pres. in charge Foreign Relations..... Jean Geiringor  
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; Herbert V. Akerberg,  
John Elmer, E. L. Jahncke, Jr., Jos. Baudino, Carl  
Haverlin, William S. Hedges, Herbert Hollister, Leonard  
Kapner, Paul W. Morency, William Reagan, J. Leonard  
Reinisch, J. Harold Ryan, G. Richard Shatto.

**STATION RELATIONS**

Al Marlin, Turner Cooke, Justin Bradshaw, Robert  
Fuller, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey  
Owings.

**NON-RADIO LICENSING DEPT.**

Vice-President..... Harry P. Somerville  
Chicago Office, 360 N. Michigan Ave.; Andover  
3-5394. Stan Myers, Mid-West Representative.  
Los Angeles, 1549 N. Vine St., Hillside 7-7447;  
Lawrence Conti, Far-Western Representative.

**PROFESSIONAL DEPT.**

Julian Stearns, General Professional Mgr.; Profes-  
sional 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.  
BMI Canada, Ltd., 16 Gould St., Toronto 2, Ont.,  
Phone: Elgin 0040, Wm. Harold Moon, Asst. Gen.  
Mgr.

**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.

**BROADCASTERS' PROMOTION  
ASS'N., INC.**

c/o WBC, Suite 2100, Chanin Bldg., 122 E. 42nd St.,  
New York 17, N. Y.  
Phone: MURray Hill 7-0808

**OFFICERS**

President..... David E. Partridge  
WBC, New York  
First Vice-Pres..... Charles A. Wilson  
WGN, WGN-TV, Chicago  
Second Vice-Pres..... Montez Tjaden  
KWTW, Oklahoma City, Okla.  
Secy.-Treas..... Ellen M. Johansen

**BOARD MEMBERS**

Bruce Wallace, WTMJ, Milwaukee; Haywood Meeks,  
WMAL-TV, Washington, D. C.; Roy C. Pedersen,  
WDAY, Fargo, N. D.; Samuel Elber, WERE, Cleveland;  
Gene Godt, WCCO-TV, Minneapolis; Marion Annen-  
berg, WDSU, New Orleans; Joe Zimmerman, WFIL,  
Philadelphia; Joe G. Hudgens, KRNT, Des Moines;  
John M. Keyes, WMAQ, WNBQ, Chicago; Foster A.  
Brown, KMOX, St. Louis; Howard W. Meagle, WYVA,  
Wheeling, W. Va.; Paul Woodland, WGAL, Lancaster,  
Pa.

**FUNCTIONS**

The Association was formed for the betterment of  
broadcasting activity by furthering the recognition,  
organization and extension of promotional activity as  
an essential function in the broadcasting-telesharing  
business; by increasing the effectiveness of broad-  
casters' promotion personnel through contacts with  
one another, and with representatives of related  
business, through the exchange of information and

ideas, and through consequent improvement of promo-  
tion methods, research principles and techniques; and  
by assisting broadcasters to secure competent per-  
sonnel for promotion work.

**THE BUREAU OF BROADCAST  
MEASUREMENT**

96 Eglinton Ave. East, Toronto 12, Ontario  
MAYrain 9464

**BOARD OF DIRECTORS AND OFFICERS**

President..... Charles R. Vint  
Vice-President..... Horace N. Stovin  
Research & Development Director..... Clyde H. McDonald  
Executive Secretary & Treasurer..... Charles J. Follett

**DIRECTORS**

J. Arthur Dupont, Radio Station CJAD, Montreal;  
William N. Hawkins, Radio Station CFOS, Owen  
Sound; E. Lloyd Moore, Radio Station CFRB, Toronto;  
Robert M. Campbell, J. Walter Thompson Co., Ltd.,  
Toronto; C. W. McQuillin, Cockfield, Brown & Co.,  
Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd.,  
Toronto; William E. Trimble, Baker Advertising  
Agency Ltd., Toronto; George S. Bertram, Swift  
Canadian Co., Ltd., Toronto; J. J. McGill, Imperial  
Tobacco Sales Co. of Canada, Ltd., Montreal; A. M.  
Sanderson, Whitehall Pharmacal (Canada) Ltd., Toron-  
to; Ralph T. Snelgrove, Television Station CKVR-TV,  
Barrie; W. Clifford Wingrove, Television Station  
CFPL-TV, London; Ross A. McCreath, Television Time  
Manager, All-Canada Television, Toronto; Kenneth W.  
Davis, Omar Renaud & Co., Toronto.

**FUNCTIONS**

To conduct surveys and to assemble statistical and  
other data relating to radio broadcasting and par-  
ticularly relating to the number, distribution and  
listening habits of persons who are or may be listen-  
ing to the various broadcasting stations at different  
times and from time to time.

To adopt standard methods of appraising broadcast-  
ing station coverage and/or the listening habits of  
the public.

To prepare reports, charts and other forms of pub-  
licity based on surveys and statistical and other data  
assembled as aforesaid.

To print, publish and distribute to members the re-  
ports, charts and other forms of publicity prepared as  
aforesaid.

**CANADIAN ASSOCIATION OF  
RADIO & TELEVISION  
BROADCASTERS**

108 Sparks St., Ottawa 4, Canada

President..... F. A. Lynds  
Executive Vice-President..... T. J. Allard  
Vice-President Radio..... D. A. Gourd  
Vice-President Television..... H. A. Crittenden  
Secretary-Treasurer..... Flora Love  
Copyright Counsel..... Samuel Rogers, R. C.  
French Language Counsel..... Taschereau Fortier

**DIRECTORS**

J. Hirtle, CKBW, Bridgewater, N.S.; F. A. Lynds,  
CKCW, Moncton, N.B.; G. Stirling, CJON-TV, St.  
John's, Nfld.; D. A. Gourd, Radio Nord, Inc., Rouyn,  
P.Q.; HENDI Lepage, CHRC, Quebec, P.Q.; Couture,  
CKSB, St. Boniface, Man.; F. B. Ricard, CHNO, Sud-  
bury, Ont.; J. M. Davidson, Northern Broadcasting  
Co., Ltd., Toronto, Ont.; W. T. Cruikshank, CKNX,  
Wingham, Ont.; J. A. Dupont, CJAD, Montreal, P.Q.;  
W. N. Hawkins, CFOS, Owen Sound, Ont.; E. E. Fitz-  
gibbons, CKCO-TV, Kitchener, Ont.; R. J. Buss, CHAT,  
Medicine Hat, Alta.; V. Dallin, CFQC, Saskatoon,  
Sask.; J. O. Blick, CJOB, Winnipeg, Man.; H. A. Crit-  
tenden, CKCK-TV, Regina, Sask.; C. J. Rudd, CHUB,  
Banaimo, B. C.; M. P. Finnerty, CKOK, Penticton,  
B. C.

**SALES OFFICE**

200 St. Clair Avenue, West, Toronto 7, Ont. Phone:  
WAlnut 2-3334. C. W. Fenton, Sales Director.

**FUNCTIONS**

The Canadian Association of Radio and Television  
Broadcasters is a voluntary trade organization of 144  
privately owned (independent) radio broadcasting sta-  
tions and 26 television stations in Canada.

**CATHOLIC ACTORS GUILD OF AMERICA, INC.**

120 W. 45th Street, New York 36, N. Y.  
Circle 6-5566

**OFFICERS**

President ..... **Gene Buck**  
 Vice-President ..... **Gene Lockhart**  
 Vice-President ..... **William Gaxton**  
 Recording Secretary ..... **Paul A. Lilly**  
 Historian ..... **Jane Taylor Lacino**  
 Executive Secretary ..... **George W. Buck**  
 Chairman of Executive Board ..... **Walter Kiernan**  
 Chaplain ..... **Rt. Rev. Msgr. Vincent J. Brosnan**  
 Treasurer ..... **Rev. Francis M. Costello**

**FUNCTIONS**

Social and charitable 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 Foy**  
 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 Eleta**

**FUNCTIONS**

Regional association of radio and TV broadcasters representing stations in the Coribbean 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 ..... **Loith Stevens**  
 1st Vice-President ..... **Winston Shorlps**  
 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  
WAlnut 3-8457

**OFFICERS**

President. . . . **Sir Ernest MacMillan Mus. D. (Oxon.)**  
 General Monoger ..... **W. St. C. 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. 39th St., New York 16, N. Y.  
Murray Hill 9-4950

President ..... **Oscar Hommerstein, 2nd**  
 Vice-President ..... **Howard Lindsay**  
 Secretary ..... **A O Goetz**

**COUNCIL**

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, A. O. Goetz, Moss Hart, Lillian Hellman, Arnold B. Horwitz, William Inge, Garson Kanin, Joan Kerr, Sidney Kingsley, Arthur Laurents, Alan Jay Lerner, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Mills Ten Eyce, Jr., Executive Secretary; Luise M. Sillcox, Secretary to the Council; Hays, St. John, Abramson & Heilbron, Counsel.

**FUNCTIONS**

The national business organization of dramatists.

**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 Blackburn, Sidney Blackmer, Leo G. Carroll, Helen Bonfits, Margaret Dale, Mrs. Owen Davis, Boris Karloff, Tessa Kosto, Thais Lawton, Raymond Massey, Robert Fryer, Carmen Mathews, Margery Maude, John Morley, Helen Ormsbee, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Moson Curry, Marjorie Goteson, James Jolley, J. P. Wilson, Mrs. Leonard C. Feathers, Jean Dixon.

**FUNCTION**

The Guild ministers to actors of all religious foiths.

**FEDERAL COMMUNICATIONS BAR ASSOCIATION**

c/o Secretary, Verne R. Young, Esq., Suite 300  
American Building, 1317 F St., N.W., Washington 4, D. C.

**OFFICERS**

President ..... **George O. Sutton**  
 1st Vice-President ..... **George S. Smith**  
 2nd Vice-President ..... **William C. Koplovitz**  
 Secretary ..... **Verne R. Young**  
 Assistant Secretary ..... **Norman E. Jorgensen**  
 Treasurer ..... **Howard J. Schellenberg, Jr.**

**EXECUTIVE COMMITTEE**

Donald C. Bealar, Robert M. Booth, Jr., Jeremiah Courtney, Henry G. Fischer, W. Theodore Pierson, Thomas W. Wilson; Delegate to American Bar Association: George O. Sutton.

**FUNCTIONS**

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

**FEDERAL TRADE COMMISSION**

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.  
Executive 3-6800

**PERSONNEL**

Chairman.....John W. Gwynne  
Commissioner.....Edward T. Tait  
Commissioner.....Sigord Anderson  
Commissioner.....William C. Kern  
Commissioner.....Robert T. Secrest  
Sec. to the Commission.....Robert M. Parrish  
Executive Director.....Alex. Akerman, Jr.  
General Counsel.....Earl W. Kintner  
Director of Public Information.....S. F. Stowe  
Dir., Bur. of Consultation.....Charles E. Grandey  
Dir. Bur. of Economics.....Simon N. Whitney  
Dir. of Hearing Examiners.....Everett F. Haycraft  
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. COrtlandt 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 practices and publishes economic studies of factors affecting 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 Lewitin  
Administrator.....Suzanne Weltman  
Program Director.....Marins Kobtzeff  
Public Relations.....Denise Falk

**FUNCTIONS**

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

**INSTITUTE FOR EDUCATION BY RADIO-TELEVISION**

Ohio State Univ., Columbus 10, O.  
AXminster. 9-3184 Ext. 280, 606

Director.....I. Keith Tyler  
Asst. to Dir.....Robert B. Burrows  
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**

President.....Dr. J. T. Henderson  
Vice-President.....Dr. Yasujiro Niwa  
Treasurer.....Dr. W. R. G. Baker  
Secretary.....Haraden Pratt

Editor.....D. G. Fink  
Executive Secretary.....G. W. Bailey

**DIRECTORS**

J. D. Ryder, A. V. Loughren, D. E. Noble, E. W. Herald, J. F. Byrne, A. N. Goldsmith, A. W. Graf, Samuel Seely, J. R. Whinnery, Ernst Weber, W. R. Hewlett, R. L. McFarlan, F. A. Polkinghorn, J. G. Brainerd, H. R. Hegbard, J. J. Gerston, K. V. Newton, C. F. Walcott, A. B. Oxley.

**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**

1733 Broadway, New York 19, N. Y.  
333 North Michigan Ave., Chicago 1, Ill.  
JUdson 2-5030

**OFFICERS**

President.....George Abraham  
Vice-President & Regions Coordinator.....David W. Borst  
Secretary & Treasurer.....James R. Wylie  
Business Manager.....James R. Wylie  
Manager of Member Services.....Richard H. Crompton  
Sales Manager.....Richard E. Pittenger  
Engineering Manager.....Allen I. Perlin  
Resident Counsel.....Herbert B. Barlow, Jr.  
Operations Manager.....Francis A. Gicca  
Publicity Manager.....Walter Hofer  
Public Relations Manager.....Herbert Silon

**BRANCH OFFICES**

D. W. Borst, 580 Lowell Street, Lynnfield Center, Mass. Phone: 4-4244; 333 North Michigan Ave., Chicago, Ill.

**FUNCTIONS**

Intercollegiate Broadcasting System is a non-profit association of campus-limited radio stations, established in 1940 to provide operational advice, informational interchange and commercial services for this unique form of broadcast education.

**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  
Vice-Presidents.....Jack Benny, Jack Bregman, Emil Friedlander, Marcus Heiman, A. A. Jaller, Dr. Leo Michel, Ted Lewis, Dr. George H. Solomon, Wm. Morris, Jr., Jack Pearl, Leonard B. Sang, James Sauter, Milton Weintraub, Emanuel Sacks.  
Treasurer.....Abe Lastfogel  
Asst. Treasurer.....Nat Lefkowitz  
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.....James H. Denison, Assn. of Land-Grant Colleges and State Universities.  
Executive Director.....Ralph Steetle

**JCET MEMBERS**

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsum, American Council on Education; Dr. Leo A. Martin, Assn. for Education by Radio-Television; Dr. Edgar Fuller, Council of Chief State School Officers; Dr. Harry K. Newburn, Educational Television and Radio Center; Frank E. Schooley,

Nat'l Assn of Educational Broadcasters, Edward L. Ryerson, National Citizens Committee for Educational Television; James H. Snowden, Nat'l Congress of Parents & Teachers; Dr. Belmont Farley, National Education Association of the United States.

**FUNCTIONS**

The JCET seeks to represent the special needs of education in the newest and most powerful of the mass media, and encourage educators to meet their responsibilities in regard to it

**THE LAMBS**

130 W. 44th St., New York 36, N. Y.  
JUdson 2-1515

**OFFICERS**

|                         |                  |
|-------------------------|------------------|
| Shepherd Boy            | William Gaxton   |
| Corresponding Secretary | Loring Smith     |
| Recording Secretary     | Milton Weintraub |
| Treasurer               | Charles Boxter   |
| Librarian               | Lep Solomon      |
|                         | Elliott Nugent   |

**DIRECTORS**

Mickey Alpert, Edward H. Ford, John W. Hundley, Frank H. Leslie, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Ralph Bellamy, Eddie Dowling, Marcus Heiman, Bert Lohr, Hermon Phillips.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greozo.

**FUNCTIONS**

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

**LEAGUE OF ADVERTISING AGENCIES, INC.**

220 W. 42nd St., New York 36, N. Y.  
Lackawanna 4-9735

**OFFICERS**

|                          |                                 |
|--------------------------|---------------------------------|
| President                | James B. Zabin                  |
| Exec. Sec'y              | Julian Ross                     |
| Vice-Presidents          | Irving Davis, Bernard M. Reiss, |
| Larry Schwartz           |                                 |
| Secretary                | Max Sinowitz                    |
| Treasurer                | Nat Roth                        |
| Legal Counsel            | Louis N. Field, Morton J. Simon |
| Fiscal Advisor           | Lucius H. Coleman               |
| Public Relations Counsel | Bosh Stack                      |

**BOARD OF GOVERNORS**

A. D. Adams, Arthur Bandman, Ted Bernstein, Lester Loeb, Henry Loewy, Max Pearlman, Louis E. Reinhold, Philip I. Ross, David E. Rothschild, Joseph Rusakoff, Horry C. Waterston, William Weitman.

**MOTION PICTURE INDUSTRY CREDIT GROUP, NATIONAL ASSOCIATION OF CREDIT MEN**

229 Fourth Ave., New York 3, N. Y.  
OREgon 4-5100

|               |                  |
|---------------|------------------|
| Chairman      | Joseph A. Tanney |
| Vice-Chairman | Kern Moysc       |
| Secretary     | William McAdam   |

**EXECUTIVE COMMITTEE**

Kern Moysc, S. C. Robbins, Sam Silverman, Joseph Fanny, Anthony Termini.

**MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.-C.I.O.**

1270 Sixth Avenue, New York 20, N. Y.  
CO. 5-7362

|                     |               |
|---------------------|---------------|
| President           | Robert Miller |
| Vice-President      | Joe Sontly    |
| Treasurer           | Jack Perry    |
| Executive Secretary | Bob Miller    |

**MEMBERS OF EXECUTIVE COUNCIL**

Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jerry Lewin, Bernie Pollack, Sammy Smith, Murray Luth, Mac Shulman, Ed Burton.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill., Marton 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.  
PLaza 1-1930

**OFFICERS**

|                       |                   |
|-----------------------|-------------------|
| Chairman of the Board | Walter G. Douglas |
| President             | Louis Bernstein   |
| Vice-President        | Jack Mills        |
| Secretary             | J. J. Bregman     |
| Treasurer             | Maurice Scopp     |
| Agent and Trustee     | Harry Fox         |

**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, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

**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, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

**FUNCTIONS**

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective mem-

berships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

**NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET)**

35 Court St., Chicago 4, Ill.  
WA 2-2462

International President.....George Smith  
International Vice-President.....Gene Klump  
International Sec'y-Treasurer.....Arthur Hjorth  
Canadian Sec'y-Treasurer.....Jiacomo Papa

**BRANCH OFFICES**

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 86 W. Chippewa, Buffalo; 519 Jarvis, Toronto; 1231 St. Catherine, W. Montreal.

**FUNCTIONS**

NABET has contracts for its 5,500 members with ABC, NBC, and 92 independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

**NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS**

14 Gregory Hall, Urbana, Ill.  
Urbana 7-6611, Ext. 3394

**OFFICERS**

President.....Burton Paulu  
Vice-President.....Richard Hull  
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, No. C.; Region III: Ola Hiller, WFBE, Flint, Mich. Public Schools; Region IV: Dr. Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: John Schwarzwalder, 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 ASSN. OF TELEVISION AND RADIO FARM DIRECTORS**

KWKH, Shreveport, La.

President.....Jack Timmons  
KWKH, Shreveport, La.  
Vice-President.....Wes Seyler  
WIBW, Topeka, Kans.  
Secretary-Treasurer.....Don Tuttle  
WGY, Schenectady, N. Y.

Historian.....Herb Plambeck  
WHO, Des Moines, Iowa  
CHATS Editor.....Maynard Speece  
WCCO, Minneapolis, Minn.

**FUNCTIONS**

NATRED is an organization dedicated to the service of agriculture, station management and the advertiser.

**NATIONAL AUDIENCE BOARD, INC.**

152 East End Ave., New York 28, N. Y.  
TRafolger 9-6070

**Officers**

President.....Peter Goelet  
Exec. Vice-Pres.....Bernard F. Kamins  
Treasurer.....David J. Colton  
Secretary.....Harriet Williams

**Branch Offices**

2391½ S. Beverly Dr., Beverly Hills, Calif., CRest-view 1-8141, Bernard F. Kamins, Exec. 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.

President.....Bill Daniels  
Vice-President.....George J. Barco  
Secretary.....A. J. Malin  
Treasurer.....W. Randolph Tucker  
Immediate Post President.....M. F. Malarkey, Jr.  
Executive Secretary.....E. Stratford Smith

**DIRECTORS**

Homer A. Bergren, Larry Boggs, George H. Bright, Jr., Lloyd A. Calhoun, William J. Calsam, Ned W. Cogswell, Glenn H. Flinn, Gerard B. Henderson, Paul B. McAdam, Bruce Merrill, Sandford Randolph, J. Holland Rannells, Charles H. G. Rees, Clive Rannells, Jr., Joseph C. Saricks, Ralph S. Shepler, John M. Spottswood, Harley E. Steiner, Fred J. Stevenson.

**FUNCTIONS**

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

**NATIONAL COUNCIL OF DISC JOCKEYS**

c/o Murray Kaufman  
Radio Station WMCA  
New York, N. Y.



**OFFICERS**  
 President Murray Kaufman  
 Executive Vice-President Al Jarvis  
 KFWB, Hollywood, Calif.  
 Treasurer Bob Clayton  
 WHDH, Boston, Mass.  
 Secretary Don McLeod,  
 WJBK, Detroit, Mich.  
**BOARD OF GOVERNORS**  
 Howard Miller, WIND, Chicago, Ill.; Dick Clark,  
 WFL-TV, Philadelphia, Pa.; Mark Evans, WTOP,  
 Washington, D. C.; and Phil McLean, WERE, Cleveland,  
 Ohio.

**FUNCTIONS**  
 The national Council of Disc Jockeys is a non-profit membership corporation for the purpose of instituting national activities to enlist participation of America's youth in public service endeavors.

**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**  
 Honorary Lifetime Pres. Melvin L. Gold  
 President Dr. Alfred N. Goldsmith  
 Exec. V.-P. Lou Feldman  
 Exec. Sec'y Sydney A. Mayers  
 General Secretary Sally Perle  
 Treasurer Charles W. Carpenter  
 V. P., Production Marvin Rothenberg  
 V. P., Distribution Saul Turrell  
 V. P., Stations David L. O'Shea  
 V. P., Agencies Marshall G. Rothen  
 V. P., Technical Services William J. Reddick  
 V. P., Membership Stan M. Cole

**DIRECTORS**  
 John J. Schneider, Chr.; Joseph Dougherty, E. P. Genock, Albert D. Hecht, Peter Keame, Steven Manning, Arche A. Mayers, Woldo Mayo, Martin Rich, Don E. Widlund.

**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 Dorothe A. Masters  
 Treasurer Lester Rose  
 Secretary Bettie North

**BOARD OF GOVERNORS**  
 Hon. Leonard Conner, James Clark, Lillian Lindeman, Ruth Lyons, Edna Osborne, Nan McDonald, Grace Harvey, Phoebe Whiteside, Joe Woods.

**NEGRO ACTORS GUILD OF AMERICA, INC.**

1674 Broadway, New York 19, N. Y.  
 Circle 5-4343

**OFFICERS**  
 President Noble Sissle  
 Vice-President Leigh Whipper  
 Executive Secretary Lillian Brown Evans  
 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 South Broad St., Philadelphia 7, Pa.  
 President Robert A. Klein  
 Vice-President Patrick J. Stanton  
 Secretary John R. Mahoney  
 Treasurer William B. Coskey  
 Executive Director Austin Marshall

**BRANCH OFFICE**  
 Radio Station WPEN, 2212 Walnut St., Philadelphia 3, Pa. LOcust 4-6000

**FUNCTIONS**  
 To initiate and promote studies of all phases of radio and television broadcasting.

**PROFESSIONAL MUSIC MEN, INC.**

1270 Sixth Ave., New York 20, N. Y.  
 Columbia 5-7362

**OFFICERS**  
 Honorary President Rocco Vocca  
 President Robert Miller  
 Vice-President Joseph Santly  
 Treasurer Jack Perry  
 Executive Director Bob Miller  
**Board of Governors**  
 Bob Baumgart,  
 Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Moe Shulman, Bernie Pollack, Jerry Lewin, Sammy Smith, 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 Mucio Delgado  
 Public Relations Director Alton Kastner  
 Technical Director Claude Harris  
 European Director (Munich Office) Richard Condon  
 Manager Director (Lisbon office) Henry Lollitt

**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 BUERAU INC.**

460 Park Ave., New York 22, N. Y.  
 Murray Hill 8-4020

**OPERATING GROUP**  
 President Kevin B. Sweeney  
 Vice-President and General Manager John F. Hardesty  
 Vice-Pres. and Dir. of Promotion Sherill W. Taylor  
 Asst. Secy.-Treas. William L. Morison

**GOVERNING GROUP**  
 Chrmn. of the Board Canyon Brown  
 KWFT, Wichita Falls, Texas  
 Secretary William B. McGrath  
 WHDH, Boston, Mass.

Treasurer John S. Hayes  
 WTOP, Washington, D. C.

Chrmn. of Executive Committee.....Ward D. Ingram  
 KHJ, Los Angeles, Calif.  
 Chrmn. of Finance Committee.....John S. Hayes  
 WTOP, Washington, D. C.

**BOARD OF DIRECTORS**

Joseph E. Baudino, WBC, Washington, D. C.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KWFT, Wichita Falls, Texas; Richard D. Buckley, WNEW, New York, N. Y.; Charles C. Caley, WMBD, Peoria, Ill.; John C. Cohan, KSBW, Salinas, Calif.; Matthew J. Culligan, NBC Radio, New York; Robert E. Dunville, WLW, Cincinnati, Ohio; Donald Durgin, ABC Radio, New York; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N. Y.; 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.; Alex Keese, WFAA, Dallas, Texas; C. Howard Lane, OLN, Portland, Ore.; Elroy McCaw, WINS, New York, N. Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; Gilmore N. Nunn, WLAP, Lexington, Ky.; Edward Petry, Edward Petry & Co., Inc., New York, N. Y.; John B. Poor, MBS, New York, N. Y.; Don Searle, Colby, Kans.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Lee Wailes, Storor Broadcasting Co., Miami Beach, Fla.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

**RADIO-NEWSREEL-TELEVISION  
 WORKING PRESS ASSOCIATION  
 OF NEW YORK, INC.**

270 Park Ave., New York 17, N. Y.  
 Plaza 1-2720

**OFFICERS**

President.....Julian Anthony  
 1st Vice-President.....Nick Archer  
 2nd Vice-President.....Herb Schwartz  
 Sergeant-at-Arms.....George Jordan  
 Secretary.....Ruth Marcinak  
 Ass't Sec'y.....Charles Campbell  
 Treasurer.....Richard Milbauer

**BOARD OF GOVERNORS**

Chairman: Lou Hult; Julian Anthony, Nick Archer, Robert F. Donahue, Roy D. Edwards, George Jordan, Burt Reinhardt.

**THE RADIO PIONEERS CLUB**

589 Fifth Ave., New York 17, N. Y.  
 Plaza 9-1500

**OFFICERS**

President.....Clair R. McCollough  
 1st Vice-President.....John Patt  
 Vice-Pres.....Victor Diehm, William H. Fineshriber, Jr.  
 Secretary.....Clair McCollough  
 Treasurer.....Charles A. Wall  
 Executive Secretary.....M. H. Shapiro

**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 Ricca  
 1st Vice-President.....Robert L. Robb  
 2nd Vice-President.....Joseph Byrne  
 3rd Vice President.....Richard Schneider

Secretary.....Stuart Phelps  
 Treasurer.....Robert Priaulx

**NATIONAL BOARD**

Walter Gorman, New York; David Lowe, New York; Ernest Ricca, New York; Richard Schneider, New York; George Fagle, Hollywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedlin, Hollywood; Grover Allen, Chicago; Joseph Byrne, Chicago; Raymond Shane, Cleveland; Lamar Caselli, N.Y.; Tom Donovan, N.Y.; Robert Priaulx; 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 Priaulx, 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 Penobscot 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.**

Hotel Biltmore, New York 17, N. Y.

**OFFICERS**

President.....Robert Jay Burton  
 1st Vice-President.....Merle Jones  
 2nd Vice-President.....Robert Leder  
 Treasurer.....Bernard Goodwin  
 Secretary.....Claude Barrere  
 Executive Director.....Claude Barrere

**BOARD OF GOVERNORS**

Kenneth Bilby, Maggi Eaton, Norman Glenn, Norman Gluck, Don McClure, Frank Pellegrin, Roger Pryor, Robert Schmid, Sam Slate, Geraldine Zorbaugh.

**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, information, 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.**

U. S. Capitol, Washington, D. C.  
 NAational 8-3120  
 Chairman.....Joseph F. McCaffrey (Ind.)  
 Vice-Chairman.....Robert Hurleigh (MBS)

Treasurer ..... Julian Goodman  
 Members-At-Large ..... Eric Sevareid (CBS),  
 George Marmer (UP-Radio), Charles Shutt (Tele-  
 news), Lewis Shollenberger (CBS)

**FUNCTIONS**

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

**RADIO-ELECTRONICS-TV MANUFACTURERS ASSOCIATION OF CANADA**

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
 WAlnut 1-2898

Pres., Chrm. of Board ..... J. D. Campbell  
 V.-P., Chrm. Receiver Div. .... J. J. Kingman  
 V.-P., Chrmn., Components Div. .... A. L. Stopps  
 V.-P., Chrm., Electronics Div. .... J. C. R. Punchard  
 Director of Engineering ..... R. A. Hackbusch  
 General Manager ..... R. W. Radcliffe

**FUNCTIONS**

This Association is a non-profit and cooperative 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 ..... Ted Koop  
 Vice-Pres., Program ..... Jack Krueger  
 Vice-Pres., Radio ..... Lee White  
 Vice-Pres., TV ..... Ralph Renick  
 Treasurer ..... Sheldon Peterson  
 Exec. Sec'y ..... Rob Downey

**DIRECTORS**

Bruce Palmer, KWTY, Oklahoma City, Okla.; Jim McCaffren, WOW, Omaha, Nebr.; Dick Chverton, WOOD, Grand Rapids, Mich.; Ron Laidlaw, CFPL, London, Ont.; Bill Monroe, WDSU, New Orleans, La.; Parker Hoy, WLAM, Lewiston, Me.; Nick Basso, WSAZ, Huntington, W. Va.; Bill Small, WHAS, Louisville, Ky.; John Maters, WILS, Lansing, Mich.

**FUNCTIONS & 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**

7750 Sunset Boulevard, Hollywood 46, Calif.  
 HOlywood 9-7311

President ..... Walter Pidgeon  
 1st Vice-President ..... Leon Ames  
 2nd Vice-President ..... Dana Andrews  
 3rd Vice-President ..... Howard Keel  
 Recording Secretary ..... Robert Keith  
 Treasurer ..... George Chandler  
 National Executive Secretary ..... John L. Dales

**BRANCH OFFICES**

551 Fifth Avenue, New York 17, N. Y. Murray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. WWhitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. Richmond 2-0208. Mr. Robert M. Segal, Executive Secretary.

1505 Fountain Square Bldg., Cincinnati 2, Ohio. Dunbar 1-2121. Mr. Jonas B. Katz, Executive Secretary.

513 Bulkley Bldg. Cleveland 15, Ohio. Superior 1-1930. Mr. Robley D. Evans, Executive Secretary.

1257 Penobscot Bldg., Detroit 26, Mich. Woodward 1-8214. Mr. Boaz Siegel, Executive Secretary.

1101 Plaza Building, 533 Fifth Ave., Pittsburgh 19, Pa. ATlantic 1-6767. Executive Secretary, Mr. Donald B. Hirsch.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

**FUNCTIONS**

Union affiliated with A.F. of L.-C.I.O., 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 ..... Dr. Miklos Rozsa  
 Vice-President ..... Robert E. Dolan  
 Secretary ..... David Buttroph  
 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 an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

**SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS**

55 West 42nd Street, New York 36, N. Y.  
 Longacre 5-0172

**OFFICERS**

President ..... Barton Kreuzer  
 Past President ..... John G. Frayne  
 Executive Vice-President ..... Norwood L. Simmons  
 Engineering Vice-President ..... Axel G. Jensen  
 Editorial Vice-President ..... Glenn E. Matthews  
 Financial Vice-President ..... John W. Servies  
 Convention Vice-President ..... G. Carleton Hunt  
 Sections Vice-President ..... Ethan M. Stifle  
 Treasurer ..... George W. Colburn  
 Secretary ..... Wilton R. Halm  
 Chrm. New York Section ..... George H. Gordan  
 Chrm. Rochester Section ..... Walter I. Kisner  
 Chrm. Washington, D. C. Section ..... Keith B. Lewis  
 Chrm. Atlanta Section ..... Charles W. Wood  
 Chrm. Chicago Section ..... Kenneth M. Mason  
 Chrm. Dallas-Fort Worth Section ..... Bruce S. Jamieson  
 Chrm. Hollywood Section ..... John W. DuVall  
 Chrm. San Francisco Section ..... R. A. Isberg  
 Executive Secretary ..... Charles S. Stodter

**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  
 Treasurer ..... Leonard Whitcup  
 Secretary ..... Joseph Meyer  
 Executive Director ..... Miriam Stern

Copyright Department.....Margaret Thiele  
Counsel.....John Schulman

**COUNCIL**

Chairman, Edgar Leslie; Stanley Adams, Louis Alter, Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Ira Gershwin, Oscar Hammerstein, 2nd, Otto Harbach, Pinky Herman, Alex Kramer, Burton Lane, John Jacob Loeb, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Charles Tobias, Jack Yellen, Ben Oakland, Chairman of West Coast committee.

**BRANCH OFFICE**

6272 Sunset Blvd., Hollywood 28, Calif.  
HOLLYWOOD 2-1108

**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.  
HOLLYWOOD 9-7254

President.....William J. Taylor, KSLR  
Chairman of the Board.....Lloyd Sigmon, KMPC  
Vice-Chairman.....Howard Gray, KGIL  
Secretary.....John Hansen, KABC  
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 Allen  
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.....Frank M. Headley  
Vice-President.....H. Preston Peters  
Secretary.....Robert Meeker  
Treasurer.....Eugene Katz

**DIRECTORS**

Joseph J. Weed, John P. Blair, Lewis H. Avery,  
Managing Director.....Lawrence Webb

**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.....Norman E. Cash  
Secretary.....Roger Clipp  
Treasurer.....Lawrence H. Rogers  
National Sales Director.....Halsey Barrett

Director Sales Development.....G. C. Huntington  
Dir. Sls. Promotion.....Gordon Hellman  
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

**UNITED NATIONS—RADIO  
DIVISION OF PUBLIC  
INFORMATION**

United Nations, New York 17, N. Y.  
PLaza 4-1234

**OFFICERS**

Under Sec'y. Pub. Info.....A. S. Bakhari  
Dir, Radio Div.....Peter Aylen  
Dep. Dir.....W. Gibson Parker  
Chief, Central Services.....E. Soler-Alonso  
Chief, Eng. Lang. Serv.....Michael Hayward

**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**

1776 Penn. Ave. N.W., Wash. 25, D. C.  
Phone: Republic 7-8340  
330 Independence Ave., S.W., Washington 25, D. C.  
Republic 7-7500

**OFFICERS**

Director.....Theodore C. Streibert  
Chief Bestg. Service.....Robert E. Button

**FUNCTIONS**

To inform all peoples throughout the world of the policies and objectives of the U. S. Government and to counter distortions of hostile propaganda. The Voice broadcasts 75 daily programs in 43 languages through a network of 78 transmitters.

**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., Hollywood 46, Calif.  
CRestview 5-1162

**OFFICERS**

President.....Edmund Hartman  
First Vice-President.....Daniel Taradash  
Second Vice-President.....Gamer Cool  
Secretary.....Hal Kanter  
Treasurer.....Curtis Kenyon  
Executive Director.....Frances Inglis  
President, TV-Radio Branch.....David Dortot  
Vice-Pres., TV-Radio Branch.....Gene Wang  
Sec'y-Treas., TV-Radio Branch.....Al Martin

**FUNCTIONS**

An organization of writers in the motion picture, radio, and television industries.

# PUBLICATIONS

Covering the Field of Radio—Television—FM  
TRADE — FAN — TECHNICAL — GENERAL

## THE ADVERTISER

11 W. 42 St., New York 36, N. Y.  
Phone: LOngacre 5-2125

Publisher.....Manuel Rosenberg  
Editor.....Lydie Bloch  
Associate Editor.....Diana Ghia  
Business Manager.....L. B. Rosenberg  
Advertising Manager.....Robert M. Jason  
Media Service Dir.....Ellis Porter  
Production Mgr.....Arnold Hallock  
Circulation Dir.....Sam J. Davis  
Staff Writers.....George Abrams,  
Charles Sievert, Tom Patterson, Arthur  
Coles.

## ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.  
Phone: DE 7-5200

Publisher.....G. D. Crain, Jr.  
Editor.....S. R. Bernstein  
Exec. Editor (N. Y.).....John Crichton  
Managing Editor.....Jarlath J. Graham

## ADVERTISING AGENCY

48 West 38th St., New York 18, N. Y.  
Phone: LOngacre 5-3320

Publisher.....Moore Pub. Co.  
President.....J. H. Moore, Jr.  
Editor.....Robert D. Stuart  
Managing Ed.....Albert H. Jaeggin  
Advertising Dir.....G. M. Lewander  
Circulation Dir.....Edward C. Johnson

## THE BILLBOARD

1564 Broadway, New York, N. Y.  
Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford  
Co-Publisher.....R. S. Littleford, Jr.

### Branch Offices

2160 Patterson St., Cincinnati 22, O.  
Phone: DUNbar 1-6450

Pres. & Treas.....E. W. Evans  
188 W. Randolph St., Chicago 1, Ill.  
Phone: CEntral 6-8761

Manager.....Maynard L. Reuter  
6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-5931

Manager.....Sam Albott  
390 Arcade Bldg., St. Louis 1, Mo.  
Phone: Chestnut 1-0443

Manager.....Frank Joerling

## BROADCASTING-TELECASTING

1735 DeSales St. at Connecticut Ave.  
Washington 6, D. C.

Phone: MEtropolitan 8-1022

Editor & Publisher.....Sol Taishoff  
V.P. & Gen. Manager.....Maury Long  
Managing Editor.....Edwin H. James  
Senior Editors.....Rufus Crater,  
J. Frank Beatty, Bruce Robertson  
Cir. Mgr. & Readers Serv.....John Cosgrove  
Southern Sales Mgr.....Ed Sellers

### Branch Offices

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-8355

Senior Editor.....Rufus Crater  
Sales Manager.....Winfield R. Levi  
Eastern Sales Mgr.....Kenneth Cowan  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntral 6-4115

Midwestern Sales

Mgr.....Warren W. Middleton  
Midwestern News Editor.....John Osbon  
6253 Hollywood Blvd.  
Hollywood 28, Calif.

Phone: HOLlywood 3-8181

Western News Ed.....Larry Christopher  
Western Sales Mgr.....Bill Merritt  
32 Collin Ave., Toronto, Canada  
Phone: HUDson 9-2694

Executive-in-Chg. ....James Montagnes

## DAILY VARIETY

6311 Yucca St., Hollywood 28, Calif.  
Phone: HOLlywood 9-1141

Publisher.....Syd Silverman  
Editor.....Joe Schoenfeld  
Managing Editor.....Albert Scharper  
Advertising Manager.....Charles Gerlach, Jr.  
Business Manager.....Barbara Oneal

### Main Office

(See listing under VARIETY)

## DOWN BEAT

2001 Calumet Ave., Chicago 16, Ill.  
Phone: VICTory 2-0300

Publisher.....Charles Suber  
Executive Editor.....Jack Tracy

## EDITOR AND PUBLISHER

1700 Times Tower, New York 36, N. Y.  
Phone: BRyant 9-3052

Publisher.....Charles T. Stuart

Chm. of Board.....James Wright Brown  
 Pres. & Editor.....Robert U. Brown  
 Exec. Editor.....Jerome H. Walker  
 Advertising Mgr.....Leach Laney  
 Classified Mgr.....Evelyn Kolojay  
 Dir. of Circulation.....George McBride

**ELECTRONICS**

330 W. 42 St., New York 36, N. Y.  
 Phone: LOngaere 4-3000

Editor.....W. W. MacDonald  
 Managing Editor.....Vin Zeluff

**ELECTRONIC INDUSTRIES  
 & TELE-TECH**

Chestnut & 56th Streets, Philadelphia, Pa.  
 Phone: SHerwood 8-2000

Editor.....Bernard F. Osbahr  
 Publisher.....M. Clements  
 Business Mgr. Blair McClenachan

**FILM DAILY**

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# FM STATIONS IN OPERATION

As of Jan. 1, 1957

| Call Letters | City | Licensee | Call Letters | City | Licensee |
|--------------|------|----------|--------------|------|----------|
|--------------|------|----------|--------------|------|----------|

## ALABAMA

WAYU-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; Alabama Bcstg. System, Inc  
 WBRC-FM, Birmingham; Storck Bcstg. Co  
 WKLF-FM, Clanton; Southeastern Bcstg. Co.  
 WFMH-FM, Cullman; The Voice of Cullman  
 WHOS-FM, Decatur; North Alabama Bcstg. Co  
 WJLN, Birmingham; Johnston Bcstg. Co.  
 WRLD-FM, Lanett; Valley Bcstg. Co., Inc.  
 WKRG-FM; WKRG-TV, Inc.  
 WHTB-FM, Talladega; Voice of Talladega, Inc.  
 WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

## ARIZONA

KTYL-FM, near Mesa; Harkens Bcstg. Inc  
 KELE, Phoenix; Anjo Bcstrs., & Telecstrs. Inc  
 KTKT-FM, Tucson; Thomas J. Wallace

## ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury  
 KFSA-FM, Ft. Smith; Ft. Smith Bcstg. Co.  
 KBTM-FM, Jonesboro; Regional Bcstg. Co.  
 KAMS, Mammoth Spring; Radio Station KALM  
 KPOC-FM, Pochantons; Pochantons 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  
 KTMU, Glendale; Brazy Bcstg. Co.  
 KNX-FM, Hollywood; C.B.S., Inc.  
 KFOX-FM, Long Beach; Hogan Bcstg. Corp  
 KRHM, Hollywood; Harry Maizlish

KNOB, Long Beach; The Cerritos Bcstg. Co.  
 KBMS, Los Angeles; Planned Music, Inc.  
 KCBH, Los Angeles; A. A. Crawford  
 KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.  
 KRKD-FM, Los Angeles, Continental Telecstrs. Corp.  
 KFWB-FM, Los Angeles; KRWB, Inc.  
 KHJ-FM, Los Angeles; RKO Teleradio Pictures, Inc.  
 KABC-FM, Los Angeles; AB-PT Theaters, Inc.  
 KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.  
 KBEE, Modesto; McClatchy Broadcasting Co.  
 KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.  
 KEDO, Ontario; The Daily Report Co.  
 KWKW-FM, Pasadena; Southern California Bcstg. Corp.  
 KCRA-FM, Sacramento; KCRA, Inc.  
 KFBK-FM, Sacramento; McClatchy Bcstg. Co.  
 KXOA-FM, Sacramento; Sacramento Bcstrs. Inc.  
 KFSD-FM, San Diego; KFSD, Inc.  
 KSON-FM, San Diego; Music Unlimited  
 KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.  
 KGO-FM, San Francisco; AB-PT Theaters, Inc.  
 KNBC-FM, San Francisco; National Bcstg. Co., Inc.  
 KEAR, San Francisco; Electronic Service Corp.  
 KSJO-FM, San Jose; Patrick H. Peabody  
 KWIZ-FM, Santa Ana; The Voice of the Orange Empire  
 KDFC, San Francisco; Sundial Bcstg. Corp.

## COLORADO

KFML, Golden; Note Bcstg. Co.  
 KCMS-FM, Manitou Springs; Garden of Gods Bcstg. Co

## CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co  
 WFMQ, Hartford; General Bcstg. Co  
 WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.  
 WMMW-FM, Meriden; Silver City Crystal Co  
 WNHC-FM, New Haven; Triangle Publications, Inc.  
 WSTC-FM, Stamford; The Western Conn. Bcstg. Co

## DELAWARE

WDEL-FM, Wilmington; Delmarira Bcstg. Co  
 WDOX, Dover, Dover Bcstg. Co.

## DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co  
 WFAN, Washington; United Bcstg. Co., Inc.

| Call Letters | City        | Licensee                 |
|--------------|-------------|--------------------------|
| 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.      |
| WTOZ-FM,     | Washington; | The Washington Post Co.  |
| WWDC-FM,     | Washington; | WWDC-FM                  |

| Call Letters | City          | Licensee                             |
|--------------|---------------|--------------------------------------|
| WEHS,        | Chicago;      | WHFC, Inc.                           |
| WENR-FM,     | Chicago;      | AB-PT Theaters, Inc.                 |
| WFMF,        | Chicago;      | Functional Music, Inc.               |
| WFMT,        | Chicago;      | Gale Bcstg. Co., Inc.                |
| WSEL,        | Chicago;      | Chicago Skyway Bcstg. Co.            |
| WMAQ-FM,     | Chicago;      | National Bcstg. Co., Inc.            |
| WNIB,        | Chicago;      | Northern Ill. Bcstg. Co., Inc.       |
| WSOY-FM,     | Decatur;      | Illinois Broadcasting Co.            |
| WLEY,        | Elmwood Park; | Elmwood Park Bcstg. Corp.            |
| WSEI,        | Effingham;    | Illinois Bcstg. Co.                  |
| WEAW-FM,     | Evanston;     | North Shore Bcstg. Co., Inc.         |
| WEBQ-FM,     | Harrisburg;   | First Trust Assn.                    |
| 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.                           |
| WGEM-FM,     | Quincy;       | Quincy Newspapers, Inc.              |
| 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.                           |
| WILL,        | Urbana        |                                      |

## FLORIDA

|          |                |                              |
|----------|----------------|------------------------------|
| WNDB-FM, | Daytona Beach; | News-Journal Corp.           |
| WRUF-FM, | Gainesville;   | University of Florida        |
| WJAX-FM, | Jacksonville;  | City of Jacksonville         |
| WJHP-FM, | Jacksonville;  | Jacksonville Journal Co.     |
| WMBR-FM, | Jacksonville;  | Washington Post Co.          |
| WGBS-FM, | Miami;         | Storer Bcstg. Co.            |
| WCKR-FM, | Miami;         | Biscayne TV Corp.            |
| WWBZ,    | Miami;         | Poul Brake                   |
| WKAT-FM, | Miami Beach;   | WKAT, Inc.                   |
| WAHR-FM, | Miami Beach;   | Mercantile Bcstg. Co.        |
| WDBO-FM, | Orlando;       | Orlando Bcstg. Co., Inc.     |
| WHOO-FM, | Orlando;       | WHOO, Inc.                   |
| WKIS,    | Orlando;       | Central Florida Bcstg. Co.   |
| WWPG-FM, | Palm Beach;    | Palm Beach Radio, Inc.       |
| WDLP-FM, | Panama City;   | Panama City Bcstg. Co., Inc. |
| WDAE-FM, | Tampa;         | Tampa Times Co.              |
| WFLA-FM, | Tampa;         | The Tribune Company          |
| WPKM,    | Tampa;         | FM Broadcasters              |

## INDIANA

|          |                 |                                |
|----------|-----------------|--------------------------------|
| WFIU,    | Bloomington;    | Trustees of Ind. University    |
| WCNB-FM, | Connersville;   | News-Examiner Company          |
| WBBS,    | Crawfordsville; | First Baptist Church           |
| WTRC-FM, | Elkhart;        | Truth Radio Corp.              |
| WCMR,    | Elkhart;        | Clarence C. Moore              |
| WIKY-FM, | Evansville;     | South Central Bcstg. Corp.     |
| WJOB-FM, | Hammond;        | South Shore Bcstg. Corp.       |
| WAJC,    | Indianapolis;   | Butler University              |
| WITZ-FM, | Jasper;         | Jasper On the Air, Inc.        |
| WORX-FM, | Madison;        | Electronics Lab., Inc.         |
| WMRI-FM, | near Marion;    | Chronicle Publishing Co., Inc. |
| WMUN,    | near Muncie;    | Tri-City Radio Corp.           |
| WCTW,    | New Castle;     | The Courier-Times, Inc.        |
| WHFS,    | South Bend;     | Commercial Sound & Hi-Fidelity |
| WTHI-FM, | Terre Haute;    | Wabash Valley Bcstg. Corp.     |
| WAIU-FM, | Wabash;         | Wabash-Peru Bcstg. Co., Inc.   |
| WRSW-FM, | Warsaw;         | Reub Williams & Sons, Inc.     |
| WFML,    | Washington;     | Washington Radio, Inc.         |

## GEORGIA

|          |              |                              |
|----------|--------------|------------------------------|
| WGAU-FM, | Athens;      | Clarke Bcstg. Corp.          |
| WGKA,    | Atlanta;     | Glenkaren Associates, Inc.   |
| WAGA-FM, | Atlanta;     | Storer Bcstg. Co.            |
| WSB-FM,  | Atlanta;     | Atlanta Newspapers, Inc.     |
| WAUG-FM, | Augusta;     | Garden City Bcstg. Co.       |
| WBBQ-FM, | Augusta;     | Savannah Valley Bcstg. Co.   |
| WRBL-FM, | Columbus;    | Columbus Bcstg. Co., Inc.    |
| WDUN-FM, | Gainesville; | Northeast Georgia Bcstg. Co. |
| WLAG-FM, | LaGrange;    | LaGrange Bcstg. Co.          |
| WMAZ-FM, | Macon;       | Southeastern Bcstg. Co.      |
| WCOH-FM, | Newnan;      | Newnan Bcstg. Co.            |
| WTOC-FM, | Savannah;    | Savannah Bcstg. Co.          |
| WJAT-FM, | Swainsboro;  | Jack A. & Nancy M. Thompson  |
| WLET-FM, | Toccoa;      | R. G. LeTourneau             |

## HAWAII

|          |           |                        |
|----------|-----------|------------------------|
| KAIM-FM, | Honolulu; | Christian Bcstg. Assn. |
|----------|-----------|------------------------|

## ILLINOIS

|          |              |                              |
|----------|--------------|------------------------------|
| WJBC-FM, | Bloomington; | Bloomington Bcstg. Corp.     |
| WROY-FM, | Carmi;       | Carmi Bcstg. Co.             |
| WDWS-FM, | Champaign;   | The Champaign News-Gazette   |
| WBBM-FM, | Chicago;     | Columbus Bcstg. System, Inc. |
| WBEZ,    | Chicago;     | Bd. of Ed., City of Chicago  |
| WEEM,    | Chicago;     | Zenith Radio Corp.           |

## 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    |
| WHO-FM,  | Des Moines; | Central Bcstg. Co.         |
| WDBQ-FM, | Dubuque;    | Dubuque Bcstg. Co.         |
| KGLO-FM, | Mason City; | Lee-Radio, Incorporated    |
| KWPC-FM, | Muscatine;  | Muscatine Bcstg. Co., Ltd. |
| KAYL-FM, | Storm Lake; | Cornbelt Bcstg. Company    |



Call Letters      City      Licensee

## KANSAS

KFH-FM, Wichita; Radio Station KFH Company

## KENTUCKY

WCMI-FM, Ashland; Edwina Bcstg. Company  
 WLBJ-FM, Greenwood Bcstg. Co., Inc.  
 WNES-FM, Central City; Muhlenberg Bcstg. Co  
 WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.  
 WHOP, Hopkinsville; Hopkinsville Bcstg. Co., Inc.  
 WSON-FM, Henderson; Henderson Bcstg. Co., Inc.  
 WLAP-FM, Lexington; American Bcstg. Co.  
 WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc  
 WKTM, Mayfield, Fred L. Thomas  
 WNGO-FM, Mayfield; West Ky. Bcstg. Co., Inc.  
 WOMI-FM, Owensboro; Owensboro Bcstg. Co., Inc.  
 WVJS-FM, Owensboro; Owensboro on the Air, Inc.  
 WKYB-FM, Paducah; WKYB, Inc.  
 WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

## LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.  
 WAFB-FM, Baton Rouge; Modern Bcstg. Co. of  
 Baton Rouge  
 WBRL, Baton Rouge; Baton Rouge 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.  
 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.

## MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.  
 WCAO-FM, Baltimore; Plough Bcstg. Co., Inc.  
 WITH-FM, Baltimore; Maryland Bcstg. Company  
 WUST-FM, Bethesda; Bcstg. Management, Inc.  
 WCUM-FM, Cumberland; The Tower Realty Co.  
 WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.  
 WRNC, Oakland; Chesapeake Bcstg. Co., Inc.

## MASSACHUSETTS

WCOP-FM, Boston, Plough Bcstg. Corp.  
 WEEL-FM, Boston; Columbia Bcstg. System, Inc.  
 WHDH-FM, Boston; WHDH, Inc.  
 WNAC-FM, Boston, RKO Teleradio Pictures, Inc

Call Letters      City      Licensee

WBET-FM, Brockton; Enterprise Publishing Co.  
 WXHR, Cambridge; Middlesex Bcstg. Corp.  
 WHAI-FM, Greenfield; Haigis Bcstg. Corp.  
 WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.  
 WBSM-FM, New Bedford; Bay State Bcstg. Co.  
 WNBH-FM, New Bedford; Triangle Publications, 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.  
 WHFB-FM, Benton Harbor; Palladium Publishing Co  
 WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.  
 WKMH-FM, Dearborn; Knorr Bcstg. Corp.  
 CKLW, Detroit  
 WBRI, Detroit; Booth Radio & TV Stations, Inc.  
 WDET-FM, Detroit; Wayne State 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.  
 WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.  
 WLAY-FM, Grand Rapids; Versluis Radio & TV, Inc.  
 WBSE, Hillsdale, Baw Reese Bcstrs., Inc.  
 WLDM, Oak Park; Lincoln Bcstg. Company  
 WOMC, Royal Oak; Sparks Bcstg. Co.  
 WSAM-FM, Saginaw; Knorr Bcstg. Co.  
 WSTR-FM, Sturgis; WSTR, Inc.

## MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.  
 KTIS-FM, Minneapolis; Northwestern Sch.-Bible College  
 WCAL, Northfield, St. Olaf Coll.  
 KFAM-FM, St. Cloud; The Times Publishing Co.  
 KWNO-FM, Winona, Maxwell H. White

## MISSISSIPPI

WGCM-FM, Gultport; WGCM Bcstg. Company  
 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

| <i>Call Letters</i> | <i>City</i>   | <i>Licensee</i>         |
|---------------------|---------------|-------------------------|
| KCMO-FM,            | Kansas City;  | Meredith Engrg. Co.     |
| KBOA-FM,            | near Kennett; | Kennett Bcstg. Corp.    |
| KWOC-FM,            | Poplar Bluff; | Poplar Bluff Bcstg. Co. |
| KTTS-FM,            | Springfield;  | Independent Bcstg. Co.  |
| KCFM,               | St. Louis;    | Commercial Bcstg. Co.   |
| KWPM-FM,            | West Plains;  | Robert F. Neathery      |

## NEVADA

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.  
 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.  
 WPRB, Princeton; Princeton Bcstg. Service, Inc.  
 WTOA, Trenton; Mercer Broadcasting Co.  
 WAWZ-FM, Zare Phath; Pillar of Fire Inc.

## NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., Inc.  
 KRSM-FM, Los Alamos; Sunshine Bcstg. Co., Inc.  
 KMFM, Mountain Park; Max I. Rothman

## NEW YORK

WMBO-FM, Auburn; Auburn Publishing Co.  
 WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.  
 WRRE, Bristol Center; Northeast Radio Corp.  
 WBEN-FM, Buffalo; WBEN, Inc.  
 WBNY-FM, Buffalo; The Albertson Bcstg. Corp.  
 WWOL-FM, Buffalo; Greater Erie Bcstg. Co.  
 WXRC, Buffalo; Western New York Bcstg. Co., Inc.  
 WRRC, Cherry Valley; Northeast Radio Corp.  
 WCLI-FM, Corning; Radio Corning Inc.  
 WKRT-FM, Cortland; Radio Cortland, Inc.  
 WRRD, DeRuyter; Northeast Radio Corp.  
 WHLI-FM, Hempstead; FM Broadcasting Corp.  
 WWHG-FM, Hornell; The W. H. Greenhow Co.  
 WHCU-FM, Ithaca; Cornell University  
 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.

| <i>Call Letters</i> | <i>City</i>    | <i>Licensee</i>                       |
|---------------------|----------------|---------------------------------------|
| WABC-FM,            | New York;      | AB-PT Theaters, Inc.                  |
| WABF,               | New York;      | Metropolitan Bcstg. & TV, Inc.        |
| WBAI,               | New York;      | Broadcast Assoc., Inc.                |
| WBFB,               | New York;      | WBFB, Inc.                            |
| WCBS-FM,            | New York;      | Columbia Bcstg. System, Inc.          |
| WEVD-FM,            | New York;      | Debs Memorial Fund, Inc.              |
| WFUV-FM,            | N. Y.,         | Fordham U.                            |
| WHOM-FM,            | New York;      | Progress Bcstg. Corp.                 |
| WMGM-FM,            | New York;      | Loew's, Inc.                          |
| WRCA-FM,            | New York;      | National Bcstg. Co., Inc.             |
| WNYC-FM,            | New York;      | City of N. Y. Municipal Bcstg. System |
| WOR-FM,             | New York;      | RKO Teleradio Pictures, Inc.          |
| WQXR-FM,            | New York;      | Interstate Bcstg. Co., Inc.           |
| WWRL-FM,            | New York;      | Long Island Bcstg. Corp.              |
| WHLD-FM,            | Niagara Falls; | Earl C. Hull                          |
| WHDL-FM,            | Olean;         | WHDL, Inc.                            |
| WALK-FM,            | Patchogue;     | Suffolk Bcstg. Corp.                  |
| WKIP-FM,            | Poughkeepsie;  | Dutchess County Bcstg. Corp.          |
| WHFM,               | Rochester;     | Stromberg-Carlson Company             |
| WRNY-FM,            | Rochester;     | Rochester Bcstg. Co., Inc.            |
| WGFM,               | Schenectady;   | General Electric Company              |
| WDDS-FM,            | Syracuse;      | Functional Bcstg., Inc.               |
| 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,               | Weathersfield; | Northeast Radio Corp.                 |
| WFAS-FM,            | White Plains;  | Westchester Bcstg. Corp.              |

## NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.  
 WLOS-FM, Asheville; Skyway Bcstg. Co.  
 WBBB-FM, Burlington; Alamance Bcstg. Co., Inc.  
 WFNS-FM, Burlington; Burlington-Graham Bcstg. Co.  
 WSOC-FM, Charlotte; Radio Station WSOC, Inc.  
 WDNC-FM, Durham; Durham Radio Corp.  
 WIFM-FM, Elkin; Tri-County Bcstg. Co., Inc.  
 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.  
 WNNOS, High Point; Statesville 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.  
 WKIX-FM, Raleigh; Sir Walter TV Co.  
 WNAO-FM, Raleigh; WPTF Radio Company  
 WPTF-FM, Raleigh; WPTF Radio Corp.  
 WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.  
 WREV-FM, Reidsville; the Reidsville Bcstg. Co., Inc.  
 WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.  
 WEED-FM, Rocky Mount; William Avera Wynne  
 WSTP-FM, Salisbury; WSTP, Inc.  
 WWGP-FM, Sanford; Sandhills Bcstg. Corp.



| Call Letters | City            | Licensee                        |
|--------------|-----------------|---------------------------------|
| WOHS-FM      | Shelby          | Western Carolina Radio Corp.    |
| WSIC-FM      | Statesville     | Statesville Bcstg. Co., Inc.    |
| WCPS-FM      | Tarboro         | Coastal Plains Bcstg. Co., Inc. |
| WTNC-FM      | nr. Thomasville | Thomasville Bcstg. Co.          |
| WAIR-FM      | Winston-Salem   | Forsythe Bcstg. Co.             |
| WSJS-FM      | Winston-Salem   | Piedmont Publishing Co.         |
| WMIT         | Yancey County   | Mt. Mitchell Bcstrs., Inc.      |

| Call Letters | City     | Licensee                           |
|--------------|----------|------------------------------------|
| KQFM         | Portland | H. Quentin Cox                     |
| KOIN-FM      | Portland | Mount Hood Radio & TV Bcstg. Corp. |
| KPFM         | Portland | Oregon Bcstrs., Ltd.               |
| KPOJ-FM      | Portland | KPOJ, 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 | Beloire        | WTRX, Inc.                     |
| WHBC-FM | Canton         | The Ohio Bcstg. Co.            |
| WCPO-FM | Cincinnati     | Scripps-Howard Radio, Inc.     |
| WKRC-FM | Cincinnati     | Radio Cincinnati, Inc.         |
| WSAI-FM | Cincinnati     | Gordon Bcstg. Co.              |
| WDOK-FM | Cleveland      | Civic Bcstrs., Inc.            |
| WERE-FM | Cleveland      | Cleveland Bcstg., Inc.         |
| WGAR-FM | Cleveland      | Peoples Bcstg. Corp.           |
| WHK-FM  | Cleveland      | The Forest City Bcstg. Co.     |
| WJW-FM  | Cleveland      | Storer Bcstg. Co.              |
| KYW-FM  | Cleveland      | Westinghouse Bcstg. Co., Inc.  |
| WSRS-FM | Cleveland Hts. | WSRS, Inc.                     |
| WCOL-FM | Columbus       | Air Troils, Inc.               |
| WOSV    | Columbus       |                                |
| WKVO-FM | Columbus       | Sky Way Bcstg. Corp.           |
| WHIO-FM | Dayton         | Miami Valley Bcstg. Corp.      |
| WEOL-FM | Elyria         | Elyria-Lorain Bcstg. Co.       |
| WFJN-FM | Findlay        | The Findlay Publishing Co.     |
| WFOB-FM | Fostoria       | Seneca Radio Corp.             |
| WFRO-FM | Fremont        | Wolfe Bcstg. Corp.             |
| 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     | Paul F. Broden                 |
| 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

|         |            |                           |
|---------|------------|---------------------------|
| WNAO    | Norman     |                           |
| KSPI-FM | Stillwater | Stillwater Publishing Co. |

## OREGON

|         |             |                            |
|---------|-------------|----------------------------|
| KUGN-FM | Eugene      | KUSN, Inc.                 |
| KGPO    | Grants Pass | Southern Oregon Bcstg. Co. |
| KEX-FM  | Portland    | Westinghouse Bcstg. Co.    |

## PENNSYLVANIA

|         |              |                                 |
|---------|--------------|---------------------------------|
| WFMZ    | Allentown    | Penn-Allen Bcstg. Co.           |
| WVAM-FM | Alltoona     | The General Bcstg. Corp.        |
| WGPA-FM | Bethlehem    | Bethlehems' Globe Publ. Co.     |
| WBUT-FM | Butler       | J. Patrick Beacom               |
| WCHA-FM | Chambersburg | Chambersburg Bcstg. Co., Inc.   |
| WWPC    | Chambersburg | Chambersburg Bcstg. Co., Inc.   |
| WCED-FM | Dubois       | Tri-County Bcstg. Co., Inc.     |
| WEEX-FM | near Easton  | Easton Publishing Co.           |
| WEST-FM | Easton       | Associated Bcstrs., Inc.        |
| WERC-FM | Erie         | WERC Bcstg. Co.                 |
| 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. 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. Co.             |
| WHAT-FM | Philadelphia | Independence Bcstg. Co.         |
| WIBG-FM | Philadelphia | Seaboard Radio Bcstg. Corp.     |
| WIP-FM  | Philadelphia | Pennsylvania Bcstg. Co.         |
| WPEN-FM | Philadelphia | Wm. Penn Bcstg. Co.             |
| KDKA-FM | Pittsburgh   | Westinghouse Bcstg. Co., Inc.   |
| WJAS-FM | Pittsburgh   | Pittsburgh Radio Supply House   |
| WKJF    | Pittsburgh   | A. J. Reeves Greer              |
| WWSW-FM | Pittsburgh   | WWSW Radio, Inc.                |
| WPPA-FM | Pottsville   | Pottsville Bcstg. Co.           |
| WGBI-FM | Scranton     | WGBI Radio, Inc.                |
| 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 | WBRE Radio, Inc.                |
| WLYC    | Williamsport | Lycoming Bcstg. Co.             |
| WRAK-FM | Williamsport | WRAK, Inc.                      |
| WNOW-FM | York         | The Helm Coal Co. (Bcstg. Div.) |

## RHODE ISLAND

|         |            |                          |
|---------|------------|--------------------------|
| WPFM    | Providence | Plantation Bcstg. Co.    |
| WPJB-FM | Providence | Providence Journal Co.   |
| WPRO-FM | Providence | Cherry & Webb Bcstg. Co. |
| WTMH    | Providence | General Bcstg. Corp.     |
| WWON-FM | Woonsocket | Woonsocket Bcstg. Co.    |

| Call Letters | City | Licensee |
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## SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall  
 WCSC-FM, Charleston; WCSC, Inc.  
 WTMA-FM, Charleston; Atlantic Coast Bcstg. Corp of Charleston  
 WCOS-FM, Columbia; Radio Columbia, Inc.  
 WIS-FM, Columbia; The Bcstg. Co. of the South  
 WDSC-FM, Dillon; Border Bcstg. Co.  
 WESC-FM, Greenville; Greenville Broadcasting Co.  
 WFBC-FM, Greenville; WMRC, Inc.  
 WCRS-FM, Greenwood; Grenco, Inc.  
 WORG-FM, Orangeburg; WTND, Inc.  
 WRHI-FM, Rock Hill; York County Bcstg. Co.  
 WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.  
 WDXY, Spartanburg; Word, Inc.  
 WSPA-FM, Spartanburg; The Spartan Radiocasting Co.

## TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.  
 WDOD-FM, Chattanooga; WDOD Bcstg. Co.  
 WGRV-FM, Greenville; Radio Greenville, Inc.  
 WTJS-FM, Jackson; The Sun Publishing Co., Inc.  
 WJHL-FM, Johnson City; WJHL, Inc.  
 WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.  
 WBIR, Knoxville; Radio Station WBIR, Inc.  
 WLIL, Lenoir City; WLIL, Inc.  
 WMCF, Memphis; Memphis Publishing Company  
 WHCY, Nashville; Rounsaville of Nashville, Inc.  
 WTPR-FM, Paris; Paris Bcstg. Co.

## TEXAS

KHFI, Austin; J. E. Moore, Jr.  
 KREL-FM, Baytown; Tri-Cities Bcstg. Co.  
 KRIC-FM, Beaumont; The Enterprise Co.  
 KCLE-FM, Cleburne; Marti, Inc.  
 KCCT-FM, Corpus Christi; International Radio Co.  
 KIXL-FM, Dallas; Variety Bcstg. Co., Inc.  
 KRLD-FM, Dallas; KRLD Radio Corporation  
 WRR-FM, Dallas; City of Dallas  
 KDNT-FM, Denton; Harwell V. Shepard  
 WBAP-FM, Fort Worth; Carter Publications, Inc.  
 KPRC-FM, Houston; The Houston Post Company  
 KTRH-FM, Houston; KTRH Bcstg. Co.  
 KELS, Nagagdoches; Lee Scarborough  
 KISS, San Antonio; The Walmac Co.  
 KAML-FM, San Antonio; Radio KITE, Inc.  
 KONO-FM, San Antonio; Mission Bcstg. Co.  
 KOKE, San Antonio; Sunshine Bcstg. Co.  
 KCMC-FM, Texarkana; KCMC, Inc.

## UTAH

KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.  
 KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah

| Call Letters | City | Licensee |
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## VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.  
 WINA-FM, Crewe; Southern Virginia Bcstg. Corp.  
 WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.  
 WVA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.  
 WWOOD-FM, Lynchburg; Cy N. Bahakel  
 WMVA-FM, Near Martinsville; Martinsville Bcstg. Co.  
 WGH-FM, Newport News; Hampton Roads Bcstg. Corp.  
 WRVC, Norfolk; Va. Good Music Corp.  
 WCOD, Richmond; Havens & Martin, Inc.  
 WLEE-FM, Richmond; Lee Bcstg. Corp.  
 WRNL-FM, Richmond; Richmond Newspapers, Inc.  
 WRVA, Richmond; Larus & Brother Co., Inc.  
 WDBJ-FM, Roanoke; Times-World Corporation  
 WROV-FM, Doanoke; WROV Bcstrs., 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 Wasmer  
 KTNT-FM, Tacoma; Tribune Publishing Co.

## WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.  
 WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.  
 WHTN-FM, Huntington; Cowles Bcstg. Co.  
 WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever  
 WEPM-FM, Martinsburg; Martinsburg Bcstg. Co.  
 WAJR-FM, Morgantown; West Virginia Radio Corp.  
 WOAY-FM, Oak Hill; Robert R. Thomas, Jr.  
 WPAR-FM, Parkersburg; Ohio Valley Bcstg. Corp.  
 WKWK-FM, Wheeling; Community Bcstg., Inc.  
 WWVA-FM, Wheeling; Storer Bcstg. Co.

## WISCONSIN

WEAU-FM, Eau Claire; Central Bcstg. Company  
 WFMR, Glendale; High-Fidelity Bvstg. Corp.  
 WWC, Greenfield; Wm. C. Forrest  
 WCLO-FM, Janesville; Gazette Printing Co.  
 WHA-FM, Madison; State of Wisc., State Radio Council  
 WIBA-FM, Madison; Badger Bcstg. Co.  
 WISC-FM, nr. Madison; Radio Wisconsin, Inc.  
 WMFM, Madison; Earl W. Fessler  
 WDLB-FM, Marshfield; Clarkwood Bcstg. Corp.  
 WLIN, Merrill; Alvin E. O'Konski Enterprises, Inc.  
 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 1957

## 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). Child Labor Day. Last Sunday in January.
- 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).

## 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).
- 19: Ohio admitted (1803).  
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).
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).  
Ash Wednesday.
- 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.

## March

- 1: Nebraska admitted (1867).  
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).
- 2: Texas Independence Day.
- 3: Florida admitted (1845).  
First Postage Stamp used in U. S. (1847).  
Alexander Graham Bell born (1842).
- 4: Pennsylvania Day.  
Vermont admitted (1791).

## April

- 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). Easter Sunday.
- 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: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation granted Charter (1913). Free State of Israel proclaimed (1948).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Government.
- 17: "I am An American Day," often referred to as Citizenship Recognition Day. Norwegian Independence Day (1814). Supreme Court rules against segregation in the public schools (1954).
- 18: World Good-Will Day, formerly Peace Day.

- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).  
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).  
Armed Forces Day.
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina admitted (1788).
- 24: First telegraph message sent (1844).
- 25: Ralph Waldo Emerson born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 27: 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).  
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columba.  
Confederate Memorial Day (Petersburg, Virginia).  
Children's Day, second Sunday in June.
- 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 Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).  
Johann Wolfgang von Goethe born (1749).
- 29: Oliver Wendell Holmes born (1809).
- 30: Germany declared war on Poland (1939).  
Beginning of World War II.  
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).
- 1: Germany invaded Poland (1939).  
Official V-J Day (1945). (Surrender terms signed aboard U.S.S. Missouri.)  
Eugene Field born (1850).
- 2: Labor Day.
- 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).
- 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).

## 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 (1903).  
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).
- 25: First cabinet meeting televised (1954).
- 26: Erie Canal opened to traffic (1825).  
Better Parenthood Week, observed last week in Oct.
- 27: Theodore Roosevelt born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).

## November

- 1: All Saints' Day (Louisiana).  
Liberty Day (St. Croix, Virgin Islands only).  
National Broadcasting Co. is organized with WEAJ and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: 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 2 $\frac{1}{2}$  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).

## December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois admitted (1818). Gilbert Stuart born (1755).
- 5: Martin Van Buren born (1782). Walt Disney born (1901).
- 7: Pearl Harbor attacked (1941). Roosevelt, Churchill, Stalin confer at Teheran (1943). Delaware Day. Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938). First coast-to-coast medical telecast in color, surgery in Los Angeles, via closed circuit (1951).
- 8: Eli Whitney born (1765). U. S. declared war on Japan (1941).
- 9: Germany-Italy declare war on U. S. (1941).
- 10: U.S. Declared War on Germany-Italy (1941). Peace Treaty signed with Spain (1899). Mississippi admitted (1817). Human Rights Day.
- 11: Alfred Nobel born (1833). Indiana admitted (1816).
- 12: First Marconi Wireless across Atlantic (1901). Pennsylvania admitted (1787). Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama admitted (1819). George Washington died at Mt. Vernon (1799).
- 15: Bill of Rights Day. Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party. Ludwig von Beethoven born (1770).
- 17: John Greenleaf Whittier born (1807). Aviation Day. First mechanical airplane flight by Wright Brothers (1903). FCC approved color TV (1953).
- 18: New Jersey admitted (1787). First Sunday paper published (1796).
- 19: Tyrus (Ty) Cobb born (1886). Washington went into winter quarters at Valley Forge (1776).
- 20: First electrical lights on Broadway (1880).
- 21: Pilgrims landed at Plymouth Rock (1620). First day of winter.
- 23: George Washington resigned Army commission (1783). NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal. Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776). Christmas Day.
- 26: Battle of Trenton (1776). Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).
- 27: Louis Pasteur born (1822).
- 28: Iowa admitted (1848). Woodrow Wilson born (1856). Irish Free State became State of Eire (Ireland).
- 29: Texas admitted (1845). Andrew Johnson born (1808). First American YMCA established in Boston (1851). MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
- 30: Rudyard Kipling born (1865). The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.

# THE TELEVISION CODE OF THE NARTB

## PREAMBLE

**T**ELEVISION 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.

**T**HE 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.

**T**HE 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.

**T**ELEVISION, 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.

**I**N 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 pres-

entations 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.

4. Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, 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<br>Program<br>(minutes) | Length of Advertising Message<br>(minutes and seconds) |                    |
|-----------------------------------|--------------------------------------------------------|--------------------|
|                                   | Class "A"                                              | All Other Programs |
| 5                                 | 1:00                                                   | 1:15               |
| 10                                | 2:00                                                   | 2:10               |
| 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

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board. The Review Board shall be composed of five members. 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. A majority of the membership of the Board shall constitute a quorum for all purposes. The Television Code Review Board is authorized and directed to maintain a continuing review of all television programming, and to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations. The TV Code Review Board shall meet regularly once each quarter of the calendar year.



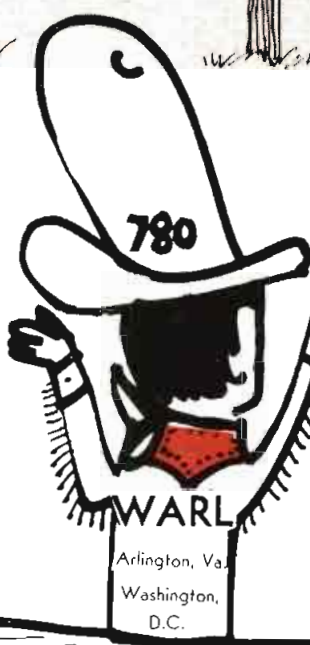
Cheers, heigh-ho, and hurrah  
for the honored General!  
For loyalty to client,  
reliability in the lab,  
foresight in the field, and  
devotion above and beyond  
the call of duty,—



# Hop on the "Chuck"\*



Madison Avenue



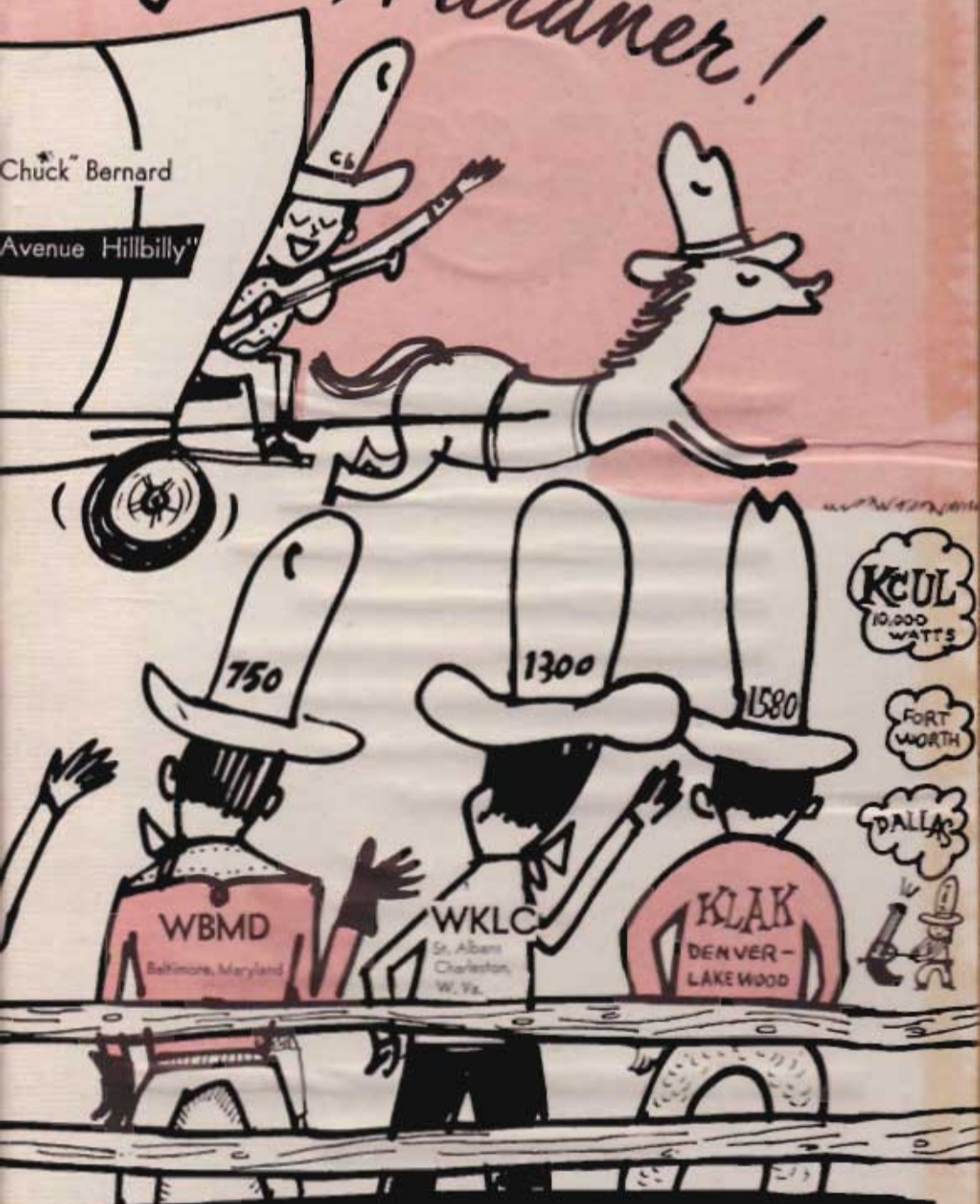
Len Kessler

COUNTRY-WESTERN MUSIC FROM COAST TO

# Wagon, Pardner!

Chuck Bernard

Avenue Hillbilly"





"A historian has said that '... in today already walks tomorrow.' Never before was this insight truer or more meaningful than it is today. Our tomorrows will be crowded with great challenge and great opportunity. Let us meet them with confidence and with imagination."

A handwritten signature in dark ink, reading "David L. Tarnoff".

Chairman of the Board

**RADIO CORPORATION OF AMERICA**

Electronics for Living