



RADIO ANNUAL  
TELEVISION  
YEAR BOOK



1958





# DENNIS JAMES

*Representatives:*

WM. MORRIS AGENCY



**RADIO**

**RADIO DAILY**  
**TELEVISION DAILY**

presents the

**1958**

**TWENTY-FIRST ANNUAL EDITION**

**RADIO ANNUAL and  
TELEVISION YEAR BOOK**

**ANNUAL**

**CHAS. A. ALICOATE**

Editor-in-Chief

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**RADIO DAILY CORP.**

**1501 Broadway, N. Y. 36, N. Y.**



# NO-CAL IS SOLD ON SPOT...



**ADVERTISER:** How do No-Cal and its agency, Paris & Peart, account for the biggest New York sales jump in No-Cal history? They credit Spot Television on WRCA-TV.

No-Cal Board Chairman Hyman Kirsch says, "Spot TV . . . because its high frequency at low cost makes a full saturation campaign financially feasible. And Spot's selectivity allows us to concentrate on our prime sales target — the figure-conscious housewife."

"WRCA-TV," continues Mr. Kirsch, ". . . first, because it commands such a healthy chunk of the New York audience. Secondly, because it offers an economical saturation schedule of good availabilities. And finally, because the station backs our 30-spots-per-week, around the clock campaign with a complete mer-

chandising and promotion program — the headline-making Miss No-Cal Contest."

Does Spot Television on WRCA-TV deliver? "Actual sales figures are confidential," says Mr. Kirsch, "but No-Cal is devoting a larger share of a larger advertising budget to Spot TV. Not only have we signed for an increased Spot schedule on WRCA-TV, and renewed our sponsorship of the Miss No-Cal Contest for 1958, but we've also expanded our Spot TV campaign into the Philadelphia market."

*Seated, left to right: No-Cal Corporation officials: Lee Kirsch, Treasurer; Hyman Kirsch, Chairman of the Board; Morris Kirsch, President. Standing, left to right: Donald C. Porteous, TV-Radio Director, Paris & Peart; Max Buck, Director of Sales, WRCA-TV; Ed Kenefick, TV Spot Sales Representative, NBC Spot Sales.*



# RIGHT DOWN THE LINE!



PHOTOS BY MORRIS H. JAFFE

**RETAILER:** Joseph Reich, Grand Union Supermarket Manager in White Plains says, "Judging from the additional number of cases we've been moving, No-Cal sales have increased appreciably in recent weeks."

Retailers and advertisers alike are convinced that No-Cal's use of Spot Television pays off *right down the line*. They know first-hand what adjacencies to the great NBC entertainment lineup and the top local programs can do for advertisers who buy schedules on the television stations represented by NBC Spot Sales.

*Left to right: Joseph Reich, Grand Union Supermarket Manager, White Plains Shopping Center, New York; Joe Murphy, Merchandising Manager, WRCA-TV; Irving Ehrlich, Sales Manager, No-Cal Corporation.*



#### REPRESENTING TELEVISION STATIONS:

HARTFORD-NEW BRITAIN—WNBC  
NEW YORK—WRCA-TV  
SCHENECTADY-ALBANY-TROY—WRCB  
PHILADELPHIA—WRCV-TV  
WASHINGTON—WRC-TV  
MIAMI—WCKT  
BUFFALO—WBUF

LOUISVILLE—WAVE-TV  
CHICAGO—WNRQ  
ST. LOUIS—KSD-TV  
DENVER—KOA-TV  
SEATTLE-TACOMA—KOMO-TV  
LOS ANGELES—KRCA  
HONOLULU—KONA-TV



TO  
BROADCASTERS

AAP

MEANS

ADDED PROFITS

ADDED PRESTIGE

THE ASSOCIATED PRESS

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



---

# Foreword



RADIO-TELEVISION DAILY, the daily newspaper of the radio and television industry, once again presents to the world of broadcasting its RADIO ANNUAL and TELEVISION YEAR BOOK. This volume is the twenty-first edition of broadcasting's encyclopedia and is consistently recognized throughout the world as the standard

book of reference for the industry.



THE enthusiastic support received from the broadcasting industry in compiling this twenty-first annual edition bespeaks its sustained interest in the volume and its confidence in the future of broadcasting. Here will be found documentation of the untiring creative efforts of all who have contributed so much to the success of this indispensable medium.



AGAIN we are grateful to all who have contributed to the success of this volume. Without their contributions this dramatic story of a growing service could never have been so completely told.

*Chas. A. Alivanti.*

*Editor and 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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Broadcasting and Telecasting  
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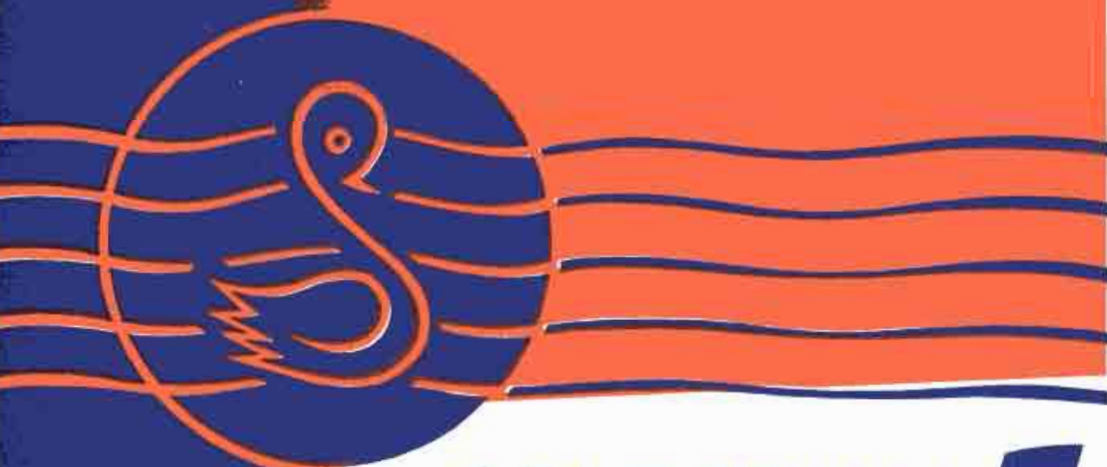
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*"The Symbol of  
Quality Musical Commercials"*



**GOLDSWAN  
PRODUCTIONS, INC.**

*Always on the* **SPOT**

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

Circle 7-3380



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*Television  
Films  
from Britain*

*NOW IN PRODUCTION:*

**A WEEKLY PACKAGE OF 13  
FOURTEEN-MINUTE PROGRAMS  
FOR SEPTEMBER 1958 RELEASE**

**WRITE NOW FOR 1958 CATALOG**

**BRITISH INFORMATION SERVICES  
RADIO AND TELEVISION DIVISION**

45 Rockefeller Plaza  
New York 20, N. Y.



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ABC TV NETWORK  
Thursday  
9:00 to 9:30 PM  
e.s.t.

THE  
PAT BOONE  
CHEVY  
SHOWROOM



Personal Management RANDY WOOD—JACK SPINA  
6 West 57th Street, New York 19, N. Y.

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# ALL FOUR ARTISTS

**"GOLD RECORD"**

**PRODUCERS IN 1957**



**JIMMY BOWEN** — Roulette  
and the Rhythm Orchids



**SONNY JAMES** — Capitol  
and His Southern Gentlemen



**BUDDY KNOX** — Roulette  
and the Rhythm Orchids



**GENE VINCENT** — Capitol  
and the Blue Caps

UNDER PERSONAL MANAGEMENT

**ED. E. McLEMORE**

SPORTATORIUM

CADIZ & INDUSTRIAL, in DALLAS      RIVERSIDE 8-3261



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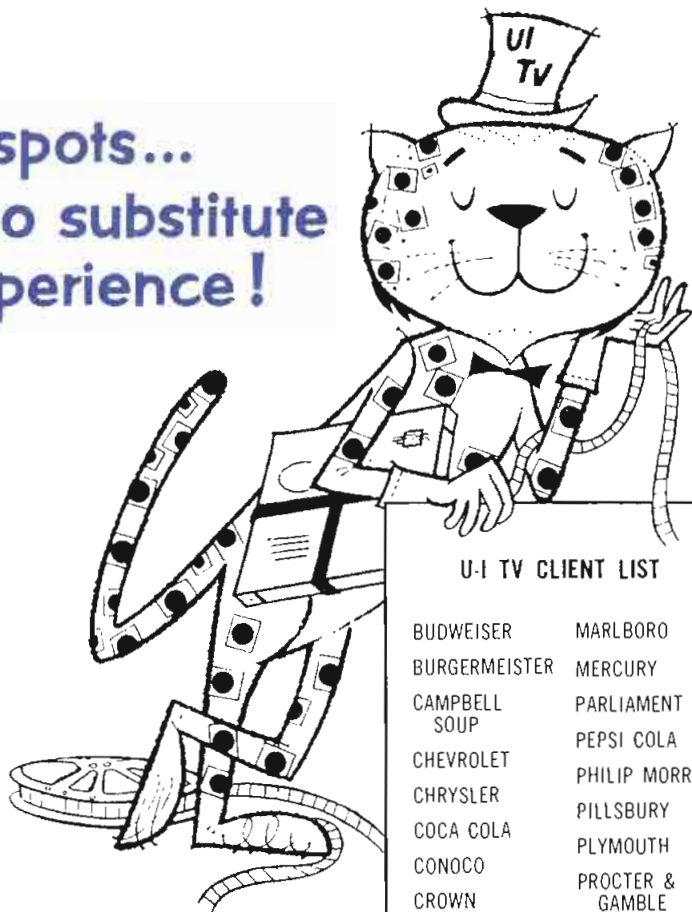
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*bercher's  
castoria  
carl s. brown*



*distinctive merit award  
a.d. club of n.y.c.  
timken spot 1*



*fritos  
tracy-lacke*



*manhattan  
shirts  
peck adv.*



*merit award  
a.d. club of n.y.c.  
timken spot 2*



*nabisco  
fig newtons  
mccann erickson*



*mentholatum  
colban  
j. w. thompson*



*merit award  
a.d. club of n.y.c.  
union carbide*



*holsum  
bread  
w. e. long*



*wise  
potato chips  
lynn organ.*



*merit award  
a.d. club of chicago  
kool shake*



*created  
by  
the  
big*

academy pictures, inc

# ACADEMY PICTURES, INC.

49 west 45 street new york city plaza 7-0744  
433 so. fairfax ave., hollywood webster 1-8156



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# GENERAL STATISTICS RADIO AND TELEVISION

▶ Total Radio-TV broadcast income (before tax) for 1956.....	\$238.8 million
▶ Number of commercial AM stations licensed and operating December 1, 1957..	3180
▶ Number of commercial FM stations licensed and operating December 1, 1957..	537
▶ Number of commercial TV stations licensed and operating December 1, 1957..	539
▶ Total radio sets produced in 1957.....	15,611,043
▶ Total TV sets produced in 1957.....	7,179,145
▶ Total network TV gross time charges for 1957.....	\$516,201,566
▶ Total national spot radio time sales for 1957.....	\$183,987,000
▶ Total 1956 FM broadcast loss (before tax) for stations operated by non-AM licensees .....	\$400,000
▶ Total gross spot TV time sales, 1957.....	\$448,734,000
▶ Total spent by 1957's top spot TV advertiser (Procter & Gamble).....	\$25,916,840
▶ Number of homes delivered by the average week day daytime network TV program in January 1958.....	4,463,000
▶ In 1957 national and regional spot TV advertisers spent 32.3 per cent of budget on daytime programs, 57.8 per cent nighttime, and 9.9 per cent late night.	
▶ Average number of U.S. advertising agencies, excluding branches.....	2700
▶ Number of advertising agency failures in 1957.....	55
▶ Total liabilities .....	\$2,081,000
▶ Total radio broadcast income (before tax) for 1956.....	\$49.2 million
▶ Total TV broadcast income (before tax) for 1956.....	\$189.6 million
▶ Total automobile radio set sales for 1957.....	5,495,774
▶ Total employee income for broadcast industry in 1956.....	\$518 million
▶ Average employee income for broadcast industry in 1956.....	\$6,584
▶ Number of full-time employees of broadcast industry in 1956.....	77,000
▶ National expenditures in 1956 for radio-TV set repairs.....	\$756 million
▶ Percentage of U.S. families owning TV sets, January 1957.....	79%
▶ Number of U.S. TV sets in use in 1957.....	44.5 million

*(Continued on page 35)*

Best Wishes  
From



Guy Lombardo  
and his  
Royal Canadians

Currently at Hotel Roosevelt Grill, New York

Current Capitol Album, "The Lively Guy"

Current Decca Album, "Waltzland"

PUBLICITY: DAVID O. ALBER ASSOC., Inc.; Gene Shefrin







# RADIO-TV GENERAL STATISTICS

- ▶ Worldwide total of TV receivers, exclusive of the U.S., its territories, Canada, and overseas Armed Forces ..... 16,390,100
- ▶ Number of network color-equipped stations in the U.S..... 293
- ▶ Number of community TV antenna systems in the U.S.....over 500
- ▶ Number of network affiliates and O & O stations:

Network	Number of Affiliates		Number of O & O Stations		
	Radio	TV	AM	FM	TV
ABC .....	301	195	5	4	5
CBS .....	201	225	6	5	6
MBS .....	450	—	—	—	—
NBC .....	190	195	7	5	7
KBS .....	1031	—	—	—	—
NTA .....	—	134	—	—	1

ABC also owns a 50 per cent interest in WLS, Chicago.

Sale of WCAU-AM-FM-TV Philadelphia, to CBS was pending at press time.

Sale of WATV, WAAT, Newark, N. J., to NTA was pending at press time.

- ▶ Number of NAEB member stations..... 157
- ▶ Number of voting members, Broadcasters' Promotion Association..... 130
- ▶ On June 30, 1957, of 475 commercial TV stations in operation, 389 were VHF and 86 were UHF; 24 educational stations (19 VHF, 5 UHF) and 41 UHF translator stations were on the air.
- ▶ On June 30, 1957, 302 communities had one or more commercial TV stations in operation; of these 80 had two, 27 had three, and 11 had four or more.
- ▶ Over 90 per cent of the U.S. population is estimated to be within range of at least one TV station; over 75 per cent within range of two or more.
- ▶ On June 30, 1957, about 160,000 color receivers were in use; this number is expected to reach 300,000 by 1958.
- ▶ Highest price paid for an AM station was sale in 1957 of WNEW, New York for \$5,160,800.
- ▶ Highest price paid for a TV station was sale in 1955 of WDTV, Pittsburgh, for \$9,750,000.
- ▶ In 1957 the tallest TV tower in use was 1,610 feet above ground (KSWS-TV, Roswell, N. M.), said to be the world's highest man-made structure.
- ▶ In 1957 colorcasting was available to over 96 per cent of TV homes in the U.S.



# HOPE



# Financial Data Covering 1955-56 Broadcasting Industry Operations

A continued increase in total revenue for the radio-television industry in 1956 is indicated by financial figures released by the Federal Communications Commission. Combined radio and television income before tax shows an increase of 21.7 per cent over the figures for 1955 (in 1955 this increase was 48.4 per cent over the preceding year). While the four nationwide radio networks and their owned and operated stations show a revenue decrease of 11.7 per cent in 1956, three regional networks and their stations are reported to have a revenue increase of 14.7 per cent. The revenue increase for all other stations is 9.4 per cent.

## All Networks and Stations, 1955-56

<i>Item</i>	<i>1955 (Millions)</i>	<i>1956 (Millions)</i>	<i>Per Cent Increase in 1956</i>
<i>Broadcast Revenues</i>			
Radio <sup>1</sup> .....	\$ 453.4	\$ 480.6	6.0
Television .....	744.7	896.9	20.4
<b>Total</b> .....	<b>\$1,198.1</b>	<b>\$1,377.5</b>	<b>15.0</b>
<i>Broadcast Expenses</i>			
Radio <sup>1</sup> .....	\$ 407.4	\$ 431.4	5.9
Television .....	594.5	707.3	19.0
<b>Total</b> .....	<b>\$1,001.9</b>	<b>\$1,138.7</b>	<b>13.7</b>
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio <sup>1</sup> .....	\$ 46.0	\$ 49.2	7.0
Television .....	150.2	189.6	26.2
<b>Total</b> .....	<b>\$ 196.2</b>	<b>\$ 238.8</b>	<b>21.7</b>

<sup>1</sup>Radio includes AM and FM broadcasting.

Note. 1956 radio data cover the operations of four nationwide networks and three regional networks, 2,916 AM and AM-FM and 53 independent FM stations. Excluded are 55 stations whose reports were filed too late for tabulation. 1955 data are for the same networks and 2,704 AM and AM-FM and 38 independent FM stations. Excluded are 90 stations whose reports were filed too late for tabulation. 1956 TV data cover the operations of three networks and 474 stations. 1955 TV data cover the operations of four networks (three networks after September 15, 1955, when DuMont ceased network operations) and 437 stations.

Source: FCC.

*BEST WISHES*



**MILTON BERLE**



# Nationwide Network Financial Figures for 1955-1956

## Nationwide Networks Only, 1955-56 (Including Owned and Operated Stations)

<i>Item</i>	1955 (Millions)	1956 (Millions)	<i>Per Cent Increase or (Decrease) in 1956</i>
<i>Broadcast Revenues</i>			
Radio .....	\$ 74.5	\$ 65.8	(11.7)
Television .....	374.0	442.3	18.3
	-----	-----	
Total .....	\$448.5	\$508.1	13.3
<i>Broadcast Expenses</i>			
Radio .....	\$ 69.4	\$ 66.2	( 4.6)
Television .....	306.0	356.9	16.6
	-----	-----	
Total .....	\$375.4	\$423.1	12.7
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio .....	\$ 5.1	\$(0.4)	...
Television .....	68.0	85.4	25.6
	-----	-----	
Total .....	\$ 73.1	\$ 85.0	16.3

Note. Radio data include the operations of 15 network-owned AM stations in 1955 and 1956. Television data include the operations of 16 network-owned stations in 1955 and 15 in 1956.

Source: FCC.



R. Risonché.

# Radio Industry Financial Data For the Period 1955-1956

## AM Radio<sup>1</sup> Broadcast Revenues, Expenses and Income, 1955-56

<i>Item</i>	1955 (Thousands)	1956 (Thousands)	<i>Per Cent Increase or (Decrease) in 1956</i>
<i>Broadcast Revenues</i>			
4 nationwide networks and their stations <sup>2</sup> .....	\$ 74,511	\$ 65,804	(11.7)
3 regional networks and their stations <sup>2</sup> .....	3,814	4,373	14.7
All other stations <sup>3</sup> .....	374,013	408,934	9.4
Total .....	\$452,338	\$479,161	5.9
<i>Broadcast Expenses</i>			
4 nationwide networks and their stations <sup>2</sup> .....	\$ 69,449	\$ 65,233	( 4.6)
3 regional networks and their stations <sup>2</sup> .....	2,968	3,579	23.6
All other stations <sup>3</sup> .....	333,565	359,794	7.9
Total .....	\$405,982	\$429,606	5.8
<i>Broadcast Income (before Federal Income Tax)</i>			
4 nationwide networks and their stations <sup>2</sup> .....	\$ 5,062	\$ (429)	...
3 regional networks and their stations <sup>2</sup> .....	846	794	(6.1)
All other stations <sup>3</sup> .....	40,448	49,190	21.6
Total .....	\$ 46,356	\$ 49,555	6.9

<sup>1</sup>Excludes independently operated FM stations, 38 in 1955 and 53 in 1956. Also excludes 90 AM stations reporting too late to tabulate in 1955 and 55 in 1956.

<sup>2</sup>Includes the operations of 18 network-owned stations in 1955 and 19 network-owned stations in 1956.

<sup>3</sup>Includes 2,685 stations in 1955 and 2,897 stations in 1956.

Source: FCC.





# TV Industry Financial Data For the Period 1955-1956

## TV Broadcast Revenues, Expenses and Income, 1956

<i>Item</i>	<i>3 Networks and Their 15 Owned and Operated TV Stations (Millions)</i>	<i>459 Other TV Stations (Millions)</i>	<i>Total 3 Networks and 474 TV Stations (Millions)</i>
<i>Broadcast Revenues</i>			
Revenues from the sale of time:			
Total network time sales.....	\$269.1	\$ 98.6	\$367.7
Non-network time sales to:			
National and regional advertisers....	\$ 55.7	\$225.5	\$281.2
Local advertisers .....	22.9	151.3	174.2
Total non-network time sales.....	\$ 78.6	\$376.8	\$455.4
Total times sales .....	\$347.7	\$475.4	\$823.1
Deduct—Commissions to agencies, representatives, etc. ....			
	70.9 <sup>1</sup>	63.1	134.0
Net time sales.....	\$276.8	\$412.3	\$689.1
Revenues from incidental broadcast activities:			
Talent .....	\$135.1	\$ 11.3	\$146.4
Sundry broadcast revenues.....	30.4	31.0	61.4
Total incidental broadcast activities	\$165.5	\$ 42.3	\$207.8
Total broadcast revenues.....	\$442.3	\$454.6	\$896.9
<i>Broadcast Expenses</i>			
Total broadcast expenses of networks and stations .....	\$356.9	\$350.4	\$707.3
<i>Broadcast Income (before Federal Income Tax)</i>			
Broadcast income before Federal income tax .....	\$ 85.4	\$104.2	\$189.6

<sup>1</sup>Of this amount \$55.7 million is applicable to the total sale of network time.

Source: FCC.



# JIMMY DURANTE

MANAGEMENT:  
WILLIAM MORRIS AGENCY  
NEW YORK — CHICAGO — HOLLYWOOD



# FM Industry Financial Data For the Period 1955-1956

## FM Broadcast Revenues, Expenses and Income, 1955-56

<i>Item</i>	<i>1956</i>		<i>1955</i>	
	<i>Number of Stations</i>	<i>Amount (Millions)</i>	<i>Number of Stations</i>	<i>Amount (Millions)</i>
<i>FM Broadcast Revenues</i>				
FM Stations Operated by:				
AM Licensees:				
Reporting no FM revenues.....	302	..	332	..
Reporting FM revenues.....	119	\$1.0	123	\$0.9
Non-AM Licensees .....	51	1.4	38	1.0
Total FM Stations.....	472	\$2.4	493	\$1.9

<i>FM Broadcast Expenses</i>				
FM Stations Operated by:				
Non-AM Licensees .....	51	\$1.8	38	\$1.4
Industry Total .....	..	(1)	..	(1)

<i>FM Broadcast Income (before Federal Income Tax)</i>				
FM Stations Operated by:				
Non-AM Licensees .....	51	(0.4)	38	(0.4)
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.

Source: FCC.



**JACK LESCOULIE**

# EIA Figures on Radio and Television Set Factory Production — 1957

	<i>AM-FM Radio</i>	<i>Table Models, Over \$15 AM-FM, FM</i>	<i>TV, UHF Tuner</i>	<i>Other TV</i>
January .....	1,085,529	15,136	67,079	450,190
February .....	1,264,765	15,185	68,219	464,697
March .....	1,609,073	16,783	62,815	559,842
April .....	1,115,813	9,755	42,374	361,246
May .....	1,023,771	9,749	41,596	342,386
June .....	1,088,343	7,408	72,766	543,778
July .....	612,588	6,853	55,401	360,660
August .....	965,724	10,744	88,615	673,734
September .....	1,610,748	15,072	87,040	832,631
October .....	1,569,180	17,588	83,372	661,994
November .....	1,688,868	24,470	55,035	574,646
December .....	1,793,336	34,562	55,488	573,541
Total .....	15,427,738	183,305	779,800	6,399,345





## Broadcast Industry Wages: 1952-1956

	Number Full-time Employees	Average Employee Income	Total Employee Income	National Expenditures Radio-TV Set Repairs
1952 .....	61,000	\$5,559	\$355,000,000	\$476,000,000
1953 .....	65,000	5,889	379,000,000	533,000,000
1954 .....	72,000	6,029	430,000,000	600,000,000
1955 .....	74,000	6,333	465,000,000	664,000,000
1956 .....	77,000	6,584	518,000,000	756,000,000

Source: Department of Commerce.

## Sales of Automobile Radio Sets — 1957

January .....	521,624	July .....	256,279
February .....	522,859	August .....	301,971
March .....	597,532	September .....	446,419
April .....	380,452	October .....	522,746
May .....	396,151	November .....	563,066
June .....	416,058	December .....	570,617
Total .....		5,495,774	

Source: EIA.



**TED STEELE**

# Radio and TV Stations in Operation in U. S.

\*

## AM Stations

1957	Licensed & Operating	CP's	Total Authoriza- tions
January 1	3008	117	3125
February 1	3014	123	3137
March 1	3031	133	3164
April 1	3040	145	3185
May 1	3049	154	3203
June 1	3060	167	3227
July 1	3079	159	3238
August 1	3095	155	3250
September 1	3113	148	3261
October 1	3133	142	3275
November 1	3157	122	3279
December 1	3180	109	3289

## FM Stations (Commercial)

January 1	530	24	554
February 1	527	24	551
March 1	529	23	552
April 1	526	23	549
May 1	529	22	551
June 1	532	27	559
July 1	530	31	561
August 1	531	31	562
September 1	532	30	562
October 1	532	36	568
November 1	533	47	580
December 1	537	51	588

## TV Stations (Commercial)

January 1	511	120	631
February 1	513	120	633
March 1	515	123	638
April 1	515	126	641
May 1	515	126	641
June 1	519	126	645
July 1	519	132	651
August 1	522	132	654
September 1	528	133	661
October 1	531	126	657
November 1	536	119	655
December 1	539	117	656

Source: FCC



# THE FRANK SINATRA SHOW

ABC-TV

Hobart Productions



# WILLIAM SELF



Producer

# JACK DONOHUE



Director

# NELSON RIDDLE



Musical Director



**MEL ALLEN**

# OWNERSHIP OF TV SETS

## A Percentage Study of U. S. Family Television Ownership—by Location and Family Types

• A continued increase in the number of U. S. families owning television sets (five per cent more in January, 1957 than in January, 1956) is indicated by the latest figures made available by the Market Research Corporation of America. This organization, feeling that television ownership has reached a saturation point of about 80 per cent, has ceased to compile current figures.

PER CENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS				
	Apr. '56 Per Cent	July '56 Per Cent	Oct. '56 Per Cent	Jan. '57 Per Cent
UNITED STATES TOTAL.....	75	76	78	79
REGIONS:				
Northeast .....	88	88	88	90
South .....	63	64	68	68
North Central .....	77	79	80	81
Mountain and Southwest.....	60	62	65	68
Pacific .....	74	76	77	77
CITY SIZE:				
Farm .....	53	54	57	61
Under 2,500 .....	64	67	69	69
2,500 to 50,000.....	62	65	66	68
50,000 to 500,000.....	80	82	83	84
500,000 and Over.....	89	89	90	90
TOTAL FAMILY INCOME:				
Upper Fourth .....	86	87	89	90
Next Fourth .....	82	85	86	87
Next Fourth .....	75	76	77	78
Lowest Fourth .....	56	58	59	61
EDUCATION OF FAMILY HEAD:				
Grade School .....	68	70	71	73
High School .....	82	83	85	86
College .....	79	79	81	82
SIZE OF FAMILIES:				
1 and 2 Members.....	67	69	70	71
3 Members .....	78	81	83	83
4 & 5 Members.....	84	85	86	87
6 Members or more.....	74	74	74	76
AGE OF HOUSEWIFE:				
Under 35 .....	81	82	84	85
35 Thru 44 Years.....	79	82	84	85
45 Years and Over.....	68	70	71	72
PRESENCE OF CHILDREN:				
5 Years and Under.....	80	81	84	85
6-12 Years .....	82	83	84	85
13-20 Years .....	76	78	80	81
No Children .....	68	70	71	72

Source: Market Research Corporation of America.



Robert Q. Lewis



# ADVERTISING AGENCY FAILURES

## 1934-1957

<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
1957	55	2,081,000

### Comparative Failure Trends

	<i>Percentage Change</i> 1956-57		<i>Avg. Liability</i> <i>Per Failure</i> <i>in 1957</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines.....	+ 8	+ 9	\$44,784
Total Commercial Services.....	+ 7	+ 9	39,703
Advertising Agencies .....	+72	+37	37,836

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.



SID CAESAR

# FCC Report — Station Expansion



Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	191	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	2,555	18	2,573	114	2,687
1955	161	18	304	2,719	43	2,762	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
<b>COMMERCIAL FM</b>								
1949	57	212	65	377	350	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	531	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	51	5	529	24	553	16	569
1955	27	41	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	26	21	519	14	530	31	561
<b>EDUCATIONAL FM</b>								
1949	18	7	9	31	3	34	24	58
1950	25	1	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
1957	17	5	2	135	0	135	13	148
<b>COMMERCIAL TV</b>								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	101	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	171	81	209	104	298	402	171	573
1955	67	58	127	137	321	458	121	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	314	175	519	132	651
<b>TV TRANSLATOR</b>								
1957	74	0	48	17	24	41	33	74
<b>EDUCATIONAL TV</b>								
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
1957	8	0	8	14	12	26	23	49

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. Figures shown are for close of each fiscal year.



## JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

Monday to Friday — 10:30 to 11:00 A.M. EST

Every Tuesday — 7:30 to 8:00 P.M. EST

*Management:*

WILLIAM MORRIS AGENCY



# GROSS TIME CHARGES NETWORK TELEVISION

## Network Television

	<i>Dec. 1957</i>	<i>Dec. 1956</i>	<i>% Change</i>	<i>Jan.-Dec. 1957</i>	<i>Jan.-Dec. 1956</i>	<i>% Change</i>
American .....	\$ 8,614,646	\$ 6,699,450	+28.6	\$ 83,071,284	\$ 76,726,129	+8.3
Columbia .....	21,938,264	20,395,400	+ 7.6	239,284,899	223,520,382	+7.1
National .....	19,146,483	17,666,721	+ 8.4	193,845,383	187,921,123	+3.2
Total .....	\$49,699,393	\$44,761,571	+11.0	\$516,201,566	\$488,167,634	+5.7

## 1957 Network Television Totals

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January .....	\$ 6,715,581	\$ 20,231,474	\$ 16,554,941	\$ 43,501,996
February .....	6,175,488	18,309,088	14,900,631	39,385,207
March .....	6,848,848	20,172,173	16,631,974	43,652,995
April .....	6,682,786	19,385,098	15,154,388	41,222,272
May .....	7,258,807	20,307,762	15,811,033	43,377,602
June .....	6,413,708	18,356,892	14,746,537	39,517,137
July .....	6,348,496	18,537,069	13,874,872	38,760,437
August .....	6,134,380	18,240,823	14,473,677	38,848,880
September .....	5,704,888	19,935,115	15,286,270	40,926,273
October .....	8,093,724	22,421,673	18,752,891	49,268,288
November .....	8,079,932	21,449,468	18,511,686	48,041,086
December .....	8,614,646	21,938,264	19,146,483	49,699,393
Total .....	\$83,071,284	\$239,284,899	\$193,845,383	\$516,201,566
Share of total, 1957 .....	16.1%	46.3%	37.6%	
Share of total, 1956 .....	15.7%	45.8%	38.5%	

Source: Publishers Information Bureau, Inc.



## ARLENE FRANCIS

---

Exclusive Rep.: Martin Goodman, 36 Central Park So., PLaza 1-3555

## Homes Delivered by Average Week Day Daytime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1956</i>	<i>1957</i>	<i>1958</i>
January .....	3,780	4,004	4,468
February .....	3,180	3,553	
March .....	2,899	3,318	
April .....	2,662	3,211	
May .....	2,292	2,557	
June .....	1,998	2,361	
July .....	2,222	2,628	
August .....	2,415	2,568	
September .....	2,223	2,474	
October .....	2,915	3,055	
November .....	3,231	3,373	
December .....	3,074	3,756	
Annual Average .....	2,743	3,060	

Source: TvB

## Homes Delivered by Average Nighttime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1956</i>	<i>1957</i>	<i>1958</i>
January .....	7,467	9,195	9,832
February .....	7,779	9,098	
March .....	7,536	9,052	
April .....	7,350	9,025	
May .....	6,855	7,817	
June .....	6,115	7,053	
July .....	5,426	6,244	
August .....	5,383	6,751	
September .....	6,436	7,942	
October .....	7,400	8,890	
November .....	8,077	9,387	
December .....	8,378	9,222	
Annual Average .....	7,073	8,364	

Source: TvB

# "The Lux Show"



*Starring*

**ROSEMARY CLOONEY**

NBC-TV

Co-produced by Joe Shribman and Dik Darley

*A Maysville Corporation Production*



# "The Lux Show"

*Directed By*



**DIK DARLEY**

*Head Writer and  
Guest Sequence  
Director*

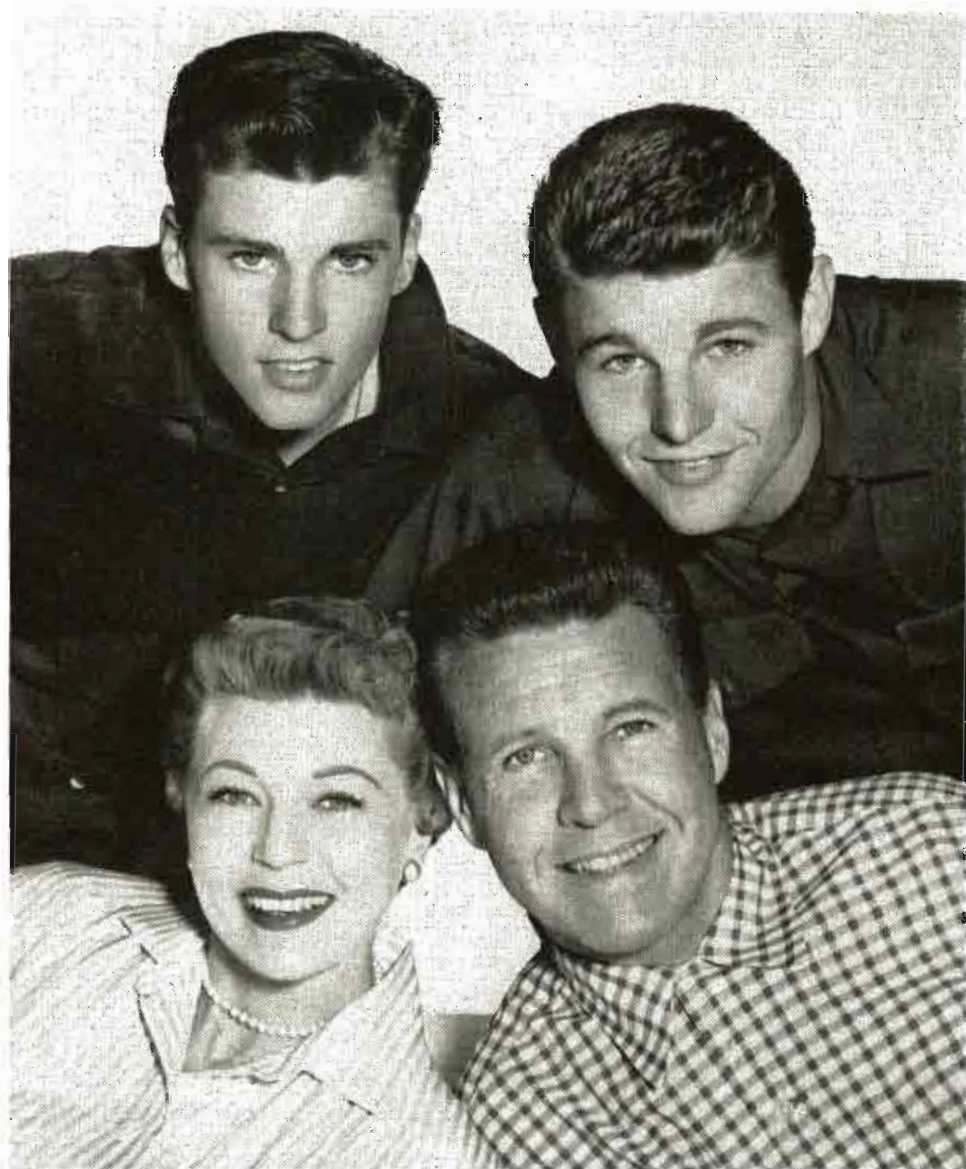


**DANNY ARNOLD**

*Musical Director  
and  
Arranger*



**FRANK DEVOL**



THE ADVENTURES OF OZZIE AND HARRIET  
TELEVISED EVERY WEEK OVER THE ABC-TV NETWORK

# Radio Receivers — World-Wide Distribution

At the end of 1957, the number of radio receivers and wired speakers in the world, exclusive of the United States, its territories, and Canada, had expanded by 10 per cent and 16 per cent respectively, as compared with February, 1957. Of the approximate increase of 12,800,000 radio receivers (exclusive of wired speakers), the greatest expansion both in absolute numbers and proportionately, took place in the Communist Bloc countries of Eastern Europe (4,500,000—27 per cent), followed by Western European countries (4,000,000—six per cent), the Far East (2,700,000—14 per cent), the Near East, South Asia, and Africa (1,000,000—13 per cent), and Latin America (600,000—three per cent). The more than 4,000,000 increase in the number of wired speakers took place almost exclusively in Communist Bloc countries. The following tabulation of radio receivers and wired speakers by areas and by countries of the world is as of December 31, 1957.

Accuracy of the material varies with the reliability of the statistics utilized by the sources. In some instances official statistics based upon licensed sets and supplemented by estimates as to the number of unlicensed sets were relied upon. Other sources, in countries where there are no licensing systems, have had to make informed guesses or estimates from import and production statistics. At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries.

Country	Receivers	Wired Speakers (Additional)
<b>WESTERN EUROPE</b>		
Andorra .....	1,800	.....
Austria .....	1,819,200	.....
Belgium .....	2,256,400	132,900
Denmark .....	1,821,700	.....
Finland .....	1,300,000	.....
France .....	10,532,000	.....
W. Germany (Incl. W. Berlin) .....	14,879,000	.....
Gibraltar .....	4,900	.....
Iceland .....	61,000	.....
Ireland .....	461,200	.....
Italy .....	7,400,000	.....
Liechtenstein .....	3,000	.....
Luxembourg .....	85,700	.....
Malta .....	13,000	43,000
Monaco .....	4,000	.....
Netherlands .....	2,430,000	531,000
Norway .....	1,429,000	.....
Portugal .....	1,200,000	.....
Saar .....	236,200	.....
San Marino .....	1,700	.....
Spain .....	3,500,000	.....
Sweden .....	2,565,000	160,000
Switzerland .....	994,000	304,700
United Kingdom .....	15,754,000*	1,041,900
Total .....	68,752,800	2,213,500
<b>EASTERN EUROPE</b>		
Albania .....	23,000	8,000
Bulgaria .....	457,000	380,000
Czechoslovakia .....	2,963,000	143,000
East Germany .....	5,200,000	.....
Hungary .....	1,396,000	250,000
Poland .....	2,359,000	1,526,000
Rumania .....	688,000	632,000
U.S.S.R. .....	8,000,000	23,000,000
Yugoslavia .....	711,000	.....
Total .....	21,797,000	25,939,000

\* Includes 7,900,000 combined sound and television licenses. (Continued on page 71)

**MICKEY  
ROONEY**

Personal  
Management:  
**RED DOFF**



# Radio Receivers — World-Wide Distribution

<i>Country</i>	<i>Receivers</i>	<i>Wired Speakers (Additional)</i>
<b>NEAR EAST, SOUTH ASIA AND AFRICA</b>		
<i>Arabic Countries</i>		
Aden .....	6,000	.....
Algeria .....	364,000	.....
Egypt .....	771,300	.....
Iraq .....	300,000	.....
Jordan .....	39,700	.....
Lebanon .....	180,000	.....
Libya .....	46,800	.....
Morocco .....	430,500	.....
Saudi Arabia .....	15,000	.....
Sudan .....	6,000	.....
Syria .....	300,000	.....
Tunisia .....	150,000	.....
Total .....	2,609,300	.....
<i>Non-Arabic Asia</i>		
Afghanistan .....	20,000	.....
Ceylon .....	145,600	18,400
Cyprus .....	92,000	.....
Greece .....	528,300	.....
India .....	1,187,600	.....
Iran .....	610,000	.....
Israel .....	355,000	.....
Nepal .....	10,000	.....
Pakistan .....	335,000	.....
Portuguese India .....	1,200	.....
Turkey .....	1,198,400	.....
Total .....	4,483,100	18,400
<i>Non-Arabic Africa</i>		
Angola .....	26,000	.....
Belgian Congo .....	27,000	.....
Central African Fed. ....	142,000	.....
Ethiopia .....	58,000	.....
French Equatorial Africa ..	10,000	.....
French West Africa .....	50,000	.....
Ghana .....	17,100	30,000
Kenya .....	70,000	.....
Liberia .....	4,000	.....
Madagascar .....	60,000	.....
Mauritius .....	20,000	.....
Mozambique .....	12,500	.....
Nigeria (Including Cameroons) ..	154,000*	57,500
Tanganyika .....	7,500	.....
Union of South Africa .....	854,400	14,200
Total .....	1,512,500	101,700

\* This figure is based on import statistics. Only a few thousand sets are licensed.

(Continued on page 73)



"ED"



"VIC"

*The*  
**AMES  
BROTHERS**

*Exclusively* RCA VICTOR RECORDS

*Personal Management*  
BILL FICKS



"GENE"



"JOE"

# Radio Receivers — World-Wide Distribution

<i>Country</i>	<i>Receivers</i>	<i>Wired Speakers (Additional)</i>
<b>FAR EAST</b>		
Australia .....	2,107,600	.....
Burma .....	45,000	.....
Cambodia .....	6,000	.....
China (Communist) .....	2,000,000	500,000
Hong Kong (Including 15,000 in Macau) .....	98,000	61,000
Indonesia .....	700,000	.....
Japan .....	14,322,700	.....
North Korea .....	100,000	.....
South Korea .....	279,000	.....
Laos .....	5,000	.....
Malaya and Singapore .....	226,600	60,000
New Zealand .....	525,000	.....
Philippines .....	450,000	.....
Taiwan .....	191,400	.....
Thailand .....	493,500	25,200
North Vietnam .....	300,000	.....
South Vietnam .....	300,000	.....
Total .....	22,149,800	646,200
<b>LATIN AMERICA</b>		
Argentina .....	5,500,000	.....
Bolivia .....	150,000	.....
Brazil .....	6,000,000	.....
Chile .....	700,000	.....
Colombia .....	1,800,000	.....
Costa Rica .....	50,000	.....
Cuba .....	1,300,000	.....
Dominican Republic .....	52,000	.....
Ecuador .....	250,000	.....
El Salvador .....	108,000	.....
Guatemala .....	150,000	.....
Haiti .....	50,000	.....
Honduras .....	125,000	.....
Mexico .....	3,400,000	.....
Nicaragua .....	70,000	.....
Panama .....	136,000	.....
Paraguay .....	150,000	.....
Peru .....	750,000	.....
Uruguay .....	385,000	.....
Venezuela .....	900,000	.....
Total .....	22,026,000	.....
World total, excluding the U. S., its territories, and Canada .....	143,330,500	28,918,800

Source: U. S. Information Agency.



*Richard Boone*



# 1957 Spot Television Expenditures Of National and Regional Advertisers

— BY TIME OF DAY AND TYPE OF SPOT —

<i>Time of Day</i>	<i>Expenditure</i>	<i>Per Cent</i>
Day .....	\$145,038,000	32.3
Night .....	259,320,000	57.8
Late Night .....	44,376,000	9.9
	\$448,734,000	100.0

<i>Type of Spot</i>	<i>Expenditure</i>	<i>Per Cent</i>
Announcements .....	\$199,879,000	44.5
ID's .....	48,856,000	10.9
Participations .....	112,549,000	25.1
Programs .....	87,450,000	19.5
	\$448,734,000	100.0

Source: TvB

## The Top 10 Spot Television Advertisers: A Comparison Between 1957 and 1956

	<i>Rank</i>	<i>1957</i>	<i>Rank</i>	<i>1956</i>
Procter & Gamble.....	1	\$25,916,800	1	\$17,522,500
Brown & Williamson Tobacco Corp.....	2	12,988,900	2	11,288,600
Continental Baking Co., Inc.....	3	10,190,100	8	5,732,500
Sterling Drug, Inc.....	4	8,635,890	4	8,823,300
General Food Corp.....	5	8,447,900	3	9,415,900
Colgate-Palmolive Co. ....	6	7,739,100	6	7,314,700
Lever Brothers Co.....	7	7,643,000	—	—
Carter Products, Inc.....	8	6,995,300	—	—
Miles Laboratories, Inc.....	9	6,392,600	10	5,354,700
National Biscuit Co.....	10	5,822,300	9	5,536,500
Warner-Lambert Co. ....	—	—	5	7,369,400
Philip Morris Co.....	—	—	7	5,820,400

Source: TvB-N. C. Rorabaugh

***Complete facilities for:***

television

theatrical

commercial

industrial

FILMS

*Desilu*

DESI ARNAZ, *President*

Desilu-Gower

Desilu-Culver City

Motion Picture Center

HOLLYWOOD, CALIFORNIA

# RADIO-TELEVISION DAILY ALL-AMERICAN FAVORITES OF 1957

## TELEVISION

**MAN OF THE YEAR**  
 JACK PAAR  
**WOMAN OF THE YEAR**  
 DINAH SHORE  
**DRAMATIC SHOW OF THE YEAR**  
 GREEN PASTURES  
**COMEDY SHOW OF THE YEAR**  
 TONIGHT  
**MUSICAL SHOW OF THE YEAR**  
 ANNIE GET YOUR GUN  
**COMMENTATOR OF THE YEAR**  
 EDWARD R. MURROW  
**DOCUMENTARY OF THE YEAR**  
 PROJECT 20 —  
 ("The Innocent Years";  
 "The Jazz Age")  
**QUIZ SHOW OF THE YEAR**  
 TWENTY-ONE  
**SPORTSCASTER OF THE YEAR**  
 MEL ALLEN  
**BEST NEW PROGRAM IDEA**  
 SEVEN LIVELY ARTS  
**COLOR PROGRAM OF THE YEAR**  
 ANNIE GET YOUR GUN

**BEST FILMED SERIES**  
 DISNEYLAND  
**CHILDREN'S SHOW OF THE YEAR**  
 PINOCCHIO  
**WESTERN SHOW OF THE YEAR**  
 WAGON TRAIN  
 GUNSMOKE (Tie)  
**BEST PUBLIC SERVICE PROGRAMMING**  
 FACE THE NATION —  
 KHRUSHCHEV  
**PRODUCER OF THE YEAR**  
 MARTIN MANULIS  
**DIRECTOR OF THE YEAR**  
 GEORGE SCHAEFER  
**VARIETY SHOW OF THE YEAR**  
 STEVE ALLEN  
**VOCALIST OF THE YEAR**  
 MALE—PERRY COMO  
 FEMALE—DINAH SHORE  
**SONG HIT OF THE YEAR**  
 AROUND THE WORLD IN 80 DAYS  
**MOST PROMISING NEW TALENT**  
 MALE—JAMES GARNER  
 FEMALE—POLLY BERGEN

## RADIO

**MAN OF THE YEAR**  
 EDWARD R. MURROW  
**WOMAN OF THE YEAR**  
 ROSEMARY CLOONEY  
**DRAMATIC SHOW OF THE YEAR**  
 GUNSMOKE  
**COMEDY SHOW OF THE YEAR**  
 JACK BENNY  
**MUSICAL SHOW OF THE YEAR**  
 WOOLWORTH HOUR  
**COMMENTATOR OF THE YEAR**  
 EDWARD R. MURROW  
**DOCUMENTARY OF THE YEAR**  
 BIOGRAPHIES IN SOUND  
**QUIZ SHOW OF THE YEAR**  
 SEZ WHO?  
**SPORTSCASTER OF THE YEAR**  
 BILL STERN  
**BEST NEW PROGRAM IDEA**  
 NIGHTLINE

**BEST TRANSCRIBED SERIES**  
 JACK BENNY  
**BEST PUBLIC SERVICE PROGRAMMING**  
 YEAR-LONG COVERAGE OF CONGRESSIONAL  
 HEARINGS AND PROBES  
**PRODUCER OF THE YEAR**  
 JERRY BRESSLER-LYN DUDDY  
**DIRECTOR OF THE YEAR**  
 HI BROWN  
**VARIETY SHOW OF THE YEAR**  
 NBC BANDSTAND  
**VOCALIST OF THE YEAR**  
 MALE—EDDIE FISHER  
 FEMALE—ROSEMARY CLOONEY  
**SONG HIT OF THE YEAR**  
 MELODIE D'AMOUR  
**MOST PROMISING NEW TALENT**  
 MALE—STAN FREBERG  
 FEMALE—DOROTHY OLSON



# RALPH EDWARDS'

## "THIS IS YOUR LIFE"

*With Ralph Edwards*  
NBC-TV Wednesday

## "TRUTH OR CONSEQUENCES"

*With Steve Dunne*  
NBC-TV Friday

## "TRUTH OR CONSEQUENCES"

*With Bob Barker*  
NBC-TV Monday Through Friday

## "IT COULD BE YOU"

*With Bill Leyden*  
NBC-TV Monday Through Friday  
UNDER MANAGEMENT MCA.

*AVAILABLE  
IMMEDIATELY*

"END OF THE RAINBOW"

"HUMAN THING TO DO"



FOR INFORMATION CONTACT

**BILL BURCH**

**RALPH EDWARDS' PRODUCTIONS**

1655 NORTH CHEROKEE  
HOLLYWOOD 28, CALIFORNIA



# RADIO-TV TOP TEN NEWS EVENTS OF 1957

RADIO-TELEVISION DAILY'S *selection of the top 10 news events of 1957, covered by radio and TV, follows:*

- 1—Sputniks and the missile race.
- 2—Little Rock integration crisis.
- 3—President Eisenhower's illness.
- 4—Rise of Khrushchev and downgrading of Zhukov.
- 5—Senate Rackets investigation.
- 6—Middle-East turmoil.
- 7—Rescue of Benny Hooper.
- 8—NATO summit meeting.
- 9—Queen Elizabeth II's visit.
- 10—Cameron, La. hurricane.

## *Outstanding Broadcasts*

- ABN—"Disaster" (Red Cross series).
- ABC-TV—Interviews with Gov. Orval Faubus.
- CBS RADIO—"Radio Beat" series.
- CBS-TV—Interview with Khrushchev.
- NBC RADIO—"Nightline" report on Hungary.
- NBC-TV—"The Life of Samuel Johnson."
- MBS—Live account of Vanguard failure.



# ALAN DALE

*Personal Management:* JOE FONTANA, 1697 BROADWAY

# TOP NEWS SELECTIONS OF MAJOR NETWORKS

The networks' evaluations of the top 10 news stories of 1957, not necessarily in order of importance, are as follows:

## — ABN AND ABC-TV —

- 1—Sputnik and missile race.
- 2—School segregation crisis.
- 3—Labor-management disclosures.
- 4—Russian shakeup.
- 5—Eisenhower's illness.
- 6—Russia's infiltration into Syria.
- 7—Business recession in U. S.
- 8—Problems of Western Alliance.
- 9—Queen Elizabeth's visit to U. S.
- 10—Cameron, La. hurricane.

## — CBS RADIO —

- 1—Launching of Sputnik and the missile race.
- 2—Integration.
- 3—President Eisenhower's illnesses.
- 4—Congress' probe in the labor-management field.
- 5—Changes in Kremlin leadership.
- 6—The changing economic story.
- 7—Queen Elizabeth II's visit to the U. S. and Canada.
- 8—The rescue of Benny Hooper from the well.
- 9—The NATO Conference in Paris.
- 10—The Syrian-Turkish controversy.

## — CBS-TV —

- 1—Russia's Sputniks and the threshold of space.
- 2—Little Rock story.
- 3—President Eisenhower's year—his illness—Nixon's increasing significance.
- 4—Power politics in the Kremlin.
- 5—The saga of Benny Hooper.

- 6—Senate rackets probe.
- 7—Queen Elizabeth's visit.
- 8—Administration's foreign policy in 1957.
- 9—Crisis around the world—Cuban revolt, Algerian war, Turkey-Syria dispute.
- 10—Cameron, La. hurricane.

## — MBS —

- 1—Little Rock.
- 2—Vanguard failure and Sputnik launchings.
- 3—Teamster scandals.
- 4—Visit of Queen Elizabeth to the U. S.
- 5—Eisenhower's illnesses.
- 6—Sen. McClellan's probes.
- 7—Hurricane Audrey.
- 8—Milwaukee's World Series victory.
- 9—Sen. McCarthy's sudden death.
- 10—Benny Hooper's travail.

## — NBC RADIO AND TV —

- 1—The race for space supremacy—starting with the Soviet launching of its Sputnik and all the ramifications.
- 2—President Eisenhower's illnesses.
- 3—The President's second inauguration.
- 4—The royal visit of Queen Elizabeth and Prince Philip.
- 5—The labor rackets investigations.
- 6—Marshal Zhukov's dismissal.
- 7—Little Rock and the integration crisis.
- 8—Middle East turmoil, including the Syrian and North African crises.
- 9—Anthony Eden's resignation.
- 10—The NATO summit meeting in Paris (Dec. 16-18).

Jerry Ferris



# Broadcasting Expansion During 1957 Increased Heavy Burdens On The FCC



**JOHN C. DOERFER**  
Chairman  
Federal  
Communications  
Commission

**T**HE close of 1957 finds the Commission with about 1,900,000 radio authorizations on its books. This is the largest number in its 23 years of existence.

It is significant that for every broadcast facility there are nearly 50 radio stations of other kinds which serve the public, commerce and individuals. Altogether, about one and a quarter million fixed and mobile transmitters are in use.

Broadcast authorizations collectively now approximate 8,500.

They include:

About 3,300 AM stations.

More than 800 TV stations. Of these, over 650 are commercial, over 100 are translators, and over 50 are educational.

More than 700 FM stations. Nearly 600 of these are commercial and over 150 are educational.

Two stations which send programs overseas.

Auxiliary, remote pickup, studio-transmitter links and other adjuncts account for the remaining 3,600 broadcast authorizations.

The Commission has recommended to Congress that the law be changed to permit licensing broadcast stations for 5 instead of 3 years.

The Commission is studying a special staff report on TV network operations.

"Satellite" and "translator" stations are bringing TV service to smaller communities. In addition, the Commission is proposing "booster" and "repeater" stations to extend TV service to even more isolated places.

Channels reserved for educational TV use now number 256. This is 14 more than allocated originally.

A special industry group known as the Television Allocations Study Organization is completing an engineering review of present and potential UHF and VHF television service.

Commercial FM stations show their first numerical increase in 9 years.

Revelment of the "clear channel" and "daytime skywave" problems affecting AM operations is receiving priority consideration at special meetings of the Commission.

The United States and Mexico have agreed on AM and UHF-TV channel use along the border. The Senate has pending the 1950 North American Regional Broad-

casting Agreement on AM operation.

The Commission is re-examining its frequency allocations to radio services throughout most of the radio spectrum in the light of present and future needs and technical developments.

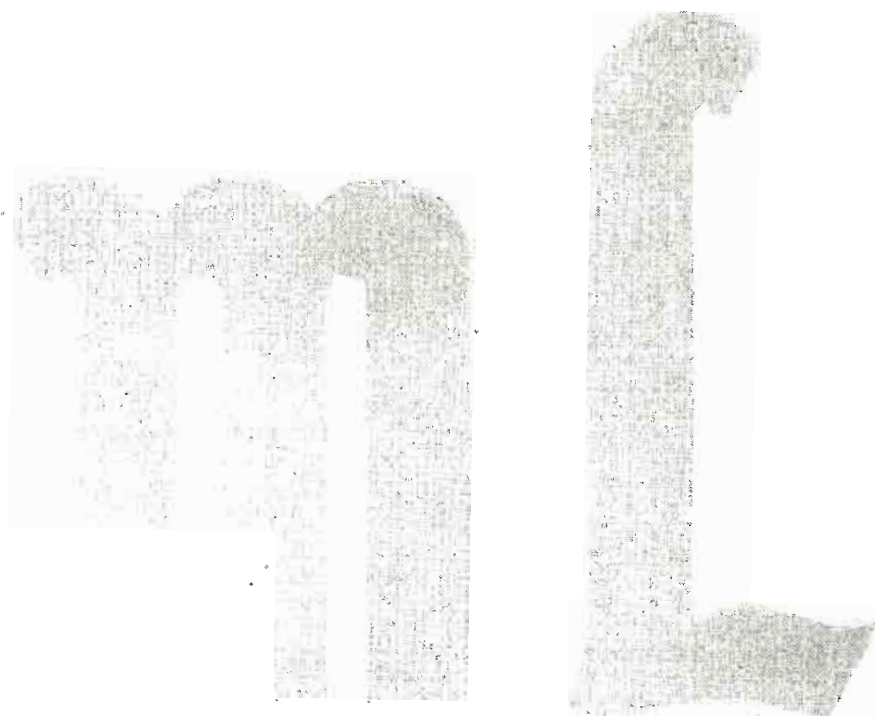
It is dealing with new spectrum-saving techniques such as "offset carrier," "single sideband" and "split channel" transmission, also tropospheric and ionospheric "scatter" techniques, and expanding "microwave" operation.

The growing height of antenna towers requires joint consideration by Federal agencies concerned with hazards to air navigation—especially since the advent of the jet plane. The Commission proposes that towers over 500 feet high be grouped on "antenna farms" away from the air lanes. It also seeks legislation to require the painting and lighting of abandoned towers. About 90 TV towers exceeding 1,000 feet in height are operating authorized or applied for.

The FCC monitoring network helped obtain positioning data on the two Russian earth satellites. This was in addition to its normal around-the-clock patrol of the ether highways, including furnishing bearings on ships and planes in distress, detecting spectrum traffic violators, and determining areas of interference.

Competition and interference considerations now require one-third of all applications for new TV or AM stations to go to hearing. Hard-fought cases take at least a year to go through the prescribed application and hearing procedure, not considering further delays due to crowded dockets and extra time needed to handle the flood of associated pleadings. Many of these filings are repetitious and still further delay final determination.

To sum it up, the Commission is trying to handle an administrative load which has more than doubled in volume and complexities since World War II with little change in amount of appropriations or personnel.



MAX LIEBMAN  
PRODUCTIONS INC.

# A Growing Industry Meets A Year That Is Filled With New Challenges



By HAROLD E.  
FELLOWS

President and  
Chairman of the Board  
National Association  
of Broadcasters

THE responsibilities which have been placed on the radio and television industry in its service to the American people have increased with the years. The great source of satisfaction which I have derived from a lifetime in broadcasting has been the way in which the industry has met those responsibilities. And I can recall no year to compare with the one that has just passed in which the demands made upon broadcasters have been greater or have been met with more imagination and with a deeper awareness of the vital function which broadcasting serves. I should like to review briefly some of the developments in television and radio during 1957 and to mention some of the contributions made by the National Association of Broadcasters.

Just 10 years ago there were 102,000 television sets in the nation, most of them in New York. Today there are 47 million sets in use in nearly 42 million American homes.

Ten years is a very short time for an infant industry to grow to a major one. Television has become a way of life for Americans. It has brought into being new ideas, new ways of acting and thinking, and it is proving to be the most effective means ever devised by which values can be communicated to a mass audience. That television can and does transmit ideas to tens of millions of homes in one instant is perhaps not so significant as that as a medium of instant communication it also *creates* new ideas.

The proof, if indeed any is needed, of the impact which television may have upon ideas and world developments was given in dramatic terms during 1957.

Public service programming was in fact for many of us the most exciting aspect of television during the past year, remarkable for the high level of responsibility it reached and for the wide scope of its concern.

With all three national TV networks offering memorable programming, the 1957-58 season was the most competitive in television's history.

While television continued its amazing growth, radio dramatically captured attention by demonstrating again that it could

sell, inform and entertain in a way no other medium can. Financially 1956 was the best year in radio's history. Estimates indicate that 1957 will be even better. Today radio has the largest potential audience of any mass means of communication, reaching over 98 per cent of American homes and, on a typical day, approximately 70 million people.

With these developments in radio and television broadcasting, the National Association of Broadcasters has been intimately concerned. In 1957 NAB membership reached an all-time high with 2,187 members. This gratifying support has increased along with the activities in which NAB has been involved.

A major development within NAB was the expansion of its Public Relations Service, which has as the underlying theme of its expanded efforts "Broadcasting Serves America." Weekly and monthly publications, television and radio kits, speech materials, brochures and booklets designed for various broadcast purposes, and on-the-air material have been designed to aid the broadcaster and to show the service of broadcasting in its responsible programming, its ability to inform directly and accurately, and its effectiveness as an economic stimulus for selling goods and expanding markets.

Certainly the greatest challenge during the year with which broadcasters, and consequently NAB, was faced was the FCC decision to consider applications for pay-TV on broadcast channels. From its early days the NAB has opposed subscription broadcasting as against the public interest, and at a time when a free and continuous flow of information and ideas is needed as never before it remains in firm opposition.

These and many other vital problems were reviewed at eight NAB regional conferences held in the fall. The results of these meetings were gratifying. The promise for 1958 is great, and I have no doubt that we shall realize it to the fullest.



*Stan Burns*



# Electronics Industry Continues Its Growth; 10% Increase Is Forecast

**T**HE radio-TV-electronics industry continued its spectacular growth in 1957 and achieved a new dollar volume record at the factory level of \$7.6 billion. This trend will probably continue in 1958 with a rise of eight to 10 per cent.

Factory sales of all types of electronic products rose more than 30 per cent above the 1956 level of \$5.9 billion. Military electronics alone increased from \$2.7 billion to about \$3.9 billion during the past year and this rate of spending is sure to rise further in 1958.

About half of the industry's production revenue now comes from its sales to the Armed Services. Consumer goods, including radio-TV sets and phonographs, which once dominated the industry's output now account for only about 20 per cent.



The television business was the only industry segment which declined in 1957, but balanced inventories made it more stable than in other years when production and sales were higher. Only one manufacturer withdrew from the competition compared with a score in 1956.

While TV set production dropped 12 per cent, compared with 1956, retail sales of about 6.6 million were only three per cent below the previous year. Manufacturers believe television receiver sales and production will bounce back in 1958 close to the seven million mark.

Multiple TV set homes increased to an estimated five million by the end of the year, while total television receivers in use amounted to 46 million.



Radio, which has made a remarkable resurgence during the past few years, continued its advance in 1957. Production of all types of radios rose nine per cent to 15.4 million. One-third of these were auto sets and two-thirds were home and portable receivers.

The trend toward substitution of transistors for tubes turned sharply upward. The production of transistorized auto sets jumped more than 300 per cent, while portables with transistors almost doubled.

By  
**JAMES D. SECRET**  
Executive  
Vice President  
Electronic Industries  
Association



National interest was focused during the year on two experiments which may greatly broaden the use of television. The most significant of these was the application of closed circuit TV to the classroom as an aid to teaching. An industry-sponsored program at Hagerstown, Md., now in its second year, drew educators from all parts of the United States.

While subscription TV was still awaiting its chance to test public interest, wired television for the home was inaugurated during the year in Bartlesville, Oklahoma. Whether this form of TV transmission will spread was conjectural at the end of 1957, but several West Coast cities were investigating its potentials and practicality.



While Uncle Sam was the biggest single customer of the electronics industry in 1957, industrial and commercial uses of electronics increased. Sales rose from \$950 million to \$1.3 billion and ran close to the \$1.5 billion return from consumer products.

The manufacture of smaller and less expensive computers opened the market for many new commercial organizations. Further expansions are expected in 1958.

Although still in an experimental stage, electronic controls for traffic and the family car appear just around the corner. Such representative organizations as the American Automobile Association urged that these applications be expedited in the interest of highway safety. Electronic garage door openers already are on the market.



The importance of electronics to our national defense and to space explorations became more obvious as military expenditures on missiles skyrocketed. Electronics will be equally vital to the satellite program. About 23 per cent of defense procurement funds now go to electronic manufacturers.





**POLLY BERGEN**

PHOTOGRAPHED

# This Year National Advertisers Will Take A New Look At Syndication

SOMETIMES familiarity breeds respect, at least it looks that way insofar as the television film industry goes. We have sufficient evidence to predict that this year will be known as the year that national advertisers took a new look at syndication—and liked what they saw.

Until recently national advertisers bought very few syndicated film programs and when they did it was in only a limited number of markets. In January, 1956, ABC Film Syndication's client list included only 10 national advertisers. Two years later the list included thirty-two national sponsors, an increase of 220 per cent. Of equal significance is the fact that these national sponsors contracted for a firm 52 weeks of programming whereas in the past the average contract with a national sponsor was seldom for more than 26 weeks. We are convinced that national advertisers are becoming more and more sold on the values of spot film programming and that their ranks will increase.

Naturally, the paramount question is "What has brought about this change?"



First, let's examine the economic situation. All media costs are high and getting higher and in order to get the maximum mileage from every advertising dollar, advertisers are becoming more critical of their expenditures. Astute TV advertisers recognize that the use of syndicated film to boost sales in weaker areas is more efficient than blanketing the entire country regardless of particular market needs.

National advertisers are able to target their TV with spot film programs and further are able to select the program *they* want.

Another factor which has arisen to make national advertisers more favorably disposed toward syndication is the response to syndicated film from the field. Many local advertisers (car dealers, electric appliance retailers, etc.) who get co-op money from their national suppliers have used this money successfully by sponsoring syndicated films. Their success stories have been relayed to the national suppliers with increasing frequency. No one can argue with the fact that syndicated film is the only medium

By  
**GEORGE T.  
SHUPERT**  
President  
ABC Film Syndication



which offers high quality production for local use.

Another source of information for national advertisers is the success enjoyed by their regional competitors who are heavy buyers of syndicated film. A regional brewery such as Rheingold in New York and a regional dairy such as H. P. Hood & Sons in New England provide very stiff competition for their national counterparts.

Another important factor which has contributed to the "new look" is in the area of time availabilities. Until recently national advertisers thought that they couldn't get prime time for spot programming. They were reluctant to buy the fringe time in the early or late evenings because they thought that these times couldn't deliver sufficient audience. Both theories are all wrong and national advertisers are beginning to realize this.



Local station support is another important factor which should not be overlooked by the national advertiser in his consideration of TV programming. The amount of promotion and merchandising support which a station will make available to a syndicated film sponsor is greater than that available to a network sponsor. Promotion helps to build audiences, build ratings and increase the sponsor's opportunities to make sales.

Of course, there are many more factors which have helped to raise the stature of syndicated film with national advertisers other than those already mentioned—high standards of production, great variety of programming types, big star names. I would, however, like to close with this prediction:

In the 1958-1959 season, I am confident that 15 to 20 more national advertisers who hitherto have been network users only will turn to syndication as the only answer to their specific sales needs. National advertisers who have "sampled" syndication will be back for bigger portions.



**THE  
JEANNIE CARSON SHOW**

# TV Film Looks Bright, But Salesmen Hold Key To Its Future Performance



By  
**JOHN F. HOWELL**  
Gen. Sales Manager  
CBS Television  
Film Sales, Inc.

**I**N any discussion regarding salesmen it would be unrealistic for me to look at the sales personnel situation without first sending off a salvo in tribute to those "pros" who are currently selling film at a rate far beyond early industry predictions. I have worked with, and against, the best equipped men to be found in any business. They are smart, personable, forceful, and their knowledge of the broadcasting business is far-ranging.

I have a great admiration for my colleagues and our competition and, at the same time, an intense curiosity about who will replace them when they move into administrative work or retirement. Most of the people I know come either from broadcasting or motion pictures. They were the first in a young industry and since everyone was starting at the same time there was tolerance for mistakes and early misconceptions about the selling of television film programs.



Then was then, however, and today there is a great sophistication to be found in the business of selling films for television. The men who are selling know their profession; they know their product so thoroughly they can offer it in a wide variety of appealing manners.

Because the selling of film programs has become so highly developed, it is time for us to let the present take care of itself and expend some thought on the future. And in a business where there is such intense competition for the advertising dollar, the difference between success and failure will rest in the sales department. For that reason, CBS Television Film Sales has embarked on a Sales Training Program.

When we look for a man to go into film sales today, we look for a man who has a proven record of success in this field. If we can't find him, rather than convert someone who has been trained to sell another product, we prefer to take a young man and train him our way. It has been CBS' notion for some time that the best executives are those who have started at an early age and have grown up with our company.

Consequently, in the past few months, when we have increased our sales force 27

per cent, half of the personnel hired have had no previous television experience. They were brought to New York for an intensive training course in the home office and then assigned to their particular offices. They are going to have a rough time of it for awhile. They will be competing in the field with salesmen who have been highly effective for many years. But if they stick with it—and I'm convinced they will—they will be among the key men in CBS Television Film Sales in the years to come.



We have several goals in our training program. First, we teach the man to know his company. He meets the key executives, converses with department heads, spends time in each area of our operation. If he is transferred 3,000 miles away, and a problem arises, he knows whom to call. This is basic, but it serves two important functions. It gives the new account executive a realization of the service staff behind his line operation. Secondly, his indoctrination gives him the feeling that he is a company man, and I mean that in its finest sense. We want the new account executive to realize that he is CBS, and not simply a toiler in a remote outpost of some big New York company. Beyond that we try to instill three cardinal strengths in our account executives: 1) Know your product, 2) Know your client's problems, and 3) Solve your client's problems with our product.



We at CBS Television Film Sales are bullish about the future of television film, at the national, regional, and local levels. In just a few years we have seen it grow from a business where we were offering two obscure musicals to a point where we are now offering one hour originals and the best product ever turned out in Hollywood. The growth in dollars and in the quality of our product has been fantastic.







# Independent Operation Puts Mark Upon The Present And Future Of Radio



By DONALD H.  
MCGANNON  
President  
Westinghouse  
Broadcasting Co.

**T**HE shape of the present and immediate future of radio is independent. Our own experience is that since we elected to program our radio stations locally a little over a year ago, these stations have known their greatest year. Ratings are up, sales have increased, and studies show us that the Westinghouse stations, as independents, more closely conform to the audience's conception of the ideal station.

Now, some will counter that all radio is up. True, but independents have shown the most dramatic rate of climb.

Adam Young's recent Pulse examination of the top 25 markets confirms our own findings. This analysis was based upon the ratings from 6:00 a.m. to 6:00 p.m., Monday through Friday. In November of 1952, the number one station in each of these markets was affiliated with a network. Four years later, in 1956, a local independent station was tied or in first place in 13 of these markets and, in the latter part of 1957, the independents occupied first place in 21 of the 25 markets.



However, independent radio takes many different forms. What outline will the long-range successful ones assume?

Music and news are the two key components of independent radio operation. Since they possess these elements in common it might be concluded that all independents would sound alike. We deny that this is an inescapable conclusion. We believe that with the addition of a strong service element and through the use of creative and aggressive methods you can end up having as many differences in quality and acceptance between radio stations in a market as you can among newspapers in the same city, all of whom present the same community news; all use modern printing presses, have access to the same wire services, employ similar distribution services, and make broad use of feature, editorial and supplement services.

We think of the programming of our radio stations as a major effort. Each program is individually produced. Records are carefully selected. We include the top hits

of the day, but never exclusively. With them are included many standards, up-and-coming tunes, regional favorites, and others. Extremely important is that difficult-to-define quality we call pacing, that subtle selection that provides a pleasing progression of numbers. Add to all this the effective use of personalities with deep sensitivity for the local touch and you achieve something that is different from the mechanical methods you hear so much about. Programming by rote overlooks the vital factor of local human interest.



Independent radio has a flexibility that lends itself to the immediacy that effective news presentation requires. You can go on the air at once, there is no waiting for the presses to roll with the next edition, nor, in the case of week-ends, any holdover until the Monday morning editions. WBC uses every source of news supply at our command, but mainly we rely upon strong local reportorial staffs. Our Washington Bureau supplies stations with a steady stream of local interpretations of national news, an ingredient that no other news service can supply.

It isn't enough just to entertain. You must enlighten and inform as well. The successful station must be public spirited and this is manifested by an interest in and concern for the community. This creates a chain reaction. The concern is communicated to the community and the station becomes more than a pleasant companion, it grows into a trusted friend as well.



It's the extra something that makes the difference. That's why we say, "Broadcasting is most effective on stations that have won the respect and confidence of the communities they serve."

SPLENDEX ENTERPRISES

ANNOUNCES

IN PREPARATION\*

# THE FRANCES LANGFORD SHOW

A Half Hour Series Filmed In Color

*produced by*

CHARLES WICK

\* Two episodes completed with the following guests

Bob Hope

Hugh "Wyatt Earp" O'Brian

Jerry Colonna

Tony Romano

Murray McEachern

Julie London

George Sanders

Edgar Bergen

Charlie McCarthy

Effie Klinker

Bobby Troup

The Four Freshmen

David Rose and his Orchestra

# High Quality Is Essential Basis Seen Sparking Future TV Film Production

**T**HE future of television film, from the point of view of film buyers as well as film makers, hinges largely on one question, "How high a level of quality can we achieve?" The effectiveness of film programming has proved itself over and over again; the ranks of its users are constantly growing. The years of "struggle for survival" are long since past. The focus for the future is now concentration on making each series we produce the finest, strongest, most exciting program possible.

Since 1956, Ziv Television Programs, Inc. has increased its budget for development and production from \$8,000,000 to \$16,000,000. That we have doubled our programming outlay has a significance far greater than that of indicating the growth of our own company. It is the surest sign that the television film industry is now fully geared to provide advertisers and broadcasters with programs that meet the highest standards.

We have seen the costs of creating quality programs mount steadily over the years. We know that the spiral cannot continue upwards to infinity. We must recognize the realistic limits on advertiser appropriations and be prepared to deliver outstanding programs within those limits.

To do this requires great resources on the part of the producer—resources of talent, experience and creativity as much as those of physical facilities and financial solidity.

Now, with such new series as "Target" and "Bat Masterson" before the cameras, and with others in various pre-production stages, we will have an even greater flow of quality product coming from the Ziv studios and from our location sites around the world.

This flow concept, I believe, is vital to our solution of the quality price dilemma. One of the great problems that has perplexed the industry has been the seasonal

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



nature of buying and selling. With a peak of production and selling activity in the summer and spring months, there have been many instances of properties being rushed into the air before they were ready.

The concept that has guided our production and sales planning in the past few years has been to put creative work on a year-round basis. Time is a crucial ingredient in producing outstanding programs. There must be adequate time for the development of the program idea, for testing and experimentation. The search for the right stars, stories, directors; the adequate research and planning that are needed to make a program authentic and exciting; the careful dovetailing of all the many details of creating a series; these vital aspects of production cannot be hurried.

We have now achieved our goal of twelve-months-a-year creative work and have instituted a program of year-round sales efforts.

I can report that these policies have been tremendously successful. Advertisers and agencies have proved to be eager to seriously consider and commit for outstanding new programs, no matter what the month of the year.

I think we can accept this response from advertisers as a sure sign that the seasonal nature of programming needs has been exaggerated. Produce a series whose production values and conception have exceptional audience appeal and advertisers will be interested in any season.

The balancing of production and sales activity throughout the year is, I feel, one of the most important developments in the television film industry's march to maturity.



# COMMUNITY CLUB AWARDS

**CAL PERLEY**  
San Francisco

**BOYD LAWLOR**  
Chicago

**JOE MATTHEWS**  
**BILL CARPENTER**  
P. O. Box 11296  
Norfolk, Va.

**JOHN GILMORE**  
527 Madison Ave.  
New York City

OUTSTANDING INDUSTRY EVENTS  
DURING 1957



CBS-TV aired a filmed interview with Russia's Nikita Khrushchev, an electronic break-through of the Iron Curtain. Queries were posed by (r. to l.) Daniel Schorr, B. J. Cutler, Stuart Novins. The show was aired on June 2, 1957.



MBS was sold on July 25, 1957. Signing deal are (l. to r.) Thomas F. O'Neil, president of RKO Teleradio, seller, and Paul Roberts, heading buying group. Roberts served as MBS president, left web in February, 1958.



NBC Radio's new SALESVERTISING plan solves an important problem for national advertisers with moderate budgets. That is, how to activate *all* units of the distribution pipe-line in a marketing program.

SALESVERTISING magnifies the value and impact of an advertiser's network radio campaign, by getting greater action from his sales forces, wholesalers and retailers—to the point of stimulating *local dealer tie-ins at local dealer expense!*

**PROOF** *For Waverly Fabric's first campaign, 2,376 stores bought 13,000 spots on NBC Radio affiliates. Waverly had never used network radio before...now slates 80% of its budget to NBC Radio.*

**PROOF** *5,000 local tie-in spots were placed by Evinrude dealers on NBC Radio's affiliated stations. "This year's NBC Radio schedule will be 40% higher," says Evinrude.*

**PROOF** *Prior to 1957, only 8% of North American Van Line agents used local radio. Due to NBC Radio's SALESVERTISING, 81% of NAVL's key agents now tie-in locally.*

Retail tie-ins are just *one* phase of the activation generated by SALESVERTISING. Everyone—right down the line—shares the excitement of a close-knit SELLING campaign planned to achieve benefits for all.

# SALESVERTISING

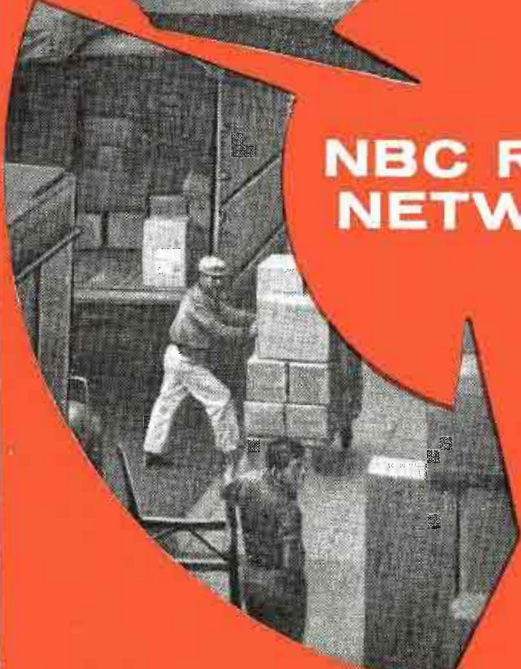
## SETS MARKETING IN MOTION FOR YOU!

SALESVERTISING plans are *custom-designed* for each advertiser. Your inquiry is invited for details and success stories in other industries.

SALESVERTISING is an innovation in efficient marketing, developed by the NBC RADIO NETWORK.



**NBC RADIO  
NETWORK**



## Radio and Television

# TELEPHONE NUMBERS

## in New York

### AM Radio Stations

WABC	SUSquehanna	7-5000
WBXX	MERose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReport	9-1400
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WINS	JUdson	2-7000
WKBS	PLanecr	6-6700
WLTB	MOument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WRCA	Circle	7-8300
WNEW	YUkon	6-7000
WNRC	New Rochelle	6-0800
WNYC	WHitehall	3-3600
WOR	LONGacre	4-8000
WOV	Circle	5-7979
WPOW	YUkon	4-4600
WQXR	LAKawanna	4-1100
WRRL	DEFender	5-1600

### FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	TEmpleton	8-3355
WCBS-FM	PLaza	1-2345
WFAS-FM	White Plains	9-6400
WBFM	LEXington	2-4927
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LONGacre	4-8000
WQXR-FM	LACKawanna	4-1100

### Television Stations

WABC-TV	SUSquehanna	7-5000
WABD	LEhigh	5-1000
WATV	BARclay	7-3260
WCBS-TV	PLaza	1-2345
WRCA-TV	Circle	7-8300
WOR-TV	LONGacre	4-8000
WPIX	MURray Hill	2-6500

### National Networks

American Broadcasting Co.	SUSquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	ELdorado	5-3720
Mutual Broadcasting System	BRyant	9-7600
National Broadcasting Co.	Circle	7-8300

### Station Representatives

Avery-Knodel, Inc.	JUdson	6-5536
Charles Bernard	Circle	6-7242
Hil F. Best	LEXington	2-3783
John Blair & Co.	PL	3-4250
Blair-TV, Inc.	TE	8-5800
Guy Bolom	MURray Hill	5-1300
The Bolting Co., Inc.	PLaza	9-8150
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	PLaza	5-0376
Continental Radio Sales	LEXington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Devney & Co.	MURray Hill	7-5365
Everott-McKinney, Inc.	PLaza	9-9332
Forjoe & 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 Bcstg. Co.	MURray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Rambeau, Vance, Hoppie, Inc.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
Vanard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-5830
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PL	1-4848

### Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Bryan Houston	PLaza	7-6400
Leo Burnett	MURray Hill	8-9480
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen & Alshere	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.	YUkon	6-6500
Danahue & 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, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	MURray Hill	8-5000
Albert Frank-Guenther Law	CORTlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer Advertising, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Humphrey, Alley & Richards	LEXington	2-3020
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kenyon & Eckhardt, Inc.	MURray Hill	8-5700
Ketchum, McLeod & Grove	MU	7-5640
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
MacManus, John & Adams	PLaza	9-3221
Marschaik & Pratt Co.	OXford	7-4250
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
Emil Moag Co., Inc.	TE	8-7100
Morey, Humm & Worwick, Inc.	LONGacre	4-2240
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brumby	PLaza	7-0333
Norman Craig & Kummel	PLaza	1-0900
Peck Adv. Agency, Inc.	PLaza	3-0900
Product Services	MURray Hill	7-0204
Fletcher D Richards, Inc.	JUdson	6-5400
St. George & Keyes	YU	6-7575
Sullivan, Stoutter, Colwell & Bayles	MURray Hill	8-1600
Tatham-Laird	PLaza	1-4680
J. Walter Thompson Co.	MURray Hill	6-7900
Goaffrey Wade	OXford	7-9261
Warwick & Lcglar, 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	PLaza	5-8355
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	MURray Hill	3-6500



RADIO-TV DAILY	Wisconsin	7-6336
Sales Management	Lexington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	Murray Hill	9-6620
Television Age	Plaza	1-1122
Television Magazine	Plaza	3-9944
Tide	PL	7-2800
Variety	Luxemburg	2-2700

**News Associations**

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	Bryant	9-8558
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
General Artists Corp.	Circle	7-7543
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	Murray Hill	7-1810
ASCAP	Murray Hill	8-8800
AMP	Plaza	9-8470
AWRT	Eldorado	5-7281
Broadcast Music, Inc.	Plaza	9-1500
Country-Western Music B'casters Assn.	CO	5-3530
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
NATAS	JU	6-3833
Professional Music Men, Inc.	Columbus	5-7362
RAB	MU	8-4020
SESAC, Inc.	JU	6-3450
Song Writers' Protective Assn.	Circle	6-2536
Station Representatives Assn.	Murray Hill	5-4141
TVB	Murray Hill	8-0215
Writer's Guild of America	Plaza	7-3317

**Radio-TV Program and Transcription Cos.**

Advance Television Pictures Service	Circle	5-6873
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
Barry & Enright	Templeton	2-8600
Basch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Murray Hill	2-0777
The Bruce Chapman Co.	Wisconsin	7-9244
Cinefacts, Inc.	Circle	6-0951
Coastal Recording Co.	Circle	6-3900
Frederic Damrau, M.D.	Plaza	5-3638
Decca Records, Inc.	Columbus	5-2300
Roy DeGroot, Consultants, Inc.	Murray Hill	7-6865
Empire Broadcasting Corp.	Plaza	9-4500
Walt Frammer Prods.	OX	7-3322
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Plaza	7-5959
Harry S. Goodman Radio Productions	Plaza	5-6131
Arthur Henley Productions	Plaza	5-7145
Goodson-Todman Prods.	PL	1-0600
Hummert Radio Features	Judson	6-8500
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	Judson	6-5700
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Judson	6-5100
Motion Picture Stages, Inc.	Plaza	3-4840

Music Corp. of America	PLaza	9-7500
Muzak Corp.	ORchard	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Project-O-Fex	MU	7-1881
Pyramid Productions, Inc.	Plaza	1-0430
Radio Artists Corp.	Murray Hill	8-0940
Radio Features of America	Judson	2-5130
Reemack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	OREgon	9-3550
Rockhill Radio	PLaza	9-7979
SESAC, Inc.	JU	6-3450
K. R. Smith	Rye, N. Y.	7-1322
Richard Stark & Co.	REgent	7-9608
Talent Associates	PL	3-1030
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 Productions	Plaza	5-2050
World Broadcasting System, Inc.	Murray Hill	8-4700
Wright, Wyan Associates	Plaza	3-4417
Frederic W. Ziv Co., Inc.	Murray Hill	8-4700

**TV Film Producers-Distributors**

ABC Film Syndication, Inc.	LA	4-5050
M & A Alexander Productions	TR	3-5115
Associated Artists Productions, Inc.	MU	6-2323
Associated Program Service	OR	4-7400
Atlantic Television Corp.	JU	2-1287
Barnett International Forwarders	CI	5-6080
Barry & Enright Productions, Inc.	TE	2-8600
Bray Studios, Inc.	CI	5-4582
British Information Services	CI	6-5100
California National Productions, Inc.	CI	7-8300
C & C Television Corp.	PL	1-6800
CBS-TV Film Sales, Inc.	PL	1-2345
Frank Cooper Associates	PL	1-0725
Shamus Culhane Productions, Inc.	MU	2-6812
Demby Productions, Inc.	PL	9-2495
Phil Davis Musical Enterprises, Inc.	CO	5-8148
Economee Television Programs	MU	8-4700
Elliot-Unger-Elliott, Inc.	JU	6-5582
Flamingo Films	MU	8-4800
Fortune Features, Inc.	LO	4-5592
Filmways, Inc.	PL	7-1800
Fremontle Overseas Radio & Television	MU	7-4344
W. J. German, Inc.	LO	5-5978
Goldswan Productions, Inc.	CI	7-3380
Harry S. Goodman Productions	PL	5-6131
Guild Films Company, Inc.	MU	8-5365
The Jam Handy Organization, Inc.	JU	2-4060
Hollywood Television Service, Inc.	JU	6-1700
Sandy Howard Productions	JU	6-6610
Interstate TV Corporation	MU	8-2545
Robert Lawrence Productions, Inc.	JU	2-5242
MCA-TV	PL	9-7500
MGM-TV	JU	2-2000
Charles Michelson, Inc.	PL	7-0695
Modern Teleservice, Inc.	OX	7-2753
Motion Pictures for Television, Inc.	PL	3-5600
Movietowns, Inc.	CO	5-7200
MPO Productions, Inc.	MU	8-7830
National Screen Service Corp.	CI	6-5700
National Telefilm Associates, Inc.	PL	7-2100
Official Films, Inc.	PL	7-0100
Paramount Television Productions, Inc.	BR	9-8700
Penthouse Sound Studios of V. J. Nola	JU	6-0040
Reeves Sound Studios, Inc.	OR	9-3550
RKO Television	JU	6-5050
Hal Roach Studios	CI	5-4135
Sarra, Inc.	MU	8-0085
Walter Schwimmer, Inc.	EL	5-4616
Screencraft Pictures, Inc.	MU	7-5011
Screen Gems, Inc.	PL	1-4432
Sound Masters, Inc.	PL	7-6600
Sterling Television Co., Inc.	ME	3-6300
Transfilm Incorporated	JU	2-1400
Television Programs of America, Inc.	PL	5-2100
Trans-Lux Television Corp.	PL	1-3114-5
UPA Pictures, Inc.	PL	8-1405
Universal Pictures Co., Inc., Television	PL	9-8000
Van Praag Productions	PL	7-2687
George Wallach Productions	JU	6-2000
Ziv Television Programs	MU	8-4700
Maurice H. Zouary TV Productions	CI	6-4821-2

# CHICAGO

## Telephone Numbers

### AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBEE	NO	7-4124
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	DI	8-4440
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
WSBC	MONroe	6-9060

### FM Radio Stations

WEAW	UN	4-4606
WEFM	STate	2-1357
WFMT	STate	2-5668
WSEL	ANdover	3-6767

### TV 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.	WHitehall	4-6869
Hil F. Best Co.	STate	2-5096
John Blair & Co.	SUPERior	7-8659
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CEntral	6-5726
Broadcast Time Sales	STate	2-1405
Burke-Stuart	DEarborn	2-6685
Burn-Smith Co.	CEntral	6-4437
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
Forjee & Co.	DElaware	7-1874
Gill-Perna, Inc.	FRanklin	2-8665
Headley-Reed Co.	FRanklin	2-4686
George P. Hoffingbery	DEarborn	2-6060
H-R Representatives	Financial	6-6440
The Katz Agency	MOhawk	4-7150
Rnbt. S. Keller, Inc.	STate	2-5096
Joseph Hershey McGilvra, Inc.	STate	2-5282
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUPERior	7-8300
John E. Pearson Co.	STate	2-7494
Peters, Griffin, Woodward, Inc.	FRanklin	2-6373
Edward Petty & Co., Inc.	WHitehall	4-0011
Radio-TV Reps., Inc.	Financial	6-0982
Paul H. Raymer Co.	SUPERior	7-4473
Sears & Ayer, Inc.	SUPERior	7-8177
Venard, Rintaui & McConnell	STate	2-5260
Walker Co.	ANdover	3-5771
Weed & Co.	WHitehall	4-3434
Adam Young, Inc.	MIchigan	2-6190

### Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111

BBD&O	SUPERior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Bozell & Jacobs, Inc.	CEntral	6-0870
Lea Burnett Co., Inc.	CEntral	6-5959
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	Financial	6-4700
Daremus & Co.	CEntral	6-9132
Erwin Wascy, Ruthrauff & Ryon	Financial	6-1833
W B Dancer & Co.	ANdover	3-7800
Foote, Cone & Belding	SUPERior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Fuller & Smith & Ross	ANdover	3-5039
Goodkind, Jaice & Morgan, Inc.	SUPERior	7-6747
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUPERior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntral	6-9438
Nedham, Louis Brorby, Inc.	WHitehall	4-3400
Olian & Branner, Inc.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellars & Presba, Inc.	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8153
Roche, Williams & Cleary	RAndolph	6-9760
R. Jack Scott	WHitehall	4-6886
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HARRISON	7-3700
I. Walter Thomson Co.	MOhawk	4-6700
Wade Advertising Agency	STate	2-7369
Edward H. Weiss & Co.	CEntral	6-7252
Young & Rubicam	Financial	6-0750

### Radio-TV Program Prods.

Columbia Records, Inc.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
L. S. Taagood Recording Co.	CEntral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio & TV Productions	MOhawk	4-5757
Jules Power Prod.	DElaware	7-7422
Les Lear Productions Corp.	RAndolph	6-0905
Modern Recording Studio	Financial	6-4183
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	ANdover	3-6520
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

### TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR	2-4392
Screencraft Pictures, Inc.	HA	7-9660
Television Programs of America, Inc.	DE	2-0123
UPA Pictures, Inc.	AN	3-7566
Von Praag Productions	WO	2-4896



# WASHINGTON

## Telephone Numbers

### 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) .....	CApitol	4-3121
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) .....	CApitol	4-3121
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 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 Div.)..... District 7-1260  
Westinghouse Broadcasting Co..... STerling 3-0901

### 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	2-4337
WMAL .....	KEllogg	7-1100
WOL .....	HObart	2-3700
WOOK .....	REpublic	7-8000
WPIK .....	OVerlook	3-3000
WRC .....	EMerson	2-4000
WTOP .....	EMerson	2-9300
WUST .....	HObart	2-0011
WWDC .....	TUckerman	2-7600

### FM Radio Stations

WASH .....	District	7-1356
WBUZ .....	REdwood	6-8000
WGMS-FM .....	EXecutive	3-8676
WMAL-FM .....	KEllogg	7-1100
WRC-FM .....	ADams	4-5400
WTOP-FM .....	EMerson	2-9300
WWDC-FM .....	TUckerman	2-7600

### Television Stations

WMAL-TV .....	KEllogg	7-1100
WRC-TV .....	EMerson	2-4000
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 .....	KEllogg	7-1100
CBS .....	EMerson	5-4116
MBS .....	STERling	3-3500
NBC .....	EMerson	2-4000

# LOS ANGELES

## Telephone Numbers

### AM Radio Stations

KABC .....	NOrmandy	3-3311
KALI (Pasadena) .....	RYan	1-7149
KBTG .....	HOLlywood	3-3205
KBLA (North Hollywood) .....	StAte	7-3619
KDAY .....	HOLlywood	1-9981
KFAC .....	WEbster	8-0161
KFI .....	DUnkirk	2-2121
KFOX (Long Beach) .....	NEvada	6-7868
KFSG .....	DUnkirk	9-1141
KGIL (Sherman Oaks) .....	StAte	4-6291
KIEV (Glendale) .....	Cltrus	1-1133
KLAC .....	HOLlywood	2-7271
KRKD .....	CApitol	5-4116
KFVB .....	HOLlywood	3-5151
KGER (Long Beach) .....	NEvada	6-4774
KGFJ .....	HOLlywood	4-0201
KMPC .....	HOLlywood	9-5341
KNX .....	HOLlywood	9-1212
KPOP .....	DUnkirk	8-2345

KPOL .....	WEbster	8-2345
KRKD .....	CApitol	5-4116
KWKW (Pasadena) .....	RYan	1-6744
KXLA (Pasadena) .....	RYan	1-6991

### FM Radio Stations

KABC-FM .....	NOrmandy	3-3311
KBMS-FM (Glendale) .....	CHapman	5-2090
KCBH .....	BR	2-7105
KFAC-FM .....	WEbster	8-0161
KFMU-FM .....	WEbster	8-5233
KFOX-FM .....	NEvada	6-7868
KGLA-FM .....	DUnkirk	5-9966
KHJ-FM .....	HOLlywood	2-2133
KHOF-FM (Glendale) .....	CHapman	5-5668
KMLA-FM .....	DUnkirk	2-8426
KNOB-FM (Long Beach) .....	Hemlock	8-5519
KNX-FM .....	HOLlywood	9-1212
KRRM-FM .....	HOLlywood	7-5167
KUTE-FM .....	Cltrus	4-7474

# \* \* TELEPHONE NUMBERS IN LOS ANGELES \* \*

KKRK-FM ..... HOLLYWOOD 5-2181  
 KWKW-FM (Pasadena) ..... RYan 1-6744

## Television Stations

KABC-TV ..... NORmandy 3-3311  
 KCOP ..... HOLLYWOOD 2-7311  
 KHU-TV ..... HOLLYWOOD 2-2133  
 KRCA ..... THORNwall 5-7000  
 KNXT ..... WEbster 8-3000  
 KTLA ..... HOLLYWOOD 9-3181  
 KTTV ..... HOLLYWOOD 2-7111

## Networks

American Broadcasting Company ..... NORmandy 3-3311  
 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 ..... THORNwall 5-7000

## Station Representatives

American Jewish Broadcasting ..... BRAdshaw 2-7931  
 AM Radio Sales Co. ..... HOLLYWOOD 5-0695  
 Avery-Knodel, Inc. ..... DUnkirk 5-6394  
 Walter Biddick Co. ..... RIchmond 8-6184  
 Best, H. L. F. ..... OLive 5-8326  
 John Blair & Co. ..... DUnkirk 7-1333  
 Burke-Stuart ..... HOLLYWOOD 3-7194  
 Blair-TV, Inc. ..... DUnkirk 1-3811  
 CBS-TV Spot Sales ..... WEbster 8-3000  
 Bolling Company, Inc. ..... BRAdshaw 2-0544  
 The Branham Co. ..... WEbster 1-1551  
 Broadcast Times Sales ..... HOLLYWOOD 5-1755  
 Burn-Smith Co., Inc. ..... DUnkirk 2-3200  
 CBS-Radio Spot Sales ..... HOLLYWOOD 9-1212  
 Cowling Charles ..... HOLLYWOOD 5-2453  
 Crawford, Fred E ..... DUnkirk 4-7352  
 Forjoe & Co. ..... OL 5-7755  
 Gillman, Nicoll & Ruthman ..... DUnkirk 7-1325  
 Gil-Perna, Inc. ..... DUnkirk 7-4388  
 W. S. Grant Co. ..... HOLLYWOOD 3-7194  
 H-R Representatives, Inc. ..... HOLLYWOOD 2-6453  
 Headley-Reed Co. ..... HOLLYWOOD 4-7738  
 Hollingbery, George P., Co. ..... DUnkirk 5-2071  
 The Katz Agency ..... DUnkirk 5-6284  
 King, Frank & Co. ..... DUnkirk 5-6213  
 McGavren-Quinn Co. ..... HOLLYWOOD 4-6146  
 Meeker Co. ..... HOLLYWOOD 2-2351  
 Tracy Moore ..... DUnkirk 2-7351  
 NBC-KRCA Spot Sales ..... THORNwall 5-7000  
 Oakes, Harlan G., Associates ..... DUnkirk 2-3200  
 Lee F. O'Connell Co. ..... OL 5-7597  
 John Pearson Co. ..... DUnkirk 5-5084  
 Peters, Griffin, Woodward, Inc. ..... HOLLYWOOD 9-1688  
 Edward Petry Co. ..... TUCker 3171  
 Rambeau, William G., Co. ..... HOLLYWOOD 4-6017  
 Paul H. Raymer ..... HOLLYWOOD 2-2376  
 Scott-Gunzendorfer Co. ..... DUnkirk 8-4151  
 Venard, Rintoul, McConnell ..... DUnkirk 8-4151  
 Video Views ..... HOLLYWOOD 3-4179  
 Walker Co. ..... DUnkirk 2-3700  
 Weed & Company ..... HOLLYWOOD 2-6676  
 Young, Adom J., Jr. ..... HOLLYWOOD 2-2289

## Advertising Agencies

Abbott Kimball Co. at Calif. ..... DUnkirk 7-7305  
 Action in Advertising ..... DUnkirk 3-3114  
 Ad Associates ..... WEbster 3-7501  
 Ad Larson ..... NORmandie 4-6552  
 Advertising Council, Inc. ..... CRestview 4-8039  
 Advertising Engineers Corp ..... MUTual 5039  
 Advertisers Production Agency ..... RIchmond 9-7761  
 Alber, R. H., Co. ..... HOLLYWOOD 9-8273  
 Allen, Dorsey & Hatfield, Inc. ..... NORmandie 3-9343  
 Allen & Marshall Adv., Agency ..... DUnkirk 7-5163  
 Allen, Martin, Co. ..... WEbster 3-0734  
 Allied Advertising Agencies ..... HOLLYWOOD 2-0837  
 Anderson-McConnell Adv. Agency ..... WEbster 1-1761  
 U. S. Anderson Co. ..... WEbster 8-7812  
 Arnold, Rupert Advertising ..... DU-nkirk 2-0896  
 Atherton Advertising Agency ..... OLive 3-2246  
 Asch, A., Inc. ..... DUnkirk 7-7600  
 Associated Advertising Agency ..... OL 2-7690  
 Atchison & Haden ..... DUnkirk 5-7191  
 ATN Service Adv. ..... WEbster 8-4223  
 Auto-Graph Ad Service ..... REpUBLIC 4-1801  
 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  
 Baron, Richard, Co. .... HOLLYWOOD 2-5657  
 Bates, Kirk O. .... MADison 9-1631  
 Bates, Ted., & Co. .... HOLLYWOOD 9-2161  
 BBDO ..... HOLLYWOOD 2-6723  
 Baus & Ross Co. .... DUnkirk 8-1107  
 Bayard, Jere ..... BRAdshaw 2-8716  
 Beaumont & Hohman, Inc. .... HOLLYWOOD 2-5633  
 Becker, Max, Advertising (Long Beach) ..... HEMlock 6-5222  
 Beckman, Hamilton & Associates ..... OLive 3-0910  
 Bejach, Leo, Adv. ..... CRestview 4-4555  
 Belford, Ed, Agency ..... POPlar 6-4334  
 Bell Advertising ..... PLeasant 3-2339  
 Bennett, Harry, Adv. Agency ..... DUnkirk 7-8371  
 Bennett, Walter F., & Co ..... HOLLYWOOD 4-8291  
 Benton & Bowles, Inc. .... HOLLYWOOD 4-9151  
 Berghoff Associates, Inc. .... OLive 5-7536  
 Besel Advertising ..... AN 3-5121  
 Bishop & Associates, Inc. .... HOLLYWOOD 2-1266  
 Blades, Richard H. .... MUTual 2734  
 Bloch's Advertising ..... HOLLYWOOD 3-0647  
 Blum's Direct Advertising ..... DUnkirk 8-3441  
 Bogerts, The ..... HOLLYWOOD 3-6871  
 Bowes, Chas. Adv. Co ..... DUnkirk 1-3881  
 Boyd, John R. .... CLevealand 8-8698  
 Boylhart, Lovett & Deane ..... DUnkirk 4-2161  
 Bozell & Jacobs, Inc. .... BRAdshaw 2-2081  
 Brand, Michael & Associates ..... OL 5-5212  
 Brehme Ad Service (Glendale) ..... CHoapman 5-1539  
 Broadcasting Advertising ..... BRAdshaw 2-4840  
 Brooke, Smith, French & Dorrance of the Pacific Coast, Inc. .... MUTual 8154  
 Brown, Byron H., & Assoc. .... OLYmpia 3-2320  
 Buchanan & Co., Inc. .... OL 5-8200  
 Bull, Frank, & Co. .... HOLLYWOOD 5-4195  
 Burnett, Leo, Co., Inc. .... HOLLYWOOD 4-7374  
 Burrill, George Advertising ..... HOLLYWOOD 5-1183  
 Buss, R. H., Associates ..... DUnkirk 5-4385  
 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. .... HOLLYWOOD 9-2931  
 Campbell-Mithun, Inc. .... HOLLYWOOD 2-0715  
 Caples Co., The ..... DUnkirk 7-4255  
 Carlson, Milton Co ..... DUnkirk 8-9464  
 Carson-Roberts Inc. .... BRAdshaw 2-8366  
 Case, Roger T., Assoc ..... HEMlock 7-3503  
 Castor & Assoc. .... OLeader 2-1315  
 Chamberlin & Associates ..... DUnkirk 7-6444  
 Cheshire Advertising Associates ..... HOLLYWOOD 9-4580  
 Citizen Advertising Agency, Inc. .... Vandyke 2463  
 Clark, Darwin H., Co. .... MADison 5-2441  
 Classified Advertising Agency ..... TRinity 9983  
 Cloward Velma Advertising ..... DUnkirk 4-2558  
 Coast Advertising Associates ..... TRinity 1269  
 Columbia Pacific Advertising ..... GARfield 3-1078  
 Callard, Clark, Adv. Agency ..... DUnkirk 7-3388  
 Cole, Fischer & Rogaw ..... CRestview 6-3195  
 Cole, Val Advertising Agency ..... CRestview 5-8462  
 Compton Advertising, Inc. .... OL 5-6990  
 Consolidated Adv. Directors ..... CRestview 6-4012  
 Copy Cat Advertising ..... STanley 7-4348  
 Cormier, Ray, Adv. .... HOLLYWOOD 2-1217  
 Cawell, Leslie B., Advertising ..... STanley 7-5329  
 Craig & Reid, Inc. .... HOLLYWOOD 4-8218  
 Creative Advertising ..... DUnkirk 8-0436  
 Crist, Ken, Inc. .... NORmandie 1-1287  
 Culbertson, Robert C. Adv ..... OLive 5-8514  
 Culp, Earl R., Co. .... DUnkirk 2-8406  
 Dancer-Fitzgerald-Sample, Inc. .... HOLLYWOOD 2-3256  
 D'Arcy Adv. Co. .... DUnkirk 5-3171  
 Cunningham & Walsh, Inc. .... OL 2-5690  
 Davidson, David, & Co. .... DUnkirk 8-2111  
 Davis & Blackwell, Inc. .... HOLLYWOOD 2-6523  
 Victoria 9-2964  
 Davis, Charlie, Advertising ..... AXminster 3-5508  
 Dennis, Robert, Agency ..... MADison 5-2183  
 DeSantis Advertising Agency ..... OL 5-8770  
 Dibble, Gordon H. .... CHoapman 5-2495  
 Donald, Dick, Advertising ..... DUnkirk 8-0555  
 Doyle, Dane, Bernbach ..... WEbster 8-3781  
 Dozier, Eastman & Co. .... DUnkirk 5-6071  
 Dreyfus Co. Adv. .... OLive 5-8255  
 Durstine, Roy S., Inc. .... DUnkirk 8-3411  
 Ebberts, Dan, Adv. Serv ..... UDlo 7-9161  
 Edwards, Adv. Agency, The ..... OLive 5-7850  
 Ehlert, Grace ..... MADison 6-2221  
 Eisaman-Johns, Advertising ..... CRestview 1-5196  
 Eisenberg, Ralph ..... VANDike 0439

\* \* TELEPHONE NUMBERS IN LOS ANGELES \* \*

Elliott & Carbo Advertising	Dunkirk	5-6401	LaRoche, C. J., Advertising	Hollywood	9-3656
Enyart & Rose Advertising	OL	4-4070	Latta & Co.	Madison	6-3284
Erwin Wasey, & Co., Ltd.	WEbster	1-1211	Lawrence Co.	Bradshaw	2-5820
Essig Co.	POplar	3-4365	Laws, Robert F.	Richmond	9-5317
Esty, William Co.	HOLlywood	2-6301	Lee & Associates	WEbster	3-9349
Evers-Whyte Advertising	DUNkirk	2-2188	Lee, J. Richard	HOLlywood	9-2721
Falkenhainer, Carl	BRAdshaw	2-0136	Lee, Robert E., & Associates	BRAdshaw	2-2450
Fallon & Co.	HOLlywood	3-5683	Leni Advertising	HOLlywood	4-0141
Fagan, O. K. Advertising Agcy.	YANdike	2192	Lennon & Newell	CRestview	1-7221
Farrar Advertising	GRAnite	8-3011	Lenz, J. M.	WE	6-1682
Fehlman, Warren P. Adv. Co.	OXnard	4-5270	Lewin, Howard, Advertising	DUNkirk	8-8771
Fellows, John C., Co.	DUNkirk	4-3187	Lewis Advertising	HOLlywood	5-9040
Flax-Bronston Co.	MADison	6-7751	Lionel & Simons Advertising	HOLlywood	2-7429
Foldare-Greer & Bock	HOLlywood	9-8135	Little & Co.	DUNkirk	9-1267
Foot, Cone & Belding (Hollywood)	HOLlywood	9-6265	Logan, Dudley L.	DUNkirk	2-8471
Foot, Cone & Belding (Los Angeles)	MADison	9-3611	Lynn-Western, Inc.	WEbster	5-3040
Frank, Don Advertising (Anaheim)	KEystone	5-6093	Mack Agency	HOLlywood	2-6377
Frazier, Cornelius W.	MADison	5-8392	Mack-Wharton Advertising	WEbster	8-5187
Freiburg, John, & Co.	NORMandie	3-2111	MacManus, John, & Adams	WEbster	3-8569
Fritz, Jimmy, & Associates	HOLlywood	3-3251	Monn Advertising Co.	DUNkirk	2-1179
Gardner, H. M., & Assoc.	OLive	5-7620	Mannis, Samuel A.	HOLlywood	4-7501
Gard, Dalbert & Associates	DUNkirk	8-8422	Marine Advertising Agency	HOLlywood	3-5642
Gaynor, Colman, Prentis & Varley, Inc.	OL	5-8191	Morkham Co.	DUNkirk	8-9495
Geisinger, W. B., & Co.	WEbster	3-7176	Martha's Adv. Service	MADison	6-4897
Gelb & Morgan Advertising	STate	6-5712	Marzo, Walter	SYracuse	6-2239
General Advertising Agency, Inc.	HOLlywood	3-5128	Mathisson & Associates	MUTual	2482
Gerstenkorn, Henry, Co.	DUNkirk	7-4285	Matthews, Anne D. (Pasadena)	SYcamore	9-6504
Gilbert & Benton	STanley	7-1848	Mayer, Henry, Cunningham & Walsh, Inc.	DUNkirk	8-2111
Gilbert, Martin, Agency	STate	3-2900	Mayne, Charles H., Co.	OLive	3-0990
Gill Clifford Agency	OLive	5-8388	Mays & Co.	TRinity	8534
Glosser-Gailey, Inc.	DUNkirk	4-2141	McCann-Erickson	DUNkirk	5-3301
Glenn Advertising, Inc.	WEbster	3-9369	McCarty Co., The	DUNkirk	5-4011
Goldstone-Tobias	OL	5-6010	McCreery, Walter, Co.	OL	2-4480
Gonda, Francis D., Adv. Agency	HOLlywood	2-6017	McElligott, Ford C., & Associates	YANdike	4653
Goodman, Anderson, Advertising	WEbster	8-3993	McElroy Adv. Agcy.	Richmond	9-2047
Goodwin, Gary, Advertising	STanley	7-5567	McHugh Advertising Co.	BRAdshaw	2-0233
Graham, Clyde D.	DUNkirk	3-1266	McKee, Burns Adv.	HOLlywood	7-4218
Grant, Will	DUNkirk	7-3361	McLain, W. R., & Associates	NORMandie	3-8200
Grant Advertising Agency	HOLlywood	1-9231	McNeill & McCleery	DUNkirk	5-3921
Gray-Moore Agency	HOLlywood	9-3751	Meany, Phillip J., Co., Adv.	MICHigan	3601
Gregory, Willard G., & Co.	TRinity	0531	Meltzler, Richard, Adv.	WEbster	8-2993
Grey Advertising	HOLlywood	4-7347	Meyenhoff, Arthur, & Co.	OL	3-1633
Guerin-Johnstone-Jeffries Advertising	CLeveland	7-8271	Miner, Dan B., Co.	DUNkirk	8-3301
Guild, Bascom & Bonfigli	HOLlywood	9-8217	Monsoo, John S., Advertising	HOLlywood	5-9084
Hadlock & Associates	HOLlywood	2-6731	Mooge-Privett, Inc.	WEbster	6-7243
Harrington-Richards	WEbster	3-5577	Morgan, Raymond R., Co.	HOLlywood	3-4194
Harvey, William W., Inc.	HOLlywood	2-0874	Mottl & Siteman Advertising	OL	2-5095
Heintz & Co., Inc.	MADison	9-3181	Mowinckel, E. K., Advertising	Richmond	7-0529
Hicks & Griest	DUNkirk	5-1721	Mullins, Earl, Advertising	DUNkirk	5-9088
Hill, Don	MI	5149	Nargi Advertising	YANdike	1647
Herbert E. Hill	DUNkirk	5-1971	National Advertising Associates	OL	5-6010
Hixson & Jorgenson, Inc.	DUNkirk	8-3121	National Federation of Advertising Agencies	OL	3-2320
Hoel, John D., Adv. Agency	RYan	1-7131	Neale & Associates	OL	6-0500
Hollander, Welsh Advertising	DUNkirk	9-1171	Neave & North Advertising	HOLlywood	2-6044
Honig-Cooper Co.	WEbster	8-2431	Neave, Ralph Advertising (Manhattan Beach)	FRontier	4-1609
House of Leads	PLEasant	3-2226	Needham, Louis, & Brorby	CRestview	6-2073
Houston Advertising Service Co.	NORMandie	5-5886	Nelson Adv. Service	DUNkirk	7-8368
Hubley Adv. Agency	DUNkirk	2-2366	Newman, Ben Allah, Advertising Service	DUNkirk	9-6649
Hunter & Wilhite Advertising	HOLlywood	4-4191	Newmark, Nelson, Advertising	MICHigan	1568
Huntington-Parmalee Advertising	BRAdshaw	2-8039	Norman Associates	AXminster	2-2336
Hutchinson Advertising	HOLlywood	2-4500	Norman, Craig & Kimmel	OL	2-7590
Irwin-Los Angeles	BRAdshaw	2-5455	North Advertising	OL	2-3840
Irwin, Howard, & Assoc.	DUNkirk	8-1219	Olen, David, Adv.	OLive	5-7290
Jaycraft Co.	THornwal	2-5310	Olympus Advertising	RAYmond	4-4879
Jenner, Don, Advertising	DUNkirk	2-8321	Otis, Don, Advertising	HOLlywood	2-6063
Jensen, Walter L., Advertising	DUNkirk	9-8355	Pordee Co., The	HOLlywood	2-7306
Jelf Advertising	HOLlywood	2-6635	Patch & Curtis Advertising (Long Beach)	HEmlock	3-4919
Johnson, J. Howard	MICHigan	8088	Patton, George Adv.	HOLlywood	2-0841
Johnson & Lewis	WEbster	3-7536	Paul & Baum	OL	3-2110
Jones, Paul, & Associates	DUNkirk	1-3003	Pell, Ben, Advertising	YANdike	1557
Jouneau, C. B.	OL	3-1770	Perrett Co., The	MUTual	2-388
Kaplan, Sara Jane, Advertising	WEbster	3-7531	Pflaum, Stanley, & Associates	OL	2-0332
Kaufman, Lon, Co.	DUNkirk	8-2775	Porter, Wesley H., Adv.	AXminster	3-0400
Kaufman, Hans E., & Co.	HOLlywood	3-3800	Productive Advertising	AXminster	1-322
Kay-Christopher Advertising	HOLlywood	4-8101	Ramsey, Brown & Co.	HOLlywood	3-6851
Keane, Raymond, Advertising	BRAdshaw	2-3548	Raymond, J. W., Advertising	DUNkirk	5-0331
Keene & Associates	MADison	6-3291	Raymond, Larry, Co.	WEbster	6-8125
Keefe, Ray	ANgeles	1-6141	Robin Co., The	DUNkirk	3-3114
Kellogg, Edw. S.	DUNkirk	7-5213	Robin, Lee & Arnold	CRestview	4-5853
Kelso, M. H., & Co.	DUNkirk	2-2072	Robins, Jerome, Agncy	DUNkirk	8-0661
Kenyon & Eckhardt	HO	3-2101	Robinson, Elwood J., Adv.	MUTual	6293
Kennedy, Walker & Wooten	OL	2-0555	Roche-Eckhoff & Lee	OLive	5-7670
Killingsworth Co.	DUNkirk	5-6111	Rockett-Lauritzen	REpublic	4-2106
Kirby, Dick, & Associates	YANdike	8334	Ross, Charles, Adv. Agency	HOLlywood	2-1184
Kirkwood & Cole Advertising	OL	3-2917	Ross, Jon, Advertising	HOLlywood	2-3378
Klitten, Martin R., Co.	DUNkirk	7-8396	Ross, Clark	WEbster	4-5152
Kraft Advertising	DUNkirk	8-6262			
Kudner Agency, Inc.	DUNkirk	2-1127			
Lance Advertising	CRestview	5-6158			
L'Ann Advertising	YANdike	4451			
Lansdale-Kellogg Advertising	DUNkirk	7-5213			



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Ross, Roy, Inc.	Hollywood	9-6263	Bob White Productions	Webster	5-5398
Schnitzer, Bernard S.	Webster	8-9159	Bonded TV Film Service, Inc.	Oldfield	4-7575
Schotts Advertising	MAdison	9-3181	Boyd, William, Productions, Inc.	CRestview	4-5248
Schurrer, Lou, Adv.	Hollywood	3-3800	Burard, Bill, Productions	Hollywood	2-7111
Scott, M. B., Advertising	OL	5-6156	Cavalcade Television Programs	OL	4-4796
Sabrell, J. B., Adv. Agcy.	MAdison	6-9397	Cheshire & Associates	Hollywood	9-4580
Seeds, Russel M., Co., Inc.	CRestview	4-7613	Consolidated TV Sales	CRestview	1-5133
Serous, George J., Advertising	OL	2-1793	Corrodine, Tom J., & Associates	Hollywood	2-4448
Shane, Leonard, Agency	Hollywood	9-2258	Columbia Records, Inc.	Oleander	5-6733
Shay Advertising	Hollywood	4-1158	Commodore Productions	Hollywood	9-7502
Sheldon, Lisle Adv.	Hollywood	3-2366	Crosby, Bing, Enterprises	BRodshaw	2-2771
Shelley, J. B., & Associates	DUnkirk	5-3301	Custom Recorders	STanley	7-2557
Sherman & Pam	Hollywood	5-7646	Dudley, Television Corp	CRestview	1-7258
Shilling, Co., The	Prospect	3-033	Electro-Vox Recording Studios	Hollywood	5-2189
Show Management	Webster	8-0148	Fairbanks, Jerry, Inc.	Hollywood	2-1101
Sieck, Charles H.	GRanite	3-3659	Five-Star Productions	Hollywood	3-4807
Simmons, Dean	Webster	1-1311	General TV Enterprises, Inc.	Hollywood	2-5696
Smalley, Levitt & Smith	Mutual	5-5336	Gibson, Grace, Radio Prods.	Hollywood	9-4580
Speer Advertising Agency	Richmond	7-9626	G-N-P Records	Hollywood	4-8351
Spees Advertising Agency	DUnkirk	9-6933	Guedel, John, Radio Productions	Webster	6-6291
Stahl, Charles N., Adv. Agency	Hollywood	2-7344	Hollywood Central Recording Studios, Inc	Hollywood	3-2131
Stebbins, Barton A., Adv.	DUnkirk	8-8131	Johnson, Ed, Film Co.	Hollywood	2-5566
Stebbins, Hol, Inc.	Richmond	9-5317	MacGregor, C. P., Sound Studios	DUnkirk	4-4191
Steinlauf, Malcolm, & Co.	Webster	3-7564	Marquis, Arnold, Prods.	Olympia	2-1262
Steller, Miller & Lester, Inc.	DUnkirk	7-5377	M-G-M Radio Attractions	TXas	0-3311
Stevens, Bob, Advertising	BRadshaw	2-5232	Music City	Hollywood	2-2181
Stiller, Rouse & Hunt Advertising	OL	5-8550	MCA-TV	POplar	6-3871
Stodel Advertising	VAndike	6344	Polin, Ray, Productions	Hollywood	2-1147
Straus, J. M., & Co.	DUnkirk	3-5072	RCA, Victor Division	RAYmond	3-6661
Stromberger, LaVane & McKenzie	DUnkirk	5-2211	Radio Recorders, Inc.	Hollywood	3-3282
Sudler Co.	BRadshaw	2-3438	Reynolds, Stuart, Prod.	CRestview	4-7863
Sullivan, John L., Agency	Webster	8-5571	Rockett, Frederick K., Co.	Hollywood	4-3183
Sawdon, Frank	Hollywood	4-7973	Rocket Pictures, Inc.	Hollywood	7-7131
Sullivan Stauffer Colwell & Bayles, Inc.	Hollywood	4-2119	Ross, Jack	Hollywood	9-4019
Swafford & Co.	BRadshaw	2-2781	Rourke, Jack, Productions	Hollywood	3-7178
Taggart & Young	Webster	3-8107	Screen Gems, Inc.	Hollywood	2-3111
Tatham-Laird, Inc.	Hollywood	1-9228	Snader Telecriptions Corp.	Hollywood	2-1261
Taylor Host, Inc.	Capitol	5-3208	Song Ads	Hollywood	5-6181
Thompson, J. Walter, Co.	OL	3-0300	Steffner, Wayne, Prods.	Hollywood	3-4173
Tilds & Contz Advertising	Hollywood	2-1157	Studio & Artists Recorders	Hollywood	4-8241
Todd, Michael, Advertising	Hollywood	5-8036	Sutherland, John, Prods., Inc.	DUnkirk	8-5121
Tullis Co., Inc., The	Hollywood	2-6333	Telefilm, Inc.	Hollywood	9-7205
Tyler-Smith, T., Advertising	DUnkirk	7-5519	Telepix Corp.	Hollywood	4-7391
Uhl Service Advertising	Webster	9-3075	TV Spots	Hollywood	5-5171
United Bench Advertising	AXminster	2-8107	Thomas Co., The	Hollywood	4-6564
U. S. Advertising Agency	Hollywood	2-1174	Tuchman, Morris, Productions	Webster	6-7189
Universal Advertising Agency, Inc.	Hollywood	4-8218	Universal Recorders	Hollywood	9-2822
Van der Boom, Hunt, McNaughton, Inc.	DUnkirk	2-6203	Vitapix Corporation	CRestview	1-7191
Van-Scott, Inc.	DUnkirk	9-2300	WRS Recording Lab	Hollywood	5-1454
Victor, A. J., Company	DUnkirk	9-2300	Western Recorders	Hollywood	3-6811
Vignolle & Powell	AXminster	4-7555	Wilding Picture Prods of Calif	Webster	8-0183
Vihlene Advertising	Hollywood	2-6388	World Broadcasting System	OLdfield	4-2800
Voorhees, P. W., Inc.	Hollywood	2-6821	Wright, Carter, Enterprises, Inc.	Hollywood	9-0944
Wade, Geoffrey, Adv. Agency	BRadshaw	2-3726	Ziv, Frederic W., Co.	OLdfield	4-2800
Waldman, Harvey, & Associates	Hollywood	4-7457	Ziv Television Programs, Inc.	OLdfield	4-2800
Walsh, Nellie L., Advertising	Richmond	7-5241			
Weatherwax-Spurgeon & Associates	VAndike	9853			
Webster, R. W., Adv.	Trinity	2633			
Weinberg, Milton, Adv. Co.	MAdison	9-2283			
Weiser, Marty, Co.	OLive	3-2300			
Wessells, George M., Company	CRestview	4-8929			
West-Marquis, Inc.	Webster	6-7668			
Western Advertising Agency	MAdison	9-2214			
Westwood, Tom, Adv. Agcy.	Webster	8-2681			
White Advertising	CH	5-5051			
Whiteman, Richard	Hollywood	3-5694			
Wilder, Alvin	DUnkirk	5-2054			
Williams, Dallas & Sons	Webster	8-2781			
Willis, Harry G., & Assoc	Hollywood	2-6396			
Wolfer-Douglass-Bennington, Inc.	Chapman	5-3325			
Wood, Frank A.	Wolfer-Douglass-Bennington, Inc.	Cumberland	3-6242		
Woolf, Len, Co.	Webster	8-8540			
World Advertising (Long Beach)	DUnkirk	8-2361			
World Wide Want Ad Service	HEMlock	5-6094			
Wynne-Alexander Advertising (Pasadena)	Trinity	9983			
Yambert, Ralph, Organization	RYon	1-2319			
Young, Marvin, Associates	Hollywood	2-6855			
Young, M. M., Adv.	Hollywood	2-2684			
Young & Rubicam	Hollywood	2-2684			
	MAdison	6-7641			

**Radio-TV Program Prods.**

Advertisers' TV Program Service, Inc.	CRestview	6-7496
Aladdin TV Productions, Inc.	Webster	3-9437
Alexander Film Co.	Hollywood	9-7396
Alexander, M & A, Productions, Inc.	Hollywood	4-3414
Alpha TV Productions, Inc.	OLdfield	4-2800
B & B Recording Studios	PLymouth	6-0949

**TV Film Producers-Dist.**

M & A Alexander Productions	HO	4-7571
American National Studios, Inc.	OL	4-2800
George Bagnall & Associates	CR	1-5133
Frank Cooper Associates	CR	4-6321
Jack Denove Productions, Inc.	HO	4-8331
Desilu Productions, Inc.	HO	9-5981
Walt Disney Studio	TH	5-3141
Douglair Corporation	OL	2-7490
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Fedderson Productions	BR	2-8031
Filmcraft Productions	OL	3-2430
Filmaster Productions, Inc.	HO	2-7141
Four Star Films, Inc.	TE	0-2931
Gonnoway Internation Corporation	PO	2-1156
Grantray-Lawrence Animation, Inc.	HO	9-7968
Gross-Krasne, Inc.	HO	9-8321
Hollywood Television Service, Inc.	PO	3-8807
Interstate TV Corporation	NO	2-9181
Mark VII, Ltd.	ST	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Corporation	HO	4-2141
McGowan Productions, Inc.	OL	4-0711
Medallion TV Enterprises, Inc.	HO	2-6635
Meridian Pictures	HO	7-5111
Carlton E. Morse Enterprises, Inc.	TH	5-7000
Paramount Television Productions, Inc.	HO	9-8437
Princeton Film Center, Inc.	CA	2-6282
Playhouse Pictures	HO	5-2192
Roland Reed TV Productions	HO	9-1628
Revue Productions, Inc.	PO	6-3871
Hal Roach Studios	VE	9-2311



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Roy Rogers Productions.....	HO	7-5111
Screencraft Pictures, Inc.....	HO	2-4448
Screen Gems, Inc.....	HO	2-3111
Splendex Enterprises.....	CR	4-7266
Stage Five Productions, Inc.....	HO	7-3111
Superman, Inc.....	OL	4-8000
Swift-Chaplin Productions, Inc.....	HO	2-0761
TCF Television Productions, Inc.....	HO	2-6231
Television Programs of America, Inc.....	HO	2-6525
Twentieth Century Fox Television Productions, Inc.....	HO	2-6231
UPA Pictures, Inc.....	TH	2-7171
Universal Pictures Co., Inc., Television.....	ST	7-1211
Van Praag Productions.....	HO	2-1141
Warner Bros. Pictures, Inc. TV Division.....	HO	9-1251

**Artists Agencies**

Ainsworth, Helen.....	CRestview	6-2062
Allied Casting.....	Hollywood	3-7124
Alvarado, Carlos.....	OL	2-0272
American Federation of Radio and Television Artists.....	Hollywood	4-5125
Armstrong-Deuser.....	CRestview	4-8135
Artique, Louis.....	CRestview	6-4652
Artists Associates Agency.....	Hollywood	4-4179
Artists Management Co.....	CRestview	1-6111
Auer, Miles Bohm.....	Hollywood	2-6416
Auslander, Leland.....	OL	2-6939
Barnes, William, Agency.....	OL	2-9002
Barry, Vy, Agency.....	Hollywood	9-0989
Bender-Ward.....	Olympia	2-1465
Bergeman, Stanley, & Co.....	CRestview	6-9667
Bernie, Herman.....	CRestview	5-0117
Bonham, C. Herschel.....	OL	5-6930
Brandies, Bob, Agency.....	Hollywood	5-6978
Brewis, Alex.....	OL	2-7020
Burr, Dorothy.....	Hollywood	4-6898
Business Administration Co.....	CRestview	6-7071
Carr, Beverly.....	CRestview	4-8555
Chorney, William B.....	Hollywood	9-1131
Cloutman-Barskin-Short.....	OL	2-5470
Collins & Associates.....	OL	6-3060
Columbia Artists Management.....	MAdison	6-2327
Condit Agency.....	Hollywood	2-6696
Connor, Allen.....	Hollywood	5-0834
Cooper, Frank, Associates.....	CRestview	5-4128
Cooper, Ray.....	CRestview	6-3103
Davis, Mary Webb.....	OL	5-6747
Demling, Gus.....	CRestview	1-2161
Doak, Virginia.....	BRadshaw	2-6211
Donaldson Agency.....	OL	2-0355
Draewemer, Isabelle, Agency.....	Hollywood	4-1782
Drexel-Jameson Agency.....	CRestview	4-7551
Faber, Alice.....	CRestview	4-6763
Fame Agency.....	CRestview	5-5132
Famous Artists.....	CRestview	4-7433
Fidler, Adeline.....	CRestview	1-4746
Field, Marjorie, Artists.....	CRestview	6-8080
French, Hugh.....	CRestview	6-7766
Frings, Kurt.....	CRestview	1-6115
Frye, Clinton L.....	Hollywood	9-4567
Galle, Paul.....	OL	2-4908
Garfield, Milton.....	CRestview	4-8631
Gertz, Mitchell.....	CRestview	4-5491
Gold, Sid.....	CRestview	4-7247
Goldstone, Jules.....	OL	2-6500
Goldstone, Tobias.....	CRestview	6-1071
Gordon-Molson.....	CRestview	1-6111
Gould, Billy.....	OL	6-1122
Green, Ivan.....	OL	2-4010
Gregory Assts.....	OLeander	5-7538
Greshler, Abner.....	OL	2-3012
Griffith, Byron.....	Hollywood	7-2600
Grime Agency.....	Hollywood	2-1133
Grossman, Milton M.....	CRestview	4-8631
H. I. T. Agency.....	OL	2-7283
Halliburton, Jeanne.....	CRestview	5-5575
Hamilburg, Mitchell.....	OL	2-5160
Herdan-Sherrell.....	CRestview	1-5236
Hershon, Red, Agency.....	CRestview	4-6381
Herzbrun, Walter.....	OL	2-7210
Herzon, Hal.....	OL	2-5420
Hill Agency & Associates.....	CRestview	4-5991
Ingersoll, George, Agency.....	Hollywood	7-0862
Irwin, Lou.....	CRestview	1-7131
Jackson, Edith.....	Hollywood	7-0155
Jacobson, Harvey.....	CRestview	6-6251
Jacobson, Vernon.....	CRestview	5-2545
Jaffe Agency.....	CRestview	6-6121
Katz, Fred, Agency.....	CRestview	6-3189

Kaufman, Milton.....	OL	2-1359
Kingston, AJ, Enterprises.....	CRestview	6-8538
Kohner, Paul.....	CRestview	1-5165
Kumin-Olenick Agency.....	CRestview	4-5221
Lance, Leon O.....	CRestview	6-6014
Lauren, J. W., Agency.....	Hollywood	7-5087
Lazar, Irving.....	CRestview	5-6153
Leonetti, Caroline, Ltd.....	Hollywood	2-2345
Leonard, Fred.....	Hollywood	4-7546
Lesser, Ted.....	Mutual	7356
Levee, Sid.....	CRestview	4-8631
Linder, Jack.....	Hollywood	4-8100
Leves, M. C.....	CRestview	6-6285
Longenecker, Robt.....	OLive	3-3770
McMillan, Hazel.....	CRestview	6-3603
MacQuarrie, Earl.....	CRestview	4-8919
Marx, Bert.....	CRestview	4-8555
McHugh, Jimmy, Jr.....	CRestview	4-5167
Medford, Ben.....	CRestview	1-7021
Messinger, Lili.....	CRestview	5-8541
Meyers, Walter.....	CRestview	1-8161
Middleton, Wallace.....	OL	6-4460
Mishkin Agency.....	OLive	2-0944
Moore, Lola.....	CRestview	6-5401
Morris, William.....	CRestview	4-7451
MCA Artists.....	CRestview	6-2001
Oakley, Robert.....	CRestview	1-1345
Ochs, Al.....	Hollywood	9-6470
Oliver, Maurine.....	OL	2-6300
Omega Artists, Inc.....	Hollywood	9-7187
Orsantti Casting.....	CRestview	6-8475
Orcutt & Co.....	CRestview	6-6241
Payton, Bob.....	OL	6-1880
Pearson, Ben.....	CRestview	4-5488
Pomeroy, Jack.....	Hollywood	9-6366
Powers-Stanley Agency.....	Hollywood	2-0791
Preminger, Ingo.....	OL	6-2360
Reeves, Mary.....	OL	2-2968
Rocamora, Wynn.....	OL	2-9710
Shauer, M. A.....	CRestview	1-1103
Shaw, Glenn.....	OLive	5-6956
Sherman, Edward.....	CRestview	5-0186
Shiffrit, Williams.....	CRestview	4-7643
Short, Antrim.....	CRestview	5-4137
Shurr, Louis.....	CRestview	4-8111
Small, Paul.....	CRestview	4-5877
Snitzer, Lou-Fritschi, AI, Inc.....	Hollywood	9-6271
Somlyo, E. T.....	CRestview	6-2041
Stempel, Frank.....	CRestview	4-8343
Stewart, Rosalie.....	CRestview	4-6123
Swanson, H. N.....	CRestview	1-5115
Swoverland, Harold.....	OLive	6-0900
Thompson, D. H.....	CRestview	1-2188
Ullman, George.....	CRestview	4-5238
Usher, Marge.....	CRestview	4-6161
Vitt, Angie.....	CRestview	6-4484
Wadsworth, J. B.....	CRestview	6-0698
Wargin, Milan, Agency.....	Hollywood	3-0604
Weiner, Jack.....	CRestview	6-7081
Weintraub, Murry.....	CRestview	1-1137
Weich, Suey, Agency.....	Hollywood	4-2461
Wendinga, Chas.....	CRestview	6-2348
White, Wm. B.....	CRestview	4-6301
Wiley, Richard.....	OLive	2-5775
Wilkins, Paul.....	CRestview	1-6188
Willson, Henry.....	CRestview	4-7433
Winkler, Daniel M.....	CRestview	1-7244
Woliver Agency.....	Hollywood	5-8888
Wookey, Betty, Agency.....	Hollywood	2-2301

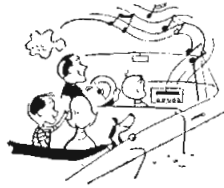
**Publications**

Billboard Publishing Co.....	Hollywood	9-5831
Broadcasting.....	Hollywood	3-3148
Film Daily, The.....	Hollywood	9-5358
Hollywood Reporter.....	Hollywood	4-7411
Media Agencies Clients.....	CRestview	4-6696
Radio & TV Exchange.....	Hollywood	4-0101
<b>RADIO-TV DAILY.....</b>	<b>Hollywood</b>	<b>9-3951</b>
Radio-Television Mirror.....	CRestview	6-6293
Sponsor.....	Hollywood	4-8089
TV Guide.....	Hollywood	5-2103
TV-Radio Life.....	Hollywood	4-9275
Variety.....	Hollywood	9-1141

**Radio-TV Audience Surveys**

American Research Bureau.....	Cumberlin	3-3149
Facts Consolidated.....	OLive	3-3114
Moffett Research Co.....	Hollywood	3-5653
Pulse Pacific, Inc.....	WEbster	1-2412
Radio Audience Testing Bureau.....	OLympia	2-9936

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## VIDEODEX, INC.

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# 26 MEN

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Producer



# New Strides Are Accomplished In the Battle for Equal Access



By **ROBERT D. SWEZEY**  
Chairman  
Freedom of  
Information  
Committee, NAB

**W**ITHIN the past two years every basic premise upon which the press photographer and the broadcaster have been arbitrarily excluded from many of the courtrooms of America has been exploded with such devastating certainty and finality as to be perfectly plain to most discerning minds, unless, to be sure, there is preconceived determination to arrive at the same old result."

These are not the words of a newspaper man or a broadcaster. They were spoken by the Chief Justice of the Supreme Court of Colorado, the Honorable O. Otto Moore, who has held public hearings, taking testimony pro and con on Canon 35, and observed demonstrations of camera, radio and television equipment in operation. Although Colorado is the only state in which such a hearing has been held in the court of last resort, lawyers and judges in other states are also questioning the validity of Canon 35. The Texas Bar Association decided last October that so far as it was concerned, Canon 35 was outmoded, and accepted and approved the report of a committee chaired by Judge Spurgeon Bell of the Houston Court of Civil Appeals, which stated in part as follows:

"We feel that the control of trial coverage by various news media should be left in the trial courts. They have inherent power to exclude or control coverage in the proper case in the interest of justice . . . there is no need nor demand for the adoption of Canon 35 by the bar generally or the public and we recommend against its adoption."

The American Bar Association took extraordinary action in permitting representatives of the newspapers and broadcasting industry to appear before its House of Delegates meeting in Atlanta in February, to debate the proposed adoption of a restatement of Canon 35. The restatement accomplished nothing other than a slight rephrasing of the Canon, which still retained its arbitrary prohibition against the taking of newspaper photographs and the broadcasting by radio and television of court proceedings. The House of Delegates refrained from adopting the restatement and deferred any action with respect to it

until its August meeting. There is reason to hope that in its deferred consideration of Canon 35, the House of Delegates may be willing to recommend a serious joint effort of bar and media to test the effect of photographic and broadcasting coverage of court proceedings.

One of our principal deterrents in securing equal access to legislative hearings is the adamant refusal of Speaker Rayburn to permit radio and television coverage of House proceedings and committee hearings. Mr. Rayburn is a powerful man in a position of power, yet his opinion is not shared by many Congressmen. Representative Hugh Scott of Pennsylvania, speaking at our NAB meeting at Asheville, N. C., last September, said that broadcasting of debates from the House of Representatives is certainly going to be done at some future time, and should be given a trial now. He said further, and I quote:

"Although the Speaker of the House and the House Leadership took a dim view of my bill to permit the television and radio broadcasting of House debates, I continue to believe that my proposal has much merit. Granted that radio and television should be limited at least as a starter to coverage of matters of major national interest, I believe the level of debates would be improved because of more careful advance preparation before facing the critical eye of the camera."

I am reminded, in dealing with our freedom of information problems, of that marvelous statement of Reinhold Niebuhr: "God grant me the serenity to accept things I cannot change; courage to change things I can; and wisdom to know the difference." We know that there is not much we can do for the moment with some of our most determined opponents. But they will not be with us forever, and while they are, there are many of their associates who will listen to the logic and justice of our arguments.



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Secretary ..... Lloyd Stratton  
Radio News Editor..... John A. Aspinwall

## **Hearst Metrotone News, Inc.**

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

### **Executives**

Vice-Pres. & Gen. Mgr..... Caleb B. Stratton  
Production Director..... John E. Michon  
News Editor..... Marshall B. Davidson

## **International News Service**

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

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Associate General Manager ..... Barry Faris  
Assistant General Manager..... Philip G. Reed  
Business Manager ..... Robert W. Brown  
Managing Editor..... Paul R. Allerup  
Television Sales Manager..... Robert H. Reid

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

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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  
News Editor..... J. S. Bates  
Accountant ..... Marjorie Hathaway  
Chief Washington Correspondent..... J. W. Heffernan

## **United Press Associations**

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

### **Executives**

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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. & Gen. Sales Mgr..... LeRoy Keller

Chicago—Daily News Bldg., 400 W. Madison St.....FRanklin 2-9000

National Radio Editor..... Charles E. Ahrens

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 H-O Instant Oatmeal, H-O Cream Farina,  
 Hellman's Real Mayonnaise, Presto Cake  
 Flour); American Home Foods, Inc. (Chef  
 Boy-Ar-Dee Products, G. Washington's In-  
 stant Coffee, G. Washington's Instant Broth  
 & Seasoning, Burnett's Extracts); Cream of  
 Wheat Co.; General Baking Co. (Grossinger's  
 Bread); Hoffman Beverage Co.; Kraft Foods,  
 Inc. (Philadelphia Brand Cream Cheese,  
 Kraft Oil, Parkay Margarine, Miracle Mar-

garine); Wesson Oil & Snowdrift Sales Co.  
 (Wesson Oil); Florida Citrus Exchange  
 (Florigold Oranges & Grapefruit); The  
 Nestle Co. (Nescale Instant Coffee); Lever  
 Bros. Co. (Spry, Lux Liquid Detergent);  
 Calif. Prune & Apricot Growers Assn. (Sun-  
 sweet Prunes); Colgate-Palmolive Co. (Palm-  
 olive Soap, Colgate Dental Cream, Colgate  
 Brisk Toothpaste, Halo, Ajax, Vel, Fab);  
 The S.O.S. Co. (S.O.S. Magic Scouring Pads);  
 Pharmaco Co. (Feen-a-mint, Chooz, Medi-  
 gum); Republican State Committee.

*TV Accounts:* General Foods Corp. (Max-  
 well House Coffee, Instant Maxwell House  
 Coffee, Post Cereals, Instant Sanka Coffee);  
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 Bottling Co.; Duffy-Mott Co. (Mott's Apple  
 Sauce, Mott's Apple Juice, Sunsweet Prune  
 Juice, Clapp's Junior & Baby Foods); Dugan  
 Brothers (Dugan's Breads & Cakes); Penick  
 & Ford, Ltd., Inc. (My-T-Fine Desserts);  
 The Boyle-Midway Co. (Aerowax, Wizard  
 Wick, Wizard Aerosol, Easy-Off Oven Clean-  
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Treasurer.....Joseph C. Baugher  
 TV Dept. Head.....Richard Olanoff  
 Radio Dept. Head.....Allen Gray

*Radio Accounts:* Mrs. Paul's Kitchens,  
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SPOT RADIO MARKET VOLUMES

(Continued from page 117)

Markets Rank By Population	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1955	Natl. Spot Dollar Volume 1956	% of Increase or Decrease
49	Omaha	6	\$ 807,893	\$ 908,000	12.4
50	Jacksonville	7	310,747	285,000	— 8.7
51	Sacramento	5	491,104	548,000	11.6
52	Hartford	4	1,001,028	1,195,000	19.4
53	Syracuse	5	387,065	525,000	35.7
54	Wilkes-Barre	6	141,378	170,000	20.6
55	Knoxville	8	238,585	268,000	12.1
56	Nashville	7	690,881	817,000	18.2
57	Richmond	7	645,988	722,000	11.8
58	Wheeling	6	394,921	456,000	15.4
59	Flint	5	255,825	306,000	19.5
60	Charleston, W. Va.	7	192,683	220,000	14.0
61	Wilmington, Del.	4	115,797	184,000	58.6
62	Grand Rapids	6	338,526	379,000	11.8
63	Canton	2	NA	266,000	
64	Fresno	6	411,528	484,000	17.5
65	Salt Lake City	7	346,493	368,000	6.4
66	Harrisburg	5	220,248	246,000	11.8
67	Wichita	5	367,859	416,000	13.0
68	Tacoma	4	70,662	78,599	11.2
69	Tulsa	6	568,982	603,000	6.0
70	Johnstown	5	90,598	110,000	20.9
71	Utica-Rome	4	129,501	144,000	10.8
72	Peoria	5	285,003	336,000	17.9
73	Bridgeport	2	NA	NA	
74	Worcester	4	364,846	410,000	12.3
75	Duluth	6	211,580	215,000	1.4
76	El Paso	4	122,542	189,000	53.3
77	Chattanooga	6	229,183	183,000	—20.
78	Mobile	6	129,987	145,000	11.5
79	New Haven	3	190,732	277,000	45.0
80	Davenport-Rock Island	5	261,346	289,000	10.7
81	Bakersfield	5	153,956	158,000	2.6
82	Spokane	6	394,675	488,000	23.5
83	Huntington	6	155,334	154,000	— 0.6
84	Scranton	6	214,461	236,000	10.3
85	Reading	3	109,969	127,000	15.5
86	Des Moines	6	1,249,623	1,357,000	8.6
87	Trenton	1	NA	NA	
88	Little Rock	5	201,904	214,000	5.9
89	Shreveport	7	475,114	454,000	— 4.4
90	Lancaster	2	NA	111,000	
91	South Bend	2	NA	159,000	
92	Augusta	5	107,861	102,000	— 5.6
93	Erie	3	84,482	119,829	41.8
94	Stockton	4	123,291	213,000	73.2
95	Stamford	2	NA	NA	
96	Beaumont	6	206,500	169,000	—18.4
97	Tucson	6	127,437	68,000	—46.5
98	Charlotte	6	848,753	903,000	6.4
99	Albuquerque	5	241,004	260,000	7.9
100	Baton Rouge	5	169,202	168,000	— 0.6
101	Ft. Wayne	4	403,347	435,000	7.9
		* *	*		
102	Honolulu	7	375,500	421,000	12.0

The FCC did not include the figures for the owned and operated network radio stations in the 1955 report. They were included in the year 1956. All owned and operated stations of the networks are in the first 10 markets.

SOURCE: Station Representatives Association.

# **GAC-TV** INC.

Affiliate of General Artists Corporation

New York

Beverly Hills

Chicago

Cincinnati

Dallas

Miami Beach

London

# The Radio Spot Picture For 1958

## Holds Upsurge in Latter Half

**T**HE radio spot prospects for 1958 are excellent. Although it is true that spot billings have not shown a decided increase during the past month or two, I confidently expect a strong rally in the second half of 1958. The first six months will probably continue to run below last year's figures, but a strong upsurge in the latter half of the year will more than compensate for the slow start. It's my strong belief that spot radio in 1958 will be up ten per cent over 1957.

Although there is considerable talk of a business slowdown, consumer dollars are still plentiful. There's nothing the matter with business that more retail sales can't cure—and advertising has become the sole force for sales in the nation because of the decline of personal salesmanship.



During prior periods of business setback, advertising costs were among the first to be pared. During the present slowdown, advertising should be the last to be cut! We are now in an age of super-markets and self-service stores in all lines of business. The fact-to-face salesmanship has all but vanished. What is left? Radio, the medium that combines imagery transfer with strong personal sell is the one last and best retail salesman for any consumer product. Business men who want to move their products off the shelf must not only continue to use radio as before, but should actually increase their schedules in an effort to keep those consumer dollars flowing. Spot radio is particularly well suited for its role of priming the national economy because of its greater flexibility and greater adaptability to any advertiser's special problems. I can safely say that radio is the most economical, and along with TV most effective, advertising medium in the world today.



Spot radio is virtually the only medium which has generally held the line on rate increases. Radio rates have held fairly constant, although the actual value of radio time has sharply increased in the past several years. There are two reasons for this: 1) the sale of radio sets has steadily gone up; 2) tune-ins as reported by the various rating services has shown a consistent in-

By **Frank M. HEADLEY**  
President  
Station Representatives  
Association



crease. As a happy result of these two factors, the cost per commercial to the radio advertiser is constantly going down instead of increasing as it is in almost all of the other media.

Radio announcers and disc jockeys are becoming more and more sophisticated in the techniques of effectively delivering a commercial message. In even the smallest markets, radio talent have become true air salesmen, and take pains to learn the sales points of the products they advertise, and sometimes even the overall marketing strategy of the advertiser.

Radio will deliver the audiences, but agencies can better motivate their delivered listeners by devoting more time and effort to produce commercials with higher conversion efficiency—that is the conversion of audiences into customers. The key is creativity: the creative use of talent and effort to conceive and produce commercials which will utilize to the fullest the numerous advantages of audio presentation.

Not only are radio stations becoming more adept at getting maximum mileage out of the advertisers' commercials, but they have learned how to really get across the value of their facility as an advertising medium to local and regional merchants and manufacturers.



On the national scene as well, spot radio has entered the era of salesmanship. Good salesmanship has been important since the decline of the vast nationwide audiences several years ago, but never has it been so vital as in the present tighter economic situation. In today's increasingly competitive market, representative salesmen more than ever must be thoroughly familiar with *all* of radio's aspects—from programming to coverage of markets.

It is part of the salesman's job to get across points such as these to buyers of time—but his essential job is still to sell: aggressively, imaginatively, persistently — and harder than ever before.





# SPOT RADIO MARKET VOLUME COMPARISONS, 1955-1956

The following is an analysis of dollar volume Spot Radio by markets for the years 1955-1956, showing percent of increase or decrease. Information contained herein was taken from official FCC Reports and SRDS:

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1955	Natl. Spot Dollar Volume 1956	% of Increase or Decrease
1	N. Y.-N.E. N. J. ....	28	\$9,813,781	\$18,161,000	85.1
2	Chicago .....	23	4,706,755	9,826,000	108.8
3	Los Angeles .....	23	2,750,903	5,847,000	112.5
4	Philadelphia .....	19	3,934,499	5,045,000	28.2
5	Detroit .....	8	3,373,534	5,544,000	64.3
6	San Francisco .....	16	1,849,769	3,264,000	26.4
7	Boston .....	15	2,563,566	3,308,000	29.0
8	Pittsburgh .....	17	1,999,163	2,773,000	38.7
9	St. Louis .....	12	2,398,206	2,929,000	22.1
10	Washington .....	13	1,147,979	2,180,000	90.4
11	Cleveland .....	8	1,660,733	2,076,000	25.1
12	Baltimore .....	12	1,048,691	1,428,000	36.3
13	Minneapolis-St. Paul .....	8	1,543,521	2,058,000	33.3
14	Buffalo .....	10	1,186,576	1,508,000	27.0
15	Houston .....	11	1,283,952	1,489,000	16.0
16	Milwaukee .....	8	1,017,358	1,148,000	12.9
17	Cincinnati .....	8	2,727,063	2,553,000	— 6.4
18	Kansas City .....	9	1,501,002	1,864,000	24.2
19	Atlanta .....	10	1,137,899	1,479,000	30.0
20	San Diego .....	7	469,321	683,000	45.6
21	Dallas .....	7	1,004,396	1,320,000	31.5
22	New Orleans .....	11	905,672	1,112,000	22.7
23	Portland, Oregon .....	11	691,184	984,000	42.4
24	Seattle .....	10	912,331	1,257,000	37.8
25	Providence .....	9	581,465	813,000	39.0
26	Miami .....	10	631,829	745,000	17.9
27	Denver .....	11	841,905	1,231,000	46.2
28	Louisville .....	8	764,478	1,060,000	38.7
29	San Bernardino-Riverside ..	8	132,732	148,597	12.0
30	Indianapolis .....	5	866,004	1,111,000	28.3
31	Birmingham .....	10	596,474	624,000	4.7
32	Youngstown .....	5	313,646	377,000	20.1
33	San Antonio .....	9	928,432	1,011,000	8.9
34	Columbus, Ohio .....	5	727,481	979,000	34.7
35	Tampa-St. Petersburg .....	11	360,951	400,000	10.8
36	Albany, Schenectady, Troy ..	7	904,057	1,117,000	23.6
37	Memphis .....	7	854,586	965,000	12.9
38	Dayton .....	3	321,982	376,000	16.8
39	Rochester .....	6	634,210	776,000	22.4
40	Norfolk .....	7	315,915	457,000	44.6
41	Ft. Worth .....	6	347,586	445,000	27.9
42	Phoenix .....	9	213,264	323,000	51.6
43	Akron .....	4	312,245	391,000	25.3
44	San Jose .....	5	72,844	90,136	23.8
45	Allentown-Bethlehem .....	6	181,942	271,000	48.9
46	Toledo .....	4	409,489	644,000	57.1
47	Springfield-Massachusetts ..	8	209,826	238,000	13.3
48	Oklahoma City .....	7	571,496	576,000	0.9

(Continued on page 119)



**Ripley**

TAILOR-MADE CLOTHES

the world's  
biggest store for men\*  
is the world's  
biggest headquarters  
for showbusiness  
wardrobes!

WORLD'S BIGGEST COLLECTION OF  
FORMALS, SPORTSWEAR, SUITS AND COATS

*Specializing in complete outfits for*  
BANDS ★ SHOWS ★ PRODUCTIONS

\* **Ripley** *at Times Square*

BROADWAY AND 44th STREET

STORES THROUGHOUT NEW YORK, LONG ISLAND, NEW JERSEY AND PRINCIPAL CITIES

**RADIO**

**BUSINESS**

ADVERTISING AGENCIES

PERSONNEL LISTINGS

RADIO SPONSORS

TELEVISION SPONSORS

AGENCY TIMEBUYER  
BIOGRAPHIES

**ANNUAL**

**1958**



**U.S. STEEL HOUR**

*The Broadway  
of TV*

**CBS-TV**

**ALTERNATE WEDNESDAYS**

**"LIVE" FROM NEW YORK**

**Produced By THE THEATRE GUILD**



# Ingenuity Must Spark Small Agency In New TV Program Development

**F**OR some advertisers and their agencies the year 1958 will mark the cancellation of a western or musical and hopeful launchings of new and (probably) similar type shows. However, I believe that group will be confined to a small nucleus of the biggest multi-million dollar budget clients. In the main, the business of Ingenuity will be a thriving one. Not only will we probably be faced with a certain leveling off of TV set purchases and increased three network competition, but the ever present and mounting pressure of competitive media as well. Also there will be a greater than ever push from that most competitive and revitalized medium . . . radio. Yes, television is going to have to battle hard to maintain its large "share of market" in 1958.

The battle will be just as hard fought and decisive for those of us representing moderate budget sized accounts as it will for the very largest advertisers and their agencies. For despite its generally expensive and often long term commitment aspects, the medium of television continues to fascinate nine out of ten advertisers. And this preoccupation holds true for even the smallest advertiser . . . regardless of whether or not he is actually using the medium. As a matter of fact, I have often found that the smaller the budget, the greater the interest. As a result, it is imperative that the moderate sized agencies keep as fully informed and ready to move, if not more so, than their larger contemporaries.

Before I changed over a while back from many years spent with larger agencies representing like accounts, I had heard and given lip service to the old saw of "the biggest agencies get the biggest attention and concessions from the networks and stations." Without any real thought or knowledge of its possible veracity I had accepted the statement almost completely. Now, with rare exception, I can honestly say that I have seen the myth exploded on many occasions. All of which is a small, but needed tribute to the networks and many stations. Because should the current soft spot in the economy grow any larger, the networks and the stations will need the smaller budget advertisers even more than they do now. These marketers, after all, frequently develop into important national advertisers

**By RANSOM P.  
DUNNELL**  
Vice President  
Director of Radio-TV  
Humphrey, Alley &  
Richards, Inc.



when their early activities in the medium are given proper and sufficient time and attention.

Our efforts then, as agency people, particularly in behalf of moderate budget clients, should be heavily imbued with an almost relentless determination to follow these principles:

*First*, to keep continually aware of all availabilities.

*Second*, to pursue the desired ones as though money, or budget, was of little concern.

*Third*, once a pattern or program is selected, to then reverse financial strategy so as to arrive at a basis of continual negotiation and counter proposal predicated on the importance of cost efficiency, frequency and coverage for the prospective client.

It all seems pretty basic and obvious, doesn't it? And yet there is evidence in almost any leading magazine or Sunday supplement today that speaks eloquently for the small advertiser who was treated like one on TV by his agency. Properly paraphrased a good motto for moderate budget television advertisers' agencies should read something like:

*The smaller the budget, the greater the responsibility.*

I also believe the role of the smaller agency in television today should be one of *doing it differently* wherever and whenever possible. Just because you don't have a four million dollar budget doesn't mean you should not and cannot continually seek new programming and scheduling patterns.

Only with constant determination and Ingenuity can we in agencies fully exploit this most dynamic medium. And, exploit it in terms of our clients' most prevalent interest . . . sales.

**SINCE  
1898  
THE  
AGENCY  
OF  
THE  
SHOW  
WORLD**



**WILLIAM MORRIS AGENCY, INC.**  
NEW YORK • BEVERLY HILLS • CHICAGO • LONDON • PARIS • ROME



# "An Advertiser Looks At Radio" (And Documents Its Impact)



By JAMES J.  
DELANEY

Advertising Manager  
Sinclair Refining Co.

WHEN I mentioned to a friend that I was writing this article for the '58 Radio Annual, and told him the title I planned to use, he did a beautiful double-take.

"Look at radio?" he asked. "You mean television, don't you? Radio is something you *listen* to!"

That, I told him, is exactly why more and more advertisers today are taking a good long look at radio. People *listen* to radio, and when people listen, it's smart business to see that your advertising messages are among the things they listen to.

That's why in 1958 Sinclair is continuing its amazingly successful "quickie" spot-radio advertising program, broadcasting a very simple but highly effective message over 900 radio stations for a total of more than 10,000 spots each week, every week of the year.

I think I can safely believe that every one of you—in Sinclair's marketing territory, that is—has heard that message:

"Driving today? Remember to—

Drive with care—and buy Sinclair—Power-X Gasoline."

Now, why did we use that message, and why did we use it on radio?

Well, the first thing any advertising manager looks at is the sales problem advertising must help to solve. And again I can make a flat statement that *every* advertising manager is convinced that *his* problem is different.

Sinclair's is certainly different. First, Sinclair's marketing territory extends over 36 states and the District of Columbia. That's a lot of territory, and it calls for a lot of advertising to cover it effectively. And second, Sinclair's budget for advertising and sales promotion is limited. We advertise in plenty, yes, but our most aggressive competitors can out-spend us, and do, both absolutely and relatively. It's a tough problem.

Morey, Humm & Warwick, Sinclair's advertising agency, has worked with us extremely closely for many years, and has constantly examined and re-examined this puzzle of how to stretch our advertising money over a relatively large area. In this re-examination, radio was looked at again and again.

First: Is radio a "dying" medium? The answer is surprising: More sets are in use

today than ever before, and sales of new sets are increasing! Moreover, and most important to a gasoline advertiser, there are 37,500,000 radio sets in cars, in use! What better time and place to reach a customer for gasoline and oil?

Second: How can radio be used most effectively for Sinclair? Well, how about a program? Or one-minute spots? Or—how about some *new* way to use radio? This latter was explored. And we learned something: Many radio spots are too long-winded, packed with too many ideas, too confusing for the listener to retain. Psychologists say that it is far better to tell *one* sales point effectively than to shunt a dozen, or a hundred, or a thousand.

Now, if *one* point will get your message across, why waste time (and your budget) in trying to get across a dozen points in each commercial?

Out of all this came a simple idea, the simple and effective phrase I have mentioned and you have all heard: "Driving today? Remember to—Drive with care, and buy Sinclair—Power-X Gasoline." A public service, your company name, your company's leading product, directed towards a particular audience (motorists) all in one simple twelve-word sentence. Air time, 5 or 6 seconds, even with a slowly speaking announcer.

We didn't jump in with both feet, even though we thought we had a winner. We air-tested our campaign in the Fall of '55, using WRCA in New York and WFAS in suburban White Plains. We scheduled 25 spots a week on each station.

The reaction was fast, and favorable. Then in January, 1956, we added five more New York stations, and three suburban, scheduling about 260 spots a week in the time slots most favorable to auto users: breakfast, driving to work and back, and on weekend afternoons when cars are used more for pleasure driving.

We are now using some 450 cities, with over 900 stations broadcasting our spots at the rate of better than 10,000 spots every week.

# YOUNG & RUBICAM, INC.

## Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO  
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



## Low-Cost TV

The thing to remember about TV costs is: it's not necessarily the cost-per-minute that counts. It's the cost-per-sale. Television may be costly. But it need not be expensive—if you've got good commercials.



# The Top 100 National and Regional Spot Television Advertisers of 1957 And Estimated Expenditures

<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.	\$25,916,840
2. Brown & Williamson Tob. Co.	12,988,920
3. Continental Baking Co.	10,199,060
1. Sterling Drug, Inc.	8,635,890
5. General Foods Corp.	8,117,900
6. Colgate-Palmolive Co.	7,739,980
7. Lever Brothers Co.	7,612,989
8. Carter Products, Inc.	6,995,260
9. Miles Laboratories, Inc.	6,392,640
10. National Biscuit Co.	5,822,320
11. Warner-Lambert Pharm. Co.	5,690,870
12. Morris, Philip, & Co.	4,941,470
13. Hall, Robert, Clothes.	4,923,930
14. International Latex Corp.	4,722,630
15. Coca-Cola Co./Bottlers	4,207,830
16. Adell Chemical Co.	4,109,890
17. Bulova Watch Co.	4,050,400
18. Liggett & Myers Tob. Co.	4,091,810
19. American Chicle Co.	3,726,890
20. American Home Products Corp.	3,589,630
21. Ford Motor Co.	3,433,050
22. American Tobacco Co.	3,145,939
23. Antel, Charles, Inc.	3,066,633
24. Pepsi Cola Co./Bottlers	3,038,650
25. Lorillard, P., & Co.	3,018,660
26. Shell Oil Co.	2,993,100
27. Esso Standard Oil Co.	2,933,060
28. Reynolds, R. J. Tob. Co.	2,887,630
29. Kellogg Company	2,820,510
30. Anheuser-Busch, Inc.	2,792,110
31. Food Mfgs., Inc.	2,781,640
32. Nestle Co., Inc.	2,530,320
33. Corn Products Refining Co.	2,477,890
34. Block Drug Co.	2,347,493
35. Factor, Max & Co.	2,299,850
36. Avon Products, Inc.	2,287,750
37. Falstaff Brewing Corp.	2,196,180
38. Folger, J. A., & Co.	2,194,029
39. Beech-Nut Life Savers, Inc.	2,180,520
40. Nchi Corp./Bottlers	2,154,439
41. Bristol-Myers Co.	2,131,010
42. Texas Co., The	1,992,030
43. Wrigley, William, Jr., Co.	1,968,000
44. Gillette Co.	1,888,790
45. Ritchie, Harold, F., Inc.	1,885,110
46. Ballantine, P., & Sons	1,814,930
47. Schlitz, Jos. E., Brew. Co.	1,752,250
48. Marathon Corp.	1,749,690
49. National Dairy Products	1,743,459
50. Seven-Up Co./Bottlers	1,712,270

<i>Advertiser</i>	<i>Estimated Expenditure</i>
51. Grove Laboratories, Inc.	1,688,460
52. U. S. Borax & Chem. Corp.	1,653,640
53. Heinz, H. J., Co.	1,621,790
54. Wesson Oil & Snow Drift	1,618,070
55. Standard Oil Co. of Ind.	1,597,460
56. Piel Bros., Inc.	1,594,139
57. General Motors Corp.	1,552,630
58. Pabst Brewing Co.	1,480,060
59. M. J. B. Co.	1,473,310
60. Peter Paul, Inc.	1,458,710
61. Hamm, Theo., Brewing Co.	1,453,340
62. Interstate Bakeries Corp.	1,452,080
63. Seager, Helaine, Co.	1,427,250
64. Burgermeister Brew. Corp.	1,421,040
65. Minute Maid Corp.	1,414,570
66. Hills Bros., Coffee, Inc.	1,404,070
67. Phillips Petroleum Co.	1,387,820
68. Standard Brands, Inc.	1,308,750
69. Curley, Robert, Ltd.	1,304,080
70. Milner Products Co.	1,296,950
71. Glamorene, Inc.	1,280,540
72. Tea Council of U. S. A., The	1,280,080
73. American Bakeries Co.	1,232,470
74. Carling Brewing Co., Inc.	1,231,440
75. Maybeline Co.	1,168,839
76. Pacific Tel. & Tel. Co.	1,158,090
77. Socony Mobil Oil Co., Inc.	1,139,729
78. Best Foods, Inc.	1,124,940
79. Quaker Oats Co.	1,123,470
80. United Vintners, Inc.	1,113,880
81. Great A & P Tea Co.	1,066,120
82. Plough, Inc.	1,059,920
83. Ralston-Purina Co.	1,059,010
84. General Cigar Co.	1,056,760
85. Borden Co.	1,019,160
86. Kaye Mfg. Co.	1,037,940
87. Pepper, Dr., Co./Bottlers	1,031,729
88. Rely, Wm., B., & Co., Inc.	1,025,840
89. Sardeau, Inc.	1,023,340
90. Sunshine Biscuit Co.	991,960
91. Safeway Stores, Inc.	990,700
92. Pharmaceuticals, Inc.	940,150
93. Ward Baking Co.	939,110
94. Associated Products, Inc.	919,230
95. Kroger Co.	905,290
96. Procter Electric Co.	902,410
97. General Mills, Inc.	901,190
98. Langendorf United Bakeries	891,260
99. Gold Seal Co.	868,240
100. Simmons Co./Dealers	864,270

Source: TVB

## Announcing Lever Brothers' great new TV-Radio Schedule

# MONDAY

Ma Perkins, Romance of Helen Trent,  
Young Dr. Malone, House Party . . .  
on radio, Monday through Friday

# TUESDAY

The Eve Arden Show  
8:30-9:00 p.m. EST,  
CBS-TV Network

# WEDNESDAY

Father Knows Best—starring Robert Young  
8:30-9:00 p.m. EST, NBC-TV Network

Art Linkletter's House Party  
2:30-3:00 p.m. EST, CBS-TV Network

The Price Is Right—with Bill Cullen  
11:00-11:30 a.m. EST, NBC-TV Network

Truth or Consequences—emcee Bob Parker  
11:30-Noon EST, NBC-TV Network

# THURSDAY

The Lux Show, starring Rosemary Clooney  
live from Hollywood—in color  
10:00-10:30 p.m. EST, NBC-TV Network

# FRIDAY

The Life of Riley  
starring William Bendix  
8:30-9:00 p.m. EST, NBC-TV Network

Garry Moore Show  
10:00-11:30 a.m. EST, CBS-TV Network

Art Linkletter's House Party

Truth or Consequences

The Price Is Right

# SATURDAY

Have Gun—Will Travel  
starring Richard Boone  
9:30-10:00 p.m. EST, CBS-TV Network

# SUNDAY

**Sorry!** Our day of rest—  
not a single Lever Brothers' TV or  
radio show!

(Batteries), Philadelphia; Fels and Co. (Laundry Products), Philadelphia, Pa.; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio. Bachman Bakeries Corp. (Pretzels) Reading; Booth Bottling Co., Inc. (Beverages) Phila.; Capitol Prod. Corp. (Storm Doors & Windows) Mechanicsburg; Monroe Auto Equipment Co. (Shock Absorbers) Monroe, Mich.; Pennsalt Chemicals Corp. (Household Products) Phila.; A. C. Derby Co. (Meats) Phila.; Van Wagenen & Schickhaus Co. (Swift Div.) Meat, Kearny, N. J.

*TV Accounts:* Mrs. Paul's Kitchens, Inc., Philadelphia; Exide Automotive Div. (Batteries) Philadelphia; Campbell Chain Co., York, Pa.; Fels and Co.; Philadelphia; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio. Capitol Products Corp.

**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  
Promotion ..... Cy 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 County (Lectures and Broadcasts), Los Angeles, Calif.; Christian Science Committee on Publications, Los Angeles, Calif.

*TV Account:* Christian Science Committee on Publications, Los Angeles, Calif.

**BARTON ALEXANDER  
ADV. AGENCY**

2934 West Central Ave., Toledo, Ohio  
Phone: GR 2-9027

President.....Barton Alexander  
Radio-TV Coord.....Mary Hirons

**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..... Jean Segelberg

*Radio Accounts:* Bernard Bros. (New & Used Cars); Carpenter Oil Co. (Gas, Oil, Automotive Prod.); Dnndee Presbyterian Church; Evans Laundry, all Omaha; O. A. Cooper Co. (Livestock Feeds), Humboldt, Nebr.; Commercial Savings & Loan Assoc.; Fairmont Foods Co. (Dairy Prod., Frozen Foods); Farm Fertilizers; Gerelick Motors; Hayden House (Restaurant); T. H. Maenner Co. (Real Estate), all Omaha; Earl May Seed Co. (Crackers, Cookies), Omaha; Miller Chemical, Omaha; National Alfalfa (Al-

falfa Pellets), Kansas City; Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bread, Pastries), Omaha, Cedar Rapids, Davenport, Des Moines; Radio Engineering Inst.; Sidles Company (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank; Woodmen Accident Co. (Insurance), all Omaha.

*TV Accounts:* Commercial Savings & Loan Assoc., Omaha; O. A. Cooper Co. (Livestock Feeds), Humboldt, Nebr.; Evans Laundry; Fairmont Foods Co. (Dairy Prod., Frozen Foods); T. H. Maenner Co. (Real Estate); Merchants Biscuit Co. (Crackers, Cookies); Nebraska-Iowa Electrical Council; Omaha Public Power District (Public Utility), all Omaha; Paxton & Vierling Steel Co., Omaha, Sioux City; P. F. Petersen Baking Co. (Bread, Pastries), Omaha, Cedar Rapids, Davenport, Des Moines); Radio Engineering Inst.; Sidles Co. (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank, all Omaha; Western Land Roller (Farm Eqt.), Hastings, Nebr.

**ALLIED ADVERTISING AGENCIES**

4643 Beverly Blvd., Los Angeles 4, Calif.  
HOLlywood 2-0837

President, Gen. Mgr..... W. Fehr Gardner  
Treasurer ..... Maxine Blankenship  
Art Director..... Jack Robins  
Account Exec..... Dick Gardner

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

*TV Accounts:* Gold Furniture Co.; Pridham Davis (Optometrist); Arden Farms (Dairy Products); Pavo de Grande (Turkeys); 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

AAAA  
Chairman of the Bd..... T. Hart Anderson, Jr.  
President..... John A. Cairns  
Exec. V.P..... Thomas Vohs  
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*Radio-TV Accounts:* American Home Magazine Corp., American Institute of Men's & Boys' Wear, American Radiator & Standard Sanitary Corp., American Tobacco Co., Inc., Armstrong Cork Co., Bank of America Nat. Trust & Savings Ass'n., Barcalo Mfg. Co., Boston Five Cents Savings Bank, Bravo Macaroni Products, Bristol-Myers Co., Burge-meister Brewing Corp., California Oil Co., Campbell Soup Co., Channel Master Corp., Con. Edison Co. of N. Y., Inc., Continental Can Co., Inc., Cream of Wheat Corp., Curtis Circulation Co., De Soto Div., Chrysler Corp., E. I. Du Pont de Nemours & Co., Inc., Eagle Pencil Co., Farmers & Mech. Savings Bank, First National Bank of Boston, First National City Bank of N. Y., Foremost Dairies, Inc., General Baking Co., General Electric Co., General Mills, Inc., B. F. Goodrich Co., Holiday, Geo. A. Hormel & Co., International Salt Co., Inc., Iron Mining Ind. of Minn., Ladies' Home Journal, Lever Brothers Co., Libby, McNeill & Libby, Liberty Mutual Inc. Co., Live Better Electrically, Maine Sardine Council, Marine Trust of Western N. Y., Minn. Dairy Industry Comm., Minn. Mining & Mfg. Co., MJB Co., National Cranberry Assoc., National Gypsum Co., New England Coke Co., New York Telephone Co., New York Times, Niagara Mohawk Power Corp., North American Aviation, Inc., Northern Pacific Railway Co., Northrup, King & Co., Northwestern Bell Telephone Co., Pacific Gas & Electric Co., Pacific Tel. & Tel. Co., Penick & Ford, Ltd., Inc., Peter Hand Brewery Co., Pfeiffer's Food Products, Inc., Philco Corp., Rexall Drug Co., Saturday Evening Post, Savings Banks' Ass'n. of Conn., Savings Banks' Ass'n of Mass., F. & M. Schaefer Brewing Co., Inc., W. A. Sheaffer Pen Co., Schenley Industries, Inc., Jacob Schmidt Brewing Co., Scott-Atwater Mfg. Co., Shreve, Crump & Low Co., Southern New England Tel. Co., Spreckles Sugar Co., Standard Oil

Co. of California, R. H. Stearns Co., Sunlite Bakery, Inc., Timkin Roller Bearing Co., Toro Mfg. Corp., United Fruit Co., United States Steel Corp., V.C.A. Laboratories, Vick Chemical Co., Westclox, Div. of General Time Corp., Wildroot Co., Inc., J. R. Wood & Sons, Inc.

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

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 President.....Alan R. Tripp  
 Vice Presidents.....David X. Miller,  
 Roy L. Silver, E. Bradford Hening  
 V.P., Radio & TV Dir.....Elmer F. Jaspán  
 Copy Chief.....Paul Dietz  
 Pub. Rel. Dir.....Richard M. Clement  
 Prod. Mgr.....Harold J. Gribbin

*Radio Accounts:* Allied Florists of Greater Phila., Inc.; Foremost Dairies, Inc.; Frank's Beverages, Inc.; United Vintners, Inc. (Margo & Greystone Wines; Safeway Trails, Inc.; Gen. Electric Co. (GE Steam Iron); Phila. Distributors, Inc. (Norge Appliances); Peirce Phelps, Inc. (Carrier Air Conditioners); Riverview Lines, Inc. (Amusement Park & Boat Line); Stuart F. Louchheim Co. (York Air Conditioner) all Phila.

*TV Accounts:* Allied Florists of Greater Phila., Inc.; Foremost Dairies, Inc.; Quaker City Choc. & Conf. Co., Inc.; United Vintners, Inc.; Frank's Beverages, Inc.; Riverview Lines, Inc.; all Phila. Trager Mfg. Co. (Sea Mist Ammonia) Scranton; Louis F. Neuweiler & Sons (Beer) Allentown.

**BEAN ADV. AGENCY**

136 N. Delaware St., Indianapolis 4, Ind.  
 Phone: MELrose 7-4248

Owner.....Harold Bean  
*Radio Accounts:* Indiana Tempered Air, Inc. (Heating Prod.); Radio Equipment Co. (Appliances) all Indianapolis.

*TV Accounts:* Indiana Tempered Air, Inc.; Atkinson & Co. (Real Estate); Radio Equipment Co.; Indianapolis Nash.

**BEAUMONT, HELLER & SPERLING, INC.**

6th & Walnut Sts., Reading, Pa.  
 Phone: FR 5-4311

ABP—ANPA—NBP—NOAB

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 Vice-Pres. & Sec.....L. J. Sperling  
 Vice-Pres. & Treas.....R. F. Heller  
 Art Director.....R. R. Glassmire  
 Gen. Production Mgr.....H. Fetterhoff  
 Publicity Director.....Alfred K. Walter  
 Research Director.....Robert Beaumont  
 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).



8350 WILSHIRE BOULEVARD  
BEVERLY HILLS, CALIFORNIA



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

BEAUMONT & HOHMAN, INC.

6 N. Michigan Ave., Chicago 2, Ill. Phone: RAndolph 6-6181

ANPA-APA-SNPA-NBP-NOAB

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Media Director... C. J. Trudeau
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Regional V.P.... I. C. Bettiker
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Manager... Richard E. Halstead
1299 Bush St., San Francisco 9, Calif.
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Vice-President... Edward D. Kahn
V.P., Mdse. Dir.... Robert L. Hoenshel
Acct. Supv.... H. W. Ford King
Acct. Exec.... J. Desmond Slattery
Acct. Exec.... H. Edward Lehrman
Public Rel. Dir.... Jack Galub
Production Mgr.... Vincent Polito
Art Director... John Russell

Branch Offices

Pemberton, Freeman, Bennett & Milne Ltd.
550 Church St., Toronto 5, Ont., Canada
Phone: WALnut 4-8317
Managing Director... John M. Milne
Pemberton, Freeman, Bennett & Milne Ltd.
1411 Crescent St., Montreal, Que., Canada
Phone: AVenue 8-9134
Manager... Rupert Mee
Pemberton, Freeman, Bennett & Milne Ltd.
7 Swallow St., London, W. 1, England
Phone: REgent 7521
Manager... Graham Carmichael
Radio Accounts: Longines-Wittenauer Watch Co., Inc. (Watches & Clocks), New York; British Overseas Airways Corp., New York; Percival Tours, Inc. (Transportation), New York.

BENTON & BOWLES, INC.

666 Fifth Ave., New York 19, N. Y. Phone: JU 2-6200

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Exec. V.P.... B. Bolte

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Dir., TV Oper.... W. J. Moore

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Vice Pres... Al Kaye
1407 Yonge St., Toronto, Canada
Branch Manager... Ralph S. Butler, Jr.
1151 E. Memorial, Lakeland, Fla.
V.P., Branch Manager... Harry Warren
Radio Accounts: American Express Co.; Association of American Railroads; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmaceutical Co.; Mutual Life Insurance Co. of N. Y.; Continental Oil Co.
TV Accounts: American Express Co.; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmaceutical Co.; Carlings Brewing Co., Inc.; Continental Oil Co.

BERGHOFF ASSOCIATES, INC.

511 No. La Cienega Blvd., Los Angeles 48, Calif.

Phone: OLYmpia 2-2850

ABP-LANPA-CANPA-ANPA-APA

Pres., Radio-TV Time & Talent... J. Berghoff
V.P., Treas.... Frances H. Berghoff
Secretary... Diane C. Berghoff
Mgr., Radio-TV... Barry Ziff
Prod., Art Dir.... Per Henriksen
Media, Publ.... Jeanne Shaeffer

Radio-TV Accounts: Alladin Plastics; Baby Line Furniture Corp.; California Maple (Wood Products), all Los Angeles; Stanley Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp. (Shutters); D. Feinmon & Co. (Brassieres); Woodruff Investment Co. (Industrial Factoring); Duplex Dispenser Co. (Food Dispensers); Modern Foods Alliance ("Food Tone" Mfg.), all Los Angeles; Navajo Furniture Industries (Juvenile Furniture Mfg.), Gallup, N. M.

Estimated Radio & TV Billings: \$190,000 plus.

BERMINGHAM, CASTLEMAN & PIERCE, INC

136 East 38th St., New York 16, N. Y. Phone: LEXington 2-7550

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Natkin, Frank E. Duggan, Paul Hay.

V.P., Radio & TV.....Shepard Chartoc  
Secretary .....Richard Best  
Radio, TV Time Buyer....Katherine Knight

*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; Mayhelline Co., Chicago; Consoli-  
dated Royal Chemical Corp.

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

**BLACKSTONE ADVERTISING, INC.**

221 West 57th St., New York 19, N. Y.

Phone: Circle 7-4915

President .....Milton Blackstone  
Secretary .....C. B. Berju

*Accounts:* Eddie Fisher Music, Inc., New  
York, N. Y.; Grossinger Hotel, Grossinger,  
N. Y.

**BLAINE-THOMPSON CO., INC.**

234 West 44th St., New York 36, N. Y.

Phone: LO 4-0800

ANPA—APA—ABC—NOAB—NBP

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V.P.....Herbert J. Stiefel  
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V.P., Controller.....P. F. Tuttle  
Art Director.....Morris Robbins  
Assoc. Art Director.....Milton Kimmel  
Production Mgr.....Paul Kutner  
Dir. of Publicity.....Jae Gewirtzman  
Media Director.....Lee Frankel  
Research Director.....Ingram Ash  
Account Executives.....Ingram Ash,  
Paul Klein, William Johnson, Fred Golden,  
Alfred Byra, Barbara E. Jones, A. L. Lesser,  
Herbert J. Stiefel

*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

APA

President.....Ben B. Bliss  
Radio Director.....S. Marsten  
TV Consultant.....Sidney Morse  
Art Dir.....John Craig  
Prod. Mgr.....Myron Crespin  
Media Dir.....Helen Glucroft  
Copy Chief.....Gary Zucker

*Radio Accounts:* State of New York, Sara-  
toga Springs Authority, (Geyser Sparkling  
Water, Saratoga SPA Health Resort); East-  
ern Wine Corp. (Chateau Martin Wine);  
Schapiro Kosher Wine Co., (Kosher Wine);  
Martin Beverages; William R. McCoo Co.,  
Inc. (Falernum Almond Syrup); Du-Ev  
Chemical Products Co. (Degreaser Deter-  
gent); Ammo-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).

**BOLAND ASSOCIATES**

301 Broadway, San Francisco 11, Calif.

Phone: YUKon 2-2960

ABP—ANPA

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Vice Pres.....Foreman Thompsson  
Sec'y.....Frances Scott  
Treas.....John Ebner  
Copy Dir.....W. G. Morrissey  
Acct Super.....S. J. Daly  
Exec. Art Dir.....Paul Turley  
Media, Research Dir.....R. S. Liptak  
Media Buyer.....Virginia Pelton  
Production Mgr.....Maida Rector

Branch Office

Subsidiary: Boland Associates, Ltd.

1060 Bishop St., Honolulu, Hawaii

Phone: 6-2156

President.....Edward C. Martin  
Acct. Mgr.....Anita M. Liptak  
*Accounts:* Atomic Energy Div., American-  
Standard Corp. (Nuclear Reactors); Ampex  
Audio, Inc. (Home Music Systems, Tape Re-  
corders); Ampex Corp. (Magnetic Tape Re-  
corders, Accessories); Cutter Laboratories  
(Pharmaceuticals); International Engineer-  
ing Co., Inc.; Lenkurt Electric Co. (Elec-  
tronic Telecommunications Systems); Miller  
Freeman Publications (Trade Journals);  
Plastic Lume, Inc. (Venetian Blind Materi-  
als); Sherman, Clay & Co. (Musical In-  
struments, Records, Music); E. A. Thompson Co.,  
Inc. (Waxes, Polishes, Cleaners, Water Seal);  
Tubbs Cordage Co. (Rope & Twine); Varian  
Associates (Electronic Controls & Com-  
ponents); Western Machinery Co. (Mining &  
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Corp. (Electric Heating Div.); William Wal-  
lace Co. (Metalbestos Gas Vent Pipe and  
Chimney).



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

Partners.....Malcolm Cummings,  
Graham Boone  
Radio-TV Director.....Lauri Reese

*Radio Accounts:* DeMontrond Buick; First City National Bank, Danburg's (Dry Goods & Appliances); Loew's State Theatre; South Main State Bank, Thad Felton Fords; Gulfgate Shopping City; Lack's (Variety Stores); Richardson Chevrolet, all Houston, Tex.

*TV Accounts:* DeMontrond Buick, First City National Bank, Loew's, Danburg's; Felton Fords; Gulfgate Shopping City; Richardson Chevrolet, all Houston, Tex.; Shiner Beer, Shiner, Tex.

**BOTSFORD, CONSTANTINE & GARDNER**

115 S.W., 4th Ave., Portland 4, Ore.  
Phone: CApitol 8-9541

AAAA-ABC-ABP-ANPA-APA-NOAB  
NBP

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Phone: ELiot 3523

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625 Market St., San Francisco 5, Calif.  
Phone: EXbrook 2-7565

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Exec. Vice-Pres.....S. G. Swanberg  
President.....David M. Botsford, Jr.  
V.P., Mgr.....Harold M. Walker  
261 Madison Ave., New York 16, N. Y.  
Phone: OX 7-2797

Exec. Vice-President.....Elizabeth Eyerly  
*Radio Accounts:* Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Lucky Stores, Inc. (Super Markets), Oakland, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Scott Co. (Plumbing Heating & Ventilating Contractors), San Francisco, Calif.

*TV Accounts:* Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

**BOWMAN & BLOCK, INC.**

Rand Bldg., Buffalo 3, N. Y.  
Phone WA 0137

President.....Albert A. Bowman  
Treasurer.....Nathaniel J. Block  
Art Dir.....Walter Nehin  
Prod. Mgr.....William Cook  
Copy Chief.....Richard Mabry

**BOZELL & JACOBS, INC.**

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

AAAA-ABP-ANPA-APA-NOAB-NBP  
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Exec. V-P., Gen. Mgr.....F. C. Miller  
Radio-TV Dir.....Clair Cross

*Branch Offices*

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Phone: Central 6-0870

President, Mgr.....Nathan E. Jacobs  
V-P., Dir. Radio-TV.....Philip Rouda  
1803 N. Meridian St., Indianapolis 2, Ind.  
Phone: WALnut 3-4524

V-P. & Manager.....Chas. A. Gallup  
1308 Tower Building, Seattle 1, Wash.  
Phone: MUtual 6027

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

President.....Donald D. Hoover  
608 Second Ave., S., Minneapolis 2, Minn.  
Phone: FEderal 9-8621

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

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2122 Welch St., Houston 2, Texas  
Phone: JACKson 9-4981

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

Manager.....Max Barnes  
2110 North Charles St., Baltimore 18, Md.  
Phone: BELmont 5-2083

V.P., Manager.....Arthur Booth  
1016 Baltimore Building, Kansas City 5, Mo.  
Phone: BALtimore 1-4997

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

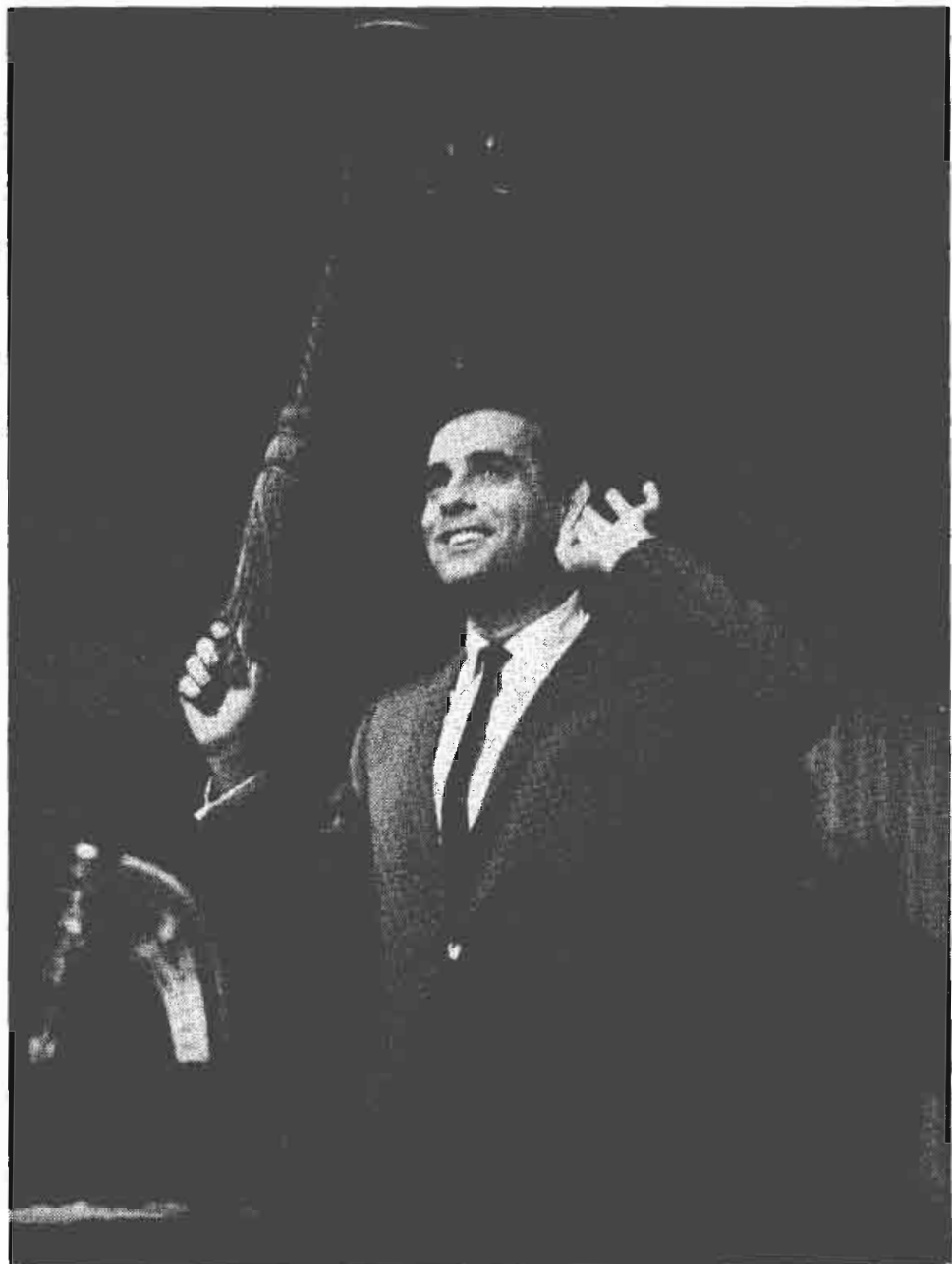
Manager.....Archie Jacobs  
*Radio & TV Accounts:* Mutual of Omaha; Brandeis Store, Omaha; United Gas Corp., Houston; Storz Brewing Co., Omaha; Skinner Mfg. Co., Omaha.

**ARTHUR BRAITSCH ADV.**

528 Hospital Trust Bldg., Providence, R. I.  
Phone: DEEXter 1-5313  
ABP-ANPA

Radio Director.....Arthur Braitsch  
Secretary.....Roberta 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,



George De Witt  
**“Name That Tune”**

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By  
HARRY SALTER





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. Phone: 900

Pres.-Radio Dir.....J. Carson Brantley Treasurer.....A. R. Monroe Production.....June Brantley Radio Accounts: Carolina Beverage Corp. (Cheerwine), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., Free Enterprise Train, (National Train Tour), Salisbury, N. C.; Banna Co. (Bannatol), Salisbury, N. C.

TV Account: Carolina Bev. Corp. (Cheerwine), Isenhour Brick & Tile, Banna Co., All Salisbury, N. C.

Estimated Radio Billings: \$100,000.

Estimated TV Billings: \$25,000.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc. Phone: HEmlock 2-4650 ABP-ANPA-AFA

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

Radio-TV Accounts: Essential Products Co. (Overhead Garage Doors), Little Chute, Wis.; Acorn Equipment Co. (Barn Cleaner), Stevens Point, Wis.; Algoma Foundry & Mach. Co., Algoma, Wis.; Har-Mac, Inc. (Mobile Homes), Stratford, Wis.

BRINLEY ADVERTISING AGENCY

4602 Cedar Street, Bellaire 101, Texas Phones: MADison 3-8686 & MOhawk 4-4400 ABP-SNPA-APA-NBP

General Manager.....J. F. Brinley Sec., Treas.....V. H. Brinley Assoc. Radio Dir.....R. G. Dunn Associate TV Dir.....P. Endicott Assoc. Art Dir.....C. B. Jones, W. A. Carter

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich. Phone: VALley 2-9700

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

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149 Calif. St., San Francisco 11, Calif. Phone: YUKon 6-6836

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Radio Accounts: Int'l Breweries, Inc.; TV Accounts: The Ironite, Inc., Int'l Breweries, Inc.

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3540 Wilshire, Los Angeles, Cal. West Coast Mgr.....T. H. Moriarty 720 Fifth Ave., New York, N. Y. 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.

BROWN, E. H. ADV. AGENCY

20 N. Wacker Dr., Chicago 6, Ill. Phone: FRanklin 2-9494

ABP-ANPA-APA-NBP-NOAB

Owner.....E. H. Brown Art Dept...Melvin J. Beagle, Earl Westrom Production Mgr.....D. E. Meintzer

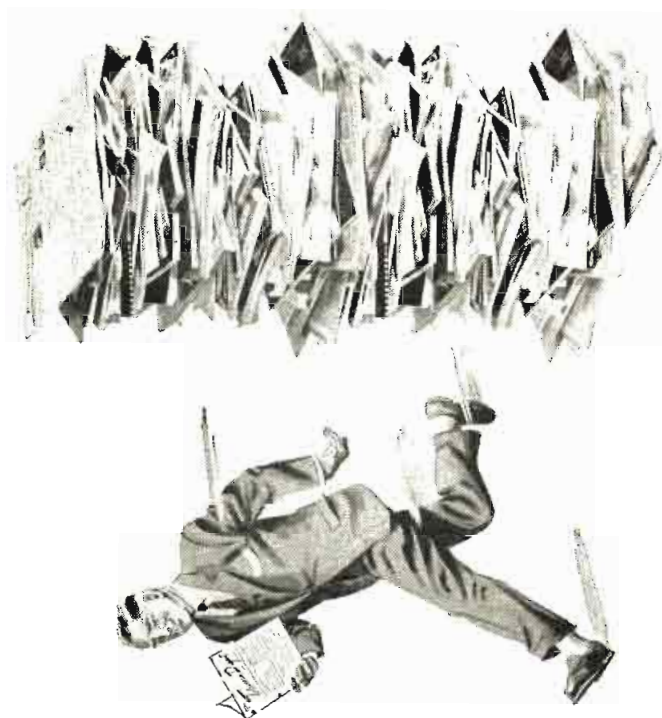
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 York, N. Y.; United Artists Corp. (Motion  
 Pictures) New York; Wilbur Clark's Desert  
 Inn (Resort) Los Angeles; Paramount Pic-  
 tures (Motion Pictures) Los Angeles.

**TV Accounts:** Reynolds Metals Co. (Alu-  
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 atres Corp.; Paramount Pictures, Los Angles,  
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 ton, Iowa; Motorola, Inc. (Radio and Tele-  
 vision Sets, phonographs) Chicago; Camp-  
 bell Soup Co. (Frozen soups, Franco-Ameri-  
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 Chrysler Corp.

**TV Accounts:** Bauer & Black; Brown Shoe  
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 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  
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**TV Accounts:** August Wagner Breweries; Dollar Federal Savings; Auto Show; City National Bank & Trust Co.; H. C. Huber Construction Co.; Yenkin Majestic Paint Co., all Columbus, Ohio; Bob Evans Farms, Inc., Xenia-Gallipolis; Marzetti's, Columbus.

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**TV Accounts:** Carling Brewing Co. (N.E.); Clicquot Club Co.; New England Tel. & Tel. Co.; Rock of Ages Corp., Barre, Vt.

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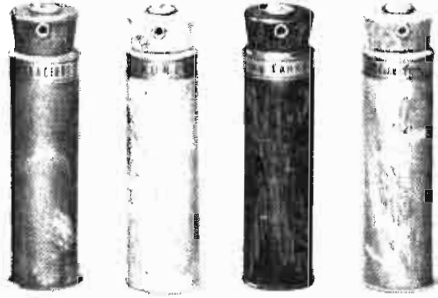
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**TV Accounts:** American Dairy Assn. (Product Adv. & Merchandising) Chicago; Fenn Bros. (Candy) Sioux Falls, S. Dak.; Gold Seal Co. (Glass Wax, Wood Cream, Snowy Preventive Bleach) Bismarck, N. Dak.; Theo Hamm Brewing Co., St. Paul, Minn.; Kemps Ice Cream Co. Minneapolis; The Kroger Co. (Grocery Products) St. Louis, Mo.; Malt-O-Meal Co. (Hot Wheat Cereal) Minneapolis, Minn.; Mishawaka Rubber & Woolen Mfg. Co. (Clothing), Mishawaka, Ind.; John Morrell & Co., Red Heart Div. (Dog and Cat Food) Chicago; Nash Coffee Co., St. Paul, Minn.; Nash-Finch Co. (Canned Foods) St. Paul, Minn.; Northern States Power (Electric Power and Products), Minneapolis; Food Sales, Inc. (Combo Popcorn) Minneapolis; Northwest Ban Corporation (Banking Service) Minneapolis; Procter & Gamble; Tecnique (Hair Rinse) Minneapolis; Springwell Association (Mattresses) Minneapolis; Northwestern National Bk., Minneapolis; Pillsbury Mills, Inc. (Flour, Refrigerated Products, Feeds) Minneapolis; Quality Chkd Dairy Products, Chicago; Top Value Enterprises (Trading Stamps), Dayton, Ohio; Zinsmaster Baking Co. (Bakery Goods) Minneapolis, Minn.

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*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.; 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).

## COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 12, N. Y.  
Phone: LIncoln 6187  
ABP—ANPA—APA—NBP

Partners.....Henry W. Comstock,  
H. Earl Close, Frank J. Hess

V.P., Mktg. Dir.....T. Sloane Palmer  
V.P.....James G. Wells

Media, Research Dir.....Herbert Moore  
Art Dir.....William B. Cormier,  
William G. Root

Prod. Mgrs.....A. H. Briggs,  
Grant F. Hess, Otello A. Manna, Harvey  
F. Jeacock

Account Executives...Henry W. Comstock,  
H. Earl Close, John B. Morton, L. Wells  
Simonds, T. Sloane Palmer, George B.  
Conner, William L. Conner, Jr., Fred C.  
Egloff, James G. J. Wells, E. Alfred Os-  
borne, Jr., Walter R. Stelley, Eugene F.  
Novak, Stewart V. Taylor, Ralph L. Gates,  
George M. Lasezkay, Benedict W. Law,  
James W. Carey, James E. Peters

Radio & TV Dir.....Daune J. Miller

*Radio Accounts:* Frontier Oil Refining Co.,  
Div. Ashland Oil & Refining Co.; Hospital  
Service Corp. of Western New York, (Hospi-  
tal & Srgical Plans); Manufacturers  
and Traders Trust Co. (Banking Services);  
Keebler Biscuit Co. (Cookies, Crackers),  
Buffalo, N. Y.; O'Keefe Brewing Co., Ltd.,  
Toronto, Ont., Buffalo Trotting Assn., Inc.;  
Nationwide Insurance Co.; Sterling Amherst  
Farms Dairy, Inc.; Transcontinent TV Corp.  
(Station WGR-Radio and TV); Westfield  
Planters Cooperative Fruit Products, Inc.

*TV Accounts:* Frontier Oil Refining Co.,

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Anderson, South Carolina



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); Keebler Biscuit Co. (Cookies, Crackers), Buffalo, N. Y.; O'Keefe Brewing Co., Toronto, Ont.; Buffalo Trotting Assn., Inc., Hamburg, N. Y.; Transcontinent Television Corp., Buffalo, N. Y.; Westfield Planters Co. Operative Fruit Products, Inc., Westfield, N. Y.

ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.
Phone: MURray Hill 2-5645
ABP-ANPA

President.....Robert S. Conahay
Secretary.....Robert Conahay III
V.P. & Copy Chief.....Frank Denman
V.P. Market Research, Benjamin B. Mitchell
Art Dir.....Claude Hurd
Production Mgr.....John S. Wassmer
Media Dir., Space &
Time Buyer.....Marie Hughes
Comptroller.....Irene C. Sala
Radio Accounts: Chesapeake & Ohio Railroad, Cleveland, Ohio; Knott Hotels, New York, N. Y.; Beekman Tower Hotel; Colonia, Inc. 4711 (Cologne), both New York, N. Y.

THE CONDON COMPANY

Rust Bldg., Tacoma 2, Washington
Phone: MARKET 7-8155
ABP-ANPA -APA-AAAA--NOAB

Partners.....Roscoe A. Smith
Victor Kaufman
Art Dir.....Daniel J. Snope
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.; Kirk, G. R. Co.; KTNT-TV, Tacoma, Wash.; 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 Inc. Co.; Ward Smith, Inc.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio 5, Texas
Phone: CA 7-3456
AAAA-ABP-ANPA

President.....Thomas F. Conroy
Vice Pres.....Mrs. Thomas F. Conroy
Gen. Mgr., Radio-TV Dir.....Dick Carr
Dir. Mkts. Services.....Bill Holchak
Copy Chief.....Bill Peck
Art. Prod. Mgr.....Paul Van Tuyl
Branch Office
1400 McKinney, Houston, Tex.
Phone: CA 7-4201
Acct. Exec.....Clyde Burleson

Radio Accounts: Alamo Carpet Co.; Great Western Loan & Trust Co. (Insurance); Groos National Bank; Hoffman-Hayman Coffee Co.; Houston Terrace (Homes); Jaffe Martin (Homes); Joe Kenny Insurance, all San Antonio; Mike Persia Chevrolet, Houston-San Antonio; The Quaker Oats Co., Chicago, Ill.; Studer's Inc. (Photography), San Antonio.

TV Accounts: Groos National Bank; Hoffmann-Tayman Coffee Co.; Jaffe Martin (Homes); Joe Kenny Insurance; La Vue Cosmetics, all San Antonio; Mike Persia Chevrolet, Houston-San Antonio; Russ and Company (Stocks & Bonds); Stowers Furniture Co. Studer's Inc. (Photography), all San Antonio.

Estimated Radio & TV Billings: \$432,000.

CO-ORDINATED ADV. CORP.

16 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-2100
ABP

President.....Lester L. Wolff
Exec. V.P., Treas., Time Byr., Irving Herz
Vice Pres.....Arthur A. Peltz
Vice President.....Louis DeNunzio
Acct. Exec.....Morris M. Winer
Mdse. Dir.....Bud Crampton
Office Mgr.....Jack Gracian

Radio Accounts: N. Dorman & Co. (Packaged Cheeses), New York; I. Rokeach & Sons, Inc. (Kosher Foods), Flushing, N. Y.; Sunrise Supermarkets Corp., Hicksville, N. Y.; Associated Food Stores, Jamaica, N. Y.; Pioneer Food Stores, Bronx, N. Y.; Swift & Co. (Packaged Meats), Chicago, N. Y.; Roselux Chemicals Co., Inc. (Starches & Bleaches), Brooklyn.

TV Accounts: General Baking Co., New York; Swift & Co., Chicago, N. Y.; Stouffers, Inc. (Frozen Foods), Cleveland, Ohio; I. Rokeach & Sons, Inc., Flushing, N. Y.; Roselux Chemical Co., Brooklyn; N. Dorman & Co., New York; Associated Food Stores, Jamaica, N. Y.; White Rock Beverages, Brooklyn.

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.
Phone: RIttenhouse 6-7502
ABP-ANPA

Owner.....Eugene R. Tanz
Office Manager.....Mrs. John Bilyly
TV Director.....J. Kirkconnell
Radio Bestg. Dir.....Paul Stern
Art Director.....R. Rivers
Radio Bestg. Dir.....Mrs. Mario Flamini

Radio Accounts: ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Brooks Clothing, Philadelphia; Badder & Snoko (Shoes) Philadelphia; Colonial Floor 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), Philadelphia; Sunset Beach (Amusement Park) Al-





# ADVERTISING AGENCIES



monesson, 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; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.; Franklin Research Co. (Floor Wax), 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; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.

*Estimated Radio & TV Billings:* \$350,000.

## JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.

Phone: OLympia 5-6185

ABP-ANPA-AAAA-AFA

President.....J. Gorman Walsh  
 Sec.-Treas.....Kathleen A. Walsh  
 Vice Pres.....Ruth Craig  
 Account Executives.....J. Gorman Walsh.  
 Kathleen A. Walsh, William H. Gordy,  
 George H. Straley

Radio, TV Time Buyers..J. Gorman Walsh,  
 Ralph R. Swann

**Radio Accounts:** Joseph Bancroft & Sons Co. (Textile Finishing) 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.

## THE CRANER-KRASSETT CO.

733 North Van Buren St., Milwaukee 2, Wis.

Phone: BRoadway 6-3500

AAAA-ABC-ABP-ANPA-AFA

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

V.P., Radio-TV.....Roger W. LeGrand  
 Public Rel. Dir.....R. L. Christiansen  
 Radio-TV Time Buyer.....Loretta Mahar  
 Radio-TV Acct. Execs.....K. Hegard,  
 J. Pritchard

Dir. of Marketing.....H. V. Swenson

**Radio-TV Accounts:** Blue Cross-Blue Shield; First Federal Savings & Loan Assn. of Wisc.; First Wisconsin Nat'l Bank of Milwaukee, all Milwaukee; Frank's (Food), Racine, Wis.; Evinrude Motors Div. of Outboard Marine; Milwaukee Gas Co.; Wisconsin Telephone Co. all Milwaukee; A. O. Smith Corp. (Permaglas Water Heaters), Kankakee, Ill.

## CROLLY ADV. AGENCY

42 E. Market St., Wilkes-Barre, Pa.

Phone: VALley 2-7191

ANPA

President.....Phil A. O'Neill  
 Vice President.....Thomas J. O'Neill

**Accounts:** Burschel Dairy Co., Scranton, Pa.; Jordan the Hatter (Men's Furnishings) Wilkes-Barre, Pa.; McLaughlin Funeral Service, Wilkes-Barre, Pa.; Nelson Brothers, Inc. (Upholstered Furnishings); Radio Stations WAZL, Hazleton, Pa.; WBRE, Wilkes-Barre, Pa.; WHLM, Bloomsburg, Pa.; WHOL, Allentown, Pa.; WIDE, Biddesford-Saco, Me.; WVDA, Boston, Mass.; Second National Bank, Wilkes-Barre, Pa.; TV Station WBRE-TV, Wilkes-Barre, Pa.; Vaughn's Bakery, Berwick, Pa.

## CUNNINGHAM & WALSH, INC.

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

Phone: MUrrav Hill 3-4900

AAAA-ANPA-ABP

Pres., Chmn. of Bd....John P. Cunningham  
 Sr. Exec. V.P.....Robert R. Newell  
 Senior V.P.'s.....George S. Fowler,  
 Herbert S. Fox, Carl R. Giegerich, Conklin  
 Mann, Newman F. McEvoy, William W.  
 Mulvey, William Revdel, Herbert Thwaite,  
 Fred H. Walsh, John S. Williams.

Sr. V.P., Secy.....Edward G. Comstock  
 Sr. V.P., Treas.....George A. Moran  
 V.P., Radio-TV.....Edward H. Mahoney  
 V.P., Crea. Gp. Head.....Joe McDonough  
 Exec. Producer.....William LaCava  
 Dir. Programming.....Jerome Feniger  
 Copy Supv.....Howard Doyle  
 Business Mgr.....Bernard Krause

### Branch Offices

6 N. Michigan Ave., Chicago 2, Ill.

Phone: ANdover 3-3138

Exec. V.P.....Ivan Hill  
 Sr. V.P.....L. W. Scott  
 8721 Sunset Blvd., Hollywood 46, Calif.

Phone: OLympia 2-5690

Manager.....William Peterson  
 2301 W. Third St., Los Angeles 57, Calif.

Phone: DUmkirk 8-2111

Exec. V.P.....Henry Mayers  
 Sr. V.P.....Sherman Slade  
 1660 Bush St., San Francisco 9, Calif.

Phone: PRospect 6-2600

Exec. V.P.....Franklin C. Wheeler  
 Sr. V.P., Gen. Mgr.....Jerome J. Cowen  
 Sr. V.P.....Robert Brisacher

**Radio Accounts:** Advisory Board for Promotion of Fresh California Bartlett Pears; American Cyanamid Co. (Faru & Home Div.); Bandini Fertilizer Co.; Beatrice Foods Co.; Canoga Park Savings & Loan; Chase Manhattan Bank; Colgate Palmolive Co. (Brisk, Super Snds); Contadina Foods (Tomato Paste & Whole Peeled Tomatoes); Crown Zellerbach (Zee Paper Products); Decca Records, Inc.; J. A. Folger & Co. (Coffee); Glendale Federal Savings & Loan; George W. Helme Co. (Snuff); Italian Line



# ADVERTISING AGENCIES



(Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee, Inc. (Baked Goods); Muller Brothers; Narragansett Brewing Co.; New York News; Richmond Chase Co. (Hearts Delight & Diet Delight); Stokely Van Camp, Inc. (Pictsweet Frozen Foods); Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheateana Corp.

*TV Accounts:* American Cyanamid Co. (Farm & Home Div.); American Telephone & Telegraph (Yellow Pages); Beatrice Foods Co.; G. H. Beverage Corp. (Good Humor Soft Drinks); Brooklyn-Union Gas Co.; Chase Manhattan Bank; Colgate-Palmolive (Brisk); Crocker-Anglo National Bank; Crown Zellerbach Corp. (Cliffon Products); Eversharp, Inc.; J. A. Folger & Co. (Coffee); Hoffman Candy Co. (Cup-O-Gold Candy Bar); Italin Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee (Baked Goods); Narragansett Brewing Co.; New York News; George D. Roper (Gas Ranges); Sears, Roebuck & Co.; Smith Corona (Typewriters, Adding Machines); E. R. Squibb & Sons; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheateana Corp.

## CURTIS ADVERTISING COMPANY

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

### ABP-APA

President.....Lawrence R. Curtis  
Vice-President.....S. R. Coombs  
Secy.-Treas.....Rose Berg  
Art Director.....S. Kaufman  
Prod. Mgr., Space Buyer....W. L. Gruen  
Publicity Director.....J. Nichols  
Radio-TV Dir.....L. R. Curtis  
Copy Dir.....K. Groesbeck

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

## DANCER-FITZGERALD-SAMPLE, INC.

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

### AAAA-ANPA-ABC-ABP-AFA

Chmn. of Bd.....H. M. Dancer  
President.....Clifford L. Fitzgerald  
V.P., Secy, Gen. Mgr.....Fred T. Leighty  
V.P., Treasurer.....W. F. Maughan  
V.P., Radio-TV Dir.....J. J. Neale  
V.P., Exec. Prod.....David O. Nyren

V.P., Radio-TV Comm.

Prod.....Norman Mathews  
Business Mgr.....Herbert Berger

### Branch Offices

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

Exec. Vice-Pres.....F. Sewall Gardner  
1680 N. Vine St., Hollywood 28, Cal.

Phone: HOLlywood 2-3256

V.P., Gen. Mgr.....Betty O'Hara  
920 Russ Bldg., San Francisco, Cal.

Phone: DO 2-5107

V.P., Gen. Mgr.....Lawrence Dunham  
200 St. Clair Ave. West, Toronto 7, Ontario

Phone: WALnut 4-8425

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

*Radio-TV Accounts:* Alliance Mfg. Co.; American Chicle Co.; Carey Salt, Congoleum-Nairn; Falstaff Brewing Corp.; Family Circle; Fritos; Gen. Mills Co.; Sterling Drug, Inc.; U. S. Army and Organized Reserve Corp.; Ekco Products Co.; Nestle Co.; Best Foods; Peter Paul Co.; Pfaff Sewing Co.; Wine Growers Guild; Liggett & Myers Co.; Carter Products, Inc.; McKesson & Robbins, Inc.

## D'ARCY ADVERTISING CO.

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

### AFA-AAAA-ABP-ANPA-ABC

President.....Harry W. Chesley, Jr.  
Vice Pres.....Marvin D. McQueen  
Mgr. Radio & TV Creative

Dept.....Robert E. Johnson  
Mgr. Radio-TV Media Dept....Harry Renfro

### Branch Offices

430 Park Ave., N. Y. 22, N. Y.

Phone: PLaza 8-2600

Chmn. of Bd.....Robt. M. Ganger  
Vice-President.....F. S. Ott

Terminal Tower Bldg., Cleveland 13, O.  
Phone: TOWer 1-3911

Vice-President.....Stanley P. Seward  
75 Bloor St. W., Toronto, Ontario, Can.

Phone: WALnut 1-3135

Vice-President.....G. P. Altenbernd  
75 Eighth St. N.E., Atlanta 9, Ga.

Phone: TRinity 2-8815

Vice-President.....M. L. Boyd, Jr.  
3540 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 5-3171

Vice President.....Vern Eastman  
Prudential Plaza, Chicago, Ill.

Phone: MICHigan 2-5332

Vice President.....W. C. Edwards  
Mgr. Radio-TV Dept....Peter A. Cavallo, Jr.

Texas Nat'l Bank Bldg., Houston 2, Texas  
Phone: CAPitol 4-9751

Vice-President.....J. Bob Wilson  
Gibraltar Life Bldg., Dallas 1, Texas

Phone: RIVer-side 8-5817

Manager.....J. T. Dwyer  
1125 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 4-7881

Manager.....J. J. C. Cowhey

*Radio Accounts:* Laeclde Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Heuser-Busch, Inc., St. Louis, Mo.;



# ADVERTISING AGENCIES



Gerber Products Co., Fremont, Mich.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Standard Oil Co. (Indiana), Chicago; Lance, Inc., Charlotte, N. C.; Houston Lighting & Power Co., Houston, Texas; Reardon Paint Co., St. Louis, Mo.; Patterson Sargent Paint Co., Cleveland, Ohio; Banquet Canning Co., St. Louis, Mo.; Brooks Foods, Inc., St. Louis, Mo.; Consolidated Foods Corp., Chicago; Doyle Packing Co., (Strongheart Dog Food) Chicago; Fedders-Quigan Corp. (Air Conditioners) N. Y. C.; Krey Packing Co. (Meat Products) St. Louis; Oak Farms Dairies, Dallas; Reddi-Wip, Inc. (Toppings) Los Angeles; St. Louis Glohe-Democrat Publishing Co., St. Louis.

*TV Accounts:* Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Standard Oil Co. (Indiana), Chicago; Houston Lighting & Power Co., Houston, Tex.; Reardon Paint Co., St. Louis, Mo.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Patterson-Sargent Paint Co.; Banquet Canning Co.; Brooks Foods, Inc.; Consolidated Foods Corp.; Doyle Packing Co.; Fedders-Quigan Corp.; Krey Packing Co. Oak Farm Dairies; Reddi-Wip, Inc.

## HERSCHEL Z. DEUTSCH & CO., INC.

30 E. 60th St., New York 22, N. Y.  
Phone: PLaza 3-1788  
ABP—ANPA

President .....Herschel Z. Deutsch  
Secty.....M. A. Deutsch  
Treas. ....Robert Stone  
Media Director.....Madeleine Allison

*Radio Accounts:* E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.; Kilmer & Co., Inc. (Staze & Swamproot), Stamford, Conn.

*TV Accounts:* Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.

## DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.  
Phone: LOngacre 4-5900  
ABP—APA—AAAA—ANPA—NBP

President.....Arnold R. Deutsch  
Vice-President.....Van M. Evans  
Secretary .....Henry Geissenheimer  
Art Dir.....Martin Schreiber  
Research Dir.....Frank Coss

## DITTMAN & KANE, INC.

225 S. 15th St., Philadelphia 2, Pa.  
Phone: PE 5-1546  
ANPA

Chairman.....H. M. Dittman  
Pres., Treas., Radio-TV Dir....J. Jessie Kane

V.P., Acct. Exec.....Paul Kane  
Sec'y., Copy Chief.....E. Horwitz  
Art Dir.....Samuel Irving  
Publicity Dir.....Phoebe Seigle

## DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.  
Phone: JUniper 5-3193  
ANPA—ABP

Acct. Execs.....Warwick Anderson,  
George W. Emerson, D. Larry Barker, James  
T. Richardson  
Media Buyer.....Miss G. P. Wagner  
Production Manager.....J. B. Peterkin  
Art Director.....Joseph V. Rigby  
*Radio Accounts:* Federal Chemical Co. (Fertilizer); Commonwealth Life Inc. Co.; First National Bank (also TV); Brown Hotel Co., all Louisville, Ky.

*Estimated Radio & TV Billings:* \$54,400.

## DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

530 Fifth Ave., New York 36, N. Y.  
Phone: YUkon 6-6500

AAAA—ABC—ABP—ANPA—APA—NOAB  
Chr. of the Bd.....Donald K. Clifford  
Pres., Secy.....William E. Steers  
Treasurer.....Nelson O. Argueso  
Asst. Secy.....Marie L. Brennan  
Vice Presidents.....Francis J. Doherty,  
Joel F. Jacobs, Harry M. Ireland, William  
E. Holden, Robert Hayes, John H. Owen,  
James R. Frankenberry, Robert M. Curtis,  
Martin Oeschner.

V.P., Creative Dir.....James F. Egan  
V.P., Art Dir.....Robert E. Shaw  
V.P., Publicity Dir.....Richard Fehr  
V.P., Dir Pro-  
fessional Div.....Dr. William T. Strauss  
V.P., Dir. of Research.....Lawrence J. Hubbard  
V.P., Media Dir.....Donald H. Quinn  
V.P., Dir. Radio-TV Programming,  
Production .....Hal James  
V.P., Dir. Radio-TV  
Commercials.....Harry Bressler  
V.P., Copy Superv.....Howard S. Foley  
V.P., Production Mgr.....William StoHowitz  
V.P.'s.....John Rockwell, Phillip Brooks  
Exec. Comm. Prod.....Robert Nathe  
Radio-TV Time

Buyers...Robert Widholm, Samuel B. Vitt  
*Radio Accounts:* Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum, Regutol), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Ricciardi, Reid's, Horton's, Borden's Ice Cream); Fulham Bros. (4 Fishermen Frozen Fish Prods.)

*TV Accounts:* Bristol-Myers Co. Ipana, Vitalis, Munn, Mum Mist, Ammens, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum, Regutol, Feen-A-Mint, Chooz), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co.



# ADVERTISING AGENCIES



(Ricciardi, Horton, Reid and Borden Ice Cream), New York, N. Y.; Fulham Bros. (1 Fishermen Frozen Fish Prods.)

## RALPH L. DOMBROWER CO., INC.

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

Phone: MIHon 3-1113

Pres.-Treas. .... Ralph L. Dombrower, Sr.  
V.P., Time Buyer. .... Ralph L. Dombrower, Jr.  
Sec'y. .... Malcolm B. Dombrower  
Art Director. .... Hobart Britton  
Radio, TV Dir., Talent

Buyer. .... T. Michaux Moody  
Media Dir. .... Janet Hanson

### Branch Office

Woodward Bldg., 15th & H Sts., N.W.,  
Washington, D. C.

Phone: REpublic 7-1420

Manager. .... Philip Rosenfeld  
Radio Accounts: Etchison Hat Co., Inc.,  
Chesterfield Hat Corp.

## DONAHUE & COE, INC.

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

Phone: COlumbus 5-2772

President. .... E. J. Churchill  
V.P., Chrmn. Plans Bd. .... Wm. Schneider  
Exec. V.P. .... Walter Weir  
Vice Pres. .... Lewis F. Owen  
Media Dir. .... Daniel M. Gordon  
Dir. Gen. TV & Radio. .... Carl Rigrod.  
John Held

TV-Radio Dept. Bus. Mgr. .... Evelyn Jones

### Branch Offices

258 Hurt Bldg., Atlanta 3, Ga.

Phone: MIrray Hill 8-5662

Vice-President. .... H. L. Morrill  
830 Merchandise Mart, Chicago 54, Ill.  
Phone: SUperior 7-8969

President. .... Arthur Grossman  
3243 Wilshire Blvd., Los Angeles, Calif.

Phone: DUnkirk 1-2221

Exec. V.P., Gen. Mgr. .... Richard C. Moses  
1110 Stanley St., Suite 504, Montreal, Que.,  
Canada

Phone: BELair 8614

Managing Dir. .... Kenneth U. Lunny  
Radio Accounts: N. Y. Herald-Tribune;  
Burlington Mills, Inc. (Bur-Mil Cameo Hosiery);  
N. Y. World-Telegram & Sun; River  
Brand Rice Mills, Inc.; E. T. Babbitt, Inc.;  
MGM Pictures), all New York; Scholl  
Mfg. Co. (Foot Comfort Remedies), Chicago,  
Ill.; Chemway Corp. (Lady Esther), Mountain  
View, N. J.

TV Accounts: Burlington Mills, Inc. (Bur-  
Mil Cameo Hosiery); N. Y. Herald-Tribune,  
both New York; Scripto, Inc. (Pens & Pen-  
cils), Atlanta, Ga.; Corn Products Refining  
Co. (Bosco); E. F. Drew & Co., Inc. (Tri-Nut  
Margarine), both New York; Chemway Corp.  
(Lady Esther), Mountain View, N. J.; Norge  
Corp. (Auto. Washers & Dryers), Chicago,  
Ill.; National Presto Ind., Inc. (Electric  
Housewares), Eau Claire, Wis.

## W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

President. .... W. B. Doner

Exec. Vice-Pres. .... Charles F. Rosen

Treasurer. .... Julian A. Grace

Vice-President. .... Felix Hower

Sec'y. .... Ben Goldstein

Media Buyers. .... Donald E. Leonard.

Mrs. Ellen K. Dryer

Media Dept. .... Arne K. Ramberg

Time Buyers. .... Wilfred B. Doner,

Charles F. Rosen, Felix Hower, Julian A.

Grace, Ellen K. Dryer

### Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: ANdover 3-7800

Vice Pres. .... Marvin H. Frank

1324 W. Wisconsin, Milwaukee 3, Wis.

Phone: WESt 3-9315

Mgr. .... Gil Breimeister

2225 N. Charles St., Baltimore 18, Md.

Phone: BELmont 5-1212

Vice Pres. .... Herb Fried

Radio Accounts: Charlie's Olds-Cadillac;

Detroit Cramery (Sealtest Milk & Ice

Cream); The Detroit News; Federal Dept.

Stores; Hygrade Food Products (Meat &

Meat Products); Kessler Buick; Jerry Mc-

Carthy Chevrolet; Radio Distr. Co. (Norge

& Zenith Appliances); Rox Masonry Paint;

Manufacturers Nat'l Bank, all Detroit; Chi-

cago Retail Furniture Assn.; Gingiss Bros.,

Inc. (Formal Wear Rental); Gordon Buick

Co.; Kelley Paint Co.; Peter Pan Restau-

rants; Richards Drive-In Restaurants; Pe-

troleum Heat & Power; Plastone Co. (Turtle

Wax Auto Polish); Holsum Bread, all Chi-

cago, Ill.; Wisconsin Independent Oil Co.

Milwaukee, Wis.; Coastal Foods, Phillips

Div. (Canner Vegetables & Soups); Family

Finance, both Baltimore, Md.; Holsum Pro-

ducts Co. (Food Processor), Ruby Chevrolet,

Inc., both Milwaukee, Wis.; Atlantic Brewing

Co.; Z. Frank, Inc. (Chevrolet Dealer); Wm.

A. Lewis Co. (Women's Clothier); Lincoln

Radio & TV, all Chicago, Ill.

TV Accounts: Charlie's Olds-Cadillac; Hy-

grade Food Products; Jerry McCarthy Chev-

rolet; Radio Distr. Co.; Manufacturers Nat'l

Bank, all Detroit; Coastal Foods (Phillips

Div.); Family Finance, both Baltimore, Md.

Holsum Products Co.; Ruby Chevrolet, Inc.,

both Milwaukee, Wis.; Atlantic Brewing Co.;

Z. Frank, Inc.; Wm. A. Lewis Co.; Lincoln

Radio & TV; Petroleum Heat & Power; Hol-

sum Bread, all Chicago, Ill.; Wisconsin In-

dependent Oil Co., Milwaukee, Wis.

## DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WORTH 4-0700

Chairman of Board. .... Wm. H. Long, Jr.

Vice-Board Chairman. .... Walter H. Burnham

President. .... Louis W. Munro

Exec. V.P. .... George Erickson

Radio & TV Dir. .... A. Humbley Griffith



# ADVERTISING AGENCIES



## Branch Offices

208 S. LaSalle St., Chicago 4, Ill.

Phone: CEntRAL 6-9132

V.P. & Res. Mgr. .... Chas. C. Greene

60 Battery March St., Boston 10, Mass.

Phone: HUBbard 2-5665

Vice Pres. in Chge. .... W. J. Sheehan

425 Bush St., San Francisco 9, Cal.

Phone: YUKon 2-4080

V.P., Pacific Coast Mgr. .... Ronald Brindley

1616 Walnut St., Philadelphia 3, Pa.

Phone: KIngsley 5-0700

V.P. in Charge. .... Philip Livingston

*Radio Accounts:* Chemical Corn Exchange Bank; Franklin Savings Bank; Bank of New York; Kidder Peabody & Co.; Calvin Bullock, Ltd.; Diamond Match Co. (Diamond Charcoal Briquets); Paine Webber, Jackson & Curtis; Shearson Hamunill & Co., all New York; Waltham Savings & Loan Assn., Pastene Wine & Spirits Co. (Pastene Wine), Boston, Mass.

*TV Accounts:* Chemical Corn Exchange Bank; Diamond Match Co. (Matches, Diamond Charcoal Briquets); Calvin Bullock, Ltd.; Smith, Kline & French (Institutional); National Assn. of Insurance Agents, all New York.

## JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

ANPA—NBP

President. .... John C. Dowd

Exec. V.P. .... Edward D. Parent

Radio & TV Dir. .... Joseph L. Tully

Space & Radio Time Buyer. . . Wm. Monaghan

*Radio Accounts:* Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Blacksmith Shop Patries (Bread), Rockport, Mass.; Elec. Light & Power Companies of N. E.; Merchants Acceptance Corp.

*TV Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc. (Luggage), West Warwick, R. I.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.

## DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: MURray Hill 8-1275

APA—PPA—ABP—ANPA

President. .... John C. Dowd

Exec. Vice-Pres. .... Edmund F. Johnstone

Controller. .... John K. Dahme

V.P., Gen. Mgr. .... Michael A. Raymond

V.P. .... Milton H. Raymond

Radio-TV Director. .... William Lyons

Asst. to Radio-TV Dir. .... Shirley Holdridge

*Radio and TV Accounts:* Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Cott Beverage Co. (Soft Drinks), New Haven, Conn.; Rapidol Dist. Corp. (Blensol), New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wearever Pens & Pencils), N. Bergen, N. J.; Chas. Pfizer & Co. (Candettes, Bonadettes), Brooklyn, N. Y.; Revlon Products, Inc. (Sun Bath); Swance Paper Corp., both New York.

## DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.

Phone: LONgacre 5-7878

AAAA—ABC—ABP—ANPA—AFA

President. .... William Bernbach

Exec. Vice Pres. .... Ned Doyle

V.P., Gen. Mgr. .... Maxwell Dane

Plans, TV Director. .... Marvin Corwin

Time Buyers. .... Jerry Sachs, Jan Stearns

Media Director. .... Harry Parnas

Radio-TV Producer. .... Don Trevor

Radio-TV Prod., Bus. Mgr. .... Joan Walker

### Branch Office

6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WEBster 8-3781

Vice President. .... T. H. Factor

Media Dir., Space,

Time Buyer. .... Claire Koren

Radio, TV Dir., Talent Buyer. . . Ben Norman

Radio-TV Prod. .... Bob Gips

*Radio Accounts:* Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Neb.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Sons (Noodles, soups, etc.), Long Island City, N. Y.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On Drugs, Los Angeles, Calif.; B. T. Babbitt, Inc. (Glim); Barton's Candy, both New York; Venus Pen & Pencil Corp., Hohoken, N. J.; Wilshire Oil, Los Angeles.

*TV Accounts:* Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Neb.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On-Drugs, Los Angeles, Calif.; B. T. Babbitt, Inc. (Glim), New York; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

*Estimated Radio & TV Billings:* \$7,000,000.





# ADVERTISING AGENCIES



## ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.

Phone: TE 8-4600

AAAA ABC-ANPA

President.....Roy S. Durstine  
 Exec. V.P.....C. W. Mackay  
 Vice-President.....Jack Kaduson  
 Prod. Mgr.....Fred Otto  
 Head Art Dir.....Harvey A. Spooner  
 Assoc. Art Dir.....J. Burton Stevens  
 Radio-TV Time Buyer.....Dorothy Barnett  
 Media Dir.....Thomas Jennings  
 Account Executives.....E. Bresett,  
 J. Roth, F. Dyson, R. Durstine, Robert  
 Neuser

### Branch Offices

3440 Wilshire Blvd., Los Angeles, Calif.  
 Phone: DUNKirk 8-3411

Vice Pres.....William D. Sloan  
 Production.....Gertrude H. Lieblich  
 1736 Stockton St., San Francisco, Calif.  
 Phone: EXbrook 7-0456

Vice Pres.....Robert Whitehead  
 V.P., Dir. of Marketing.....Niel Heard

*Radio Accounts:* Alemite Co. of Northern  
 Calif. (Motor Oil), San Francisco, Calif.;  
 Ambassador Hotel, Los Angeles, Calif.;  
 White Rock Co. (Dietonic Beverages) Los  
 Angeles, Calif.; Lady's Choice Foods  
 (Canned Foods), San Francisco, Calif.;  
 Roman Meal Co. (Cereal & Muffin Mix),  
 San Francisco, Calif.; Mason, Au & Magen-  
 heimer (Mason Mints & Dots), New York.

*TV Accounts:* Wine Advisory Board of  
 California, San Francisco; Alemite Co. of  
 Northern California, San Francisco; White  
 Rock Co. (Dietonic Beverages), Los An-  
 geles, Calif.; Lady's Choice Foods, Inc., San  
 Francisco; Roman Meal Co., San Francisco;  
 Mason, Au & Magenheimer, New York.

## EDELSTEIN-NELSON ADV. AGENCY, INC.

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

Phone: ANover 3-3867, DEarborn 2-5976

ABP-APA

President.....Edward Edelstein  
 Art Dir.....Raymond Raufeisen

## ELLINGTON & CO., INC.

535 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 7-4300

ANPA-APA-NOAB-PPA-ABC

Chairman.....Jesse T. Ellington  
 President.....Chauncey C. Landon  
 Exec. Vice Pres.....William A. Bartel  
 Vice Presidents.....Charles  
 Marshall, Miss Van Davis, Hugh Lewis,  
 Howard Rigby, Geraldine Reed Hodgson,  
 Ella Howard, Terence McGrath, Joseph  
 Hochreiter, James Kelly

Treas. & Secy.....Edward Lloyd  
 V.P., Dir. Radio & TV.....A. Burke Crotty  
 Media Dir.....Dan Kane  
 Crea. Supv., Radio-TV.....Harry Bailey

*Radio Accounts:* Celanese Corporation of

America (Yarns, Fabrics, Plastics), New  
 York, N. Y.; Cunard Steamship Lines; Cities  
 Service Oil Co.; Spring Mills (Sheets); Vick  
 Chemical Corp. (Sofskin); Houbigant (Per-  
 fumes & Cosmetics), all New York; Amba-  
 sador & Sherman Hotels; Manger Hotel  
 Chain; Cabin Crafts, Inc. (Floor Cover-  
 ings); Ceribelli & Co. (Brioschi Anti-Acid).

*TV Accounts:* Celanese Corp. of America  
 (Yarns, fabrics, plastics); Cunard Steamship  
 Lines; Cities Service Oil Co.; Springs Mills;  
 Vick Chemical Corp.; Houbigant, all New  
 York; Cabin Crafts (Floor Coverings); He-  
 ritage Furnit.

## ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.

Phone: Cl. 6780

ABP-APA-ANPA-NOAB

NBP CONA-CAB

Partners.....Michael F. Ellis,  
 Jerome R. Ellis

Acct. Execs.....Michael F. Ellis, Jr.,  
 Maxwell E. Ellis, Seymour Goodman, Karl  
 Manhardt

Radio Director.....Beatrice Hanford  
 TV Director.....Wilma Buchman  
 Art Dir.....James Howes  
 Prod. Mgr.....Richard Joseph

### Branch Offices

77 York St. W., Toronto, Ont.

Phone: Wa 9902

Manager.....Al May  
 738 Valley Way, Niagara Falls, Ont., Canada  
 Phone: ELgin 4-4015

Exec.....George McLean  
 65 East 55th St., New York 22, N. Y.  
 Phone: PLaza 1-2323

President.....Curt J. Mann  
 Hav-Nash & Assoc.

137 Chestnut St., Rochester, N. Y.

Phone: BAker 8610

Manager.....Hav Nash, Jr.  
 11 Baywater, Ottawa, Ont.

Manager.....Gordon Fairburn

## ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.

Washington 6, D. C.

Phone: STerling 3-2222

ABC-ANPA

President.....Robert J. Enders  
 Exec. V.P.....Howard A. Enders  
 Vice-President.....Rudy Vallee  
 Sec.-Treas.....Melvin Alan Bank  
 Art Director.....Fred Waller  
 V.P., Motion Picture Div.....Robt. L. Friend  
 Publicity Dir..... Sylvia Edlen  
 Production Manager.....Stanley S. Base

## ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.

Phone: OXFord 7-4500

AAAA-ABC-ABP-ANPA

President.....David B. Williams  
 Chrmn. of Board.....Robert M. Watson



# ADVERTISING AGENCIES



Chrmn. Finance Comm. Howard D. Williams  
 Exec. V.P. & Mgr. Jere Patterson  
 V.P., Dir. of Media. Harry Way  
 V.P., Radio-TV Dir. Rollo W. Hunter  
 Media Group Supvs. William Hunter,  
 Anthony Gee

Head Time Buyer. Vincent De Luca

### Branch Offices

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

Phone: FInancial 6-1833

Chrmn. Exec. Comm. Roswell W. Metzger  
 Exec. V.P. Haakon B. Groseth  
 Exec. V.P. Lorry R. Northrup  
 V.P., Gen. Mgr. Frederick J. Wachter  
 V.P., Radio-TV. George B. Anderson  
 Radio-TV Dir. Elliott M. Moore  
 V.P., Media. John L. Gwynn  
 5045 Wilshire Blvd., Los Angeles 36, Calif.

Phone: WEBster 1-1211

Exec. V.P., Pac. Coast

Mgr. Emmett C. McGaughey  
 V.P., Media & Res. Dir. Roger M. Johnson  
 V.P., Radio-TV Dir. Robert L. Redd  
 Time Buyer, Dir. Charles Helfrich  
 Carew Tower, Cincinnati 2, Ohio

Phone: GARfield 1-5800

V.P., Mgr. John L. Magro

Suite 515, Adolphus Tower, Dallas 2, Texas

Phone: RIVERSide 1-6453

Manager Alex Pappas

Suite 307, Old Nat'l Ins. Bldg., Houston 4,  
 Texas

Phone: JACKson 4-7531

V.P., Mgr. T. F. Keady

3 Penn Center, Philadelphia 2, Pa.

Phone: LOEust 4-3551

Exec. V.P. James B. Briggs

V.P., Gen. Mgr. I. Orrin Spellman

2650 University Ave., St. Paul 14, Minn.

Phone: MIDway 5-7711

Manager Wm. M. Amundson

235 Montgomery St., San Francisco 4, Calif.

Phone: EXBrook 2-4616

V.P., Mgr. Frank A. Helton

610 Church St., Toronto 5, Ont., Canada

Phone: WALnut 1-5187

V.P., Man. Dir. Ralph L. Lawson

840 Nat'l Press Bldg., Washington 4, D. C.

Phone: EXEcutive 3-6730

V.P., Mgr. Donald J. Wilkins

**Radio Accounts:** Albers Milling Co. (Cereals, Dog Foods, Cat Food), Los Angeles; Allied Florist Assoc. of Illinois, Chicago; Angostura-Wuppermann Corp. (Angostura Bitters), New York; Apparatus Distributors, Inc. (General Electric Distr.), Brooklyn; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; The Baldwin Piano Co. (Pianos & Organs), Cincinnati; The Barbasol Co., Indianapolis; Caloric Appliance Corp. (Gas Appliances), Philadelphia; Campana Sales Co. (Ayd's-Vitamin & Mineral Candy, Italian Balm Hand Lotion), Batavia, Ill.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; Consolidated Cigar Sales Co., Inc. (Dutch Masters), New York; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland,

Md.; First National Bank of St. Paul, Minn.; Frito Co. of Cleveland (Fritos, Chee-tos, Ta-tos), Barberton, Ohio; Frito Co., Western Div. (Fritos, Chee-tos, Ta-tos), Los Angeles; Frito New York, Inc. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels, Pop Corn Pak), Mamaroneck, N. Y.; Frito Tri-State Corp. (Fritos, Chee-tos, Baken-ets), Philadelphia; General Electric Co., Air Conditioning Div., Bloomfield, N. J.; General Development Corp. (Real Estate Development), Miami, Fla.; General Electric Supply Co., Houston, Tex.; Janney, Semple Hill & Co. (Paints, Hardware), Minneapolis; Kenton Pharmaceutical Co. (Sal-Fayne), Covington, Ky.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield), St. Paul; Pacific Finance Corp., Los Angeles; Safeway Stores, Inc., Fairfax Baking Co. (Breads), San Francisco; Serta Associates, Inc. (Mattresses & ation (Sioux Bee Honey & Honey Bread), Sioux City, Iowa; A. E. Staley Mfg. Co., Ind'l Box Springs, Chicago; Sioux Honey Assoc. Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Strawbridge & Clothier (Department Store), Philadelphia; Texas State Optical Co., Houston; Edward K. Tryon Co. (Hardware Wholesaler), Philadelphia; U. S. Air Force (Recruiting), Washington, D. C.; Waxed Paper Merchandising Council, Inc., Chicago; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles; Wm. Wrigley, Jr. Co. (Doublemint Gum), Chicago.

**TV Accounts:** Albers Milling Co. (Cereals, Dog Foods, Cat Food), Los Angeles; Apparatus Distributors, Inc. (General Electric Distr., Brooklyn; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; The Baldwin Piano Co. (Pianos & Organs), Cincinnati; The Barbasol Co., Indianapolis; Brown & Williamson (Du Maurier Cigarettes), Louisville, Ky.; Caloric Appliance Corp. (Gas Appliances), Philadelphia; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; Consolidated Cigar Sales Co., Inc. (Dutch Masters), New York; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; Emery Industries, Inc. (Sanitone Dry Cleaning Process, Industrial Chemicals & Plasticizers), Cincinnati; Frito Co. of Cleveland (Fritos, Chee-tos, Ta-tos), Barberton, Ohio; Frito Co.; Western Div. (Fritos, Chee-tos, Ta-tos), Los Angeles; Frito New York, Inc. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels, Pop Corn Pak), Mamaroneck, N. Y.; Frito Tri-State Corp. (Fritos, Chee-tos, Baken-ets), Philadelphia; General Electric Co., Air Conditioning Div., Bloomfield, N. J.; General Development Corp. (Real Estate Development), Miami, Fla.; General Electric Supply Co., Houston, Tex.; Gulf States Utilities Co., Houston, Tex.; In-

stant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate Drink), Los Angeles; Janney, Sample Hill & Co. (Paints, Hardware), Minneapolis; "Jenny" Mop Div., Pe sonal Products Corp. (Disposable Toilet Cleaners), Milltown, N. J.; Keasbey & Mattison Co. (Asbestos Products), Ambler, Pa.; Kenton Pharmaceutical Co. (Sal-Fayne), Covington, Ky.; Lawn-Boy (Rotary Powered Mowers), Lamar, Mo.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Merck & Co., Chemical Div. (Animal Health Products, Feed Ingredients), Rahway, N. J.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield), St. Paul; Minnesota Mining & Mfg. Co., Graphic Products Div. (Scotchlite Reflective Sheeting, 3M Photo-Offset Printing Products; Duplicating Products Div., Thermo-Fax Copying Products), St. Paul; Rootes Motors, Inc. (Hillman, Rover, Sunbeam & Humber Automobiles), Long Island City, N. Y.; Safeway Stores, Inc., Fairfax Baking Co. (Breads), San Francisco; Simon Mattress Mfg. Co. (Serta Mattress, Furniture), San Francisco; Simple Simon Frozen Foods (Frozen Dessert & Meat Pies, Cream Pies, Cakes, Cookie Rolls), Los Angeles; A. E. Staley Mfg. Co., Infl Div. (Sta-Flo Liquid Starch, Cube Starch, Camco Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Strawbridge & Clothier (Department Store), Philadelphia; Texas State Optical Co., Houston; Toastmaster Div., McGraw-Edison Co., Elgin, Ill.; U. S. Air Force (Recruiting), Washington, D. C.; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles.

**WILLIAM ESTY COMPANY, INC.**

100 E. 42nd St., New York 17, N. Y.  
Phone: OXford 7-1600  
AAAA ANPA APA

President.....James J. Houlahan  
Exec. V.P.....G. J. Chatfield  
V.P. Asst. to Pres., Dr. Wallace H. Wulfeck  
Treasurer.....E. H. Cummings  
V.P., TV Dir.....Mitchell Johnson  
V.P. Chg. TV Commercial.....Joseph Forest  
V.P. & Secy.....John Peace  
Radio Time Buyer.....Richard Grahl

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HOllwood 2-6305

TV Comm. Prod. Dir.....Arnold J. Wester  
*Radio Accounts:* National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Paquin, Inc. (Silk 'N Satin), N. Y.; N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

*TV Accounts:* National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Paquin, Inc.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

**ETTINGER ADVERTISING AGENCY INC.**

320 Fifth Ave., New York, N. Y.  
Phone: PE 6-0930  
ABP NBP

President.....Joel H. Ettinger  
Vice-Pres.....Audrey Ettinger  
Art Dir.....Martin Stein  
Copy Chief.....Bill Stearns  
Media Space Buyer.....Seth Diamond  
Television Dir.....Michael Lippert  
Research Dir.....Cy C. Chaiken

*Accounts:* Brook's Men's Shops; Carolina Paper Mill; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Worklon Inc.

**EVANS-WORK ADV. AGENCY**

624 E. Capitol Ave., Springfield, Ill.  
Phone: 2-3868

President.....Clarence R. Evans  
Secy.-Treas.....John Robert Work  
Art Director.....Thomas M. Costa

**FARQUHAR AND COMPANY, INC.**

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

President, Radio-TV Dir.....John T. Farquhar  
Vice-President.....Ted R. Darvoe  
Vice-President.....Robert E. MacFarland  
Treasurer.....Jay C. Anderson

*Radio Accounts:* Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Rome Savings Bank, Rome; C. A. Durr Packing Co., Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Utica Brewing Co., Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.; Sunshine Dairies, Inc., Utica, N. Y.; Enchanted Forest (Travel Attraction), Old Forge, N. Y.

*Estimated Radio Billings:* \$30,000.

*TV Accounts:* Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. A. Durr Packing Co., Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.

*Estimated TV Billings:* \$25,000.

**FEIGENBAUM & WERMEN ADVERTISING AGENCY, INC.**

1922 Spruce St., Philadelphia 3, Pa.  
Phone: LOcast 7-1466

President.....Harry Feigenbaum  
Exec. Vice Pres.....David Wermen  
Radio-TV Dir. Time Buyer.....Morton Yanow  
Director Graphic Arts.....Allen Greenfield  
Art Director.....Edward Schorr  
Production Manager.....Marvin Wermen  
Research Director.....Paul Feigenbaum  
Radio-TV Copy Supv.....Betty Silberman



Acct. Execs.....Harry Feigenbaum, David Werinen, Leonard Schorr, Jay Beneman

Radio Accounts: Yankee Maid Meat Products; Kings Wine; Professional Laundry Foundation; Midwest Laundry Foundation; Lou Block Motors; Sears-Roebuck; Royalist Cigars; Pioneer Industries, Inc. (Men's Accessories); Phillis Cigars; White Sewing Machine.

TV Accounts: Blunenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Midwest Laundry Foundation; Yankee Maid Meat Products.

COURTLAND D. FERGUSON, INC.

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

President.....Courtland D. Ferguson Secty.-Treas.....Lucille Pierce Ferguson Art Director.....Gilbert Meekins Time Buyer.....Nan Hannum

Radio Accounts: Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Transfer & Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

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

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y. Phone: MUrray Hill 9-7100 ABP-ANPA-APA-NBP

President-Treasurer .....Lawrence Fertig Sec'y, Vice-President.....Philip Lukin Media Director.....Miss Selma Grosswirth Art Directors...Tony Palazzo, Stanley Dusek Production Manager.....Joseph Cesare

Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

ROBERT G. FIELDS & CC.

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

President, Treas.....Robert G. Fields Secretary .....Carolyn Gregg Account Executive.....R. L. Fields

Radio Accounts: Jacobs Packing Co. (Meats); Blood Bank Foundation (Plasma); Spring Hill Cemetery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies); Farrar Furniture Stores, all Nashville, Tenn.

TV Accounts: Nashville Bank & Trust Co.; Jacobs Packing Co. (Meats); Farrar Furniture Stores, all Nashville, Tenn.

FIORE & FIORE

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

Pres., TV Dir.....Michael A. Fiore V.P., Radio Dir.....Albert A. Fiore Secy.-Treas.....B. V. Fiore Media Research Dir.....Bernice Effinger Merch. Dir.....John Critelli Acct. Executives.....B. E. Geise, William Prusan, William Bloomer, A. Bryant

Radio & TV Accounts: Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Anbesol Co. (Antiseptic), Newark, N. J. (Radio only); Sardeau, Inc. (Sardo), N. Y. C.; Lane & Young, Inc. (Office Eq.), Newark, N. J.

Estimated Radio & TV Billings: \$960,000.

M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 26, Ill. Phone: CEntral 6-6226

Owner, Rct. Exec.....Jack L. Fisher, Sr. Co-Owner,

Acct. Exec.....Jack L. (Bud) Fisher, Jr. Bus. Mgr., Acc. Exec...Robert A. Weiner TV Time Buyer.....Helene Heinz Copy Chief.....Alan Fishburn Art Director.....Harry Miller Publicity Director.....Herb Carlin Radio Time Buyer.....Donna Stuart

Radio Accounts: Allied Artists Pictures (Motion Pictures); Sittler Bros. (Horse-radish); Bell Savings & Loan Assn. (Institutional); Jensen Movers; Charles Kee-shin, Inc. (Poultry); Concrete Products, Inc. (Paint); National Foundation for Infantile Paralysis (Charity); North American Mushroom, all Chicago, Ill.; Anderson Loan Assn. (Institutional), Anderson, Ind.; Universal-International Pictures (Selected Areas), New York & Chicago; Beauti-Vue Products (Bamboo & Woven Wood), Chicago.

TV Accounts: Bell Savings & Loan Assn., Chicago; Tam O' Shanter Country Club, (Golf Tournaments), Chicago; Chas. Kee-shin Poultry Co. (Frozen Poultry), Chicago; Oncrete Products (Paint); North American Mushroom; Beauti-Vue Products (Bamboo & Woven Wood), Chicago.

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La. Phone: TUlanc 3131 AAAA-ABC-ABP

Officers.....Joe L. Killeen, Jos. H. Epstein, Roy M. Schwarz, Leonard Gessner, E. W. Rector Wooten, Warren G. Posey, Donald Halsey, Harley B. Howcott, Robert Carley Radio-TV Dir.....William Thomas Assistant Director.....E. Boyd Seghers, Jr. Radio-TV Time Buyer...Mrs. Marie O'Meara Radio-TV Time Buyer.....Margaret Stair

*Radio Accounts:* Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Secco and Crustene Shortening), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La.; McIlhenny Co. (Tabasco Sauce), Avery Island, La.; Nat Buring Packing Co., Inc. ("King Cotton" Brand Packaged Meats), New Orleans, La.

*TV Accounts:* Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La. Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.; Maison Blanche Dept. store, New Orleans; Austex Foods, Inc. (Canned Meats), Austin, Tex.; Pioneer Flour Mills, San Antonio, Tex.; Jack's Cooky Co., Baton Rouge, La.; Nat Buring Packing Co., Inc. ("King Cotton" Packaged Meats), New Orleans, La.

**HAROLD E. FLINT & ASSOCIATES**

615 Second Ave. No., Fargo, N. D.

Phone: 5-5333

ABP

President.....Harold E. Flint  
Secretary.....Richard Rosenthal  
Treasurer.....Lee A. Holland  
Prod. Dir.....Donald R. Nelson

*Radio Accounts:* Chamber of Commerce; Fargo Farm Equipment, both Fargo, N. D.; Melroe Mfg. Co. (Farm Implements), Gwinner, N. D.; Merchants National Bank; Red River Valley Fair (Agricultural Fair), both Fargo, N. D.; Otter Tail Power Co., Fergus Falls, Minn.

*Estimated Radio Billings:* \$9,530.

*TV Accounts:* C & M, Inc. (Farm Implements), Fargo, N. D.; Erskine Sales Corp. (Farm Implements), Erskine, Minn.; Fargo Foundry Co. (Agricultural Sprayer); Greater North Dakota Assn. (PR and Industrial), both Fargo, N. D.; Melroe Mfg. Co. (Farm Implements), Gwinner, N. D.; North Dakota Farmers Union (Institutional), Jamestown, N. D.; North Dakota Hospital Service Assn. (Blue Cross), Fargo, N. D.; Otter Tail Power Co., Fergus Falls, Minn.

*Estimated TV Billings:* \$45,950.

**FOLEY ADVERTISING AGENCY**

1012 N. B. C. Bldg., Cleveland 14, O.

Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley

*Radio Accounts:* L. J. Fox, Inc. (Retail

Furrier), Nokes-Findlay Wallpaper & Paint Co., Cleveland; Stanley Furniture Co. (Furniture & Appliances), Cleveland.

**RICHARD A. FOLEY ADV. AGENCY**

1528 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-6302

AAAA-ABC-ABP ANPA-NOAB

President.....Charles H. Eyles  
Senior V.P., Sec'y, Treas.....Lee E. Hood  
Exec. V.P.....A. Edward Morgan  
V.P.-Media Director.....Wesley Winning  
V.P., Copy Dir.....Frank J. Corkery  
Vice Presidents.....Frank M. Knight, Jr.,  
Earle Steiert, Russell Gray, Jr.  
Time Buyer.....Alice Mooney

*Radio Accounts:* Abbotts Dairies, Inc., Philadelphia; Baltimore & Ohio Railroad (Passenger Div.), Baltimore; Beneficial Saving Fund; Bornot, Inc. (Cleaners); Louis Burk Co. (Cheat Packers), all Philadelphia; Delaware Steeplechase & Race Assn. (Delaware Park), Wilmington, Del.; Frehofer Baking Co., Philadelphia; R. T. French Co. (Atlantis Sales Co., Pet Foods Div.), Rochester, N. Y.; Harford County Fair Assn. (Bel Air Races), Bel Air, Md.; Inter-County Hospitalization, Inc.; Reading Railroad (Passenger Service), both Philadelphia; Mrs. Smith's Pie Co., Pottstown, Pa.; Russell Spruance Co. (Bread & Biscuit Mix); John Wanamaker, both Philadelphia.

*TV Accounts:* Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Pottstown, Pa.; Frehofer Baking Co.; Spruance Co. (Bread & Biscuit Mix); John Wanamaker, all Philadelphia.

**FOOTE, CONE & BELDING**

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

Phone: MUrray Hill 8-5000

ANPA-AAAA-ABP-PPA APA

NOAB-OAAA

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Sr. V.P.....Elwood Whitney  
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V.P., Media & Research...Paul E. J. Gerhold  
V.P., Radio & TV.....Roger Pryor  
Group Media Dir.....Arthur Pardoll,  
Charles Hofmann

V.P., Best. Prod.

Asst. Treas., Asst. Sec.....C. H. Newbrand  
V.P., Art Dir.....Melcon Tashjian  
Dir. Print Prod.....Anthony Kinzler

*Branch Offices*

155 E. Superior Street, Chicago 11, Ill.

Phone: SUperior 7-4800

Chmn., Exec. Comm.....Fairfax M. Cone



Sr. V.P., Finance, Sec., Dir..A. Edward Rood  
 Sr. V.P., Dirs.....W. R. Forest,  
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 V.P., Dir. Print Prod...Edward L. Tollefson  
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 Dir. Research.....Eugene C. Pomerance  
 Best. Bus. Mgr.....Harry Dieter  
 Best. Time Buyer.....Genevieve Lemper  
 V.P., Personnel Dir.....M. R. Loehrke  
 900 Wilshire Blvd., Los Angeles 17, Calif.  
 Los Angeles 17, Calif.  
 Phone: MADison 9-3611

Exec. V.P., Gen. Mgr.....Roy Campbell  
 V.P., Chrm. Plans Bd.....Nelson Carter  
 V.P., Business Mgr.....C. Burt Oliver  
 V.P., Broadcasting.....Gene Fox  
 Exec. Art Dir.....Charles Porter  
 V.P., Dir. of Media,  
 Research.....Gene Duckwall  
 Dir. Print Prod.....Charles Dennis  
 Dir. Copy.....Glen Gladfelder  
 Best. Time Buyer.....Lydia Reeve  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: SUTter 1-2355

V.P., Gen. Mgr.....John R. Little  
 V.P. & Art Dir.....G. Frederick Cole  
 V.P. & Creative Dir.....Maurice Lesemann  
 V.P. & Dir. Prod.....Albert A. Sperisen  
 Media Dir.....Llew Jones  
 Broadcasting Dir.....Stuart Mintou  
 Time Buyer.....Helen Stenson  
 6233 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLLYwood 9-6265

V.P., Mgr.....Edmund Cashman  
 806 Main St., Houston 2, Texas  
 Phone: CAPitol 8-0395

V.P., Mgr.....Edwin H. Badger  
 545 Pacific Building, Portland 4, Oregon  
 Phone: CAPital 7-3732

Mgr.....Leith F. Abbott  
 1060 National Bank Bldg., Detroit 26, Mich.  
 Phone: WOODward 3-9770

V.P., Gen. Mgr.....Charles S. Winston, Jr.  
 V.P., Associate Mgr.....Clyde Rapp

Radio Accounts: Bullock's Downtown, Los Angeles; CVA Company (Cresta Blanca & Roma Wines), San Francisco; Hawaiian Pineapple Co., Ltd., San Jose, Calif.; Lever Brothers Co., New York; Liebman Breweries, Inc., Brooklyn; S. A. Schronbrunn & Co., Inc. (Savarin Coffee), New York; Sunkist Growers, Inc., Los Angeles; Tidewater Oil Co., San Francisco; Trans World Airlines, Inc., New York.

TV Accounts: Armour and Company (Chiffon Flakes, Liquid Chiffon, Dial Shampoo, Dial Soap), Chicago; Clairol, Inc., New York; Ford Motor Co. (Edsel Automobile),

Dearborn, Mich.; General Foods Corp., Chicago; Hallmark Cards, Inc., Kansas City, Mo.; S. C. Johnson & Son, Inc. (Carnu, J-Wax, Raid Insecticides), Racine, Wis.; Kimherly-Clark Corp. (Delsey, Kleenex Tissues, Kleenex Table Napkins), Neenah, Wis.; Lever Brothers Co. (Imperial Margarine, Pepsodent Tooth Paste), New York; National Dairy Corp., Kraft Foods Div. (Kraft Marshmallows and Kraft Fudgies), Chicago; The Paper-Mate Co., Subs. of The Gillette Corp. (Paper-Mate Pens), Chicago; Purex Corp., Ltd. (Purex Liquid Bleach, Beads-O'-Bleach, Trend), South Gate, Calif.; Sunkist Growers, Inc. (Sunkist Oranges & Lemons), Los Angeles.

### ALBERT FRANK-GUENTHER LAW INC.

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

Phone: COrtlandt 7-5060

ABP-ANPA-APA-NOAB

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 Sr. Vice-Pres.....Victor J. Cevasco  
 Exec. Vice-Pres.....Richard A. Cullinan  
 Vice-Pres. & Treas.....S. A. Speake  
 Vice-Pres. & Sec.....E. G. McAdie  
 Vice-Presidents.....Frank D. Cruikshank,  
 Howard C. Allen

V.P., Radio & TV.....Robert W. Day  
 V.P., Media Dir.....Robert M. Jenove

### FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.

Phone: WHitehall 4-5900

AAAA-ABC-ABP-ANPA

NOAB-NBP

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 V.P., Radio-TV Dir.....Buckingham Gunn  
 Vice Presidents.....Hill Blackett, Jr.,  
 M. W. Grinstead, Philip E. Bash

Secretary.....Wayne R. West  
 Media Director.....Jack L. Matthews  
 Radio-TV Time Buyer.....Helen Davis  
 1680 N. Vine St., Hollywood 28, Calif.

Managers.....Robert G. Nye, Richard Davis  
 285 Madison Ave., New York 16, N. Y.  
 Managers.....Jack Miller, Lee Davis

### FRANKEL, JONES, CO.

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

Phone: DEArborn 2-5745

ABP-ANPA

President.....Jones B. Frankel  
 Exec. V.P.....A. G. Gaines  
 Account Executives.....Howard S. Stone,  
 H. Markin  
 Radio-TV Director.....Henry Sherry

### FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 2-7433

ABP-ANPA-APA-PPA

Chm. of Board.....F. C. Burger  
 Pres., Treas., Radio-TV Dir.,  
 Time Buyer.....H. S. Rieff

Exec. V.P., Secretary.....R. S. Buckbinder  
V.P., Art Director.....Edward Gambole  
Prod. Mgr.....M. Goldstein

*Radio Accounts:* Adler Shoes, New York;  
Vim Electric Co. (RCA, Thor, Hallicrafters),  
New York, WJGM, Radio, New York.

*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. Freiberger  
Vice President.....Anne Freiberger  
Robertson, Robert Lochrie

Sec'y & Treas.....Doris R. Fleischer  
Prod. Mgr.....Fred Day

*Radio Accounts:* American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Toner's, Inc. (peanut butter), Denver.

*TV Accounts:* Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; B. K. Sweeney Mfg. Co. (Distributors), Denver.

### AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland 30, Calif.

Phone: OLYmpic 13773

AFA NBP—CNPA—WASAAA

Owner, Radio & TV Dir.....Ad Fried  
Radio & TV Time Buyer.....Mary Lynch  
Music Dir. & Librarian.....Elaine Fried  
TV Art Dir.....Kay Bachrach  
Prod. Dir.....Allison Clark

*Radio Accounts:* Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Biggie Furniture Stores, Richmond, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Co. (Marine Switches), Oakland, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; EZ Miner (Household Item), Oakland, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Fox Oakland Theatres; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Intl. Typographical Union No. 597, Martinez, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix Concrete), Oakland, Calif.; Oakland Police & Firemen (Campaigns); Roto-Rooter of Bay Area, Oakland, Calif.; Elysee Cosmetic Co., San Francisco, Calif.; Del-Tra Co. (Bakery

Eqt.), Oakland, Calif.; Murphy Buick Co., Oakland, Calif.

*TV Accounts:* Biggie Furniture Stores, Richmond, Calif.; Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area); Del-Tra Co. (Bakery Eqt.), Oakland; Murphy Buick Co., Oakland.

### FRIEND-REISS ADVERTISING, INC.

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.....Jan Van Erte  
Media Director.....Dan Connelly  
Production Manager.....Julius Brown  
V.P., Radio-TV.....Edward Ratner

*Radio Accounts:* Cameo Curtains, Inc., New York, N. Y.; Levolor Lorentzen, Inc. (Venetian Blinds), New York, N. Y.; Krug Baking Co., Jamaica, N. Y.; DeJur Amisco Corp. (Photographic Equipment), Long Island City, N. Y.; Shircraft Inc. (Shirts and Airman jackets), New York, N. Y.; Lafayette Radio, New York; Husco Shoe Co.; C-D-R Rotors (TV Antenna Rotors); Art Crayon Co. (Sargent Wash-Off Crayons); Kurlash Co. (Beauty Aids); Marboro Book Stores, all New York.

*TV Accounts:* Cameo Curtains, Inc. (Curtains — Draperies); Levolor Lorentzen, Inc.; DeJur Amisco Corp.; Shircraft Co.; Toy Guidance Council, Inc. (Educator Toys), New York; Husco Shoe Co.; C-D-R Rotors (TV Antenna Rotors); Art Crayon Co. (Sargent Wash-Off Crayons); Kurlash Co. (Beauty Aids); Marboro Book Stores, all New York.

### FRITZ, JIMMY & ASSOCIATES

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

Phone: HO 3-3251

Managing Partner.....Jimmy Fritz  
V.P., Acct. Exec.....Claude Miller  
Secretary.....Marion Vaughn  
Account Execs.....E. A. Helm, David Canim  
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 (Autos), 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.

### HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.

Phone: Liberty 2-6140

ANPA—APA—ABP—NBP

President, Treasurer.....Karl M. Frost  
Vice Presidents.....Florence A. Dondero,  
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.; 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.

### FULLER & SMITH & ROSS, INC.

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

Phone: MUrray Hill 6-5600

AAAA—ABP—ANPA—APA—NBP—NOAB  
President.....R. E. Allen  
V.P. & Mgr.....R. W. Nicholson  
V.P. & Research Dir.....Dr. W. C. Davis  
V.P. & Dir. Radio-TV.....A. E. Duram  
V.P. (Media Dept.).....G. T. Arthur  
V.P. Public Relations.....Shippen Geer  
V.P. & Dir. of Art.....J. M. Archer  
V.P. & Copy Chief.....G. K. Zern  
Creative Dir.....H. Slesar  
Dir. Mech. Prod.....Richard Matheis

#### Branch Offices

1501 Euclid Ave., Cleveland 15, Ohio

Phone: CHerry 1-6700

Exec. V.P. & Mgr.....J. C. Maddox  
105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5039

V.P. & Mgr.....E. J. Lauesen  
215 Market St., San Francisco 5, Calif.

Phone: YUKon 6-5955

V.P. & Mgr.....W. P. Dnmont  
211 Oliver Ave., Pittsburgh 22, Pa.

Phone: GRant 1-9565

V.P. & Mgr.....J. A. McKinven  
*Radio Accounts:* Westinghouse Elec. Corp.

(Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever); Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing); Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-

Williams Co. (Paint), American Greetings Corp. (Publishers), Central National Bank, Chicago & Eastern Illinois R. R.

*TV Accounts:* Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams 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

President.....Norman Furman  
Vice-President.....Irving J. Gottlieb  
Art Director.....Edwin R. Swaback  
Acct. Execs.....Nat Roth, Lon Shaw,

Rose Rodriguez  
Radio Time Buyer.....Margaret Wolf

*Radio Accounts:* American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry); Bustelo Coffee; Office Temporaries, Inc., all New York.

### GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.

Phone: Central 1-3200

ABP—ANPA—SNPA—APA—NBP

AAAA—ABC—NOAB

President.....Charles E. Claggett  
Sec. & Treas.....H. S. Gardner, Jr.  
V.P. Chg. Radio-TV.....William Fisher  
Vice-Presidents.....Wells Hobler,  
William J. Rogers, Kenneth Runyon,  
Michael Ryan

#### 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 (Duncan 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 & DUCAS, INC.

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

Phone: PLaza 5-5750

ANPA—ABP—NBP—NIAA

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, Jr.  
 Publicity Director.....F. D. Walker  
 Production Manager.....George J. Cisneros  
 TV Director.....T. Covington  
*Accounts:* All American Engineering Co.,  
 Wilmington, Del.; J. & E. Atkinson, Ltd.,  
 New York; Austenal, Inc., New York; Auto-  
 matic Switch Co., Orange, N. J.; B. G. Corp.,  
 Ridgefield, N. J.; British European Airways,  
 New York; California Eastern Aviation,  
 Washington, D. C.; H. W. Carter & Co., Cole-  
 ford, England; Crowley's Milk Co., Bingham-  
 ton, N. Y.; Fairchild Engine & Airplane  
 Corp., Hagerstown, Md.; Gibraltar Tourist  
 Bureau, Gibraltar; J. Goddard & Sons, New  
 York; Jaeger Co., New York; Lines Brothers,  
 London; Link Aviation, Binghamton,  
 N. Y.; Lundy Manufacturing Corp., Long  
 Island City, N. Y.; William MacDonald &  
 Sons, Glasgow, Scotland; McGraw-Hill Pub-  
 lishing Co. (Aviation Week), New York;  
 Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter  
 Co.), Newark, N. J.; Rotol Ltd., Gloucester,  
 England; Saint's Satin Wax, London; Vertol  
 Aircraft Corp., Morton, Pa.; Universal Lease-  
 ways System, Cleveland, Ohio; Thomas O.  
 Woolf & Son Co., New York.

**THE GETSCHAL CO., INC.**

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

President.....Budd Getschal  
 Exec. Vice Pres.....Lester Krugman  
 Media Director.....Irving Levine  
*Radio and TV Accounts:* Ludwig, Bau-  
 mann & Spear's (Dept. Store); New York  
 City; Sealy Mattress Co., New York City;  
 Darling Toys, Inc., New York City; Westing-  
 house Appliance Sales Corp., 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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 Ch. Exec. Comm.....B. B. Geyer  
 President.....Sam M. Ballard  
 V.P., Sec'y.....John R. Geyer  
 Treasurer.....John R. Kunz  
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 V.P., Mktg. Dir.....R. C. Robertson  
 Vice Pres., Acct. Supervisor...Frank Kearney  
 V.P. Copy Directors.....Edward Zern,  
 A. Vernon Bowen, Whiting Hall  
 R. P. Wilson  
 V.P. & Art Director.....A. A. Saur  
 V.P., Radio-TV Creative Dir....Ray J. Maurer  
 Time Buyers.....Elizabeth Powell,  
 E. S. Richardson  
 Prod. Mgr.....LeRoy Emmerich  
 Business Manager.....D. W. McGuinn  
 Film Supervisor.....James Harkey  
 Media Dir.....Lewis H. Happ  
*Branch Offices*  
 14250 Plymouth Rd., Detroit 32, Mich.  
 Phone: Webster 3-5520  
 Vice Presidents.....N. Nyland, John Heney

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.; Boyle-  
 Midway, Div. Am. Home Prod. (Aerowax,  
 Black Flag Aerosol, Easy-Off, Aero Shave,  
 Old English Wax, Griffin Shoe Polish);  
 American Motors Corp. (Nash, Rambler &  
 Metropolitan Cars, Kelvinator & Leonard  
 Appliances), Detroit; Doyle Packing Co.  
 (Strongheart Dog Food), Long Branch, N. J.  
 Am. Home Prod.; Doyle Packing Co.  
 (Strongheart Dog Food), Long Branch, N. J.  
*TV Accounts:* American Home Foods;  
 American Motors Corp.; Boyle-Midway Div.,  
 Am. Home Prod.; Doyle Packing Co.  
 (Strongheart Dog Food), Long Branch, N. J.

**GIBBONS ADVERTISING AGENCY, INC.**

802 Daniel Bldg., Tulsa 3, Okla.  
Phone: LUther 7-2444  
ABP-ANPA-SNPA-APA  
NOAB-AAAN

President.....J. Burr Gibbons  
 Vice President.....John B. Gibbons  
 Secretary.....Viola Neese  
 Radio-TV Dir.....Mercedes (Dee) Freiday  
*Radio Accounts:* National Bank of Tulsa  
 (banking and trust services), Tulsa; Stan-  
 ley's Funeral Service (funeral service),  
 Tulsa; State Federal Savings & Loan Associ-  
 ation (savings & loans), Tulsa; Wortz Bis-  
 cuit Co. (crackers and cookies), Fort Smith,  
 Ark.; Tom P. McDermott, Inc. (tire sales,  
 service & recapping, antifreeze & motor oil  
 & batteries), Tulsa. Oklahoma City: Mitch-  
 ell Mfr. 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 & Stor-  
 age Co. (moving and storage), Tulsa; Com-  
 munity Finance Corporation (loans).  
*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), Tul-  
 sa; Pedrick Laboratories, Inc. (Dog & Cat  
 Food), Sand Springs; Stanley Funeral Ser-  
 vice, Tulsa; Mitchell Mfr. Co. (Auto Seats),  
 Ft. Smith, Ark.; Community Finance Corp.;  
 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  
 Publicity Director.....Buddy Basch  
*Rad-TV Accounts:* Bonafide Mills, (Bon-  
 ny Maid Linoleums, Tilemasters, & Versa  
 Tile), New York, N. Y.; Davis Handkerchief



# ADVERTISING AGENCIES



Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories (No-Lax), New York.

## GILLHAM ADVERTISING AGENCY, INC.

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

Phone: EM 4-5516  
ABP—ANPA—APA

President-Treasurer.....M. C. Nelson  
Senior Vice-President.....Lon Richardson  
Vice-President.....Robert F. Rohlfing  
Vice-President.....Wendell J. Ashton  
Vice President.....J. Y. Tipton  
Vice-President.....Herber G. Wolsey  
Secretary.....Richard H. Ogaard  
Space Buyer.....Esther Gook

**Radio Accounts:** Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products 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, 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, INC.

739 N. Broadway, Milwaukee 2, Wis.  
Phone: BR 6-5934

ABP—ANPA—NOAB—NBP—APA

President..... Bert S. Gittins  
Prod. Dir..... Stewart Carlson  
Media Dir..... Esther Block  
Copy Dir..... Harold Nelson  
Dir. Ind. Markets..... James M. Costello  
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., Fort Worth 2, Texas  
Phone: ED 2-4476

ANPA—ABP—AAAA

President.....John H. Stewart  
Exec. Vice Pres.....Ward M. Wilcox  
Vice Presidents.....Merle W. Bell,  
Robert O. Hollerou, Jr., Duke Burgess,  
Jack Schlichenmaier, Liener Temerlin  
Secretary.....Grace Gallison

### Branch Offices

620 Republic National Bank Bldg., Dallas, Tex.

Phone: RI 1-6686

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

Phone: CA 7-6311

Vice President.....J. Schlichenmaier  
803 Lovett Blvd., Houston, Texas

Phone: JA 3-4714

Manager.....Ken Butler  
6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-9369

Manager.....Raymond Prochnow  
510 Electric Bldg., El Paso, Tex.

Phone: KE 2-3606

Manager.....I. E. Carson

**Radio Accounts:** Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas; Fort Worth Nat'l Bank; Groos Nat'l Bank, San Antonio; Sparkman Club Estates, Dallas; 7-Eleven Stores, Dallas; Greater Houston Lincoln-Mercury, Houston; Ryan Motor Company (Automobile), Fort Worth; Sakrete (Concrete Products), Cincinnati.

**TV Accounts:** Lone Star Brewing Co.; Fort Worth Nat'l Bank; Republic Nat'l Bank; Fort Worth Macaroni Co.; Groos Nat'l Bank; Turbiville Motors (Automobiles), San Antonio; Jordan Motors (Automobiles), San Antonio; Greater Houston Lincoln-Mercury; 7-11 Stores.

## GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.  
Phone: OXford 7-4300

ABP—AFA—ANPA—AAAA

Chairman of Bd.....Irwin A. Vladimirov  
Chmn. Exec. Comm...Duncan D. Sutphen, Jr.  
President & Treas.....Arthur A. Kron  
Vice-Presidents.....Robert F. Kendall,  
Arthur F. Connolly, Daniel C. Kaufherr,  
Richard H. Hobbs, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz, Evelyn Ringrose, William V. Rieglane.

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

### Branch Offices

1 No. LaSalle St., Chicago 2, Ill.  
Phone: ANdover 3-2890

Vice-President.....Richard H. Hobbs  
251 Kearny St., San Francisco 8, Calif.

Phone: YUkon 6-0920

Vice-President.....M. M. Craig Spitz  
P. O. Box 8676, Fernandez Juncos Station,  
Santurce, P. R.

Phone: San Juan 2-0780

Manager.....Andrew N. Vladimirov

**Radio and TV Accounts:** Lutheran Laymen's League, St. Louis, Mo.; Japan Canned Crabmeat Sales Co.; International Tuna Fish Assn.; Japan External Trade Recovery Organization (Imported Canned Mandarin Oranges), all Tokyo.



### GOURFAIN-COBB AND ASSOCIATES

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

Phone: WH 45230

ANPA-APA-NBP ANPA-NOAB

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 5-1082

ANPA-APA-ABP-NBP

President, Treasurer.....Ivan B. Romig  
Vice Presidents.....Wm. Eichhorn, Wm.  
Walker  
Sec'y., Media Dir. ....Blanche Jampol

### GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-6500

ANPA-APA-ABP-PPA-SNPA-NOAB

President.....Will C. Grant  
Exec. V.P., Int'l.....Fred Spence  
Vice-Presidents.....Valeria T. Feely,  
Carl M. Post, W. R. Watson  
Secretary.....Mary Waller Grant  
V.P. & Art Dir.....Loren G. Moore  
V.P., Research Dir.....Kay Sheldon  
V.P., Comptroller.....John G. Copeland  
Media Director.....Reginald L. Dellow  
Dir. Bus. Analysis.....Glen E. Shears  
Time Supervisor.....Dene Voigt  
Radio & TV Dir. (Chicago).....Jeanne Ruzek  
Production Mgr.....Harry White  
Chicago Art Dir.....Calvin Merrick  
V.P., Personnel.....Donald C. Turner

#### Branch Offices

711 Third Ave., New York 17, N. Y.

Phone: OXford 7-5890

V.P. Chg. N. Y. Office.....Paul L. Bradley  
29th Floor, Guardian Bldg., Detroit 26, Mich.  
Phone: WOODwood 3-9100

Exec. V.P.....Lawrence McIntosh  
2903 Davis Bldg., Dallas 2, Tex.  
Phone: RIVERSide 4-3251

V.P. Chg. Dallas Office.....Jack Edwards  
Hulman Bldg., Dayton 2, Ohio  
Phone: MICHigan 7611

V.P., Chg. Dayton Office.....V. P. Black  
American Bank Bldg., Portland, Ore.  
Phone: CA 2-9409

Mgr. & Acct. Exec.....John A. Gisey  
One Nob Hill Cir. E., San Francisco 5, Calif.  
Phone: SLITter 4-3124

V.P. Chg. San Fran. Off.....R. B. England  
12th 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.....John M. Cody  
Accounts: Airtemp Div. of Chrysler Corp.;  
American Weekly; Campana Sales Co.; Cent-  
live Brewing Corp.; Drake Hotel; Dr. Pep-  
per; Kalamazoo Vegetable Parchment; War-  
ren Petroleum Co.; M. Pier Co.; Clark Div.

Beatrice Foods Co.; Detroit Bank; Electric  
Autolite; Iodent Chemical Co.; Plymouth  
Div.; Chrysler Corp. (TV); Florida Power  
& Light; Florida Avocado & Lime Comm.;  
Nassau Development Board; Comet Rice  
Co.; Coppertone Sales Corp.; Park & Til-  
ford; Florist Telegraph Delivery Assoc.

### GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

Phone: WAlnut 2-1808

ANPA-ABP-ABC-AAA-APA

NBP NOAB BPA

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-  
rell, Albert R. Boechroch

Radio-TV Dept.....Walter M. Erickson  
Production Mgr.....Alex 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.; Diamond State Telephone Company  
(Services); Delaware: Lee Tire & Rubber  
Co. (Tires), Conshohocken; Charles Mar-  
chand Co. (Hair Rinses), N. Y., N. Y.;  
Vogel-Bilt (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 9-8640

President.....Monroe W. Greenthal  
V.P., Creative Dir.....David E. Diener  
Radio & TV Dir.....Harvey Schulman  
V.P., Media Dir.....Herb Hauser  
Art Directors.....Oscar Krauss, Otto Luth-  
er  
Copy Chief.....Dave Dember  
Art Director.....Otto Luth-  
er

Radio Accounts: Gimbel's; RKO The-  
atres; Buena Vista (Walt Disney Film  
Distr.); A. M. Kidder & Co. (Stockholders);  
Stanley Warner Corp. (Cinerama); United  
Artists Corp.; Walter Reade (Odeon,  
Theatres & Restaurants).

Estimated Radio Billings: \$500,000.

TV Accounts: Efanbee Doll Corp.; Dis-  
tributors Corp. of America; RKO Theatres;  
United Artists Corp.

Estimated TV Billings: \$300,000.



# ADVERTISING AGENCIES



## GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.

Phone: PLaza 1-3500

AAAA-ABP-ANPA-APA-NOAB-PPA

Bd. Chrmn., Head Exec. Comm...Lawrence Valenstein

President.....Arthur C. Fatt  
Exec. V.P., Acct. Sup.....Herbert D. Strauss  
V.P. & Radio-TV Dir...Alfred L. Hollender  
V.P., Radio-TV.....Hal Davis  
V.P., Mgr. Prod.....Ralph Froelich  
V.P. Media Dir.....E. L. Deckinger  
V.P., Radio-TV Copy

Chief .....Robert Kirchbaum  
V.P., Adm. Art Dir.....Guy Oring  
V.P., Acct. Supvs.; Ralph Axthelm, Leroy Block, B. I. Brownold, Samuel Dalsimer, Theo. Kaufman, Joseph Lorin, Edward Meyer, David Rand, Edmund R. Richer, Jules Singer, Jerome Stolzoff, John A. Kuneau, Richard J. Martell.

*Radio Accounts:* Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston); Anson, Inc. (Anson Men's Jewelry); Associated 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 Broadcasting Co.

*TV Accounts:* Anson, Inc. (Jewelry); Associated 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 & Polident; National Broadcasting Co.; RCA Victor Records.

## GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13. O.

Phone: TOWer 1-3232

AAAA-ABP-ANPA-APA

NOAB-SNPA

President.....Kenneth W. Akers  
Chairman.....Kenneth W. Akers  
President .....Charles Farran  
Secretary-Treas.....John F. Davis  
Media Dir.....T. R. Meredith  
Dir. of Radio & TV....Richard Woodruff

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

*TV Accounts:* Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The

B. F. Goodrich Co. (Tires, Drugs, etc.). Akron, Ohio; Nickles Bakery.

## JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.

Phone: CHapel 9-3491

Pres., Treas.....Julian Gross  
V.P., Gen. Mgr.....Erwin B. Needles  
Vice Pres.....Sidney Silverman

## ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.

Phone: PA 1-1661

President.....Art Gruber  
Secretary.....E. M. Gruber  
Vice Pres.....Norman Vinitzky

*Radio Accounts:* Authorized TV (Television Service); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis; Midway Chevrolet, St. Paul; O. B. Thompson Electric; Orrin Thompson Construction Co., both Minneapolis.

*TV Accounts:* Bowlerama, Inc. (Bowling); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis-St. Paul; Midway Chevrolet, St. Paul; Orrin Thompson Construction Co.; Minnesota Bowling Proprietors Assn., both Minneapolis.

## GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.

Phone: YUkon 2-6040

AAAA-ABC-ABP-ANPA

President .....Walter Guild  
Bd. Chrmn.....David Bascom  
Exec. V.P.....Dante Bonfigli  
V.P., Gen. Mgr.....Gilbert Burton  
V.P., Secy-Treas.....W. I. Hoffnine, Jr.  
V.P., Media Dir.....Rod Macdonald  
V.P., Dir. Copy-TV Depts. . . Courtenay Moon  
V.P., Creative Dept. .... Alex Anderson

*Branch Offices*

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

Phone: PLaza 1-3979

Acct. Exec.....Hank Buccello  
Dir. Network Rel.....Reggie Schuebel

1750 N. Vine Capitol Tower,  
Hollywood 28, Calif.

Phone: HO 9-8217

Program Director .....Dave Fulmer

*Radio and TV Accounts:* Ralston Purina Co., St. Louis, Mo.; The Best Foods, Inc. (NUCOA), New York; Skippy Peanut Butter, Alameda, Calif.; Breast-O'-Chicken Tuna, Inc., San Diego, Calif.; Heideberg Brewing Co., Tacoma, Wash.; Max Factor & Co. (Soft-Set & Dri-Mist), Los Angeles; Mother's Cake & Cookie Co., Oakland, Calif.; Mary Ellen's Distsr. (Jams & Jellies), Berkeley, Calif.; Clougherty Packing Co. (Farmer John Meat Products), Vernon, Calif.

## LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave., New York 21, N. Y.

Phone: TEMpleton 8-1717

ABP-ANPA-ABC

Chairman.....Lawrence C. Gumbinner



President .....Milton Goodman  
 V.P., Radio-TV Dir.....Paul G. Gumbinner  
 Exec. V.P.....Morton Freund  
 Associate Counsel.....L. S. Goldsmith  
 VP in Chg Prod.....Herman Kornblum  
 V.P. in Chg. Art.....Hershel Bramson  
 Vice President.....Graeme Macleod  
 Vice President.....Sunner Wyman

*Radio Accounts:* American Tobacco Co. (Filter Tip Tareyton Cigarettes, Roi-Tan Cigars), New York; Bereut-Richards Packing Co. (Sacramento Tomato Juice), Sacramento, Calif.; Block Drug Co. (Rem Cough Medicine, Omega Oil, Minipoo), Jersey City, N. J.; Browne Vintners Co., Inc. (Cherry Kijafa Wine), New York; Chap Stick Co. (Chap Stick Lip Balm, Chap-ans Hand Cream) Lynchburg, Va.; Kolmer-Marcus (Men's Clothing), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Stick), New York.

*TV Accounts:* American Tobacco Co. (Filter Tip Tareyton Cigarettes), New York; Block Drug Co. (Rem. Rem Rub, Minipoo), Jersey City, N. J.; Bourjois, Inc. (Evening in Paris Toiletries), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Porter Cable Machine Co. (Portable Electric Tools), Syracuse, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Sticks), New York.

**GUNN-MEARS ADVERTISING AGENCY CORP.**

Times Tower, N. Y. 36, N. Y.  
 Phone: BRyant 9-2900  
 ANPA—APA

President.....William P. Gunn  
 V.P.....John J. Crimmins  
 Secy & Treas.....Virginia Mears  
 Art Dir.....Sidney Nemirov  
 Production Mgr.....Louis Fillipo  
 Acct. Executives.....William P. Gunn,  
 John J. Crimmins, John A. Finnegan, Dennis Sullivan, Sadye Curtis, Lillian Mordecai.

*Accounts:* Dobbs Truss Co.; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zephar Mills, Inc.

**JOHN L. HALPIN, ADVERTISING**

277 State St., Schenectady 5, N. Y.  
 Phone: Franklin 2-0492  
 NYCPA

Partners..John L. Halpin, Marion G. Halpin  
 Copy Chief.....S. P. Levine

*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.

**HANSON, CLEM T., CO.**

1409 - 15th St., Moline, Ill.  
 Phone: 2-3022  
 ABP—NBP—APA

Owner, Acct. Exec. ....Clem T. Hanson  
 Prod. Mgr., Acct. Exec. ....W. R. Lievens

*Accounts:* Allen-Klapp Co. (Newspaper Representatives) Chicago; American Magnetics Co. (Magnetic Separators) Moline, Ill.; Anthes Force Oiler Co. (Truck Safety Equipment) Ft. Madison, Ia.; Baker's Dairy, Moline, Ill.; Blackhawk Films (Home Movie Films) Davenport, Ia.; Eastin Pictures, (Educational Films) Davenport, Ia.; H-O-N Co., The (Office Equipment), Muscatine, Ia.; Holst-Kakert Co. (Carpet Cleaning) Moline, Ill.; Lofgren Distributing Co. (Radio and TV) Moline, Ill.; Moline Accessories Corp. (Elevator Parts) Moline, Ill.; Moline Iron Works (Castings) Moline, Ill.; Prime-Mover Co. (Materials Handling Equipment) Muscatine, Ia.; Rock Island Argus (Newspaper) Rock Island, Ill.; Stampings, Inc. (Bottled Gas Housings) Davenport, Ia.; Uptown National Bank, Moline, Ill.; Van Vooren Products (Welding Equipment) East Moline, Ill.; Veterans Information Service, Moline, Ill.; Station WHBF AM-FM-TV, Rock Island, Ill.; Warsaw Brewing Corp., Warsaw, Ill.; Z-F Co. (Grease-seal and Underground Pumping Stations) Moline, Ill.

**RALPH A. HART, ADVERTISING**

113 So. 21st St., Philadelphia 3, Pa.  
 Phone: PEAnypacker 5-8477

President.....Ralph A. Hart  
 Art Dir.....Leon Greenfield  
 Prod. Mgr.....Theodore Barkus  
 Copy Chief.....Murray Firestone  
 Media Dir.....Vivian Friedman  
 Acct. Execs.....R. Hart,  
 T. Barkus, M. Firestone, M. Schwartz

**HART-CONWAY CO., INC.**

Triangle Bldg., Rochester 14, N. Y.  
 Phone: LOenst 3520  
 ANPA—ABP—APA—NBP

Pres., Treas. ....H. Lyman Hart  
 Sr. Vice-President.....Harold E. Kennedy  
 Exec. Vice-President.....Joseph Brown  
 Vice President.....John P. Street  
 Vice-President.....E. Ward Phillips  
 Secretary.....John M. Nixon  
 Account Execs.....H. L. Hart,  
 H. E. Kennedy, J. P. Brown, J. P. Street,  
 J. M. Nixon, E. W. Phillips, Peter B. Whitcombe, Charles R. Milne  
 Production Manager...James V. Mannhardt  
 Comptroller.....A. L. Kearns  
 Art Dir.....Arthur Sinclair

*Radio Accounts:* Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Har-

ness Racing Track), Batavia, 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.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), 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.; 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.; Columbia Savings & Loan (Savings Bank), Rochester, N. Y.; Webaco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

**GEORGE H. HARTMAN CO.**

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

Phone: ANdover 3-0130

ABP-ANPA

President.....George H. Hartman  
 Exec. V. P. ....Rowland Laughlin  
 V. P., Gen. Mgr. ....John T. Holloway  
 Vice Pres....Thomas Kivlan, David R. Coey,  
 William H. Aaron, Robert S. Cole  
 V.P., Art Dir.....Alfred Festen  
 Secretary .....George H. Hartman, Jr.  
 Treasurer .....Frank R. Hartman  
 Copy Chief .....Thomas Whitehead  
 Media Dir., Radio-TV Time  
 Buyer .....Virginia Caldwell  
 Production Mgr. ....Philip Navigato  
 Radio & TV Director .....John D. Berg  
 Radio & TV Talent Buyer ....Jack Leonard

*Branch Office*

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

Phone: MUrray Hill 9-8637

Radio-TV Dir. ....John Berg

**THE F. H. HAYHURST CO. LIMITED**

7 King St. E., Toronto, Ontario, Canada

Phone: EMpire 6-0731

President.....W. P. Hayhurst  
 Vice-President.....Geo. F. Hayhurst  
 V.P.....H. W. E. Pepler  
 V.P.....N. L. Drynan  
 Director.....D. J. Leonard  
 Radio-TV Director.....R. D. Amos  
 Asst. Dir.....C. M. Harrison  
 Timebuyer.....E. Brown  
 Radio Prod.....S. Hannah

*Branch Office*

1510 Drummond St., Montreal, Que.

Phone: HARbour 0255

Radio-TV Sup.....Mrs. D. Mathieu  
 Manager.....J. B. Leupold

**Radio Accounts:** Acousticon-Dictograph Co.; Elizabeth Arden of Canada Ltd.; Best Foods (Canadian) Ltd. (Rit Dyes, Nucoa Margarine); British Motor Corp. (Austin, Morris Cars); Canada Permanent Trust, all Toronto; Canadian Cannery Ltd.; Wagstaffe Ltd. (Jellies, Jams, Pickles), both Hamilton; Dack Corp. (Shoes), Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; G. T. Fulford Ltd. (Baby's Own Tablets, French); General Steel Wares Ltd.; Heintzman & Co. Ltd., all Toronto; Walter M. Lowney Co. Ltd., Montreal; MacFeters Creamery Ltd. (Golden Bar Cheese, Honey Butter), Toronto; Montreal Gazette, Montreal; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Can. Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Scholl Mfg. Co. Ltd. (Zino-Pads), Toronto; Scotch Anthracite Coal Co. Ltd., Montreal; Pioneer Feed Co. Ltd.; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer, Listerine); E. Griffith Hughes Ltd. (Rennies Tablets); John A. Huston Co. Ltd. (Dolcin), all Toronto.

**TV Accounts:** Canadian Cannery Ltd., Hamilton; Carling Breweries Ltd., Brading Div., Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Canada, Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board, both Toronto; Visking Ltd., Lindsay; Parker Pen Co. Ltd.; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer); Loblaw Groceterias, all Toronto.

**HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.**

1270 Sixth Ave.

New York 20, N. Y.

Phone: CIrcle 7-7660

President.....Mort Heineman  
 Ch. of Bd., Sec. & Treas.....M. J. Kleinfeld  
 Vice Presidents.....Julius Joseph Jr.,  
 Joseph Shaw

Radio-TV Time Buyer.....Alice Ross

Radio-TV Prod.....Allen Black

*Branch Office*

532 N. Cherokee Ave., Los Angeles, Calif.

Phone: HOLlywood 3-8892

Manager .....Howard Blake

**Radio Accounts:** Coty, Inc. (Cosmetics), New York City; Roosevelt Raceway, Westbury, N. Y.; (Rad, Inc. (Crystal White Bleach), New York.

**TV Accounts:** Coty, Inc., Roosevelt Raceway; Rad, Inc. (Crystal White Bleach).

**HERALD ADVERTISING AGENCY, INC.**

141 Lexington Ave., New York 17, N. Y.  
 Phone: Murray Hill 7-2280  
 Pres., Radio Dir. .... M. J. Middleman  
 V.P. & Art Dir. .... Jack Warren  
 V.P. & Sec'y. .... H. M. Weiss  
 Acct. Executives. .... M. J. Middleman,  
 S. T. Hunter

*Accounts:* Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Fynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WOAN, Scranton, Pa.; Scranton Times.

**AL HERR ADV. AGENCY, INC.**

225 E. Michigan St., Milwaukee 2, Wis.  
 Phone: Broadway 1-2710  
 AAAA ABP-ANPA ABC

Pres., Acct. Exec. .... **Al Herr**  
 Vice-President ..... John Rock  
 Radio and TV Dir. .... Pat Kocian

*Radio Accounts:* Cudahy Bros. Co. (Meat Packer), Cudahy, Wis.; Ace Foods, Inc. (Restaurant & Caterer); John Graf Co. (Beverages); Keller's Beverage Center; King Braeger Chevrolet Co.; Milwaukee Florists Assn.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Marine Nat'l Exch. Bank; Pate Oil Co.; Sealtest Dairy Div.; Sealtest Ice Cream Div.; Spic & Span Dry Cleaners, all Milwaukee.

*Estimated Radio Billing:* \$65,000.

*TV Accounts:* Economics Laboratory, Inc. (Detergent, etc.), New York; Cudahy Bros. Co. (Meat Packer); Marine Nat'l Exch. Bank; Pate Oil Co.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Spic & Span Dry Cleaners, all Milwaukee.

*Estimated TV Billing:* \$115,000.

**HICKS & GREIST, INC.**

555 Fifth Ave., New York 17, N. Y.  
 Phone: Murray Hill 7-5600  
 ABP-ANPA

President. .... Charles A. Skoog, Jr.  
 Exec. Vice Pres. .... Harry L. Hicks, Jr.  
 V.P., Secretary. .... Harold Bretnier  
 V.P., Treasurer. .... K. A. Hamilton  
 V.P., Dir., Radio-TV. Theodore J. Grunewald  
 Pub. Rel. Dir. .... Irving S. Kogan  
 Time Buyer. .... Vincent J. Daraio.

*Radio Accounts:* Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), Long Island City, N. Y.; Sandura Co. (Sandran Floor Covering), Philadelphia; Stahl-Meyer, Inc. (Ferris Ham & Bacon, Cheezdogs), New York; The Taylor-Reed Corp. (Q-T Instant Frosting), Glenbrook, Conn.

*TV Accounts:* Blessings, Inc. (Disposable Diapers), New York; Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Sandura Co. (Sandran Floor Covering), Philadelphia, Pa.; The Taylor-Reed Corp. (Cocoa Marsh, Q-T

Instant Frosting), Glenbrook, Conn.; Walter H. Johnson Candy Co. (Power House Candy Bars), Chicago, Ill.

**HILL & KNOWLTON, INC.**

150 E. 42nd St., New York 17, N. Y.  
 Phone: OXford 7-5600  
 ANPA

Chairman. .... John W. Hill  
 President. .... Bert C. Goss  
 Sec. Treas. .... Harry S. Cooper  
 Art Director. .... M. Richard Kaufmann

*Branch Office*

1000 Vermont Ave., N. W.  
 Washington 5, D. C.  
 Phone: STerling 3-0270

Vice President. .... Avery McBee

**HILTON & RIGGIO, INC.**

4 West 58th St., New York 19, N. Y.  
 Phone: PLaza 1-3900  
 ANPA NBP NOAB

President. .... Peter Hilton  
 Exec. V.P. .... Robert L. Haag  
 Vice Presidents. .... James Williamson,  
 John G. Jones, F. I. Cabners  
 Art Director. .... Jabez Williams  
 Time Buyer. .... Maria Carayas  
 Production Manager. .... Daniel Casey

*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 Eyan, New York City; Vermont Industries of America, Inc., New York City.

**HOAG & PROVANDIE, INC.**

136 Federal St., Boston 10, Mass.  
 Phone: Hancock 6-8580  
 ABP ANPA-APA AAAA-AAAA

President. .... Paul Provandie  
 Treasurer. .... Myron Eastwood, Jr.  
 Vice-President. .... Wm. Van N. Washburn  
 Exec. Vice-President. .... Langley C. Keyes  
 Production Mgr. .... A. S. Murdy, Jr.  
 Art Director. .... Donald E. Clark  
 Copy Director. .... Daral Bach

*Accounts:* Carter's Ink Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.; LaTouraine Coffee Co., Boston; New England Bakery, Pawtucket, R. I.; WHDH-TV, Boston.

**HONIG-COOPER & MINER**

1275 Columbus Ave., San Francisco 11, Calif.  
 Phone: OR 3-4469  
 AAAA-ABC ABP-ANPA

President. .... Louis Honig  
 Sr. V.P. .... John C. Morse  
 Sr. V.P. .... Warren Kraft, Sr.  
 Sec. Treas. .... John W. Davis  
 1st V.P. .... Fred Glauser



Vice-Presidents .....Eric Be'lingall,  
Ted Krough, Robert Haumesser, I. M.  
Greer, Hildred Sanders, Richard Glover,  
Andrew Carpenter, Arthur Trask, Fred  
Kaplan

Media Dir.....J. W. Davis  
Time Buyer.....Clarice McCreary

*Branch Offices*

Tower Bldg., Seattle 1, Wash.

Phone: MA 1801

V.P.....W. E. Kraft  
6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 8-2431

V.P.....K. D. Stewart, Jr.

*Radio Accounts:* Langendorf United Bakeries (Butternut Bread); Italian Swiss Colony (Wines); Wells Fargo Bank; Denalan Co. (Dental Plate Cleaners); Yellow Cab Co., all San Francisco; Clorox Co., Oakland, Calif.

*TV Accounts:* The Clorox Co.; C & H Sugar Refining Corp.; Langendorf United Bakeries (Butternut Bread); S & W Fine Foods, Inc.; Italian Swiss Colony (Wines); Star-Kist Foods, Inc. (Tuna Products); Avoset Co. (Qwip); Leslie Salt Co., all San Francisco; Gambarelli & Davitto (G & D Vermouth & Wines), New York.

*Former Miner Co. Accts:* American Beauty Macaroni; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Thrifty Drug Stores, Inc. (Drng Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); James O. Welch Co. (Candy); Hoffman TV (Television Sets), all Los Angeles.

**HORAN-DAUGHERTY INC.**

8012 Bonhomme, St. Louis 5, Mo.

Phone: VOLunteer 3-4524

President.....Joseph J. Ho-an  
Exec. V.P.....Robert O. Scott  
Vice Pres.....Jim Daugherty  
Art Dir.....James W. Duke  
Secretary.....Mary E. Johnson  
Radio-TV Dir.....Barbara Block

*Radio-TV Accounts:* Falls City Brewing Co. (Falls City Beer), Louisville, Ky.; Pepsi-Cola Bottlers of St. Louis, Inc.; Vi-Jon Laboratories, Inc. (Antiseptic Mouth Wash, Gargle, Hand Lotion), St. Louis.

**HOUCK & COMPANY, INC.—  
ADVERTISING**

2013 S. Jefferson St., Roanoke 16, Va.

Phone: 2-3411

ABP—ANPA—APA—SNPA

President.....C. B. Houck  
V.P., Radio-TV Dir.....William B. Houck  
Secretary.....Kathryn H. Ferguson  
Art Director.....Edwin R. Deady  
Production Mgr.....W. Leon Mitchell

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

**BRYAN HOUSTON, INC.**

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

Phone: PLaza 7-6400

ABP—ANPA—AAAA

Chairman of Board.....Bryan Houston  
President.....Wm. R. Hillenbrand  
V.P. Dir. Mchdse.....Patrick Gorman  
V.P. Dir., Art.....Stanley Freeman  
V.P., Creative Dir.....Donald E. Jordan  
V.P., Prod. Mgr. ....Samuel H. Weber  
V.P. Dir. Research.....Frederick L. Ryner  
V.P. Dir. Radio-TV.....Wm. B. Templeton  
Mgr., Radio-TV.....Jules Bundgus  
Ex. Prod., Film Com'l.....C. Kulesza

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

*TV Accounts:* Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap); Nestle Co. (Nescafe Instant Coffee); Whitehall (Dristan); Heublein (Maypo Cereal, Maltex Cereal); J. P. Stevens (Fibre Glass Product).

**CHARLES W. HOYT CO., INC.**

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

Phone: MURray Hill 2-2000

ANPA—APA—NBP—ABC—NOAB—AAAA  
President.....Everett W. Hoyt  
Chairman of Bd.....Winthrop Hoyt  
Vice Presidents.....A. W. Fargo,  
John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt

Secretary.....James R. Roberts  
Treasurer.....F. J. Becker  
V.P., Dir. Radio-TV.....W. P. Smith  
V.P., Research.....Peter H. Nicholas

*Branch Office*

Chamber of Commerce Bldg., Miami 32, Fla.  
Phone: FR 1-2165

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

*TV Accounts:* American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester,

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

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

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

Chrm. of Board ..... Richard S. Humphrey  
President ..... Deane Uptegrove  
V.P., Media Dir., Secy. .... Harry M. Billerbeck  
V.P., Radio-TV Dir. .... Ransom P. Dummell  
V.P., Marketing ..... Emmett Faison

#### Branch Office

1235 Statler Bldg., Boston 16, Mass.  
Phone: LIberty 2-6100

Vice President ..... James S. Hauck  
Radio Accounts: John H. Breck, Inc. (Breck Hair Set Mist), Springfield, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Kendall Mills (Curity Nursery Products, Dish Towels, Milk Filter), Walpole, Mass.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

TV Accounts: John H. Breck, Inc. (Breck Inc. (Breck Hair Set Mist), Springfield, Mass.; Bird & Son, Inc. (Floor Covering & Roofing), E. Walpole, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

### HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.  
Phone: HAmiton 6-1160  
APA—ANPA—PPA—ABP—NOAB

Director ..... Frank A. Hutchins  
Director ..... F. Irving Hutchins  
President ..... Frank M. Hutchins  
Vice-Presidents ..... John P. McCarthy,  
William F. Lacey, Homer C. Scheck

#### Branch Office

33-35 Hayden St., Toronto, Ont., Canada  
Phone: KIngsdale 6661

Manager ..... William Bounsall  
Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Scrantom's Book and Stationery Co., Waldert Optical Co., Inc.; Rochester Savings Bank; Staub-Beck's, Inc.

TV Accounts: Lincoln Rochester Trust Co., Schuler Potato Chips; Empire State

Pickling Co., Langie Fuel Service; Rochester Savings Bank; Staub-Beck's, Inc.

### JESSOP ADVERTISING CO., INC.

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

President, Treas. .... G. J. Cobak  
Vice Pres. .... F. M. Cobak  
Radio & TV Director ..... P. W. Mesner  
Secretary ..... R. D. Moss  
Radio-TV Time Buyer ..... S. M. Dronick  
Media Dir. .... A. R. Conte

### JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.  
Phone: BArdlay 7-3337  
APA—ANPA

President ..... F. B. Johnston  
Secy. .... Wesley Edson  
Art Dir., Prod. Mgr. .... John Inglehart  
Vct. Execs. .... Morton S. Krieger,  
John Caruso, Harry Carter

### RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.  
Phone: GArdfield 2300  
AAAA—NOAB—APA—PPA—NBP  
ABP—ANPA

Pres. & Treas. .... C. M. Robertson, Jr.  
Exec. Vice-Pres. .... Stanley A. Willer  
Vice-President ..... James M. Nelson  
Space Buyer ..... Maurice Oshry  
Radio-TV Director ..... Ann Smith  
Radio, TV Time Buyers ..... Betty Deric,  
Eula Reggin

Film Buyer ..... Jan Lattier

#### Branch Office

580 Fifth Ave., New York 36, N. Y.  
Phone: PLaza 7-4600

Mgr. .... H. S. Leuz

### KAL, EHRLICH & MERRICK ADVERTISING, INC.

314 Star Bldg., Washington 4, D. C.  
Phone: EXecutive 3-3700  
ANPA

Chrmn. of Board ..... Norman C. Kal  
President ..... Harry L. Merrick  
Exec. V. P. .... Alvin Q. Ehrlich  
V.P., Secretary ..... Bernard R. Linkins  
Radio-TV Dir. .... David P. Thomas  
Radio-TV Time Buyer ..... Nella Manes

### KAMIN ADVERTISING AGCY.

605 McGowen, Houston 6, Texas  
Phone: JAckson 6-1181  
AAAA

President ..... Lester Kamin  
Exec. V.P. .... B. I. Blumberg  
Production Mgr. .... Bill Sims  
Comptroller ..... Irving L. Samuels  
Acct. Executives ..... Sig Smith,  
Rita Sullivan, Carl Brown

### LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-4120  
ANPA—ABP

President ..... Lawrence Kane  
 V.P., Mds. Dir. .... Eugene J. Cohn  
 V.P., Copy Dir. .... Marvin D. Richwald  
 V.P. .... Alvin Gardner  
 Art Director ..... Norman Brenner  
 Media Director ..... Rowena Pearl  
 Research Dir. .... Esther Goldstein

**H. W. KASTOR & SONS ADV. CO.**

75 E. Wacker Dr., Chicago 1, Ill.  
 Phone: CENTral 6-5331  
 ABC—ANPA—APA—NOAB

President ..... A. G. Kastor  
 V.P. & Gen. Mgr. .... Marvin Harms  
 Vice-President ..... Herman Kastor  
 Vice Pres. .... John T. Urice  
 V.P. & Copy Chief ..... Ashley Belbin  
 Media Dir. .... Harvey Mann  
 V.P., Radio-TV ..... James H. West  
*Radio and TV Accounts:* International  
 Milling Co. (Robin Hood Flour), Union  
 Starch & Refining Co. (Reddi Starch),  
 Orange Crush Co.; Campana Corp. (Ban-  
 tron).

**KASTOR, FARRELL, CHESLEY &  
 CLIFFORD, INC.**

400 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 1-1400  
 ANPA—NOAB—APA

Chairman ..... H. Kastor Kahn  
 Chmn. Exec. Comm. .... Willoughby S. Chesley  
 President ..... C. E. J. Clifford  
 V.P., Media Dir. .... Jack B. Peters  
 Sr., V.P. .... L. G. Whitebrook  
 Radio, TV Dir. .... H. B. Walsh  
 Radio-TV Creative Dir. .... Thomas Gad  
*Radio Accounts:* Hickok Mfg. Co., Roches-  
 ter, N. Y.  
*TV Account:* Hickok Mfg. Co., Rochester,  
 N. Y.

**THE BENJAMIN KATZ AGENCY**

1820 Spruce St., Philadelphia 3, Pa.  
 Phone KIngsley 6-0803

President ..... Benjamin J. Katz  
 Prod. Mgr. .... Philip L. Winson  
 Media Dir. .... Alice M. Miller  
 Publicity Mgr. .... William Becker  
 Research Mgr. .... Rose Kibrick Katz  
 Radio-TV Dir. .... Leonard B. Stevens  
 Acct. Exces. .... B. J. Katz, P. L. Winson,  
 S. Strassler

**JOSEPH KATZ CO.**

10 West Chase St., Baltimore 1, Md.  
 Phone: LE 9-1500  
 AAAA—ANPA—ABP

Bd. Chairman, Pres. .... Joseph Katz  
 Sr. V.P. .... H. W. Bennett, Jr.  
 V.P. & Treas. .... C. M. Harrison  
 Time & Space Buyer. .... Geraldine Rntkowski  
 Media Director ..... Jean Mitchell Bloch  
 Vice-Pres., Gen. Mgr. .... Stanley Blumberg  
 Radio-TV Dir. .... James Miller

*Branch Office*

Amoco Bldg., 555 Fifth Ave., New York, N. Y.  
 Phone: MUrray Hill 7-0250  
 Exec. Vice Pres. .... Harry Kullen

V.P. Marketing ..... C. W. Shugert  
 V.P.s ..... W. Linn, S. Loewenberg  
 V.P. & Radio-TV Dir. .... Robert G. Swan  
 Radio-TV Dir. .... Alice Polver

*Radio Accounts:* American Oil Co. (Amo-  
 co-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; 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 Sta-  
 tion WITH, Baltimore, Md.; WLEE, Rich-  
 mond, Va.; WWDC, Washington, D. C.;  
 WXEX-TV, Richmond-Petersburg, Va.

**HENRY J. KAUFMAN &  
 ASSOCIATES**

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

General Manager ..... Henry J. Kaufman  
 Radio-TV Director ..... Jeffrey A. Abcl  
 Film Buyer ..... Robert S. Maurer  
 Writers ..... Louise Coble, Roberta Koehler

**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

**DON KEMPER COMPANY, INC.**

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUPERior 7-6746  
 AAAA—ABP—ANPA

Chrmn. of Bd. .... Clyde M. Joyce  
 President ..... Don H. Kemper  
 Vice Pres. .... Robert A. Hilton  
 Media Dir., Treas. .... J. Alden Joice  
 Creative Dir. .... Ted C. Carlson

*Offices*

850 S. Patterson Blvd., Dayton 2, Ohio  
 Phone: Adams 6216

President ..... Don H. Kemper  
 V.P. .... James D. Parker  
 350 Fifth Ave., New York 1, N. Y.  
 Phone: LACKawanna 4-7730  
 V.P. .... John Malone, Jr.

*Radio Accounts:* Hasbrook Construction Co., Inc., Arlington Heights, Ill.; Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., New York.

*TV Accounts:* Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.

**KENNEDY-HANNAFORD, INC.**

1322 Webster St., Oakland 12, Calif.  
Phone: TEmplebar 6-2532

Owner.....Helen A. Kennedy  
V.P.....Peter D. Hannaford  
Director.....Mary H. Fall-

*Radio Accounts:* First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; Griffin Crafts Supplies.

**KENYON & ECKHARDT, INC.**

247 Park Ave., New York 17, N. Y.  
Phone: MU 8-5700

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

President.....William B. Lewis  
Chrm. of Bd.....Edwin Cox Sr.  
V.P., Corporate Service.

Treas.....David C. Stewart  
Sr. V.P. Acct. Mgt.....Don Miller  
Sr. V.P. Ad. Mgt.....Anderson Hewitt Sr.  
V.P. Creative Services.....Barrett Brady  
Vice Presidents.....Garth Montgomery,  
E. W. Newson, William Green, Donald Maggini, Douglas Coyle, George Oswald, Norman Bertels, Robert Barker, William King, Budd Hemmick, William Rienecke, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, John Soughan, Douglas Keys, William Weber, Robert Shroy, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Mten, Edward Mante, Gerald Link, Lester Swenson, Robert Young, Alvin N. Sarasohn, Don O'Leary, J. Clarke Mattimore, W. Deuning Harvey, James A. Dearborn, Bud Shezak, E. J. Henne sr., Alfred Tennyson, Howard Wilson, Philip Kenney, Robert Pasch, A. Combrack-Graham, John Keeshan, William Martin, Louis Nicholas, Richard O'Reilly, Jack Petterson, C. Stuart Siebert.

Art Manager.....Gerald Link  
V.P., Media Dir.....Joseph P. Braun  
V.P., Dir. of Radio-TV.....J. S. Bealle  
Sr. V.P., Mktg. Services.....G. Maxwell Ule

*Branch Offices*

615 Griswold St., Detroit 26, Mich.  
Phone: WOODWARD 5-0300

Vice Pres., Mgr.....David Gillespie  
620 Market St., San Francisco  
Phone: EXbrook 7-0900

Mgr., Vice Pres.....Sydney G. Walton  
321 Bloor St., E., Toronto, Ont.  
Phone: WAlnut 4-9531

550 Sherbrooke W., Mont., Que.  
Phone: PLateau 2531

Mgr., Vice Pres.....George B. Macgillivray  
(Mont., Tor.)

Kenyon & Eckhardt De Mexico, S. A.  
Avenida Insurgentes Sur  
102 Mexico, D. F.  
Phone: 11-81-73

Mgr.....Burt S. Ayedon  
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  
331 Boylston St., Boston, Mass.  
Phone: COpley 7-8550

V.P., Mgr.....Frank S. Christian  
V.P., Mgr.....John Shannon  
221 N. LaSalle St., Chicago, Ill.  
FInancial 6-4020

V.P., Mgr.....Robert Burton  
*Radio Accounts:* Ford Motor Co. (Institutional), Dearborn, Mich.; Chase Manhattan Bank; Radio Corp. of America (RCA Institutional Advertising); Pepsi Cola; Lever Brothers (Spry, Praise); National Biscuit Co. (100% Bran, Shredded Wheat, Pal Dog Foods); Lincoln-Mercury Dealer Associations (Mercury Car); Harold F. Ritchie Co.; Quaker State (Motor Oils, Lubricants).

*TV Accounts:* Same as above with the exception of Quaker State; Chase Bank.

**J. M. KESSLINGER & ASSOCIATES**

37 Saybrook Place, Newark 2, N. J.  
Phone: MArket 3-0007  
ANPA-APA-NBP

Owner, Pres.....J. M. Kesslinger  
Media Director.....H. C. R. Kesslinger  
Research Director.....Mitchell Kraus  
Account Executives.....Joseph 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.; Queeque Products, Inc. (Hand Cleaner) Yonkers, N.Y.

**KETCHUM, MacLEOD & GROVE, INC.**

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

President.....George Ketchum  
Exec. V.P., Administration.....W. S. Redpath  
Exec. V.P., Service.....E. T. Parrack  
V.P., Radio & TV Dir.....Edgar J. Donaldson  
Feature Film Buyer.....Donald L. Fox  
Radio-TV Producers.....William B. Kroske,  
Norton T. Getzler, Warren C. Russell

*Branch Offices*

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

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

Radio-TV Producer.....Wm. O. Burchinal  
*Radio Accounts:* Braun Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleve-

land; 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., Westinghouse Broadcasting Co., all Pittsburgh, Pa.; Peoples 1st Nat. Bank & Trust Co.; Ohio Fuel Gas Co.; Calgon, Inc.

*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; Hope Natural Gas Co.; United Fuel Gas Co.; Westinghouse Bestg. Co.

### KEYES, MADDEN & JONES, INC.

(Div. of Russel M. Seeds Co., Inc.)  
919 No. Michigan Ave., Chicago 11, Ill.

Phone: WHitehall 3-2133

ANPA—APA—NBP—NOAB

Chrmn. of Bd. ....Freeman Keyes  
President. ....Edward D. Madden  
Exec. Vice Pres. ....Howard A. Jones  
Sr. Vice Presidents. Harry B. Goldsmith, Jr.,  
E. Dean Landis, David H. Halpern (N. Y.)  
V.P., Mktg. & Mds. ....Fred Willson  
V.P., Radio-TV. ....Russell B. Young  
V.P., Research. ....Dr. Jay S. Niefeld  
V.P., Art (N. Y.) ....Charles Chappell  
Time Buyer. ....Merle Myers

#### Branch Offices

4 W. 58th St., New York 19, N. Y.

Phone: PLaza 5-1900

Sr. V.P., Gen. Mgr. ....David H. Halpern  
121 Monument Circle, Indianapolis 9, Ind.  
MElrose 5-1361

Manager. ....Paul Richie  
418 S. Robertson Blvd., Los Angeles, Calif.  
Phone: CRestview 4-7613

Manager. ....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 & Pabasone), Fort Wayne, Ind.; Bond Clothes, New York.

*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 (Com-Pacts, pearls, etc.), Elgin, Ill.; Bond Clothes, New York.

### ABBOTT KIMBALL CO., INC.

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

Phone: YUkon 6-7800

AAAA—ABP—ANPA—APA—NOAB

President. ....Abbott Kimball  
V.P. ....Lawrence D. Reedy  
Chrm. Plans Board, V.P. ....H. B. LeQuatte  
Vice Pres. ....Gladys Church

Media. ....M. Peterson  
Radio-TV Time Buyer. ....B. 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: DUUnkirk 7-7305

405 Montgomery St., San Francisco 4, Cal.

Phone: EXbrook 2-6275

President. ....Alfred Ducato  
*Radio Accounts:* Brodow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Firth Carpet Co.,  
*TV Accounts:* Firth Carpet Co., N. Y. C.

### LEW KING, VEHON & WOLF

2nd Ave. & Adams, Phoenix, Ariz.

Phone: ALPine 4-5548

President. ....Lew King  
Vice Pres., Sec'y. ....S. E. Vehon  
Treasurer. ....George J. Wolf  
Radio-TV Dir. ....Jack Beveridge  
Copy Chief. ....James Silvius  
*Radio Accounts:* Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Economy Finance (Finance & Loan) Phoenix, Ariz.; Desert Enterprises (Hotels & Motels) Phoenix, Ariz.

*TV Accounts:* Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; J. J. Newberry (Variety Store), Economy Finance Co. (Loans), all Phoenix, Ariz.

### KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 9, Ohio

Phone: WALnut 3191

AAAA—ABP

Pres. ....Ralf C. Kircher  
Vice-Presidents. ....James M. Hadley,  
Norman Van Zant, Jack J. Westerman  
Exec. V.P. ....Watson B. Metcalf  
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  
Dir. Asst. ....Elizabeth Butler

*Radio Accounts:* Gem City Savings Assn., The Riko-Kumler Co. (Department Store), Lowe Brothers Paint Store, Good Housekeeping Shop, all Dayton, Ohio; F. N. Johnson Co. (Food Dist.), Biltmore Hotel, Lowe Bros. Co. (Paints), Gem City Ice Cream.

*TV Accounts:* Gem City Savings Assn., The Riko-Kumler Co., Good Housekeeping Shop, Gem City Ice Cream Co., WHIO-TV, Biltmore Hotel, F. N. Johnson Co., all Dayton, Ohio.

*Estimated Radio & TV Billings:* \$105,000.

### KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.

Phone: JACKson 4-3682

APA—SNPA—ANPA—NBP—NOAB

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





# ADVERTISING AGENCIES



Production Manager.....T. J. Majors  
 Copy Chief.....Janet Foster  
 Accounts: Radio Station WSB, Atlanta, Ga.

## PHILIP KLEIN ADV., INC.

Penn Square Bldg., Philadelphia 2, Pa.  
 Phone: RI 6-7070  
 ANPA—APA—NBP

Chairman.....Philip Klein  
 President.....Morton A. Koshland  
 Sec'y, Treas.....Herbert Ringold  
 Art Dir.....Bert Greenspan  
 Copy Chief.....Milton Feldman  
 TV Time Buyer, Radio Dir....Paul Philips  
 Media Dir.....Joanna Sealove  
 Pub. Dir.....Henry Klein  
 Acct. Executives.....Philip Klein,  
 Morton Koshland, Herbert Ringold, Har-  
 old Gilbert

Accounts: Admiral Travel Service; Alex-  
 ander Young Distilling Co., American  
 Friends Service Committee; Art Alliance;  
 Atlas Import & Export Co.; Buten, M., &  
 Sons; Co.; Chain Solomon Cemetery; Dis-  
 tillers Warehousing Co.; Frankford Grocers;  
 Goldban Pharmaceutical Co.; Gorson, George;  
 Herbach & Rademan; Industrial Trust Co.;  
 Jacquin, Charles, et Cie; Junto (Adult Edu-  
 cation School); King David Cemetery;  
 Levine, Joseph; Lionel Friedman Inc.;  
 Luria Brothers & Co. Inc.; Mifflin Chemical  
 Co.; National Mental Health Foundation.  
 Inc.; Oleen Shampoo Co.; Olive Products  
 Co.; Price, Charles Morris, School of Ad-  
 vertising; Professional Products Inc.; Puri-  
 tan Stationery Co.; Reed, William A. Co.;  
 Shaffer Food Stores; Sixty-Ninth St. Busi-  
 nessmen's Assn.; Snellenburg, N.; Society  
 of Industrial Realtors; Stonhard Co.; Sun  
 Ray Drug Stores; Wirkman Emanuel;  
 Young, Alexander.

## WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.  
 Phone: FR 7-1646  
 ABP—ANPA—APA—SNPA

Owner.....Walter J. Klein  
 Radio-TV Dir.....Alan Burke  
 Photography Dir.....W. Linberger  
 Acct. Execs.....Charles L. Moss, Robert N.  
 Buckler, Guy Zwahlen

### Branch Offices

17 E. 45th St., New York 17, N. Y.  
 Phone: MUrray Hill 7-8351

Mgr.....Charles J. Busch III  
 1110 E. Franklin Extension, Chapel Hill, N. C.  
 Phone: 8-5675

Chief Exec.....Guy Zwahlen  
 602 W. Morgan St., Raleigh, N. C.  
 Phone: TEuple 4-2379

Mgr.....A. M. Hugheyl

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  
 BIG Beverages (Soft Drinks) Washington,  
 N. C.; Southern Appliances, Inc. (Major Ap-

pliances) Charlotte, N. C.; Station WRAL-  
 TV, Raleigh, N. C.; Tall Fashions (Ladies  
 Ready-to-Wear Chain) Washington, D. C.;  
 Pilot Life Insurance Co. (Multiple-Line In-  
 surance) 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 Utili-  
 ties) Raleigh & Asheville, N. C.; Belk's De-  
 partment Stores (Department Store Ass'n.)  
 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 Ap-  
 pliances) Charlotte, N. C.; Ecker3's Drugs,  
 Inc. (Drug Store Chain) Charlotte, N. C.;  
 Walker-Martin (Major Appliances) Raleigh,  
 N. C.; J. I. Case Co. (Farm Machinery) Char-  
 lotte, N. C.; York Drug Co. (Kennedy's Mix-  
 ture) York, S. C.; Suburban Rulane Gas Co.  
 (Public Utilities) Charlotte, N. C.; North  
 Carolina Dairy Products Ass'n. (Trade  
 Ass'n.) 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 Ass'n. (Trade  
 Ass'n.) Charlotte, N. C.; Pilot Insurance  
 Co., Greensboro, N. C.; Tussy Cosmetics, Re-  
 gional, (Tussy Cosmetics) New York, N. Y.;  
 Tall Fashions (Ladies Wear) Washington,  
 D. C.; Roberson's BIG Beverages (Soft  
 Drinks) Washington, N. C.; Geer Drug Co.  
 (Drug Products) Spartanburg, S. C.

## EDWARD KLETTER ASSOCIATES, INC.

515 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.; Sun 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—NBP

Pres. & Treas. . . . . Albert E. Koehl  
 Vice-Pres. & Sec. . . . . A. A. Landis  
 Vice-Presidents . . . . . John R. Landan,  
 Russell C. Rowan  
 Space Buyer . . . . . A. Lasity

**KRUPNICK & ASSOCIATES, INC.**

508 North Grand Ave., St. Louis 3, Mo.  
 Phone: JEFFerson 3-1723

ABP—ANPA—APA

President . . . . . Sam Krupnick  
 Exec. V.P. . . . . Tom Connelly  
 V. P., Creative Dir. . . . . Raymond Arubrunster  
 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—NBP—AAAA

ABC—NOAB

President . . . . . C. M. Rohrabough  
 Exec. V.P., Treas. . . . . Charles R. Hook, Jr.  
 Exec. V.P., Copy Chief. William J. Griffin, Jr.  
 Exec. V.P. . . . . Vincent Aiello  
 Sr. V.P., Exec. Art Dir. . . . . Paul Newman  
 V.P. & Copy Chief. . . . . Amedee J. Cole  
 Vice-Presidents . . . . . S. R. Kudner, William A.  
 McDonough, James F. Black, Andrew Did-  
 dell, Roger S. Harrison.

V.P., Radio-TV . . . . . Donald Gibbs  
 V.P., Secy. . . . . J. W. Millard  
 Asst. Sec'y, Controller. . . . . H. R. Titman  
 V.P., Pub. Rel. Dir. . . . . F. C. Armstrong, Jr.  
 Asst. Dir. Media (Time) . . . . . John Marsich

*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

Phone: HENlock 2-811

Exec.-in-Charge . . . . . Thomas J. Pritchard  
 3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 2-1127

Representative . . . . . Maurice Garrett  
 Sheraton Bldg., 711 14th St.

N. W. Washington 5, D. C.

Phone: NAtional 8-5506

Exec.-in-Charge . . . . . Mrs. Ida Getty  
*TV Accounts:* General Motors Corp.; The  
 Goodyear Tire & Rubber Co., Inc.; Frigi-  
 daire 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 Upholstering Co.; Schennit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

**KUTTNER & KUTTNER, INC.**

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

Phone: SUPerior 7-7940

ANPA

President . . . . . Harold E. Kuttner  
 Vice Pres. . . . . F. S. Kuttner  
 Exec. V.P., Sec., Treas. . . . . C. D. Kuttner  
 V.P., Media Dir. . . . . S. C. Kuttner  
 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

V.P. . . . . Saul Korsbak

*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.

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

**LAKE-SPIRO-SHURMAN, INC.**

Radio Center Bldg., Memphis 3, Tenn.

Phone: 5-1571

ANPA—ABP

President . . . . . Avron Spiro  
 Secy-Treas. . . . . M. M. Shurman  
 Radio-TV Time Buyers . . . . . Mrs. L. Simmons,  
 Martin Hollinger

Production Manager . . . . . Mrs. M. Ross  
 Publicity Director . . . . . Al R. Capley

Art Director . . . . . Leonard Crook  
 Acct. Executives . . . . . David Davidson,  
 Mrs. L. Cunningham, Jane Zussman,  
 Courtney Shurman, Avron Spiro, Jr.

*Radio Accounts:* Plough Inc.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

*TV Accounts:* Plough Inc., Memphis; Union Planters Nat'l Bank, Memphis, Tenn.

**LAMBERT & FEASLEY, INC.**

430 Park Ave., New York 22, N. Y.

Phone: MUrray Hill 3-6464

ANPA APA NBP NOAB

V.P., TV-Radio Dir. .... John Bates  
 V.P., Copy Chief ..... Richard Bridgman  
 V.P., Acct. Supv. .... G. Douglas Morris

*Radio Accounts:* Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co.; Lambert-Hulduot Div. of Warner-Lambert Pharmaceutical Co.; Phillips Chemical Co., Pro-Phyl-Lac-Tic Brush Co.

**LANDI, ERBERTO, ADV. CO.**

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

Phone: Judson 6-9588

Owner ..... Erberto Landi  
 Media Dir. .... Rose Peters Gatto  
 Publicity Dir. .... Rose George

*Radio Accounts:* Aiello Dairy Farms Co. (Italian Dairy Products) Brooklyn, N. Y.; Alba Drug Products (Vitamin Capsules) New York City; Geo. A. Hormel & Co. (Meat Products-Italian Field) Austin, Minn.; Ferrara Conf. Co. (Italian Candy & Pastries) New York City; Etna Importing Co. (Ciclopei Wine) Bronx, N. Y.; Corona Products (Coffee) South Ozone Park, N. Y.; Tolibbia Cheese Corp., Fond-du-lac, Wis.; Acqualina 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.; Istituto Farmacoterapico Italiano, Rome, Italy.

*TV Accounts:* Geo. A. Hormel & Co., Alba Drug Products, Aiello Dairy Farms Co., E. Fucini & Co. (Italian Bitters) New York City; Fontana Hollywood Corp., Tolibbia Cheese Corp., Italian Drug Importing Co., New York City.

**PHILIP J. LANE ADVERTISING**

110 E. End Ave., New York 17, N. Y.

Phone: RE 7-5577

Owner, Acct. Exec. .... Philip J. Lane

**LANG, FISHER & STASHOWER, INC.**

1010 Euclid Bldg., Cleveland 15, O.

Phone: PRospect 1-0300

President ..... H. Jack Lang  
 V.P.-Treasurer ..... Fred P. Stashower  
 Vice-Pres. & Sec. .... Alvin B. Fisher  
 Vice President ..... Martin J. Cohn  
 Manager ..... John D. Crenne-  
 A-st. Mgr. .... David J. Stashower  
 Prod. Mgr. .... John L. Rose  
 A-st. Prod. Mgr. .... Edward T. Noll  
 Chief Time Buyer &

Field Service Mgr. .... Garry C. McKelvey  
 A-st. Time Buyer ..... Helen T. Dwyer

*Radio Accounts:* Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Cloth-

ing); Union Savings & Loan Co., Yellow Cab Co., all Cleveland, Ohio; Stouffer's Frozen Foods, Cleveland, Ohio; Sugardale Provision Co., Canton, Ohio; Cleveland Indians Baseball Co.

*TV Accounts:* Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio; Sugardale Provision Co. (Meats) Canton, Ohio; Cleveland Indians Baseball Co.; Stouffer's Frozen Foods; Union Savings & Loan Co.

**C. J. LA ROCHE & CO., INC.**

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

Phone: Plaza 5-7711

ANPA-AAAA-NBP-APA-NOAB-ABP  
 Ch. Exec. Bd. Treas. .... Chester J. LaRoche  
 Ch. of Board ..... James D. Webb  
 President ..... F. Kenneth Beirn  
 V.P. Copy ..... Crane Haussamen  
 V.P. Art ..... Folke Iddbeck  
 V.P. Radio-TV ..... Tom Lewis  
 V.P. Research ..... David E. Robbinson  
 Asst. Secy. Media Dir. .... C. R. LaRoche  
 Mgr. TV Production ..... Jay Bottomley  
 Mgr. Timebuying ..... Humboldt Greig

*Branch Office*

6269 Selma Ave., Hollywood 28 Calif.

Phone: HOLlywood 9-3656

Vice Pres. .... Arthur White

*Radio Accounts:* Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; Lovell & Covel Co. (Candy Cupboard Chocolates), Cambridge, Mass.; New England Confectionery Co. (Nesco Candies), Cambridge, Mass.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; United States Tobacco Co., New York.

*TV Accounts:* Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; North American Philips Co., Inc. (Norelco Electric Shaver), New York; Revlon, Inc., New York; Warner Bros. Co. (Foundation Garments, etc.), Bridgeport, Conn.

**LEECH ADVERTISING CO.**

615 Hanna Bldg., Cleveland 15, Ohio

Phone: TOWer 1-2065

Pres., Treas. .... Edward P. Leech  
 Vice Pres. .... deJane Dreher  
 Account Exec. .... Harold N. May

*Accounts:* Akron Products (House Jacks), Seville, Ohio; Components Corp. (Hi-Fi Turntables), Denville, N. J.; Conrac, Inc. (Fleetwood Custom Television), Glendora, Calif.; Custom Classics (Hi-Fi Dealer), Cleveland; Embro Mfg. Co. (Wire Houseware & Garden Products), Canton, Ohio; Gileber Lumber Co., Akron, Ohio; Lobl Mfg. Co. (Wearcover Heating Pads), Middleboro, Mass.; Miller Studios, Inc. (Wall



# ADVERTISING AGENCIES



Plaques), New Philadelphia, Ohio; Modern Display Equipment Co., Cleveland; E. L. Mustee & Sons (Laundry Trays), Cleveland; NEA Service, Inc., Cleveland; Neal Bear Corp., W. Richfield, Ohio; Plakie Toys, Inc., Youngstown, Ohio; San Hygene Furniture Mfg. Co., Akron, Ohio; Selby Industries (Movie Theater Screens), Akron, Ohio.

## AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.  
Phone: RIttenhouse 6-1500  
ANPA—APA—NOAB

President.....Al Paul Lefton  
Vice-Pres. & Treas.....H. S. Louchbein  
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 11, Ill.  
Phone: SUperior 7-9511

Gen. Mgr.....Herschel M. Brown  
*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—NBP—AAAA—NOAB  
ABC—ABP

President.....Adolph J. Toigo  
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

V.P., Secy.-Treas.....John D. Speirs  
V.P., Media Dir.....Anthony DePierro  
Sr. V.P., Mds. Dir .....Clifford W. Davis  
Sr. V.P., Mgr. Prod. Dept...Michael J. Madar  
V.P., Mgr. Service Dept.....Myles E. Baker  
Sr. 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 Accounts:* American Airlines, Inc.; Benrus Watch Co.; Chicopee Mills, Inc.; Colgate-Palmolive Co.; Dromedary Div. of National Biscuit Co., all New York; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; McCormick & Co., Inc.; Baltimore; Stokely-Van Camp, Inc., Indianapolis.

*TV Accounts:* American Gas Assn., Inc., New York; Armstrong Rubber Co., West

Haven, Conn.; Benrus Watch Co.; Chicopee Mills, Inc., Colgate-Palmolive Co., all New York; Emerson Drug Co., Div. of Warner-Lambert Pharmaceutical Co., Baltimore; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; Stokely-Van Camp, Inc., Indianapolis.

## LESCARBOURA ADVERTISING, INC.

Croton-on-Hudson, N. Y.  
Phone: CRoton 1-3444

Pres.....Austin C. Lesearboursa  
V.P., Treas.....Stanley A. Lesearboursa  
Secretary.....Fred P. Donati

*Radio Accounts:* Aerovox Corporation  
New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Resistors), Technical Appliance Corp. (TV Antennas), Sherburne, N. Y.

*TV Accounts:* Allan B. Dumont Labs (Cathode Ray Tubes), Clifton, N. J.

## LEWIN, WILLIAMS & SAYLOR INCORPORATED

130 E. 59th St., New York 22, N. Y.  
Phone: MUrray Hill 8-6200  
AAAA—ABP—ANPA—APA—NBP  
NOAB—CAAN

Board Chairman.....A. W. Lewin  
President.....Sidney Matthew Weiss  
Sr. V.P.....W. T. Pollock  
Treasurer.....D. J. Connolly  
Secretary.....W. D. Kennedy

Sr. Vice Presidents.....J. P. Brodie,  
A. Green, A. Kaplan

Radio-TV Dir.....Michael Winter

### Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.  
Phone: MI 3-3200

V.P. ....Leonard Newsteder  
V.P. ....Albert Kornfeld

*Radio Accounts:* Costa Ice Cream Co., 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.

## LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.  
Phone: JA 4-8032

AAAA—ABC—ANPA—ABP—AFA

Partners & Acct. Execs.....C. K. Liller,  
W. W. Neal, John K. Outley, Jr., Howard  
Axelberg

Media Dir.....Pamela A. Tabberer  
Public Relations.....Richard Hodges  
Mgr. Copy Dept.....C. L. Shields  
Account Executives.....Paul Patterson,  
Clay Scofield

Time Buyers.....Mary Jean Meadows,  
Bobbie Kemp, Patricia Clark, Sherry  
Phillips

### Branch Offices

595 Madison Ave., New York 17, N. Y.  
Phone: PLaza 9-6120

Manager .....Helen Gordon  
*Radio Accounts:* National NuGrape Com-  
pany (NuGrape and SunCrest), Atlanta;



Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem; Alabama Flour Mills; Armour Fertilizer Works; H. G. Hastings Seed Co.; H. W. Lay & Co. (Pot. Chips); Ashcraft-Wilks (Fertilizer); Bank of Ga.; Pomona Products (Pimentos); G. E. Corp. (Portable Appliance Div.).

*TV Accounts:* H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut Co. (Ravo), 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), Brook Candy Co., Atlanta; Colonial Stores, Inc.; Armour Fertilizer Works; Pomona Products.

*Estimated Radio & TV Billings:* \$1,000,000.

**LIONEL & SIMONS, INC.**

6125 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 2-7429

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  
Office 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; Hudson's Jewelers, Los Angeles.

*TV Accounts:* CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Ed-Len Rug Cleaners, South Gate, Calif.; Orpe (Sun Tan Lotion) Hollywood, Calif.

**LIVINGSTON & ASSOCIATES**

218 E. Ontario St., Chicago 11, Ill.  
Phone: WHItchall 3-1755

President .....Fred Livingston  
Vice President.....Paul Faltysek  
Treasurer ..... Sherry Thorne  
Account Executives .....William J. O'Brien,  
Annette Shapiro.

**W. E. LONG CO.**

(Independent Bakers' Cooperative)  
188 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. Boelme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co.,

Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wis.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGough Bakeries Corp., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio; Silver Loaf Baking Co., Spokane, Wash.; Franco-Superior Baking 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., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.

*Estimated Radio & TV Billings:* \$450,000.

**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.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

*TV Accounts:* Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; White Provision Co.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

*Estimated Radio-TV Billings:* \$87,000.

**LUCKOFF & WAYBURN, INC.**

320 W. Lafayette Blvd., Detroit 26, Mich.  
Phone: WOODward 2-0707

ABP-ANPA-APA-NBP

President, Treas.....Louis H. Luckoff  
Exec. V.P.....Leon S. Wayburn  
Secretary .....Robert Goldfarb  
Time Buyer.....Alan E. Luckoff  
Media Dir.....Edith Rose  
TV Time Buyer.....Donald DeCook  
Radio-TV Time Buyer.....Edward Allen

*Radio Accounts:* State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Detroit Times, all Detroit, 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, all Detroit.



**EARLE LUDGIN & CO.**

121 W. Wacker Drive, Chicago 1, Ill.

Phone: ANdover 3-1888

AAAA-ABP-ANPA-APA-ABC

NOAB-ABC

Chairman, Treas.....Earle Ludgin  
 President.....Vincent R. Blisa  
 Excc. V.P., Art Dir.....John H. Willmarth  
 V.P.'s, Acct. Execs.....Fred Klein, Kenneth  
 Mason, Clifford Schaible, J. E. Chapman,  
 George Rink, Ralph Whiting.

V.P., Radio-TV Dir.....Jane Daly  
 Head 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-APA-NBP-NOAB

Owner, Acct. Excc.....S. C. B. Lynn  
 Creative Dir.....Donald A. Smith  
 Copy Chief.....W. E. Skrinak  
 Radio-TV &

Media Dir.....W. P. McLaughlin  
*Radio Accounts:* Wise Potato Chip Co.

(Potato Chips), Berwick; Quinlan Pretzel  
 Co. (Pretzels), Reading; Purvin Dairy Co.  
 (Milk), Wilkes-Barre, Pa.; Kingston Cake  
 Co. (Blue Ribbon Cake), Kingston, Pa.

*TV Accounts:* Wise Potato Chip Co. (Po-  
 tato Chips), Berwick; Quinlan Pretzel Co.  
 (Pretzels), Reading, Pa.; Kingston Cake Co.  
 (Blue Ribbon Cake), Kingston, Pa.

**W. D. LYON COMPANY**

303 Second Ave. S.E., Cedar Rapids, Iowa

Phone: EMpire 4-2451

AAAA-ABP-ANPA-APA-NOAB-NBP  
 President.....W. D. Lyon

Vice President.....R. B. Creswell  
 Acct. Execs.....R. P. Zirbel, R. H. Schubert  
 Media Dir.....R. P. Ames  
 Radio & Time Buyer.....Eileen Burns

*Branch Office*

373 Orpheum Electric Bldg., Sioux City, Ia.  
 Phone: 5-4428

Manager.....H. Don Carlos  
 Radio-TV Dir.....Robert D. Colburn

*Radio Accounts:* Ames Incross (Hybrid  
 Chicks), Des Moines, Iowa; Crescent Elec-  
 tric 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; 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) Musca-  
 tine, 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) Musca-  
 tine, Iowa; Tolerton-Warfield (Food Broker-  
 age) Sioux City, Iowa; John B. Turner Co.  
 (Morticians), Cedar Rapids, Iowa; Wells  
 Blue Bunny (Dairy), LeMars, Iowa; Whink  
 Products (Household Aids), Eldora, Iowa.

**MacFARLAND, AVEYARD & CO.**

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

Phone: RANdolph 6-9360

ANPA-ABP-AAAA-ABC

Chairman.....Hays McFarland  
 President.....A. E. Aveyard

Exec. V.P., Gen. Mgr.....Walter C. Power  
 V.P., Creative Dir.....Norman A. Fox  
 Vice-Presidents.....David W. Stotter,

Robert Bullen, Robert Byars, George  
 Stokes

V.P., Art Dir.....Rom. Z. Rigotti  
 Research Director.....Armond Fields

Media Director.....A. S. Trude, Jr.  
 V.P., Mdse. Mktg.....F. W. Julsen

V.P., Radio-TV Dir.....J. C. Shelby  
 Prod. Mgr.....W. E. Christopher

*Radio Accounts:* Stewart-Warner Corp.,  
 Alemite Corp., Chicago, Ill.; Drewrys Ltd.,

U. S. A., Inc. (Beer); Zenith Radio Corp.  
 (Hearing Aids), Chicago; Martin-Senour Co.

*TV Accounts:* Drewrys Ltd., U. S. A., Inc.  
 (Beer & Ale), South Bend, Ind.; Stewart-  
 Warner Corp., Alemite Division, Chicago,

Ill.; Knoxville; Martin-Senour Paints, Chi-  
 cago; Zenith Radio Corp.

**MacLAREN ADVERTISING CO. LTD.**

111 Richmond St., West, Toronto, Ontario

Phone: EMpire 4-0321

President.....E. V. Rechnitzer  
 Sr. V.P., Mng. Dir.....James Ferres

Vice Presidents.....C. E. Brown, F. P. Gill,  
 W. F. Harrison, Scott Stockwell, C. J.

Chandler, G. G. Sinclair, W. G. Graham  
 Treas. & Dir.....M. D. MacMahon

Super. TV Prod.....L. B. McColl  
 Mgr. Media.....D. C. Linton

Mgr. Creative....R.W. Pethick, C. M. Elliott  
 Mgr. Radio-TV.....F. Hugh Horler

Asst. Mgr.....H. E. Hough  
 Time Buyer.....Mary Moran

Traffic Mgr.....Kay Dale  
 TV Film.....W. O. Crampton

*Branch Offices*

550 Sherbrooke St., W. Montreal, Quebec

Phone: VI 5-1222

Vice Pres.....C. J. Candler  
 911 Electric Railway Chambers

Winnipeg, Manitoba

Phone: 2-6321

Manager.....E. P. Thomson  
 1240 West Pender St., Vancouver, B. C.

Phone: MARinc 6268

Manager.....W. D. M. Patterson  
*Radio & TV Accounts:* Aluminum Goods

Ltd., Canada Dry Limited, Canadian General  
 Electric Co., 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 Assur-  
 ance Co. of Canada, Standard Brands Ltd.,  
 Tucklett Ltd., Zero Manufacturing Co., Ltd.,  
 Dominion Stores Ltd., Brantford Coach &  
 Body, Canadian Albi-Chalmers Ltd., Chevers  
 Old-English Marmalade, Gen. Motors Ac-  
 ceptance Corp., The Glidden Paint Co. Ltd.,  
 KLM Royal Dutch Airlines; Massey-Harris,  
 Ferguson Ltd., Molson's Brewery (Ontario)  
 Ltd., Nat. Trust Co. Ltd., Harold E. Ritchie  
 & Co. Ltd.

### MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.  
 Phone: Midwest 6-1000  
 ANPA AAAA ABC

President.....Ernest A. Jones  
 Exec. Vice Pres.....John R. Mac Manus  
 V. P., Asst. to Pres.....Charles F. Adams  
 V.P., Secy., 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 G. Fownes, Jr.  
 V.P., Pur. Art Dir.....Armin Seiffert

#### Branch Office

444 Madison Ave., New York, N. Y.  
 Phone: PL 9-3221

Vice Pres. Mgr.....Henry G. Fownes, Jr.  
 Media Director.....Henry Halpern  
 V.P. Radio-TV Creative Dir., Mark Lawrence  
 V.P., Mkt., Res.....Robert E. Britton  
 1364 Russ Bldg., San Francisco, Calif.  
 Phone: GARfield 1-3041

Manager.....Jack Holmes  
 6399 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: WEBster 3-5881

Manager.....Robert Guggenheim  
 Phone: WE 3-9569

MacManus, John & Adams, of Canada, Ltd.  
 600 University Ave., Toronto 2, Ont.  
 Phone: EMpire 8-8317

V.P., Manager.....Leslie S. McMahon  
*Radio Accounts:* Pontiac Motor Division,  
 Pontiac, Mich.; Cadillac Motor Division,  
 Dearborn, Mich.; Dow Chemical Co., Mid-  
 land, Mich.; Minnesota Mining & Mfg. Co.;  
 Garrett & Co., Inc.; Good Humor Corp.;  
 Noxzema Chemical Corp.; S. A. Schonbrunn  
 & Co.; S. B. Thomas, Inc.; White Rock Corp.  
*TV Accounts:* Pontiac Motor Div., Pontiac,  
 Mich.; Dow Chemical Co., Midland, Mich.;  
 Minnesota Mining & Mfg. Co.; GM Corp.;  
 Noxzema Chemical Corp.; Good Humor  
 Corp.

### MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.  
 Phone: ANdover 3-0022  
 ABP ANPA BPA

Owner.....Arthur M. Holland  
 Account Executives.....Arthur A. Barkun,  
 Max G. Holland, Robert Larson  
 Radio-TV Dept. ....Edward Drucker,  
 Bernard Bernan, Stuart Sherling, Beverly  
 Smith, Fran Weiss, Arthur Anderle  
*Radio Accounts:* Evans Fur Co.; Courtesy  
 Motors; Mages Sports Stores; Hires Bottling

Co.; Zip Bottling Co.; Sun-Times; Royal  
 Lumber Co.; Roller Derby; Associated Hos-  
 pital Service; Square Deal Plumbing Co.

*TV Accounts:* Courtesy Motors; Evans fur  
 Co.; The Fair Dept. Stores; Hires Bottling  
 Co.; Vernon's Bottling Co.; Mages Sports  
 Stores; Royal Lumber Co.; Coral Stone Con-  
 struction Co.; Sun-Times.

### J. GORDON MANCHESTER ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,  
 Washington 6, D. C.  
 Phone: ME 8-0360

President.....J. G. Manchester  
 Vice Pres., Art Dir.....Richard P. Ebst  
 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.

*TV Accounts:* American Sta-Dri Co. (Ma-  
 sonry 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), Wash-  
 ington, D. C.; C. F. Sauer Co. (Mayonnaise),  
 Richmond, Va.

### ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.  
 Phone: PLaza 3-5924  
 ABP ANPA-NBP

Pres. & Secy.....Robert M. Marks  
 Media Dir.....D. Scherer  
 Art Dir.....Don Bearard  
 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 Furnish-  
 ings Chain), N. Y., N. Y.

*TV Accounts:* Swank, Inc., (Men's Jewelry  
 and Accessories), N. Y., N. Y.

### MARWEL ADV., INC.

34 W. 16th St., New York 36, N. Y.  
 Phone: JUdson 6-4270  
 ABP

President.....William W. Weltman  
 Exec. V.P.....Bruce Marchin  
 Secretary.....Gloria Marchin  
 Treasurer.....Ruth Weltman  
 V.P., Art Dir.....Charles Jefferson  
 Copy Chief.....Jack Silverman  
 Media Dir.....Rose Hoanzl  
 Prod. Mgr.....Gilbert Lubin

### J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.  
 Phone: LExington 2-7450  
 ABP ANPA-AFA-ABC

President.....W. T. Okie



# ADVERTISING AGENCIES



Treasurer.....A. E. Cox  
 Secretary.....D. R. Hathaway  
 Vice-Pres. & Dirs.....Wilfred S. King,  
 Lester J. Loh, O. L. Tinklepaugh, Jan  
 Meyer  
 Vice Presidents.....Thomas McCauley,  
 David Gibson, Harvey Rohde, William  
 Brayton  
 V.P., Dir. of Radio & TV...Read H. Wight  
 Asst. Dir. Radio-TV....Richard S. Jackson  
 Time Buyer.....Edna S. Cathcart  
 V.P., Publ. Dir.....Arthur Monroe  
 V.P., Media Dir.....Douglas Hathaway  
*Radio Accounts:* Canada Dry Ginger Alae,  
 New York; Judson Dunaway Corp. (Delte,  
 Vanish), Dover, N. H.; Northam Warren  
 Corp. (Cutex Lipstick, Nail Polish, Odorono)  
 Stamford, Conn.; Pure Food Co. (Devised  
 Chicken, Chicken A La King, Herb-Ox Bouil-  
 lon Cubes, Westchester Boned Chicken,  
 Lentil Soup, Clear Chicken Broth), Mamaro-  
 neck, N. Y.; Nat'l Bd. of Fire Underwriters,  
 N. Y. C.

*TV Accounts:* Canada Dry Ginger Aile,  
 New York; 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 Chick-  
 en), Mamaroneck, N. Y.; Union Carbide &  
 Carbon Corp. (Institutional); Int'l Telephone  
 & Telegraph Corp.; Nat'l Bd. of Fire Under-  
 writers, all N. Y. C.

## MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.  
 Phone: BRoadway 6-7181  
 ABP—ANPA—NBP—NOAB  
 President.....C. A. Mathisson  
 V.P., Treas.....Ralph W. Henkel  
 Radio-TV Dir.....J. E. Severson  
 Time Buyer.....Robert Geary  
 Exec. Adm.....Walt E. Krueger  
 Media Dir.....Dale D. Karstaedt

## JOSEPH MAXFIELD CO.

87 Wevbosset St., Providence 3, R. I.  
 Phone: GASpee 1-4456-4457  
 ABP—ANPA—APA—NBP  
 President.....Joseph M. Finkle  
 Vice-Pres.-Treas.....Archie M. Finkle  
 Radio Director.....Dorothy M. Taibe  
 Production Mgr.....Richard D. Brugman  
 Art Dir.....Jeanette R. Brenner

## MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.  
 Phone: LOrain 7-5710  
 ANPA—ABC  
 President.....Lou R. Maxon  
 Vice-President.....Searle Hendee  
 Treasurer.....W. I. 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. F. Mahony

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.; Griesedieck  
 Bros. Brewery Co., St. Louis, Mo.; Pitts-  
 burgh Plate Glass Co. (Paint Div.); Charles  
 E. Hires Co., Philadelphia; Climalene Co.,  
 Canton, Ohio.

## McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.  
 Phone: OXford 7-6000  
 AAAA—ABP—ANPA—APA—NOAB—PPA  
 Chairman of Board.....H. K. McCann  
 President.....Marion Harper, Jr.  
 Sr. V.P., Treas., Chrm. Finance Comm.  
 Frank White  
 Sr. Vice Presidents.....C. A. Posey,  
 George H. Giese  
 Sr. Vice Pres. &  
 Creative Dir.....John H. Tinker, Jr.  
 V.P. chg. Radio-TV.....George Haight  
 V.P. chg. Media.....William C. Dekker  
 Exec. Vice Pres.....Wilbert G. Stilson  
 Vice Pres. & Asst. Treas...Dixon R. Griswold  
 Secretary.....Benjamin Holme, Jr.  
 Asst. Secy.....Marjorie B. Middlebrook  
 Vice Presidents (N. Y.)...Karl A. Brautigam,  
 William J. Breen, Dona'd G. Calhoun,  
 Sidney W. Dean, Jr., J. L. Deane, G. B.  
 Dearnley, Leonard F. Erickson, J. J. Flana-  
 gan, H. L. Grafer, Alberta Hays, Farish A.  
 Jenkins, Daniel W. Keefe, Alton Ketchum,  
 Ralph B. Koser, Thomas P. Losee, Alfred  
 J. Roby, Jr., Margot Sherman, Wells W.  
 Spence, R. E. Thompson, G. Lester Wil-  
 liams, Jr., E. F. Wilson, W. Howard Chase,  
 John F. McClure, Neal Gilliatt, S. L. Meu-  
 lendyke, Edward B. Noakes, Dorothy B.  
 McCann, Earl H. Ellis, Richard Farricker,  
 David J. Hopkins, Lansing B. Lindquist,  
 Myron McDonald, John H. O'Toole, Jr.,  
 Wallace Rigby, Stuart Watson, Ferd Zieg-  
 ler, Edward R. Beach, W. E. Berchtold,  
 C. Terence Clyne, R. Cole, Herta Herzog,  
 Anthony Hyde, Russell Johnston, M] Carl  
 Johnson, Jr., T. A. McAvity, H. A. Mat-  
 toon, G. B. Park, Roger A. Purdon, Albert  
 W. Sherer, A. A. Sommer.  
 V.P., Mgr., N. Y. Office...Rudyard C. McKee  
 V.P., Chm. Creative Plans Bd.  
 Dir. Radio-TV  
 Commercials.....Christian Valentine, Jr.  
 Donald Armstrong, Jr.

### Branch Offices

200 Berkeley St., Boston 16, Mass.  
 Vice Pres.-Mgr.....Hugh A. Mitchell  
 335 Euclid Ave., Cleveland 14, 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  
 1900 N. Akard, Dallas 1, Texas  
 Manager.....Bill Sansing  
 318 S. Michigan Ave., Chicago 4, Ill.  
 V.P., Mgr.,.....Peter G. Peterson  
 Commonwealth Bldg., Louisville 2, Ky.  
 Mgr.,.....J. Mac Wynn  
 114 Sansome St., San Francisco 4, Calif.  
 Sr. V.P.-Mgr., West,  
 Oper.,.....Phipps L. Rasmussen  
 3325 Wilshire Blvd., Los Angeles 5, Calif.  
 V.P.-Mgr.,.....Reg. W. Twigg  
 Public Service Bldg., Portland 1, Ore.  
 Manager.....T. N. Tracy  
 836 W. Peachtree, Atlanta 8, Ga.  
 Mgr.,.....Mark B. Bollman, Jr.

**International Division**

612 Fifth Ave., New York 19, N. Y.  
 Phone: JU 6-3100

Chairman.....Robert E. Healy  
*Radio Accounts:* American Trust Co., California Packing Corporation (Del Monte), California Spray Chemical Corp., California Wine Association, Chesebrough-Pond's, Inc., Buick Division, Cowles Magazines, Inc., Esso Standard Oil Co., Gray Drug Stores, Inc., Bulova Watch Company, Milk Foundation, Inc., Milnot Company, National Biscuit Company, Ohio Bell Telephone Co., Pacific Power & Light Co., S.O.S. Company, Southern California & 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, Gravy Mix, White Sauce Mix), Mennen Co. (Foam Shave Afta Shave), Lohm & Fink (Lysol & Dorothy Gray Cosmetics), Allied Chemical & Dye Corp., Central Vermont Railway, Cleveland Electric Illuminating Co., Coca Cola Bottling Co., Columbia Records, Halle Bros. Co., Humble Oil Co., Meade-Johnson Paper Corp., Nat. City Bank of Cleveland, Rival Packing Co., Seck & Kade, Inc., Tidy House Products, Liggett & Myers Tobacco Co. (Chesterfield and Oasis).

*TV Accounts:* American Trust Co., Bell Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Buick Division, Cowles Magazines, Inc., Derby Foods, Inc., Gray Drug Stores, Inc., Lincoln Bank & Trust Co., Lucky Lager Brewing Company, 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, Gravy Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lohm & Fink (Lysol & Dorothy Gray Cosmetics), Nat'l Biscuit Co., Bulova

Watch Co., Calif. Packing Corp. (Del Monte), Cleveland Electric Illuminating Co., Columbia Records, Esso Standard Oil Co., Liggett & Myers Tobacco Co. (Chesterfield & Oasis), Meade-Johnson Paper Corp., Rival Packing Co., U. S. Borax & Chemical Co. (20 Mule Team Borax).

**MARSCHALK & PRATT**

*Division of McCann Erickson*

160 Park Ave., New York 22, N. Y.

Phone: OXford 7-1250

ABP ANPA APA SNA ABC AAA  
 NOAB

Chairman.....William E. Berchtold  
 President.....S. L. Meulendyke  
 Senior Vice President.....S. H. Giellerup  
 Exec. Vice Pres.....Stuart D. Watson  
 Vice Presidents: E. George Cloutier, Eugene J. Cogan, Arthur J. Kemp, Martin Koehring, William C. Munro, Roy Danish, Wu. H. Lewis, Jr.

Radio-TV Dir.....Glen Baumann  
 Radio TV Time Buyers.....Mary Ellis, Catherine Noble

*Radio Accounts:* International Nickel Co. (Institutional) New York; Coca Cola Bottling Co. of New York; Genesee Brewing Co., Rochester, N. Y.; Popular Merchandise Club, New York; The Mennen Co., Morristown, N. J.; National Lead Co., New York.

*TV Accounts:* Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" paints) New York; Genesee Brewing Co., Rochester, N. Y.; Popular Merchandise Club, New York; The Mennen Co., Morristown, N. J.

**WALTER McCREERY, INC.**

256 So. La Bionega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1180

AAAA ANPA APA NBP

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.

**RICHARD N. MELTZER ADV., INC.**

785 Market St., San Francisco 3, Calif.

Phone: YUKon 2-5877

ABP ANPA

President.....Richard N. Meltzer  
 Exec. V.P.....Wallace N. Aron  
 Vice Pres.....Richard Lemen  
 Media Dir.....Bern Ann Abbaduska

*Branch Office*

6599 Wilshire Blvd., Los Angeles, Calif.

Phone: WEbster 8-2993

Manager.....Emil Reisman  
*Radio Accounts:* Harrah's Club, Reno, Nev.; Simca Advertising Council; Brooks Camera; Gray Line, all San Francisco; Rick-



ey's, Palo Alto, Calif.; Sealy Mattress Co., Oakland, Calif.; American Building Maintenance Co., San Francisco; Gallenkamp Stores Co., Los Angeles; Bullock & Jones, San Francisco.

Estimated Radio Billing: \$180,000.

TV Accounts: Harrah's Club, Reno- Nev.; Brooks Camera, San Francisco; Sealy Mattress Co., Oakland, Calif.; Gallenkamp Stores Co., Los Angeles; Citroen Cars, Inc., Los Angeles; Totkins, Inc., San Mateo, Calif.

Estimated TV Billing: \$100,000.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.

Phone: Klingsley 6-1130

ABP-APA-NBP

President.....J. Robert Mendte
Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....Dennis McClatchey

Radio Accounts: J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.

TV Accounts: J. Bird Moyer Co., Wilson Lines, Riverview Beach Park.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.

Phone: UN 1-2634

ABP-ABC-ANPA-AFA

Chmn. Bd.....George T. Metcalf
President.....Walter Hyland
Exec. V.P.....Sheldon Spencer
Time Buyer.....Robert O. Meehan

Radio Accounts: Otto Seidner, Inc. (Mayonaise), Westerly, R. I.

Estimated Radio Billings: \$5,000.

ARTHUR MEYERHOFF & CO.

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

Phone: DElaware 7-7860

ANPA-NBP-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

V.P., 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.

C. L. MILLER CO., INC.

521 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 2-1010

ABC-ANPA

President.....C. L. Miller
V.P., Treas.....P. P. Hoffman
Secy.....H. F. Renton
Exec. V.P.....W. L. Stocklin

V.P.....W. F. Mueller
V.P., Radio Prog.....R. C. Maddux
Prod. Mgr.....C. D. Rogers, Jr.
Asst. Prod. Mgr.....J. M. Lacey
Producer.....J. M. Edgerton

Branch Offices

333 N. Michigan Ave., Chicago, Ill.

Phone: CENTral 6-9438

1502 Hunt Bldg., Main at 4th, Tulsa, Okla.

Phone: GIBson 7-9438

Radio and TV Accounts: E. W. Kneip, Chicago, Ill.; Lewis Research Lab., N. Y. C.; Piggly Wiggly Great Lakes, Sheboygan, Wis.; True Magazine, N. Y. C.; Karl Ehmer, Glendale, N. Y. (all Radio); Corn Products Refining Co., N. Y. C.; Circle Line, N. Y. C.; Oral Roberts Evangelistic Assoc., Inc., Tulsa, Okla.; Lewis-Howe, Chicago, Ill. (TV).

EMIL MOGUL CO., INC.

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

Phone: TEMpleton 8-7100

ABP-ANPA-PPA-AAAA

Bd. Chrmn., President.....Emil Mogul
General Manager.....Richard Lockman
Secretary-Treasurer.....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
V.P., Creative Dir.-Air Media

Myron A. Mahler

V.P., Creative Dir.-Print Media

Seth D. Tobias

Copy Chief.....Alfred P. Berger
Vice President.....Milton Guttenplan, Nat Wildman

Traffic Production Supvr.....Al Mauro
Controller, Asst. to Pres...Norman N. Cohen
V.P., Media & Research Dir....Joel Martin
V.P., Dir. Marketing & Merch..Jules Leonard
V.P., Radio-TV Dir.....Leslie Dunier
Radio-TV-Prod., Dir.....Henry Colman
Exec. Radio-TV Prod.....Donald S. Hillman
V.P., Exec. Art Dir.....William Jacoby
V.P., Drugs, Toiletries, Cosmetics Div.

Richard Lockman

Sr. Vice President.....Edward Klein
Dir. Media & Research.....Joel L. Martin
Dir. Publ. Relations.....Harry Chapperon
Print Media Dir.....Oliver Einstein
Copy Group Heads.....Dorothy Kent, Charles Babkin

Account Executives.....Harold Balk, Bernard Kramer, Malcolm D. Mogul, William Shambroom, Wm. Conover, H. M. Gurwitz, Dorothy D. Smith

Accounts: Adam Hat Manufacturers, New York; Berolio Import Co. (Berio & Francesconi Olive Oil) New York; Ferher Corp. (VU-writer Pens & Pencilettes) Englewood, N. J.; Gem Oil Corp. (Edible Oils) Brooklyn, N. Y.; Gold Medal Candy Corp. (Bonomo's Turkish Taffy, Bonomo's Peanut Brittle, Cocilana Cough Nips) Brooklyn, N. Y.; Gradiatz, Annis & Co. (Gold Label Cigars) Tampa, Fla.; Knomark Mfg. Co. Esquire Shoe Polishes) Brooklyn, N. Y.; Park & Tilford Distillers Corp. (P & T Reserve, P & T Reserve, P & T Private Stock, Peychaud Cordials, Dry Monopole Cham-





pagne, Tintex, Winx) New York; Rayco Mfg. Co. (Auto Seat Covers) Paterson, N. J.; Revlon Products (Silken Net, Aquamarine Shampoo, Lotion, Spray Mist, Revlon Deodorant Stick) New York; Rouzoni Macaroni Co. (Spaghetti & Macaroni Products & Spaghetti Sauce) Long Island City, N. Y.; Stone-Tarlow Co. ("Elevators" Shoes) Brockton, Mass.; Barney's Clothes (Men's & Boys' Clothing) New York; National Shoes (Family Shoe Chain) New York; Rayco Auto Seat Covers (Auto Seat Covers) Paterson, N. J.; Bakers' Franchise Corp. (Lite Diet Bread) N. Y. C.; Baricini Sandy Shops, L. I. C.; Field & Flint (Shoe), Brockton, Mass.; Pierce's Proprietaries (Golden Medical Discovery), Buffalo, N. Y.; Timex Co., N. Y. C.

**CHESTER C. MORELAND CO.**

1104 Times-Star Tower, Cincinnati 2, O.  
Phone: PARKway 1178

ABP-ANPA

President, Treas. .... Chester C. Moreland  
Secretary ..... Walter H. Strauss  
Vice-President ..... Carl H. Press  
Vice Presidents, B. L. Schurman, Carl Press,  
Mahlon 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 AAAA

President ..... Sylvester M. Morey  
Exec. Vice-Pres. .... Llewellyn B. Van Doren  
V.P. & Mgr. Utility & Home  
Appliance Dept. .... Albert W. Humm  
V.P., Chmn. Plans Brd. .... J. R. Warwick  
V.P., Acct. Exec. .... Stanley F. Ellsworth  
V.P. & Art Dir. .... William G. Sutton  
Vice-Pres. & Merch. Dir. .... Walter J. Andree  
V.P., 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. Pub. .... Warren Cox  
Production Manager ..... Paul Silardi  
*Radio Accounts:* Sinclair Refining Co., Richfield Oil Corp. of N. Y.  
*TV Accounts:* Sinclair Refining Co., New York, N. Y.

**MORSE INTERNATIONAL, INC.**

122 E. 42nd St., New York 17, N. Y.  
Phone: OXFord 7-2100

APA-NOAB

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  
*Radio and TV Accounts:* Vick Chemical Co. (Vick Products), Prince Maichabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.  
Phone: 3-7514

(Division of Rumrill Co., Inc.)

ABP ANPA -APA-PPA-NBP-NOAB  
Pres. .... C. L. Rumrill  
V.P., Gen. Mgr. .... G. M. Prince  
V.P., Treas. .... L. B. Reigler  
V.P., Sec'y ..... Harry T. Duffy  
Media Dir. .... Mrs. L. B. Mang  
V.P., Creative Dir. .... A. M. Huntington  
V.P. .... V. S. Cotins  
V.P., Radio-TV Dir. .... Everett L. Thompson  
*Radio-TV Accounts:* Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.; Precino-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 7-3777

APA NBP ABP ANPA PPA

President ..... Joseph H. Moss  
Art Director ..... Sidney Fischer  
Copy Chief ..... Gerald H. Bruce  
Media Director ..... Florence Elbi  
TV Director ..... E. Landau

**C. WENDEL MUENCH & COMPANY**

75 E. Wacker Drive, Chicago 1, Ill.  
Phone: FINancial 6-3481

ABP ANPA APA NOAB NBP

President ..... C. W. Muench  
V.P., General Manager ..... W. O. Yucum  
Radio-TV Time Buyer ..... Victor Fabian  
Dir. of Merch. .... Robert E. Moore  
Production Mgr. .... William G. Fisher  
*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.; I. C. Forman & Sons (Condiments), Putsford, N. Y.; Cox DeLuxe Foods, Inc. (Poultry & Meat Products), Chicago, Ill.; Fuji Trading Co. (Chop Suey Foods), Chicago, Ill.; Monarch Brewing Co., Chi-



cago, Ill.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.

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; 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: OXFord 7-9292 AIAA

President.....Thomas W. Hughes Vice-Presidents.....Joseph W. Madden, Walter Kelly Art Director.....Anthony Saris Radio & TV Director.....Jerome Kates Radio and TV Accounts: Borden Co., H. J. Heinz, Lever Brothers (U.S.), Quaker Oats Co.

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y. Phone Circle 5-6200

ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann V.P. & Sec'y.....John M. Handley V.P. & Art Dir.....H. Nelson Kent V.P.'s....John M. Keil, Howard A. Heinsius Exec. Sec'y.....Kathryn Intemann Copy Director.....Vera Mezei 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 & Inport Co. Inc.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Chatham Mfg. Co.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Lockwood, A. N.; National Biscuit Co.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Staunton Military Academy; Stillman, & Hoag, Inc.; Sussex County Planning Board; Thonet Industries Inc.; White Turkey; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill. Phone: WHitehall 4-3400

AAAA—ANPA—ABP—APA—ABC

President.....Maurice H. Needham Sr. Vice Presidents.....Melvin Brodhy, W. R. Fowler Melvin Brorby, W. R. Fowler Sr. V.P., Media Dir.....Otto R. Stadelman V.P., TV-Radio Dir.....James G. Coninos Financial V.P., Secy.....Max D. Anwyl V.P. Chg. TV-Radio Prog...John Scott Keck V.P. Chg. TV-Radio Comm. Prod. ....Alan Wallace

Spot Time Buyers.....P. M. Morrow, D. D. De Carlo

Branch Offices

9100 Sunset Blvd., Hollywood 46, Calif. Phone: CRestview 6-2073

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 Phone: WAlnut 3-9817

V.P. & Mgr.....John A. Willoughby Radio and TV 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.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.; Canadian Industries, Ltd.; Lever Brothers Co.; Hotpoint Co., International Minerals & Chemical Corp.; Palm Beach 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 Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reycoc Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y. Phone: FRanklin 4-4135

Pres. & Treas.....George R. Nelson Vice-President.....Helen C. Nelson Secretary .....Alire Pach Art Director.....Arnold Hitchins Radio, Copy, Pub. Dir....Robert S. Cragin TV Director.....Robert Stone Radio Time Buyer.....Ruth W. Hollister TV Time, Space Buyer.....Tillie Reinig Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Seal-test Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National



# ADVERTISING AGENCIES



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.; Mohawk Carpet Mills, Amsterdam, N. Y.

*Radio Accounts (Time):* William Lee & Co., Watervliet, N. Y.; Saratoga Assn., Saratoga Springs, 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  
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 NOAB APA

Chmn. of the Bd. .... William H. Weintraub  
President. .... Norman B. Norman  
Exec. V.P., Secretary. .... Eugene Kummel  
Exec. V.P., Treasurer. .... 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  
Vice Presidents. .... Warren Fales,  
H. G. Bissinger, William E. Macke, E. L. Whitney

V.P., Prod. Mgr. .... William Zerweck  
Mgr., Print Media Dept. .... George Coleman  
Asst. Secy. .... Roselon Flanagan  
Operations Supervisor. .... Ronald R. Mullins  
Group Copy Supervisors. .... Adrian Bryan  
Courie, Anne Foster, Sidney Lerner

TV-Radio Production Suprv. .... Sheldon Platt  
Print Media Dir. .... Eugene C. Stampler  
Prod. Mgr. .... Louis Hix

Merch. Dir. .... Lawrence Foden  
Mgr., Art Dept. .... Constance Valesco  
Time Buyer. .... Jeanne Sullivan  
TV Art Director. .... Benjamin Colarossi  
Account Executive. .... Richard Bouton,  
L. J. McGrady, Gerald Shapiro, James M. Shivas, Thomas T. Stafford

*Branch Offices*

Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 3-0211

Gen. Manager. .... H. G. Bissinger  
Office Mgr. .... George Paneff  
1513 Jefferson Ave., Toledo 4, Ohio

Phone: CHerry 4-2593

Executive .... L. J. McGrady

*Radio and TV Accounts:* Hudson Pulp & Paper Corp., New York; Rouson 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., Lambert-Hudnut Div. (Sportsmen Toiletries) Morris Plains, N. J.; Willys Motors, Toledo, Ohio; Chanel, Inc., N. Y. C.; Maiden Form Brassiere Co., Pabst Brewing Co., Chicago, Ill.

## NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 4-5030

President. .... Don P. Nathanson  
Exec. Vice Pres. .... Cyrus H. Nathan  
Treasurer. .... Harold Rosenzweig

*Branch Offices*

6 E. 45th St., New York 17, N. Y.

Phone: OXford 7-0414

V.P., Dir. Radio & TV. .... Bruce M. Dodge  
8701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-3810

Manager. .... Clifford Gill  
*Radio & TV Accounts:* The Toni Co.

(Charm Kurl Home Permanent, Deep Magic Facial Cleansing Lotion, Prom Home Permanent and End Curl Prom, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tonnette Children's Home Permanent) Chicago; Englander Co., Inc. (Mattresses), Chicago; L'ancin Parfums, Inc. (Arpege, My Sin Perfumes and associated products) New York.

## NOYES & COMPANY

1800 Industrial Bank Bldg.

Providence 3, R. I.

Phone: GASpee 1-2087

AAAA—ABP—ANPA

President. .... Frederick C. Noyes  
Vice Pres. .... Carroll H. Rickard  
Dir. Radio-TV. .... Henry C. Hart, Jr.  
Time Buyer. .... William M. Macleod

*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.; Tilden-Thurber (Retail Silver & Jewelry), Providence, R. I.; White & Bagley Co. (Automotive & Ind. Oils), Worcester, Mass.; Rumford Chemical Works (Cleaner), Rumford, R. I.

*TV Accounts:* Industrial Natl. Bank (Banking), Providence, R. I.; Narragansett Electric Co. (Utilities, Appliances), Providence, R. I.; G. & C. Merriam Co. ("Merriam-Webster" Dictionaries), Springfield, Mass.

*Estimated Radio-TV Billings:* \$100,000.

## R. T. O'CONNELL COMPANY

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

Phone: PLaza 3-5412

ABP—PPA—APA

President. .... R. T. O'Connell  
Exec. Vice Pres. ....  
Creative Dir. .... Ethel Merklen

Vice President.....George Miller  
 Radio-TV Dept.....J. Cunningham,  
 Anne Kelleher  
*Radio Accounts:* Pomatex Co., Inc. (Hair-  
 dressing), New York, N. Y.; Johe Co.  
 (Household Cleaner), Tenafly, N. J.

**Ogilvy, Benson & Mather Inc.**

589 Fifth Ave., N. Y. 17, N. Y.  
 Phone: MU 8-6100  
 ANA—PPA—NOAB—APA

President .....David Ogilvy  
 Exec. V.P.....E. Estey Stowell  
 Sr. V.P., Treas.....Shelby H. Page  
 Sr. V.P.....J. McCaffrey, J. Irish  
 Vice Presidents.....W. Bijur,  
 P. Caravatt, L. Munro, J. Heekin, D. Mar-  
 garetten, R. C. Smith

V.P., Dir. Radio-TV.....H. Booraem, Jr.  
 V.P., Dir. of Media.....Samuel L. Frey  
 Assoc. Dir.....P. L. Tomlin  
 Mgr., Comm'l Prod.....Anthony Rizzo  
 Mgr., Show. Prod.....Eugene Schiess  
 New Programs.....Edward Ingeman  
 Casting Dir.....Olga Fabian  
 TV-Radio A.E.....Richard Simon  
 TV-Radio Prod.....Walter Sachs,  
 Newt Mitzman, David Evans

*Radio Accounts:* Lever Bros. (Dove, Good  
 Luck) New York, N. Y.; Pepperidge Farm  
 (Bread) Norwalk, Conn.; Schweppes Qui-  
 nine Water, New York, N. Y.; Tetley Tea  
 Co. (Tea), New York, N. Y.; Melville Shoe  
 Corp. (Thom McAn Shoes, New York, N. Y.)

*Estimated Radio Billing:* \$2,128,500.

*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  
 Shoe), New York, N. Y.; Pepperidge Farm,  
 Inc.

*Estimated TV Billings:* \$3,481,500.

**OLMSTED & FOLEY, INC.**

1750 Hennepin Ave. So., Minneapolis 3, Minn.  
 Phone: FEderal 9-0441

AAAA—ABC—ABP—ANPA—AFA

President.....Ward H. Olmsted  
 Exec. V.P.....John T. Foley  
 Secretary.....G. C. Hellickson  
 Vice Pres.....Ward W. Olmstead,  
 John K. Mortland

Radio-TV Dir.....B. G. Morison  
 Producers.....Ned W. Axt, Diane F. Syme  
 Time Buyer.....W. T. Way

*Radio-TV Accounts:* Clover Leaf Creamery  
 Co.; 1st Nat'l Bank of Minneapolis; Hotel  
 Leamington (TV only); Northland Milk  
 Co.; The Waterbury Co. (TV only), all Min-  
 neapolis, Minn.; Marshall-Wells Co. (Paints-  
 Appliances), Duluth, Minn.; Owatonna Can-  
 ning Co. (Festal Products), Awatonna,  
 Minn.; Waterbury Htg. Suply Co. (Fur-  
 naces), Minneapolis, Minn.; North Ameri-  
 can Life & Casualty Co. (Radio only); Sears  
 & Roehuck & Co. (Radio only).

**PHIL A. O'NEILL ADVERTISING**

43 N. Franklin St., Wilkes-Barre, Pa.  
 Phone: VAlley 2-7191, 3-8874

President.....Phil A. O'Neill  
 Vice-Pres.....Thomas J. O'Neill  
 Secy., Treas.....Mary M. O'Neill  
*Accounts:* Burschel Dairy Co., Scranton,  
 Pa.; First-Second National Bank & Trust Co.,  
 Wilkes-Barre; Fisher's Hatchery, Elysburg,  
 Pa.; Jordan the Hatter (Men's Furnishings),  
 Wilkes-Barre; Lane's (Furs), Wilkes-Barre;  
 McLaughlin Funeral Service, Wilkes-Barre;  
 Radio Stations WAZL, Hazleton, Pa.; WBRE,  
 Wilkes-Barre; WHLM, Bloomsburgh, Pa.;  
 WHOL, Allentown, Pa.; WIDE, Biddeford-  
 Saco, Me.; WVDA, Boston, Mass.; Station  
 WBRE-TV, Wilkes-Barre; Vaughn's Bakery,  
 Berwick, Pa.

**W. WALLACE ORR, INC.**

1518 Walnut St., Philadelphia 2, Pa.  
 Phone: KIngsley 6-4140

President.....W. Wallace Orr  
 V.P. & Asst. to Pres.....Bosh Pritchard  
 Sec'y & Treas.....Willard W. Hughes  
 Art Dir.....Wellington H. Kashner  
 Copy Chief.....Anne T. Beck  
 Space & Time Buyer.....Greta Dunsmore  
*Radio Accounts:* Atlantic City Racing  
 Assn., Pleasantville, N. J.; Beach Front Gar-  
 dens (Motel) Atlantic City, N. J.; M. A.  
 Bruder & Sons, Inc. (Paint Mfr.) Philadel-  
 phia; Swanwyck Estates (Real Estate De-  
 velop.), Wilmington, Del.; Harry F. Michell  
 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 1-7250

ABP—ANPA—APA—FAAG

President .....Merritt Owens  
 Art Dir., Prod. Mgr.....Tom Horan  
 Radio-TV Dir.....Frank Rickey  
 Account Executives.....Merritt Owens,  
*Radio-TV Accounts:* Goldman Jewelry Co.,  
 Pearson-Ferguson; Vesto TV; Dumas Mil-  
 ner; Steeves Typewriter; Zephyr Awning  
 Co.; Thriftway Food Stores; Home Savings  
 Asso.; Peck's of Kansas City (TV only);  
 Ashmore Pontiac (TV only).

**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.....Jack Weiner  
 Radio Time Buyer.....Betty Silon  
 Media Dir., Space Buyer.....Irving Krouse  
 Research Dir.....Jay Dresner  
 Pub. Dir.....June Aaronson  
 Acct. Executives.....David E. Winnick,  
 Lawrence Nelson, Aaron W. Davis, Jay  
 Dresner, Betty Silon, Peter Frenkel, Elias  
 Schouberger, Morton Zimmerman  
*Accounts:* Downs, Grace; Furniture Special-  
 ists Corp.; Klein & Feicholz; Overhead  
 & Modernfold Door; Seminole Furniture  
 Corp.; Warner Mfg.

**PACIFIC NATIONAL ADVERTISING AGENCY**

2124 4th Ave., Seattle 1, Wash.  
Phone: ELiot 1401

AAAA-ANPA-APA-NBP-NOAB

Chrm. of Board.....Wm. H. Horsley  
 President.....Trevor Evans  
 V.P., Secretary.....Frank Horsley  
 Treasurer.....Calvin W. Franklin  
 Radio-TV Dir., Talent Buyer.....Grant Merrill,  
 Media Dir., Time Buyer, Gertrude M. Nyman  
 1115 West Broadway, Spokane, Wash.  
 Phone: FAirfax 7-9585

V.P., Manager.....Martin Boss  
 715 Cascade Bldg., Portland, Oregon  
 Phone: CApitol 2-1021

V.P., Manager.....Milton A. Foland  
*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 Com-  
 pany; Ivar Haglund—Acres of Clams; Im-  
 perial Candy Company; Washington State  
 Fruit Commission; Carstens Packing Com-  
 pany; Montag, Inc.; Lang & Co.; Oil Heat  
 Institute of Washington.

**PARIS & PEART**

370 Lexington Ave., New York 17, N. Y.  
Media Dept., 295 Madison Ave.  
Phone: MUrray Hill 9-2424

ABP-ANPA-APA-PPA-ABC-NOAB  
NBP

Exec. V.P., Treas.....J. A. H. Rehm  
 Sec'y., Comptroller.....Thayer 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,  
 W. J. DeStefan, G. R. Gibson, K. E. Lee,  
 T. C. Flanagan, A. A. Lanton, J. E. Pender-  
 gast, R. V. Schilt, M. A. Umans  
 Time Buyer.....Virginia Burke  
 Copy Director.....Dorothy Parker  
 Media Dir.....W. M. Symmes

Personnel & Systems Mgr.....Thelma Jeffreys  
 Art Director.....F. Yelinek  
 Marketing & Research Dir.....H. L. Mooney  
 Adm'n. Dir., Art Dept.....R. Reed  
 Prod. & Purchasing Dir.....R. Largo  
 Secretary.....Thayer Durell  
*Accounts:* A & P, N. Y.; Colonna, J.  
 Bros.; Excelsior Quick Frosted Meat Prod.  
 Inc.; Joe Lowe Corp.; Kammegiesser &  
 Co.; Sage Laboratories Inc.; Woman's Day  
 Inc.; Breakstone Bros. Div. of Nat'l Dairy  
 Products Corp., New York; Atlantic Tele-  
 vision (WATV), Newark, N. J.; No-Cal Corp.,  
 Brooklyn, N. Y.; Vanity Fair Paper Mills,  
 New York; La Perla Food, Re-Dap Packing  
 Co.; Romanoff-Caviar Co., Inc.; West Chem-  
 ical Prod., Inc.; Women's Day, Inc.

**PARKSON ADVERTISING AGENCY, INC.**

190 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-6100

President.....Ted Bergmann  
 Sec. Treas.....Florence Shapin  
 Dir., Marketing & Res.....Philip Agisim  
 Art & Prod. Dir.....Sydney Reich  
 Dir. of Copy.....Axel P. Gudmand  
 Radio-TV Director.....Charles M. Boland  
 Radio-TV Media Dir.....Herbert Gruber  
 TV Film Dir.....Lloyd Durant  
 Comm. Dir.....Irving Roes  
 Time Buyer.....Ruth M. Bayer  
*Radio-TV Accounts:* Pharmaceuticals, Inc.;  
 Liggett Drug Co.; Journal of Lifetime Liv-  
 ing (Radio only); Sun Drug (Pittsburgh-TV  
 only).

*Estimated Radio-TV Billings:* \$9,750,000.

**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-NBP-APA-ABP-NOAB

Chr. Exec. Committee.....Harry Peck  
 Chairman of Board.....Sidney Garfield  
 President.....Harry Krawit  
 V.P., Secretary.....Sanford Hirschberg  
 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.;  
 Bruus, Nordeman & 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  
 Saes Co. (Intoxicating Perfume) New York,  
 N. Y.





**PERRIN-PAUS COMPANY**

8 South Michigan Ave., Chicago 3, Ill.  
Phone: RA 6-7923

ABP—ANPA—APA—NBP

President.....Earl R. Perrin  
Vice-President, Sec'y.....Donald L. Paus

*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.....Mrs. Nina Dallair  
Radio-TV Dir.....Mrs. Orva W. Huff  
*Radio-TV 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); Food Basket (Supermarket Chain); Walker Scott Corp. (Department Store); Hazard Concrete Product Co.; Barvend Foods (Soups); City Chevrolet Co.; Percy H. Goodwin Co.; Mexicali Brewing Co.; Milk Council; Oscar's Restaurant Chain; TV Antenna Supply Co.; Tri-W Builders; United Fund; Walker Engineering Co. (Vacuum Powered Ash Trays); Better Business Bureau (San Diego).

**PITLUK ADVERTISING COMPANY**

123 Auditorium Circle, San Antonio 5, Texas  
Phone: CApitol 3-6131

APA—NOAB—SNPA—TAAN

ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.  
V.P., Acct. Exec.....Jack N. Pitluk, Jr.  
Acct. Execs.....C. Carolus,  
Sam Riklin, Louis Pitluk, Norman Morris  
Copy Chief.....Harvey Christiansen  
Radio Director.....Margaret Morrison  
TV Director.....Don Zimmer

*Radio-TV Accounts:* Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Roegelein Provision Company (Bacon, Sausages), San Antonio, Tex.

**PORTER & ASSOCIATES**

1188 S. Muirfield Rd., Los Angeles 19, Calif.  
Phone: HOLlywood 5-0530

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; Peeks 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. F. McGill, John K. Barton, C. E. Jones,  
R. R. Sanford, C. Stritzinger, P. N. Horstman  
Sec'y Treas.....C. C. McMillan  
Radio-TV Dir.....William J. Brewer  
Radio-TV Acct. Dirs.....Gene Dennis,  
Al Christy  
Film Buyer.....Al Christy  
Acct. Executives.....J. Cahill,  
D. Dixon, J. M. Gaughan, E. T. Marshall,  
G. L. Mosley, R. M. Robinson, E. C. White, Jr.

**J. G. PROCTOR COMPANY, INC.**

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

Phone: YUKon 6-7725

President.....J. G. Proctor  
V.P. & Acct. Exec.....Ray Hanna  
Secretary.....M. S. Proctor  
Art Dir. & Prod. Mgr.....M. Sholle  
*Accounts:* Addis Co.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Frederica Furs Inc.; Hausman M. & Sons; Horne, Joseph Co.; Joske's of Texas; Levenson Co., Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Titcher-Goettinger Co.; Zimmerman-Scher Co.

**PRODUCT SERVICES**

17 East 45th Street, New York City

Phone: MURray Hill 7-0204

President.....Les L. Persky  
Exec. V.P., Gen. Mgr....Lester J. Blumenthal  
V.P., Acct. Supv.....Harold L. Tuers  
Treasurer.....Robert S. Lewis  
Art Director.....Allen G. Davis  
TV Production Mgr.....Ralph Porter  
Media Director.....Marvin Richfield  
PR Director.....Ruth Davis  
Copy Dir.....Diane Young  
Time Buyer.....Doris Gould, B. P. Patrick  
Acct. Exec.....Lester Blumenthal, N. R. Lorman, Harold Tuers, Les L. Persky

*TV Accounts:* Roto-Broil Corp. of America (rotisseries); Broil-Quick Co. (Rotisseries); Bymart-Tintair, Inc. (Hair Colorings); Cont. Car-NulBa Corp. (Floor Wax); Glamorene, Inc. (Rug Cleaner); Harrison Lab., Inc. (Nail Polish); Marlowe Chemical Co., Inc.; Technical Tape Corp.

*Estimated TV Billing:* \$7,000,000.



**CHARLES O. PUFFER ADVERTISING**

130 N. Michigan, Chicago 11, Ill.  
Phone: WHitchall 4-1003  
ABP—APA

President.....Charles O. Puffer  
Art Director.....Henry Garcia  
Prod. Mgr.....Glorya Bakken  
Copy Chief.....Howard Paul  
Publicity Dir.....Jack Hess  
Acct. Executives.....Charles O. Puffer,  
Lloyd Kuchin, Jack Hess  
*Accounts:* Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malt-ing Co., Augsburg Beer, Curtis Lighting.

**L. W. RAMSEY COMPANY**

230 No. Michigan Ave., Chicago 1, Ill.  
Phone: FRanklin 2-8155  
ANPA—APA—NBP—NOAB

Chairman.....A. C. Naekkel  
President.....Richmond M. Lloyd  
Vice-President.....N. B. Langworthy  
Sec., Treas.....W. J. Henderson  
Art Director.....E. J. McCabe  
Prodn. Mgr.....Vito M. Volino  
*Branch Office*

111 East 3rd St., Davenport, Iowa  
Phone: 6-0157

Acct. Exec. & Tech.Consul.... W. A. Giraldi  
*Accounts:* American Machine & Metals Inc.; Daisy Mfg. Co.; Davenport Papers-Larson, J. C. Co. Inc.; McFadden 3 Sisters-Springs, Radio Station KGLO, WTAD; Rol-screen Co.; Station WOC, Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

**THE RANDALL COMPANY**

75 Pearl St., Hartford 3, Conn.  
Phone: JAcKson 7-1179

President.....Wilbur W. Randall  
Art Director.....Robert N. Berger  
Radio & TV Director.....Florence F. Grady  
Copy.....Jack F. Reynolds  
*Radio Accounts:* Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoff-man Wallpaper, Sir Allo Shoe Clinic, Wach-ter'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, McCLINTON & CO., INC.**

505 Park Ave., New York, N. Y.  
Phone: PLaza 4-7300  
69 Washington St., Newark, N. J.  
Phone: MArket 3-5100  
ANPA—APA—NBP AAAA—NOAB

Chrm. of Board.....Chas. Dallas Reach  
President.....Harold L. McClinton  
Secretary.....Everett W. Sahrbeck  
Exec. V.P. (Newark).....D. M. Bernheim  
Sr. V.P., Copy.....Curtis Berrien  
Sr. V.P., Mgr. Newark.....F. R. Ristley  
V.P., Art.....Lockhardt L. Shultz  
V.P., Radio-TV.....Werner Michel  
Prodn. Mgr.....S. A. Holdampf, Jr.

Media Dir.....Mac Donald Dunbar  
Radio-TV Time Buyer.....Timothy O'Leary

*Branch Offices*  
Prudential Bldg., Chicago 1, Ill.  
Phone: DELaware 7-5664

V.P., Manager.....Philip M. White  
6431 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WEBster 3-9167  
V.P., Manager.....Harry W. Witt  
750 Baker Bldg., Minneapolis 2, Min.  
Phone: FRanklin 4-1234  
V.P., Manager.....George O. Ludeke, Jr.

**JAMES R. REESE ADVERTISING CO.**

15 West 10th St., Kansas City 6, Mo.  
Phone: VICTor 5269  
APA—ABP—ANPA

Owner.....James R. Reese  
*Accounts:* Beekman Co.; Berry, Carl Oil 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  
AAAA—ABP—ANPA—APA  
NOAB—PPA—NBP

Chrm. 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,  
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.....John Hackett  
*Radio Accounts:* General Mills, Inc., Art Instruction, Inc., Minneapolis Brewing Co.; Mars, Inc. (Canada), Chicago.  
*Estimated Radio Billing:* \$450,000.  
*TV Accounts:* Art Instruction, Inc., Gen-eral Mills, Minneapolis Brewing Co., Pacific Gamble Robinson Co., Minneapolis.  
*Estimated Radio-TV Billings:* \$4,704,000.

**REINCKE, MEYER & FINN, INC.**

520 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 4-7440  
ABP—ABC—ANPA—NOAB—APA—NBP  
ABP—ANPA

President.....Wallace Meyer  
Vice-Pres. & Treas.....C. A. Reincke  
Vice-Pres. & Sec.....A. L. Reincke  
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 COMPANY, INC.**

69 Newberry St., Boston 16, Mass.  
Phone: KENmore 6-3900  
ABP—ANPA—PPA—APA—NAAN

President.....Thomas J. Brown  
Treasurer.....Thelma Reingold  
Creative Dir.....Harry Dodsworth  
Copy Chief.....Richard D. Brugman  
Art Director...George F. Willson  
Production Mgr.....Rueffe F. Barhour  
Media Buyer.....Rosemary Rohmer

*Radio-TV Accounts:* Citrus Fruit Juices, Inc., Lynn, Mass.; Stattler Tissue Corp., Somerville, Mass.; Table Talk Pastry Co., Inc., Worcester, Mass.; Shoppers Phone Guide, Boston, Mass.; Nissen Baking Corp., Lynn, Mass.; Poster Grant Co., Inc. (Sunglasses Leominster, Mass.

*Estimated Radio Billings:* \$150,000.  
*Estimated TV Billing:* \$400,000.

**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.  
Space Buyer.....Lora Kass  
Acct. Exec.....Rodney Kling

*Radio Accounts:* Walter N: Boysen Company (Paints) Oakland and Los Angeles. Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Cardinet Candy Co.; Central Valley Nat. Bank, all Oakland; Williams' Bakery, Eugene, Ore.

*TV Accounts:* Kilpatrick's Bakery (Bread), San Francisco, Calif.; Central Valley Nat. Bank, Cardinet Candy Co.

**E. W. REYNOLDS LIMITED**

154 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. Newhy  
Time Buyer.....Helen Anderson

**Branch Office**

1440 St. Catherine's St., W., Montreal, Quebec  
Phone: UN 6-1775

Manager.....R. C. Elvin

*Radio & TV Accounts:* General Mills (Canada) Ltd. (Baking Products & Cereals); Nestle (Canada) Ltd. (Quik, Evap. Milk, Maggi Boullion); Dairy Farmers of Canada (Dairy Products); Eversharp, Inc. (Razors and Pens); Fleers Bubble Gum; R. M. Hollingshead Co. (Auto Additives); Honey Dew Coffee Shops (Restaurants); Hunt's Bakery Ltd. (Baked Goods); Mutual of Omaha (Insurance); Converted Rice, Inc.; Hough & Kohler (Hohner Accordians & Harmonicas), all Toronto.

**FLETCHER D. RICHARDS, INC.**

10 Rockefeller Plaza, New York 20, N. Y.  
Phone: JU 6-5400

AAAA—ANPA—APA—NBP—NOAB—ABP  
Chrmn. of the Bd.....Fletcher D. Richards  
Vice Chrmn. of Board...Bradley A. Walker  
President.....Eugene I. Harrington  
Exec. V.P.....Sherwood Dodge  
Spot Time Buyer.....James M. Kelly  
Vice Presidents.....Ernest A. Gray,  
Ellsworth D. Hill, John Hamm, Sanford  
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  
Media Dir.....Charles Dreier, Jr.

**Branch Offices**

221 N. La Salle St., Chicago, Ill.  
Phone: FInancial 6-3585

Manager.....George T. Jahnke  
500 Sherbrooke W., Montreal, Que.  
Phone: Avenue 8-3191

Manager.....Thomas A. Deans  
Harrington-Richards & Morgan: Division of  
F. D. Richards, Inc.  
58 Sutter St., San Francisco 8, Calif.  
Phone: EXbrook 2-6025

V.P. Manager.....Alfred E. Smith  
6233 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 3-4194

V.P.....Donald E. Gehring  
*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 Plan Co. of Calif., San Francisco; American Machine & Foundry (Bowling Equipment, Pinspotters, Roadmaster Bicycles, DeWalt Power Tools), New York; Avoset Co. (Qwip Whipped Cream) Los Angeles; 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.

*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**

3680 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNkirk 2-6073

Pres. & Radio Time Buyer

M. Evans Richmond  
Art Director.....Frank Cartwright  
Production Mgr.....D. Blaine

**Branch Offices**

230 Boylston St., Boston 16, Mass.  
Phone: CO 6-4491



Yucca Vine Bldg., Hollywood 28, Calif.  
Phone: Hempstead 3517  
TV, Radio Office.....Morey K. Reiss

**DAN RIVKIN ADVERTISING**  
1418 Walnut St., Philadelphia 2, Pa.  
Phone: PE 5-5766

Owner.....**Dan Rivkin**  
Radio-TV Accounts: Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Philadelphia, Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills, Lenny's Clothes, Westmoreland Clothes, John Kotler (Men & Boy's Clothes).

**W. S. ROBERTS, INC.**

1401-05 Fox Bldg., Philadelphia 31, Pa.  
Phone: RIttenhouse 6-8763  
ABP

President.....Wilmer S. Robert  
V.P., Radio & TV.....Franklin S. Robert  
Space Buyer.....Leon Irgang  
Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); all Philadelphia, Pa.; General Electric Appliances Co.; Krass Bros. (Clothing); Manuscript Records, Inc.; Stuart-Merritt (Mail Order), Philadelphia.  
TV Accounts: General Electric Appliances Co.; Manuscript Records, Inc.

**ROBERTS & REIMERS, INC.**

551 Fifth Ave., New York 17, N. Y.  
Phone: Murray Hill 2-3175  
ANPA APA

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, Sidney Menchel

**MARSHALL ROBERTSON  
ADVERTISING AGENCY**

1550 Speer Bldg., Denver 1, Colo.  
Phone: KE 4-6268  
APA

Chrm. & Pres.....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 Ever-on  
Account Executives.....R. W. McWilliams, James H. Briggs

Radio Accounts: City Elite Laundry, Denver, 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; 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, Cottrell's Clothing Store, Dale Dance Studios, 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.

**ROBINSON, JENSEN, FENWICK  
& HAYNES, INC.**

1111 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: MUtual 6293  
ABP - ANPA APA PPA

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  
Treasurer.....Robert 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 Assn., 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.; Tunies, Inc. (Tuna Hot Dogs), San Diego; Mission Appliances (Heaters), Hawthorne, Calif.

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; 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 Clear-ex, Bif Insecticides); Tunies, Inc.; Mission Appliances.

**ROCHE, RICKERD & CLEARY, INC.**

135 South LaSalle St., Chicago 3, Ill.  
Phone: RAndolph 6-9760  
ABP ANPA APA NBP - NOAB

Chrm. of the Bd.....John P. Roche  
President.....C. E. Rickerd  
1st V.P.....James M. Cleary  
Asst. to Pres.....M. Bonk  
V.P. Chg. of Media.....Frank Hakewill  
V.P. Chg. of Copy.....R. A. L. Herweg  
V.P., Art Dir.....George Lyman  
V.P. Chg. of Prod.....R. H. Stracke



# ADVERTISING AGENCIES



Vice Presidents.....Lloyd Maxwell,  
E. C. Olson, William H. Savin, Gerald A.  
Waindel, Stewart Weston, M. F. William-  
son

Sec.-Treas.....C. W. Anderson  
Dir. Plans & Mds.....W. S. Shartle  
Dir. Radio-TV.....Kirby Roche  
Dir. Pub. Rel.....Ben Holstrom  
Dir. Research.....J. Durringer  
Media Buyer.....Guy Dustman  
Time Buyer.....D. Gustafson  
Account Executives.....John P. Walker,  
(Bonk, Engelhardt, Gilmour, Herweg, Max-  
well, Olson, Roche, Shartle, Waindel, Wes-  
ton, Williamson)

*Radio Accounts:* Chicago, Milwaukee, St.  
Paul & Pacific RR (The Milwaukee Road);  
Great China Food Prod. Co.; Hardware Mutu-  
als Insurance; Kohler Co., Natl. Toilet  
Co. (Complexion Aids); John Puhl Prod.  
Co. (Ammonis, Bleach); Schulze & Burch  
Biscuit Co.; Shaler Co. (Rislone); Sno Blo  
Corp. (Toilet Bowl Cleaner, Mop); Stew-  
arts Private Blend Coffee Co.; Wilson &  
Co. (Dog Food).

*TV Accounts:* (Same as above).

## 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, Jerrold  
Rocklin

Radio Director.....Trina Shuchat  
Art Director.....Robert Rocklin  
TV Director.....Ira Segall  
Film Director.....Sue Wurtzburg  
Production.....Helen Wurtzburg

*Radio Accounts:* Western Tire Auto Stores  
(Dept. Store); Fizz-Up (Beverage); Chi-  
cago Furniture Mart; Kay-Den Beauty  
Salon; Sheridan Beach Milk Farm (Health  
Spa), Michigan City, Ind.; Berens Mercury  
(Automobiles); La Scala Restaurant; Roose-  
velt Chair & Supply; Treasure Chest (Magic,  
Games, Inc.); Sunnyside Motors, all Chicago.

*TV Accounts:* Walton Motors, Inc. (Auto-  
mobiles); Western Tire Auto Stores; Fizz-  
Up; Chicago Furniture Mart; Nortown Olds;  
Alan Radio & Appliance Stores; Mid-State  
Motors; Peoples Pontiac; Dy-Dee Wash;  
English Ford Dealers of Chicagoland; Farr  
Motors.

## ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEarborn 2-0020

ABP—ANPA—APA—SNPA—NOAB

President.....P. C. Fewell  
Exec. V.P., Mgr.....Ray H. Reynolds  
Vice-President.....Robert L. Headen  
Treasurer.....George C. Huppertz  
Asst. Treasurer.....Howard N. Smith  
Secretary.....Olive A. Kinloch

*Branch Offices*

InsurOmedic Bldg., Dallas 1, Tex.

Phone: RIVerside 1-6044

Exec. V.P. & Mgr.....R. E. Brooks  
903 McGee St., Kansas City 6, Mo.

Phone: VICTor 2-9400

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.

1440 St. Catherine St. W., 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

## WILLIAM GANSON ROSE, INC.

1330 Williamson Bldg., Cleveland 14, O.

Phone: TOWer 1-6171

Pres., Treas., Radio Dir.

*William Ganson Rose*  
Vice-Presidents...Frank Pelton, L. C. Brown  
Production Mgr.....Joan Burke  
*Radio Accounts:* Higbee Co., Mass. Mutual  
Life Insurance Co., Public Square Relations.

## ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.

Phone: JUDson 2-3550

ABP—ANPA—APA

President.....Irl W. Rose, II  
V.P., Gen. Mgr.....John A. Boule  
V.P., Media Director.....G. M. Rundbaken  
Production Manager.....Ethel Whelan  
V.P., Radio-TV Dir.....Channing Hadlock

*Accounts:* Bankers Trust Co., Noxon, Inc.  
(Metal Polish); Admiration Cigars; Wayne  
County Products (Apple Juice), all N. Y. C.;  
American Kitchen Products (Lemon Pie Fill-  
ing, Jersey City).

## IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.

Phone: AXtel 7-7741

Owner, Time Buyer.....Irving Rosen  
*Radio Accounts:* The Wenley Co., New  
York, N. Y.; Shopping News of the Air,  
New York.

## ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.

Phone: JACkson 7-4566

APA—ABP—AAAA—AFA

President.....Norton Rosengarten  
Exec. Vice Pres.....Lynn Steinke  
Radio-TV Dir.....Jay Scott





*Accounts:* Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis, Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Mills-Morris Co. (Distributors) Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.; Midwest Dairy Products.

**ROSS ROY, INC.**

2751 East Jefferson Ave., Detroit 7, Mich.  
Phone: LOrain 7-3900

ABP—ANPA—PPA—NOAB—NPB

President ..... Ross Roy  
Exec. V.P. .... Thomas G. McCormick  
Sr. V.P., Acct. Supv. .... Carroll F. Sullivan  
V.P. & Art Dir. .... John W. Hutton  
V.P., Acct. Suprs. .... William Gerstenberger,  
Wm. W. Shaul  
Secretary ..... Erwin H. Haass  
Treasurer ..... Lathrop P. Morse  
Comptroller ..... Harry W. Mellen  
V.P., Media Dir. .... Carl E. Hassel  
Research Dir. .... Robert E. Riordan  
Production Director ..... William L. Miller  
Publicity Dir. .... Robert V. Fancett  
V.P., Dir. Prod. Analysis. .... Kenneth S. Loring  
Personnel Dir. .... George Macier  
Librarian ..... Florence Armstrong

*Branch Offices*

1680 North Vine St., Hollywood 28, Calif.  
Phone: HOllwood 9-6263

Vice-Pres. .... Joseph G. Mohl  
Ross Roy of Canada, Ltd.  
Canada Trust Bldg., Windsor, Ont.  
Phone: Clearwater 6-2371

Vice Pres. .... Harold J. G. Jackson  
*Accounts:* Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Parts Div.; Chrysler Div., Chrysler Corp.; DeSoto Div., Chrysler Corp.; Dodge Div., Chrysler Corp.; Honey Co.; Plymouth Div., Chrysler Corp.; California Natural Juice Co., Inc.; Michigan Tourist Council; South Wind Division, Stewart-Warner Corp.; Willard Battery Co.

**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  
Vice Presidents ..... Charles Lipton,  
Chester Burger, Richard Weiner  
Dir., Creative Services ..... Morton Yarmon  
Dir., Radio-TV ..... Mildred Vigderhouse  
*Accounts:* Bettinger Corp.; Borgenicht,  
Jack; Inskip, J. S.; Ruder Brothers.

**THE RUMRILL COMPANY, INC.**

1895 Mt. Hope Ave., Rochester 20, N. Y.  
Phone: BRowning 1-2150

APA—NBP AAAA—ABP—ANPA—PPA

President ..... C. L. Rumrill  
Treas. .... H. R. Hanson  
V.P., Gen. Mgr., M & C Div. .... G. M. Prince

V.P., Gen. Mgr., B. B & S Div. .... G. R. Darcy  
Vice Presidents ..... N. A. Gallagher,  
J. R. VanAcresdale, C. N. Gleason, F. F.  
Harned, W. T. Jensen, B. W. Jones, J. S.  
Warren, Pr., D. B. Miller, J. E. Troskosky,  
R. H. Bush

Secretary ..... G. G. Wallington  
Radio-TV Director ..... Richard C. Shepard  
Manager, Radio-TV ..... Charles Einach  
Asst. .... Grace M. Danelo  
TV Art Director ..... Sigmund Potembski

*Division Offices*

Baldwin, Bowers & Strachan  
374 Delaware Ave., Buffalo, N. Y.  
Phone: MA 6020  
Moser & Cotinis  
10 Hopper St., Utica, N. Y.  
Phone: 3-7544

*Radio and 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; Genesee Valley Union Trust Co., Rochester; Kordite Co., Macedon, N. Y.; Stromberg Carlson Co. (Electronic equipment) Rochester, N. Y.

**LOWE RUNKLE CO.**

1313 Liberty Bank Bldg., Okla. City 2, Okla.  
Phone: REgent 6-3521  
AAAA—ABP

President ..... Lowe Runkle  
Vice-Presidents ..... Roger Pi-hny,  
Howard Neumann, Monty Mann.  
Radio, TV Director ..... Mack 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; Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla City.

*TV Accounts:* Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Southwestern Bell Telephone (Telephone Service), Oklahoma City; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Meadow Gold Dairy, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co.

**LEWIS EDWIN RYAN ADVERTISING**

726 Jackson Place, N. W., Washington, D. C.  
Phone: REpublic 7-7606

AAAA—ABC—ABP—ANPA—APA  
NBP—SNPA—NOAB

Owner ..... Lewis Edwin Ryan  
Gen'l Mgr. .... John F. Hardie  
Treasurer ..... Preston B. Coiner  
Sr. Acct. Exec. .... William R. Doores  
Prod. Mgr. .... David F. DeYoung  
Acct. Exec. .... Samnel E. Hunsaker,  
Walter Kerwin, James Gould, Samuel Pat-  
terson  
Art Directors ..... James W. Steele  
William R. Clifford

Dir., Radio-TV.....William J. Green  
 Assoc. Dir., Radio-TV.....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  
 President .....Ben Sackheim  
 Exec. Vice-Pres.....George B. Pampel  
 Secy., Treas.....William Pitts  
 Copy Chief.....Anne Green  
 Art Director.....Arthur Singer  
 Prod. Coord.....Irving Levine  
 Media Director.....William Galker  
 Acct. Executives.....Ted Breining,  
 Bernard J. Cooper, Milton Mensch, George  
 B. Pampel, William Pitts, Joan Schneiderman

*Radio Accounts:* Nationwide Insurance (Auto, Fire, Life Insurance), Columbns, Ohio; Bleachette Bluing Corp., New York; Burlington Narrow Fabrics Corp., New York.

*TV Accounts:* Hess, Goldsmith & Co., New York; Burlington Narrow Fabrics Corp., New York; Nationwide Insurance, Columbus, Ohio.

**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*

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

Phone: ANdover 3-5966

Manager.....Kenneth E. Shepard  
*Radio Accounts:* Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore, Md.; Fairfield Chemical Div. (Pesticide); Stauffer Chemical Co., Agricultural Chemicals Div., all N. Y. C.

*TV Accounts:* Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore; Revere Copper & Brass, Inc., N. Y. C.

**WALKER SAUSSY ADVERTISING, INC.**

Peuthouse, Texas Co. Bldg., New Orleans 16, La.

Phone: CANal 9212

ANPA—ABP—ABC

President .....Walker Saussy  
 Vice Presidents.....Joseph Shields, Jr.,  
 D. W. Ziegelasch, Irvine J. Vidacovich  
 Radio Time Buyers.....Stanley Starr,  
 Carmen Million

Acct. Executives.....Jules Robert,  
 Wallace Dorion, Jr., P. J. Stakelum, Jr.

Secretary .....Dorothea Schlesinger  
 Treasurer .....Alvin C. Camus  
 Production Mgr.....Donald Levy

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; Hibernia Homestead (Bldg. Loan & Savings), New Orleans; J. H. Bonck Co., Inc. (Tulane Sportswear); Pan-American Import Co. (F-I Wines); Roby of New Orleans, Inc. (Roby Sauces); Lichtenstein's Shoe Store, all New Orleans, La.; California Wine Assn. (11 Cellars Wine), San Francisco, Calif.

*TV Accounts:* American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; White Bros. (Jewelry Store); General Electric Supply Co.; Roby of New Orleans, Inc.; Meal-A-Minit (Restaurants), New Orleans, La.

**SAVAGE-LEWIS, INC.**

1807 Lyndale Ave. So., Minneapolis 5, Minn.

Phone: FEderal 9-7286

ABP—ANPA—ABC—AFA

Ch. of Board.....Addison Lewis  
 President.....Erle B. Savage, Jr.  
 V.P., Secretary.....Win. A. Dobson  
 Radio and TV Dir.....Scott Benton  
 Prod. Manager.....Ann Franklin  
 Research Mgr.....Don N. Chemberlin  
 Copy Director.....Judd L. Meester  
 Vice President.....Robert L. Sturgis  
 Art Director.....John K. Henry

*Radio Accounts:* The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.; B. F. Nelson Mfg. Co. (Asphalt Shingles), Minneapolis, Minn.

*TV Accounts:* The Dayton Co. (General Mdse., Minneapolis, Minn.; The Lavisor Co. (Mouthwash), Minneapolis, Minn.; McKesson & Robbins, Inc. (Wholesale Drug).

**FRANK B. SAWDON, INC.**

60 E. 56th St., New York 22, N. Y.

Phone: PLaza 1-4646

President.....Frank B. Sawdon  
 Vice-President, Media Dir.....Jerry Bess  
 Radio-TV Prod.....Tom Mannos  
 Radio-TV Producer.....Jack Wilcher  
 Chief Time Buyer.....James Hackett  
 Secretary .....Victor Sawdon

*Branch Office*

6363 Sunset Blvd., Hollywood, Calif.

Phone: HOLlywood 4-3129

Office Manager.....Richard Westman  
*Radio-TV Accounts:* Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), Comark Products (Plastics for Home), all N. Y. C.

**SHECK ADV. AGENCY, INC.**

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President.....Julius Scheck  
 V. P., Radio-TV Dir.....E. Grant Scheck  
 V.P. ....Murray Hirsch

\* \*      **ADVERTISING AGENCIES**      \* \*

Secy. & Treas. .... Morris Scheck  
 Prod. Mgr., Art Dir. .... Marcus Santiago  
 Copy Chief. .... E. Bimberg  
 Space Buyer. .... Frank M. Craumer  
 Account Executives. .... William H. Andrews,  
 E. Grant Scheck, Morris Scheck, Julius  
 Scheck.

*Branch Office*

601 Madison Ave., New York, N. Y.  
 Phone: PLaza 3-0230

Manager ..... Murray Hirsch  
*Radio Accounts:* Charms Co. (Charms  
 Candy), Asbury Park, N. J.; Fischer Baking  
 Co. (Baked Goods), Newark, N. J.  
*TV Accounts:* Fischer Baking Co. (Baked  
 Goods), 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.  
    C. D. Domin  
 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. 11th St., New York 17, N. Y.  
 Phone: MUrray Hill 7-3291

President ..... Joseph P. Schneider  
 Exec. V.P. .... Alfreda Walsh  
 Secretary ..... Philip Nemiroff  
 Prod. Mgr. .... Mark Barry  
 Space Buyer. .... Robert Shapiro

**GORDON SCHONFARBER &  
 ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
 Phone: GAAspee 1-4813-45

ABP-ANPA-APA-NBP-NOAB

President ..... 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. .... Richmond A. Patterson  
*Radio Accounts:* Gladding's, Inc. (Radios),  
 Old Colony Co-operative Bank (Savings &  
 Loan), Providence; Washington Trust Co.  
 (Commercial Bank), Westerly, R. I.; War-  
 wick Club Ginger Ale Co. (Carbonated  
 Beverages), West Warwick, R. I.; J. S.  
 Inskip, Inc. (Foreign Cars), Providence;  
 B. A. Ballou Co., Inc. (Jewelry), Provi-  
 dence; Providence Retail Trade Board  
 (Chamber of Commerce); California Arti-  
 ficial Flower Co., Providence, R. I.; John-  
 son & Wales Business School, Providence; Mon-  
 ogram Shop (Monogramming, Gifts), Provi-  
 dence; R. I. Provision Co. (Meat Packer).

Johnston, R. I.; William H. Harris (Furrier),  
 Providence, R. I.

*TV Accounts:* Old Colony Cooperative  
 Bank; Gladding's, Inc.; Warwick Club  
 Ginger Ale Co., West Warwick, R. I.; Calif.  
 Artificial Flower Co.; Johnson & Wales Busi-  
 ness School, Providence; B. A. Ballou & Co.

**ED SHAPIRO INC.**

1612 Market St., Philadelphia 3, Pa.

Phone: LO 4-2877

ANPA-ABP-NBP

President ..... Edward Shapiro  
 Secretary ..... H. Hyman Shapiro  
 Treasurer. .... Edward L. Frater  
 Art Director. .... Jack Garry  
*Radio Accounts:* Sealy Mattress Co., Ches-  
 ter, Pa.; Browning King, Philadelphia; Mut-  
 ual of Omaha (Insurance), Philadelphia.

*TV Accounts:* Sealy Mattress Co.; Phila-  
 delphia 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, Signaud T. Seaman, Nor-  
 man R. Anderson, William L. Ballard,  
 Ralph Stewart.

Secretary ..... Robert C. Milner  
 Media Dir. .... Richard L. Rogers  
 TV-Radio Prod. .... Nath Kemper  
 Time Buyers. .... Roberta Landers,  
 Isabel McCaulay

*Radio Accounts:* Colgate-Palmolive Co.  
 (Shaving Preparations), New York, N. Y.;  
 Dormeyer Corp. (Electric Appliances-Power  
 Tools); Lumbermens Mutual Casualty Co.  
 (Insurance); Quaker Oats Co. (Corn Goods,  
 specialty products); Webcor, Inc. (Fono-  
 graphs, Tape Recorders, Diskchangers) all  
 Chicago.

*TV Accounts:* Colgate-Palmolive Co., Dor-  
 meyer Corp.; Quaker Oats Co.; Lumbermens  
 Mutual Casualty Co.

**SILTON BROTHERS, INC.**

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP-ANPA-FAAG-NBP

President ..... Myron L. Silton  
 Exec. V.P. .... Jason N. Silton  
 V.P., Media Dir., Radio-TV  
    Earle W. Hoffman  
 V.P. Art. .... Andre B. Paquette  
 Time Buyer. .... Marie E. Kachinski

*Radio Accounts:* New England Provision  
 Co. (Meats); Barcolene Co. (Detergents);  
 Sears-Roebuck & Co. (Boston & Suburban  
 Retail Stores); Elm Farm Foods Co. (Retail  
 Food Chain, all Boston, Mass.

*TV Accounts:* New England Provision  
 Co.; The Barcolene Co.; Elm Farm Foods  
 Co.; Penobscot Shoe Co.



# ADVERTISING AGENCIES



## SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.  
Phone: FA 7-1691

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., Robilio & Cuneo (Roneo 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—APA—NBP

Partners.....Leonard N. Simons,  
Lawrence J. Michelson

Prod. Mgr.....Arthur H. Copland  
Account Exec.....Richard N. Hughes  
Art Director.....Al Sielaff  
Radio-TV Dir.....Richard Hughes

*Radio Accounts:* Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. Dossins Food Products (Pepsi-Cola); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Stone's Jewelers, 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 (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co.; Leo Adler Co. (DeSoto-Plymouth), Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.

## 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. Petrencs, J. J. Matelan, R. K. Pearson, John Augus.  
TV Prod. & Scripts.....Jack J. O'Neill,  
John Whited

## SON DE REGGER ADV. AGENCY INC.

321 Eleventh St., Des Moines 9, Ia.  
Phone: 3-3185

ANPA—APA—ABP—FAAG—NBP

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.

## SOUTHERN ADVERTISING, INC.

953 Southwest 1st St., Miami, Fla.  
Phone: FRanklin 9-2821

ABP—ANPA

President.....Richard D. Hager  
V.P. ....Peter Finney  
Treasurer.....George Cullen  
Secretary.....Jerry Crocket  
Copy Chief.....E. J. Rowland  
Exec. Art Dir.....Charles Fletcher  
Media Dir.....Joseph Lincoln  
Production Mgr.....William Kaleb  
Dir., Radio-TV.....William Izzard  
Mgr., Radio-TV.....Gene Caron  
Radio-TV Production.....Jessie Reid  
Radio-TV Copy.....Mike Spano

*Radio and TV Accounts:* Kingston Mills, Cartersville, Ga.; National Airlines; Royal Castle Shops; Vitolyte Corp., all Miami.  
*Estimated Radio-TV Billing:* \$400,000.

## 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 Degermajian  
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—NBP

President, Treas. .... Raymond Spector  
Ch. Creative Activities .... Ned C. Smith  
Client Service .... Bert Schwartz  
Art Director .... Irving Trabich  
Production Manager .... Bernard Ludin  
Research Director .... Charles Goldberg  
Radio-TV Director .... Dick Blaine  
*Radio-TV Account:* Hazel Bishop, Inc.  
(Lipstick and Complexion Glow), New York,  
N. Y.

**SPITZ ADVERTISING AGENCY, INC.**

530 Oak St., Syracuse 3, N. Y.  
Phone: 9-5581

ABP—ANPA—FAAG

Owner, Acct. Exec. .... William Spitz  
Art Director .... Frederic Berg  
Copy Chief .... Madeline Clark  
Production Mgr. .... Diane Davis  
Space & Time Buyer .... Carol Genge  
Radio-TV Dir., Acct. Exec. .... Beverly Bianco  
*Radio Accounts:* Elmira 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  
P & C Markets, Syracuse & Auburn, N. Y.;  
Pilgrim Packing Co. (Meat Products), Syra-  
cuse; Syracuse Card Co. (Greeting Cards),  
Syracuse; Syracuse Glass Co. (Store Fronts),  
Syracuse; Timerson Canning Co., Inc. (Tim-  
co Dog & Cat Food), Fair Haven, N. Y.;  
University College—Adult Division, Syracuse  
University.

*TV Accounts:* Besdin Furniture Super-  
market (Furniture), Syracuse; Elmira Card  
Co. Inc. (Greeting Cards), Elmira, N. Y.;  
Gardner & North Roofing & Siding Corp.;  
Hotel Syracuse; Onondaga Supply Co.,  
Inc. (Appliances), Syracuse; Penfield Manu-  
facturing Co. (Mattresses) Syracuse; Spec-  
tor-Genesee Motor Sales, Inc. (Cadillac-  
Olds dealer) Syracuse; Syracuse Card Co.,  
Greeting Cards), Syracuse; Syracuse Glass  
Co.; Timerson Canning Co., Inc. (Timco  
Dog & Cat Food), Fair Haven, N. Y.; Uni-  
versity College, Adult Education Div., Syra-  
cuse University; Wilsons Leading Jewelers  
(Jewelers), Syracuse.

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

**SPITZER & MILLS LIMITED**

50 King Street W., Toronto 1, Can.  
Phone: EMpire 6-2811

ABC

President .... G. F. Mills  
Exec. Vice-Pres. .... J. W. Spitzer  
Gen. Mgr. & Sec.-Treas. .... W. H. Reid  
Radio TV Director .... T. R. Hart  
Media Dir. .... P. Judson

**Branch Office**

3405 Addington Ave., Montreal, Quebec  
Phone: WA 0344

Co. Mgrs. .... D. McCrimmon, J. Randle  
Radio-TV Dir. .... P. E. Corheil  
*Radio-TV Accounts:* Colgate-Palmolive  
Ltd. (Palmolive Soap, Halo Shampoo, Fab  
Detergent, Colgate Toothpaste, Palmolive  
Shave Preparations, Toronto, Ont.; Quaker  
Oats Co. (All Products) Peterboro, Ont.;  
Kimberly-Clark Prod. Ltd. (Kleenex &  
Delsey) Toronto, Ont.; Wm. E. Cotts 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 Light-  
ers) Montreal, Que.; McCormicks Biscuit  
Co. (Biscuits) London, Ont.; Exquisite Form  
Brasseries (Bras & Girdles) Toronto; John  
Ing'les Co., Ltd. (White Goods) Toronto;  
Lehu & Fruk, Ltd. (Lysol) Toronto; Dorothy  
Grav. Ltd. (Cosmetics) Toronto; Lesquen-  
dier Ltd. (Cosmetics) Toronto, Ont.

*Estimated Radio-TV Billings:* \$1,500,000.

**BARTON A. STEBBINS ADVTG.**

3142 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUnkirk 8-8131

ABP—ANPA—AAAA

Owner .... Barton A. Stebbins  
V.P. .... A. W. Gudelman,  
William W. Harvey  
Time Buyer .... Hugh Bland  
TV Prod. .... Jane Catlin  
*Radio Accounts:* Vitalfa Corp. (Brewster's  
Food Supplement) Roseda, Calif.; Hilly  
Medical Prod., Pasadena.  
*TV Accounts:* Certified Grocers of Calif.;  
Signal Oil Co. (Gasoline), Los Angeles,  
Calif.; Hotpoint Appliance Sales Co., Los  
Angeles.

**STEBBINS, HAL, INC., ADV.**

714 W. Olympic Blvd., Los Angeles 15, Calif.  
Phone: RIchmond 9-5317

ANPA—APA—AAAA—ABC—NBP

President .... Hal Stebbins  
Vice Presidents .... Paul Winans, Robert Laws  
Sec. Treas. .... Edna Page Ackerman  
Art Dir. .... Jack Eipper, Jack Vibher  
Prod. Mgr. .... Al Schuknecht  
Acct. Exces. .... Richard Lewis,  
Jones Hawley

**STERLING ADV. AGENCY, INC.**

9 East 40th St., New York 16, N. Y.  
Phone: ORegon 9-6767

ANPA—PPA—ABP

Chr. Bd., Pres. .... S. M. Broun  
Exec. V.P. .... Stanley Goodman  
Vice Pres. .... Harold Strauss  
Sec. Comptroller .... Morton S. Sirotta  
Media Director .... Lesley Normandin  
*Radio Accounts:* Milium Division, Deer-  
ing, Milliken & Co. (Lining Material);  
Fashion-o-rama Mgt. Corp. (Fashion Exposit-  
ion) 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: Dunbar 1-5600

AAAA—ABP—ANPA—APA—NBP—NOAB  
Chrmn. of Board.....William Z. Burkhart  
Pres., Treas.....C. Thomas Martin  
Sr. V.P., Dir. Copy.....Ranald S. West  
V.P., Media Dir.....R. A. McDowell  
Art Dir.....Robert Helmich  
Television Director.....Gary Lee  
Pgm. Mgr., 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  
V.P., Art Dir.....Vincent Marcone  
Prod. Mgr.....Barbara Belmont  
Copy Chief.....Mark A. Van Liew

*Radio and TV Accounts:* Designs Publishing Company, N. Y. C.; Alhart's Electric Company (Appliances), Rochester; Cramer Drug Company (Drugs), Rochester; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Snyder's Seat Covers, Rochester.

## DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.  
Phone: Hancock 6-7644

AAAA—ABP—ANPA—APA—NBP

President.....Daniel F. Sullivan  
Sales Dir.....Robert N. Sullivan  
Treas., Space Buyer.....William H. Sullivan  
Publicity Dir.....William McMorrow

*Radio Accounts:* Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; 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—PFA—NBP—AAAA  
Chairman.....Raymond F. Sullivan  
President.....Brown Bolte  
Vice-Pres.....Donald D. Stauffer  
Vice-Pres.....S. Heagan Bayles  
Vice-Pres., Secy.....John P. Cohane  
Sr. V.P.....Clifford Spiller  
Vice-Pres.....Ralph Smith  
Vice-Pres. & Treas....T. Newton Weatherby  
Vice-Pres.....Donald Anderson  
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.....Luther H. Wood  
Vice-Pres.....Maitland Jones  
Vice-Pres.....John H. Hosch, Jr.  
Vice-Pres.....Ida S. Raisback  
Vice-Pres.....Barrett Welch  
Vice-Pres.....Horace Hagedorn  
Vice-Pres.....Joseph Hardie  
V.P.s.....Frank Henderson,  
Richard M. Kelly, Richard R. Uhl, Thomas  
F. Vietor, Engine F. Whelan  
V.P., Research Dir.....Timothy J. Healy  
V.P. & Head Art Dir.....Robert West  
V.P., Creative Dir.....R. D. Wyll  
Prod. Mgr.....George Andrew  
Dir. Media Research.....Richard Puff  
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 Pgm. 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 v Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Fariua, 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); 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, Suntan Lotion); Smith Brothers (Cough Drops & Cough Syrup); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Pharmaceutical Co. (Biso-Dol Mints, BiCodol Powder, Infra-RUB); Duffy-Mott Co., Inc. (Mott's Apple Products).

**TATHAM-LAIRD, INC.**

64 East Jackson Blvd., Chicago 4, Ill.  
Phone: HAarrison 7-3700  
AAAA-ABP-ANPA

Chairman of the Board.....Arthur E. Tatham  
President.....J. Kenneth Laird  
Treasurer.....Harold C. Jensen  
Asst. Treas.....Fred Winter  
Secretary.....Mary Kyak  
Admin. Dir.....E. F. Hascall, Jr.  
Copy Chief.....John H. Jameson  
Market Res. Dir.....Arthur A. Simon  
Media Director.....George A. Bolas  
Asst. Media Director.....W. J. McEdward  
Prog. Asst.....John R. Allen  
Media Supervisors.....Jack Ragel  
Roy A. Boyer, John Singleton  
Broadcast Media Mgrs.....Donald Grasse,  
John Deacon, Philip L. Gore  
Radio, TV Dir., Comm. Prod.....Dan Ryan  
Merchandising Director.....M. J. O'Connor  
Production Manager.....Eldon Robrsen  
Creative Research Director.....Dr. Don Kanter

*Branch Offices*

5 East 54th St., New York 22, N. Y.  
Phone: PLaza 1-1680

Exec. in-Charge.....John Masterston  
1680 Vine, Hollywood 28, Calif.  
Phone: HOllywood 1-9228

Exec. in-Charge.....Vic Hunter

*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, Supererome Inks and Quink), Janesville, 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 Ljustick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.; Procter & Gamble (Fluffo Shortening, American Family Products), Cincinnati, Ohio.

*Estimated Radio-TV Billings:* \$11,700,000.

**THOMAS & DOUGLAS, INC.**

119 W. 57th St., New York 19, N. Y.  
Phone: CLeCle 6-6513  
ANPA-APA-NBP

Pres., Art Dir.....Wilbur L. Thomas  
Secretary.....George E. Reid  
Treas., Space Buyer.....G. Vitaliano  
Account Exec.....Lawrence H. Douglas

*Accounts:* American District Telegraph Co. (Automatic Electrical Protection Equip.), New York; Automatic Fire Alarm Co., New York; DBari Salon, New York; Fortune Cravats, Inc., New York; Hans Hinrichs, Inc. (Malt & Hops), New York; Rahr Malting Co., Manitowoc, Wis.; Reeve Electrical Co., New York; Smith, Kirkpatrick & Co., Inc. (Export, Import, Finance), New York; Times Facsimile Corp. (Facsimile Communications), New York; WINS, New York; Adam Young, Inc. (TV Station Reps), New York.

**J. WALTER THOMPSON COMPANY**

420 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-7000  
AAAA-ABP-ANPA

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  
Assoc. Dir., Radio-TV.....J. F. Devine  
Dir. of Research.....Dr. D. R. Longman  
Admn., Radio-TV.....John F. Devine  
TV Group Heads.....Robert E. Buchanan,  
Storrs Haynes, Woodrow Benoit  
Associate Media Dir.s.....James O. Luce,  
Anne Wright, Richard Jones, Jack Green,  
Robert Lilien, Philip Birch

*Branch Offices*

110 No. Mich. Ave., Chicago, Ill.  
Phone: MOhawk 1-6700

Vice Pres., Mgr.....George C. Reeves  
Radio-TV Mgr.....John E. Mosman  
Media Dir.....John de Bevec  
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  
6505 Wilshire Blvd., Los Angeles, Calif.  
Phone: OL 3-0300

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  
TV Group Head.....Forester Mashbir  
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.; Weeco Products

*TV Accounts:* Ciba Pharmaceutical Prod., Inc., Pan American, John-Manville, Aluminum Ltd., Lever Bros., Standard Brands, Inc., Mentholatum, Blue Cross, Blue Shield, Scott Paper Co., Chesbrough-Pond's, Eastman Kodak, Kraft Foods, Div. Natl. Dairy Products; Ford Div., Ford Motor Co., Brillio, Seven-Up, Joseph Schlitz Brewing Co., Atlantis Sales, Boyle-Midway, Inc., Sylvania Electric Products, Church & Dwight.

**TRACY, KENT & CO., INC.**

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

Phone: ELdorado 5-4404

ABP—ANPA—APA—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-TV Dir.....Robert Arzberger

*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.; Hafnia Ham Co., Inc., New York.

*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.; Charles & Co., New York; Hafnia Ham Co., Inc., New York; Terry Candy Co., Elizabeth, N. J.

**TRACY-LOCKE CO., INC.**

2501 Cedar Springs Road, Dallas 1, Texas

Phone: RI 8-4741

AAAA—ABP—ANPA—NOAB—SNPA

NBP—ABC

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; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Jones-Blair, Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. and KRLD, Dallas, Tex.

*TV Accounts:* Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Kings Candy Co., Ft. Worth; Haggard Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

**JAY VICTOR & ASSOC., INC.**

1225 Raymond Blvd., Newark, N. J.

Phone: MARKET 3-8487

ABP

Pres., Treasurer.....Jay Victor  
 V.P., Secretary.....Beatrice Victor

**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.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Jadow, 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.

**WABE, INCORPORATED**

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

Phone: COlumbus 5-3530

President .....Charles Bernard  
 Asst. to Pres.....Rita Hughes  
 Art Dir.....Leonard Kessler

**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  
 Media Dir.....David S. Williams  
 Marketing Director.....Louis J. Nelson  
 Dir. of Network TV Pgms.....Jack Farnell  
 Dir. of TV Film Dept.....Booth Luck

*Branch Offices*

6 East 45th St., New York, N. Y.

Phone: OXFord 7-9261

Mgr.....Henry J. Opperman  
 Wade Advertising Agency, Inc.

6381 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 4-7457

Exec. Vice Pres., Mgr...Forrest F. Owen, Jr.  
 20 N. Wacker Dr., Chicago 6, Ill.

Exec. V.P.....Hal H. Thurber

*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.; Alberto-Culver 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.**

Talbott Bldg., Dayton 2, Ohio  
Phone: HEMlock 5542

AAAA-ABP-APA-NBP-ANPA  
CAAN

President.....Hugo 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 President.....G. Norman Burk  
Sec'y-Treas.....George Lucbik  
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.

**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  
Pub. Rel. Dir.....Joseph Mann  
Account Executives.....S. P. Jackson,  
J. C. Silverman, Jack Wilson, Jack Halloran, Ed O'Brien, Harry Alleva

*Radio Accounts:* Sachs Quality Stores (Dept. Store); Federal Life & Casualty Co. (Insurance); Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason & Hamlin Piano Co.; Schane Pontiac Corp., Sonotone of New York; Radio-TV Training Assn.; Nat'l Home Study School; Zenith Radio Corp., Tri-State Buick Dealers Assn., all New York, N. Y.

*TV Accounts:* Vini Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center; Dale Dance Studios; Davega Stores; Monarch Buick Co.; Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., all New York, N. Y.

**WARWICK & LEGLER, INC.**

230 Park Ave., New York 17, N. Y.  
Phone: MURray Hill 4-5800

AAAA-ABC-ABP-ANPA-APA  
NOAB-AFA-NBP

President.....H. Paul Warwick  
Vice-Presidents.....Henry Legler,  
S. O. Younheart, Arthur Deerson, Thomas H. Shanley, C. E. Standing, Eleanor Dean, R. A. MacDonnell, L. H. Russell, John Toland, Wm. Zerweck, J. F. Welsh, F. L. Baldwin, Jack Kaduson  
V.P., Media.....H. H. Dobberteen  
Exec. Asst. to Pres.....J. P. Warwick  
Copy Chief.....Robert L. Edens  
Radio & TV Director...William P. Warwick  
Asst. Radio-TV Dir.....Eric Jensen  
Exec. Producer.....Andrew Christian

*Branch Office*

83-50 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLive 3-0240

Mgr.....William M. Tuttle  
*Radio Accounts:* Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Ex-Lax, Inc. (Chocolated Laxative), Brooklyn, N. Y.

*TV Accounts:* Ex-Lax, Inc. (Laxative), Brooklyn, N. Y.; Jacob Ruppert (Knickerbocker Beer), New York, N. Y.; Revlon, Inc.

**WASSER, KAY & PHILLIPS, INC.**

1231 Banksville Rd., Pittsburgh 16, Pa.  
Phone: LOcust 3-4570

AFA

President.....C. S. Wasser  
Exec. Vice Pres.....L. Cook Thompson  
Media Director.....Harry Anderson  
Film Mgr.....William R. Esch  
Radio, Television Director.....Alvin Roth  
Copy Chief.....Sally Kohl

*Radio & TV Accounts:* Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; Distributors, Inc., Pittsburgh; Hafner Coffee Co., Pittsburgh; United Dairy Co., Barnesville, Ohio.

**NORMAN D. WATERS & ASSOCIATES, INC.**

6 East 39th St., N. Y. 16, N. Y.  
Phone: MURray Hill 5-8950

ANPA-NBP

President.....Norman D. Waters  
Vice Presidents...Bliss Woodward, Marvin Sherres



# ADVERTISING AGENCIES



Secretary.....Elaine L. Waters  
 Production Mgr.....Jack E. Loudon  
 Office Manager.....Mimi Luden  
 Dir. of Services.....Sydney L. Baron  
 Mechanical Art.....Harry Kazan  
 Account Execs.....Norman Waters,  
 Bliss Woodward, Leonard Koven, Marvin  
 Sherres, Roy Friedlander  
 Paris, France, 1 Ave. Franco-Russe  
 Manager.....Faith Shipway

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.....N. 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

## WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.  
 Phone: Diamond 3-8108

AAAA—ABP—ANPA—AFA

Chairman of the Board.....Don Watts  
 Pres., Treas.....Oscar E. Payne  
 Vice Presidents.....Leslie S. Hauger,  
 Don Dyer, Jack Buchman

Secy., Radio-TV Dir.....Don S. Mitchell  
 Prod. Coordinator.....Larry Bettis  
 Radio-TV Traffic.....Betty Schellhaas

*Radio Accounts:* Oklahoma Tire & Supply Co., Mid-West Chevrolet, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Bell Oil & Gas, Commonwealth Life Ins., Downtown Tulsa, Unlimited, Brown-Dunkin Dept. Store, Tulsa, Okla.; Bryan & Sons, Burts, Chili Bowl Seasoning, Jitney Jungle, Mathias, Dumas Milner Pontiac, Claude Riggs.

*Estimated Radio Billing:* \$265,000.

*TV Accounts:* Oklahoma Tire & Supply, Mid-West Chevrolet, Mason's Furniture & Appliance, Jitney Jungle, (Grocery Chain); Brown-Dunkin; Downtown Tulsa Unlimited; Dumas Milner Pontiac, Pepsi-Cola Bottling Co., Quality Furniture, Claude Riggs, Watt Plumbing & Electric, all Tulsa, Okla.

*Estimated TV Billing:* \$100,000.

## WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.  
 Phone: LO 5-6462

President.....M. A. Weiss  
 Sec'y., Treas.....Andrew Weiss  
 Art Director.....Norbert Haber  
 Production Mgr.....Fred Lida  
 Media Director.....Audrey Bernfeld  
 TV Director.....Bernard Schiff  
 Acct. Execs.....M. A. Weiss, Andrew Weiss,  
 L. Sturms

*TV Accounts:* Remco, Inc. (Toys), Newark, N. J.; American Character Dolls; Glenoit Mills; Donnybrook (Coats), all N. Y. C.

## EDWARD H. WEISS & CO.

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. Bonnheim

### Branch Office

460 Park Ave., New York 22, N. Y.  
 Phone: PLaza 8-0992

Mgr. ....Edward Kogan

*Accounts:* American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); 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 Flavored Vodkas, Dark Eyes Vodka, Ph. Boillieux 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; Lenthic, Inc.; Jose Escalante & Co.; General American Transportation Corp.; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Visking Co.

## WEISS & GELLER

400 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 3-4070  
 ANPA

President.....Max A. Geller  
 Exec. V.P.....Max Tendrich  
 Sr. V.P.....Lawrence Wisser  
 Time Buyer.....Jack Geller

*Radio Accounts:* Nedicks Bottling Corp.; Nedicks Stores, Inc.; Trunz, Inc. (Meat Stores); Yoo-Hoo Beverage Co., Garfield, N. J.; C & C Corporation (Batter Up Pancake Batter), Englewood, N. J.

*TV Accounts:* Proctor Electric Co., Philadelphia, Pa.; Waltham Watch Co.; C & C Corp.

## 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

## THE WESLEY ASSOCIATES, INC.

247 Park Ave., New York 17, N. Y.  
 Phone: ELdorado 5-2680

ABP—ANPA—NBP—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. .... C. Heller  
 Prod. Mgrs. .... Hernan Hecker, Ed Fitzgerald  
 Media Dir. .... Jos D. Knap Jr.

### WEXTON COMPANY, INC.

11 East 47th St., New York, N. Y.

Phone: MU 8-1050

ABP ANPA

President ..... Larry Schwartz  
 Vice Presidents ..... Ed Greenberg,  
 George Gilbert, Adrian Price, Jack Spiro  
 Secy.-Treas. .... Howard Wechsler  
 Radio-TV Dir. .... John Eckstein  
*Radio Accounts:* W. Gobel (Hummel Fig-  
 urines), Bavaria; Legend Recordings, N.Y.C.;  
 Voss Cookware, Asian Cameras.

*TV Accounts:* Metal Foil Products Mfg.  
 Co. (Broil-A-Foil Trays), Linden, N. J.

*Estimated TV Billings:* \$200,000.

### WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.

Phone: DElaware 7-8000

AAAA APV ABP ANPA NBP

President ..... Larry 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  
*Accounts:* American Aberdeen-Angus ssn.,  
 Chicago, Ill.; Kartridg-Pak Machine Co.,  
 Chicago, Ill.; Mayer, Oscar & Co., Madison,  
 Wis.; Quaker Oats Co., Chicago, Ill.

### WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.

Phone: CHestnut 1-6380

AAA ABP ANPA APA NBP CAAN

President ..... Enno D. Winius  
 Sr. Vice-President ..... C. A. Brandon  
 Vice-President, Treas. .... W. L. Sanborn  
 Media Dir. .... George R. Bishop  
 V.P. .... A. L. Morelock  
 Radio-TV Dir. .... Herbert P. Helpern  
 Vice Pres., Acct. Exec. .... Walter Winius  
 Vice Pres. .... William H. Austin

*Radio Accounts:* Am. Investment Co.;  
 Authorized Brake Co.; Carling Black Label  
 Beer; St. Louis Chevrolet Dealer Assoc.;  
 Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.

*TV Accounts:* Am. Investment Co.; Boat-  
 men's Nat. Bank; Carling Black Label Beer;  
 St. Louis Chevrolet Dealer Assoc.; Ettman  
 Specialty Co.; Hip-O-Lite Co.; Kerr-McGee  
 Oil Ind., Inc.; Stix-Baer-Fuller.

### VAN LEAR WOODWARD ASSOC. INC.

50 West State St., Westport, Conn.

Phone: CApital 7-9554

ABC ABP

Ch. of Bd., Treas. .... Mark B. Byron  
 Pres., Media Dir. .... Van Lear Woodward

Vice Pres. .... Thomas F. Cosgrove  
 Secretary ..... Leo Nevas  
 V.P., Exec. Art Dir. .... Fritz Kruse  
 V.P., Research Dir. .... John Kemble  
 V.P., Prod. Mgr. .... W. C. Olmsted  
 Art Dir. .... Gerald Clarkson  
 Copy Chief ..... Benjamin West  
 Vice Pres. .... E. R. Wade

*Radio Accounts:* Libner Grain Co.; Atlan-  
 tic Coast Fisheries.

### WYATT ADVERTISING AGENCY

127 9th St., San Antonio 2, Texas

Phone: CA 6-2226

SNPA

Owner ..... William I. Wyatt  
 Art Dir. .... William J. Lytle  
 Prod. Mgr. .... Robert Johnson  
 Copy Chief, Radio Dir. .... A. J. Lewis  
 Acct. Execs. .... Tim Collins,  
 Tom Holbrook

### 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  
 Sr. V.P. Copy Dept. .... George H. Gribbin  
 V.P., Dir. Int'l Div. .... Harry H. Enders  
 V.P., Gen. Counsel ..... David Miller  
 V.P., Merchandising Dir. .... Eldon E. Smith  
 Mgr., Adsg. Dept. .... Earl Angstadt  
 V.P., Dir. Research ..... Dr. Peter Langhoff  
 Mgr. of Radio-TV Oper. .... D. Y. Bradshaw  
 Controller ..... M. Wray Witten  
 V.P., Art Dept. .... Walter P. Glenn  
 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.

Brooks Emory, Jr., Alexander Kroll, A.  
 Gardiner Layng, Walter K. Nield, Walter  
 B. C. Washburn, Edward Bond, Robert  
 Clayton, Montagu G. Miller, Bernard Pagen-  
 stecher, Paul Richardson, Louis P. Weil, J. P.  
 Wilkerson, Thomas W. Clark, H. Kierstead,  
 Randolph McKelvey, William D. Thompson,  
 Thomas Cox, Douglas Murphey, Edgar Van  
 Winkle.

*Branch Offices*

333 No. Michigan Ave., Chicago 1, Ill.

Phone: FInancial 6-0750

Manager ..... Robert H. Brinkerhoff



# ADVERTISING AGENCIES



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.....George B. Richardson  
 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 Products, Inc.;  
 Metropolitan Life Insurance Co., Bristol-  
 Myers Co.; 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.;  
 American Bakeries Co.; Johnson & Johnson;  
 Simmons Co.; Goodyear Tire & Rubber;  
 Manufacturers Trust Co.; Intl. Harvester  
 Co.; Gen. Electric Appliances Co. of Mich.;  
 Kaiser Aluminum & Chemical Corp.; United  
 Vintners, Inc., Chrysler Division.

*TV Accounts:* Thomas J. Lipton, Inc.;  
 Piel Bros., Inc.; Procter & Gamble Co.; Gen-  
 eral Electric Co.; General Cigar Co., Inc.;  
 Singer Sewing Machine Co.; Borden Co.;  
 General Foods Corp.; Simmons Co.; John-  
 son & Johnson; Goodyear Tire & Rubber

Co., Inc.; Bristol-Myers Co.; American  
 Home Products, Inc.; Drackett Co.; Sperry-  
 Rand, Inc.; American Bakeries; Time, Inc.;  
 Northern Paper Mills; Kaiser Aluminum  
 Co.; Metropolitan Life; W. P. Fuller Co.;  
 United Vintners; Union Oil Co.; Simoniz  
 Co.; Intl. Harvester Co.; Simoniz Co.; Man-  
 ufacturers Trust Co.; Royal McBee Corp.;  
 Chrysler Division.

## YOUNT COMPANY

12 East 10th Street, Erie, Pa.  
 Phone: 2-2816

Owner.....M. A. Yount  
 Asst. Executive.....M. John Yount  
 Production Mgr.....Richard A. Lewandoski  
 Secretary.....Luella Drenning  
 Art Director.....Richard Bitting  
 Artist.....Lee Tillman

*Radio Accounts:* The Erie Brewing Co.,  
 Erie, Pa.; Marine Nat. Bank; Auto Seat  
 Covers Co.

*TV Accounts:* The Erie Brewing Co., Erie,  
 Pa.; Harris Inc. (New and Used Automob-  
 iles), Erie, Pa.; Marine Nat. Bank; Auto  
 Seat Cover Co.

## PETER ZANPHIR ADVERTISING

565 5th Ave., New York 17, N. Y.  
 Phone: OX 7-6996

ABP

Owner.....Peter Zanphir  
*Radio and TV Accounts:* The Katz Agency.

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To Broadcasters

**AP**

Means

**A**dded **P**rofits

**A**dded **P**restige

**The Associated Press**

50 Rockefeller Plaza

New York 20, N. Y.



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\* \* ADVERTISING AGENCY TIME BUYERS \* \*

**HARABADIAN, LARRY N.**, Campbell-Ewald Company; accounts — Chevrolet Motor Division, General Motors Corporation; The Kroger Company; Detroit Edison Co.; etc. B.S. 1952 University of Detroit — College of Commerce and Finance. Joined Campbell-Ewald upon graduation from University in 1952; started in the office service department; after two months, assigned to United Motors Service account.



**JACKMAN, NORMAN G.**, Campbell-Ewald Company; accounts — United Motors Service, General Motors Corporation, Detroit Edison Bank of Detroit; Jackman was born in 1956 in Detroit, Michigan. He attended Wayne University; and M. Helen Van DenBrouck during 1948. He has four children — Marrilyn, Michael, Timothy, and Elizabeth. Jackman entered the agency field in 1947.



**MORTON, ROBERT S.**, Cunningham & Walsh; accounts — Sunshine Biscuits, Narragansett Brewing, Smith-Corona; B. 1925, Philadelphia, Pa.; B.S. from Wharton School, University of Pennsylvania. Started his broadcasting career in 1950 with television operations, WCAU, Philadelphia. Entered agency field at Benton & Bowles in 1955, becoming time and space buyer there, later joined C & W.



**PALMER, ROBERT J.**, Cunningham & Walsh Inc.; accounts—American Cyanamid Co., George W. Helme Co.; B. 1930, Forest Hills, N. Y.; Fordham U.; entered Agency Field, 1953, as TV producer for Albright Assoc.; Joined Kenyon & Eckhardt 1954; 1955 to Conklin Mann Co. as space buyer-time buyer; merged with C&W 1956. Lives in Queens Village, Long Island. His hobbies are golf, tennis, bowling.



**KENNEDY, LOUIS J.**, Kenyon & Eckhardt, Inc.; accounts—Mercury Division of Ford Motor Co., Brylcreem, Eno, Ford Institutional advertising. Kennedy was born in 1925 at Hatboro, Pa. He attended the Wharton School at the University of Pa., Price School of Advertising at Philadelphia, Pa. He started his career in agency work during 1950 in Philadelphia. In January of 1953, Kennedy joined K. & E.



**KOBZA, EDWARD A.**, Kenyon & Eckhardt, Inc.; accounts — RCA Radio-“Victrola” and Television Set Divisions; Whirlpool Corp.; Quaker State Oil and A.S.R. Products; B. 1927, Long Island, N. Y.; B.S. New York University; married, one child — William; entered agency field 1953, media dept., Kenyon & Eckhardt; 1956, Dancer-Fitzgerald-Sample; 1956, Kenyon & Eckhardt as assistant time buyer.



**WALSH, J. DGLAN**, D'Arcy Advertising Company, St. Louis office; accounts — Anheuser Busch, Inc., Budweiser; The Reardon Co., Bondex-Diamex; Krey Packing Co.; International Shoe Co.; Freedman Shelby Division; native St. Louisan; attended St. Louis University; married with one daughter. Entered agency field in January of 1951 in the Outdoor Department. In 1954 joined Radio-TV Department.



**RENFRO, HARRY K.**, Director Radio-Television D'Arcy Advertising Company in St. Louis—Accounts—Budweiser, Banquet Canning Co., Brooks Foods, Inc., International Shoe Co., Krey Packing Co., Laclede Gas Co., Lincoln Engineering Co., McQuay Norris Mfg. Co., Missouri Pacific R. R. Co., The Reardon Co. Born 1915 St. Louis, Missouri; children — one daughter, Patti K. Entered agency business in 1953.



\* \* ADVERTISING AGENCY TIME BUYERS \* \*

**OCHS, MALCOLM B.**, Grey Advertising Agency, accounts — National Broadcasting Company, RCA Victor Records, Mennen, Easy Glamur, Bernard Ullman, B. Blumenthal, Necchi-Elna Ochs was born in New York in 1933. Received his B.S. and M.B.A. at New York University M Libby Pescovitz in 1956. Entered agency field 1955 with the media department of Dancer-Fitzgerald-Sample Joined Grey as media analyst.



**KEEGAN, DAVID D.**, Grey Advertising Agency, Inc., accounts—Greyhound Bus Corporation. Keegan was born in 1926 at Yonkers, N. Y. He received his Bachelor of Science degree at Seton Hall University. Keegan joined Batten, Barton, Durstine & Osborne, Inc., from 1951 to Feb of 1954 He then associated with Parade Publication, Inc. until Jan of 1956. Keegan later joined D'Arcy Advertising until Nov '56



**KEARNS, KEN**, Grey Advertising Agency, accounts—Procter & Gamble; Lilt, Party Curl, Pin-It, Shasta, Velvet Blend His early background was made up of associations with the Hearst Publications and Good Housekeeping Magazine Kearns entered the advertising agency field in 1946 with Compton Advertising He joined the Brow Company in 1951 and worked as radio and television buyer. In 1956 came with Grey



**STERNSCHEIN, MANAS M.**, Grey Advertising Inc.; accounts — National Broadcasting Company, R.C.A. Victor Records, Margee Carpets, Necchi-Elna Sewing Machines, Firestone Industrial Products, Firestone Plastics Company, Lambert Brothers Jewelers, B 1930, Queens, New York; M.S. Boston University, B.S. University of Bridgeport, M Eunice Heller, 1954, entered agency field 1953, Grey Advertising.



**SPRAGUE, JEREMY D.**, Cunningham & Walsh, supervisor for broadcast on Texaco, American Telephone & Telegraph, Western Electric, Chase Manhattan, and the New York Daily News. Sprague, who is single, entered the advertising agency field in 1949 with Compton Advertising He served in the United States Navy during 1951 and 1952, and joined Cunningham & Walsh in 1954 Resides in Manhattan



**KRIETE, JOHN C.**, Grey Advertising, accounts—the Greyhound Corporation, Dan River Mills, Kleinfert Rubber Company, Born in New York City in 1932. He attended C.C.N.Y. and later married Elizabeth F Peters in 1957. He entered the agency field in 1948 in the area of traffic-production with Geyer, Newell & Ganger, Inc Served USAF (SAC) from 1951-1955, then rejoined Geyer Advertising Joined Grey in 1955



**FIRESTONE, JERRY**, Grey Advertising; accounts—Esquire Apparel Arts, Ronson Corp., Shwayder Brothers, Inc , Spiegel, Union Underwear. Firestone was born in 1930 in Brooklyn, N. Y. He received his degree in business administration from City College, and married Monique Liabeuf in 1955. He entered the advertising agency field in 1951 with Dancer-Fitzgerald-Sample, Inc., as research assistant



**RANDALL, ALEXANDER J.**, Cunningham & Walsh, Inc.; accounts — Folger's Coffee. Randall was born in 1926 at New London, Conn. He obtained his Bachelor of Science degree at Boston University and entered the advertising agency field in 1955 with N. W. Ayer & Son, Inc. where he worked in traffic and time buying He associated with Cunningham & Walsh last year as a time buyer Lives in Queens, N Y





# ADVERTISING AGENCY TIME BUYERS



**STARK, JOAN G.**, Grey Advertising Agency, Inc.; accounts — Associated Products, Mennen, Chock Full O' Nuts, Chunky Chocolate Corp., NBC, RCA, Lionel. B. 1928, New York City; attended Berlitz, Ohio State University, Berkeley; entered advertising field in 1950 with the Radio-TV media department of William H. Weintraub as estimator, then time buyer and then chief time buyer from 1950-1954.



**ALLEN, A. KENNETH**, Grey Advertising; accounts— Easy Glamur, Firestone Industrial Products, Firestone Plastics, General Electric Flashbulbs, Lionel Trains, Magee Carpets, National Broadcasting Co., RCA Victor Records; B. 1928, New Rochelle, N. Y.; Champlain Col., U. of Bridgeport; wife—Marlex (Wallace); entered agency field, 1950, radio-TV Media Dept., N. W. Ayer; TV production, 1952, USAF.



**PROSE, EVON L.**, Campbell-Mithun, Inc.; accounts— Theo. Hamm Brewing Co., Land O' Lakes, Inc.; Northwest Bancorporation, Pillsbury Feeds. Miss Prose was born in 1923 at Wolsey, S. Dakota. She received her Bachelor of Arts degree at Huron College and served in U.S. Navy public relations from 1944-1946, and from 1950-1952. Joined Bulmer and Johnson, Inc., regional radio representatives, in 1952, C-M, 1955.



**CUMMINGS, JOHN T.**, Grey Advertising; accounts— G. Krueger Brewing, Youngstown Kitchens, Anson Jewelry, Van Heusen. Cummings was born in Brooklyn in 1926. He received his Bachelor of Arts degree at Davis and Elkins College and married Lean Brett in 1953. In 1950 Cummings entered the agency field in the area of media research with BBDO. Joined Biow in 1955, then Grey in 1956.



**BRAY, JOHN T.**, Cunningham & Walsh, Inc.; accounts —Texas Co., Chase Manhattan Bank, New York Daily News. He was born in 1931 in New York City. Bray, who is single, obtained his Bachelor of Science degree at Fordham University in New York. Entered advertising agency field in January of 1956 in the media department of Benton & Bowles as assistant all-media buyer. He lives in Belle Harbor, Long Island.



**REILLY, THOMAS P.**, Grey Advertising Agency; accounts— Greyhound, Commonwealth Shoe & Leather, H. D. Lee, Exquisite Form, Dan River Mills, Rent-A-Car, Indian Head Mills, Industrial Rayon, I. B. Kleinert Rubber, Lamport Co. B. in Brooklyn, New York. Entered advertising agency field in 1943 with Newell Emmett. Media buyer since 1944; media supervisor since 1956. Before Grey, was with F. C., & B.



**CROOKER, JR., ROBERT H.**, Campbell-Ewald Company; accounts — Chevrolet Motor Division, United Motors Service, National Bank of Detroit, Kroger, Detroit Edison; B. 1915, Detroit, Michigan; Attended University of Michigan; M. Jean Scholl, 1956. Crooker entered agency field, 1938, in the outdoor department of Campbell-Ewald Company, where he managed media department, New York branch.



**LEIGHTON, BEN**, Campbell-Mithun, Inc., Minneapolis; accounts — Northwest Orient Airlines, Top Value Enterprises, Nash Coffee Co.; B. 1917, Minneapolis, Minn.; B.A. Hamline University, St. Paul, Minn.; entered radio 1936 WHLB, Virginia, Minn., also announcer 1937-38 WMIN, St. Paul, Minn.; entered agency field September 1955 as Radio-TV broadcast coordinator — accounts, Top Value Enterprises, Malt-o-Meal, etc.





# ADVERTISING AGENCY TIME BUYERS



**RITTER, VAL C.**, Cunningham and Walsh, Inc.; accounts J A. Folger & Co., the Andrew Jergens Co Ritter was born in 1926 at Richmond Hill, New York He received his education at Hofstra College, and entered the advertising agency field in 1951 with the William Esty Co., in the checking department Joined Dancer-Fitzgerald Sample in 1954 as a time buyer Cunningham and Walsh in 1957, again as a time buyer



**ZOZULA, RUTH R.**, Grey Advertising Agency, Inc.; account the Greyhound Corporation Miss ZoZula was born in Vandergrift, Pennsylvania She attended Pennsylvania State Teachers College for a period of two years, and in March of 1951 joined Grey Advertising Agency as a typist. Later she was promoted to estimator, assistant buyer, and finally she became buyer Miss ZoZula presently resides in New York City



**NAPOLI, JO**, Grey Advertising Agency, account-Exquisite Form Brassiere, Inc. Miss Napoli was born in Brooklyn, N. Y. in 1924. Entered the agency field in 1947 in the media department of Benton & Bowles 1950, print media assistant at Maxon, Inc., and in 1952 at Dancer Fitzgerald-Sample In 1954 became estimator-media assistant at Grey. Later she became head estimator then supervisor and finally media buyer



**SCOTTO, MARIE**, Grey Advertising Agency; accounts Dominion Textile, Canadian Converters, plus assisting on all accounts in the group Miss Scotto joined Grey in 1951 Worked originally there as secretary to an account executive Later moved into the media department, where she worked for a time in this area as an estimator Miss Scotto then moved on into the field of buying with Grey



**WILBUR, HELEN M.**, Grey Advertising Agency, Inc., media group supervisor, Samsonite Luggage and Furniture, Ronson Shavers, Van Heusen Shirts, Krueger Beer, Youngstown Kitchens, Anson Jewelry, Dominion Textiles B.A., Brooklyn College Entered advertising with the New York Times, later joined Pedlar & Ryan, Inc., and Doherty, Clifford, Steers & Shennick, Inc. Miss Wilbur joined Grey agency during 1953



**BRADY, DON**, D'Arcy Advertising Company; accounts -Budweiser, International Shoe, Brooks Foods He was born in 1925 at St. Louis, Mo. He received his Bachelor of Arts degree at Washington University and married Cherie Alcorn in 1950. Brady in 1952 associated with the 3M Co in industrial sales. He worked in time sales with radio station WIL in 1956, and in 1957 went with D'Arcy as a time buyer



**AMOS, DONALD P.**, D'Arcy Advertising Company; accounts Anheuser-Busch, Inc., International Shoe Company, Krey Packing Company. He was born in 1932 in Chicago, Ill He received a Bachelor Of Science degree from Northwestern University, M Dorcas L Taylor, 1956, child, Langford Amos entered the advertising agency field in 1957, associating with the media department - radio and television



**BROUWER, PATRICIA J.**, Campbell-Mithun, Inc.; accounts -Anderson Windows, General Dairy Equipment, Gold Seal Company, Kemps-Crescent, Mall-O-Meals, Pillsbury, Miss Brouwer was born in 1925 in Minneapolis, Minn At tended Syracuse University, entered the advertising agency field in 1949 with Grant Advertising Joined Young & Rubicam in 1950 as time buyer From 1952-1955, time buyer with N L & B





\* \* ADVERTISING AGENCY TIME BUYERS \* \*

**PLOTKIN, BEVERLY R.**, Carson Roberts Advertising; accounts — Mattel Toys, Rose Marie Reid Swimsuits, V-ette Vassarette, Radio Station KFWB. Miss Plotkin was born in Chicago, Illinois, in 1926. She obtained her Bachelor of Arts degree from U.C.L.A. Includes in her earlier background a stint as circulation manager of Arts & Architecture Magazine. She associated with Carson Roberts in 1949. Likes playing bridge.



**VORCE, RICHARD J.**, J. Walter Thompson Advertising; supervisor Ford Dealer spot radio-TV. Vorce was born in Albany, N.Y., in 1926. He received his Bachelor of Arts degree from Syracuse University and entered the advertising agency field in 1951 as a trainee with Wildrick & Miller, Inc. In 1952 Vorce became a space buyer. With J. Walter Thompson he moved into the area of time buying in 1955.



**KELLY, ROBERT W.**, Lennen & Newell, Inc.; account—P. Lorillard Co. Products: Kent, Old Gold, Newport Cigarettes; From Providence, R. I.; B.S. Providence College; M. Alice Gleason; children — Robert, Jr., Kevin; background as executive of major oil company; entered agency field, 1938, research assistant, J. D. Tarcher, Inc.; has handled variety of drug and grocery spot accounts; joined Lennen & Newell as spot buyer.



**PETERS, JOYCE** (Mrs. Alfred Fesel)—Emil Mogul Co., Inc.; accounts — Ronzoni, Pierce Proprietaries, National Shoes, Gold Medal Candy Corp. (Bonomo Turkish Taffy & Cocilana), Barricini Candy, Gem Oil, Berio Oil, Barney's & Canadian Imp., Park & Tilford (Tintex); entered advertising field 1950 in Sales Service Department, Katz Rep; 1952, Harry B. Cohen; 1953 to A.B.C. for Network Sales Service; Jan. 1955 to Mogul.



**ROFFIS, MURRAY**, McCann-Erickson, Inc.; Broadcast Media Supervisor, accounts — Westinghouse Electric Corp., Hood Rubber Company, Div. of B. F. Goodrich Co., John Hancock Mutual Life Insurance Company, Columbia Records, Look Magazine, Stegmaier Brewing Company; B. 1926 Flushing, N. Y. attended Cornell University, New York University; M. Adele Jacobs 1951; entered agency field, 1948, print buyer.



**ZAPPERT, PAUL**, Gore, Smith, Greenland, Inc. Media Director; accounts — Seabrook Farms Co.; Standard Triumph Motor Co. Inc. Barclay Manufacturing Co. Inc.; Sidney Blumenthal & Co.—Loma Loom, Shelton Looms; Carillon Importers Inc.—Grand Marnier, Bardinet Brandy; Emerson Radio & Phonograph Corp.: Charles E. Hires Co. Root Beer; Melnor Industries, Inc.; Osrow Products, Inc. Milady Food Products; Sau Sea Foods.



**WIEDER, ETHEL**, Compton Advertising, Inc.; accounts — Glem Toothpaste, Ivory Flakes, Ivory Soap; B. New York City; entered agency field, 1939, secretary to accounting dept. head, Brown & Tarcher Advertising; Station WNEW, 1941; moved to Foote, Cone & Belding as asst. time buyer, 1942; became time buyer 1943; then to Biow as time buyer, 1945; joined Compton in 1956. Lives in New York City. Hobbies—reading, sewing.



**STEWART, WARREN H.**, broadcast media supervisor, McCann-Erickson, Inc.; accounts are Coca-Cola, Ly-sol, Pertussin, Savings & Loan, Nu-Soft, Esso Flit; B. 1923 Tamaqua, Pa.; B.A. Colgate U.; started with Lennen & Newell 1949 mail room, accounting dept., estimator, buyer; moved to Grey Advertising 1953 as buyer, then media supervisor; joined McCann-Erickson 1956 in present capacity. Married, lives in Little Silver, N. J.







# ADVERTISING AGENCY TIME BUYERS



**ALLEN, POLLY, J.** Walter Thompson Company; the accounts Miss Allen services are Pan American World Airways, Sylvania Electric Products, Inc.; she was born in 1930. New York, N. Y., A.S. Endicott Junior College. Miss Allen entered agency field in 1950, as estimator with the J. Walter Thompson Company. She then became time buyer. Miss Allen presently lives in Manhattan. Hobbies include theater, reading.



**RUTMAN, JOAN M.,** Grey Advertising Agency, Inc.; accounts—Greyhound Corporation, Greyhound Rent-A-Car, Dan River Mills, Lily Tulip; B 1928, New York City; 2½ years Fordham University; single, entered agency field in 1948, media department. Biow Co., Duane Jones 1950 as assistant time buyer, N. W. Ayer 1952, time buyer, Grey Advertising Agency 1955, media buyer. Miss Rutman lives in Forest Hills, L. I.



**MORENA, JOHN M.,** McCann-Erickson Inc.; Broadcast Supervisor; accounts—Chesterfield and Oasis Cigarettes; B. 1929, Queens, New York; BBA, Manhattan College; M Theresa O'Connell, 1952; children—Carolyn, Jean; entered agency field 1950 in the mail dept. of Cunningham & Walsh Inc and progressed in media from estimator to time buyer. He lives in Wantagh, L. I. Morena's hobbies are swimming and golf.



**GORE, PHILIP L.,** Tatham-Laird, Inc. Advtg.; accounts—General Mills (Kix, Muffin Mix, Sugar Jets, Surechamp, Trix), Parker Pen, Swanson Products, B 1928, Chicago, Ill.; B.S., Journalism, U. of Ill '49, Single; after graduation 2¼ yrs. copywriter Spiegels, Inc., year asst. to ad mgr Zenith Hearing Aids; then ran Sales Promotion Dept Bell & Howell; began Tatham-Laird Oct '53 as account service manager.



**ENNIS, JOHN J.,** Bryan Houston, Inc., vice president and media director connected with all accounts. Ennis first entered the agency field in 1945 with Benton and Bowles advertising. He received his education at Columbia University, New York City, and during the course of his career served a stint with the United States Air Force. He later, then, started his association with Bryan Houston. Ennis lives on Long Island.



**HOLLINGSHEAD, THOMAS J.,** McCann-Erickson, Inc.; Broadcast Timebuyer—Westinghouse Electric Corp., Columbia Records, Hood Rubber, Div. B. F. Goodrich Co., Stegmaier Brewing Co., Look Magazine, John Hancock Life Insurance Co.; B. 1929, Jersey City, N. J.; AB, University of Missouri; M. Laura Bogert, 1953; children—Linda; entered agency field, 1950; to McCann-Erickson, Inc., as broadcast buyer. 1956.



**KELLY, THAODEUS S.,** McCann-Erickson, Inc.; accounts—National Biscuit Company, Canadian National Railroad, Trans-Canada Airlines, Central Vermont Railroad, Barrett Division. Kelly was born in 1924 in New York City. He entered the advertising agency field in 1940 as a time buyer, leaving to join Cecil and Presbrey, Inc., as chief time buyer in 1948. Kelly joined McCann-Erickson in 1950. Lives in Beechhurst, L. I.



**HARTIGAN, JOHN T.,** MacManus, John and Adams, Inc., accounts—Pontiac & Cadillac Motor Cars, Bronson Reel; He was born in 1931 in Detroit, Mich.; Received B.A. at University of Michigan; entered agency field, 1954, media records dept.; then 1955 became Radio and TV timebuyer. Hartigan lives in Bloomfield Hills, Mich. He lists his hobbies as baseball, golf, bowling. He is member of the Detroit Players.



\* \*     **ADVERTISING AGENCY TIME BUYERS**     \* \*

**SIMMONS, PENELOPE A.**, Foote, Cone & Belding, Inc.; accounts: Lever Brothers Company (Imperial Margarine) & Clairol, Inc.; children — John, Patricia Giardini and Joan Campbell; Miss Simmons entered agency field as secretary to radio director of Federal Advertising Agency, Inc., and worked up to time buyer; she then joined Foote, Cone & Belding, Inc., in 1952. Lives in Flushing, N. Y. A hobby—photography.



**ZUVER, DICK**, Compton Advertising Inc.; accounts—Duz Soap, Cascade Detergent, El Producto Cigars; Zuver was born in 1931 in Massillon, Ohio. He attended Trinity College and entered the agency field in 1954 in the merchandising department of Young & Rubicam Advertising Agency. Later, in 1955, he joined Compton in the area of Media Detail, becoming time buyer in December of 1956. Zuver resides in Manhattan.



**SWICK, THOMAS F.**, McCann-Erickson, Inc.; accounts — Standard Oil Company (New Jersey), Esso Standard Oil Company, Enjay Co., Gilbert & Barker Manufacturing Co., Penola Oil Co.; Born 1920, Brooklyn, N. Y.; A.B. Dartmouth College; Amos Tuck School of Business Administration. Entered agency field 1950, all media buyer Campbell Ewald Agency; McCann-Erickson agency 1952, time buyer. Now media group supervisor.



**DIAMOND, LYNN**, Emil Mogul Co., Inc.; accounts—Rayco Auto Seat & Covers & Lite Diet Bread; B. N. Y. C., B.S. Michigan State Normal College; entered agency field 1950 with Cecil & Presbrey executive secretary account service; joined Emil Mogul as executive assistant time buying dept., 1953. Promoted to assistant buyer in June and buyer in August, same year. Lives in midtown Manhattan.



**MARSICH, JOHN P.**, assistant media director in charge of radio-TV time buying, Kudner Agency. Attended N. Y. U. B.S. business administration, 1939. M. Gave Reed, 1954; no children. Entered broadcasting via NBC in 1940, serving through 1949 with three-year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. Joined Kudner in '49.



**PELLENZ, WILLIAM D.**, McCann-Erickson, Inc.; accounts he services are The Mennen Company, Chesebrough-Pond's Inc., the Nestle Company, Owens-Corning Fiberglas Corp.; B. 1925, Syracuse, N. Y.; Received B.S. Syracuse University 1949. Unmarried; Pellenz entered the agency field at McCann-Erickson in 1951, media department and served as office manager, outdoor buyer, broadcast buyer, supervisor.



**RASMUSSEN, BERNARD G.**, Fuller & Smith & Ross, Inc., Advertising; accounts — Alcoa, Libbey Owens Ford Glass Company, Hercules Powder Company, Plymouth Cordage, Commercial Solvents; B.S. Fordham U.; married Mary Dooley in 1946; children — Paul, Catherine, John Steven & James; entered agency field 1945 as assistant buyer with Ruthrauff & Ryan. Moved to Fuller & Smith & Ross in 1952.



**MARSHALL, FRANK, J.** Walter Thompson Company; accounts — Aluminum, Eastman Kodak, Shell, Francis I. DuPont, W. F. Young. B. 1924, Paterson, N. J.; B.S. Holy Cross College; M. Lois Metcalfe 1953; children—Kevin, Richard. Started agency work at J. Walter Thompson in 1951 as time buyer. Lives in White Plains, N. Y., Hobbies — bridge, reading, television, house. Member of RTES.



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# ADVERTISING AGENCY TIME BUYERS



Continued from Page 233

**TABOLOFF, VERA,** Foote,

Cone & Belding, Chicago, Illinois, accounts - Kimberly Clark, Kleenex, Kleenex Table Napkins, Kleenex Towels. Before 1949 Miss Taboloff worked as a layout artist for Sears. Then in 1949 she came with the Young and Rubicam agency where she worked in the capacity of time buyer. Her next career step was then to Foote, Cone and Belding, Chicago, where she has served since 1956.



**LAMKIN, ROBERT,** Compton Advertising, Inc.; accounts - Krickerbocker Beer, American Can, Sterling Beer, B. 1928, New York City; B.S., University of Virginia, M.B.A., Wharton School of Business, entered sales work in 1950, Minnesota Mining & Manufacturing Co.; agency field in 1956, Compton Advertising, Inc. Lamkin lives in Manhattan. His hobbies are boats and sailing. He is a member of Sigma Nu.



**BEAN, RICHARD S.,** McCann-Erickson Inc., Assoc. Media Director, Account. The Coca-Cola Company, B. 1915, Rockville Centre, N. Y.; M. Ethel S. Jokumsen, 1940; children, Karl, Richard, Ethelle, Judt Roy, entered agency field, 1934 mail room, Ruthrauff & Ryan, Inc.; joined Pedlar & Ryan, Inc. in 1947 as media director; then, in 1953, to Grey Advertising as media director, and in 1956, to McCann-Erickson, Inc.



**FROMHERZ, DOROTHY,** Foote, Cone & Belding, Chicago, Illinois. The accounts Miss Fromherz services are the First National Bank of Chicago, S. C. Johnson Company Car-Plate, Carnu, Raid, Off and Clear. She was assistant time buyer with J. Walter Thompson in 1937 and free lance program writer, production and research, 1940. Copy analyst with McCann-Erickson in 1946. Leo Burnett '49. FC & B, 1951.



**FERRITER, MARY C.,** media director: Gurid, Bascom & Bonfigli, Inc.; Accounts-Breast-O'-Chicken Tuna, Inc., Heidelberg Brewing Company; Max Factor Cosmetics; B. S., Boston University; entered agency field, 1949, secretary then junior account executive, Harold Cabot & Co., Inc., Boston. Moved to San Francisco 1953, media director at Richard N. Meltzer Advtg., 1955, media mgr., Botsford, Constantine & Gardner.



**SCANLAN, ELENORE A.,** Batten, Barton, Durstine and Osborne. The accounts Miss Scanlan services are the American Broadcasting Network, A. S. R. Products, General Electric Institutional Advertising, General Electric Lamp Department and Electrolux. Miss Scanlan associated with the Batten, Barton, Durstine and Osborne radio department in 1935 and by 1943 had moved into the area of time transactions as a buyer.



**SCHUBERT, GENEVIEVE,** Compton Advertising, Inc.; accounts - Remington Rand Typewriters, Nehi Beverages; B. New York City, entered agency field in 1942 as secretary to Blackett, Sample & Hummert Media Director, joined Badger, Browning & Hersey as asst buyer in 1944, Ted Bates in 1949 as time buyer, and Compton as time buyer in 1951. Lives in Upper Manhattan with her family. Hobbies—skiing, skating.



**BARDACH, PETER M.,** Foote, Cone & Belding (New York), accounts - Liebmann Breweries (Rhein gold Beer); special campaigns, B. 1929, Detroit Mich.; BA Hobart College. Entered broadcasting field 1947, WGVA, Geneva, New York (Announcer, Copywriter, Promotion Manager), entered agency field 1952 - Dancer-Fitzgerald-Sample (N.Y.) time-buyer; joined Foote, Cone & Belding 1954, broadcast buyer, business mgr.







# ADVERTISING AGENCY TIME BUYERS



**GARDINER, ANNA**, Kudner Agency, Inc.; the Kudner accounts Miss Gardiner services are Buick, General Motors Corporation Trucks, General Motors, General Telephones, and Fisher Body; prior to her association with the Kudner Agency in 1948, Miss Gardiner worked in the area of contracts with Donahue and Coe and Erwin Wasey (now Erwin Wasey, Ruthrauff and Ryan) agencies. In Dec. '48, joined Kudner.



**BRANIGAN, RICHARD L.**—McCann-Erickson, Inc.; accounts — Esso Standard Oil Co. Branigan took his bachelor of arts degree at Colgate University in 1954. He entered the advertising agency field in 1955 in the Research Department of Batten, Barton, Durstine and Osborne. Branigan later then moved to J. Walter Thompson the succeeding year in the capacity of assistant time-buyer. Then to McCann-Erickson last year.



**KERWIN, LUCY H.**, Kenyon & Eckhardt, Inc.; accounts — National Biscuit Company, Pepsi-Cola, Capital Airlines, Coats & Clark. She took her Bachelor of Arts degree at St. John's University and her M.A. in the field of business education at Columbia University in New York City. She moved into the agency field when she associated with Kenyon & Eckhardt as a secretary. In 1947 she became a time buyer at K & E.



**MORRIS, WILLIAM**, Compton Advertising, Inc.; accounts — Comet Cleanser, Socony Mobil Oil Co., New York Life Insurance; B. 1933, White Plains, New York, B.S., Boston University; attended Columbia University; M. Jean-Ann Rappe, 1955; children — William Grant, Douglas Stewart; entered agency field, 1956, in Media Detail, Compton Advertising, Inc. Lives in Greenwich, Conn. Hobbies — photography, reading, swimming.



**DARGEL, GWENDOLYN**, Foote, Cone & Belding, Chicago; accounts — Dial Soap, Armour & Company; Good Seasons and Kool-Shake for Perkins Products Division of General Foods; Kraft Foods Company — Confections Division; A.B. Bradley U. and University of Illinois. Began agency work with Lord & Thomas in accounting and research. Radio billing, estimating and production. Now ass't chief time buyer.



**SCHOENFELD, JAY B.**, time buyer, McCann-Erickson Inc. Accounts—Pertussin, Lehn & Fink, Esso Standard Oil Co. (FLIT), Corn Products (NU SOFT). Entered agency field in 1949 in the Ted Bates & Co. mail room. Joined McCann-Erickson in 1952 as Media Asst. and later became Asst. Space Buyer. Served with the U. S. Army and Air Force 1953-1955. Named time buyer at McCann-Erickson Inc. in 1956.



**TYLER, RICHARD F.**, Media Director, Administrative Head, Media Dept., Guild, Bascom & Bonfigli, Inc.; accounts — Skippy Peanut Butter, Nucoa Margarine, Breast-O'-Chicken Tuna, Max Factor cosmetics; B. 1922, Renwick, Iowa; Northwestern University, Evanston, Ill.; 3 years Armed Forces 1942-45; M. Nancy Tedeschi, 1945; child—Mark; joined media dept. of McCann Erickson, Inc., in 1946. Joined GB & B in '55.



**MARTINEZ, HOPE**, Batten, Barton, Durstine & Osborne, Inc.; accounts — Lucky Strike and Hit Parade Cigarettes. Miss Martinez was born in 1920 in Madrid, Spain. She married John Anzolin in 1946, and the couple have one child, Claudia. Miss Martinez entered the agency field in 1945 with the accounting department of BBDO, later media department in 1946, then became assistant buyer and later buyer.



\* \* ADVERTISING AGENCY TIME BUYERS \* \*

**PODESTER, JANE M.**, McCann-Erickson, Inc. Her accounts are National Biscuit Company, Donahue Sales Corp., Durene Association of America, Born New York, N. Y., B.A. St. Joseph's College for Women, Brooklyn, entered agency field Research Department, Benton & Bowles, Thwing-Altman 1950 time buyer, joined McCann-Erickson as estimator 1952; then became time buyer Miss Podester lives in Manhasset, N. Y.



**HART, RITA**, Foote, Cone & Belding, Chicago. The accounts Miss Hart services are the Chicago Tribune, spot buying for Good Seasons and Kool-Shake, Perkins Products Division of General Foods, competitives. Miss Hart was with Esquire Magazine in 1944. In 1950 she came with Foote, Cone & Belding, Chicago. At the agency she started as an estimator. She worked in competitives, then as a time buyer & time buyer.



**WHALEN, ELAINE L.**, Emil Mogul, accounts Revlon, buyer and supervisor on other agency accounts. She was born 1928 in New York City. M. Jay Whaley 1956; children Pamela, entered agency field in 1950 as a TV research analyst with the Elov Company. She then moved to Cunningham and Walsh from 1951 to 1953 as an estimator; joined Mogul in 1953 as time buyer, became chief time buyer in 1956.



**BURBECK, JOSEPH**, Compton Advertising, Inc.; accounts Duncan Hines Cake Mixes, Big Top Peanut Butter. He was born 1931, Bayshore, Long Island, Received B.S. from Dartmouth College, entered agency field, 1955, in Media Detail at Compton Burbeck lives in Bethpage State Park. His hobbies are sailing, skiing, and golf. He is a member of Delta Tau Delta Social Fraternity, Dartmouth Club of N. Y.



**ABBADUSKA, BERN ANN**, media director and time buyer at Richard N. Meltzer Adv., Inc., San Francisco. Attended Stanford University, B.S. 1955. Single. Entered agency field at Los Angeles office of Meltzer in 1956. Worked as assistant in media and production. Transferred to San Francisco office to work as traffic manager in 1957. Moved into media department as assistant to the director.



**PARDOLL, ARTHUR S.**, Foote, Cone & Belding; group media director - Clairol, Edsel Dealers Advertising Association, Eastern Region, Lever Brothers, Imperial Margarine, Pepsodent Paste, Antiseptic, brushes, Spreex, Norwich Pharmacal, Savarin. Born 1913, New Haven, Conn.; B.A. Yale University. M. Mary Kikoin, 1947; children, Bruce, Martha, Brian; entered agency field 1937, messenger, Young & Rubicam, Inc.



**DWYER, MARY J.**, Kenyon & Eckhardt, Inc., The accounts she services are Lever Brothers (Spry-Liquid Spry & Praise), Equitable Life Assurance Society, Glass Container Manufacturer's Institute. Miss Dwyer was born in New York City; she attended Hunter College; joined Pedlar & Ryan as estimator, promoted to time buyer. Later Miss Dwyer joined Kenyon & Eckhardt as time buyer. She lives in New York.



**DEKKER, WILLIAM C.**, McCann-Erickson, Inc. Vice-Pres., Dir. of Media, Home Office all accounts; B. 1909 Saulte St. Marie, Mich., B.A. University of New Hampshire, M. Mary McLane Dekker 1935, children: Diane, William, Thomas, entered advertising field 1934 Procter & Gamble, entered agency field 1941 at Ted Bates; joined McCann-Erickson 1943 as Dir. of Radio Time Buying, lives in Darien Conn.





**FLERI, EDWARD C., JR.**, Batten, Barton, Durstine &



Osborn, Inc.; accounts — F. & M. Schaefer Brewing Co., Campbell Soup, Bristol-Myers, International Salt, Pfeiffer Foods, De Soto Automobiles, Sheaffer Pen; B. 1925, Brooklyn, N. Y.; B.S. Hofstra College, L. I.; children — Edward, Pamela; entered agency field, 1949, Benton & Bowles media analysis; joined Batten, Barton, Durstine & Osborn, 1953 as ass't time buyer.

**HARRIS, PEG (WINIFRED**



T.), Media Director Guild, Bascom & Bonfigli, Inc.; accounts—Ralston Purina Company, Mother's Cakes & Cookies, Mary Ellen's Jams & Jellies, Harry and David; B. Jersey City, N.J.; Academy Mt. St. Vincent, Riverdale, New York; unmarried; entered agency field 1948—Botsford, Constantine & Gardner, San Francisco, media buyer; joined Guild, Bascom & Bonfigli, Inc. February 1952 as media buyer.

**HAY, GRAHAM**, Compton Advertising, Inc.; accounts



—Canada; Crisco Shortening; B. 1926, Richmond Hill, New York; B.A. & B.J., University of Missouri; M. Norma Erickson; entered agency field, 1950, research dept., Biow Company; joined Compton as asst. buyer in 1952; became time buyer in 1953. He lives in Flemington, New Jersey. Hobbies — golf, tennis, classical music. Graham is a member Alpha Tau Omega.

**CHAMBERS, LUCILLE P.**, Foote, Cone & Belding,



Chicago. Miss Chambers was associated with the national advertising department of the Chicago Sun-Times prior to 1948. In 1956 she moved to McCann-Erickson, Chicago, in the area of general media time buying. Miss Chambers next moved to Dancer, Fitzgerald, Sample, Chicago, again as time buyer, in 1957. Later last year, then, she moved to Foote, Cone & Belding,

**LEMPER, GENEVIEVE M.**, Foote, Cone & Belding,



Chicago; manager of time buying section, supervises all accounts. Direct account responsibility for Edsel Division of Ford Motor Company, Hallmark Cards, Inc. and Minneapolis-Honeywell Regulator Company. A.B., Indiana University. Agency career began with Lord & Thomas. Handled all radio estimating and billing. She has been chief time buyer since '48.

**CONWAY, VIRGINIA M.**, McCann-Erickson Advertising;



accounts—Liggett & Myers Tobacco Company, The Nestle Company, Inc., Born 1929 New York City; Assisium Business School; Single; Entered agency field, 1947, Mail Girl Ted Bates & Co., 1951; Broadcast Estimator Kenyon & Eckhardt, 1953 Broadcast Estimator Bryan Houston, Inc. Joined McCann-Erickson as Estimator 1955; Became Time Buyer. Miss Conway lives in N. Y. C.

**BACKUS, MILORED FULTON**, McCann-Erickson, Inc.;



account — Bulova Watch; B. 1922, Stamford, Conn.; M. George G. Backus, 1956; entered broadcasting 1945 as secretary with Free & Peters; moved to The Biow Co. in 1947 as time buyer for Bulova Watch; joined McCann-Erickson, 1955, as broadcast supervisor when Bulova Watch moved to that agency. Lives in Stamford, Conn. Hobbies — portrait painting.

**WALLOWER, THEODORE P.**, BBDO.; accounts—Penick



and Ford, du Pont, Zerex-Zerone, United Fruit; B. Webb City, Mo., attended the University of Missouri and Washington University. Wallower's early background included a stint in the accounting and time-buying departments of Bermingham, Castleman & Pierce. He later moved into the time buying department of Morey, Humm and Johnstone. Lives in Newton, N.J.

\* \*     **ADVERTISING AGENCY TIME BUYERS**     \* \*

**CRANDALL, JOHN B.**, Associate Media Director—McCann-Erickson, Inc. — accounts — Chesebrough-Pond's Inc., The Mennen Company, National Cash Register, The Nestle Company, Owens-Corning Fiberglas, Liggett & Myers (Chesterfield and Oasis) Schenley Industries, Inc., United States Polish Co., Victaulic Company 1935, B & B; 1941, Kudner, 1946, Sherman & Marquette: 1954 to McE



**WILSON, EDWIN F.**, McCann-Erickson, Inc., Vice President and Associate Media Director. Accounts Atlas Supply Company, Barrett Division, Canadian National Railroad, Durene Association, National Biscuit Company, Talon, Inc and Trans Canada Airlines. Joined the Media Department of A. W. Erickson Company in 1920. Media Director of McCann-Erickson, Inc., 1930 to 1945. Assoc. media dir since '52.



**FLINN, NINA M.**, Fuller & Smith & Ross Inc., Advertising, accounts — Sterling Silversmiths Guild of America, O & C Potato Sticks, Sherwin Williams Aluminum Cooking Utensil Co., Lowenbrau Beer, Edison Electric Institute, Fuller Brush Co., entered agency field in 1949 as a secretary at Duane Jones. Joined Scheideler, Beck & Werner in 1951 as a timebuyer, and in 1954, Doyle Dane Bernbach, joined FS & R in 1957



**CLARK, PAUL E.**, Foote, Cone & Belding, Inc.; accounts — TWA, General Foods, Thylox Division of Shulton Inc., the Watchmakers of Switzerland. Clark entered the agency field in 1953 in the McCann-Erickson training program. The following year he was promoted to the position of assistant timebuyer Clark associated with Foote, Cone & Belding in 1956 as a timebuyer. He lists among his favorite hobbies golf



**MULLIGAN, BERTRAND F.**, Compton Advertising, Inc., head time buyer on all Compton Accounts Mulligan was born in Staten Island, New York. He attended the University of Miami and married Thelda Cordani in 1955. Mulligan entered the advertising agency field in 1953 in media detail at Compton, shortly thereafter becoming assistant buyer. He became buyer in 1954 and was promoted to head buyer in 1957



**LIDDEL, ROBERT**, Compton Advertising, Inc.; accounts—Blue Dot Duz Detergent, Drene Shampoo, Chase & Sanborn Coffee, Chase & Sanborn Instant Coffee, B. 1929, Washington, D. C., B.A., University of Virginia, M. Virginia Sheaff, 1952, child—Robert Lee, Jr.; entered agency field, 1952. Media Detail at Compton. Liddel lives in Riverside, Conn. His hobbies are sport cars, swimming, and sailing



**HALPERN, HENRY**, vice president in charge of media and research, MacManus, John & Adams, Inc. The broadcast accounts with the New York office that Halpern serves are Noxzema Shaving Cream, Good Humour, Medaglia D'Oro Coffee, Thomas Bread Products, White Rock Beverages. Halpern received his Bachelor of Science degree from Columbia University, New York City. He is married. Resides in Princeton, N. J.



**STENSDN, HELEN C.**, Foote, Cone & Belding, San Francisco, accounts — Hawaiian Pineapple Co., Ltd., Southern Pacific Company, CVA Company (Roma Wine, Cresta Blanca Wine), Rolley, Inc (Sea & Ski), Wilson & Geo Meyer & Company, B. 1915, San Francisco, Calif Cogswell College, entered agency field 1943, secretary manager Ruthrauff & Ryan; became time buyer 1945. Joined Foote, Cone & Belding 1949.



✻ ✻ **ADVERTISING AGENCY TIME BUYERS** ✻ ✻

**HUDACK, JOS. J.**, Warwick & Legler, Inc., Senior Time Buyer—all accounts; B. 1911, Shenandoah, Penna.; Albright College & St. John Univ.; M. Katherine Donlan; 1930—Franklin Simon, Mdse. Buyer; 1934—Chief IBM section and Budget officer U. S. Gov'ts. HOLC; 1943 — joined ABC network, organized original Billing Dept., then TV network budget supervisor & liaison between sales and finance depts.



**FRICKE, WILLIAM A.**, Associate Media Director, McCann-Erickson, Inc.; Accounts — Westinghouse Electric Corp., Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich Footyear and Flooring Divisions, John Hancock Mutual Life Insurance Co., Stegmaier Brewing Co.; B. Brooklyn, N. Y.; E. Colgate University; entered advertising field in 1927 as field man National Outdoor Advertising Bureau.



**BUSHWAY, WILLIAM A.**, MacManus, John, and Adams, Inc., Accounts; Dow Chemical Co., and Minnesota Mining and Manufacturing; B. 1926, Detroit, Michigan; Entered agency field 1942, office service Campbell-Ewald Co.; entered Armed Services 1945-46; 1947—Campbell-Ewald Co. Media Department; radio, television, outdoor advertising buyer, screen adv. 1952, joined MacManus, John and Adams, Inc.



**BOULWARE, ROBERT H.**, Bryan Houston, Inc.; accounts: Ajax Cleanser, Cashmere Bouquet Soap, Cashmere Bouquet Toiletries, Simplicity Patterns, DeWitt's Pills. Boulware obtained his BSC from Ohio University. He later joined the media department of Procter and Gamble in 1937. Later in his career he served as program manager of WSAI Radio, Cincinnati, and WLW-T. Joined Bryan Houston in 1956.



**DAVIDSON, JOHN M.**, Gardner Advertising. Time-buyer. Davidson was born in 1929 in Berkeley, Calif. He took his Bachelor of Arts degree at the University of California. From 1955-1956 Davidson worked as a field service representative with the National Outdoor Advertising Bureau. His next move was to join Gardner as an assistant group supervisor in January of last year. Early this year he became a timebuyer.



**SANNO, ALFRED R.**, McCann-Erickson, Inc. Media Group Supervisor; accounts — Chesterfield and Oasis; B. 1925, Brooklyn, N. Y.; B.A. Dartmouth College '46; M. Linda Ciccarelli, 1951; children — Laura. R. H. Macy's N. Y. executive training and Buyer 1946-48; entered agency field, 1948 — outdoor and print media buyer 1948-51 Young & Rubicam; print buyer B. B.D.O. 1951-1953; joined McCann-Erickson 1953.



**CAMPBELL, C. N.**, MacManus, John & Adams, Inc.; head timebuyer — Detroit Office. Accounts—Pontiac Motor Div., Cadillac Motor Car Div., Dow Chemical Co., Minnesota Mining & Mfg. Co., S.S. Kresge Co. B. 1928 Detroit, U. of Mich. 1950 Pres. Beta Theta Pi; Married Joanne Hartwick 1956; Children — Michael, Donald. Entered Agency field 1950, Campbell Ewald Co. as Outdoor Field Rep and later as time buyer.



**GEORGI, CARL, JR.**—Campbell-Ewald Company, Detroit, vice president, director of media; accounts: Chevrolet Motor Division, United Motors Service Division, Goebel Brewing Company, Firestone Tire and Rubber Company, National Bank of Detroit, Detroit Edison, GMAC, Hertz Corporation. B. 1900, married with two daughters, attended University of Detroit. Lives in Grosse Pointe Farms, Mich.





**MacDONALD, ROD. V. P.**



in charge of Media Dept and Media Director, Guild, Bascom & Bonfigli, Inc Advertising, San Francisco, accounts Ralston Cereals & Ry-Krisp, Herdelberg Brewing; B 1917. San Francisco, Calif., B.S., Univ of Calif., entered agency field 1941, then Columbia Steel Division of U. S. Steel production planning, auditing, office management, Botsford, Constantine & Gardner, Biow. FC&B, then GB&B

**GREALISH, EUGENE J.**, Bryan Houston, Inc.; accounts



Ajax Cleaner, Cashmere Bouquet Soap, Simplicity Patterns, DeWitt's Pills. Grealish received his Bachelor of Arts degree at Queens College, N. Y. He entered the broadcasting field in 1954 with the National Broadcasting Company in the area of sales development. After further experience as an assistant production manager Grealish joined Bryan Houston last year.

**PETTICK, BEN**, Product



Services Advertising; accounts Bymart Tintan, Continental Wax, Roto-Broil Pettick was born in 1916 at Brooklyn, N. Y. He is married with three children Norah, Donna and Barbara. He entered the advertising agency field in 1954 with the research department of Product Services. Later he moved into the area of time buying with the firm. Presently lives in Fresh Meadows, L. I., N. Y.

**GOLDIS, SEYMOUR**, McCann-Erickson, Inc.; Broadcast Supervisor



Esso Standard Oil Co. Born: 1928, Bronx, N. Y. Military Service Army 1946-1948 - Japan. B.S. N. Y. University 1951; entered advertising 1951, print production assistant, National Screen Service Corp., entered agency field, 1952, accounting and research departments, Lennen & Newell, joined J. Walter Thompson, '54, joined McCann-Erickson in 1956

**SCANLAN, MARJORIE C.**, Kudner Agency, Inc., the



accounts Miss Scanlan services are Frigidaire Division, Buick Motor Division, and the Goodyear Tire & Rubber Company. She associated with the Kudner agency originally in 1944 in the accounting department. She entered the Radio and Television Department of the agency in 1948. Miss Scanlan lists her residence as New York City. She reports favorite hobby is TV

**SUREN, STEPHEN M.**, Sullivan, Stauffer, Colwell &



Bayles, Inc accounts Arid, S & H Green Stamps, "Junket" Brand Foods, Smith Bros Cough Drops (Canada) B. J. University of Illinois, also courses at University of Kentucky, New York University and Columbia M. Clara Szauter, 1949, daughter Barbara Ann, entered agency field, 1947, media department S.S. C & B., Inc., was head estimator before becoming time buyer

**ELLIMAN, D. TROWBRIDGE, JR.**, Batten, Barton,



Durstine & Osborn; accounts Du Pont, California Oil, Continental Can, General Baking, National Cranberry, New York Telephone, Air France, U. S. Steel; B. 1927, New York City; B.A. Yale U., M. Claudia Wright, 1954; children Claudia; entered agency field, 1950, Research then Media Departments, J. Walter Thompson. Lives in Darien, Conn

**STEVENS, RICHARD A.**, Bryan Houston, Inc.; Ste-



vens is presently serving as manager of the media department and also in the capacity of buyer for Newsweek Magazine, Heublein and J. P. Stevens Co., Inc. He received his education at Tulane University, New Orleans, Louisiana. Stevens entered the agency field in 1925 following the completion of his education. He presently lists his residence as Long Island, New York.

\* \*    **ADVERTISING AGENCY TIME BUYERS**    \* \*

**HUGHES, JOHN T.**, Warwick & Legler, Inc., Time Buyer; B. 1928, Astoria, N. Y.; B.B.A. 1949, Manhattan College; M. Anne O'Callaghan, 1952; children — Daniel and John; After two-year service U. S. Army, joined Kelly-Nason, 1952 in charge of Production Billing; 1953 Cunningham & Walsh as Time Buyer on food and travel accounts; 1956, Warwick & Legler, Inc.; Lives in Flushing, N. Y.; Hobbies — basketball.



**WILLARD, CHARLES, B.**, McCann-Erickson, Inc., broadcast buyer; accounts — The Mennen Co., Chesebrough-Pond's, Inc. Willard was born in 1929 in Chicago, Illinois. He received his Bachelor of Science degree from Northwestern University in Evanston, Ill.; and entered the agency field with McCann-Erickson, Inc. in 1954. He originally associated with the media department becoming broadcast buyer in 1955.



**McAULAY, PEG A., J.** Walter Thompson Co., N. Y. Accounts — Chesebrough-Pond's, Inc. and The Mentholatum Co. — B. 1932, New York City; Attended evening division N.Y.U., 1950-1955; Married Stephen Fred Byrd, attorney 1955 — Entered agency field, 1951, Media research, Compton Advertising Agency; 1954 Time estimator, Dancer-Fitzgerald-Sample, Inc.; 1954, Time Buyer, J. Walter Thompson Co.



**BUTNER, LAWRENCE**, Albert Frank-Guenther Law, Inc.; accounts — Buitoni Foods Corp., Kiplinger Changing Times Magazine, Home Insurance Co., Bache & Co., Harris-Upham, Prentice-Hall; B. 1931, Brooklyn, N. Y.; B.B.A., C.C.N.Y. (Eve); M. Eleanor Schwartz, 1954; entered agency field, 1945, accounting dept., Katz Agency, Inc.; Maxon, Inc., 1954, Asst. Time Buyer; joined present agency, 1956.



**RIEMENSCHNEIDER, Robert R.**, Gardner Advertising Co.; chief time buyer on all accounts; B. 1928 Chicago, Illinois; B.S. Northwestern U.; M. Polly Caylor 1950; children — Bob, Dick, Anne; entered agency field 1950 copywriter Schwimmer & Scott Inc.; assistant account executive 1951; account executive 1953, media director 1954; North Advertising, Inc.—media group supervisor, 1956; Gardner Advertising, 1957.



**SCOTT, SAMUEL S., JR.** J. Walter Thompson Company; accounts — Lever Bros. Scott was born in 1925 at Scarsdale, New York. He obtained his Bachelor of Arts Degree at Princeton University and married Deborah Flagg in 1951. The couple have three children — Samuel, Steven and Suzette. Scott entered the advertising agency field in 1956. He lives in New Canaan, Conn. His hobbies he lists as skiing and boating.



**HOWARD, MARY G.** Gardner Advertising Company; network buyer for Pet Milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories; Miss Howard was born in Chicago in 1928. She originally entered the advertising agency field as a secretary. Her first step up career-wise was to the post of outdoor space buyer; later she became estimator and finally timebuyer. Miss Howard lives in Kirkwood, Mo.



**NEUGEBAUER, RALPH J.**, Gardner Advertising Company. Timebuyer. Neugebauer was born in St. Louis, Mo., in 1928. He took his Bachelor of Arts degree at the University of Missouri. Neugebauer joined the Gardner Advertising Company in 1956, working as assistant media group supervisor. Early this year he moved to the position of timebuyer. Neugebauer lives presently in St. Louis, Missouri.





# ADVERTISING AGENCY TIME BUYERS



**TENDRICH, MAX**, executive vice president Weiss & Geller, Inc., B 1917 New York, NY; BBA City College; M. Mary, 1945; Children — Robert, Joanne Tendrich entered advertising in 1942 in charge of Accounting Department Weiss & Geller He entered service 1953, was discharged as Master Sergeant Returned to Weiss & Geller as space buyer Tendrich became vice president in charge of media 1954, Exec VP. 57.



**FLANAGAN, JOHN J.**, Vice President & Associate Media Director — McCann-Erickson, Inc Accounts Avis Rent-A-Car. American Rayon Institute. Corn Products Sales Co (Nu Soft). Esso Standard Oil Co.. Dorothy Gray cosmetics. Lehn & Fink Products, Savings & Loan Foundation. Pertussin, Tampax, Vickers-Armstrong, Ltd B. 1905, New York, N. Y., entered agency field 1928, joined McCann-Erickson as buyer 1936



**PRIGOZY, RUTH M.**, MacManus, John & Adams, Inc. Advertising, accounts—Medaglia D'Oro Coffee, S. B. Thomas, Inc. bread and muffins, Chas. Pfizer & Co. Chemical Sales Division, Virginia Dare Wines, White Rock Sparkling Beverages, Dow Chemical Company Zefran. BA Brooklyn College Married Entered agency field 1952 D'Arcy Advertising Company Biow Co. 1954, joined MJ&A in 1957.



**SCHINZING, PAT**, Gardner Advertising Company Miss Schinzing was born in 1929. She entered the advertising agency field originally in 1947. Until 1951 she worked first as a secretary, then moved to the position of estimator Miss Schinzing next became outdoor buyer Then she was promoted to the capacity of assistant media group supervisor and buyer of all media Last year moved to her present job



**SMITH, NANCY W.**, J. Walter Thompson Company. The accounts Miss Smith services are Chesebrough-Ponds, Brillo Manufacturing, The Mentholatum Company, Atlantis Sales Corp., Johns-Manville: B. 1930, Montclair, N. J.; entered agency field, 1950, secretary, assistant time buyer, now supervising time buyer. Miss Smith lives in New York and Greenwich, Conn. Her hobbies are dancing, skiing and books



**GOULD, DORIS**, Product Services, Inc.; accounts—Ten Day Press On, Tuck Tape, Continental Wax. She was born in New York City and received her Bachelor of Science degree from New York University in 1951 Entered the advertising field on the copy desk of J. D. Tarcher in 1946 Joined Cecil and Presbrey on merger Then C J LaRoche as chief timebuyer Came with Product Services last year.



**JOHNSON, HUGH H.**, director of media, Kudner Agency, Inc., Johnson, earlier in his career, served with the advertising department of the Reo Motor Division Later he became advertising manager of the Buick Motor Division and finally advertising manager of the Bell Aircraft Corporation Johnson associated with Kudner in 1944 as assistant director of media In 1954 made director of media.



**TASHJIAN, EDWARD**, Emil Mogul Company, Inc.; accounts Esquire Shoe Polishes, Park & Tilford Tintex, Revlon. He was born in 1930 in Brooklyn, N. Y. He received his education at New York University, M Louise Ayvazian, 1954, child Andrea; entered advertising agency field 1950, production department, Emil Mogul Co., subsequently in estimating, media research, timebuying, asst to Radio-TV dir.



✻ ✻ **ADVERTISING AGENCY TIME BUYERS** ✻ ✻

**DUNIER, LESLIE L.**, vice-president and director radio-television department, Emil Mogul Co., Inc., advertising agency. B. 1924, N.Y.C. Attended De Witt Clinton H.S., N.Y.C., 1939. Received B.S. from New York University, 1946. M. Norma Rich, 1955. Entered advertising Reiss Advertising, 1945-6. Account executive with Sterling Advertising, 1946-7, then to Moskin Stores 1947-51. President L. L. Dunier, 1951-3.



**FLANAGAN, THOMAS F.**, Grey Advertising, Inc.; Accounts — Mennen Company, General Electric, National Broadcasting Company, Firestone Industrial Products, Easy Glamur, French Government Tourist Office, Gruen Watch Company; B. 1920, New York; New York University; M. Marjorie Tock, 1941; entered agency field 1946; ass't. buyer and buyer, Peck Advertising Agency, 1946. Joined Grey 1952.



**ZIPPRICH, ANDREW C.**, Grey Advertising Agency Inc.; accounts—Chock Full O' Nuts, Chunky Chocolate, Firestone Industrial Products Co., French Government Tourist Office, Glamur Products Inc., Gruen, General Electric—Flashbulb Division, Magee Carpets, Mennen Company, National Broadcasting Company — Necchi-Elna, RCA Victor Records; B.B.A. Manhattan College; single; entered agency field, 1947.



**BARRY, AILEEN M.**, Grey Advertising Agency, Inc.; accounts—Procter & Gamble, Tussy Cosmetics, Wallace Silversmiths. Miss Barry received her Bachelor of Arts degree from the College of Mount Saint Vincent. She entered the agency field in radio-television research at McCann-Erickson. Later Foote, Cone & Belding in media research and finally Grey as media research supervisor, later media buyer.



**PASSMORE, JOHN J.**, Campbell-Ewald Company; advertising accounts — Firestone Tire & Rubber Co.; Goebel Brewing Co. B. 1915, McKeesport, Pa. University of Detroit. Entered agency field 1948, Campbell-Ewald, Detroit, as manager of magazine scheduling department. Space and time buyer, Campbell-Ewald, Chicago, 1952-53. Same capacity Campbell-Ewald New York office, 1953-54. Returned to home office 1955.



**BRANCH, PHILIP, A.**; Grey Advertising Agency, Inc.; accounts — American Toy Promotion, Amitone, Block Drug Company, Esquire Magazine, Girard Perreiaux Watches, Hearst Publications, Hoffman Beverages, Ideal Toys, Macy's Department Store, Pabst Sparkling Beverages, Procter & Gamble, Tussy Cosmetics, Wallace Silverware, Topps Chewing Gum; B.S., Seaton Hall University; first joined A. P. Lefton.



**FISCHER, RICHARD E.**, Campbell-Ewald Advertising; accounts—Kroger. Fischer was born in 1912 at Quincy, Ill. He attended Quincy College and in 1937 married Jane Anderson. They have four children: Ann, Jay, Martha, Amy. He entered the advertising agency field in 1956 with Campbell-Ewald in network media. Fischer was formerly with Storer Broadcasting in Detroit and Cincinnati; and WHAS, Louisville, Ky.



**LIEBERMAN, T. HERBERT**; Grey Advertising Agency; accounts — Block Drug Company, Polident, Poli-Grip, Dentu-Creme, Girard-Perreiaux Watches; Macy Department Store; American Toy Promotion. Lieberman was born in 1929 in New York City. B.A., Brooklyn College. M. Marjorie T. Plumer in 1956. Lieberman entered the agency field in 1954 with the accounting department of Grey Advertising. Became buyer in 1956.







# ADVERTISING AGENCY TIME BUYERS



**THULIN, KATHERINE A.**, Campbell-Mithun, Inc.; her accounts are—Food Sales, Inc., Fenn Brothers, Inc., Larsen Co., Nash-Finch Co., Northern States Power, Northwest Bank, F H Cravey, Technique, Inc. Born in 1931 at Minneapolis, Minnesota Received Bachelor of Arts degree from University of Minnesota In 1953 associated with Bulmer & Johnson, Inc., radio-TV representatives



**DeLUCA, VINCENT T.**, Erwin Wasey, Ruthrauff & Ryan, manager, media time buying division B 1926 Rye, N Y.; B.B.A., Manhattan College M. Ann Harnaga, 1954; children — Rosanne, entered agency field 1951, Kenyon and Eckhardt; then media dept. as print and time estimator, time buyer at Foote, Cone and Belding Lives in Sprain Lake Knolls, Yonkers, N. Y. Hobbies, opera, house-fixing



**MARTI, RUDDLPH O.**, Campbell-Mithun, Inc., accounts — Pillsbury's Best, Charmin Paper Products Marti was born in 1926 at New Ulm, Minnesota He married E La Mere in 1952 They have three children Julie, Rudi and Lenie Marti entered the radio field in 1948 He associated with Campbell-Mithun, Inc., first in 1950, becoming space buyer in 1954 and time buyer in 1955



**HOUGHNEY, DOROTHY T.**, Grey Advertising Agency, accounts—Proctor & Gamble, Lilt, Velvet Blend, Shasta, Pin-It, Ideal Toy Corporation, Miss Houghney, single, was born in New York City in 1926 She entered the agency field in 1945 as a member of the research department of the Biow Company, Became estimator, later time buyer Joined Grey in June of 1956. She presently resides in New York City.



**SEYDEL, VICTOR**, Anderson & Cairns, Inc., vice president in Charge of Radio and Television, member of the Board of Directors Accounts: Masland Carpets, White Rose Tea, Alderney Dairy, Acousticon Hearing Aids, Textile Fibers Department of Union Carbide Corporation, Dow Corning Corporation, Waring Blenders, Shavex electric shavers, Kinney shoes, Aborn's coffee, etc



**REED, ALLAN J.**, Grey Advertising Agency, Inc., accounts — Hoffman Beverages, Amitone, Esquire & Coronet Magazines, Good Housekeeping Magazine, Pabst Sparkling Beverages Reed was born in 1929 in Queens, New York He attended Pace College and later married Lee Alonge. Reed entered the agency field in 1947 when he joined Geyer Advertising Agency Served U.S. Army, '51-52



## *A List of Important*

# CANADIAN ADVERTISING AGENCIES

*Will Be Found on Pages 248-251*



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# Commercial Background Music Now A Well-Accepted Service

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**W**HEN commercial background music began in 1936 the immediate objectives were to supply the finest specially-arranged and recorded music to public places such as hotels, restaurants and clubs. This was an overnight success and pleasant music was soon being supplied to hundreds of subscribers in New York City. It is interesting to recall this and compare last year with that first year of background music's history.

By 1957 background music had become a busy, well-accepted industry serving millions of people. In every city and town in America some sort of music service was available.

The history of background music is divided into four distinct phases. The first was the pioneering stage when Muzak was establishing acceptance of the concept with merchants for public places, and with businessmen for office and industrial use. This phase extended into the early 1940's.

Then World War II and the successful use of planned background music to stimulate war production gave a boost to the industry and ushered in the second stage—spreading use of background music for work, and establishment of distributors in key cities.



**Wartime restrictions** on availability of materials held back expansion of the industry until V-J Day. Then the third phase began. It consisted of rapid expansion into all markets of 100,000 or more population. Many broadcasters jumped into the background music field during these stages. It was a natural for them, of course, because they required less capital investment to enter it than did other businessmen. Broadcasters already had sales forces calling on prospects who could use background music as well as radio time; they had engineering staffs to handle sound system installations; they had space to house turntable operations, and technicians trained to operate them; they had an accounting department already functioning to handle subscriber billings, and finally, in himself, his commercial manager and his chief engineer

By  
**CHARLES C.  
COWLEY**  
President of  
Muzak Corporation



broadcasters had the administrative staff needed.

The fourth, and current phase of background music history, dates from 1954 when a technological breakthrough occurred. Engineers designed and perfected automatic tape transmission equipment in that year, and this changed the entire economic structure of the industry. Where the overhead of turntable operators around the clock made it economically impossible to enter a market of less than 100,000 population, tape operation has made it not only possible but very attractive to go into markets as small as 25,000. Since 1954 when Muzak converted to tape it has more than doubled its franchise holders, and the applications are still flowing in.

The background music future appears unlimited. Businessmen no longer consider planned background music a frivolous adjunct. They now realize it is a pleasant production aid that more than pays for itself in keeping people able and happy to work by reducing worker tensions. The statistics have convinced hard-headed businessmen that the psychological and physiological effects can and do raise efficiency.

Technical advances in the broadcasting art (I refer to multiplexing and other transmission devices which our engineering department is developing) will mean a more economical and more profitable operation in the background music field.



**This, we believe,** will make it possible for us to serve many additional business subscribers, as well as the home market, in the near future. Also because of plans which we have for expansion into fields allied to the functional background music business—plans which call for taking our franchisers into "partnership" with us—the value of these franchises in the next few years will be multiplied many fold.

# CANADIAN ADVERTISING AGENCIES

Following Is a List of CARTB Enfranchised Advertising Agencies

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	MA. 6541	Don DeNike	Don DeNike
Atherton & Currier, Inc.	37 James Street S.	Hamilton	JA. 7-9284	Jim Elliott	Jim Elliott
Baker Advertising Agency, Ltd.	100 Adelaide St. W.	Toronto	EM. 3-5418	Eleanor Austen	Eleanor Austen
	212 King St. S.	Toronto	EM. 8-7801	J. Powell (Radio)	Jack Horler
				Don Farrow (TV)	
Batten, Barton, Dursine & Osborn Inc.	660 St. Catherine St. W.	Montreal	UN. 6-3049	—	Roger Lack
Bennett & Northrop, Inc.	169 Bloor St. E.	Toronto	WA. 4-3780	—	S. Ramsey Lees
Bingham, John McKenney, Ltd.	Maritime Life Bld.	Halifax	3-8164	—	—
	32 Front Street W.	Toronto	EM. 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4643 Cavendish Blvd.	Montreal	HU. 1-5032	McCrae J. Cooper	McCrae J. Cooper
	541 William Street	Preston	OL. 3-4464	Stan Lorrman	Stan Lorrman
	257 Osborne St.	Winnipeg	422564	E. Gordon Lowen	E. Gordon Lowen
	1664 West Broadway	Vancouver	CE. 4154	Ranald A. Kearns	Ranald A. Kearns
Bleasdale Advertising, Ltd.	1104 Douglas Street	Victoria	2-6741	Harry Bleasdale	Harry Bleasdale
Bradley, Venning & Hilton Ltd.	44 Eglinton Ave. W.	Toronto	WA. 2-3138	Laura F. Baker	—
Breithaupt, Milsom Ltd.	44 Eglinton Ave. W.	Toronto	HU. 1-5251	—	—
Brooks Advertising, Ltd.	21 Dundas Square	Toronto	EM. 8-2396	Roy Partridge	Roy Partridge
Brown, Mitchell & Wright Ltd.	735 Davie St.	Toronto	TA. 7277	—	D. L. Breithaupt
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	EM. 3-7247	John Maxwell	Elwyn Morton
Burns Advertising Agency, Ltd.	1247 Guy Street	Montreal	WE. 5-5257	Ralph Novek	James B. McRae
	556 Yonge St.	Toronto	WA. 2-6698	Arnold Clare	Ralph Novek
	447 Jarvis Street	Toronto	WA. 2-2103	John Heaton (Radio)	Robert McCausland
				Doc Savage (TV)	S. W. Caldwell
Canadian Advertising Agency, Ltd.	1454 Mountain St.	Montreal	PL. 8061	M. Fontaine	—
	80 King Street W.	Toronto	EM. 3-3051	Irvin Teitel	Irvin Teitel
	Electric R'ly's Chambers	Winnipeg		—	—
Cardon, Rose Ltd.	1137 W. Hastings St.	Vancouver	TA. 4151	K. L. Johnson	K. L. Johnson
Carter, Garry J. of Canada, Ltd.	1231 St. Catherine St. W.	Montreal	PL. 9581	—	Norman Cardon
Cockfield, Brown & Co., Ltd.	59 Avenue Road	Toronto	WA. 4-2505	Bob Howe	Bob Howe
	Canada Cement Bld.	Montreal	UN. 1-1771	Earl Box	R. W. Harwood
	185 Bloor St. E.	Toronto	WA. 4-5492	Cam Logan	Wis McQuillin
	Electric R'ly's Chambers	Winnipeg	923538	J. Gibson	—
	1030 W. Georgia St.	Vancouver	PA. 1111	Geoff Holloway	Geoff Holloway
Collyer Advertising, Ltd.	1510 Drummond St.	Montreal	PL. 8672	Nan Frazer	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	VI. 9-5246	Vic Gray
	100 Adelaide St. W.	Toronto	EM. 4-7204	Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.).....	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Munns
Denne, A. J. & Co., Ltd.....	90 King St. W.	Toronto	EM. 4-3444	Ralph McKeown
Desharats Advertising Agency.....	480 Leguachetiere St. W.	Montreal	UN. 6-4835	Duncan Desharats
Dominion Broadcasting Co.....	4 Albert Street	Toronto	EM. 3-3383	Hal B. Williams
The Elkman Company.....	1827 St. Catherine St. W.	Montreal		
Erwin Wasey, Ruthrauff & Ryan 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.....	10 St. Mary St.	Toronto	WA. 4-4477	Art Sylvan
Foster Advertising, Ltd.....	149 Alcorn Avenue	Toronto	WA. 4-4681	Alex MacKay
				Mary Newton
				Charlotte Toupin
				Pierre Petel
				Walter Reeves
				Rupert Burdick
				Bruce Johnston
				R. P. Wilson
				Bill Bell
				Tom McMillan
				(Mrs.) Hazel Bakes
				Jack Reynolds
				T. H. Goodwin
				J. G. Wren
				P. Petel
				H. J. Pollock
				Bob Amos
				Mrs. D. L. Mathieu
				John Chlman
				B. E. Rioux
				Pat Hennessy
				A. H. Evelyn
				(Mrs.) Vera Percival
				Evan Morton
				J. A. Price
				Duncan Desharats
				Donald E. Smith
				S. B. Hayward
Gibbons, J. J., Ltd.....	Sun Life Bld.	Montreal	UN. 6-7901	Charlotte Toupin
	156 Lombard Ave.	Winnipeg	922151	Pierre Petel
	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	Dick Canney
Gisfason-Reynolds, Ltd.....	207 W. Hastings St.	Toronto	PA. 3474	
Goodwin Advertising Ltd.....	90 Richmond St. W.	Vancouver	EM. 3-3396	Mrs. L. Taylor
Grant Advertising (of Canada) Ltd.....	1628 Sherbrooke St. W.	Toronto	WE. 3-3691	
	78 Charles St. W.	Montreal	EM. 8-7081	
Grosberg, Pollock & Gwartzman Ltd.....	7 King Street East	Toronto	EM. 6-0731	Mary Goletz
Hayhurst, F. H. Co., Ltd.....	1510 Drummond Street	Toronto	VI. 5-0241	Tom Deans
Heggie Advertising Co., Ltd.....	57 Bloor Street West	Montreal	WA. 2-5125	John Chlman
Hoot, J. E. Publicitee Ltee.....	353 St. Nicholas	Toronto	PL. 4131	B. E. Rioux
Hutchins Advertising Co. of Canada, Ltd.....	35 Hayden Street	Montreal	WA. 4-3753	Pat Hennessy
Imperial Advertising, Ltd.....	38 Blowers St.	Toronto	3-9373	I. M. MacLeod
Industrial Advertising Agency, Ltd.....	631 Spadina Avenue	Halifax	WA. 4-6671	(Mrs.) Vera Percival
Jarvis, Albert, Ltd.....	94 Yonge Street	Toronto	EM. 3-2438	Evan Morton
Kelley, Russell T. Co., Ltd.....	627 Main Street E.	Toronto	JA. 2-1155	J. A. Price
Kenyon & Eckhardt, Ltd.....	480 Leguachetiere St. W.	Hamilton	UN. 6-4835	Duncan Desharats
Locke, Johnson & Co., Ltd.....	321 Bloor St. E.	Montreal	WA. 4-9531	Lloyd Hefford
Lovick, James & Co., Ltd.....	255 Davenport Road	Toronto	WA. 4-8481	M. R. Woodward
	1178 West Pender St.	Vancouver	TA. 6221	S. B. Hayward
	800 Bay Street	Toronto	WA. 3-9387	

# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
	402 Montreal Trust Bld.	Winnipeg	991629	John Hart	John Hart
	Toronto Gen. Trusts Bld.	Calgary	24445	Leslie White	Leslie White
	Canada Permanent Bldg.	Regina	6261	George R. Bothwell	George R. Bothwell
	Imperial Bank Bld.	Edmonton	24072		
Maclaren Advertising Co., Ltd.	623 Dominion Sq. Bld.	Montreal	UN. 6-8391	Dave McMaster	Dave McMaster
	111 Richmond St. W.	Toronto	EM. 4-0321	Mary Moran	Hugh Horler
	550 Sherbrooke St. W.	Montreal	VI. 5-1222	Larry Trudel	Larry Trudel
	237 Queen Street	Ottawa	5-4301	W. F. Harrison	W. F. Harrison
	911 Elec. R'ly Chambers	Winnipeg	926321	E. P. Thomson	E. P. Thomson
	1240 West Pender St.	Vancouver	MA. 6268	John Hoyland	John Hoyland
McCann-Erickson (Canada) Ltd.	200 Bloor Street East	Toronto	WA. 4-9641	Shirley Carter (Radio)	Alan B. Cullimore
	2055 Peel St.	Montreal	VI. 9-8341	Greg Paul (TV)	Larry Dampier
				Gabby Langlais (Radio)	
				Mary Kaye (TV)	
McConnell Eastman & Co., Ltd.	Huron & Erie Bldg.	London	44528		
	147 University Ave.	Toronto	EM. 3-7004	Alex B. Shepherd	Austin Moran
	Dominion Sq. Bldg.	Montreal	UN. 6-7941		
	382 Portage Ave.	Winnipeg	935541		
	1198 West Pender St.	Vancouver	MA. 2161		
McCracken, W. A., Ltd.	153 St. Clair Ave. W.	Toronto	WA. 4-6681		
McGregor-Deaville Advertising	1175 Bay St.	Toronto	WA. 2-4864		
					A. E. McGregor,
					F. J. Deaville
McGuire Advertising, Ltd.	Bank of Commerce Bldg.	Windsor	CL. 2-7297	(Mrs.) Evelyn Duncan	Glen Smith
McKim Advertising, Ltd.	1519 Drummond St.	Montreal	VI. 9-4152	Bill Mills	W. L. Charland
	1407 Yonge St.	Toronto	WA. 4-0981	Joan Bridge	F. C. Church
	250 Portage Ave.	Winnipeg	923491	Beverly Nichol	Keith Chase
	1030 W. Georgia St.	Vancouver	MU. 3-1821	Andy Brown	Don MacMillan
				John Cummings	Andy Brown
Muter, Culiner, Frankfurter & Gould, Ltd.	112 1 Bay Street,	Toronto	WA. 4-5736	Phyllis Scott	John Cummings
				Kay Schneider	Eddie Gould
Nattall & Maloney, Ltd.	209 Shaldo Bldg.	Calgary	692370	D. Ryan	Cerald Wren
		Edmonton	44910	M. Tyler	E. Maloney
O'Brien Advertising, Ltd.	1455 West Georgia St.	Vancouver	PA. 9174	Michael Jackson	M. Tyler
Orr, William R., Ltd.	464 Yonge Street	Toronto	WA. 4-3708	Joyce Rhodes	Michael Jackson
Otto, Robert & Co. (Canada), Ltd.	222 Simcoe Street	Toronto	EM. 6-9266	George Vale	Wib Perry
Paul-Phelan, Ltd.	380 Victoria Street	Toronto	EM. 3-6047	P. E. Giguere	George Vale

Payeur-Publicite	639 8th Avenue	Quebec	43549	Mary Barrer	Mary Barrer
Pennell, Margaret Advertising	81 Queen St. W.	Toronto	EM. 4-2079	E. M. Plant	E. M. Plant
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor	CL. 4-1159	Gladys Race	Gladys Race
Purkis, Thornton, Ltd.	330 Bay St.	Toronto	EM. 3-3762	Guy Pinsonneault	Guy Pinsonneault
Quebec Advertising Agency	1520 Mountain St.	Montreal	PL. 9851	Henry Karpus	Henry Karpus
Reynolds, E. W., Ltd.	154 University Ave.	Toronto	EM. 2-2381	Hal Tingle	Hal Tingle
Richards, Fletcher D., Inc.	1440 St. Catherine St. W.	Montreal	UN. 6-1775	T. A. Deans	T. A. Deans
Ronalds Advertising Agency, Ltd.	550 Sherbrooke St. W.	Montreal	BE. 8821	Jerry Lodge	Jerry Lodge
	Keefer Bldg.	Montreal	UN. 6-9471	Bob Stampelman	Bob Stampelman
	108 Peter St.	Toronto	EM. 3-0237	Doug Loney	Doug Loney
Ross Roy of Canada, Ltd.	409 Petroleum Bldg.	Edmonton	28356	Art Bishop	Art Bishop
Sauviat, G. R., & Assoc.	Canada Trust Bldg.	Windsor	CL. 6-2371	Carl E. Hassell	Carl E. Hassell
Schneider Cardon, Ltd.	1448A Mountain St.	Montreal	BE. 4241	Monty A. Isaacs	Monty A. Isaacs
	1224 St. Catherine St. W.	Montreal	UN. 1-4764	Gordon Allen	Gordon Allen
Sills, Allan R. & Co.	501 Yonge St.	Toronto	WA. 4-9779	Allan R. Sills	Allan R. Sills
Smith, R. C. & Son, Ltd.	137 Wellington St. W.	Toronto	EM. 8-6434	G. Alec Phare	G. Alec Phare
Spitzer & Mills, Ltd.	380 Victoria St.	Toronto	EM. 4-9396	Susie McCullagh	Ralph Hart
	50 King St. W.	Toronto	EM. 6-2811	Pauline Goyette (Radio)	Paul Corbeil
	3405 Addington Ave.	Montreal	WA. 0344	Paul Corbeil (TV)	Paul Corbeil
Stanfield, Harold F., Ltd.	Dominion Square Bldg.	Montreal	UN. 6-8741	Ernie Smith	Ernie Smith
Stevenson & Scott, Ltd.	67 Richmond St. W.	Toronto	EM. 6-5454	W. Ross	W. Ross
	1267 University Ave.	Montreal	UN. 6-9361	Sheldon Lodge	Sheldon Lodge
Tandy Advertising Agency, Ltd.	100 Adelaide St. W.	Toronto	EM. 3-5773	Burr Kaye	Burr Kaye
Thompson, J. Walter Co., Ltd.	402 West Pender St.	Vancouver	PA. 5824	Roy Hunter	Roy Hunter
	20 Carlton St.	Toronto	EM. 3-6362	Mary-Ellen Freeborn	A. C. Haight
	602 Dominion Sq. Bldg.	Montreal	UN. 6-6771	Ron Kirkwood	Mariette Mineau
	600 University Ave.	Toronto	EM. 3-9402	Phyllis Sivell	Frank Flint (Radio)
Thompson-Peterson Advertising Agency, Ltd.	215 Victoria St.	Toronto	EM. 8-8091	E. W. Bowman	E. W. Bowman
	913 Sun Life Bldg.	Montreal	UN. 6-9745	Thomas Vamplew	Thomas Vamplew
Vamplew Advertising	1175 Bay St.	Toronto	WA. 3-5589	Henaut Champagne	Henaut Champagne
Vickers & Benson, Ltd.	1440 St. Catherine St. W.	Montreal	UN. 67701	(Mrs.) Laura Jensen	O. S. Catton
	110 Church St.	Toronto	EM. 4-6301	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
Walsh Advertising Co., Ltd.	1787 Walker Rd.	Windsor	CL. 6-2671	Therese Cote	Therese Cote
	44 King St. W.	Toronto	EM. 3-3053	Wilf Charland	Wilf Charland
Whitehall Broadcasting, Ltd.	660 St. Catherine St. W.	Montreal	UN. 6-8921	Victor C. Snack	Victor C. Snack
Willis Advertising	1510 Drummond St.	Montreal	MA. 4152	A. D. Wood	A. D. Wood
A. D. Wood Advertising	227 Richmond St. W.	Toronto	EM. 3-2073		
Yanef, Chris.	620 Eighth Ave. W.	Calgary	2-4767		
Young & Rubicam, Ltd.	85 Greenville St.	Toronto	WA. 1-3376		
	660 St. Catherine St. W.	Montreal	UN. 6-8941		
	44 King St. W.	Toronto	EM. 2-2341		



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# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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14 Gregory Hall, Urbana, Illinois  
Urbana 7-6611, Ext. 3394

## OFFICERS FOR 1958 YEAR

### *President*

Dr. Burton Paulu, Station KUOM, University of Minnesota, Minneapolis, Minnesota

### *Treasurer*

Robert Coleman, Stations WKAR-AM-FM, Michigan State University, East Lansing, Michigan

### *Vice-President*

Jack McBride, Station KUON-TV, University of Nebraska, Lincoln, Nebraska

### *Secretary*

Haskel Boyter, Radio and TV Education, Atlanta Board of Education, Atlanta, Georgia

## DIRECTORS

### *Region I*

E. A. Hungerford, Jr., Metropolitan ETV Association, 345 E. 46th St., New York 17, N. Y.

### *Region IV*

Richard A. Vogl, WOI-AM-FM, Iowa State University, Ames, Iowa

### *Region II*

Vernon Bronson, Station WTHS-FM-TV, Dade County Bd. of Public Instruction, Miami, Florida

### *Region V*

Robert Schenkkan, Director Radio-TV, University of Texas, Austin, Texas

### *Region III*

William Harley, Stations WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin

### *Region VI*

Edwin Adams, Director, School of Communication, University of Washington, Seattle, Washington

### *Past President & Member of the Board*

Frank E. Schooley, Stations WILL-AM-FM-TV, University of Illinois, Urbana, Illinois

### *Executive Director*

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

### *Associate Director*

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<b>ALABAMA</b>			
Andalusia	WAIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Munford	WTIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Walt Whitaker, Acting Director Radio-TV
<b>ARKANSAS</b>			
State College	KASU	Ark. State College	John Cramer, Director
<b>CALIFORNIA</b>			
Berkeley	KPFA (FM)	Pacific Foundation	Lewis Hill, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	John E. Harder, Station Mgr.
San Diego	KSDS (FM)	San Diego Jr. College & Vocational School	Paul R. Roman, Program Dir.
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Stockton	KCVN (FM)	College of the Pacific	John Crabbe, Dir.
<b>COLORADO</b>			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Spech, Drama, Radio
Colo. Springs	KSHS	C. S. Public Schools	Wes Burnett, Station Mgr.
Denver	KRMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
<b>FLORIDA</b>			
Miami	WTHS (FM)	Dade County Bd. of Public Instr.	Vernon Bronson, Asst. Dir.
Tallahassee	WTHS (TV)	Florida State University	Roy Flynn, Dir. Radio-TV
Tampa	WFSU (FM)	University of Tampa	W. E. Vincent, Dir. Radio-TV
Winter Park	WZUN (FM)	Rollins College	M. P. Frutchey, Director of Radio
<b>GEORGIA</b>			
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir. Radio & TV Ed.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir. Radio & TV Ed.
<b>ILLINOIS</b>			
Carbondale	WSRV (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 University	Win. Dochterman, Dir. Radio-TV
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoke, Dir. Radio Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Fedderson, Chrm. Radio-TV
Maeomb	WWKS (FM)	Western Ill. University	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
<b>INDIANA</b>			
Bloomington	WFIU (FM)	Indiana University	Elmer Sulzer, Dir. Radio & TV Communication
Evansville	WEVC	Evansville College	V. G. Logan, Chrm. Radio-Speech Comm.
Evansville	WFSR (FM)	School City of Evansville	C. B. Smith, Dir. Radio
Gary	WGVE (FM)	School City of Gary	Edwin Carmony, Supv. A-V Ed.
Greencastle	WGRE (FM)	DePauw University	Herold Koss, 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	WWHI (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 Juanita Rucker, Dir.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
<b>IOWA</b>			
Ames	WOI (AM)	Iowa State College	Richard F. Vogl, Mgr.
Ames	WOI (FM)	Iowa State College	Richard F. Vogl, Mgr.
Decorah	KWLC (AM)	Luther College	Esther J. Olson, Dir.
Des Moines	KDPS (FM)	Des Moines Public Schools	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
<b>KANSAS</b>			
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV



# ACTIVE MEMBERS — N A E B



City	Call Letters	Licensee	Executive
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Manhattan	KNDB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
<b>KENTUCKY</b>			
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio-TV
Louisville	WFPK (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept
<b>LOUISIANA</b>			
New Orleans	WYES (TV)	Greater New Orleans ETV Foundation	Duff Browne, Gen. Mgr.
<b>MARYLAND</b>			
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, Faculty Mgr.
<b>MASSACHUSETTS</b>			
Amherst	WMUA (FM)	Univ. of Mass.	Janet P. Nichols, Manager
Boston	WBUK (FM)	Boston University	Melvin Brodshug, Act. Chr., Div. Communication Arts
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
<b>MICHIGAN</b>			
Ano Arbor	WUOM (FM)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bestg.
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne University	John Cambos, Station Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found., Inc.	Henry Brown, Gen. Mgr.
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 Olu Hiller, Dir. Radio Ednc.
Flint	WFUM (FM)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bestg.
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan University	Wallace Garneau, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
<b>MINNESOTA</b>			
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, Dir. Radio-TV Bestg.
Northfield	WCAU (AM)	St. Olaf College	Milford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwarzwalder, Dir.
<b>MISSOURI</b>			
Kansas City	KCUR (FM)	Univ. of Kansas City	C. Stevens, Dir. Radio-TV
St. Louis	KETC (TV)	St. Louis Ed. TV Association	George Arms, Operations Mgr.
St. Louis	KNLH (FM)	Board of Education	Miss Marguerite Fleming, Manager
<b>NEBRASKA</b>			
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
<b>NEW JERSEY</b>			
Newark	WBGO (FM)	Board of Education	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Program Director
<b>NEW MEXICO</b>			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
<b>NEW YORK</b>			
Bronx	WFUV (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Royal O. Colle, Chrmn., Radio-TV
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Broadcasting System	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dean
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
<b>NORTH CAROLINA</b>			
Chapel Hill	WUNC (TV)	Univ. of North Carolina	John Young, Director
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Director
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
Greenville	WYWS (FM)	E. Carolina College	Miss Rosalind Roulston, Stu. Mgr.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal

\* \*      **ACTIVE MEMBERS—NAEB**      \* \*

City	Call Letters	Licensee	Executive
<b>NORTH DAKOTA</b>			
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
<b>OHIO</b>			
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir. Radio-TV Ed.
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Supv. of Bestg.
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cincinnati TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	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	Harry D. Lamb, Dir. Radio-TV
<b>OKLAHOMA</b>			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Dir., Educ. Best. Services
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KOKH (FM)	Board of Education	Mrs. Elaine Tucker, Dir. Radio-TV
Stillwater	KAMC (FM)	Okla. State University	John Woodworth, Head, Radio-TV Dept.
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
<b>OREGON</b>			
Corvallis	KOAC (AM)	Oregon State System of Higher Education	James M. Morris, Program Director
Eugene	KRYM (FM)	Eugene Pub. Schools	Roger J. Houghum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Prod. Dir.
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Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Manager
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerling
Philadelphia	WHYY (FM)	Metro. Phila. Educ. Radio & TV Corp.	R. S. Burdick, Dir.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Philadelphia	KUPN (FM)	Univ. of Pennsylvania	Ralph Thornton, Grad. Mgr.
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
<b>SOUTH CAROLINA</b>			
Columbia	WUSC (FM)	Univ. of S. Carolina	Lawton G. Wiles, Director, A-V Aids
<b>SOUTH DAKOTA</b>			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
<b>TENNESSEE</b>			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Memphis	WKNO (TV)	Memphis Comm. TV Foundation	Harold Martin, Mging. Dir.
<b>TEXAS</b>			
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	Roy Barthold, Acting Dir.
Houston	KUHT (TV)	Univ. of Houston	Roy Barthold, Acting Dir.
<b>UTAH</b>			
Logan	KVSC (FM)	Utah State University	Burrell F. Hansen, Director
Salt Lake City	KUED (TV)	University of Utah	C. Richard Evans, Mgr.
<b>VIRGINIA</b>			
Harrisonburg	WEMC (FM)	Eastern Mennonite College	John R. Mumaw, Pres.
Harrisonburg	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
Norfolk	WMTI (FM)	College of William & Mary	B. C. Dickerson, Head
<b>WASHINGTON</b>			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KCTS (TV)	Comm. TV Service	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Director, Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
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Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty
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<b>PUERTO RICO</b>			
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**OF CONFIDENCE**

**IS MUTUAL**



The policy pays off! Our new, non-TV-competing programming—News, Sports and Special Events — has brought us a landslide of votes of confidence and, better still, a growing group of blue chip advertisers. Smart radio buyers know “more news more often means more listeners *consistently . . . to Mutual*”.

**MUTUAL BROADCASTING SYSTEM**



**RADIO**

**RADIO  
NETWORKS**

U. S. A. NETWORK MAPS  
EXECUTIVE PERSONNEL  
OWNED & OPERATED  
STATIONS  
AFFILIATED STATIONS

**ANNUAL**

**1958**

## Unique Advertising Traits Marking New Growth Medium: Network Radio



By  
**ROBERT E.  
EASTMAN**  
President of ABN

**T**HE year 1958 will see over-all network radio volume increase by at least 35 per cent. That's my prediction, and it is arrived at from talking to a lot of smart people in strategic positions within the advertising industry.

Such a development should most certainly be in the cards because network radio broadcasting is very much under-subscribed in relation to its basic values. There is lots of room for healthy growth.

This growth will come about largely because of a growing recognition of certain exclusive advertising qualities available only in network radio. These qualities make network radio almost a must buy for any one of the larger advertisers with a multi-media strategy; and frequently, a very desirable buy for the advertiser with a small budget who needs to get long mileage out of every dollar spent.

There are three simple reasons, as I see it, why network radio broadcasting will realize a spurt in prosperity in 1958. They are as follows:

### 1. *Circulation.*

The sheer weight of 137 million radio sets in good working condition in the United States represents tremendous mass circulation. This means that network radio can reach people wherever they may be or whatever they may be doing. We at American Broadcasting have named this characteristic "Multi-Access" and "Ambi-Active" and have programmed in keeping with the fact that we realize that most people available to listen are going to be doing something else at the same time. We have felt that there is a niche to be carved out with an exclusive type of programming which is compatible with certain characteristics of our circulation.



It is rather fantastic to realize that our medium has increased in circulation by 80 million sets during the past eleven years. Never in the history of advertising has there been a medium with such rapid growth and, especially, in the face of the severest competition in the way of television, better movies, improved magazines, and even the

return of miniature golf courses plus all variety of diversions.

### 2. *Programming Dimensions.*

The advertising growth for network radio is assured, in my opinion, because during the past year it has broadened its horizons. All networks have made major improvements in their programming product. This cannot help but add vitality to the medium.

There is no reason why all networks should program in a similar fashion—as a matter of fact, just the contrary should be the case. Some of the networks provide a schedule comprised primarily of dramatic and variety programs. We have chosen a different route of all musical programs of an exclusive character which gives us a format of our own and also adds another basic appeal to the network medium. This will attract more total listeners to network programming.



The audience figures indicate that even though there are 50 per cent more stations in the country without network affiliation than those which do have network affiliation, the network stations hold a larger total share of the listening audience.

### 3. *Creative, Hard Selling.*

A truly concentrated sales drive is underway. All of the networks are out ringing door bells in an unprecedented fashion. The selling is hard and the selling is competitive—but most important of all, it is usually creative. There are new ideas, new concepts, for the application of this medium in the most effective fashion to produce sales for advertisers.

Network radio is a good advertising product. Because of its intrinsic values, it deserves to expand, and with the sales energy being thrown into the fray, it will.

So, mark network radio down for a 35 per cent accretion in 1958 over 1957—and I certainly hope that this prognostication proves to be on the conservative side.

# A M E R I C A N BROADCASTING COMPANY RADIO NETWORK, INC.

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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George Milne . . . . . Dir. of Traffic & Comm.  
Clure Owen . . . . . Administrative Assistant  
John Preston . . . . . Director of Engineering  
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Lawrence A. Ruddell . . . . . Recording Director  
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Omar Elder . . . . . Secy. & Asst. General Counsel  
Richard L. Freund . . . . . Dir. of Labor Relations

## News, Special Events, Sports & Public Affairs

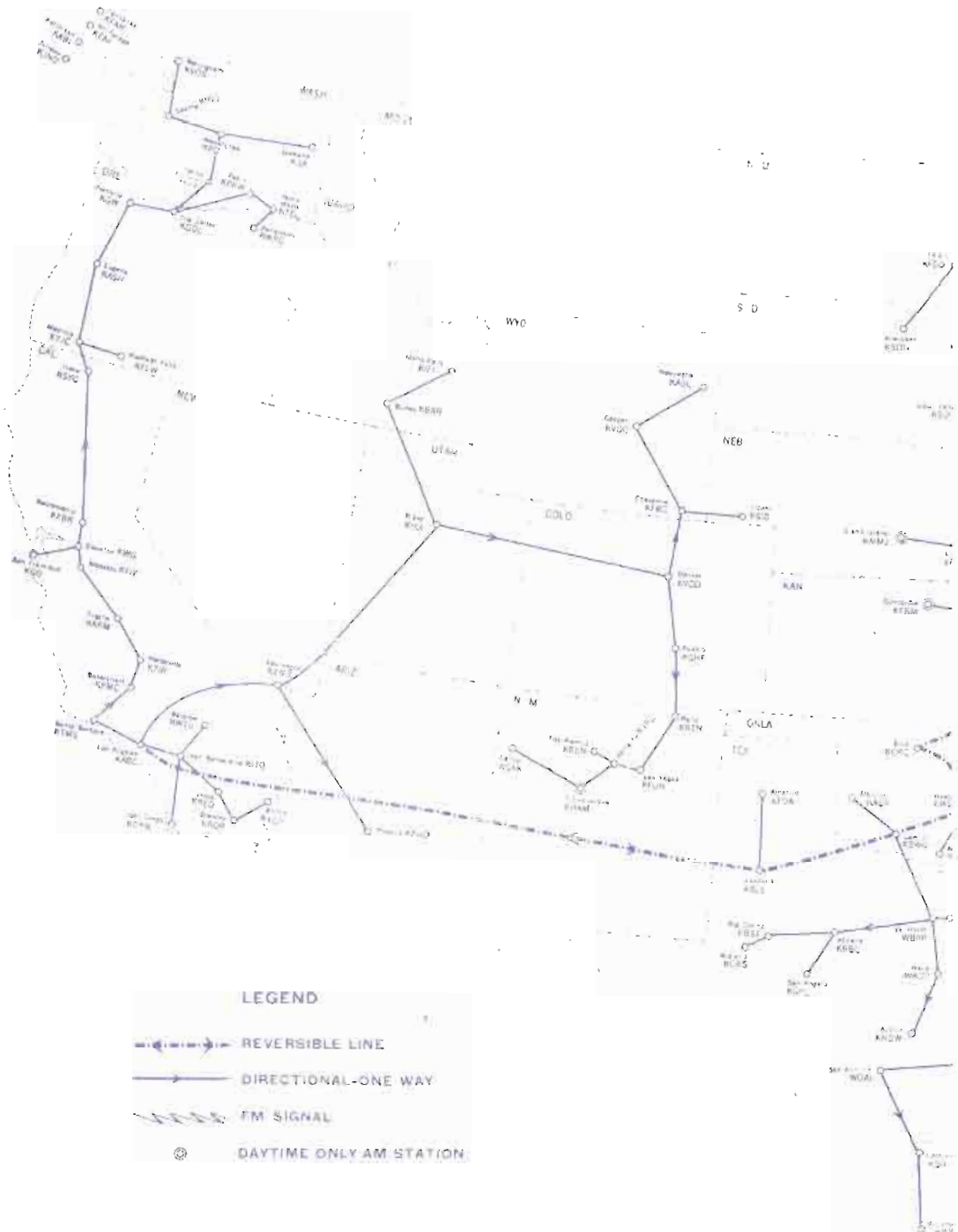
John Daly . . . . . Vice President in Charge of News  
Donald Coe . . . . . Director of Special  
Events & Operations  
Catharine Lynch . . . . . Librarian  
Francis N. Littlejohn . . . . . Director of News &  
Public Affairs  
William Whitehouse . . . . . Director of Sports  
Wiley Hance . . . . . Manager of Public Affairs

## Program

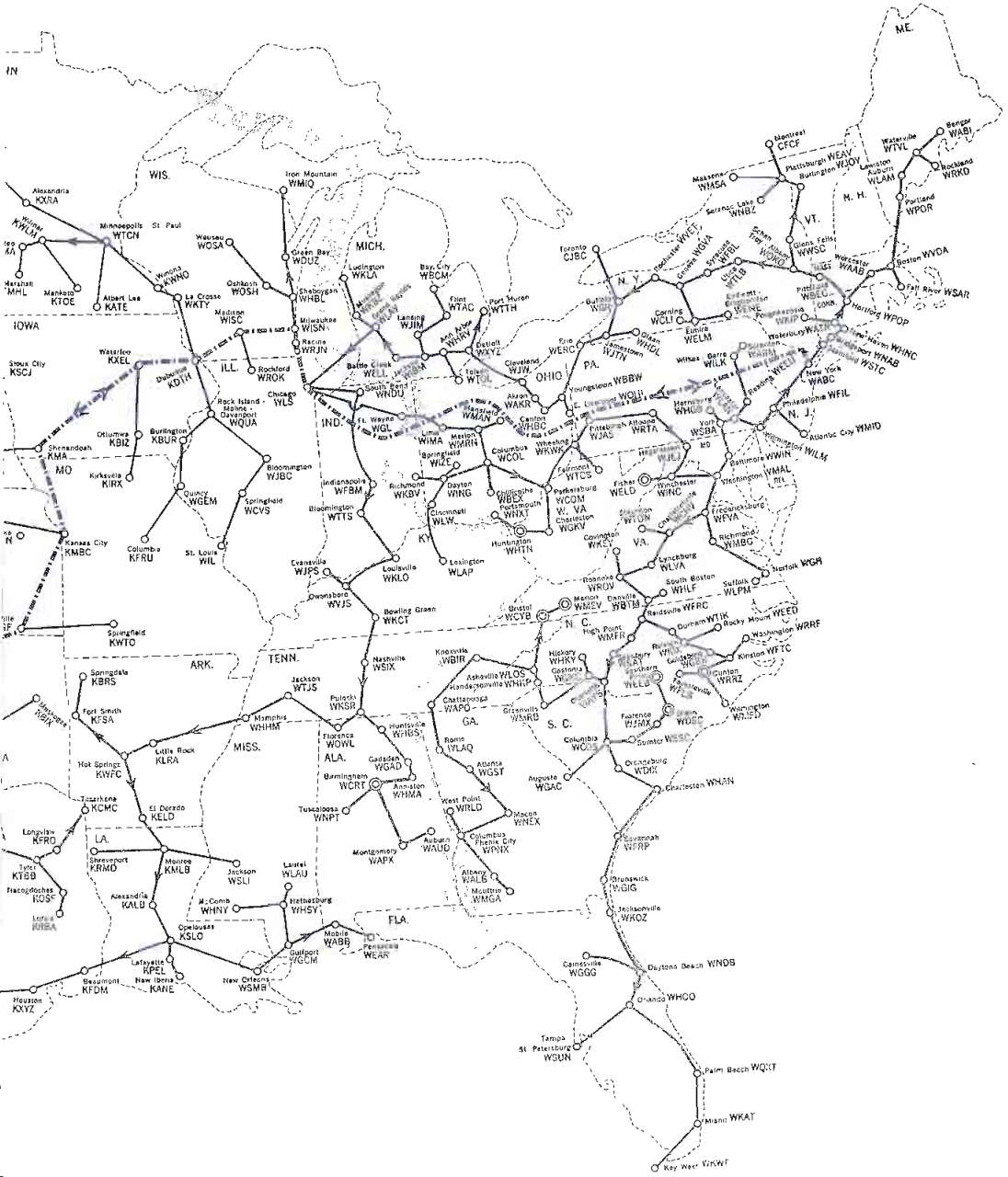
Walter A. Gustafson . . . . . Supr. of Sound Effects  
William Hamilton . . . . . National Program Director  
Charles Manno . . . . . Asst. Nat. Program Dir.  
James McConnochie . . . . . Mgr. of Announcing Office

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# AMERICAN BROAD



# CASTING NETWORK





(Continued from Page 259)

George Sax ..... National Dir. of Program Operations & Cooperative Program Mgr.  
Ruth Smith... Supr. of Production, Control Unit  
Frank Vagnoni ..... Manager of Music Division

**Press Information**

Michael J. Foster... Vice President in Charge  
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Lawrence Pollock ..... Director of Research

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Manuel Fingerhut... Comptroller of Central Div.  
William C. Gillogly..... Director of Sales

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Olive Davis..... Traffic Manager, Radio  
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Dresser Dahlstead... Program Manager, Western Division  
Jon Meyers... Asst. Program Mgr. & Production Mgr., KABC Radio  
Ralph C. Denechand... Mgr. of Engineering Operations, Western Division  
Theodore Grenier... Chief Engineer, Western Division  
John H. Pace..... General Manager of KABC  
Allen E. Maynard... Supr. of Gen. Services  
Courtney McLeod... Dir. of Network Traffic, Station Clearance & TV Sales Service, Western Division  
Robert P. Myers... Pacific Coast Counsel—ABC  
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Florence T. Schiro... Personnel Director  
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Harry Woodworth... Director of Radio, Western Division

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Edith Kirby..... Traffic Manager  
David E. Lundy..... Sales Mgr., KCO  
Lorraine Pederson... Continuity Acceptance Editor  
Henry Saroyan... Comptroller & Purchasing Agent  
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Mary Jean Wolf..... Sales Service Manager

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# Radio Never Made A Comeback; It Never Got Sick, Never Went Away



By  
**ARTHUR HULL  
HAYES**  
President  
CBS Radio

**A**FTER more than 30 years of auditioning every day, radio's found an indisputable place in the big time. And, from all indications, the medium has played its last supporting role.

The only trouble is . . . the loyal group of radio veterans who have always maintained that AM and FM were the backbone of electronic communications now don't have time to broadcast a loud "I told you so." We're just too busy making plans for our precocious ghost.

Radio, the dean and elder statesman of electronic communications, has weathered all the storms and is still on the air. And, for the umpteenth time, there was no miraculous comeback . . . no return . . . no resurgence. We've just plain never been sick!



The combined billings for network, national spot and local business totaled approximately 350 million dollars in 1946, a pre-television year. Ten years later, with the inroads of TV, the figure had grown to 571 million dollars. That was 1956. A fair year.

1957 was a good year. The NAB's business estimate for '57 was 650 million dollars.

In 1948, there existed 37 million radio homes. Today, there are 48 million. And that encompasses 98 per cent of America's homes. There are radio receivers in 54 per cent of the nation's living rooms; 52 per cent of America's bedrooms; 52 per cent of the kitchens and dining rooms; with an additional 21 per cent of all American homes sporting radio sets in other locations.



The auto-plus factor gains import with each passing year. While 70 per cent of the nation's cars have radios, almost 85 per cent of the new-model automobiles have them. And some 59 million American adults use their cars each day.

In addition, while only 82 of our cities contain competing daily newspapers, more than 600 enjoy the broadcasts of competitive radio stations.

Radio is thriving today . . . particularly, the CBS Radio Network. We anticipate the next few years eagerly. Our sponsor list is

growing—to include Barbasol, The Mennen Company, Miles Laboratories, A. E. Staley and C. H. Masland & Sons as new business in 1958's opening quarter—and sponsor interest continues on the upgrade.

CBS Radio began the current year with some new programs—including "The Peter and Mary Show," "The Couple Next Door" with Peg Lynch and Alan Bunce, "For You" with Dick Haymes and "Answer, Please!" with Walter Cronkite.



The crack reporting and production unit of the Public Affairs Department of CBS News, Unit One, is also hard at work on a series of Radio Beat exclusives and several actuality reports. The sports schedule will be heavy, beginning with CBS Radio's exclusive broadcast coverage of the Robinson-Basilio fight at Chicago on March 25 under sponsorship of The Mennen Company and Miles Laboratories, Inc. There'll be lots of music, featuring such outstanding orchestras as the New York Philharmonic, the Cleveland Orchestra and the Longines Symphonette. And we expect to expand the network's news coverage.

A particularly encouraging indicator of radio's further progress in 1958 is the increasing display of interest in network radio programs on the part of teachers, students and others in the vast world of education. More time and effort is being devoted, in secondary schools and colleges, to audio-visual aids to education. Radio also provides a unique supplement to in-class and at-home projects, particularly programs in news and public affairs, music, drama, special broadcasts and many other program categories. We at CBS Radio are finding that teachers welcome any pertinent aids to teaching, such as Discussion Guides, in the fields of history and civics, current events, English, music and other subjects.

I hope no one decides to mourn poor old radio in 1958.

She won't have time to lie down.

# CBS RADIO



# NETWORK



● WKAO San Jose

# C O L U M B I A BROADCASTING SYSTEM, INC. CBS RADIO DIVISION

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*485 Madison Avenue, New York 22, N. Y.*

*Telephone: PLaza 1-2345*

*Registered Telegraphic Address—COLUMBIA NEW YORK*

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Don Ball, Director



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Roger K. Huston.....Manager

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Jack Donahue.....Manager

### San Francisco Office, Palace Hotel

Robert Price.....Manager

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Lucile Singleton.....Manager of Record and Script Library  
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Albert Bryant.....Manager, Office Services  
Laurette Banks.....Manager of Ticket Bureau

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Allen Ludden.....Program Manager  
Dave Driscoll.....Director of News and Public Affairs  
Richard Stahlberger.....Sales Promotion Manager  
Milton Rich.....Director of Publicity

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Richard Schutte.....Sales Manager  
Evelyn Clark.....Promotion Manager  
E. W. Whitney.....Program Director  
Don Mozley.....News Director

(Continued on Next Page)

(Continued from Preceding Page)

### **KMOX**

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Foster Brown ..... Sales Manager  
**Mark Russell** ..... Program Manager  
Alice Koch ..... Promotion Manager  
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Maurie Webster ..... Sales Manager  
Robert Sutton ..... Program Director  
Phil Hillman ..... Promotion Manager  
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Thomas A. Bland ..... Program Director  
Harry Wilber ..... Promotion Manager  
C. W. Doebler ..... Executive Assistant  
Will Garry ..... News Director

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Ken Ovenden ..... Program Manager  
Charles Ashley ..... News Director

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Edward W. Wood Jr. .... General Manager

### **CBS RADIO SPOT SALES**

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Milton F. Allison ..... Eastern Sales Mgr.  
Edward O'Berst ..... Research Manager  
Fred Heywood ..... Sales Promotion Manager

**Chicago Office, 630 N. McClurg Ct.**

Thomas Peterson ..... Western Sales Manager

**Atlanta Office, 800 Peachtree St.**

George R. Swearinger, Jr. .... Sales Manager

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Naomi Andrews ..... Network Copy Chief  
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CBS-Owned Stations Promotion  
Joseph Tole ..... Production Manager

# Service Seen Paramount Note In Network Radio Operation



By  
**GEORGE VOGEL**  
Executive  
Vice President  
Mutual Broadcasting  
System

**T**HESSE are the days of Service Radio. Network radio today—and naturally I'm referring to Mutual Network radio—is geared directly to the nation's new listening demands. Network radio provides general services—but also probes deeply into subjects for the specifics that age, wage and other environmental groups need at their disposal.

Network radio provides speedy, mobile service for the listener on-the-run—but can and does dedicate service to established listening habits.

Network radio recognizes the worldly ken, the desire to know how and when and why of the average listener. But today it also recognizes its role as companion and liaison with the outside world of the habitual listeners.



Probably the key to network radio's operations today is the fact that it is omnifarious—of all forms, of all varieties—catering to all. This truly is Service Radio.

And Service Radio can only be broadcast by a community station if it is a member of a major network, such as ours.

Broadcast economy as well as service enter the picture at this point, too.

Though every licensed radio station would like to heam Service Radio throughout its broadcast day, such station management recognize that only network radio can afford all major news services, can afford to maintain extensive news bureaus, can keep constant alerts on world-wide news happenings and reserve costly short-wave circuits to report and explore these events and their impact on the American listener.

He demaunds today that his radio give him immediacy—plus impact. Only Service Radio can answer that need.



Mutual's news activities, its "Operation Newsbeat," is typical of the philosophy I am expressing in the phrase Service Radio. We could limit ourselves to reporting the news regularly from the four major wire services to which we subscribe, The Asso-

ciated Press, the United Press, International News Service and Reuters News Agency. But this is not enough.

We assign "stringers," men who know the area intimately where news breaks are occurring, and ask them to give our listeners direct on-the-scene reports of these events—then to follow through with reaction stories showing how these events affect the communities in which they occur and the nation as a whole.



A network has ways and means of finding and absorbing successful merchandising and promotional patterns into its framework. And a Service Radio network such as Mutual passes these on to its affiliates so that they, too, can benefit—and can help their local as well as the network's national clients.

The pulse of American listening—and buying—habits today is measured in multi-millions of responses rather than 2,000-set tallies or 2,000-person interviews. Actually, it is being counted by the 3,000 commercial radio stations dotting the American landscape—stations that are born and thrive only because they serve the listeners in their respective areas.



But stations, however, that truly believe in Service Radio, that wish to provide the ultimate in broadcasting benefits to their listeners and their advertising clients join and maintain their membership in a network. That is why today more and more stations apply for network affiliations—why more and more stations are broadcasting in their area under the Mutual banner—the new Mutual Network.

They believe, as we do, that Service Radio is the key to radio in the future. And we're sure they're right.



# CASTING SYSTEM



**KODS** Coon Bay  
**KOLB** Eugene  
**KRLN** Grants Pass  
**KPHI** Klamath Falls  
**KPHI** Prineville  
**KRNL** Roseburg  
**KSLM** Salem

**PENNSYLVANIA**  
**WCPA** Clearfield  
**WENB** Bradford  
**WPMB** Harrisburg  
**WAZL** Hazleton  
**WYRD** Johnstown  
**WEAN** Lancaster  
**WREZ** Lehigh Haven  
**WKST** New Castle  
**WIP** Philadelphia  
**WMPK** Pottsville  
**WPTA** Pottsville  
**WKH** St. Mary's  
**WMAJ** State College  
**WTFN** Tyrone Altoona  
**WUPA** Washington  
**WNEF** Wellsboro  
**WBAX** Wilkes-Barre  
**WSDA** York  
**WABA** York

**RHODE ISLAND**  
**WEEA** Pawtucket  
**WRIJ** Westerly

**SOUTH CAROLINA**  
**WANS** Anderson  
**WNSC** Bennettsville  
**WLAN** Charleston  
**WLAT** Columbia

**WGNR** Georgetown  
**WMBR** Greenville  
**WISG** Hartsville  
**WRHE** Rock Hill  
**WTFG** Sumter

**SOUTH DAKOTA**  
**KORN** Mitchell  
**KWAT** Watertown

**TENNESSEE**  
**WJAR** Athens  
**WAGB** Chattanooga  
**WZMZ** Clarksville  
**WBAK** Cleveland  
**WEAK** Fayetteville  
**WPTB** Johnson City  
**WEGN** Knoxville  
**WJLF** Lebanon  
**WMMT** Memphis  
**WHBQ** Memphis  
**WCRK** Morristown  
**WNAH** Nashville  
**WATO** Oak Ridge

**TEXAS**  
**KWTC** Abilene  
**KVLP** Alpine  
**KAMQ** Amarillo  
**KVET** Austin  
**KRXX** Bay City  
**KXMI** Big Spring  
**KHZZ** Berger  
**KRTP** Brownwood  
**KOHA** Bryan  
**WRR** Dallas Ft. Worth  
**WSET** El Paso  
**KNSP** Fredericksburg

**KTHH** Houston  
**KLEN** Kilgus  
**KVYZ** Laredo  
**RLLI** Lubbock  
**KTRB** Lubbock  
**KRHO** McAllen  
**KVCA** Monahan  
**KICG** Odessa  
**KTDN** Pampa  
**KJUN** Pecos  
**KRYG** Terling  
**KVOP** Phelan  
**KPAC** Port Arthur Beaumont  
**KAMC** San Antonio  
**KRRY** Sugarloaf Mountain  
**KSNV** Snyder  
**KOSB** Texarkana  
**KUGB** Tyler  
**KVTV** Victoria  
**KWTS** Waco  
**KSYD** Wichita Falls

**UTAH**  
**KVNC** Logan  
**KVOJ** Ogden  
**KQOV** Provo  
**KVLL** Salt Lake City

**VERMONT**  
**WSYB** Rutland  
**WDEV** Waterbury

**VIRGINIA**  
**WPIG** Bristol  
**WVCA** Charlottesville  
**WCVA** Culpeper  
**WDVA** Danville  
**WFOH** Front Royal  
**WBOB** Galax  
**WWOD** Lynchburg  
**WLOW** Norfolk  
**WSSV** Petersburg  
**WFXL** Richmond  
**WRIS** Roanoke  
**WYB** Waynesboro

**WASHINGTON**  
**KXRO** Aberdeen  
**KPFC** Bellingham  
**KBLA** Centralia-Shellfish  
**KWLB** Everett  
**KGY** Olympia  
**KVI** Seattle  
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**WTLJ** Walla Walla  
**KMEL** Wenatchee  
**KIQQ** Yakima

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 Telephone: BRyant 9-7600

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# Radio Continues In Its Usual Role As Nation's 'Scoop' Medium For News



By  
**MATTHEW J.  
CULLIGAN**  
Vice President  
NBC Radio Network

**T**O what communications medium do people turn when they want to know the latest news? Newspapers? Television? Or do they listen to their radios?

In a 1953 survey by Alfred Politz Research, Inc., people were asked how they would check a rumor that a war had started. A total of 54.8 per cent said that they would turn on the radio. This was a higher percentage than newspapers and TV combined.

That's one of the reasons why network radio's future was never better. Radio is still the "scoop" medium for hot news breaks.

In my office I have a little gray box which is similar to boxes in every NBC Radio Affiliate's control room. It's a Hot Line Control Box which gives a warning of a news flash whenever a button is pushed in Radio Central in New York. When this happens, a sub-audible 200 cycle tone is sent out on network lines, alerting the stations by activating a light and a buzzer. By using this device, any NBC reporter who can get to a telephone can start broadcasting over the entire network within a couple of minutes.



**Split-second reporting** is a reality by means of radio. During the trial of Colonel Abel, the Soviet spy, an NBC reporter was stationed in the courtroom and another was waiting outside in a phone booth. NBC was on the air with the news 40 seconds after the judge handed down the indictment.

The audience that listens to radio is immense—but it has never been accurately counted because only stationary sets are included by existing polling methods. In my opinion, current radio ratings account for only about 40 per cent of the actual number of listeners.



**The number of radio stations** in the United States is now at an all-time high—and it will probably continue to grow. But what about the quality of their programming? It seems to me that "jukebox stations," which exist by means of a non-stop disc jockey and "the latest news" (which is read, unedited, as it comes over the press association teletype), will eventually drown out one another. While this takes place—

and I think the process has already started—the public will turn more and more to the network-affiliated station which offers world wide news, great special events, top entertainment stars, high quality dramatic shows and fine, listenable music.



What "jukebox station," for example, could offer expert commentary and analysis of current events by such experts as Chet Huntley, David Brinkley, Morgan Beatty, Irving R. Levine, and Joseph C. Harsch—to mention but a few of the authorities who staff NBC News. Such stations could never present prize-winning documentaries such as "Biographies in Sound," live music programs such as "NBC Bandstand," or a weekend feature like "Mouitor" which has a world-wide staff to gather feature material. Our listeners know the difference. So do our advertisers, whose net purchases of time in 1957 were 41 per cent higher than the 1956 total.

During the day, radio is still the basic entertainment in the home; housewives have discovered that you can't do the daily chores while reading magazines or looking at TV. That's one factor which assures a permanent future for radio. And since network radio provides the medium's best programming, you can be sure that sponsors will become increasingly aware that network radio will provide maximum mileage for their advertising dollars.



**The return to Network Radio** of the top fifteen pre-TV spenders has been cited as prime evidence of net radio's revitalization. Less spectacular, but equally meaningful, are the scores of medium budget advertisers who have literally discovered network radio this past year. The NBC Radio Network has developed a secret weapon in the merchandising area which has electrified medium and small budget advertisers' sales departments.



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*In the Providence market*

## **WJAR-TV**

*is cock-of-the-walk  
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Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

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(Continued on Next Page)

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Paul Gale	Manager, Traffic
Helen Hall	Manager, Adv. & Prom.
Harold Kemp	Director, Nighttime Programs
John R. Kennedy	Liaison Engineer
Joseph L. Kubin	Asst. Controller, Pac. Div.
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Herman Maxwell	Sales Director, WRCA
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WRFS Alexander City  
 WCTA Andalusia  
 WANA Anniston  
 WBCA Bay Minette  
 WEDR Birmingham  
 WEBJ Brewton  
 WRAG Carrollton  
 WKLF Gantt  
 WKUL Cullman  
 WMSL Doerair  
 WXAL Demopolis  
 WOOF Dathan  
 WULA Eufula  
 WBLO Evergreen  
 WWVF Fayette  
 WDOI Florence  
 WZDB Fort Payne  
 WETO Gadsden  
 WGEA Gretna  
 WGYV Greenville  
 WWSB Guntersville  
 WJDB Haleyville  
 WERH Hamilton  
 WBHP Huntsville  
 WPBB Jackson  
 WWWB Jasper  
 WM02 Mobile  
 WMLB Montevallo  
 WURL Oneonta  
 WJHO Opelika  
 WPID Piedmont  
 WELR Ruckooke  
 WWWR Russellville  
 WR05 Scottsboro  
 WWSB Selma  
 WJEB Sylacauga  
 WHTB Talladega  
 WJDB Thomasville  
 WTBFB Troy  
 WTBC Tuscaloosa  
 WTKS Tuskegee  
 WETU Wetumpka

## ARIZONA

KCKY Coolidge  
 KAWT Douglas  
 KCLS Flagstaff  
 K011 Holbrook  
 KNOG Nogales  
 KR12 Phoenix  
 K0FA Yuma  
 (Formerly KOLD)

## ARKANSAS

KVRC Arkadelphia  
 K0TA Batesville  
 K0BA Benton  
 KLYX Berryville  
 KAMD Camden  
 K00N Conway  
 K0AGH Crossett  
 K00N Dr. Queen  
 KELD El Dorado  
 KXJK Forrest City  
 K00Z Harrison  
 KFFA Helena  
 KXAR Hope  
 K0RS Hot Springs  
 K0TM Jonesboro  
 K00H Little Rock  
 K00K Malvern  
 (Formerly KDAS)  
 KTML Marked Tree  
 K0VA McGehee  
 K0NA Mena  
 K0BM Monticello  
 K010 Mountain Home  
 K0SE Osceola  
 K0RS Paragould  
 K00TN Pine Bluff  
 K00C Poinsett  
 K00R Russellville  
 K0CB Searcy  
 K00A Silvan Springs  
 K0RS Springdale  
 K00A Stuttgart  
 K00W Walnut Ridge  
 K0RF Warren

## CALIFORNIA

K0BS Bishop  
 K0MX Coalinga  
 K00U Dimuba  
 K000 El Centro  
 (California)  
 K00C Fort Bragg  
 K00T Fresno  
 K0PR Gilroy  
 K00R Lodi  
 K00R Long Beach  
 K00S Merced  
 K00E Niles  
 K00C Palm Springs  
 K00E Palo Alto  
 K00I Paso Robles  
 K00P Petaluma

K01P Porterville  
 K00KS Ridgecrest  
 K010 San Bernardino  
 X0ERB San Diego  
 (Tijuana, Mexico)  
 K00G Sonora  
 K00E Susanville  
 K00KR Tall  
 K00EN Tulare  
 K00UR Turlock  
 K00U Ventura  
 K00GR Yuba City

## COLORADO

K01W Alamosa  
 K00HL Brighton-  
 Fort Lupton  
 K00LN Canon City  
 K00FA Colorado Springs  
 K00VC Cortez  
 K00RAI Craig  
 K00LR Denver  
 K00JP Durango  
 K00FTM Fort Morgan  
 K00OU Greeley  
 K00NZ La Junta  
 K00LMR Lamar  
 K00VC Leadville  
 K00VD Loveland  
 K00SLV Monte Vista  
 K00DA Pueblo  
 K00LR Saltillo  
 K00LR Sterling  
 K00RT Trinidad

## FLORIDA

W00PG Arcadia  
 W00TR Bradenton  
 W00KTS Brooksville  
 W00AN Clearwater  
 W00KO Cocoa  
 W00NU Crestview  
 W00CF Ocala City  
 W00SP De Funiak  
 Springs  
 W000 Deland  
 W009F Delray Beach  
 W00BF Fernandina Beach  
 W00NK Fort Myers  
 W00RN Fort Pierce  
 W00GC Gainesville  
 W00MA Hollywood  
 W00RD Jacksonville Beach  
 (Jacksonville)  
 (Formerly WJVB)  
 W00KF Key West  
 W00WR Kissimmee  
 W00RS Lake City  
 W00PC Lake Wales  
 W00BE Leesburg  
 W00NER Live Oak  
 W00MAF Madison  
 W00YS Marianna  
 W00SB New Smyrna  
 Beach  
 W00MC Ocala  
 W00WPF Palatka  
 W00PY Panama City  
 W00FA Pensacola  
 W00PR Perry  
 W00PLA Plant City  
 W00Y St. Augustine  
 W00TR Sanford  
 W00KY Sarasota  
 W00CM Sebring  
 W00GR Clarke  
 W00TU Stuart  
 W00MEN Tallahassee  
 W00WB Tampa  
 (Formerly WEBK)

## GEORGIA

W00AG Adel  
 W00JAZ Albany  
 W00FC Alma  
 W00FC Americus  
 W00AU Athens  
 W00BA Augusta  
 W00MCR Bainbridge  
 W00HAR Baxley  
 W00MAG Brunswick  
 W00RA Cairo  
 W00CR Camilla  
 W00RR Carrollton  
 W00RRF Cartersville  
 W00CA Cedartown  
 W00MIM Cordele  
 W00CTS Covington  
 W00LI Dalton  
 W00WD Dawson  
 W00TAM Doerair (Atlanta)  
 (Formerly WGLS)  
 W00MGC Doraville  
 W00MT Dublin  
 W00SC Etheridge  
 W00HR Fitzgerald  
 W00FPM Fort Valley  
 W00GA Gainesville

W00KEU Griffin  
 W00RH Hawkinsville  
 W00GR Jesup  
 W00LA Lafayette  
 W00LAG La Grange  
 W00MG Madison  
 W00FM Marietta  
 W00AX McRae  
 W00MV Milledgeville  
 W00MR Monroe  
 W00MGA Moultrie  
 W00BNN Perry  
 W00SFB Quitman  
 W00RGA Rome  
 W00SNT Sandersville  
 W00R Savanah  
 W00WNS Statesboro  
 W00SYL Sylvania  
 W00SFT Tifton  
 W00TWA Thomson  
 W00SWS Tifton  
 W00LET Tooele  
 W00JB Valdosta  
 W00VOP Vidalia  
 W00WAY Waycross  
 W00BRO Waynesboro  
 W00WRLD West Point  
 W00WIMO Winder

## HAWAII

K00LA Hilo  
 K00AIM Honolulu

## IDAHO

K00GEM Boise  
 K00RT Burley  
 K00RT Grandville  
 K00FI Idaho Falls  
 K00RPL Moscow  
 K00WJK Pocatello  
 K00ST Preston  
 K00RXX Rexburg  
 K00ST Sandpoint  
 K00EPT Twin Falls

## ILLINOIS

W00BS Canton  
 W00EIO Charleston  
 W00ITY Danville  
 W00DQN Duquoin  
 W00WRA Ethingam  
 W00FIW Fairfield  
 W00EBQ Harrisburg  
 W00PF Herrin  
 W00KEI Kewanee  
 W00PRC Lincoln  
 W00KAI Macomb  
 W00M0K Metropolis  
 W00M0C Mt. Carmel  
 W00NI Murphyburn  
 W00VLN Olney  
 W00TAY Robinson  
 Reckford (See  
 B0001L, Wisconsin)

## INDIANA

W00CBC Anderson  
 W00BNL Booneville  
 W00ILO Frankfort  
 W00AM Goshen  
 W00ITZ Jasper  
 W00BTO Linton  
 W00WRX Madison  
 W00PCO Mount Vernon  
 W00ARU Peru  
 W00PSL Salem  
 W00WJVA South Bend  
 W00TCL Tell City  
 W00WAMW Washington

## IOWA

K00GA Alqona  
 K00ASI Ames  
 K00AN Anamint  
 K00WB Boone  
 K00CG Centerville  
 K00CHA Charles City  
 K00CHE Cherokee  
 K00SW Cornell Bluffs  
 K00SJR Creston  
 K00ED Decatur  
 K00IJE Estherville  
 K00FAD Fairfield  
 K00XGI Fort Madison  
 K00RN Grinnell  
 K00XIG Iowa City  
 K00RM Mason City  
 K00EE Ottumwa  
 K00XV Storm Lake  
 K00JFJ Webster City

## KANSAS

K00ARE Atchison  
 K00CRB Chanute

K00KCK Concordia  
 K00BTO El Dorado  
 K00CJ Emporia  
 K00MDO Fort Scott  
 K00IUL Garden City  
 K00WGB Goodland  
 K00AYS Hays  
 K00WBH Hutchinson  
 K00IND Independence  
 K00JCK Junction City  
 (Fort Riley)  
 K00LCO Leavenworth  
 K00MAN Manhattan  
 K00NDY Marysville  
 K00KNEX McPherson  
 K00KNC Newton  
 K00KFC Parsons  
 K00KSEK Pittsburg  
 K00KWSK Pratt  
 K00RSL Russell  
 K00T0P Topeka

## KENTUCKY

W00BRT Bardstown  
 W00CBL Benton  
 W00BJ Bowling Green  
 W00CO Campbellsville  
 W00NES Central City  
 W00WAIN Columbia  
 W00TTC Corbin  
 W00ZPC Covington  
 (Cincinnati, Ohio)  
 W00PM Cumberland  
 W00CYN Cynthiana  
 W00WHIR Danville  
 W00WIEL Elizabethtown  
 W00FKY Frankfort  
 W00FKN Franklin  
 W00WKA Glasgow  
 W00HL Harlan  
 W00WHB Harrodsburg  
 W00KIC Hazard  
 W00SON Henderson  
 W00KOA Hopkinsville  
 W00LBN Lebanon  
 W00WLEX Lexington  
 W00WEM Madisonville  
 W00WXL Manchester  
 W00NGO Mayfield  
 W00WFT Maysville  
 W00WHL Middleboro  
 W00WFL Monticello  
 W00WMB Morehead  
 W00NKY Neosho  
 W00WMI Owensboro  
 W00SIP Paintsville  
 W00KLP Paris  
 W00WPE Pikeville  
 W00WPT Prestonsburg  
 W00WPK Princeton  
 W00WEL Richmond  
 W00RUS Russellville  
 W00SFC Somerset

## LOUISIANA

K00DBS Alexandria  
 K00TRY Basyop  
 W00KIC Bogalusa  
 K00BCL Bossier City  
 W00ARB Covington  
 K00SIB Crowley  
 K00DLA De Ridder  
 K00FIT Golden Meadow  
 W00FPR Hammond  
 K00VHL Homer  
 K00GJI Houma  
 W00JEF Jeanras  
 K00LEC Jonesville  
 K00LPI Lake Providence  
 K00LLA Leesville  
 K00DRC Mansfield  
 K00KAP Marksville  
 K00LH Monroe  
 K00KNC Natchitoches  
 K00NLF New Iberia  
 K00REH Oakdale  
 K00SLO Opelousas  
 W00CIP Pavyille  
 W00SLS Ray  
 K00BSF Springhill  
 K00KMS Sulphur  
 (Formerly KSUL)  
 K00T0 Tallulah  
 K00VPI Ville Platte  
 K00EVI White Castle  
 K00VJ Winfield  
 K00MAR Winniford

## MAINE

W00HAM Rumford  
 W00GHM Skowhegan

## MARYLAND

W00CEM Cambridge  
 W00WAYE Dundalk  
 (Baltimore)  
 W00PTX Lexington Park

## MASSACHUSETTS

W00REB Holyoke  
 (Springfield)  
 W00MIF Milford  
 W00WARE Ware

## MICHIGAN

W00WALM Albion  
 W00WLEW Bad Axe  
 W00WOCM Bay City  
 W00WBRN Big Rapids  
 W00WMPR Flint  
 W00WBCF Fremont  
 W00WML Hillsdale  
 W00WIKB Iron River  
 W00WJMS Ironwood  
 W00WJPD Ishpeming  
 W00WCLA Ludington  
 W00WMT E Manistee  
 W00W0MJ Marquette  
 W00WAG Menominee  
 W00WCEN MI Pleasant  
 W00WMB Muskegon  
 W00WMUS Muskegon  
 W00WNL Niles  
 W00W0AP Owosso  
 W00WHS Port Huron

## MINNESOTA

K00KASM Albany  
 K00KATE Albert Lea  
 K00K00 Alexandria  
 K00KBUN Bemidji  
 K00KBMO Benson  
 K00KBMW Breckenridge  
 W00K00K Cloquet  
 (Duluth-Superior)  
 K00K00L Crookston  
 K00K00LDM Detroit Lakes  
 W00WELY Ely  
 W00WEVE Eveleth  
 K00KOZY Grand Rapids  
 K00K00Z Hutchinson  
 K00CFOB International Falls  
 W00LTF Little Falls  
 K00K00RS Morris  
 K00KNJF New Ulm  
 K00KRFO Owatonna  
 W00WCMP Pine City  
 K00KLDH Pigeon Lake  
 K00RFAM St. Cloud  
 W00WAVN Stillwater  
 K00KASE Winoona

## MISSISSIPPI

W00WAMY Amory  
 W00WBLE Batesville  
 W00W0GCM Biloxi-Gulfport  
 W00WBIP Booneville  
 W00WJMB Brookhaven  
 W00W00B Canton  
 W00W00GLC Centerville  
 W00W00RDX Clarkdale  
 W00W00CLD Cleveland  
 W00W00CJU Columbia  
 W00W00CBI Columbus  
 W00W00CMA Corinth  
 W00W00MAG Forest  
 W00W00IPB Greenville  
 W00W00WRM Greenwood  
 W00W00NAG Grenada  
 W00W00FDR Hattiesburg  
 W00W00MOC Hazlehurst  
 W00W00CPC Houston  
 W00W00IND Indianola  
 W00W00K00Z Kosciusko  
 W00W00WAML Laurel  
 W00W00MBC Macon  
 W00W00SJC Magee  
 W00W00APF McComb  
 W00W00M0K Meridian  
 W00W00M0S Natchez  
 W00W00NAU New Albany  
 W00W00WSUH Oxford  
 W00W00PMP Pascagoula  
 W00W00HOC Philadelphia  
 W00W00R0W Pineyawn  
 W00W00SSO Starkville  
 W00W00WELU Tuleo  
 W00W00QBC Vicksburg  
 W00W00WABO Waynesboro  
 W00W00W0RB West Point  
 W00W00W0AZE Yazoo City

## MISSOURI

K00WRT Booneville  
 K00KBHM Branson  
 K00K00M Cape Girardeau  
 K00K00DM Carthage  
 K00K00CVR Caruthersville  
 K00K00CHR Charleston  
 K00K00CHI Chillicothe



# C A S T I N G S Y S T E M

KDKD Clinton  
 KBIA Columbia  
 KDEX Dexter  
 KREI Farmington  
 KWOS Jefferson City  
 KIRX Kirksville  
 KLEW Lebanon  
 KTCB Malden  
 KNIM Maryville  
 KNCM Moberly  
 KRMO Monett  
 KLRS Mountain Grove  
 KBTN Neosho  
 KNCM Nevada  
 KWOC Poplar Bluff  
 KTRT Rolla  
 KRES St. Joseph  
 KSGM Ste. Genevieve  
 KSMO Salem  
 KDRD Sedalia  
 KCKK Springfield  
 KALM Thayer  
 KTTN Trenton  
 KLPW Union  
 KOKO Warrensburg  
 KWRE Warrenton  
 KWPM West Plains

## MONTANA

KBMY Billings  
 KSMN Bozeman  
 KBWV Butte  
 KDBM Dillon  
 KUDI Great Falls  
 (Formerly KBGF)  
 KOJM Havre  
 KCAP Helena  
 KGEZ Kalispell  
 KXLD Lewistown  
 KLCB Libby  
 KPRK Livingston  
 KATL Miles City  
 KBTM Missoula  
 KIVI Shelby  
 KVCK Wolf Point\*\*

## NEBRASKA

KCOW Alliance  
 KWBE Beatrice  
 KCSR Chadron  
 KJSK Columbus  
 KFGT Fremont  
 KHAS Hastings  
 KUVR Holdrege  
 KGFV Kearney  
 KLMS Lincoln  
 KBRL McCook  
 KODY North Platte  
 KOGA Ogallala  
 KOOO Omaha  
 KHYC O'Neill  
 KSHV Sidney  
 KAWL York

## NEVADA

KPTL Carson City  
 KQVL Fallon  
 KRAM Las Vegas  
 KATO Reno

## NEW HAMPSHIRE

WMOU Berlin  
 WKXL Concord  
 WJWG Conway  
 WLNH Laconia

## NEW JERSEY

WLDB Atlantic City  
 WNNJ Newton

## NEW MEXICO

KHAM Albuquerque  
 KALG Alamogordo  
 KSPV Artesia  
 KAVE Carlsbad  
 KLMX Clayton  
 ICFL Clovis  
 KJEM Deming  
 KMIN Grants  
 KWEE Hobbs  
 KQBE Las Cruces  
 KENM Portales  
 KRTN Raton  
 KBIM Roswell  
 KSTL Silver City  
 KCHS Truth or  
 Consequences  
 KTNM Tucumcari

## NEW YORK

WMBO Auburn  
 WRRV Bannville  
 (Rome-Utica)

WFLR Dundee  
 WOSC Fulton  
 WJOC Jamestown  
 WLFH Little Falls  
 WICY Malone  
 WALL Middletown  
 WIRY Plattsburgh  
 WNY5 Salamanca  
 WNBZ Saranac Lake  
 WDLA Walton

## NO. CAROLINA

WRCS Asheville  
 WABZ Albemarle  
 WGRW Asheboro  
 WBBB Burlington  
 WEGO Concord  
 WCKB Dunn  
 WDDJ Edenport  
 WCNC Elizabeth City  
 WBLA Elizabethtown  
 WFAI Fayetteville-  
 Fort Bragg  
 WBBO Forest City  
 WFSC Franklin  
 WYVG Fuquay Springs  
 (Raleigh)  
 WLTC Gastonia  
 WFMC Goldsboro  
 WKDX Hamlet  
 WHNC Henderson  
 WHPK Hendersonville  
 WHPE High Point  
 WJNC Jacksonville  
 WELS Kinston  
 WEWO Laurinburg  
 WLOE Leaksville  
 WJRI Lenoir  
 WBUY Lexington  
 WYSE Lumberton  
 WMMH Marshall  
 WMAP Monroe  
 WHIP Mooresville  
 WMBL Morehead City  
 WPAQ Mount Airy  
 WOOH New Bern  
 WNNC Newton  
 WKBC No. Wilkeshoro  
 WMSN Raleigh  
 WFRS Reidsville  
 WCBT Roanoke Rapids  
 WCCE Rocky Mount  
 WSTP Salisbury  
 WYGP Sanford  
 WOH5 Shelby  
 WMSJ Sylva  
 WTYN Tryon  
 WADE Wadesboro  
 WALLE Wallace  
 WHED Washington  
 WHCC Waynesville  
 WENC Whiteville

## NORTH DAKOTA

KDLR Devils Lake  
 KDIX Dickinson  
 KNOX Grand Forks  
 KNDC Hettinger  
 KEYJ Jamestown  
 KBOM Mandan-Bismarck  
 KOVC Valley City

## OHIO

WATG Ashland  
 WILE Cambridge  
 WAND Canton  
 WBEX Chillicothe  
 Cincinnati (See  
 Covington, Kentucky)  
 WJER Dover  
 WOH1 East Liverpool  
 WFOB Feterio  
 WJEH Gallipolis  
 WSRW Hillsboro  
 WIRO Ironton  
 WLMJ Jackson  
 WPTW Piqua  
 WLCC Sandusky  
 WCHO Washington  
 Court House  
 KWST Wooster  
 Youngstown (See  
 Farrell, Pennsylvania)

## OKLAHOMA

KADA Ada  
 KWHN Altus  
 KVSD Ardmore  
 KLTR Blackwell  
 (Formerly KBWL)  
 KWCO Chickasha  
 KWOE Clinton  
 KUSH Cushing  
 (Formerly KWHP)

KRHD Duncan  
 KCRG Enid  
 KTAT Frederick  
 KWRW Guthrie  
 KGYN Guymon  
 KTJS Hobart  
 KJHN Hugo  
 KTCM McAlester  
 KGLC Miami  
 KBIX Muskogee  
 KNOR Norman  
 KBYE Oklahoma City  
 KHBG Okmulgee  
 KVLH Pauls Valley  
 KLOC Poteau  
 KOLS Pryor  
 KWSH Tri-City  
 (Wewoka-Seminole-  
 Holdenville)  
 KVIN Vinita

## OREGON

KWIN Ashland  
 KAST Astoria  
 KBKR Baker  
 KBNB Bend  
 KRUS Burns  
 KWRO Coquille  
 KPLK Dallas  
 KASH Eugene  
 KUIK Hillsboro  
 (Portland)  
 (Formerly KRTV)  
 KLAG Klamath Falls  
 KLRM La Grande  
 KQIK Lakeview  
 KRAL Lebanon  
 KCMY McMinnville  
 KMOY Medford  
 KBCH Oceanlake  
 KRVS Ontario  
 KWRC Pendleton  
 KLIQ Portland  
 KODL The Dalles

## PENNSYLVANIA

WNCC Barnesboro  
 Wbfd Bedford  
 WBRX Berwick  
 WLOA Braddock  
 WLSR Butte\*\*  
 WCCL Carbondale  
 (Scranton)  
 WHYL Carlisle  
 WESA Charleroi  
 WCVI Connessville  
 WCTR Curry  
 WFAH Farrell  
 (Youngstown, Ohio)  
 WHUN Huntingdon  
 WDAI Indiana  
 WADP Kane  
 WACB Kittanning  
 WLUU Latrobe  
 WITT Lewisburg  
 WMGW Meadville  
 WKRZ Oil City  
 WPAZ Pottstown  
 WPMI Punxsutawney  
 WKMC Roaring Spring  
 WKBI St. Marys  
 WATS Sayre  
 WMAJ State College  
 WAYZ Wavnesboro  
 WLYC Williamsport

## PUERTO RICO

WHOA San Juan

## SO. CAROLINA

WABV Abbeville  
 WAIKN Aiken  
 WANS Anderson  
 WBAW Barnwell  
 WYLB Batesburg  
 WBEU Beaufort  
 WAGS Bishopville  
 WACA Camden  
 WHAN Charleston  
 WCRE Cheraw  
 WGED Chester  
 WDCG Clinton  
 WDSG Dillon  
 WELP Easley  
 WOLS Florence  
 WFGN Gaffney  
 WGSW Greenwood  
 WDCR Greer (Greenville)  
 WBHC Hampton  
 WHSC Hartsville  
 WDKD Kingstree  
 WLMC Lancaster  
 WYMB Manning

WJAY Mullins  
 WMYB Myrtle Beach  
 WKDK Newberry  
 WTND Orangeburg  
 WRHI Rock Hill  
 WSNW Seneca  
 WJAN Spartanburg  
 WFIG Sumter  
 WBCU Union

## SOUTH DAKOTA

KABR Aberdeen  
 KBKR Brookings  
 KIUV Huron  
 KOLY Bridge  
 KGFX Pierre  
 KISD Sioux Falls  
 KWAT Watertown  
 KYNT Yankton

## TENNESSEE

WEAG Alcoa  
 WLAB Athens  
 WFHG Bristol  
 (Bristol, Tenn.-Va.)  
 WMFS Chattanooga  
 WMCH Church Hill  
 WJZM Clarksville  
 WCLE Cleveland  
 WKRM Columbia  
 WHUB Cookeville  
 WKBL Covington  
 WAEW Crossville  
 WDNT Dayton  
 WDKN Dickson  
 WDNB Dyersburg  
 WEMB Erwin  
 WEKR Fayetteville  
 WHLN Gallatin  
 WGRV Greeneville  
 WHBT Harriman  
 WBJ Humboldt  
 WDXI Jackson  
 WCLC Jamestown  
 WKXV Knoxville  
 WFLA La. Follette  
 WDXE Lawrenceburg  
 WCOR Lebanon  
 WLLI Lenoir City  
 WJML Lewisburg  
 WDXL Lexington  
 WMMT McMinnville  
 WCRK Morristown  
 WGN5 Murfreesboro  
 WNAH Nashville  
 WLIK Newport  
 WOKE Oak Ridge  
 WTPR Paris  
 WTRB Ripley  
 WDRM Savannah  
 WEPG South Pittsburg  
 WDBL Springfield  
 WDEH Sweetwater  
 WJIG Tullahoma  
 WENK Union City  
 WCDT Winchester

## TEXAS

KVLF Alpine  
 KZIP Amarillo  
 KACT Andrews  
 KBUD Athens  
 KALT Atlanta  
 KRUN Ballinger  
 KIOX Bay City  
 KRCT Baytown  
 KTXC Big Spring  
 KFFN Bonham  
 KNEI Brady  
 KSTB Breckenridge  
 KWHH Brenham  
 KBOR Brownsville  
 KBWD Brownwood  
 KBEN Carrizo Springs  
 KCTX Childress  
 KCAR Clarksville  
 KJVL Cleveland  
 KSTA Coleman  
 WTAW College Station  
 KVMC Colorado City  
 KAND Corsicana  
 KIVY Crockett  
 KKIT Dalhart  
 KDCG Del Rio  
 KDNT Denton  
 KDDD Dumas  
 KEPS Eagle Pass  
 KERC Eastland  
 KPSO Falfurrias  
 (Formerly KSLP)  
 KFLD Floydada  
 KFST Ft. Stockton  
 KNAF Fredericksburg  
 KFRZ Freeport  
 KGAF Gainesville

KLUF Galveston  
 CSWA Graham  
 KCTI Gonzales  
 KGLV Greenville  
 KCLW Hamilton  
 KPAN Hereford  
 KHBR Hillsboro  
 KSAM Huntsville  
 KCFB Jacksonville  
 KTXJ Jasper  
 KMBL Junction  
 KAML Kenedy-  
 Karnes City  
 KERB Kermit  
 KERV Kerrville  
 KGRG Kilgore  
 KLEN Killeen  
 KPET Lamasa  
 KVOZ Laredo  
 KLVT Levelland  
 KVOW Littlefield  
 KTET Livingston  
 KFDL Lowndes  
 KLLL Lubbock  
 KRBA Lufkin  
 KMHT Marshall  
 KIRT McAllen (Mission)  
 KCMR McComamy  
 KJCB Midland  
 KQRC Mineral Wells  
 KVKM Monahans  
 KIMP Mt. Pleasant  
 KOSF Nacogdoches  
 KGNB New Braunfels  
 KRIG Odessa  
 KOGT Orange  
 KNET Palestine  
 KPAT Pampa  
 KFTV Paris  
 KIUN Pecos  
 KVOP Plainville  
 KBOP Pleasanton  
 KRWS Post  
 KOLI Quanah  
 KTXL San Angelo  
 KCNY San Marcos  
 KBAL San Saba  
 KSML Seminole  
 KSEY Seymour  
 KVEJ Shamrock  
 KTAH Sherman  
 KSNY Snyder  
 KDWT Stamford  
 KSTV Stephenville  
 KSST Sulphur Springs  
 KXOX Sweetwater  
 KTAH Taylor  
 KTF5 Texarkana  
 KTLW Texas City  
 KTUE Tulia  
 KTBB Tyler  
 KVOU Uvalde  
 KVRG Varnon  
 KVIC Victoria  
 KBEC Waxahachie

## UTAH

KBUH Brigham City  
 KGNU Logan  
 KOGG Ogden  
 KOAL Provo  
 KEYV Price  
 KDXU St. George  
 KSPD Salt Lake City  
 KTUT Tooele City  
 KVEL Vernal

## VERMONT

WSBY Rutland

## VIRGINIA

WKLV Blackstone  
 WFHG Bristol (See  
 Bristol, Tennessee)  
 WINA Charlottesville  
 WBCR Christiansburg  
 WYLB Cleveland  
 WCVU Culpeper  
 WEVA Emporia  
 WFAH Falls Church  
 WYSR Franklin  
 WYVA Fredericksburg  
 WFTB Front Royal  
 WBOB Galax  
 WDDY Gloucester  
 WMNA Gretna  
 WHAP Hopewell  
 WREL Lexington  
 WYRW Lynchburg  
 WPRW Manassas  
 WMEV Marion  
 WMTA Martinsville  
 WSIG Mount Jackson  
 WNVV Norton  
 WJMA Orange

(Continued on Page 283)

\*\* Associated Station (Carrying KBS Commercials on Special Working Agreement).



# Dynamic Resurgence Of Radio Brought KBS Its 1,000th Affiliate In 1957



By  
**SIDNEY J. WOLF**  
President  
Keystone Broadcasting  
System, Inc.

**T**HE dynamic resurgence of radio in 1957 coincided with the acquisition by the Keystone Broadcasting System of its 1,000th affiliate. Inaugurated in 1940, Keystone started out with 66 members. Today we have 1,025 members, an increase of no less than 1,453 per cent! Our 31,144,816 radio homes comprise an audience of 96,549,023 listeners. The majority of these listeners are predominantly loyal to their local radio station and live in the vast areas that constitute the backbone of our country—Home Town and Rural America.

Indeed, the past year was a memorable one, both for radio and KBS, which enjoyed the most successful year in its seventeen-year history. And I would like to add that the prospects for 1958 are even better, as evidenced by the surge of the new Keystone business that heralded in the New Year.



In 1957, 79 national advertisers through their respective advertising agencies used the Keystone facilities, a far cry from the "few and far between" in our pioneering days. Without exception these important advertisers are now staunch advocates of the power of local radio in the small town and rural markets of the U. S. This tremendous power is exemplified by the astonishing growth in local radio billings during the last two years.

The continuing and increasing power of local radio is primarily due to its ability to program according to the predilections of its local audience, whose tastes vary to a surprising degree. The efficient station operator studies these local tastes and caters to them accordingly, thereby ensuring himself consistent high listenership and loyal audiences.



In Home Town and Rural America Keystone is harnessed to this powerful medium by over one thousand affiliates and in effect constitutes itself as local radio on a network basis. The high listenership of local radio is evidenced by the fact that rating studies have shown that listenership in the Keystone single station markets, of which there are over 700, can be as high as 19.1

per cent, an almost unheard-of figure in the multiple station markets.



However, Keystone does much more than bring the national advertiser in direct contact with these vast millions of consumers who are armed with billions of dollars annually in purchasing power.

In addition to the overall facilities provided by the full Keystone Network, our operation enjoys the most effective and intensive coverage of the farm markets of the U. S. In the 11 leading agricultural states with the largest number of farms, each state having 150,000 farms or over, Keystone covers 88.9 per cent of the aggregate and it might be pointed out that the farms in these 11 states constitute 57.1 per cent of the total farms in the country.



Actually, over 80 per cent of our affiliates have special programming directed especially to the local farm audience and the importance of this programming can be gauged by the fact that it is a daily "must" for the farm listener to obtain vital local data necessary for the successful conduct of his farm.

In addition Keystone has a Negro Network Division comprising 350 affiliates with special programs directed to the Negro audience. Also Keystone provides a College Network Division with over 300 affiliated stations located in college towns throughout the country.

May I say in conclusion that the dynamic resurgence of radio is most gratifying to Keystone and its 1,025 affiliates.

# K E Y S T O N E BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

## Officers and Directors

**Sidney J. Wolf** (Director).....**President**  
**Noel A. Rhys**.....**Executive Vice-President**  
**Edwin R. Peterson**.....**Senior Vice-President**  
**Joseph Bayer** (Director).....**Vice-President**  
**William Bayer**.....**Vice-President**  
**Charles A. Hammarstrom**.....**Vice-President**  
**Arthur Wolf** (Director).....**Secretary-Treasurer**

## New York

580 Fifth Ave., New York 22, N. Y.  
 Phone: ELdorado 5-3720

**Noel A. Rhys**.....**Executive Vice-President**  
**Charles A. Hammarstrom**.....**Vice-President**  
**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**.....**Senior 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

**Howard P. Taylor**.....**Account Executive**

(Continued from Page 281)

WSSV Petersburg  
 WPUV Pulaski  
 WRIC Richlands  
 WRKE Roanoke  
 WYTI Rocky Mount  
 WHLF South Boston  
 WLPM Suffolk  
 WESR Tasley  
 WB0F Virginia Beach  
 WNNT Warsaw  
 WAYB Waynesboro  
 WING Winchester  
 WYVE Wytheville

## VIRGIN ISLANDS

WIVI Christiansted  
 (St. Croix)

## WASHINGTON

KXRO Aberdeen  
 KAGT Anacortes  
 KPUG Bellingham

KELA Centralia  
 KCXL Colfax  
 KCVL Colville  
 KXLE Ellensburg  
 KNBX Kirkland  
 (Seattle)  
 KWLK Longview  
 KSEM Moses Lake  
 KGY Olympia  
 KPYW Pasco  
 KONP Port Angeles  
 KARY Prosser  
 KAYE Puyallup  
 KAPA Raymond  
 KENE Tenpenish  
 KKEY Vancouver  
 (Portland, Oregon)  
 (KHFS)  
 KTEL Walla Walla  
 KUEN Wenatchee

## WEST VIRGINIA

WTIP Charleston

WHAR Clarksburg  
 WDNE Elkins  
 WTCS Fairmont  
 WPLH Huntington  
 WKYR Keyser  
 WVOW Logan  
 WPEM Martinsburg  
 WHJC Matowan  
 WAJR Morgantown\*\*  
 WMOD Moundsville  
 (Wheeling)  
 WETZ New Martinsville  
 WCEF Parkersburg  
 WLOH Princeton  
 WHAW Weston

## WISCONSIN

WHBY Appleton  
 WATW Ashland  
 WBEL Beloit  
 (Rockford, Illinois)  
 WRFW Eau Claire

WDUJ Green Bay  
 WTKM Hartford  
 (Janesville)  
 WPLH Huntington  
 WLCX La Crosse  
 (Formerly WLDL)  
 WLDY Ladysmith  
 WIGM Medford  
 WMNE Menomonie  
 WFOX Milwaukee  
 WOSH Oskosh  
 WPPF Park Falls  
 WSWW Platteville  
 WPLY Plymouth  
 (Sheboygan)  
 WIBU Poynette  
 WRDB Reedsburg  
 WRGO Richland Center  
 WRCO Ripon  
 WTCW Shawano  
 WCOW Sparta  
 WSPT Stevens Point\*\*  
 WDOR Sturgeon Bay

WTRW Two Rivers  
 WTTN Watertown  
 WDUX Waupaca\*\*  
 WOSA Wausau

## WYOMING

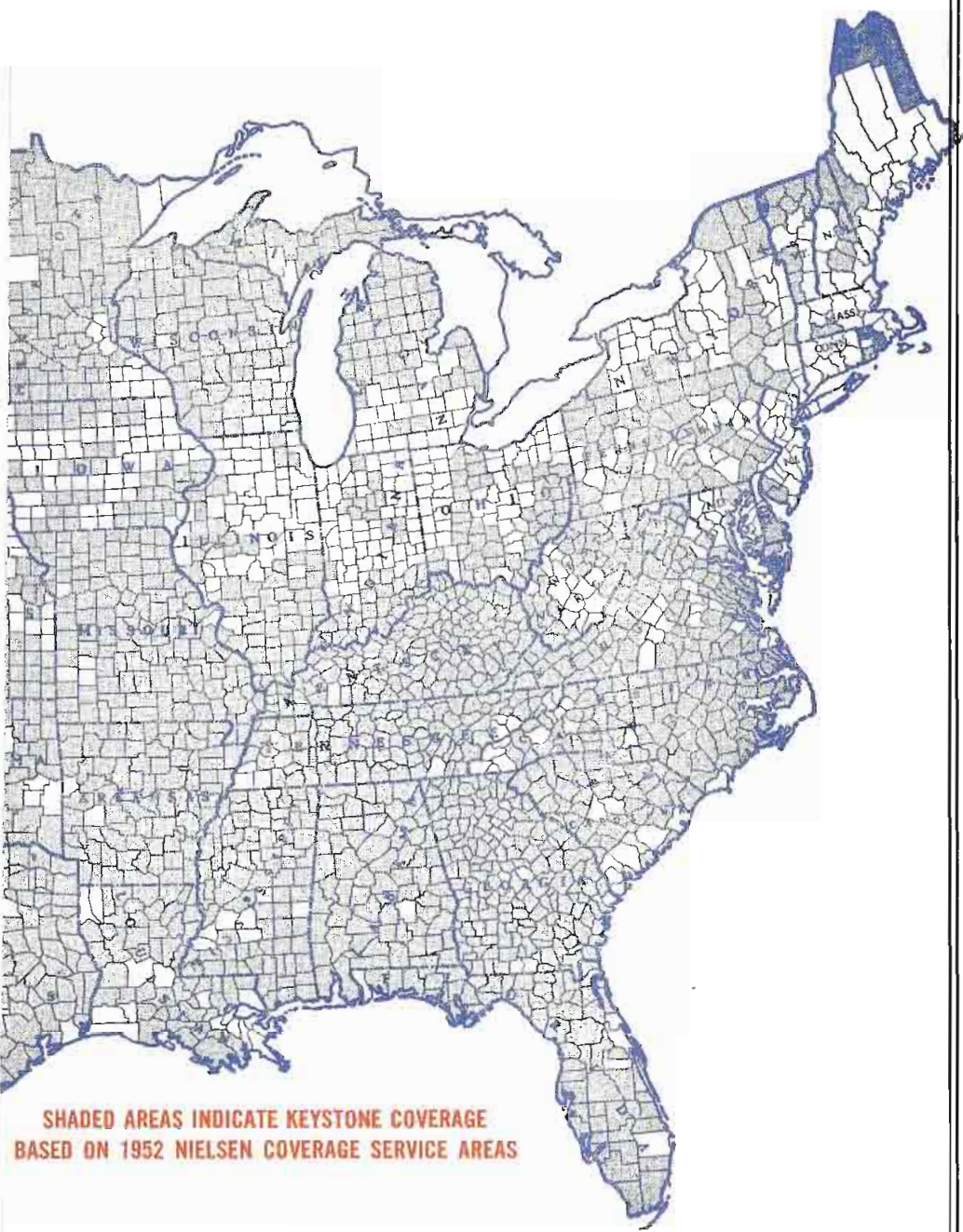
KBBS Buffalo  
 KATI Casper  
 KVWQ Cheyenne  
 KWIV Douglas  
 KLUK Evanston  
 KOVE Lander  
 KOWB Laramie  
 KASL Newcastle  
 KPOW Powell  
 KRAL Rawlins  
 KVRB Rock Springs  
 KRTR Sheridan  
 KRWY Thermopolis  
 KGOS Torrington  
 KWOR Worland

# KEYSTONE BROAD





# CASTING SYSTEM



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

# famous on the local scene . . .

Spanning the Harbor at San Francisco,  
the Oakland Bay Bridge is an inspiring symbol  
of achievement. Storer, too, is recognized  
for achievement . . . in the world of broadcasting.  
This recognition has been earned through  
consistent sales results on Storer stations  
in the communities they serve.  
These individual achievements prove that  
a Storer station is a local station.



NEW YORK — 625 Madison Ave., New York 22  
CHICAGO — 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



yet known throughout the nation



## Storer Broadcasting Company

**WSPD-TV**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Michigan

**WAGA-TV**  
Atlanta, Ga.

**WVUE-TV**  
Wilmington - Philadelphia

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Michigan

**WIBG**  
Philadelphia, Pa.

**WVVA**  
Wheeling, W. Va.

**WAGA**  
Atlanta, Ga.

**WGBS**  
Miami, Florida

# 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 Avenue  
New York 17, N. Y.  
OXford 7-3120

35 E. Wacker Drive  
Chicago 1, Illinois  
FInancial 6-6440

6253 Hollywood Boulevard  
Hollywood 28, Calif.  
Hollywood 2-6453

155 Montgomery Street  
San Francisco, Calif.  
YUkon 2-5837

101 Marietta Street Bldg.  
Atlanta, Georgia  
JACKson 3-7797

3520 Montrose Blvd.  
Houston, Texas  
JACKson 8-1601

910 Royal Street  
Canal 3917  
New Orleans, La.

415 Rio Grande Bldg.  
Dallas, Texas  
Riverside 2-5148

1065 Penobscot Bldg.  
Detroit 26, Michigan  
WOODward 1-4148

**RADIO**

**STATION  
REPRESENTATIVES**

PERSONNEL & BRANCH OFFICES

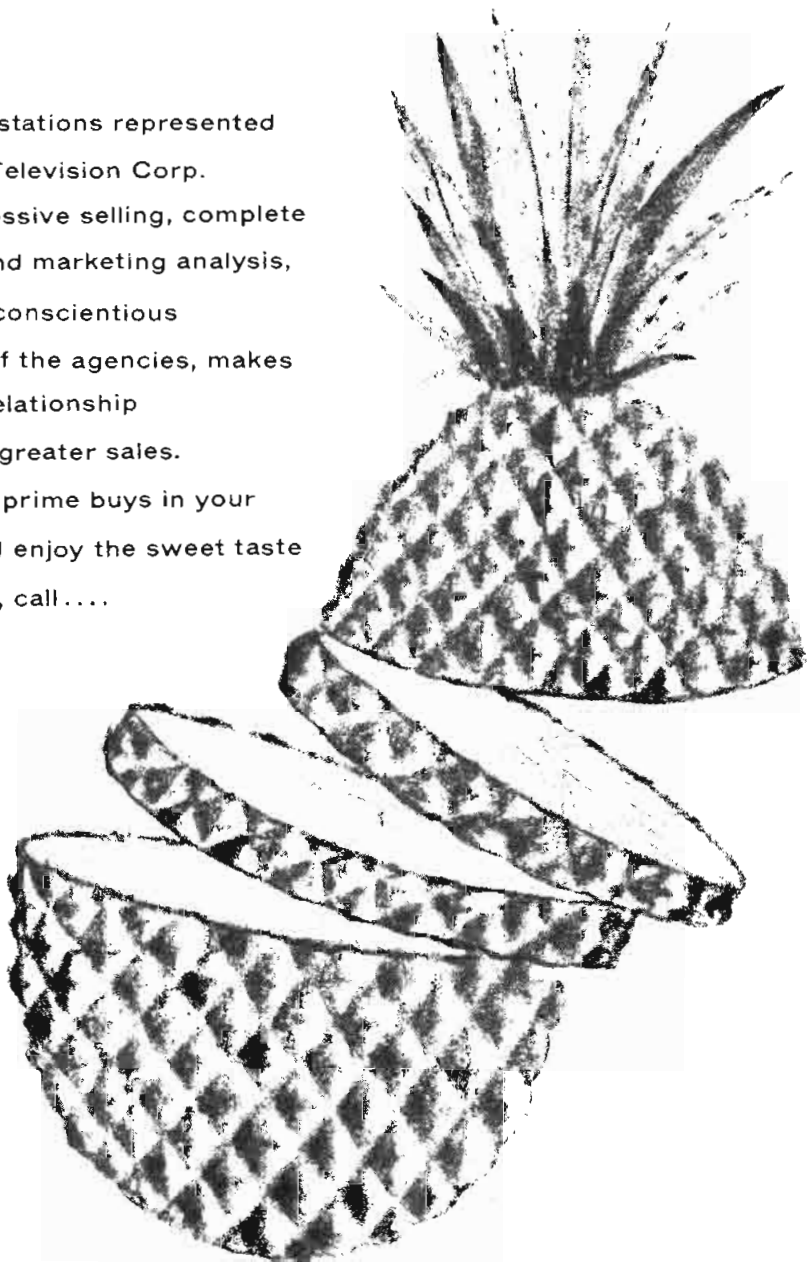
REPRESENTATIVE AFFILIATIONS  
OF RADIO AND TELEVISION  
STATIONS ARE INCLUDED  
IN STATION LISTINGS

**ANNUAL**

**1958**

# The Sweetest Slices of TV business!

go to T.V. stations represented  
by Young Television Corp.  
More aggressive selling, complete  
research and marketing analysis,  
plus alert, conscientious  
servicing of the agencies, makes  
a fruitful relationship  
that bears greater sales.  
To get the prime buys in your  
market and enjoy the sweet taste  
of success, call . . . .



**YOUNG TELEVISION CORP.**

NEW YORK • ATLANTA • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON

# RADIO-TV STATION REPRESENTATIVES

## AIRSPOT SALES

64 East Lake St., Chicago, Ill.

Phone: STate 2-0460

Gen. Mgr. .... Joseph Kapps

## ALASKA RADIO & TV SALES

280 Madison Ave., New York City, N. Y.

Phone: MUrray Hill 4-4244

National Sales Mgr. .... Roy V. Smith

## ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto, Ontario, Can.

Phone: EMpire 6-7691

President. .... H. R. Carson

General Manager. .... J. S. MacKay

Vice President. .... G. F. Herbert

Prom. Mgr. .... P. N. Harricks

### Radio Division

Mgr., Station Time Div. .... W. M. Brennan

Mgr., Program Division. .... D. C. S. Murray

### TV Division

Manager. .... Reo Thompson

Mgr., Station Time Div. .... Ross McCreath

### Branch Offices

922 Dominion Square Bldg., Montreal, Que.

Phone: UNiversity 6-9868

Manager. .... Burt Hall

706 Electric Railway, Chamher Bldg.

Winnipeg, Manitoba

Phone: WHitehall 2-6861

Manager. .... B. Pirie

Taylor, Pearson & Carson Bldg.

Calgary, Alberta

Phone: 2-7691

Manager. .... J. E. Cavanaugh

1161 Melville St., Vancouver, B. C.

Phone: MUtual 4-7461

Manager. .... J. E. Baldwin

## AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.

Phone: MOhawk 4-6555

President. .... Ralph L. Atlas

Vice-Pres. .... John T. Carey

### Branch Offices

400 N. Michigan Ave., Chicago 14, Ill.

Phone: MOhawk 4-6555

Executive-in-charge. .... Jerry Glynn

415 Madison Avenue, New York 17, N. Y.

Phone: PLaza 3-9630

Executive-in-charge. .... H. W. Losee

5939 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 5-0695

Executive-in-charge. .... Robert Block

950 California St., San Francisco 9, Calif.

Phone: GARfield 1-0716

Executive-in-charge. .... Kenneth R. Carey

## AVERY-KNODEL INC.

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

Phone: JUdson 6-5536

President. .... Lewis H. Avery

Exec. Vice-President. .... J. W. Knodel

Vice-President. .... Charles C. Coleman, Jr.

Vice-President. .... David H. Sandeberg

Treasurer. .... Philip Schloeder Jr.

### Branch Offices

3125 Prudential Plaza, Chicago 1, Ill.

Phone: WHitehall 4-6869

Vice Pres. .... J. W. Knodel

235 Montgomery St., San Francisco 4, Calif.

Phone: YUKon 2-2053

Secretary. .... David H. Sandeberg

3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 5-6394

Executives. .... Douglas MacLachie,

W. E. Moore

41 Marietta St., N.W., Atlanta 3, Ga.

Phone: JACkson 3-2545

Executive-in-charge. .... Charles C. Coleman

320 Fidelity Union, Dallas 1, Texas

Phone: RIverside 7-7330

Exec. in Charge. .... Wallis Ivy

1446 Nat. Bank Bldg., Detroit 26, Mich.

Phone: WOodward 1-9607

Exec. In Charge. .... Glenn W. Gilbert

## JAMES S. AYERS CO.

Glenn Bldg., Atlanta, Ga.

Phone: JACkson 5-0459

Manager. .... James S. Ayers

### Branch Office

S. Church St. Bldg., Charlotte, N. C.

Phone: FRanklin 5-6146

Manager. .... Guy Vaughn

## WILLIAM A. AYRES CO.

233 Sansome St., San Francisco, Calif.

Phone: YUKon 6-2981

Owner, Mgr. .... William A. Ayres

## ELISABETH M. BECKJORDEN

235 East 46th St., New York 17, N. Y.

Phone: PLaza 5-4262

## CHARLES BERNARD & CO.

3 West 56th St., New York 19, N. Y.

Phone: CIrcle 6-7242

President. .... Charles Bernard

Asst. to President. .... Rita Hughes

### Branch Offices

New Howard Hotel, Baltimore 1, Md.

Phone: LExington 9-1680

Gen. Mgr. .... Armand Terl

601 Merchandise Mart, Kansas City 6, Mo.

Phone: BALtimore 1-5175

Exec. in Chg. .... Miss M. Marian

1000 Main St., Dallas, Texas

Phone: RIverside 2-3605

Gen. Mgr. .... Stu Baroness

1050 Montecito Dr., Los Angeles 31, Calif.

Phone: CApitol 5-3626

Exec. in Chg. .... Miss Joyce Evans

## HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.

Phone: WOodward 2-7298

President. .... Hil F. Best

Vice-Pres. .... Michael Best

Gen. Mgr. .... Tom Corlett





## **E X P E R I E N C E**

Behind the brow of the pilot, knowledge won through years of experience... skill born of doing.

In our business, too, 12 years experience have given us a background that makes the time buyer's job easier... lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

**A V E R Y - K N O D E L**  
I N C O R P O R A T E D

**Branch Offices**

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

Phone: LExington 2-3783

Geo. T. Hopewell, Joseph Cannon

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STate 2-5096

Executives-in-charge .....Hooper Jones,  
Phyl Duncan

111 N. LaCienega Blvd., Beverley Hills, Cal.

Phone: AL 5-8326

681 Market St., San Francisco, Calif.

Phone: EXbrook 7-0544

Executive-in-Charge .....James Walsh

Mortgage Guaranty Bldg., Atlanta, Ga.

Phone: ALpine 5084

Executive-in-charge .....Tom Atkinson

**WALTER BIDDICK COMPANY**

1046 So. Olive St., Los Angeles 15, Calif.

Phone: RIchmond 9-8800

Manager .....Guy Biddick

Office Mgr.....Barbara McNey

Traveling Rep.....Burt Zoul

**JOHN BLAIR & COMPANY**

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

Phone: PLaza 3-4250

President.....John P. Blair

Exec. Vice-Pres.....Arthur H. McCoy

Asst. to Pres.....Wells Barnett

Vice-President.....Ward Dorrell

Secretary-Treasurer .....Blake Blair

**Branch Offices**

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

Phone: SU 7-8659

Vice-President.....Clifford J. Barborka, Jr.

2502 Russ Bldg., San Francisco 4, Calif.

Phone: DOuglas 2-3188

Manager.....Heber Smith, Jr.

3460 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 7-1333

Vice-President.....Carleton E. Coveny

937 Paul Brown Bldg., St. Louis 1, Mo.

Phone: CHestnut 1-5686

Manager .....Carlos Reese

617 Book Bldg., Detroit 26, Mich.

Phone: WOODward 1-6030

Manager .....Charles Fritz

467 Rio Grande Nat'l Bldg., Dallas, Texas

Phone: RIVerside 1-4228

Manager .....Frank Carter

118 Newbury St., Boston, Mass.

Phone: KE 6-1472

Manager .....Ernest W. Kitchen

101 Marietta St., Atlanta, Ga.

Phone: JA 5-6482

Vice-President.....Charles Dilcher

3319 White-Henry-Stuart, Seattle, Wash.

Phone: ELliott 6270

Manager.....John Burr

**BLAIR-TV, INC.**

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

Phone: TEmpleton 8-5800

President.....John P. Blair

Exec. Vice-Pres.....Edward P. Shurick

Vice Pres., E. Sales Mgr.....J. B. Denninger

**Branch Offices**

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

Phone: SUperior 7-5580

Manager .....Jack Davis

2504 Russ Bldg., San Francisco 4, Calif.

Phone: YUkon 2-7068

Vice-President .....Lindsey Spight

3460 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 1-3811

Manager .....David Lundy

937 Paul Brown Bldg., St. Louis 1, Mo.

Phone: CHestnut 1-5686

Manager .....Richard Quigley, Jr.

617 Book Bldg., Detroit 26, Mich.

Phone: WOODward 1-6030

Manager .....Gabe Dype

467 Rio Grande Nat'l Bldg., Dallas, Texas

Phone: RIVerside 1-4228

Manager .....Steve Beard

1402 Barnett Bank, Jacksonville, Fla.

Phone: ELgin 6-5770

Manager.....Harry E. Cummings

118 Newbury St., Boston, Mass.

Phone: KEEnmore 6-1472

Manager .....Bruce Pattyson

White-Henry-Stuart Bldg., Seattle, Wash.

Phone: ELliott 6270

Manager.....John Burr

**BLAIR TELEVISION ASSOCIATES, INC.**

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

Phone: PLaza 1-1922

President.....John P. Blair

Exec. V.P.....Richard L. Foote

V.P. & Research Dir.....W. Ward Dorrell

Dir. Sales Develop.....Martin Katz

**Branch Offices**

333 Michigan Ave., Chicago 1, Ill.

Phone: FRanklin 2-3819

Vice-Pres., Mgr.....Arthur C. Stringer

(Other branch offices same as Blair-TV)

**GUY BOLAM**

American Sales and Servicing Agency

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

Phone: MUrray Hill 5-1300

President.....Guy Bolam

**Branch Offices**

3 Place de Valois, Paris 1, France

General Mgr.....P. C. Duprat

38 Hertford St., London W 1, England

Joint Mgr.....G. Everitt

11 rue de Fief, Boulogne-Billancourt, France

Manager.....J. C. Henriot

79 Blvd. Haussmann, Paris 8e, France

Manager .....G. Scheye

**THE BOLLING COMPANY, INC.**

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

Phone: PLaza 9-8150

President.....George W. Bolling

Vice Pres. (Radio).....Robert H. Bolling

Vice-President (TV).....G. Richard Swift

Research.....John MacDonald

**Branch Offices**

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

Phone: WH 3-2040

Mgr., V. P.....John D. Stebbins

204 S. Beverly Dr., Beverly Hills, Calif.

Phone: BR 2-0544

\* \* STATION REPRESENTATIVES, RADIO-TV \* \*

Manager.....George W. Bolling, III.  
5 Third St., San Francisco, Calif.  
Phone: GA 1-6740

Mgr.....John T. Coy  
80 Bol-ton St., Boston 16, Mass.  
Phone: HU 2-0346

Manager.....Richard A. Keating

**LOUIS J. BORGATTI, INC.**

119 Boyl-ton St., Boston 16, Mass.  
Phone: Commonwealth 6-0718

Pres.-Treas.....Louis J. Borgatti

**THE BRANHAM COMPANY**

360 North Michigan Avenue, Chicago 1, Ill.  
Phone: Central 6-5726

President.....Eugene F. Corcoran  
Vice President.....Lewis S. Greenberg  
Manager.....Dudley D. Brewer

*Branch Offices*

99 Park Avenue, New York 16, N. Y.  
Phone: MUrray Hill 2-4606

Executive-in-Charge.....Joseph F. Timlin  
6-235 General Motors Bldg., Detroit 2, Mich.  
Phone: TRinity 1-0440

Executive-in-Charge.....Fred A. Weber  
1005 Fidelity Union Life Bldg., Dallas 3, Tex.  
Phone: RIVERSide 3-5831

Executive-in-Charge.....George Harding  
Rhode-Haverty Bldg., Atlanta 3, Ga.  
Phone: JACKson 2-3025

Executive-in-Charge.....Horace L. Ralls  
706 Chestnut St., St. Louis 1, Miss.  
Phone: CHEstnut 1-6192

Executive-in-Charge.....Ken Atwood  
1028 Sterick Bldg., Memphis 3, Tenn.  
Phone: JACKson 6-2314

Executive-in-Charge.....Sidney L. Nichol  
2001 Liberty Life Bldg., Charlotte 2, N. C.  
Phone: EDison 2-8839

Executive-in-Charge.....Bertram C. Finch  
703 Market Street, San Francisco 3, Calif.  
Phone: YUkon 2-1582

Executive-in-Charge.....James M. Lowman  
6399 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WEBster 1-1551

Executive-in-Charge.....Norman E. Noyes  
496 N.E. 29th Terrace, Miami, Fla.  
Phone: FRanklin 9-1685

Executive-in-Charge.....Dan Gattioni

**BREEN & WARD**

400 Madison Avenue, New York 17, N. Y.  
Phone: PLaza 1-5075

Partner.....Edward J. Breen

*Branch Offices*

330 S. Wells St., Chicago 6, Ill.  
Phone: WAbash 2-5236

Manager.....Robert Kupski  
6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOllywood 3-7178

Manager.....Arthur B. Church, Jr.  
Terminal Sales Bldg., Portland 5, Ore.  
Phone: CApital 8-5491

Manager.....Quenton Cox

**BROADCAST TIME SALES**

1540 N. Highland Ave., Los Angeles 28  
Calif.

**RAMBEAU • VANCE • HOPPLE, INC.**

**RADIO'S FIRST EXCLUSIVE  
NATIONAL REPRESENTATIVE**

*Established in 1931*

The only station representative organization that proves year after year that spot radio can be SOLD as an ADVERTISING MEDIUM against any and all competition, including newspapers!

**NEW YORK**

Chrysler Building  
405 Lexington Ave.  
Oxford 7-0890

**SAN FRANCISCO**

511 Merchants Exchange Bldg.  
Exbrook 2-4073

**CHICAGO**

185 No. Wabash Ave.  
Andover 3-5566

**LOS ANGELES**

1350 No. Highland Ave.  
Hollywood 4-6017



# STATION REPRESENTATIVES, RADIO-TV



Phone: HO 5-1755  
 Pres., Gen. Mgr. .... Carl Schuele  
 Vice-Presidents.....C. Hughes,  
 E. Cole  
 Sales Manager.....Gerald O. Jones

### Branch Offices

280 Madison Ave., New York 16, N. Y.  
 Phone: MU 4-6740  
 Manager.....Don C. Waterbury  
 333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: State 2-1405  
 Manager.....Earl Glickman  
 681 Market St., San Francisco 11, Calif.  
 Phone: Sutter 1-8656  
 Manager.....Robert McNear  
 286 Peuboscot Bldg., Detroit, Mich.  
 Phone: WOODWARD 5-7618  
 496 Arcade Bldg., St. Louis 1, Mo.  
 Phone: MA 1-5019  
 101 Marettta St., Atlanta, Ga.  
 Phone: MU 8-7151  
 Manager.....Sam Brownstein

### CLARKE R. BROWN CO.

416 Rio Grande National Bldg., Dallas 2,  
 Texas  
 Phone: RIVERSIDE 2-5148  
 President.....Clarke R. Brown  
 Vice-president.....Robert E. Stuart  
 Vice-pres., Treas.....Andrew E. Peranni  
 Branch Offices  
 101 Marietta St., Atlanta, Ga.  
 Phone: JACKSON 3-7797  
 Vice-president.....Bill McRae  
 520 Lovett Blvd. No. 1D, Houston, Texas  
 Phone: JACKSON 8-1601  
 Manager.....Jack Eiscle  
 910 Royal St., New Orleans, La.  
 Phone: CANAL 3917  
 Manager.....Thomas J. Craig  
 233 Guaranty Bank Bldg., Denver, Colo.  
 Phone: CH 4-8191  
 Manager.....John McGuire  
 Pan Amer. Bank Bldg., Miami, Fla.  
 Phone: FR 3-7753  
 Manager.....Alex Campbell

### BULMER & JOHNSON, INC.

530 Roanoke Bldg., Minneapolis 2, Minn.  
 Phone: FEDERAL 8-7017  
 President.....Vivian H. Bulmer  
 Vice-President.....Ella May Jones

### BURN-SMITH CO., INC.

19 W. 44th St., New York 36, N. Y.  
 Phone: MU 2-3124-5  
 Vice Pres.-Eastern Mgr.....C. Stanley Bailey  
 Branch Offices  
 307 N. Michigan Ave., Chicago 1, Ill.  
 Phone: CENTRAL 6-4437

Pres.-Treasurer.....John A. Toothill  
 672 S. Lafayette Pk. Pl., Los Angeles, Calif.  
 Phone: DUNKIRK 2-3200

Mgr. ....Harlan G. Oakes  
 110 Sutter St., San Francisco 4, Calif.  
 Phone: Sutter 1-7971

Manager.....Norman Cunningham

### CARIBBEAN NETWORKS, INC.

200 West 57th St., New York 19, N. Y.  
 Phone: Circle 7-8224  
 President.....A. M. Martinez  
 Vice Pres.....Juan J. Cerna  
 Sec., Treas.....Mildred R. Chafey

### CBS RADIO SPOT SALES

485 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-2345  
 Gen. Mgr.....Gordon F. Hayes  
 Eastern Sales Mgr.....Milton F. Allison  
 Sales Dev. Mgr.....George Arnold  
 Director of Research.....Edward O'Berst  
 Sales Prom. Mgr.....Fred Heywood

### Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.  
 Phone: Whitehall 4-6000  
 Sales Manager.....Thomas H. Peterson  
 932 Fisher Bldg., Detroit 2, Mich.  
 Phone: Trinity 2-5500  
 Sales Manager.....Ralph Patt, Jr.  
 Sheraton-Palace Hotel, San Francisco 5, Calif.  
 Phone: Yukon 2-7000  
 Sales Manager.....Byron Nelson  
 6121 Sunset Blvd., Hollywood 28, Calif.  
 Phone: Hollywood 9-1212  
 Sales Manager.....Roland McClure  
 805 Peachtree St. N.E., Atlanta 8, Ga.  
 Phone: TRinity 4-4407  
 Sales Manager.....George Swearingen  
 9th & Sidney Sts., St. Louis 4, Mo.  
 Phone: PROspect 3-1120  
 Sales Manager.....Eugene Myers

### CBS TELEVISION SPOT SALES

Service of CBS Television  
 485 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-2345  
 Vice-Pres. in Charge.....Craig Lawrence  
 Gen. Mgr.....John A. Schneider  
 Business Manager.....Ben Margolis  
 Dir., Sales Devel.....Frank Elliott, Jr.  
 Prom. Mgr.....W. Thomas Dawson  
 Research Manager.....Robert F. Davis  
 Eastern Sales Mgr.....Bruce Bryant

### Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.  
 Phone: Whitehall 4-6000  
 Midwestern Sales Mgr.....Arthur C. Elliot  
 805 Peachtree Bldg. N.E., Atlanta, Ga.  
 Phone: TRinity 5-6677



# STATION REPRESENTATIVES, RADIO-TV



**Manager**.....H. H. Holtshouser  
 932 Fisher Bldg., Detroit 2, Mich.  
*Phone: Trinity 2-5500*

**Manager**.....Richard R. Loftus  
 Sheraton-Palace Hotel, San Francisco, Calif.  
*Phone: YUKon 2-7000*

**Manager**.....John H. White  
 1313 N. Vine St., Los Angeles 28, Calif.  
*Phone: Webster 8-3011*

**Manager**.....Edward A. Larkin

**HENRY I. CRISTAL CO., INC.**  
 579 Fifth Ave., New York 17, N. Y.  
*Phone: MURray Hill 8-4414*

**President**.....Henry I. Christal  
**Vice-President**.....Irvin Gross

**Branch Office**  
 333 N. Michigan Ave., Chicago 1, Ill.  
*Phone: CE 6-6357*

**Manager**.....Neil D. Cline  
 Russ Building, San Francisco 4, Calif.  
*Phone: YU 2-1204*

**Manager**.....Richard E. Green  
 2107 Book Building, Detroit 26, Mich.  
*Phone: WOODward 3-2365*

**Manager**.....Joseph R. Spadea  
 581 Boylston St., Boston 16, Mass.  
*Phone: Copley 7-1180*

**Manager**.....Richard Woodies  
 972 Peachtree St. N.E., Atlanta, Ga.  
*Phone: TR 5-9311*

**Manager**.....Kirk Munroe

**THOMAS F. CLARK COMPANY, INC.**  
 1 East 54th St., New York 22, N. Y.  
*Phone: PLaza 5-0376*

**Manager**.....Thomas F. Clark  
**Asst. Mgr.**.....Madeline E. Miklos

**Branch Office**  
 35 E. Wacker Drive, Chicago, Ill.  
*Phone: State 2-1663*

**Manager**.....Ken Peterson  
 1928 Guardian Bldg., Detroit, Mich.  
*Phone: WOODward 1-6036*

**Manager**.....Paul Pequinot  
 1021 William-Oliver Bldg., Atlanta, Ga.  
*Phone: JACKson 4-7088*

**Manager**.....Harry Cannon

**COLLEGE RADIO CORPORATION**  
 14 West 45th Street, New York 36, N. Y.  
*Phone: OXFord 7-0890*

**President**.....Edwards R. Hoppie  
**Vice-president**.....Robert R. Vance, Jr.

**Branch Office**  
 (W. S. Grant Co.)  
 703 Market Street, San Francisco, Calif.  
*Phone: EXbrook 2-6685*

**General Manager**.....Herb Stiller  
 6606 Selma Ave., Los Angeles 4, Calif.  
*Phone: HOLLYwood 3-7194*

**General Manager**.....Sam Elkins

**CONTINENTAL RADIO SALES**  
 21st & Panama St., Philadelphia 3, Pa.  
*Phone: RIttenhouse 6-8139*

**Manager**.....R. Butche

**Branch Offices**  
 285 Madison Ave., New York 17, N. Y.  
**Manager**.....Stephanie Matyas  
*Phone: LE 2-2450*

228 No. La Salle St., Chicago, Ill.  
**Manager**.....R. Olson  
*Phone: FRanklin 2095*

**DONALD COOKE INC.**  
 331 Madison Ave., New York 17, N. Y.  
*Phone: MURray Hill 2-7270*

**President**.....Donald Cooke  
**Acct. Exec.**.....Peter J. Prince

**Branch Offices**  
 205 W. Wacker Dr., Chicago 1, Ill.  
*Phone: State 2-5096*

**Executive-in-Charge**.....Hooper Jones  
 111 N. La Cienega Blvd., Beverly Hills, Cal.  
*Phone: Crestview 5-2022*

**Executive-in-Charge**.....Lee O'Connell  
 110 Sutter St., San Francisco 4, Calif.

**Executive-in-Charge**.....John Pabner

**HARRY E. CUMMINGS**  
 1402 Barnett Bank Bldg.,  
 Jacksonville 2, Fla.  
*Phone: ELgin 6-5770*

**Owner**.....Harry E. Cummings

**DEVNEY INCORPORATED**  
 366 Madison Ave., New York 17, N. Y.  
*Phone: MURray Hill 7-5365*

**President**.....E. J. Devney

**Branch Office**  
 185 N. Wabash Ave., Chicago, Ill.  
*Phone: State 2-5282*

**Manager**.....Rudolph S. Nelson  
 612 S. Serrano Ave., Los Angeles 5, Calif.  
*Phone: DUNKirk 4-7352*

**Manager**.....Fred E. Crawford, Jr.  
 233 Sansome St., San Francisco 3, Calif.  
*Phone: YUKon 6-2981*

**Manager**.....William A. Ayres  
 419 Boylston St., Boston 16, Mass.  
*Phone: COMmonwealth 6-0718*

**Manager**.....Louis J. Borgatti

**DIXIELAND STATIONS, INC.**  
 Glenn Bldg., Atlanta, Ga.  
*Phone: JACKson 2-3872*

**President**.....Gene Tibbett

**DORA-CLAYTON AGENCY, INC.**  
 502 Mortgage Guarantee Bldg., Atlanta 3, Ga.  
*Phone: JACKson 3-7811*

**Operators**.....Dora C. Cosae, Clayton J. Cosae

**DORE & PANCOAST, INC.**  
 420 Madison Ave., New York 17, N. Y.  
*Phone: PLaza 3-8370*

**N. Y. Office**.....Robert Dore,  
 Edwin A. Pancoast, Jr., Nathaniel Asch

**Branch Offices**  
 35 E. Wacker Dr., Chicago 1, Ill.  
*Phone: DEarborn 2-2448*

**Manager**.....W. Donald Roberts



5880 Hollywood Blvd., Hollywood 28, Calif.  
*Phone: HOLlywood 2-1133*  
 Manager ..... Jack Smith  
 233 Sansome St., San Francisco 4, Calif.  
*Phone: YUKon 6-2981*  
 Manager ..... William A. Ayres

**EVERETT-McKINNEY, INC.**

40 E. 49 St., New York 17, N. Y.  
*Phone: PLaza 3-9332*  
 President ..... Max M. Everett  
 Secretary ..... M. Jane Callahan  
 Vice Pres. .... Powell H. Ensign  
*Branch Offices*  
 410 N. Michigan Ave., Chicago 11, Ill.  
*Phone: SUPERior 7-9052*  
 Vice President ..... John B. Shelton  
 111 No. LaCienega Blvd., Beverly Hills, Cal.  
*Phone: OLYMPIA 2-1313*  
 Exec-in-Charge ..... Lee F. O'Connell  
 110 Sutter St., San Francisco 4, Calif.  
*Phone: GARfield 1-6936*  
 Executive-in-Charge ..... John Palmer

**FM UNLIMITED**

166 E. Superior St., Chicago 11, Ill.  
*Phone: SUPERior 7-5262*  
 President ..... Charles Kline  
 Vice-President ..... Edward L. Merritt, Jr.  
*Branch Office*  
 342 Madison Ave., New York 17, N. Y.  
*Phone: OXFord 7-8890*  
 Vice-Pres., Mgr. .... E. L. Merritt, Jr.

**HUGH FELTIS & ASSOC.**

Tower Bldg., Seattle 1, Wash.  
*Phone: ELLiott 1868*  
*Branch Office*  
 Terminal Sales Bldg., Portland, Ore.  
*Phone: ATwater 5191*  
 Manager ..... H. Quenton Cox

**FORJOE & COMPANY, INC.**

580 Fifth Avenue, New York 36, N. Y.  
*Phone: JUdson 6-3100*  
 President ..... Joseph Bloom  
 Exec. Vice-Pres. .... Carlos A. Franco  
*Branch Offices*  
 435 N. Michigan Ave., Chicago 11, Ill.  
*Phone: DELaware 7-1875*

Manager ..... Tom Cinquina  
 451 N. LaCienega Blvd., Los Angeles, Calif.  
*Phone: OLEander 5-7755*  
 Vice-Pres., Mgr. .... Lawrence Krasner  
 593 Market St., San Francisco 5, Calif.  
*Phone: SUTTER 1-7569*  
 Manager ..... Charles F. Haddix  
 Glen Bldg., Atlanta, Ga.  
*Phone: JACKson 3-0518-9*  
 Manager ..... Charles Trainor  
 414 Times Square Bldg., Seattle, Wash.  
*Phone: SENEca 2377*  
 Manager ..... Don McBride  
 310 W. Glen Echo Rd., Philadelphia, Pa.  
*Phone: CHEstnut 7-4510*  
 Manager ..... Morton Lowenstein

**GILL-PERNA, INC.**

654 Madison Ave., New York 21, N. Y.  
*Phone: TEMpleton 8-4740*  
 President ..... Helen Gill  
 Exec. Vice-Pres. .... John J. Perna, Jr.  
*Branch Offices*  
 75 E. Wacker Drive, Chicago, Ill.  
*Phone: FRanklin 2-8665*  
 Midwest Mgr. .... Walter Beadell  
 730 S. Western Ave., Los Angeles, Calif.  
*Phone: DUNKirk 7-4388*  
 Manager ..... R. W. Walker  
 57 Post St., San Francisco, Calif.  
*Phone: SUTTER 1-5568*  
 Manager ..... Rogers Parratt  
 80 Boylston St., Boston, Mass.  
*Phone: LIBerty 2-6481*  
 Manager ..... Harry Wheeler

**GOOD MUSIC BROADCASTERS, INC.**

8200 Ridge Ave., Philadelphia 28, Pa.  
*Phone: IVYridge 2-6000*  
 President ..... Raymond S. Green  
*Branch Office*  
 52 Vanderbilt Ave., New York 16, N. Y.  
*Phone: MURray Hill 3-2295*  
 Nat. Sales Mgr. .... Roy H. Holmes

**W. S. GRANT CO., INC.**

703 Market Street, San Francisco 3, Calif.  
*Phone: EXbrook 2-6685*  
 President, General Mgr. .... Sam Elkins  
 Vice-president ..... Herb Stiller  
*Branch Offices*  
 14 West 45th St., New York 36, N. Y.  
*Phone: OXFord 7-0893*  
 35 East Wacker Drive, Chicago 1, Ill.  
*Phone: DEArborn 2-0826*  
 Sales Mgr. .... Lawrence Buck  
 6606 Selma Avenue, Hollywood 28, Calif.  
*Phone: HOLLYwood 3-7194*  
 Sales Mgr. .... Sam Elkins  
 920 Dime Bldg., Detroit 26, Mich.  
 Sales Mgr. .... W. Parmelee

**MELCHOR GUZMAN COMPANY, INC.**

45 Rockefeller Plaza, New York 20, N. Y.  
*Phone: CIRCLE 7-0624*  
 President ..... Melchor Guzman

**H-R REPRESENTATIVES, INC.**

380 Madison Ave., New York 17, N. Y.  
*Phone: OXFord 7-3120*  
 Pres. & Treas. .... Frank M. Headley  
 Vice-Pres. .... Dwight S. Reed  
 Vice-Pres. & Sec. .... Frank E. Pellegrin  
 Vice-Pres. .... Paul R. Weeks  
*Branch Offices*  
 35 East Wacker Drive, Chicago 1, Ill.  
*Phone: RANDolph 6-6431*  
 Vice-President ..... Dwight S. Reed  
 155 Montgomery St., San Francisco 4, Calif.  
*Phone: YUKon 2-5837*  
 General Manager ..... James Alsbaugh  
 Equitable Bldg., Hollywood 28, Calif.

Phone: HOLlywood 2-6453  
 V.P.-Gen. Mgr. ....Harold Lindley  
 DeGeorge Bldg., Houston, Texas  
 Phone: JACKson 8-1601  
 Manager .....Jack Eisele  
 1182 W. Peachtree St., Atlanta, Ga.  
 Phone: JACKson 3-7797  
 Manager .....Bill McRae  
 416 Rio Grande Bldg., Dallas 2, Texas  
 Phone: RIVERSide 2-5148  
 Gen. Manager .....Clarke Brown  
 10 Royal St., New Orleans, La.  
 Phone: CANal 3917  
 Manager .....Thomas J. Craig  
 1065 Penobscot Bldg., Detroit 26, Mich.  
 Phone: WOODward 1-4148  
 Manager .....Andrew M. Gent

### HARRINGTON, RIGHTER & PARSONS, INC.

589 Fifth Ave., New York 17, N. Y.  
 Phone: MU 8-7050

President .....John E. Harrington, Jr.  
 Vice Pres., Treas. ....Volney Righter  
 Vice Pres., Secy .....James O. Parsons, Jr.

#### Branch Office

Tribune Tower, Chicago, Ill.

Phone: WHItEhall 1-0510

Executive-in-charge .....Carroll R. Layman  
 235 Montgomery St., San Francisco, Calif.

Phone: SUTter 1-4125

Executive-in-charge .....Franklin Dougherty  
 1430 W. Peachtree St., Atlanta 9, Ga.

Phone: TRInity 5-8458

Executive-in-charge .....Frank B. Rice  
 80 Boylston St., Boston 16, Mass.

Phone: LIBerty 2-7537

Executive-in-charge .....Carter Knight

### HEADLEY-REED COMPANY

750 3rd Ave., New York 17, N. Y.

Phone: MURray Hill 5-8701

President .....Sterling Beeson  
 Chrm. of Board .....F. W. Miller, Sr.  
 Exec. Vice-Pres. ....John H. Wrath  
 Director .....Frank W. Miller, Jr.  
 V.P., Sales Mgr., TV .....Jack Hardingham  
 V.P., Sales Mgr., Radio .....Douglas Jones

#### Branch Offices

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

Executive V.P.-in-Charge .....John H. Wrath  
 800 Peachtree St. Bldg., Atlanta 3, Ga.

Phone: TRInity 4-2736

Exec.-in-Charge .....George P. Grumbley, Jr.  
 110 Sutter St., San Francisco, Cal.

Phone: YUKon 2-4912

Executive-in-Charge .....Fred B. Adair, Jr.  
 Taft Bldg., Hollywood & Vine, Hollywood,  
 Cal.

Phone: HOLlywood 4-8248

Executives-in-charge .....Clark N. Barnes,  
 Arthur Astor

Phila. National Bank Bldg., Philidelphia, Pa.  
 Phone: LOcust 4-6027

Executive-in-charge .....Robert S. Dome  
 915 Olive St., St. Louis, Mo.

Phone: CENTral 1-9151

Manager .....William H. Shaw

### GEORGE P. HOLLINGBERY CO.

307 North Michigan Ave., Chicago 1, Ill.

Phone: DEArborn 2-6060

Chairman of the Bd. ....George P. Hollingbery  
 Vice-chairman .....F. E. Spencer, Jr.  
 President (Radio) .....Fred Hague  
 President (TV) .....Harry Wise, Jr.  
 Radio Sales Manager .....Frank McCarthy  
 TV Sales Manager .....Warren Nelson

#### Branch Offices

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

Phone: OXFord 5-5560

Executive-in-Charge .....F. E. Spencer, Jr.  
 134 Peachtree St., Atlanta 3, Georgia

Phone: JACKson 4-8081

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  
 417 Montgomery St., San Francisco 4, Calif.

Phone: DOUGlas 2-2541

Executive-in-Charge .....George Lindman  
 Tower Building, Seattle 1, Wash.

Phone: ELLiott 1808

Executive-in-Charge .....Hugh Feltis

### HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.

Phone: FRANKlin 2-0016

Owner .....Hal Holman

#### Branch Offices

366 Madison 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

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STATe 2-5096

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

President .....Angel Ramos

Vice-President .....Jose Oviedo

Secretary .....Frank Navarro



**INTERCONTINENTAL SERVICES, LTD.**

15 East 48th St., New York 22, N. Y.  
Phone: PLaza 3-7930

President.....Harry M. Engel  
Vice-President.....Walter Staskow  
Treas.-Gen. Mgr.....Stephen A. Mann

**THE KATZ AGENCY, INC.**

477 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-4460

Chr. of Board.....George Katz  
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 Mgrs. (TV).....Scott Donahue,  
Walter Nilson

*Branch Offices*

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  
1321 Fulton Bank Bldg., Atlanta 3, Ga.  
Phone: JACKson 5-1637

Manager.....Keith Byerly  
2006 Bryan St., Dallas 1, Texas  
Phone: RIVERSide 1-4036

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  
915 Olive St., St. Louis 1, Mo.  
Phone: CENTral 1-1868

Manager.....Alan Axtell

**ROBERT S. KELLER, INC.**

72 Barrow St., N. Y. 14, N. Y.  
Phone: WATKins 4-6599

President.....Bob Keller

*Branch Office*

205 W. Wacker Dr., Chicago 1, Ill.  
Phone: STATE 2-5096

Manager.....Hooper Jones

**KENTUCKY RADIO SALES**

1420 Eastern Parkway, Louisville, Ky.  
Phone: HIGHland 3779

President.....Harry McFigue

**KETTELL-CARTER, INC.**

118 Newbury St., Boston 16, Mass.  
Phone: KENmore 6-1966

President.....Elmer Kettell  
Secy.-Treas.....Marjotie Carter

**A. LEWIS KING**

551 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 2-8276

President.....A. Lewis King

**NONA KIRBY CO.**

507 Statler Office Bldg., Boston 16, Mass.  
Phone: HUBbard 2-6117

President.....Nona Kirby  
Vice President.....Kay Chille  
Office Manager.....Irene Kelleher

**BOMAR LOWRANCE & ASSOC., INC.**

770 Spring St. N.W., Atlanta, Ga.  
Phone: TRinity 6-3726

*Branch Offices*

Fidelity Union Bldg., Dallas, Tex.  
Phone: RANDolph 8206

1026 S. Boulevard, Charlotte, N. C.  
Phone: FRanklin 6-6581

**MEDIA SALES & SERVICE**

521 Central Ave., Charlotte, N. C.  
Phone: FRanklin 7-4773

Pres., Gen. Mgr.....David C. McSwain

**JACK MASLA & COMPANY, INC.**

551 Fifth Ave., New York 17, N. Y.  
Phone: YUKon 6-7370

President.....Jack Masla

*Branch Offices*

435 N. Michigan Ave., Chicago, Ill.  
Phone: SUPERior 7-6048

Manager.....Clem G. O'Neill  
111 N. La Cienega Blvd., Beverly Hills, Calif.  
Phone: OLYMPIA 2-1313

Manager.....Lee F. O'Connell  
110 Sutter St., San Francisco, Calif.  
Phone: GARfield 1-6936

Manager.....John E. Palmer

**McGAVREN-QUINN CORP.**

60 East 56th St., New York, N. Y.  
Phone: PLaza 1-4650

Exec. Vice President.....Donald J. Quinn  
Vice President.....Allan Kerr  
V.P., Sales Manager.....Ralph Guild

*Branch Offices*

110 Sutter St., San Francisco, Calif.  
Phone: YUKon 6-4112

President.....Daren F. McGavren  
1741 Ivar Ave., Hollywood, Calif.  
Phone: HOLLYwood 4-6146

Manager.....George Lake  
*Also branches in Chicago and Detroit.*

**JOSEPH HERSHEY MCGILLVRA, INC.**

366 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 2-8755

President.....Joseph H. McGillvra  
General Manager.....E. J. Devney

*Branch Offices*

185 N. Wabash Ave., Chicago 1, Ill.  
Phone: STATE 2-5282

Manager.....Rudolph S. Nelson  
612 S. Serrano Ave., Los Angeles 5, Calif.  
Phone: DUNKirk 4-7352

Manager.....Fred E. Crawford, Jr.  
605 Market St., San Francisco 5, Calif.  
Phone: YUKon 2-3954

Manager.....A. S. Babcock  
419 Boylston St., Boston 16, Mass.  
Phone: COMMONwealth 6-0718

\* \* STATION REPRESENTATIVES, RADIO-TV \* \*

Manager.....Louis J. Borgatti  
P.O. Box 127, Bedford, Indiana  
Phone: BEdford 9194

President.....Joseph H. McGilliva

**MEEKER COMPANY, INC.**

521 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-2170

President.....Bob Meeker  
Vice-president, TV Dir.....Ed Filion  
Eastern TV Sales Mgr.....Chuck Standard  
Asst. Executives.....George Olsen, Bob Dudley  
Sales Prom. Dir.....Vic Piano  
Research Dir.....Mimi Von Zelowitz  
Office Manager.....Dottie Phillips

*Branch Offices*

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: CE 6-1742

Vice-president.....Carl Jewett  
Midwest Sales Dev. Mgr.....Norm Gissna  
Account Executive.....Lois Thompson  
6381 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: HO 2-2351

Manager.....Tracy Moore  
Sales Manager.....Jerry Moore  
928 Russ Building, San Francisco 1, Calif.  
Phone: YU 6-1940

West Coast Mgr.....Don Pontius  
Office Manager.....Lucille Riggs

**CLYDE MELVILLE CO.**

Melba Bldg., Dallas 1, Tex.  
Phone: RIverside 8-5239

Pres. ....Clyde Melville

**MICHIGAN SPOT SALES, INC.**

15001 Michigan Ave., Dearborn, Mich.  
Phone: TIFfany 6-2362

President.....Charles J. Sitta

**ART MOORE & ASSOC., INC.**

Jones Bldg., Seattle, Wash.  
Phone: MI tud 3377

President.....Art Moore

*Branch Office*

Cascade Bldg., Portland 1, Ore.  
Phone: CA 8-7281

Manager.....Ed Henry

**TRACY MOORE & ASSOC.**

6381 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: HOllIwood 2-2351

Manager.....Jerome A. Moore

*Branch Office*

Monadnock Bldg., San Francisco 5, Calif.  
Phone: EXbrook 2-6111

**NBC SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 7-8300

Director, (TV).....John Reber  
Business Mgr.....Anthony C. Krayner  
Mgr., New Business.....Larry Surles  
East. Radio Sales Mgr.....Fred T. Lyons  
Director, Radio Sales.....George Dietrich  
Dir. Represented Stations.....Richard Close  
Adv., Prom. Mgr.....Willbur Fromm  
Eastern TV Sales Mgr.....Jack Ryan  
Dir. New Bus., Prom.....Mort Gaffin  
Sales Service Mgr.....Caroline Wynkoop

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.....Richard Arbuckle  
Central TV Sales Mgr.....John Mulholland  
Sunset & Vine, Hollywood 28, Calif.  
Phone: THornwall 5-7000

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  
710 Peachtree St. N.E., Atlanta, Ga.  
Phone: TRInity 6-3726

Sales Rep.....Bonar Lowrance, W. Scruggs,  
Clude Cien  
Fidelity Union Life Bldg., Dallas, Tex.  
Phone: RIverside 2-8206

Sales Rep.....Robert F. Kee  
1122 New Britton, W. Hartford 10, Conn.  
New Eng. Sls. Rep.....David Scott

**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 Alpertson  
Asst. Sales Mgr.....Warren Shuman

*Branch Offices*

672 Lafayette Park Pl., L. A. 57, Calif.  
Phone: DU 2-3200

Exec-in-Charge.....Harlan Oakes  
110 Sutter St., San Francisco, Calif.  
Phone: SUtter 1-7971

Exec-in-Charge.....William Gilmore  
612 N. Michigan Ave., Chicago 11, Ill.  
Phone: SU 8-8177

Executive-in-Charge.....Bert Sears

**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: DUrkirk 2-3200

Manager.....Harlan Oakes  
17 East 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-0810

Manager.....Arthur Gordon  
Box 8194, San Antonio, Texas

Manager.....Joe Harry

**LEE F. O'CONNELL CO.**

111 N. La Cienega Blvd., Beverly Hills, Calif.  
Phone: OLYmpia 2-1313

President.....Lee F. O'Connell

*Branch Office*

233 Sansome St., San Francisco 1, Calif.  
Phone: YUkon 6-2981

Representative.....William A. Ayres



# STATION REPRESENTATIVES, RADIO-TV



## RICHARD O'CONNELL

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

Phone: PLaza 5-9751

President ..... Richard O'Connell  
Vice-President ..... Ralph Myers  
Treasurer ..... Grace O'Connell

### Branch Office

55 E. Washington St., Chicago, Ill.

Phone: ANdover 3-6137

Representative..... William J. Reilly, Inc.

## KENNETH E. PALMER & CO.

5350 West 20th Ave., Denver 14, Colo.

Phone: BElmont 7-2734

President..... Kenneth E. Palmer

## PAN AMERICAN BROADCASTING CO.

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

Phone: MUrray Hill 5-1300

Manager ..... Eugene Bernald  
Sales Prom..... Al Alperton

### Branch Offices

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

Phone: DU 2-3200

Executive-in-charge..... Harlan Oakes

110 Sutter St., San Francisco, Calif.

Phone: SUTTER 1-7971

Executive-in-Charge ..... William Gilmore

## JOHN E. PEARSON CO.

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

Phone: PLaza 1-3366

Owner..... John E. Pearson  
Account Executives..... Russel Walker,  
William M. Wilson, Ray Henze, Mike Wurster, Jerry Smilo

### John E. Pearson Television, Inc.

President..... John E. Pearson

Vice Presidents..... Russel Walker,  
William M. Wilson, Frank Reed, James Bowden, Robert Baird, Raymond F. Henze, Jr.

### Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.

Phone: State 2-7494

Vice Pres. & Mgr..... James Bowden  
3242 W. 8th St., Los Angeles 5, Calif.

Phone: DUnkirk 5-5084

Manager ..... David Cassidy  
58 Sutter St., San Francisco 4, Calif.

Phone: DOuglas 2-7159

Manager ..... F. A. Wurster  
432 Des Moines Bldg., Des Moines 9, Iowa  
Phone: CHerry 4-7143

Manager ..... Frank Frost  
Fidelity Union Bldg., Dallas, Texas

Phone: Rlverside 7-3723

Manager ..... Tom Murphy  
508 Glenn Bldg., Atlanta, Ga.  
Phone: JACkson 5-2912

Vice Pres., Mgr..... Robert Baird

## PETERS, GRIFFIN, WOODWARD, INC.

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

Phone: YUkon 6-7900

President..... H. Preston Peters  
Exec. V.P..... Russel Woodward  
V.P.-Radio..... Robert H. Teter  
Vice Pres.-TV..... Lloyd Griffin  
V.P., Treas..... Jones Scovern

### Radio Department

Sales Manager..... John A. Thompson  
Sales Dev..... C. Lud Richards  
Prom., Research Dir..... Frank B. Woodruff

### TV Department

Eastern Sales Mgr..... John W. Brooke  
Sales Prom..... John F. Hurlbut  
Sales 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 4, Ga.

Phone: MUrray 8-5667

Radio Sales..... 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

TV Sales..... W. Hal Thompson  
335 Merchandise Mart, Dallas, Tex.

Phone: Rlverside 7-2398

Executive-in-Charge..... Charles F. Payne  
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 1-3798

Radio Sales..... Frank A. Tessin, Jr.

TV Mgr..... William A. Exline

## EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.

Phone: MUrray Hill 8-0200

### Radio Department

President ..... Edward Petry  
Exec. Vice-Pres..... Edward E. Voynow  
V.P. Asst. to Pres..... E. L. Jahncke, Jr.  
Vice-Pres..... William B. Maillefert  
Eastern Sales Mgr..... E. E. Eshleman  
Sales Prom. Mgr..... William Steese  
Asst. Sales Prom. Mgr..... John F. Keiner

### TV Department

V.P., Eastern Sales Mgr.. Martin L. Nierman  
Sales Prom. Mgr..... Robert L. Hutton, Jr.  
Asst. Sales Mgr..... Edward C. Page  
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 Ashenburst  
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 3-361  
 Sales Mgrs.: Joseph Sierer (AM)  
 Richard Hughes (TV)  
 Russ Bldg., San Francisco 4, Cal.  
*Phone:* YUKon 2-3631  
 Sales Managers: Lloyd McGovern (AM)  
 George Ledell (TV)  
 330 W. Sixth St., Los Angeles 14, Calif.  
*Phone:* TUCKer 3171  
 Sales Mgrs.: Garry Hollihan (AM)  
 L. D. Larimer (TV)  
 915 Olive St., St. Louis 3, Mo.  
*Phone:* CHEstnut 1-7191  
 Sales Mgrs.: Bill Oldham (AM)  
 Hugh O. Kerwin (TV)  
 301 Statler Bldg., Boston 16, Mass.  
*Phone:* HUbbard 2-6110  
 Sales Mgrs.: Frank Howard (AM)  
 William D. Walsh (TV)

**RADIO-TV REPRESENTATIVES, INC.**

7 East 17th St., New York 17, N. Y.  
*Phone:* MU 3-1340  
 Board Chairman: Harry Goodman  
 President: Peggy Stone  
*Branch Offices*  
 75 E. Wacker Dr., Chicago 1, Ill.  
*Phone:* FI 6-0932  
 Vice-President: Edward Nicky  
 111 No. LaGravena Bldg., Beverly Hills, Calif.  
*Phone:* OL 5-7597  
 Manager: Lee O'Connell  
 110 Sutter St., San Francisco, Calif.  
*Phone:* GARfield 3-6936  
 Manager: John Palmer  
 217 Glenn Bldg., Atlanta, Ga.  
*Phone:* JACKson 2-3372  
 Manager: Gene Tibbett  
 Statler Office Bldg., Boston 16, Mass.  
*Phone:* HUbbard 2-4815  
 Managers: Foster, Creed  
 Tower Bldg., Seattle 1, Wash.  
*Phone:* ELliott 1368  
 Managers: Hugh Feltis & Assoc.

**RADIO REPRESENTATIVES LIMITED**

76 St. Clair Ave., West Toronto 1, Ont., Can.  
*Phone:* WAlnut 1-0727  
 Pres., Gen. Mgr.: T. Gordon Ferris  
 Radio Sales Mgr.: Bob Munro  
 Sec., Texas: Victoria Murphy  
*Branch Offices*  
 1111 Crescent St., Montreal, Que.  
 Canada  
*Phone:* UNiversity 3-1257  
 Manager: W. C. Dippie  
 Lindsay Bldg., Winnipeg, Manitoba, Canada  
*Phone:* WHitehall 2-6371  
 Manager: M. J. MacLennan  
 1107 W. Broadway, Vancouver, B. C.  
*Phone:* CEDar 2211  
 Manager: Ed Hall

**RADIO TIME SALES (ONTARIO) LTD.**

147 University Ave., Toronto, Ontario  
*Phone:* Empire 6-6680  
 General Manager: N. D. Brown  
 Sales Mgr.: Alex E. Bedard  
 Traffic Mgr.: Merleen Wilson

**RAMBEAU, VANCE, HOPPLE, INC.**

347 Madison Ave., New York 17, N. Y.  
*Phone:* Murray Hill 6-5940  
 President: William G. Rambeau  
 V.P.: Edwards R. Hopple  
 Robert R. Vance, Martin Rokeach  
*Branch Offices*  
 185 N. Wabash Ave., Chicago 1, Ill.  
*Phone:* Aud. 3-5566  
 Asst. Executive: Mary Rudd  
 1350 No. Highland Ave., Los Angeles 28, Cal.  
*Phone:* HOLlywood 1-6017  
 Account Executive: James C. Gates  
 511 Merchants Exch. Bldg., San Francisco, Cal.  
*Phone:* EXbrook 2-1073  
 Account Executive: Evelyn Wiggins

**PAUL H. RAYMER COMPANY, INC.**

444 Madison Ave., New York 22, N. Y.  
*Phone:* Plaza 9-5570  
 President: Paul H. Raymer  
 Executive V.P.: F. C. Brokaw  
 V.P. TV: Stuart M. Kelly  
 Promotion & Research: Mitchell DeGroot  
*Branch Offices*  
 435 N. Michigan Ave., Chicago 11, Ill.  
*Phone:* Superior 7-1173  
 Vice-President: Clay E. Focker  
 Penobscot Bldg., Detroit 26, Mich.  
*Phone:* WOODward 3-0764  
 Executive-in-Charge: Robert B. Rains  
 1680 Vine St., Hollywood 28, Calif.  
*Phone:* HOLlywood 2-2376  
 Manager: John D. Gale  
 Russ Bldg., San Francisco 1, Calif.  
*Phone:* DOUGlas 2-8909  
 Manager: Ray Rhodes  
 Glenn Bldg., Atlanta 3, Ga.  
*Phone:* JACKson 5-6508  
 Manager: Edward D. Brandt  
 Mercantile Securities Bldg., Dallas, Tex.  
*Phone:* RIVERSide 5663  
 Manager: John H. Hicks

**REGIONAL RADIO & TV REPRESENTATIVES**

208 E. Wisconsin Ave., Milwaukee 2, Wis.  
*Phone:* BRoadway 3-6517  
 Pres., Gen. Mgr.: Elmer G. Francke  
 W. DONALD ROBERTS  
 203 N. Wabash Ave., Chicago 1, Ill.  
*Phone:* DEArborn 2-2118  
 Manager: Don Roberts



# STATION REPRESENTATIVES, RADIO-TV



## SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.  
Phone: Superior 7-8177-8

President.....B. H. Sears  
Secretary .....G. E. Allison

### Branch Offices

110 Sutter St., San Francisco, Calif.  
Phone: YUkon 6-4112

Exec.-in-Charge .....Daren McGavren  
1741 Ivar Ave., Los Angeles, Calif.  
Phone: HOLlywood 4-2856

Executive-in-Charge.....Donald J. Quinn  
316 N. 8th St., St. Louis, Mo.  
Phone: CEntRAL 2391

## SIMMONS ASSOC., INC.

509 Madison Ave., New York 22, N. Y.  
Phone: MU 8-2821

President.....David N. Simunons

### Branch Office

3333 N. Michigan Ave., Chicago 1, Ill.  
Phone: DEarhorn 2-2375

Vice Pres., Gen. Mgr.....Gale Blocki, Jr.

## ROY V. 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

## STARS NATIONAL, INC.

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 8-0555

Presidents .....Benard Howard,  
Larry Wasserstein

### Branch Offices

35 E. Wacker Dr., Chicago, Ill.  
Phone: CEntRAL 6-2136

Manager .....Alan Bress  
6381 Hollywood Blvd., Los Angeles, Calif.  
Phone: 2-2351

Manager .....Jerry Moore  
260 Kearney St., San Francisco, Calif.  
Phone: EXbrook 2-6444

Manager .....John E. Funk  
P. O. Box 1598, Atlanta, Ga.  
Phone: DRake 3-2413

## TED STEELE RADIO & TV STATION

510 Madison Ave., New York, N. Y.  
Phone: ELdorado 5-5633

President .....Ted Steele  
V.P., Gen. Mgr.....Leonard H. Levitt

## STORER BROADCASTING CO.

1177 Kane Concl., Miami Beach 54, Fla.  
Phone: UNion 6-0211

President.....George B. Storer

### Branch Offices

625 Madison Ave., New York, N. Y.  
Phone: PLaza 1-3940

Nat. Sales Dir.....Maurice McMurray

230 N. Michigan Ave., Chicago, Ill.

Phone: FRanklin 2-6498

Radio Sales Mgr.....Robert Flanigan

TV Sales Mgr.....Floyde Beaston

111 Sutter St., San Francisco 4, Calif.

Phone: SUTter 1-8689

Vice President.....Gayle Grubb

## STOVIN-BYLES, LIMITED

406 Jarvis St., Toronto 5, Ontario, Canada  
Phone: WALnut 4-5768

Chmn. of Bd.....H. N. Stovin

President.....W. D. Byles

Vice President.....Mrs. Brickee Stovin

Radio Sales Mgr.....A. C. Harrison

TV Sales Mgr.....J. L. Raeburn

608 Keefer Bldg., Montreal, Quebec

Phone: UNiversity 6-3392

Manager.....T. C. Maguire

1111-211 Portage Ave., Winnipeg 2, Manitoba

Phone: WHitehall 2-5097

Manager.....C. E. Montgomery

615 West Pender St., Vancouver 2, B. C.

Phone: Tatlow 4831

Manager.....J. W. Stovin

## TELEVISION REPRESENTATIVES LIMITED

76 St. Clair Ave., West, Toronto 1, Ont., Can.  
Phone: WALnut 4-0720

Pres., Gen. Mgr.....T. Gordon Ferris

Sales Executive.....Mike Roberts

Secr., Treas. ....Victoria Murphy

### Branch Offices

(Branch offices are same as Radio Representatives Limited.)

## UNITED BROADCASTING CO.

40 East 51st St., New York 17, N. Y.

Phone: PLaza 5-9145

President.....H. Scott Killgore

## VENARD, RINTOUL & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.

Phone: MU 8-1088

President.....Lloyd George Venard

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

1901 W. 8th St., Los Angeles 57, 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

## WALKER-RAWALT COMPANY, INC.

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

Phone: MUrray Hill 3-5830

President .....J. Wythe Walker

Vice-president.....C. Otis Rawalt

Account Executive.....Lionel Colton



# STATION REPRESENTATIVES, RADIO-TV



## Branch Offices

360 N. Michigan Ave., Chicago, Ill.  
*Phone:* ANdover 3-5771  
 Manager ..... Norbert J. Cavanagh  
 100 Boylston St., Boston, Mass.  
*Phone:* HUbbard 2-4370  
 Manager ..... George C. Bingham  
 672 S. LaFayette Park Place, L. A., Calif.  
*Phone:* DUUnkirk 2-3200  
 Manager ..... Harlan Oakes  
 110 Sutter St., San Francisco, Calif.  
*Phone:* YUkon 6-5820  
 Manager ..... William Gilmore  
 1223 A Mortgage Guarantee Bldg., Atlanta,  
 Ga.  
*Phone:* ALpine 5084  
 Manager ..... Tour Atkinson

## GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.  
*Phone:* MU 8-7550  
 President ..... Grant Webb  
 Vice-President ..... Jack Baker  
 Dir. of Research ..... Frances Sweat

### Branch Offices

1302 Cadillac Tower, Detroit 26, Mich.  
*Phone:* WOODward 1-8290  
 25 E. Washington St., Chicago 2, Ill.  
*Phone:* STate 2-3155  
 Manager ..... Mabel Lucas  
 155 Montgomery St., San Francisco 4, Calif.  
*Phone:* EXbrook 2-6127  
 8622 Wilshire Blvd., Beverly Hills, Calif.  
*Phone:* OLeander 5-8998

## WEED AND COMPANY

579 Fifth Ave., New York 17, N. Y.  
*Phone:* PL 9-4700  
 President ..... Joseph J. Weed  
 V.P., Sales ..... E. J. Fitzsimmons  
 East. Sales Mgr. .... F. T. Lyons  
 Salesmen (Radio) ..... Peter McGurk,  
 William Codus, Winston L. Kirby, Philip  
 D'Antoni, Joseph Aley  
 Sales Prom. Mgr. .... Winifred Schaefer  
 Research Dir. .... Edward R. Eadeh

### Branch Offices

Prudential Plaza, Chicago 1, Ill.  
*Phone:* WHiteball 4-3434  
 Executive-in-Charge ..... C. C. Weed  
 1707 Book Bldg., Detroit 26, Mich.  
*Phone:* WOODward 1-2685  
 Executive-in-Charge ..... Bernard P. Pearse  
 Glenn Bldg., Atlanta 3, Ga.  
*Phone:* JAcKson 3-4081  
 Exec-in-Charge ..... George Griesbauer  
 6331 Hollywood Blvd., Hollywood 28, Calif.  
*Phone:* HOLLYwood 4-2066  
 Executive-in-Charge ..... Edwin C. Metcalfe  
 625 Market St., San Francisco 5, Calif.  
*Phone:* DOUglas 2-1451  
 Executive-in-Charge ..... Boyd Rippey  
 Statler Bldg., Boston 16, Mass.  
*Phone:* HUbbard 2-5677  
 Executive-in-Charge ..... Robert R. Reardon

505 Fifth Ave., Des Moines 9, Iowa  
*Phone:* CHerry 3-3930  
 Executive-in-Charge ..... Donald Peterson

## WEED TELEVISION CORP.

579 Fifth Avenue, New York 17, N. Y.  
 Exec. V.P. .... Edwin J. Fitzsimmons  
 Vice-president ..... Neal Weed  
 Sales Staff ..... Bates Halsey, Joseph R.  
 Miller, Walter Newton, Mathias O'Gorman,  
 Joseph Well, Sheldon Van Dolen, William  
 Bee  
 Mgr. Sta. Rel. .... David L. O'Shea  
 Traffic ..... Florence Eimer  
 Sales Promotion ..... Winifred Schaefer  
 Prudential Plaza, Chicago 1, Ill.  
 Staff ..... George Lindsay, Robert  
 Lethbridge, Samuel Eadie, Joseph M.  
 Fisher, Jr., Ed Podolinsky, Andrew Mur-  
 phy, Joseph Hogan  
 (Other Branches same as Weed & Co.)

## ADAM YOUNG, INC. YOUNG TV CORP.

(Young Representatives, Inc.)

3 East 54th St., N. Y. 22, N. Y.  
*Phone:* PLaza 1-4848

President ..... Adam J. Young  
 Asst. to President ..... William Crumley  
 V.P. & Sales Mgr. .... Stephen A. Machcinski, Jr.  
 V.P., Radio-TV Prom. .... Frank Bochun  
 E. Sales Mgr.; Young, Inc. .... Robert Burke  
 E. Sales Mgr.; Young TV  
 Corp. .... Peter F. Yaman  
 V.P. Young Rep., Inc. .... P. Wilson

### Branch Offices

Prudential Plaza, Chicago 1, Ill.  
*Phone:* MIchigan 2-6190  
 Vice President ..... James F. O'Grady, Jr.  
 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  
 Russ Bldg., San Francisco, Calif.  
*Phone:* YUkon 6-6769  
 Executive-in-Charge ..... Richard J. Kelliher

## YOUNG CANADIAN, LTD.

3 East 54th St., New York 22, N. Y.  
*Phone:* PLaza 1-4848

President ..... Adam Young  
 Vice-President ..... Thomas F. Malone

### Branch Offices

Prudential Plaza, Chicago 1, Ill.  
*Phone:* MIchigan 2-6190  
 V.P. in Chg. .... James F. O'Grady, Jr.  
 317 N. 11th St., St. Louis, Mo.  
*Phone:* MAIn 1-5020  
 Manager ..... John B. Hetherington  
 6331 Hollywood Blvd., Los Angeles 28, Calif.  
*Phone:* HOLLYwood 2-2289  
 Manager ..... William L. Wallace  
 Russ Bldg., San Francisco 4, Calif.  
*Phone:* YUkon 6-6769

# Estimated National Spot Radio Time Sales Figures for 1956-57

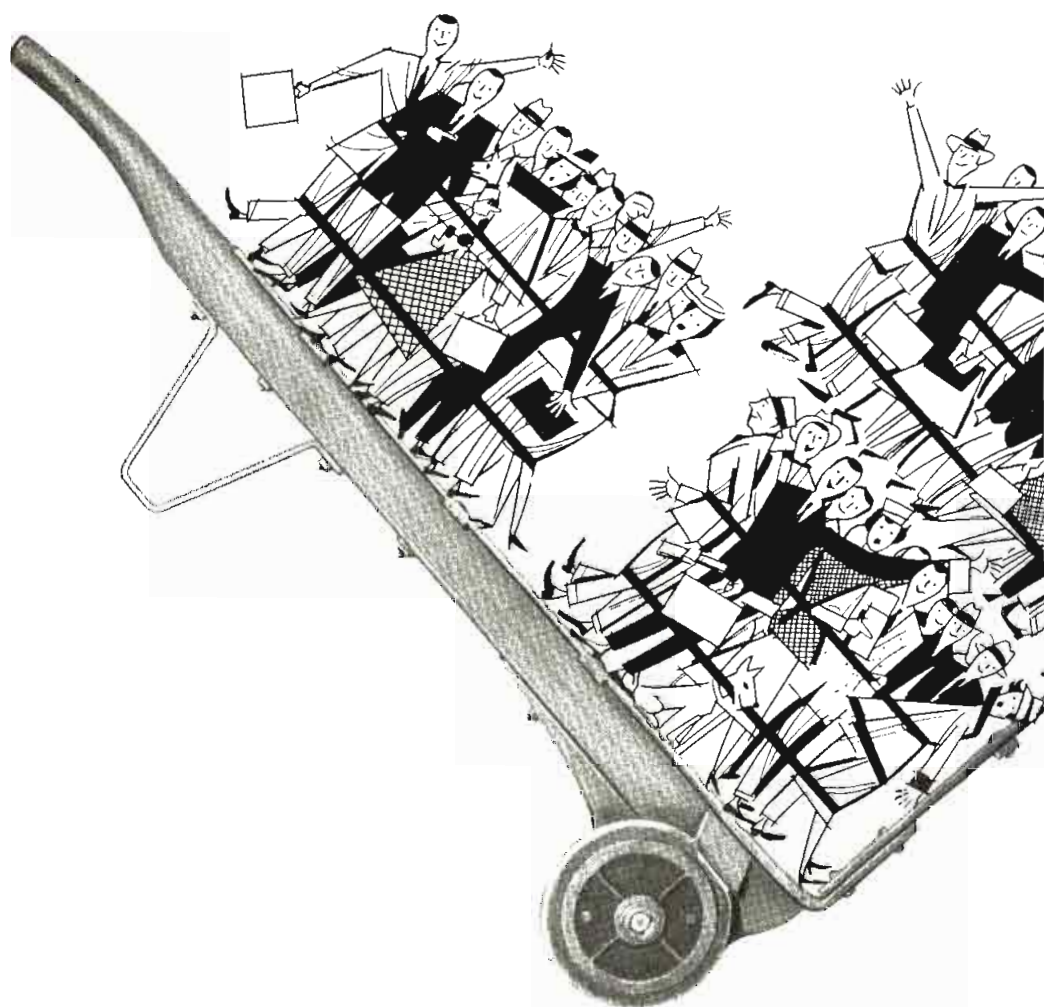
	<i>Estimated Figures 1957</i>	<i>Revised Estimates 1956</i>	<i>Per Cent Increase</i>
First quarter .....	\$ 44,409,000	\$ 33,717,000	31.7
Second quarter .....	42,359,000	33,440,000	26.7
Third quarter .....	44,626,000	33,245,000	34.2
Fourth quarter .....	52,593,000	45,061,000	16.7
Total .....	\$183,987,000	\$145,463,000	26.5

## *REVISED MONTHLY ESTIMATES FOR 1956*

January .....	\$ 10,438,000
February .....	11,297,000
March .....	11,982,000
April .....	9,972,000
May .....	12,027,000
June .....	11,441,000
July .....	10,400,000
August .....	10,874,000
September .....	11,971,000
October .....	15,842,000
November .....	16,231,000
December .....	12,988,000
Total .....	\$145,463,000

N.B.: Figures are given to nearest thousand in each case.  
Source: Station Representatives Association, Inc.

# WBC DELIVERS THE BIG AUDIENCES!







## **RADIO**

Boston-Springfield	WBZ + WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

## **TELEVISION**

Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

*No selling campaign is complete  
without the WBC stations.*



**WESTINGHOUSE BROADCASTING COMPANY, INC.**

Reps: WJZ-TV: Blair-TV . . . KPIX: The Katz Agency  
WIND: AM Radio Sales . . . All others: Peters, Griffin, Woodward, Inc.

# FEDERAL COMMUNICATIONS COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.  
Phone: EXecutive 3-3620

## Commissioners Chairman

**JOHN C. DOERFER**

(Term Expires June 30, 1961)

*Administrative Assistant:* JOSEPH M. SITRICK

*Legal Assistant:* EVELYN F. EPPLEY

*Engineering Assistant:* JAMES B. McELROY

**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

Engineering Assistant—  
WILLIAM H. WATKINS

**ROBERT T. BARTLEY**

(Term Expires June 30, 1958)

Legal Assistant—MAX D. PAGLIN

Engineering Assistant—  
HORACE E. SLONE

**FREDERICK W. FORD**

(Term Expires June 30, 1964)

Engineering Assistant—  
DANIEL JACOBSON

**ROBERT E. LEE**

(Term Expires June 30, 1960)

Legal Assistant—  
DAVID C. WILLIAMS  
Engineering Assistant—  
ROBERT G. WESTON

**JOHN S. CROSS**

(Term Expires July 1, 1962)

(To Be Confirmed)

## Office Of The Secretary

*Secretary*

**MARY JANE MORRIS**

### INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

Charlotte S. Smith, *Chief*

### MAIL, FILES & MESSENGER DIVISION

Clara A. Fairall, *Chief*

### DOCKETS DIVISION

Jessie R. Blaine, *Chief*

### TECHNICAL ASSISTANCE DIVISION

Gordon J. Kent, *Chief*

### MINUTE DIVISION

Annette Hutterly, *Chief*

### LIBRARY DIVISION

Helen A. Clark, *Chief*

### MESSENGER DIVISION

John W. Brown, *Chief*

## Office of Hearing Examiners

JAMES D. CUNNINGHAM, *Chief Hearing Examiner*

JAY A. KYLE, *Assistant Chief Hearing Examiner*

### EXAMINERS

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Basil P. Cooper  
Thomas H. Donahue  
Annie N. Hunting  
Hugh B. Hutchison

H. Gifford Irion  
Herbert Sharfman  
Elizabeth C. Smith  
Charles J. Frederick  
Millard F. French

## Office of Opinions and Review

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EVERETT G. HENRY, *Asst. Chief (Engineering)*

### Reviewing Attorneys

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Paul McDonough	Forest McClenning
Edward J. McCormick	

### Attorneys

Raymond L. Hodges	William Gershuny
Sarah Ann Mobley	Richard Goldberg
Wallace E. Hutton	Roland K. Mundy
Edward C. McKenzie	Chester Naumowicz

### Engineers

George K. Ashenden	Hideyuki Noguchi
--------------------	------------------

### Accountant

Charles S. Borum

## Office of Administration

*Executive Officer and Acting Budget Officer*

ROBERT W. COX

Richard F. Solan, *Administrative Assistant*

### ADMINISTRATIVE SERVICES DIVISION

Paul H. Sheehy, *Chief*

### ORGANIZATION AND METHODS DIVISION

Lavelle Hughes, *Acting Chief*

### BUDGET AND FISCAL DIVISION

(Vacancy)

### PERSONNEL DIVISION

Gilbert H. Hatfield, *Personnel Officer*

## Office of Reports and Information

GEORGE O. GILLINGHAM, *Chief*

Salina M. Lindo, *Asst. Chief & Chief  
of Information Branch*

### REPORTS BRANCH

Eva O. Melton, *Chief*  
Lily M. Marshall

## Office of Chief Engineer

EDWARD W. ALLEN, JR., *Chief Engineer*  
Ralph J. Renton, *Associate Chief Engineer*  
Virgil R. Simpson, *Assistant Chief Engineer*  
Ruby Floyd, *Administrative Assistant*

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 Savannah 2-7602

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# NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.  
Phone: Decatur 2-9300

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Daniel W. Kops.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
Simon Goldman.....	2	New York and New Jersey.
WJTN, Jamestown, N. Y.		
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**NATIONAL ASSOCIATION OF BROADCASTERS**



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KORN, Mitchell, S. D.		
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KGGF, Coffeyville, Kans.		
Alex Keese	13	Texas.
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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		
J. G. Paltridge	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.
KROW, Oakland, Calif.		
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.
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State-Lake Building, 190 N. State St., Chicago 1, Ill.

Phone: ANdover 3-0800

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*(Continued on next page)*



*(Continued from preceding page)*

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| Chernin, Kenneth<br>Radio & TV Division,<br>Triangle Publications,<br>Inc., Philadelphia 39, Pa. | Hollenbaek, Loren<br>WBBM-CBS, Chicago                                      | Kibby, George<br>WHEN, AM-TV,<br>Syracuse, N. Y.                        |
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**RADIO**

# **AM STATIONS**



**ALPHABETICAL LISTING  
BY STATES — CITIES**

**STATE STATISTICS  
(POPULATION, FAMILIES,  
RADIO HOMES, TV HOMES,  
NUMBER OF STATIONS)**

**KEY PERSONNEL**

**ANNUAL**

**1958**

# Years Ahead

## **BARTELL Family Radio**

### FORTUNE Magazine

gives recognition to Bartell Family Radio leadership in scientific research for achievement of maximum audience. Continual sampling and experimentation keeps Bartell Family Radio years ahead.

Years ahead in enrichment of audience composition.  
Years ahead in constant audience participation and response.  
Years ahead in community leadership.

Success of Bartell Family Radio, as FORTUNE indicates, is the product of scholarship, showmanship, salesmanship

*Bartell It...and Sell It!*

**BARTELL FAMILY RADIO**  
COAST TO COAST

**Kcbq** 1120 in SAN DIEGO

**woky** 1010 in MILWAUKEE

**WILD** 1010 in BOSTON

**Krux** 1350 in PHOENIX

**Wude** 1000 in PHOENIX

**wake** 1010 in MEMPHIS

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY, The KATZ Agency

# 1958 STATE COVERAGE STATISTICS

STATE	Population March 1, 1958 (Estimated)	Families	Radio Homes	TV Homes	*Li- censed Radio Sta- tions	*Li- censed TV Sta- tions
ALABAMA .....	3,237,000	832,000	796,000	492,000	100	7
ARIZONA .....	1,163,000	325,000	316,000	198,000	40	8
ARKANSAS .....	1,849,000	524,000	516,000	278,000	59	3
CALIFORNIA .....	14,203,000	4,537,000	4,502,000	4,437,000	174	23
COLORADO .....	1,686,000	510,000	473,000	310,000	57	9
CONNECTICUT .....	2,329,000	697,000	680,000	608,000	28	2
DELAWARE .....	429,000	126,000	118,000	112,000	9	1
DIST. OF COLUMBIA .....	887,000	260,000	256,000	237,000	7	4
FLORIDA .....	4,090,000	1,173,000	1,142,000	896,000	131	16
GEORGIA .....	3,764,000	984,000	972,000	696,000	113	12
IDAHO .....	643,000	188,000	182,000	108,000	33	5
ILLINOIS .....	9,729,000	2,959,000	2,908,000	2,542,000	95	15
INDIANA .....	4,471,000	1,398,000	1,348,000	1,242,000	60	14
IOWA .....	2,772,000	852,000	836,000	786,000	63	11
KANSAS .....	2,188,000	693,000	684,000	512,000	47	6
KENTUCKY .....	3,104,000	853,000	836,000	543,000	74	6
LOUISIANA .....	3,112,000	859,000	814,000	582,000	78	7
MAINE .....	920,000	268,000	259,000	207,000	23	5
MARYLAND .....	2,923,000	812,000	768,000	688,000	33	3
MASSACHUSETTS .....	4,941,000	1,509,000	1,476,000	1,342,000	57	5
MICHIGAN .....	7,813,000	2,257,000	2,212,000	1,986,000	92	13
MINNESOTA .....	3,303,000	962,000	940,000	738,000	62	7
MISSISSIPPI .....	2,179,000	563,000	546,000	246,000	67	5
MISSOURI .....	4,375,000	1,329,000	1,293,000	1,104,000	75	14
MONTANA .....	651,000	204,000	192,000	76,000	32	7
NEBRASKA .....	1,456,000	442,000	431,000	326,000	33	9
NEVADA .....	276,000	93,000	84,000	51,000	17	4
NEW HAMPSHIRE .....	573,000	172,000	169,000	165,000	14	1
NEW JERSEY .....	5,667,000	1,689,000	1,676,000	1,524,000	25	1
NEW MEXICO .....	871,000	241,000	232,000	104,000	38	4
NEW YORK .....	16,295,000	5,084,000	5,008,000	4,846,000	122	15
NORTH CAROLINA .....	559,000	1,127,000	1,102,000	764,000	133	6
NORTH DAKOTA .....	671,000	184,000	178,000	99,000	19	8
OHIO .....	9,411,000	2,827,000	2,746,000	2,594,000	86	17
OKLAHOMA .....	2,291,000	683,000	664,000	506,000	54	8
OREGON .....	1,815,000	576,000	568,000	396,000	65	7
PENNSYLVANIA .....	11,860,000	3,682,000	3,602,000	3,148,000	140	11
RHODE ISLAND .....	849,000	256,000	249,000	232,000	12	2
SOUTH CAROLINA .....	2,437,000	601,000	584,000	417,000	66	6
SOUTH DAKOTA .....	715,000	201,000	194,000	119,000	19	5
TENNESSEE .....	3,562,000	974,000	942,000	689,000	101	13
TEXAS .....	9,268,000	2,668,000	2,602,000	2,030,000	232	37
UTAH .....	833,000	231,000	224,000	184,000	26	3
VERMONT .....	376,000	109,000	105,000	82,000	14	1
VIRGINIA .....	3,765,000	976,000	927,000	640,000	87	9
WASHINGTON .....	2,767,000	857,000	836,000	627,000	73	9
WEST VIRGINIA .....	2,020,000	544,000	514,000	384,000	47	7
WISCONSIN .....	3,882,000	1,119,000	1,104,000	924,000	74	12
WYOMING .....	329,000	96,000	92,000	48,000	22	2
TOTAL .....	172,809,000	51,106,000	49,898,000	41,865,000	3,128	405

\*CP's on air, STA's and CP's not on air are not included in these figures.

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# AM RADIO STATIONS

Commercial Stations of the U. S., Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW	— Detroit, Mich.	475	KATT	— Pittsburg, Calif.	374
KAAA	— Kingman, Ariz.	355	KATY	— San Luis Obispo, Calif.	379
KABC	— Los Angeles, Calif.	370	KATZ	— St. Louis, Mo.	500
KABI	— Ketchikan, Alaska	668	KAUS	— Austin, Minn.	483
KABQ	— Albuquerque, N. M.	517	KAVE	— Carlsbad, N. M.	518
KABR	— Aberdeen, S. D.	604	KAVL	— Lancaster, Calif.	369
KACE	— Riverside, Calif.	375	KAVR	— Apple Valley, Calif.	363
KACT	— Andrews, Tex.	615	KAWL	— York, Pa.	509
KADA	— Ada, Okla.	569	KAWT	— Douglas, Ariz.	354
KADO	— Marshall, Tex.	628	KAYE	— Puyallup, Wash.	650
KAFa	— Colorado Springs, Colo.	383	KAYL	— Storm Lake, Iowa	442
KAFP	— Petaluma, Calif.	374	KAYO	— Seattle, Wash.	650
KAFY	— Bakersfield, Calif.	363	KAYS	— Hays, Kans.	444
KAGE	— Winona, Minn.	488	KAYT	— Rupert, Idaho	420
KAGH	— Crossett, Ark.	358	KBAB	— El Cajon, Calif.	365
KAGR	— Yuba City, Calif.	382	KBAM	— Longview, Wash.	649
KAGT	— Anacortes, Wash.	647	KBAR	— Burley, Idaho	418
KAHI	— Auburn, Calif.	363	KBBA	— Benton, Ark.	358
KAHU	— Honolulu, Hawaii	671	KBBS	— Buffalo, Wyo.	666
KAJM	— Honolulu, Hawaii	669	KBCH	— Oceanlake, Ore.	577
KAIR	— Tucson, Ariz.	356	KBCL	— Bossier City, La.	455
KAKC	— Tulsa, Okla.	572	KBCC	— Grand Prairie, Tex.	624
KAKE	— Wichita, Kans.	446	KBEC	— Waxahachie, Tex.	635
KALB	— Alexandria, La.	453	KBEE	— Modesto, Calif.	372
KALE	— Richland, Wash.	650	KBEL	— Idabel, Okla.	570
KALG	— Alamogordo, N. M.	517	KBEN	— Carrizo Springs, Tex.	618
KALI	— Pasadena, Calif.	374	KBHM	— Branson, Mo.	495
KALL	— Salt Lake City, Utah	637	KBHS	— Hot Springs, Ark.	360
KALM	— Thayer, Mo.	502	KBIA	— Columbia, Mo.	495
KALT	— Atlanta, Tex.	615	KBIF	— Fresno, Calif.	366
KALV	— Alva, Okla.	569	KBIG	— Avalon, Calif.	363
KAMD	— Camden, Ark.	358	KBIM	— Roswell, N. M.	519
KAML	— Kenedy-Karnes City, Tex.	626	KBIS	— Bakersfield, Calif.	363
KAMO	— Rogers, Ark.	362	KBIX	— Muskogee, Okla.	571
KAMQ	— Amarillo, Tex.	615	KBIZ	— Ottumwa, Iowa	441
KANA	— Anaconda, Mont.	503	KBKR	— Baker, Ore.	574
KAND	— Corsicana, Tex.	619	KBKW	— Aberdeen, Wash.	647
KANE	— New Iberia, La.	457	KBLA	— Burbank, Calif.	364
KANI	— Kaneohe, Oahu, Hawaii	670	KBLF	— Red Bluff, Calif.	374
KANN	— Sinton-Corpus Christi, Tex.	633	KBLI	— Blackfoot, Idaho	418
KANS	— Wichita, Kans.	446	KBLO	— Hot Springs, Ark.	360
KAOK	— Lake Charles, La.	456	KBMI	— Henderson, Nev.	510
KAPA	— Raymond, Wash.	650	KBMN	— Bozeman, Mont.	504
KAPB	— Marksville, La.	456	KBMO	— Benson, Minn.	483
KAPK	— Minden, La.	456	KBMW	— Breckenridge, Minn.	483
KARE	— Atchison, Kans.	442	KBMX	— Coalinga, Calif.	365
KARK	— Little Rock, Ark.	360	KBMY	— Billings, Mont.	503
KARM	— Fresno, Calif.	366	KBND	— Bend, Ore.	574
KART	— Jerome, Idaho	419	KBNZ	— La Junta, Colo.	386
KASA	— Elk City, Okla.	569	KPOA	— Kennett, Mo.	499
KASH	— Eugene, Ore.	575	KBOE	— Oskaloosa, Iowa	441
KASI	— Ames, Iowa	437	KBOI	— Boise, Idaho	418
KASL	— Newcastle, Wyo.	666	KBOK	— Malvern, Ark.	361
KASM	— Albany, Minn.	483	KBOL	— Boulder, Colo.	383
KAST	— Astoria, Ore.	573	KBOM	— Bismarck-Mandan, N. D.	557
KATE	— Albert Lea, Minn.	483	KBON	— Omaha, Neb.	508
KATI	— Casper, Wyo.	666	KBOP	— Pleasanton, Tex.	631
KATL	— Miles City, Mont.	505	KBOR	— Brownsville, Tex.	617
KATO	— Reno, Nev.	510	KBOW	— Butte, Mont.	504
KATR	— Corpus Christi, Tex.	618	KBOY	— Medford, Ore.	576



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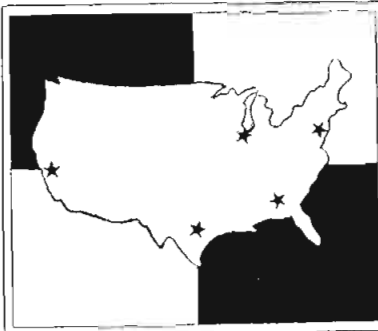
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*Representatives Throughout the Country*

Station	City—State	Page	Station	City—State	Page
KBRC	Mount Vernon, Wash.	649	KCOK	Tulare, Calif.	381
KBRK	Brookings, S. D.	604	KCOL	Fl. Collins, Colo.	385
KBRL	McCook, Neb.	508	KCON	Conway, Ark.	358
KBRO	Bremerton, Wash.	647	KCOR	San Antonio, Tex.	632
KBRS	Springdale, Ark.	362	KCOW	Alliance, Neb.	506
KBZ	Freeport, Tex.	623	KCOY	Santa Maria, Calif.	370
KBSF	Springhill, La.	459	KCRA	Sacramento, Calif.	385
KBST	Big Spring, Tex.	616	KCRB	Chanute, Kans.	442
KBTA	Batesville, Ark.	358	KCRC	Enid, Okla.	570
KBTK	Missoula, Mont.	505	KCRE	Crescent City, Calif.	365
KBTM	Jonesboro, Ark.	360	KCRG	Cedar Rapids, Iowa	437
KBTN	Neosho, Mo.	499	KCRS	Midland, Tex.	629
KBTO	El Dorado, Kans.	443	KCRT	Trinidad, Colo.	387
KBUC	Corona, Calif.	365	KCRV	Caruthersville, Mo.	495
KBUD	Athens, Tex.	615	KCSB	San Bernardino, Calif.	377
KBUH	Brigham City, Utah	636	KCSJ	Pueblo, Colo.	386
KBUN	Bemidji, Minn.	483	KCSR	Chadron, Neb.	508
KBUR	Burlington, Iowa	437	KCTI	Gonzales, Tex.	624
KBUS	Mexia, Tex.	628	KCIY	Childress, Tex.	618
KBVM	Lancaster, Calif.	369	KCUE	Red Wing, Minn.	497
KBWD	Brownwood, Tex.	617	KCUL	Fort Worth, Tex.	623
KBYE	Oklahoma City, Okla.	571	KCVL	Colville, Wash.	648
KBYR	Anchorage, Alaska	668	KCVR	Lodi, Calif.	369
KBZY	Salem, Ore.	579	KCYL	Lampasas, Tex.	626
KCAL	Redlands, Calif.	375	KDAC	Fort Bragg, Calif.	366
KCAP	Helena, Mont.	505	KDAL	Duluth, Minn.	484
KCAR	Clarksville, Tex.	618	KDAN	Eureka, Calif.	365
KCB	Des Moines, Iowa	439	KDAV	Lubbock, Tex.	627
KCBD	Lubbock, Tex.	627	KDAY	Santa Monica, Calif.	380
KCBQ	San Diego, Calif.	377	KDB	Santa Barbara, Calif.	380
KCBS	San Francisco, Calif.	378	KDBC	Mansfield, La.	456
KCCO	Lawton, Okla.	570	KDBM	Dillon, Mont.	504
KCCT	Corpus Christi, Tex.	619	KDBS	Alexandria, La.	453
KCFH	Cuero, Tex.	619	KDDD	Dumas, Tex.	621
KCHA	Charles City, Iowa	438	KDEC	Decorah, Iowa	438
KCHE	Cherokee, Iowa	438	KDEF	Albuquerque, N. M.	517
KCHI	Chillicothe, Mo.	495	KDEN	Denver, Colo.	384
KCHJ	Delano, Calif.	365	KDES	Palm Springs, Calif.	374
KCHR	Charleston, Mo.	495	KDET	Center, Tex.	618
KCHS	Truth or Consequences, N. M.	520	KDEX	Dexter, Mo.	497
KCHV	Coachella, Calif.	365	KDHL	Fairbault, Minn.	484
KCID	Caldwell, Idaho	418	KDIX	Dickinson, N. D.	557
KCIJ	Shreveport, La.	459	KDJI	Holbrook, Ariz.	355
KCIL	Houma, La.	455	KDKA	Pittsburgh, Pa.	591
KCIM	Carroll, Iowa	437	KDKD	Clinton, Mo.	495
KCJB	Minot, N. D.	558	KDLA	DeRidder, La.	455
KCKN	Kansas City, Kans.	444	KDLK	Del Rio, Tex.	621
KCKY	Coolidge, Ariz.	354	KDLM	Detroit Lakes, Minn.	484
KCLA	Pine Bluff, Ark.	362	KDLR	Devils Lake, N. D.	557
KCLE	Cleburne, Tex.	618	KDMA	Montevideo, Minn.	486
KCLF	Clifton, Ariz.	354	KDMO	Carthage, Mo.	495
KCLN	Clinton, Iowa	438	KDMS	El Dorado, Ark.	359
KCLO	Leavenworth, Kans.	444	KDNT	Denton, Tex.	621
KCLP	Rayville, La.	458	KDOK	Tyler, Tex.	634
KCLS	Flagstaff, Ariz.	355	KDON	Salinas, Calif.	377
KCLV	Clovis, N. M.	518	KDOT	Reno, Nev.	510
KCLW	Hamilton, Tex.	624	KDQN	De Queen, Ark.	358
KCLX	Colfax, Wash.	648	KDRO	Sedalia, Mo.	501
KCMC	Texarkana, Tex.	634	KDRS	Paragould, Ark.	362
KCMJ	Palm Springs, Calif.	373	KDSJ	Deadwood, S. D.	604
KCMO	Kansas City, Mo.	498	KDSN	Denison, Iowa	438
KCMR	McCamey, Tex.	628	KDSX	Denison-Sherman, Tex.	621
KCNA	Tucson, Ariz.	357	KDTA	Delta, Colo.	383
KCNI	Broken Bow, Neb.	506	KDTH	Dubuque, Iowa	439
KCNO	Alturas, Calif.	363	KDUB	Lubbock, Tex.	627
KCNY	San Marcos, Tex.	632	KDUZ	Hutchinson, Minn.	485
KCOB	Newton, Iowa	441	KDWT	Stamford, Tex.	633
KCOG	Centerville, Iowa	437	KDXU	St. George, Utah	637
KCOH	Houston, Tex.	625	KDYL	Salt Lake City, Utah	637

Station	City—State	Page
KDZA	— Pueblo, Colo.	386
KEAN	— Brownwood, Tex.	617
KEAP	— Fresno, Calif.	366
KEBE	— Jacksonville, Tex.	626
KEBO	— Owego, N. Y.	540
KECK	— Odessa, Tex.	629
KEED	— Springfield, Ore.	579
KEEL	— Shreveport, La.	459
KEEN	— San Jose, Calif.	379
KEEP	— Twin Falls, Idaho	420
KELA	— Centralia-Chehalis, Wash.	647
KELD	— El Dorado, Ark.	359
KELK	— Elko, Nev.	510
KELO	— Sioux Falls, S. D.	604
KELP	— El Paso, Tex.	622
KELY	— Ely, Nev.	510
KENA	— Mena, Ark.	361
KENE	— Toppenish, Wash.	652
KENI	— Anchorage, Alaska	668
KENL	— Arcata, Calif.	363
KENM	— Portales, N. M.	519
KENO	— Las Vegas, Nev.	510
KENS	— San Antonio, Tex.	632
KENT	— Shreveport, La.	459
KEPR	— Kennewick, Wash.	649
KEPS	— Eagle Pass, Tex.	622
KERB	— Kermit, Tex.	626
KERC	— Eastland, Tex.	622
KERG	— Eugene, Ore.	575
KERN	— Bakersfield, Calif.	364
KERV	— Kerrville, Tex.	626
KETX	— Livingston, Tex.	627
KEUN	— Eunice, La.	455
KEVA	— Shamrock, Tex.	633
KEVE	— Minneapolis, Minn.	486
KEVL	— White Castle, La.	460
KEVT	— Tucson, Ariz.	357
KEX	— Portland, Ore.	577
KEXO	— Grand Junction, Colo.	385
KEXX	— San Antonio, Tex.	632
KEYE	— Perryton, Tex.	630
KEYJ	— Jamestown, N. D.	558
KEYS	— Corpus Christi, Tex.	619
KEYY	— Provo, Utah	636
KEYZ	— Williston, N. D.	558
KFAB	— Omaha, Neb.	508
KFAC	— Los Angeles, Calif.	370
KFAD	— Fairfield, Iowa	439
KFAL	— Fulton, Mo.	497
KFAM	— St. Cloud, Minn.	487
KFAR	— Fairbanks, Alaska	668
KFAY	— Fayetteville, Ark.	359
KFBB	— Great Falls, Mont.	504
KFBC	— Cheyenne, Wyo.	666
KFBI	— Wichita, Kans.	446
KFBK	— Sacramento, Calif.	375
KFDA	— Amarillo, Tex.	615
KFDM	— Beaumont, Tex.	616
KFDR	— Grand Coulee, Wash.	648
KFFL	— Pueblo, Colo.	386
KFEQ	— St. Joseph, Mo.	500
KFFA	— Helena, Ark.	359
KFGO	— Fargo, N. D.	557
KFGT	— Fremont, Neb.	507
KFH	— Wichita, Kans.	446
KFI	— Los Angeles, Calif.	370
KFIR	— North Bend, Ore.	576
KFIV	— Modesto, Calif.	372
KFIZ	— Fond Du Lac, Wis.	660



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Station	City—State	Page	Station	City—State	Page
KFJB	— Marshalltown, Iowa	440	KGHF	— Pueblo, Colo.	387
KFJI	— Klamath Falls, Ore.	575	KGHI	— Little Rock, Ark.	360
KFJZ	— Fort Worth, Tex.	623	KGHL	— Billings, Mont.	503
KFKA	— Greeley, Colo.	385	KGHM	— Brookfield, Mo.	495
KFKF	— Bellevue-Seattle, Wash.	647	KGIL	— San Fernando, Calif.	378
KFLD	— Floydada, Tex.	622	KGIW	— Alamosa, Colo.	383
KFLJ	— Walsenburg, Colo.	387	KGKB	— Tyler, Tex.	634
KFLW	— Klamath Falls, Ore.	576	KGKL	— San Angelo, Tex.	631
KFLY	— Corvallis, Ore.	574	KGKO	— Dallas, Tex.	620
KFMA	— Davenport, Iowa	438	KGLC	— Miami, Okla.	571
KFMB	— San Diego, Calif.	377	KGLN	— Glenwood Springs, Colo.	385
KFMJ	— Tulsa, Okla.	572	KGLO	— Mason City, Iowa	440
KFML	— Denver, Colo.	384	KGLU	— Safford, Ariz.	356
KFMO	— Flat River, Mo.	497	KGMB	— Honolulu, Hawaii	669
KFNF	— Shenandoah, Iowa	441	KGMC	— Englewood, Colo.	385
KFNY	— Ferriday, La.	455	KGMO	— Cape Girardeau, Mo.	495
KFOR	— Lincoln, Neb.	508	KGMS	— Sacramento, Calif.	375
KFOX	— Long Beach, Calif.	369	KGNB	— New Braunfels, Tex.	629
KFPW	— Fort Smith, Ark.	359	KGNC	— Amarillo, Tex.	615
KFQD	— Anchorage, Alaska	668	KGNO	— Dodge City, Kans.	443
KFRB	— Fairbanks, Alaska	668	KGO	— San Francisco, Calif.	378
KFRC	— San Francisco, Calif.	378	KGOL	— Golden, Colo.	385
KFRD	— Rosenberg, Tex.	631	KGON	— Oregon City, Ore.	577
KFRE	— Fresno, Calif.	366	KGOS	— Torrington, Wyo.	667
KFRM	— Concordia, Kans.	443	KGRH	— Fayetteville, Ark.	359
KFRO	— Longview, Tex.	627	KGRI	— Henderson, Tex.	624
KFRU	— Columbia, Mo.	495	KGRN	— Grinnell, Iowa	440
KFSA	— Fort Smith, Ark.	359	KGRO	— Gresham, Ore.	575
KFSB	— Joplin, Mo.	497	KGRT	— Las Cruces, N. M.	519
KFSC	— Denver, Colo.	384	KGST	— Fresno, Calif.	366
KFSD	— San Diego, Calif.	377	KGU	— Honolulu, Hawaii	669
KFST	— Ft. Stockton, Tex.	623	KGVL	— Greenville, Tex.	624
KFTM	— Fort Morgan, Colo.	385	KGVO	— Missoula, Mont.	506
KFTV	— Paris, Tex.	630	KGW	— Portland, Ore.	577
KFUN	— Las Vegas, N. M.	519	KGWA	— Enid, Okla.	570
KFVS	— Cape Girardeau, Mo.	495	KGY	— Olympia, Wash.	649
KFWB	— Hollywood, Calif.	367	KGYN	— Guymon, Okla.	570
KFXD	— Nampa, Idaho	419	KGYW	— Vallejo, Calif.	382
KFXM	— San Bernardino, Calif.	377	KHAM	— Albuquerque, N. M.	517
KFYN	— Bonham, Tex.	617	KHAS	— Hastings, Neb.	507
KFYO	— Lubbock, Tex.	627	KHBC	— Hilo, Hawaii	669
KFYR	— Bismarck, N. D.	557	KHBG	— Okmulgee, Okla.	572
KG A	— Spokane, Wash.	651	KHBM	— Monticello, Ark.	361
KGAF	— Gainesville, Tex.	623	KHBR	— Hillsboro, Tex.	624
KGAK	— Gallup, N. M.	518	KHCD	— Clifton, Ariz.	354
KGAL	— Lebanon, Ore.	576	KHEM	— Big Spring, Tex.	616
KGAN	— Bastrop, La.	454	KHEN	— Henryette, Okla.	570
KGAS	— Carthage, Tex.	618	KHEP	— Phoenix, Ariz.	355
KGAY	— Salem, Ore.	578	KHEY	— El Paso, Tex.	622
KGB	— San Diego, Calif.	377	KHFH	— Sierra Vista, Ariz.	356
KGBC	— Galveston, Tex.	623	KHJ	— Los Angeles, Calif.	370
KGBT	— Harlingen, Tex.	624	KHMO	— Hannibal, Mo.	497
KG BX	— Springfield, Mo.	501	KHOB	— Hobbs, N. M.	518
KG CX	— Sidney, Mont.	506	KHON	— Honolulu, Hawaii	669
KGDE	— Fergus Falls, Minn.	484	KHOT	— Madera, Calif.	371
KGDN	— Edmonds, Wash.	648	KHOZ	— Harrison, Ark.	359
KGEE	— Bakersfield, Calif.	364	KHQ	— Spokane, Wash.	651
KG EK	— Sterling, Colo.	387	KHSL	— Chico, Calif.	365
KGEM	— Boise, Idaho	418	KHUM	— Eureka, Calif.	366
KG FN	— Tulare, Calif.	381	KHUZ	— Borger, Tex.	617
KG ER	— Long Beach, Calif.	369	KHVV	— Honolulu, Hawaii	670
KG EZ	— Kalispell, Mont.	505	KIBE	— Palo Alto, Calif.	374
KG FF	— Shawnee, Okla.	572	KIRH	— Seward, Alaska	668
KG FJ	— Los Angeles, Calif.	370	KIBL	— Beeville, Tex.	616
KG FL	— Roswell, N. M.	519	KIBS	— Bishop, Calif.	364
KG FW	— Kearney, Neb.	507	KICA	— Clovis, N. M.	518
KG FX	— Pierre, S. D.	604	KICD	— Spencer, Iowa	442
KG GF	— Coffeyville, Kans.	443	KICK	— Springfield, Mo.	502
KG GM	— Albuquerque, N. M.	517	KICO	— Calexico, Calif.	365

Station	City—State	Page	Station	City—State	Page
KID	Idaho Falls, Idaho	419	KITE	San Antonio, Tex.	632
KIDD	Monterey, Calif.	372	KITI	Chehalis-Centralia, Wash.	648
KIDO	Boise, Idaho	418	KITN	Olympia, Wash.	649
KIEM	Eureka, Calif.	366	KITO	San Bernardino, Calif.	377
KIEV	Glendale, Calif.	366	KIUL	Garden City, Kans.	443
KIFI	Idaho Falls, Idaho	419	KIUN	Pecos, Tex.	630
KIFN	Phoenix, Ariz.	355	KIUP	Durango, Colo.	385
KIFW	Sitka, Alaska	669	KIVY	Crockett, Tex.	619
KIHN	Hugo, Okla.	570	KIWW	San Antonio, Tex.	632
KIHO	Sioux Falls, S. D.	604	KIXL	Dallas, Tex.	620
KIHR	Hood River, Ore.	575	KIXX	Provo, Utah	636
KIJV	Huron, S. D.	604	KIYI	Shelby, Mont.	506
KIKI	Honolulu, Hawaii	670	KJAN	Atlantic, Iowa	437
KIKS	Sulphur-Lake Charles, La.	460	KJAY	Topeka, Kans.	446
KILA	Hilo, Hawaii	669	KJEC	Midland, Tex.	629
KILO	Grand Forks, N. D.	557	KJBS	San Francisco, Calif.	378
KILT	Houston, Tex.	625	KJCF	Festus, Mo.	497
KIMA	Yakima, Wash.	653	KJCK	Junction City, Kans.	444
KIMM	Denver, Colo.	384	KJEF	Jennings, La.	455
KIMO	Independence, Mo.	497	KJET	Beaumont, Tex.	616
KIMP	Mount Pleasant, Tex.	629	KJFJ	Webster City, Iowa	442
KIND	Independence, Kans.	444	KJIM	Fort Worth, Tex.	623
KINE	Kingsville, Tex.	626	KJLT	North Platte, Neb.	508
KING	Seattle, Wash.	650	KJNO	Juneau, Alaska	668
KINY	Juneau, Alaska	668	KJOE	Shreveport, La.	459
KIOA	Des Moines, Iowa	439	KJOY	Stockton, Calif.	380
KIOX	Bay City, Tex.	616	KJR	Seattle, Wash.	650
KIPA	Hilo, Hawaii	669	KJRG	Newton, Kans.	445
KIRO	Seattle, Wash.	650	KJSK	Columbus, Neb.	506
KIRT	McAllen-Mission, Tex.	628	KJUN	Redmond, Ore.	578
KIRX	Kirksville, Mo.	499	KKEY	Vancouver, Wash.	653
KISD	Sioux Falls, S. D.	675	KKOG	Ogden, Utah	636
KIST	Santa Barbara, Calif.	380	KLAC	Hollywood, Calif.	367
KIT	Yakima, Wash.	654	KLAD	Klamath Falls, Ore.	576

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**AComa 2-3623**



Station	City—State	Page	Station	City—State	Page
KLAK	Lakewood, Colo.	386	KMAN	Manhattan, Kans.	445
KLAM	Cordova, Alaska	668	KMAP	Bakersfield, Calif.	364
KLAN	Renton, Wash.	650	KMAR	Winnesboro, La.	460
KLAS	Las Vegas, Nev.	510	KMBC	Kansas City, Mo.	498
KLBM	La Grande, Ore.	576	KMBL	Junction, Tex.	626
KLCB	Libby, Mont.	505	KMBY	Monterey, Calif.	372
KLCN	Blytheville, Ark.	358	KMCM	McMinnville, Ore.	576
KLCO	Poteau, Okla.	572	KMCO	Conroe, Tex.	618
KLEA	Lovington, N. M.	519	KMDO	Fort Scott, Kans.	443
KLEC	Jonesville, La.	455	KMED	Medford, Ore.	576
KLEE	Ottumwa, Iowa	441	KMEL	Wenatchee, Wash.	653
KLEM	Le Mars, Iowa	440	KMHL	Marshall, Minn.	485
KLEN	Killeen, Tex.	626	KVHT	Marshall, Tex.	628
KLFT	Golden Meadow, La.	455	KMLI	Cameron, Tex.	618
KLGA	Algona, Iowa	437	KMJ	Fresno, Calif.	366
KLGN	Logan, Utah	636	KMLB	Monroe, La.	456
KLGR	Redwood Falls, Minn.	487	KMLW	Marlin, Tex.	628
KLIC	Monroe, La.	456	KMMJ	Grand Island, Neb.	507
KLIE	Galveston, Tex.	624	KMMO	Marshall, Mo.	499
KLIF	Dallas, Tex.	620	KMNS	Sioux City, Iowa	441
KLJK	Jefferson City, Mo.	497	KMO	Tacoma, Wash.	652
KLIL	Estherville, Iowa	439	KMON	Great Falls, Mont.	504
KLIN	Lincoln, Neb.	508	KMOP	Tucson, Ariz.	357
KLIQ	Portland, Ore.	577	KMOR	Oroville, Calif.	373
KLIR	Denver, Colo.	384	KMOX	St. Louis, Mo.	500
KLIX	Twin Falls, Idaho	420	KMPC	Los Angeles, Calif.	371
KLIZ	Brainerd, Minn.	483	KMRC	Morgan City, La.	457
KLKC	Parsons, Kans.	445	KMRS	Morris, Minn.	486
KLLA	Leesville, La.	456	KMUR	Murray, Utah	636
KLLL	Lubbock, Tex.	628	KMUS	Muskogee, Okla.	571
KLMO	Longmont, Colo.	386	KMVI	Wailuku-Maui, Hawaii	671
KLMR	Lamar, Colo.	386	KMYC	Marysville, Calif.	371
KLMS	Lincoln, Neb.	508	KMYR	Denver, Colo.	384
KLMX	Clayton, N. M.	518	KNAF	Fredericksburg, Tex.	623
KLO	Ogden, Utah	636	KNAK	Salt Lake City, Utah	637
KLOG	Kelso, Wash.	648	KNAL	Victoria, Tex.	635
KLOH	Pipestone, Minn.	486	KNBC	San Francisco, Calif.	378
KLOK	San Jose, Calif.	379	KNBX	Kirkland, Wash.	649
KLOO	Corvallis, Ore.	574	KNBY	Newport, Ark.	361
KLOQ	Yakima, Wash.	654	KNCK	Concordia, Kans.	443
KLOS	Albuquerque, N. M.	517	KNCM	Moberly, Mo.	499
KLOU	Lake Charles, La.	456	KNCO	Garden City, Kans.	443
KLOV	Loveland, Colo.	386	KNDC	Hettinger, N. D.	558
KLPL	Lake Providence, La.	456	KNDY	Marysville, Kans.	445
KLPM	Minot, N. D.	558	KNEA	Jonesboro, Ark.	360
KLPR	Oklahoma City, Okla.	571	KNEB	Scottsbluff, Neb.	509
KLPW	Union, Mo.	503	KNED	McAleser, Okla.	570
KLRA	Little Rock, Ark.	360	KNET	Brady, Tex.	617
KLRS	Mountain Grove, Mo.	499	KNEM	Nevada, Mo.	499
KLTF	Little Falls, Minn.	485	KNFT	Palestine, Tex.	630
KLTI	Longview, Tex.	627	KNFW	Sooke, Wash.	651
KLTR	Blackwell, Okla.	569	KNFX	McPherson, Kans.	445
KLTV	Glasgow, Mont.	504	KNGS	Hanford, Calif.	367
KLUB	Salt Lake City, Utah	637	KNIM	Marysville, Mo.	499
KLUE	Shreveport, La.	459	KNIT	Abilene, Tex.	614
KLUK	Evanston, Wyo.	666	KNLR	North Little Rock, Ark.	361
KLVC	Leadville, Colo.	386	KNOC	Natchitoches, La.	457
KLVI	Prescott, Tex.	630	KNOE	Monroe, La.	457
KLVT	Levelland, Tex.	627	KNOK	Nocales, Ariz.	355
KLWN	Lawrence, Kans.	444	KNOK	Fort Worth, Tex.	623
KLWT	Labanon, Mo.	499	KNOR	Norman, Okla.	571
KLX	Oakland, Calif.	372	KNOT	Prescott, Ariz.	356
KLXK	Spokane, Wash.	651	KNOW	Austin, Tex.	615
KLYN	Amorillo, Tex.	615	KNOX	Grand Forks, N. D.	557
KLZ	Denver, Colo.	384	KNPT	Newport, Ore.	576
KMA	Shenandoah, Iowa	441	KNUI	New Ulm, Minn.	486
KMAC	San Antonio, Tex.	632	KNUTZ	Houston, Tex.	625
KMAF	McKinney, Tex.	628	KNV	Hollywood, Calif.	367
KMAK	Fresno, Calif.	366	KOA	Denver, Colo.	384

Station	City—State	Page
KOAL	— Price, Utah	636
KOAM	— Pittsburg, Kans.	445
KOB	— Albuquerque, N. M.	517
KOBE	— Las Cruces, N. M.	519
KOBY	— San Francisco, Calif.	378
KOCA	— Kilgore, Tex.	626
KOCS	— Ontario, Calif.	373
KOCY	— Oklahoma City, Okla.	571
KODE	— Joplin, Mo.	497
KODI	— Cody, Wyo.	666
KODL	— The Dalles, Ore.	574
KODY	— North Platte, Neb.	508
KOEL	— Oelwein, Iowa	441
KOFA	— Yuma, Ariz.	358
KOFE	— Pullman, Wash.	650
KOFI	— Kalispell, Mont.	505
KOFO	— Ottawa, Kans.	445
KOGA	— Ogallala, Neb.	508
KOGT	— Orange, Tex.	630
KOH	— Reno, Nev.	511
KOHU	— Hermiston, Ore.	575
KOIL	— Omaha, Neb.	508
KOIN	— Portland, Ore.	577
KOIM	— Havre, Mont.	505
KOKA	— Shreveport, La.	459
KOKO	— Warrensburg, Mo.	503
KOKX	— Keokuk, Iowa	440
KOKY	— Little Rock, Ark.	360
KOL	— Seattle, Wash.	650
KOLD	— Tucson, Ariz.	357
KOLE	— Port Arthur, Tex.	631
KOLJ	— Quano, Tex.	631
KOLO	— Reno, Nev.	511
KOLR	— Sterling, Colo.	387
KOLS	— Pryor, Okla.	572
KOLT	— Scottsbluff, Neb.	509
KOLY	— Mobridge, S. D.	604
KOMA	— Oklahoma City, Okla.	571
KOMB	— Cottage Grove, Ore.	574
KOME	— Tulsa, Okla.	572
KOMO	— Seattle, Wash.	651
KOMW	— Omak, Wash.	649
KOMY	— Watsonville, Calif.	382
KONE	— Reno, Nev.	511
KONG	— Visalia, Calif.	382
KONI	— Phoenix, Ariz.	355
KONO	— San Antonio, Tex.	632
KONP	— Port Angeles, Wash.	650
KOOK	— Billings, Mont.	503
KOOL	— Phoenix, Ariz.	355
KOOO	— Omaha, Neb.	509
KOOS	— Coos Bay, Ore.	574
KOPR	— Butte, Mont.	504
KOPY	— Alice, Tex.	614
KORA	— Bryan, Tex.	617
KORC	— Mineral Wells, Tex.	629
KORD	— Pasco, Wash.	649
KORE	— Eugene, Ore.	575
KORK	— Las Vegas, Nev.	510
KORN	— Mitchell, S. D.	604
KORT	— Grangeville, Idaho	419
KOSA	— Odessa, Tex.	629
KOSF	— Osceola, Ark.	361
KOSF	— Nacogdoches, Tex.	629
KOSI	— Denver, Colo.	384
KOSY	— Texarkana, Ark.	363
KOTA	— Rapid City, S. D.	604
KOTN	— Pine Bluff, Ark.	362
KOTS	— Deming, N. M.	518

Station	City—State	Page
KOVC	— Valley City, N. D.	558
KOVE	— Lander, Wyo.	666
KOVO	— Provo, Utah	637
KOWE	— Laramie, Wyo.	666
KOWH	— Omaha, Neb.	509
KOWL	— Bijou, Calif.	364
KOXR	— Oxnard, Calif.	373
KOY	— Phoenix, Ariz.	355
KOYN	— Billings, Mont.	504
KOZE	— Lewiston, Idaho	419
KOZI	— Chelan, Wash.	648
KOZY	— Grand Rapids, Minn.	484
KPAC	— Port Arthur, Tex.	631
KPAL	— Palm Springs, Calif.	374
KPAM	— Portland, Ore.	577
KPAN	— Hereford, Tex.	624
KPAS	— Banning, Calif.	364
KPAT	— Pampa, Tex.	630
KPAY	— Chico, Calif.	365
KPBA	— Pine Bluff, Ark.	362
KPBM	— Carlsbad, N. M.	518
KPDN	— Pampa, Tex.	630
KPDQ	— Portland, Ore.	578
KPEG	— Spokane, Wash.	651
KPEL	— Lafayette, La.	455
KPEP	— San Angelo, Tex.	631
KPER	— Gilroy, Calif.	366
KPET	— Lamesa, Tex.	626
KPHO	— Phoenix, Ariz.	356
KPIG	— Cedar Rapids, Iowa	437
KPIK	— Colorado Springs, Colo.	383
KPIN	— Casa Grande, Ariz.	354
KPKW	— Pasco, Wash.	649
KPLC	— Lake Charles, La.	456

## HASKELL BLOOMBERG

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TELEPHONE GLENVIEW 5-5923

Station	City—State	Page	Station	City—State	Page
KPLK	Dallas, Ore.	574	KRMG	Tulsa, Okla.	573
KPLT	Paris, Tex.	630	KRMO	Monett, Mo.	499
KPMC	Bakersfield, Calif.	364	KRMS	Osage Beach, Mo.	500
KPOA	Honolulu, Hawaii	670	KRMW	The Dalles, Ore.	574
KPOC	Pocahontas, Ark.	362	KRNO	San Bernardino, Calif.	377
KPOJ	Portland, Ore.	578	KMNR	Roseburg, Ore.	578
KPOK	Scottsdale, Ariz.	356	KRNS	Burns, Ore.	574
KPOL	Los Angeles, Calif.	371	KRNT	Des Moines, Iowa	439
KPOP	Los Angeles, Calif.	371	KRNY	Kearney, Neb.	507
KPOR	Quincy, Wash.	650	KROC	Rochester, Minn.	487
KPOW	Powell, Wyo.	667	KROD	El Paso, Tex.	622
KPQ	Wenatchee, Wash.	653	KROF	Abbeville, La.	453
KPRC	Houston, Tex.	625	KROG	Sonora, Calif.	380
KPRK	Livingston, Mont.	505	KROP	Brawley, Calif.	364
KPRL	Paso Robles, Calif.	374	KROS	Clinton, Iowa	438
KPRO	Riverside, Calif.	375	KROW	Oakland, Calif.	372
KPRS	Kansas City, Mo.	498	KROX	Crookston, Minn.	484
KPSO	Fallurrias, Tex.	622	KROY	Sacramento, Calif.	375
KPST	Preston, Idaho	420	KRPL	Moscow, Idaho	419
KPTL	Carson City, Nev.	510	KRRV	Sherman-Denison, Tex.	633
KPUG	Bellingham, Wash.	647	KRSD	Rapid City, S. D.	604
KQDY	Minot, N. D.	558	KRSL	Russell, Kans.	445
KQIK	Lakeview, Ore.	576	KRSN	Los Alamos, N. M.	519
KQTY	Everett, Wash.	648	KRTN	Raton, N. M.	519
KQUE	Albuquerque, N. M.	518	KRTR	Thermopolis, Wyo.	667
KQV	Pittsburgh, Pa.	592	KRUN	Ballinger, Tex.	616
KRAI	Craig, Colo.	383	KRUS	Ruston, La.	459
KRAK	Stockton-Sacramento, Calif.	381	KRUX	Phoenix, Ariz.	356
KRAL	Rawlins, Wyo.	667	KRVN	Lexington, Neb.	507
KRAM	Las Vegas, Nev.	510	KRWC	Forest Grove, Ore.	575
KRAY	Amarillo, Tex.	615	KRWS	Post, Tex.	631
KRBA	Lufkin, Tex.	628	KRXX	Rexburg, Idaho	420
KRBC	Abilene, Tex.	614	KRXL	Roseburg, Ore.	578
KRBI	St. Peter, Minn.	487	KRYS	Corpus Christi, Tex.	619
KRBO	Las Vegas, Nev.	510	KSAL	Salina, Kans.	445
KRCK	Ridgecrest, Calif.	375	KSAM	Huntsville, Tex.	626
KRCO	Prineville, Ore.	578	KSAN	San Francisco, Calif.	379
KRCT	Pasadena, Tex.	630	KSAY	San Francisco, Calif.	379
KRDG	Redding, Calif.	374	KSBW	Salinas, Calif.	377
KRDO	Colorado Springs, Colo.	383	KSCB	Liberal, Kans.	444
KRDU	Dinuba, Calif.	365	KSCJ	Sioux City, Iowa	441
KRE	Berkeley, Calif.	364	KSCO	Santa Cruz, Calif.	380
K?EH	Oakdale, La.	458	KSD	St. Louis, Mo.	500
KREI	Farmington, Mo.	497	KSDA	Redding, Calif.	375
KREL	Baytown, Tex.	616	KSDN	Aberdeen, S. D.	604
KREM	Spokane, Wash.	651	KSDO	San Diego, Calif.	378
KREO	Indio, Calif.	367	KSEI	Pocatello, Idaho	419
KRES	St. Joseph, Mo.	500	KSEK	Pittsburgh, Kans.	445
KREW	Sunnyside, Wash.	652	KSEL	Lubbock, Tex.	627
KREX	Grand Junction, Colo.	385	KSEM	Moses Lake, Wash.	649
KRFC	Rocky Ford, Colo.	387	KSEO	Durant, Okla.	569
KRFO	Owatonna, Minn.	486	KSET	El Paso, Tex.	622
KRGI	Grand Island, Neb.	507	KSEW	Sitka, Alaska	669
KRGV	Weslaco, Tex.	635	KSEY	Seymour, Tex.	633
KRHD	Duncan, Okla.	569	KSFA	Nacogdoches, Tex.	629
KRIB	Mason City, Iowa	440	KSFE	Needles, Calif.	372
KRIC	Beaumont, Tex.	616	KSFO	San Francisco, Calif.	379
KRIG	Odessa, Tex.	630	KSGM	Ste. Genevieve, Mo.	500
KRIO	McAllen, Tex.	628	KSIB	Creston, Iowa	438
KRIV	Camas, Wash.	647	KSID	Sidney, Neb.	509
KRIZ	Phoenix, Ariz.	356	KSIG	Crowley, La.	455
KRKD	Los Angeles, Calif.	371	KSII	Gladewater, Tex.	624
KRKO	Everett, Wash.	648	KSIL	Silver City, N. M.	520
KRKS	Ridgecrest, Calif.	375	KSIM	Sikeston, Mo.	501
KRLC	Lewiston, Idaho	419	KSJS	Sedalia, Mo.	501
KRLD	Dallas, Tex.	621	FSIW	Woodward, Okla.	573
KRLN	Canon City, Colo.	383	KSIX	Corpus Christi, Tex.	619
KRLW	Walnut Ridge, Ark.	363	KSJB	Jamestown, N. D.	558
KRMD	Shreveport, La.	459	KSJO	San Jose, Calif.	379

Station	City—State	Page	Station	City—State	Page
KSKY	Dallas, Tex.	621	KTKN	Ketchikan, Alaska	668
KSL	Salt Lake City, Utah	637	KTKR	Taft, Calif.	381
KSLM	Salem, Ore.	579	KTKT	Tucson, Ariz.	357
KSLO	Opelousas, La.	458	KTLD	Tallulah, La.	460
KSLR	Oceanside, Calif.	373	KTLN	Denver, Colo.	384
KSLV	Monte Vista, Colo.	386	KTLO	Mountain Home, Ark.	361
KSMA	Santa Maria, Calif.	380	KTLLQ	Tahlequah, Okla.	572
KSML	Seminole, Tex.	633	KTLU	Rusk, Tex.	631
KSMN	Mason City, Iowa	440	KTLLW	Texas City, Tex.	634
KSMO	Salem, Mo.	501	KTMC	McAlester, Okla.	571
KSNY	Snyder, Tex.	633	KTML	Marked Tree, Ark.	361
KSO	Des Moines, Iowa	439	KTMS	Santa Barbara, Calif.	380
KSOK	Arkansas City, Kans.	442	KTNC	Falls City, Neb.	507
KSON	San Diego, Calif.	378	KTNM	Tucumcari, N. M.	520
KSOO	Sioux Falls, S. D.	605	KTNT	Tacoma, Wash.	652
KSOP	Salt Lake City, Utah	637	KTOE	Mankato, Minn.	485
KSOX	Raymondville, Tex.	631	KTOH	Lihue, Kauai, Hawaii	670
KSPA	Santa Paula, Calif.	380	KTOK	Oklahoma City, Okla.	571
KSPI	Stillwater, Okla.	572	K-TOO	Henderson, Nev.	510
KSPL	Diboll, Tex.	621	KTOP	Topeka, Kans.	446
KSPR	Casper, Wyo.	666	KTOW	Oklahoma City, Okla.	571
KSPT	Sandpoint, Idaho	420	KTRB	Modesto, Calif.	372
KSRO	Santa Rosa, Calif.	380	KTRC	Santa Fe, N. M.	520
KSRV	Ontario, Ore.	577	KTRE	Lufkin, Tex.	628
KSST	Sulphur Springs, Tex.	633	KTRF	Thief River Falls, Minn.	487
KSTA	Coleman, Tex.	618	KTRH	Houston, Tex.	625
KSTB	Breckenridge, Tex.	617	KTRI	Sioux City, Iowa	442
KSTL	St. Louis, Mo.	501	KTRM	Beaumont, Tex.	616
KSTN	Stockton, Calif.	381	KTRN	Wichita Falls, Tex.	635
KSTP	St. Paul-Minneapolis, Minn.	487	KTRY	Bastrop, La.	454
KSTR	Grand Junction, Colo.	385	KTSA	San Antonio, Tex.	632
KSTT	Davenport, Iowa	438	KTSM	El Paso, Tex.	622
KSTV	Stephenville, Tex.	633	KTTN	Trenton, Mo.	502
KSUB	Cedar City, Utah	636	KTRT	Rolla, Mo.	500
KSUE	Susanville, Calif.	381	KTTS	Springfield, Mo.	502
KSUM	Fairmont, Minn.	484	KTUC	Tucson, Ariz.	357
KSUN	Bisbee, Ariz.	354	KTUE	Tulia, Tex.	634
KSVC	Richfield, Utah	637	KTUL	Tulsa, Okla.	573
KSVP	Artesia, N. M.	518	KTUR	Turlock, Calif.	382
KSWA	Graham, Tex.	624	KTUT	Tooele City, Utah	637
KSWI	Council Bluffs, Iowa	438	KTW	Seattle, Wash.	651
KSWO	Lawton, Okla.	570	KTXC	Big Spring, Tex.	617
KSWs	Boswell, N. M.	520	KTXJ	Jasper, Tex.	626
KSYC	Yreka, Calif.	382	KTXL	San Angelo, Tex.	631
KSYD	Wichita Falls, Tex.	635	KTXN	Austin, Tex.	616
KSYL	Alexandria, La.	454	KTYL	Mesa, Ariz.	355
KTAC	Tacoma, Wash.	652	KUAM	Agana, Guam	669
KTAE	Taylor, Tex.	633	KUBA	Yuba City, Calif.	382
KTAN	Sherman, Tex.	633	KUBC	Montrose, Colo.	386
KTAR	Phoenix, Ariz.	356	KUBE	Pendleton, Ore.	577
KTAT	Frederick, Okla.	570	KUDI	Great Falls, Mont.	504
KTBB	Tyler, Tex.	634	KUDL	Kansas City, Mo.	498
KTBC	Austin, Tex.	615	KUDU	Ventura, Calif.	382
KTCB	Malden, Mo.	499	KUEN	Wenatchee, Wash.	653
KTEL	Walla Walla, Wash.	653	KUEQ	Phoenix, Ariz.	356
KTEM	Temple, Tex.	634	KUGN	Eugene, Ore.	575
KTER	Terrell, Tex.	634	KUIK	Hillsboro, Ore.	575
KTFI	Twin Falls, Idaho	420	KUIN	Grants Pass, Ore.	575
KTFS	Texarkana, Tex.	634	KUJ	Walla Walla, Wash.	653
KTFY	Brownfield, Tex.	617	KUKI	Ukiah, Calif.	382
KTHE	Thermopolis, Wyo.	667	KUKU	Willow Springs, Mo.	503
KTHS	Little Rock, Ark.	360	KULA	Honolulu, Hawaii	670
KTHT	Houston, Tex.	625	KULE	Ephrata, Wash.	648
KTIB	Thibodaux, La.	460	KULP	El Campo, Tex.	622
KTIL	Tillamook, Ore.	579	KUMA	Pendleton, Ore.	577
KTIM	San Rafael, Calif.	380	KUNO	Corpus Christi, Tex.	619
KTIP	Porterville, Calif.	374	KUOA	Siloam Springs, Ark.	362
KTIX	Seattle, Wash.	651	KUPI	Idaho Falls, Idaho	419
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KUZN	— West Monroe, La.	460	KWBR	— Oakland, Calif.	372
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KVEC	— San Luis Obispo, Calif.	379	KWEI	— Weiser, Idaho	420
KVEL	— Vernal, Utah	638	KWEL	— Midland, Tex.	629
KVEN	— Ventura, Calif.	382	KWEM	— Memphis, Tenn.	610
KVET	— Austin, Tex.	616	KWEW	— Hobbs, N. M.	519
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WCSI	Columbus, Ind.	431
WCSS	Amsterdam, N. Y.	520
WCTA	Andalusia, Ala.	346
WCTC	New Brunswick, N. J.	515
WCTT	Corbin, Ky.	448
WCUB	Monitowoc, Wis.	661
WCUE	Akron, Ohio	559
WCUM	Cumberland, Md.	465
WCVA	Culpeper, Va.	640
WCVI	Connellsville, Pa.	584
WCVS	Springfield, Ill.	430
WCWC	Ripon, Wis.	664
WCYB	Bristol, Va.	640
WCYN	Cynthiana, Ky.	448
WDAD	Indiana, Pa.	586
WDAE	Tampa, Fla.	405
WDAF	Kansas City, Mo.	498
WDAK	Columbus, Ga.	410
WDAN	Danville, Ill.	424
WDAS	Philadelphia, Pa.	590
WDAT	South Daytona, Fla.	405
WDAX	McRae, Ga.	414
WDAY	Fargo, N. D.	557
WDBC	Escanaba, Mich.	476
WDBF	Delray Beach, Fla.	397
WDBJ	Roanoke, Va.	645
WDBL	Springfield, Tenn.	614
WDBM	Statesville, N. C.	555
WDBO	Orlando, Fla.	402
WDBQ	Dubuque, Iowa	439
WDCF	Dade City, Fla.	396
WDCL	Tarpon Springs, Fla.	406
WDDT	Greenville, Miss.	490
WDDY	Gloucester, Va.	641
WDEC	Gulfport, Miss.	490
WDEC	Americus, Ga.	407
WDEF	Chattanooga, Tenn.	606
WDEH	Sweetwater, Tenn.	614
WDEL	Wilmington, Del.	393
WDEV	Waterbury, Vt.	639
WDEW	Westfield, Mass.	471
WDGY	Minneapolis, Minn.	485
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WDIX	Orangeburg, S. C.	602
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WDKN	Dickson, Tenn.	607
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WDOC	Prestonburg, Ky.	452
WDOD	Chattanooga, Tenn.	606
WDOE	Dunkirk, N. Y.	523
WDOG	Marine City, Mich.	480
WDOK	Cleveland, Ohio	562
WDOL	Athens, Ga.	407
WDON	Wheaton, Md.	466
WDOR	Sturgeon Bay, Wis.	664
WDOS	Oneonta, N. Y.	539
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WDSG	Dillon, S. C.	600
WDSG	Dyersburg, Tenn.	607
WDSM	Superior, Wis.	664
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WDUX	Waupaca, Wis.	665
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WDXL	Lexington, Tenn.	610
WDXN	Clarksville, Tenn.	606
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WEAV	Plattsburg, N. Y.	540
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WEWO	— Laurinburg, N. C.	551	WFTG	— London, Ky.	450
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WGBB	— Freeport, N. Y.	525	WHAB	— Baxley, Ga.	409
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WGBG	— Greensboro, N. C.	549	WHAK	— Rogers City, Mich.	482
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WGGG	— Gainesville, Fla.	398	WHBG	— Harrisonburg, Va.	642
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WGIL	— Galesburg, Ill.	425	WHBS	— Huntsville, Ala.	350
WGIR	— Manchester, N. H.	512	WHBT	— Harriman, Tenn.	608
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WGNV	— Newburgh, N. Y.	527	WHED	— Washington, N. C.	555
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WJBD	Salem, Ill.	429	WKAB	Mobile, Ala.	351
WJBK	Detroit, Mich.	475	WKAI	Macomb, Ill.	427
WJBL	Holland, Mich.	478	WKAL	Rome, N. Y.	541
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WJEJ	Hagerstown, Md.	465	WKBL	Covington Tenn.	607
WJEM	Vaidosta, Ga.	417	WKBN	Youngstown, Ohio	568
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WJIM	Lansing, Mich.	480	WKCB	Berlin, N. H.	511
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WJJC	Commerce, Ga.	410	WKDA	Nashville, Tenn.	612
WJJD	Chicago, Ill.	424	WKDK	Newberry, S. C.	602
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WJIM	Lewisburg, Tenn.	610	WKDN	Camden, N. J.	515
WJLB	Detroit, Mich.	476	WKDX	Hamlet, N. C.	550
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WJMJ	Philadelphia, Pa.	590	WKIC	Hazard, Ky.	449
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WJMW	Athens, Ala.	346	WKIP	Poughkeepsie, N. Y.	540
WJMX	Florence, S. C.	600	WKIS	Orlando, Fla.	402
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WKLX	Blackstone, Va.	639	WLBC	Muncie, Ind.	434
WKLX	Paris, Ky.	452	WLBE	Leesburg, Fla.	400
WKLY	Hartwell, Ga.	413	WLBG	Laurens, S. C.	602
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WRCS	— Ahsoskie, N. C.	545	WSAU	— Wausau, Wis.	665
WRCV	— Philadelphia, Pa.	590	WSAV	— Savannah, Ga.	416
WRDB	— Reedsburg, Wis.	663	WSAY	— Rochester, N. Y.	541
WRDO	— Augusta, Me.	460	WSAZ	— Huntington, W. Va.	656
WRDW	— Augusta, Ga.	409	WSB	— Atlanta, Ga.	408
WREB	— Holyoke, Mass.	469			
WREC	— Memphis, Tenn.	611			



Station	City—State	Page	Station	City—State	Page
WSBA	— York, Pa.	596	WSTP	— Salisbury, N. C.	554
WSBB	— New Smyrna Beach, Fla.	402	WSTR	— Sturgis, Mich.	483
WSBC	— Chicago, Ill.	424	WSTU	— Stuart, Fla.	405
WSBS	— Great Barrington, Mass.	469	WSTV	— Steubenville, Ohio	567
WSBT	— South Bend, Ind.	435	WSUH	— Oxford, Miss.	493
WSCR	— Scranton, Pa.	593	WSUN	— St. Petersburg, Fla.	404
WSDB	— Homestead, Fla.	398	WSUX	— Seaford, Del.	393
WSDR	— Sterling, Ill.	430	WSVA	— Harrisonburg, Va.	642
WSEV	— Sevierville, Tenn.	613	WSVS	— Crewe, Va.	640
WSFB	— Quitman, Ga.	415	WSWN	— Belie Glade, Fla.	395
WSFC	— Somerset, Ky.	453	WSWW	— Platteville, Wis.	663
WSFT	— Thomaston, Ga.	416	WSYB	— Rutland, Vt.	638
WSGA	— Savannah, Ga.	416	WSYD	— Mount Airy, N. C.	552
WSGC	— Elberton, Ga.	412	WSYL	— Sylva, Ga.	416
WSGN	— Birmingham, Ala.	347	WSYR	— Syracuse, N. Y.	543
WSGW	— Saginaw, Mich.	482	WTAB	— Tabor City, N. C.	555
WSHE	— Sheboygan, Wis.	664	WTAC	— Flint, Mich.	477
WSIC	— Statesville, N. C.	555	WTAD	— Quincy, Ill.	429
WSID	— Baltimore, Md.	464	WTAG	— Worcester, Mass.	472
WSIG	— Mount Jackson, Va.	643	WTAL	— Tallahassee, Fla.	405
WSIP	— Paintsville, Ky.	452	WTAM	— Atlanta, Ga.	408
WSIR	— Winter Haven, Fla.	406	WTAN	— Clecwater, Fla.	395
WSIV	— Pekin, Ill.	428	WTAO	— Cambridge, Mass.	468
WSIX	— Nashville, Tenn.	612	WTAQ	— La Grange, Ill.	427
WSJZ	— Douglas, Ga.	412	WTAR	— Norfolk, Va.	643
WSJC	— Magee, Miss.	493	WTAW	— Bryan, Tex.	617
WSJM	— Saint Joseph, Mich.	482	WTAX	— Springfield, Ill.	430
WSJS	— Winston-Salem, N. C.	556	WTAY	— Robinson, Ill.	429
WSKI	— Montpelier, Vt.	638	WTBC	— Tuscaloosa, Ala.	354
WSKN	— Saugerties, N. Y.	542	WTBF	— Troy, Ala.	353
WSKP	— Miami, Fla.	401	WTBO	— Cumberland, Md.	465
WSKY	— Asheville, N. C.	545	WTCB	— Florence, Ala.	349
WSLB	— Ogdensburg, N. Y.	539	WTCH	— Shawano, Wis.	664
WSLI	— Jackson, Miss.	492	WTCJ	— Tall City, Ind.	436
WSLM	— Salem, Ind.	435	WTCM	— Traverse City, Mich.	483
WSLS	— Roanoke, Va.	645	WTCN	— Minneapolis-St. Paul, Minn.	486
WSM	— Nashville, Tenn.	612	WTCO	— Campbellsville, Ky.	447
WSMB	— New Orleans, La.	458	WTCR	— Ashland, Ky.	447
WSME	— Sanford, Me.	463	WTCS	— Fairmont, W. Va.	655
WSMI	— Litchfield, Ill.	427	WTCW	— Whitesburg, Ky.	453
WSMT	— Sparta, Tenn.	613	WTEL	— Philadelphia, Pa.	590
WSNJ	— Bridgeton, N. J.	513	WTHE	— Spartanburg, S. C.	603
WSNT	— Sandersville, Ga.	415	WTHI	— Terre Haute, Ind.	436
WSNW	— Seneca, S. C.	603	WTHR	— Panama City, Fla.	403
WSNY	— Schenectady, N. Y.	542	WTIC	— Hartford, Conn.	389
WSOC	— Charlotte, N. C.	546	WTIG	— Massillon, Ohio	566
WSOK	— Nashville, Tenn.	612	WTIK	— Durham, N. C.	547
WSON	— Henderson, Ky.	449	WTIL	— Mayaguez, P. R.	672
WSOO	— Sault Ste. Marie, Mich.	482	WTIM	— Taylorville, Ill.	430
WSOY	— Decatur, Ill.	425	WTIP	— Charleston, W. Va.	655
WSPA	— Spartanburg, S. C.	603	WTIV	— Titusville, Pa.	594
WSPB	— Sarasota, Fla.	405	WTIX	— New Orleans, La.	458
WSPD	— Toledo, Ohio	567	WTJH	— East Point, Ga.	412
WSPN	— Saratoga Springs, N. Y.	541	WTJS	— Jackson, Tenn.	608
WSPR	— Springfield, Mass.	471	WTKM	— Hartford, Wis.	660
WSPt	— Stevens Point, Wis.	664	WTKO	— Ithaca, N. Y.	526
WSRC	— Durham, N. C.	547	WTLB	— Utica, N. Y.	543
WSRS	— Cleveland Heights, Ohio	563	WTLG	— Bowling Green, Ohio	559
WSRW	— Hillsboro, Ohio	565	WTLS	— Tallassee, Ala.	353
WSSB	— Durham, N. C.	547	WTMA	— Charleston, S. C.	599
WSSC	— Sumter, S. C.	603	WTMC	— Ocala, Fla.	402
WSSO	— Starkville, Miss.	494	WTMJ	— Milwaukee, Wis.	662
WSSV	— Petersburg, Va.	644	WTNC	— Thomasville, N. C.	555
WSTA	— St. Thomas, V. I.	673	WTND	— Orangeburg, S. C.	602
WSTC	— Stamford, Conn.	391	WTNJ	— Trenton, N. J.	516
WSTL	— Eminence, Ky.	448	WTNS	— Coshocton, Ohio	563
WSTN	— St. Augustine, Fla.	404	WTNT	— Tallahassee, Fla.	405
			WTOB	— Winston-Salem, N. C.	556

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WTOC	Savannah, Ga.	416
WTOE	Toledo, Ohio	567
WTOE	Spruce Pine, N. C.	555
WTOL	Toledo, Ohio	568
WTON	Staunton, Va.	646
WTOP	Washington, D. C.	394
WTOR	Torrington, Conn.	392
WTOW	Towson, Md.	466
WTPR	Paris, Tenn.	613
WTPS	New Orleans, La.	458
WTRA	Latrobe, Pa.	587
WTRB	Ripley, Tenn.	613
WTRC	Elkhart, Ind.	431
WTRL	Bradenton, Fla.	395
WTRN	Tyrone, Pa.	594
WTRO	Dyersburg, Tenn.	607
WTRP	LaGrange, Ga.	414
WTRR	Sanford, Fla.	404
WTRU	Muskegon, Mich.	481
WTRW	Two Rivers, Wis.	665
WTRX	Bellaire, Ohio	559
WTRY	Troy, N. Y.	543
WTSB	Brattleboro, Vt.	638
WTSB	Lumberton, N. C.	552
WTSI	Lebanon, N. H.	512
WTSN	Dover, N. H.	512
WTSP	St. Petersburg, Fla.	404
WTSV	Claremont, N. H.	511
WTTB	Vero Beach, Fla.	406
WTHH	Port Huron, Mich.	482
WTTL	Madisonville, Ky.	451
WTTM	Trenton, N. J.	516
WTTN	Watertown, Wis.	665
WTTT	Westminster, Md.	466
WTTT	Bloomington, Ind.	431
WTUC	Union City, Tenn.	614
WTUP	Tupelo, Miss.	494
WTUS	Tuskegee, Ala.	354
WTUX	Wilmington, Del.	393
WTVB	Coldwater, Mich.	475
WTVL	Waterville, Me.	463
WTVN	Columbus, Ohio	563
WTTA	Thomson, Ga.	416
WTTN	St. Johnsbury, Vt.	639
WTXL	West Springfield, Mass.	471
WTYC	Rock Hill, S. C.	603
WTYM	Springfield, Mass.	471
WTYN	Tryon, N. C.	555
WTYA	Marianna, Fla.	400
WULA	Eufaula, Ala.	349
WUSJ	Lockport, N. Y.	526
WUST	Washington, D. C.	394
WVAM	Altoona, Pa.	581
WVCG	Coral Gables, Fla.	395
WVCH	Chester, Pa.	583
WVEC	Hampton, Va.	642
WVET	Rochester, N. Y.	541
WVIM	Vicksburg, Miss.	494
WVJP	Caguas, P. R.	671
WVJS	Owensboro, Ky.	452
WVKO	Columbus, Ohio	563
WVLL	Lexington, Ky.	450
WVLN	Olney, Ill.	428
WVMC	Mount Carmel, Ill.	428
WVMI	Biloxi, Miss.	488
WNA	Tuscumbia, Ala.	354
WVNJ	Newark, N. J.	515
WVOK	Birmingham, Ala.	347
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WVOS	Liberty, N. Y.	526
WVOT	Wilson, N. C.	556
WVOW	Logan, W. Va.	656
WVPO	Stroudsburg, Pa.	594
WVSC	Somerset, Pa.	593
WVVW	Grafton-Fairmont, W. Va.	655
WWBC	Bay City, Mich.	473
WWBD	Bamberg, S. C.	598
WWBZ	Vineland, N. J.	517
WWCA	Gary, Ind.	432
WWCO	Waterbury, Conn.	392
WWDC	Washington, D. C.	394
WWEZ	New Orleans, La.	458
WWGP	Sanford, N. C.	554
WWGS	Tifton, Ga.	417
WWHG	Hornell, N. Y.	526
WWIL	Ft. Lauderdale, Fla.	398
WWIN	Baltimore, Md.	464
WWIT	Canton, N. C.	546
WWJ	Detroit, Mich.	476
WWKY	Winchester, Ky.	453
WWL	New Orleans, La.	458
WWNC	Asheville, N. C.	545
WWNH	Rochester, N. H.	513
WWNR	Beckley, W. Va.	654
WWNS	Statesboro, Ga.	416
WWNY	Watertown, N. Y.	544
WWOD	Lynchburg, Va.	642
WWOK	Charlotte, N. C.	547
WWOL	Buffalo, N. Y.	523
WWON	Woonsocket, R. I.	598
WWPA	Williamsport, Pa.	596
WWPF	Palatka, Fla.	403
WWRI	West Warwick, R. I.	597
WWRL	Woodside, N. Y.	545
WWSC	Glens Falls, N. Y.	525
WWSR	St. Albans, Vt.	638
WWST	Wooster, Ohio	568
WWSW	Pittsburgh, Pa.	592
WWTB	Tampa, Fla.	405
WWVA	Wheeling, W. Va.	658
WWVB	Jasper, Ala.	350
WWWF	Fayette, Ala.	349
WWWR	Russellville, Ala.	352
WWWW	Rio Piedras, P. R.	672
WWXL	Manchester, Ky.	451
WWYO	Pineville, W. Va.	658
WXAL	Demopolis, Ala.	348
WXGI	Richmond, Va.	645
WXLW	Indianapolis, Ind.	433
WXOK	Baton Rouge, La.	454
WXRF	Guayama, P. R.	671
WXXX	Hattiesburg, Miss.	491
WXXY	Detroit, Mich.	476
WYCL	York, S. C.	603
WYDE	Birmingham, Ala.	347
WYLD	New Orleans, La.	457
WYMB	Manning, S. C.	602
WYOU	Newport News, Va.	643
WYSE	Lakeland, Fla.	400
WYSR	Franklin, Va.	641
WYTI	Rocky Mount, Va.	645
WYVE	Wytheville, Pa.	647
WYZE	Atlanta, Ga.	408
WZIP	Covington, Ky.	448
WZOB	Ft. Payne, Ala.	349
WZOK	Jacksonville, Fla.	399
WZRO	Jacksonville Beach, Fla.	399
WZYX	Cowan, Tenn.	607

# Alabama

Pop. March 1 (Est.)—3,237,000; Families—832,000; Lic. Stations—100,  
Sta. CP's—5; Radio Homes—796,000; TV Homes—492,000

## WAVU—Albertville—1947

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By Sand Mt. Bcstg. Service  
Business-Studio Address P. O. Box 411  
Tel.: 830 News Service, UP  
Transcription Service World  
Gen. Mgr. Pat M. Courington  
Comm. Mgr. Bill Hagler  
Sales Prom. Mgr. John Culp

## 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  
Membership NAB, RAB  
General Mgr. Jim Whatley

## WCTA—Andalusia—1946 KBS

Frequency: 920 Kc. Power: 5 Kw. d. 500 W. n.  
Owned-Oper. By Andalusia Bcstg. Co., Inc.  
Address Sanford Rd.  
Tel.: 1340 News Service, AP  
Transcription Service RCA  
Membership NAB, RAB  
Pres., Gen. Mgr. J. Dige Bishop  
Sales Prom. Manager Don Cooke  
Program Director Jeanette Powell

## WANA—Anniston—1954—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned Gadsden Radio Co.  
Address Box 509  
Tel.: AD 7-1627 News Service: UP  
Rep. McGillvra, Inc.  
Owner C. L. Graham  
General Mgr. Mac M. Thomas

## WHMA—Anniston—1938—ABN

Frequency: 1390 Kc. Power: 5 Kw. d. 1 Kw. n.  
Owned-Operated By Anniston Bcstg. Co., Inc.  
Business-Studio Address Radio Bldg.  
Tel.: AD 6-7545 News Service, UP  
Newspaper Affil. Anniston Star  
Transcription Service World-Langworth  
Representative Walker  
Membership NAB  
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

## WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Business-Studio Address Hine St.  
Tel.: 565 News Service: AP  
Trans. Ser. SESAC  
Pres.-Gen. Mgr. Homer F. Dunnivant  
Program Dir. Robt. V. Dunnivant  
Chief Eng. William G. Mitchell

## WATM—Atmore—1949

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Operated By Southland Bcstg. Co.  
Address P. O. Box 59  
Tel.: 50 News Service, UP  
Transcription Service World  
Gen. Mgr., Ch. Eng. T. C. Miniard  
Comm. Mgr. Julia Miniard

## WAUD—Auburn—1947—ABN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Address Box 391  
Tel.: 1240 News Service, AP  
Pres., Gen.-Sta. Mgr. Elmer G. Salter  
Sales Prom. Mgr. Bob Sanders  
Chief Engineer George Murphy

## WBCA—Bay Minette—1957 KBS

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned SW Alabama Bcstg. Co., Inc.  
Address Box 426  
Tel.: 2281 News Service: UP  
Representative Best  
Gen. Mgr. Jim Stewart  
Prog. Dir. Al Perkins

## WBCO—Bessemer—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned Bessemer Bcstg. Co., Inc.  
Business Address Box 510  
Telephone HA 5-2182  
Representative Stars National, Inc.  
Membership NAB  
Pres. J. E. Lamier  
General Manager Dean R. Upson

## WAPI—Birmingham—1922 NBC

Frequency: 1070 Kc. Power: 10,000 Watts  
Oper. By Central N. Y. Broadcasting  
Address P. O. Box 2553  
Tel.: 4-2466 News Service: AP  
Newspaper Affil. Birmingham News



Representative.....John Blair  
 Membership.....NAB, RAB  
 Gen. Mgr.....Charles F. Grisham  
 VP Programming.....Ray A. Furr  
 Sales Dir.....Albert J. Gillen  
 Publicity Director.....James Chenoweth  
 Chief Engineer.....J. V. Sanderson

**WBRC—Birmingham—1925**  
**CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WBRC, Inc.  
 Address.....1729 2nd Ave., N.  
 Tel.: AL 2-3172.....News Service, AP  
 Transcription Service.....Standard  
 Representative.....Katz  
 Membership.....NAB, RAB  
 Gen. Mgr.....R. L. Bevington  
 Merchandising Mgr.....Rena Webb  
 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.  
 Tel.: AL 2-3019.....News Service: UP  
 Membership.....NAB  
 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.  
 Tel.: 4-0925.....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  
 Tel.: FA 2-4641.....News Service: UP  
 Membership.....NAB  
 Gen., Comm. Mgr.....Gene Newman  
 Local Sales.....Gaines Allen  
 Prog. Dir.....Ward McIntyre

**WJLD—Birmingham—1942**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Johnston Bcstg. Co.  
 Business Address.....Box 5767, Birmingham  
 Tel.: FA 4-3466.....News Service, UP  
 Representative.....Forjoe  
 President.....George Johnston, Jr.  
 Gen. Manager.....James Connolly  
 Program Director.....Jean Davis  
 Sales Prom., Comm. Mgr.....Otis Dodge  
 Pub. Dir.....Rena Harris  
 Chief Engineer.....Cliff Goggins

**WLBS—Birmingham—1947**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WLBS, Inc.  
 Address.....710 S. 22nd St.  
 Tel.: FA 4-2541.....News Service: UP  
 Representative.....Walker  
 Pres.....Faye N. Puett  
 Gen., Comm. Mgr.....Bob Bingham  
 Pub. Dir.....W. L. Steadman  
 Program Dir.....Grady Puett  
 Chief Eng.....Gordon Bishop

**WSGN—Birmingham—1927**  
**ABN**

Frequency: 610 Kc.....Power: 5Kw. d., 1 Kw. n.  
 Owned.....Winston-Salem Broadcasting Co.  
 Address.....2320 7th Avenue South  
 Tel.: FA 2-3434.....News Service, UP  
 Transcription Service.....World  
 Rep.....Venard, Rintoul & McConnell; Ayers  
 President.....James W. Coan  
 Gen. 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: 690 Kc.....Power: 50,000 Watts d.  
 Owned-Oper. By.....Voice of Dixie, Inc.  
 Address.....P. O. Box 2468  
 Tel.: ST 7-2601.....News Service: UP  
 Representative.....Radio-TV Reps., Inc.  
 Membership.....NAB  
 Pres., Gen., Sta. Mgr.....Iralee W. Bennis  
 Comm., Sales Mgr., Prog., Pub. Dir., Ira Leslie  
 Chief Engineer.....R. G. Blaskow

**WYDE—Birmingham—1946**  
**MBS**

Frequency: 850 Kc.....Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....The Bartell Group  
 Address.....1901 Montgomery Hi-way  
 News Service.....UP  
 Transcription Service.....Langworth  
 Representative.....Weed, Clarke Brown  
 Exec. V.P.....Morton J. Wagner  
 Gen. Mgr.....T. W. Thuman  
 Program Director.....William Burns  
 Publicity Director.....Arthur Plaut  
 Chief Engineer.....Ray Lowery

**WEBJ—Brewton—1947**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Brewton Bcstg. Co.  
 Business Address.....Brewton, Ala.  
 Tel.: 1000.....News Service, AP  
 Membership.....NAB  
 Representative.....Dora-Clayton  
 Pres.....W. Emmett Brooks  
 Station Mgr.....John Raines

**WRAG—Carrollton—1951**

Frequency: 590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Pickens County Bcstg. Co.  
 Address... Box 71  
 Tel.: 2364 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  
 Tel.: 448 News Service: AP  
 Transcription Service... World  
 Representative... Continental Radio Sales  
 Membership... NAB  
 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.  
 Tel.: 910 News Service: AP  
 Transcription Service... Associated  
 Membership... NAB  
 General Mgr. ... B. C. Eddins  
 Commercial Mgr. ... James Miller

**WKUL—Cullman—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Hudson C. Millar, Jr.  
 Address... Drawer 620  
 Tel.: 864 News Service: AP  
 Pres., Gen., Sta. Mgr. ... Hudson C. Millar, Jr.  
 Pgm. Dir. ... Peter Hiett  
 Chief Eng. ... Art Bachman

**WAJF—Decatur—1953**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... J. B. Falt, Jr.  
 Business Address... 112 Grant St.  
 Tel.: 4016 News Service: UP  
 Station Representative... Dixieland  
 Manager... J. B. Falt, Jr.  
 Comm. Mgr. ... Jerry Griggs

**WHOS—Decatur—1948**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned... John H. & Jeffie Jones  
 Address... Box 1127  
 Tel.: EL 3-1810 News Service: AP  
 Representative... T. F. Clarke  
 Transcription Service... World, Thesaurus  
 Membership... NAB  
 Gen. Mgr. ... Charles H. Skinner  
 Comm. Mgr. ... Nancy Throneberry  
 Chief Eng. ... David Vanzandi

**WMSL—Decatur—1935**

**KBS-MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned... Tennessee Valley Bcstg. Co.  
 Address... 511 Bank St.  
 Tel.: 802 News Service: AP  
 Membership... NAB  
 Representative... Dora-Clayton, Jack Masla  
 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  
 Tel.: 1400 News Service: AP  
 Transcription Service... World  
 General Manager... W. M. Jordan  
 Sales Mgr. ... Henry J. Bley

**WAGF—Dothan—1932—NBC**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By... Dothan Bcstg. Co.  
 Address... 204½ E. Main Street  
 Tel.: 2-9100 News Service: AP  
 Transcription... World  
 Representative... Walker  
 Membership... NAB  
 General Manager... Fred C. Moseley

**WDIG—Dothan—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Houston Bcasters.  
 Business-Studio Address... 208 N. Oates St.  
 Tel.: 3-4100 News Service: UP  
 Representative... Hil F. Best  
 Gen. Mgr. ... Jess Swicegood  
 Prog. Dir. ... John Harris

**WOOF—Dothan—1947—KBS**

Frequency: 560 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... The WOOF Trust  
 Business-Studio Address... Dothan, Ala.  
 Tel.: 30560 News Service: AP  
 Representative... Thomas F. Clark  
 Membership... NAB  
 General Manager... Agatha Gay  
 Sta., Sls., Prog. Dir. ... R. A. Dowling, Jr.  
 Commercial Mgr. ... Don Culbreth  
 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**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Christian & McClure  
Address Box 301  
Tel: 745 News Service: UP  
Gen. Mgr., Co-Owner C. A. McClure  
Co-Owner L. H. Christian

**WBLO—Evergreen—1957**  
**KBS**

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned Clayton W. Mapoles  
Address Main St.  
Tel: 500 News Service: UP  
General Mgr. Earl Williford  
Program Dir. Wyndell Tolbert

**WWWF—Fayette—1949—KBS**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Operated By Bankhead Bcstg. Co., Inc.  
Address 505 Temple Ave.  
News Service UP  
Gen. Mgr. Jack Black

**WTCB—Flomaton—1955**

Frequency: 990 Kc. Power: 500 Watts d.  
Owned Tri-City Broadcasting Co., Inc.  
Address P. O. Box 386  
Tel: 246 News Service: UP  
Representative Hil F. Best  
Gen. Mgr. Sam B. Ford  
Comm. Mgr. Glen Roberts  
Program Director Paul S. Wood

**WJOI—Florence—1945**  
**MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Florence Bcstg. Co., Inc.  
Address 850 S. Court St.  
Tel: 2608 News Service: AP  
Transcription Service SESAC  
Pres., Comm. Mgr. Joe T. Van Sandt  
Prog. Dir. G. Manush  
Chief Engineer Paul Shannon

**WOWL—Florence—1945—ABN**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Radio Muscle Shoals, Inc.  
Business Address 840 Cypress Mill Rd.  
Tel: AT 2-7711 News Service: AP  
Representative Rambeau and Dora Clayton  
Membership NAB  
President Richard B. Biddle  
General Mgr. R. S. Walker, Sr.  
Commercial Manager R. Fuller  
Sales Prom. Mgr. Dennis Jones  
Program Director Bill Wynne  
Chief Engineer Mel G. Hunt

**WHEP—Foley—1953**

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned-Oper. By Alabama Gulf Radio Inc.  
Address P. O. Drawer F

Tel: WH 3-7131 News Service: AP  
Representative Dixieland  
Membership RAB  
President Howard E. Pill  
Program Dir. Dick Killebrew  
Sales Mgr. George McKee

**WFPA—Ft. Payne—1949**

Frequency: 1400 Kc. Power: 250 watts  
Owned Gothberg Community Bcstg.  
Address Box 391  
Telephone 643  
Representative Hil F. Best  
Pres. George Gothberg  
Gen. Mgr. Ozelle Gothberg  
Sta. Mgr. W. D. Holderfield  
Sales Dir. Adis Childers

**WZOB—Ft. Payne—1950—KBS**

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By Glenn M. Gravitt  
Address P. O. Box 255  
Tel: 1250 News Service: UP  
Transcription Service World  
General Manager Glenn M. Gravitt  
Comm. Mgr. N. B. Haston  
Program Dir. Jack C. Dobbs

**WCAS—Gadsden—1947**  
**MBS**

Frequency: 570 Kc. Power: 5 Kw., d.  
Owned-Oper. By Etowah Bdcstrs., Inc.  
Address 750 Forest Ave.  
Tel: LI 6-6301 News Service: UP  
Transcription Lang-Worth  
Representative Grant Webb, Ayers  
Gen. Mgr. E. F. MacLeod

**WETO—Gadsden—1950—KBS**

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By Gadsden Radio Co.  
Address 722 S. 12th St.  
Tel: LI 6-9201 News Service: INS  
Representative McGillvra  
Owner Cary L. Graham  
General Mgr. Mac Thomas

**WCAD—Gadsden—1947—ABN**

Freq: 1350 Kc. Power: 5 Kw. D., 1 Kw. N.  
Owned-Oper. By Coosa Bcstg. Co., Inc.  
Address Box 351  
Tel: LI 6-1611 News Service: AP  
Representative Rambeau, D. Clayton  
Gen. Mgr. Bill Cornelius  
Comm. Mgr. A. Brooks  
Chief Engineer H. Williams

**WGEA—Geneva—1952—KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned Radio South Alabama, Inc.  
Address P. O. Box 5  
Tel: 456 News Service: AP  
Transcription Service World  
Representative Cont. Radio Sales, D. Clayton  
Membership RAB



President ..... Howard Pill  
 Gen. Mgr. .... Emery Evans  
 Program. Pub. Dir. .... Jimmy Helms

**WGYV—Greenville—1948**  
**KBS**

Frequency: 1380 Kc. .... Power: 1 Kw., d.  
 Owned-Oper. By. .... Greenville Bcstg. Corp.  
 Business Address ..... P. O. Box 227  
 Tel.: 585 ..... 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  
 Tel.: JU 2-4131 ..... News Service: UP  
 Membership ..... NAB  
 President ..... H. E. Moore  
 Gen., Sta., Comm. Mgr. .... Edward Z. Carrell  
 Prog. Dir. .... Richard Godfrey  
 Chief Engineer ..... Lavelle Jackson

**WJBB—Haleyville—1949**  
**MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Haleyville Bcstg. Co.  
 Address ..... Box 191  
 Telephone ..... HU 6-3720  
 Representative ..... Dixieland  
 President ..... W. P. Theilens  
 Gen. Sta. Mgr. .... J. L. Slotton  
 Comm. Mgr. .... Otis Williams  
 Chief Engineer ..... Paul S. Slotton

**WERH—Hamilton—1950**  
**KBS**

Frequency: 970 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By. .... Hugh J. File  
 Address ..... Hamilton, Ala.  
 Tel.: 3481 ..... News Service: UP  
 Transcription Service ..... SESAC  
 Representative ..... Hill F. Best Co.  
 Owner, Gen. Mgr. .... Hugh J. File  
 Comm. Mgr. .... Kermit Minga  
 Publ., Prog. Dir. .... Edqar L. Clayton  
 Chief Engineer ..... Johnnie Lott

**WBHP—Huntsville—1937**  
**MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Wilton H. Pollard  
 Bus.-Studio Address ..... Fifth Avenue  
 Manager ..... Fred Still  
 Program Dir. .... Mary A. Wheatly

**WFUN—Huntsville—1946**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Huntsville Bcstg. Co., Inc.

Address ..... 410 W. Holmes  
 Tel.: JE 2-5641 ..... News Service: UP  
 Representative ..... Sears & Ayers, Dora-Clayton  
 Pres., Gen. Mgr. .... J. B. Falt, Jr.  
 Sta. Mgr. .... John Garrison

**WHBS—Huntsville—1946**  
**ABN**

Freq.: 1550 Kc. .... Power: 5 Kw., d., 500 W. n.  
 Owned ..... Huntsville Times  
 Address ..... P. O. Box 986  
 Telephone ..... Jefferson 2-8471  
 Rep. .... Harry E. Cummings, Gill-Perna  
 Membership ..... NAB, RAB  
 General Manager ..... John F. Neal  
 Comm. Mgr. .... James L. Garrett

**WPBB—Jackson—1950—KBS**  
**MBS**

Frequency: 1230 ..... Power: 1000 Watts d.  
 Owned-Operated By. .... Jackson Bcstg. Co.  
 Address ..... Jackson, Ala.  
 Tel.: 2413 ..... News Service: AP  
 Representative ..... Sears & Ayer  
 Pres., Gen. Mgr. .... T. H. Gaillard, Jr.  
 Station Mgr. .... Ben Haskew  
 Program Dir. .... Fred Huggins

**WARF—Jasper—1956**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned ..... Walker County Bcstg. Co.  
 Address ..... 1409B 4th Ave.  
 President ..... Hudson C. Millar, Jr.  
 General Manager ..... Wayne Sims  
 Comm. Manager ..... James Atkins  
 Ch. Eng. .... Arthur Bachman

**WWWB—Jasper—1946**

Frequency: 1360 Kc. .... Power: 1 Kw., d.  
 Owned-Operated By. .... Bankhead Bcstg. Co., Inc.  
 Address ..... Bankhead-Long Bldg.  
 Tel.: FU 4-3461 ..... News Service: UP  
 Representative ..... Hil F. Best  
 President ..... W. W. Bankhead  
 Gen. Mgr. .... William C. Edgemon  
 Program Dir. .... Marion B. Grant

**WRLD—Lanett—1940**

(See West Point, Ga.)

**WJAM—Marion—1951**

Frequency: 1310 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By. .... Neely Bcstg. Co.  
 Address ..... Box 221  
 Tel.: MU 3-7111 ..... News Service: AP  
 Transcription Service ..... Capitol  
 Representative ..... Keller  
 Membership ..... NAB  
 President ..... Elizabeth H. Neely  
 Gen. Mgr. .... George B. Warren  
 Comm. Mgr. .... Robert O. Smith

**WABB—Mobile—1948—ABN**

Frequency: 1480 Kc. .... Power: 5000 Watts

**Owned-Oper. By...** Mobile Press Register, Inc.  
**Business Address...** 304 Government St.  
**Tel.:** HE 3-1551..... **News Service:** UP  
**Transcription Service...** World  
**Representative** ..... Branham Co.  
**Membership** ..... RAB  
**President** ..... R. B. Chandler  
**Comm. Mgr.** ..... Jay Troutman  
**Prog. Director** ..... Jack Bitterman  
**Chief Engineer** ..... William H. Murphree

**WALA—Mobile—1930—NBC**

**Frequency:** 1410 Kc..... **Power:** 5000 Watts  
**Owned-Operated By** ..... Pape TV Co., Inc.  
**Bus. Studio Address** ..... 210 Government St.  
**Tel.:** HE 3-3754..... **News Service:** AP  
**Transcription Service** ..... Standard  
**Representative** ..... H-R  
**Membership** ..... RAB  
**President** ..... W. O. Pape  
**V. P., Gen. Mgr.** ..... W. B. Pape  
**Sls. Promotion Mgr.** ..... C. C. Badger  
**Pgm. Dir.** ..... Dick McMullen  
**Chief Engineer** ..... Raymond Hurley

**WKAB—Mobile—1947**

**Frequency:** 840 Kc..... **Power:** 1000 Watts  
**Owned...** Pursley Broadcasting Service, Inc.  
**Address** ..... 525 Donald Street  
**Tel.:** GR 7-6345..... **News Service:** AP  
**Transcription Service** ..... RCA  
**Representative** ..... Young Reprs, Inc.  
**President** ..... John Hopkinson  
**Sta. Mgr.** ..... George Hopkinson  
**Nat. Sales Mgr.** ..... Quentin C. Sturm  
**Program Director** ..... J. T. Jackson  
**Chief Engineer** ..... Cliff Sizemore

**WKRG—Mobile—1946—CBS**

**Freq.:** 710 Kc..... **Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By** ..... WKRG-TV, Inc.  
**Address** ..... 162 St. Louis St.  
**Tel.:** HE 2-6789..... **News Service:** AP  
**Representative** ..... Avery-Knodel  
**Membership** ..... NAB  
**President** ..... Kenneth R. Giddens  
**Gen. Mgr.** ..... W. S. Baskerville, Jr.  
**Sales Prom. Mgr.** ..... Otis Parker

**WMOZ—Mobile—1952**

**Frequency:** 960 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Edwin H. Estes  
**Address** ..... St. Stephen Road  
**Tel.:** GA 6-3456..... **News Service:** UP  
**Representative** ..... John E. Pearson  
**Prog. Dir.** ..... Dorothy F. Benjamin

**WMFC—Monroeville—1952**  
**KBS**

**Frequency:** 1360 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Monroe Bdcstg. Co.  
**Address** ..... H'way 84  
**Tel.:** 1360..... **News Service:** AP  
**Transcription Service** ..... Thesaurus  
**Representative** ..... Cont. Radio Sales, Best  
**Gen. Mgr.** ..... Tom Gardner  
**President** ..... W. M. Stewart

**WAPX—Montgomery—1947**  
**ABN-MBS**

**Frequency:** 1600 Kc..... **Power:** 1000 Watts  
**Owned-Operated By** ..... United Bcstg. Co.  
**Business, Studio Address** ..... 116 Catoma St.  
**Tel.:** AM 3-7569..... **News Service:** AP  
**Transcription Service** ..... Standard, World  
**Representative** ..... Walker Co.  
**Membership** ..... 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 Reprs.  
**Gen. Mgr.** ..... W. J. Brennan  
**Nat. Sales Mgr.** ..... Ira Leslie

**WCOV—Montgomery—1939**  
**CBS**

**Freq.:** 1170 Kc..... **Power:** 10 Kw. d., 1 Kw. n.  
**Owned-Oper. By** ..... Southern Bcstg. Co.  
**Address** ..... Adrian Lane  
**Tel.:** 5-3561..... **News Service:** UP  
**Representative** ..... Adam Young  
**Membership** ..... NAB, RAB  
**President** ..... Oscar P. Covington  
**General Manager** ..... Hugh M. Smith  
**Station Manager** ..... Joe Petranka

**WHHY—Montgomery—1930**  
**NBC**

**Freq.:** 560 Kc..... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By** ..... Bcstg. Serv. of Montgomery  
**Business Address** ..... Box 1841  
**Tel.:** AM 4-2288..... **News Service:** UP  
**Representative** ..... Headley-Read  
**Membership** ..... RAB  
**Manager** ..... Robert Robinson  
**Program Mgr.** ..... Tom Doron  
**Comm. Mgr.** ..... Bill Stewart  
**Promotion Mgr.** ..... Ann Collister  
**Chief Engineer** ..... Walter Stevenson

**WMGY—Montgomery—1946**

**Frequency:** 800 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Dixie Bcstg. Co.  
**Address** ..... 358 N. Capitol Pkwy.  
**Tel.:** AM 2-5245..... **News Service:** UP  
**Rep.** ..... Clark, Stars National  
**General Mgr.** ..... L. D. Hargreaves  
**Mgr.** ..... Joe Petranka

**WRMA—Montgomery—1953**

**Frequency:** 950 Kw..... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... WRMA Bcstg. Co.  
**Business Address** ..... 135 Commerce St.  
**Telephone** ..... AM 4-6440  
**Membership** ..... NAB, RAB



Representative ..... Everett-McKinney  
 Exec. V.P. & Gen. Mgr. .... Gene Tibbett  
 Commercial Mgr. .... Ed Creech  
 Chief Engineer. .... C. E. Bryan

Gen. Mgr. .... Sam Keel  
 Comm. Mgr. .... L. M. Durden  
 Chief Engineer. .... Arnold White

### WLAY—Muscle Shoals—1933

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned Oper. By. .... Latham, Watson & Thomas  
 Business Address. .... Box 230, Sheffield  
 Tel.: EV 3-2525 ..... News Service: UP  
 Trans. Service ..... World  
 Membership ..... NAB  
 Rep. .... Hil F. Best  
 Pres., Gen. Mgr. .... M. C. Gregory  
 Sales Mgr. .... Julian A. Flint

### WPID—Piedmont—1952—KBS

Frequency: 1280 Kw. .... Power: 1000 watts d.  
 Owned-Oper. By. .... C. L. Graham  
 Address ..... Atlanta Hwy.  
 News Service. .... UP  
 Membership ..... NAB  
 President. .... C. L. Graham  
 General Manager. .... Mac M. Thomas  
 Station Mgr. .... Hank Smith  
 Program Director. .... Frances Howren

### WCRL—Oneonta—1952

KBS

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Oper. .... Blount County Bcstg. Serv., Inc.  
 Address ..... H'way 75  
 Tel.: CB 4-2289 ..... News Service: AP  
 Trans. Service ..... World  
 General Mgr. .... L. D. Bentley, Jr.  
 Commercial Mgr. .... Max G. Bynum  
 Program Dir. .... Jerry Hagerty

### WAIP—Prichard—1954

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Prichard Bcstg. Co.  
 Address ..... Box 3065  
 Tel.: GL 2-2202. .... News Service: AP  
 Representative ..... Walker  
 Membership ..... NAB  
 President ..... G. V. Dismukes  
 Gen. Mgr. .... Herbert Johnson  
 Sales Prom. Mgr. .... Jack Frost  
 Comm. Mgr. .... John C. Smith  
 Chief Eng. .... Eugene Miller

### WJHO—Opelika—1940

MBS-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned Oper. By. .... Opelika-Auburn Bcstg. Co.  
 Address ..... 1400 Auburn Road  
 Tel.: AU 1800 ..... News Service: UP  
 Transcription Service ..... World  
 Representative. .... Indie Sales, Inc., Dora-Clayton  
 Gen. Mgr., Ch. Eng. .... John E. Smollon  
 Comm. Mgr. .... Lurline M. Smollon  
 Program Director. .... Edwin P. Rowell  
 Prom. Mgr. .... Ennis Caldwell

### WELR—Roanoke—1949—KBS

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Roanoke Bcstg. Co.  
 Address ..... 801 N. Main St.  
 Pres., Gen. Mgr. .... J. W. Buttram  
 Prog. Dir., Chief Eng. .... La Verne Foster

### WAMI—Opp—1953

Frequency: 860 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Opp Bcstg. Co.  
 Business Address. .... Box 169  
 Tel.: 659 ..... News Service: UP  
 Gen. Mgr. .... Bert F. Moore

### WWR—Russellville—1949

KBS

Frequency: 920 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Bankhead Bcstg. Co., Inc.  
 Address ..... Underwood Rd.  
 Tel.: 647 ..... News Service: UP  
 Rep. .... Hil F. Best  
 Membership ..... RAB  
 President ..... W. W. Bankhead  
 Gen. Mgr. .... Hal Kirby  
 Pgm. Dir. .... Jim Elliott

### WOZK—Ozark—1953

Frequency: 900 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Ozark Bcstg. Corp.  
 Address ..... Box 742  
 Tel.: 655 ..... News Service: AP  
 Gen. Mgr., Ch. Eng. .... Howard Parrish, Jr.  
 Commercial Mgr. .... Wade Sullivan  
 Program Dir. .... Miriam Brown

### WCRI—Scottsboro—1950

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned-Operated By. .... Pat M. Courington  
 Address ..... Lee Hwy., U.S. No. 72  
 Tel.: 123 ..... News Service: UP  
 Gen. Mgr. .... Jim Thompson  
 Program Director ..... Joan Minks  
 Sales Mgr. .... K. H. Frazier

### WPNX—Phenix City—1952

ABN

Frequency: 1460 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Community Bcstg. Co.  
 Address ..... Idle Hour Park  
 Tel.: CY 8-8787. .... News Service: AP  
 Representative ..... Clark  
 Pres. .... Roy M. Greene

### WROS—Scottsboro—1952

Frequency: 1330 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Rose M. Kirby  
 Business Address. .... 717 Scott St.  
 Tel.: 156 ..... News Service: UP  
 Gen., Com. Mgr. .... Rose M. Kirby  
 Program Dir. .... Clyde R. Varner  
 Chief Engr. .... Lonnie W. Prickett



**WGWC—Selma—1946—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Dallas Broadcasters, Inc.  
Address Box 686  
Tel: TR 4-6687 News Service: AP  
Representative Hal Holman, Ayers  
Membership NAB  
President Oscar Covington  
Station Manager Erle Hanna  
Gen. Manager Al Simmons  
Comm. Manager Dick Wood  
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 26  
Representative Dixieland  
Pres., Gen. Mgr. John F. Townshend

**WRWJ—Selma—1956**

Frequency: 1570 Kc. Power: 1 Kw. d.  
Owned Central Alabama Bcstg. Co.  
Address Hotel Albert Bldg.  
Tel: TR 4-9062 News Service: UP  
Representative Clark  
Membership NAB  
Owned & Mgr. Roland Jordan, Jr.  
Comm. Mgr. John Frasier

**WFEB—Sylacauga—1944  
MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Alabama Bcstg. Co.  
Address 527 No. Broadway  
News Service UP  
Membership NAB  
President J. M. Forbes  
Gen. Mgr. 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  
Tel: CH 5-4354 News Service: AP  
Membership NAB  
Trans. World, Thesaurus  
Representative Best  
Pres., Gen. Manager Curtis O. Liles, Jr.  
Commercial Manager Marion W. McEwen  
Prog. Dir. Myron Craddock  
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.  
Tel: 2205 News Service: AP  
Representative Continental  
Owner Cecil Hornady  
Gen. Mgr. J. T. Leverette

**WJHB—Talladega—1956**

Frequency: 1580 Kc. Power: 1000 Watts d.  
Owned Confederate Broadcasting Co., Inc.  
Address 104 West Battle Street  
Tel: EM 2-4965 News Service: UP  
Transcription Service Lang-Worth  
Representative McGillvra  
Pres., General Mgr. Ned Butler  
Station Manager James Hemphill  
Commercial Manager W. K. Johnston  
Program Director Wallace Hobgood

**WTLS—Talladega—1954**

Frequency: 1300 Kc. Power: 1 Kw. d.  
Owned Confederate Bcstg. Co.  
Address Hwy 14  
Tel: 8535 News Service: AP  
Gen. Mgr. Ned Butler

**WJDB—Thomasville—1956  
KBS**

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned WJDB Radio Inc.  
Address Box 757  
Tel: 3438 News Service: UP  
Pres., Gen. Mgr. Cecil Goodreau  
Comm. Mgr. Virgil Moore  
Program Dir. Patsy Reid

**WTBF—Troy—1946  
MBS-KBS**

Freq.: 970 Kc. Power: 5 Kw. d., 500 W., n.  
Owned-Operated By Troy Bcstg. Corp.  
Address College Drive  
Tel: 980 News Service: AP  
Transcription Service World  
Membership NAB  
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 2216 1/2 Broad St.  
Tel: PL 4-4464 News Service: UP  
Representative Rambeau  
Membership NAB  
General Manager John C. Cooper Jr.  
Station Manager Mercer L. King  
Commercial Manager A. N. Kitchen  
Chief Engineer Percy Sexton

**WNPT—Tuscaloosa—1951  
ABN**

Freq.: 1280 Kc. Power: 5 Kw. 4., 500 W. n  
Owned-Oper. By W. Alabama Bdcstg. Co.  
Address P.O. Box 181  
Tel: PL 8-3311 News Service: AP



Representative ..... Dixieland  
 Trans. Ser.....Lang-Worth  
 General Manager..... Ruth Harris  
 Commercial Mgr..... Lehman M. Mayer

Gen. Manager.....Eulus O. Whitehead  
 Sales Manager.....Stanley Walters  
 Promotion Manager.....Jean Pollard

**WTBC—Tuscaloosa—1946**  
**MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By..... Tuscaloosa Bcstg. Co.  
 Address.....Radio Center  
 Tel.: 8-5523..... News Service: AP  
 Transcription Service .....World  
 Representative.....Sears & Ayer, For Joe  
 Membership.....NAB, RAB  
 Station Mgr..... Bert Bank  
 Comm. Mgr..... E. E. Manning, Jr.  
 Program Dir..... Jack Mock  
 Chief Engineer..... Jim Rutledge

**WTUS—Tuskegee—1952**  
**KBS**

Frequency: 580 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..... Radio Tuskegee, Inc.  
 Address..... Union Springs Road  
 Tel.: 580..... News Service: UP  
 Representative..... Cont. Radio Sales  
 Sta. Manager..... J. A. Bowers  
 Sales Dir..... Don Mitchell  
 Chief Engineer..... Bill Beatty

**WVNA—Tuscumbia—1955**

Frequency: 1590 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By..... Elton H. Darby  
 Address..... 112 S. Main St.  
 TL: EV 3-2727..... News Service: UP  
 Representative ..... Masla  
 Transcription ..... Thesaurus

**WETU—Wetumpka—1954**  
**KBS**

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned..... Elmore Service Corp.  
 Address..... Box 60  
 Tel.: 7369..... News Service: UP  
 Transcription Ser..... Thesaurus  
 Station Rep..... Sears & Ayers, Dixieland  
 President..... Lem Coley  
 General Mgr..... Ed Morgan  
 Chief Engineer..... David Conley

**Arizona**

Pop. March 1 (Est.)—1,163,000; Families—325,000; Lic. Stations—40,  
 Sta. CP's—4; Radio Homes—316,000; TV Homes—198,000

**KSUN—Bisbee—1933—MBS-**  
**DON LEE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..... Carleton W. Morris  
 Address..... Drawer C, Lowell St.  
 Tel.: HE 2-2277..... News Service: UP  
 Representative..... Ayres, Bob Dore  
 President..... C. W. Morris  
 Gen., Sta., Comm. Mgr..... Arlo Woolery  
 Prog. Dir..... Ray Helgesen

Owned..... Darwin Broadcasting Co.  
 Address..... P.O. Box 608  
 Tel.: UN 4-4185..... News Service: UP  
 Representative..... Grant Webb  
 Sta. Mgr..... Chet Darwin  
 Prog. Dir..... Jack Campbell

**KCKY—Coolidge—1948**  
**CBS-KBS**

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Oper. By..... Gila Bcstg. Co., Inc.  
 Address..... Box 1438  
 Telephone..... PA 3-5432  
 Transcription Service ..... Thesaurus  
 Membership..... NAB  
 Representative..... Hil F. Best  
 President..... Louis F. Long  
 General Maanager..... Bill Parady  
 Comm. Mgr..... Wally Gunderson  
 Prog. Dir..... Ken Hooker  
 Chief Engineer..... Frank Hancock

**KPIN—Casa Grande—1956**

Frequency: 1260 Kc.....Power: 1 Kw., d.  
 Owned..... Pinal County Bcstg. Service  
 Address..... Box 66  
 Tel.: TE 6-7427..... News Service: AP  
 Representative..... Fred Crawford, Jr.  
 Gen., Sta. Mgr..... J. W. Parham  
 Comm. Mgr..... D. A. Garbe

**KCLF—Clifton—1950—NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Gila Bcstg. Co.  
 Address..... Box 1446  
 Tel.: UN 4-4114..... News Services: UP, AP, INS  
 Gen. Mgr..... Paul Merrill  
 Sta. Mgr..... Tom Moore

**KAWT—Douglas—1946**  
**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

**KHCD—Clifton—1956**

Frequency: 1450 Kc.....Power: 250 Watts



Representative .....McGavren-Quinn  
 Membership .....NAB  
 V.P., Gen. Mgr.....Ralph Anderson  
 Sales Mgr.....Richard Grand

### KCNA—Tucson—1946

Freq.: 580 Kc.....Power: 5 kw. d.; 500 w. n.  
 Owned-Operated By.....Catalina Bcstg. Co.  
 Business Address.....P. O. Box 2348  
 Tele.: MA 2-4664.....News Service: AP  
 Representative .....Gill-Perna  
 Pres., Gen. Mgr.....Harry B. Chambers  
 Comm. Mgr.....W. F. Riley, Jr.  
 Pub. Dir.....Pat Palmer  
 Chief Engineer.....Eugene E. Stough

### KEVT—Tucson—1953

Frequency: 690 Kw.....Power: 250 Watts d.  
 Owned-Oper. By.....Tucson Radio Inc.  
 Business Address.....57 W. Congress  
 Tel.: MA 4-5588.....News Service: UP  
 Representative.....Oakes, Nat. Time Sls.  
 Membership .....NAB  
 Transcription .....SESAC  
 General Manager.....Peter Trowbridge  
 Comm. Mgr.....De Witt Wray  
 Program Dir.....Oscar H. Stevens  
 Sales Manager.....Arturo Aguilar

### KMOP—Tucson—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.  
 Owned.....Bam-Ray Bcstg. Co.  
 Address.....101 W. Drachman  
 Tel.: MA 3-6663.....News Service: AP  
 Representative .....Bolling  
 Pres., Gen. Mgr.....Ray Odom

### KOLD—Tucson—1947—CBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Old Pueblo Bcstg. Co.  
 Business-Studio Add.....115 W. Drachman St.  
 Tel.: 4-2511.....News Service: AP  
 Representative.....AM Radio Sales  
 Membership .....NAB  
 President.....H. C. Tovrea  
 Managing Dir.....Tom Chauncey  
 Manager .....Stan Norman  
 Comm. Mgr. ....Bill Riley  
 Sales Mgr.....Robert N. Falks  
 Prog. Director .....Ed Tucker  
 Pub. Director.....Pat Wiener  
 Chief Engineer.....Vene Cimitoff

### KTKT—Tucson—1949

Frequency: 990 Kc.....Power: 10,000 W., d.  
 Owned-Operated By.....Copper State Bcstg.  
 Business-Studio Address.....Box 5585  
 Tel.: MA 2-6711.....News Service: UP  
 Membership .....NAB  
 Representative .....Forjoe  
 General Mgr.....Thomas I. Wallace  
 Commercial Mgr.....Sid Harrell  
 Sales Prom. Mgr.....Frank Spezzano  
 Chief Eng.....Nat Talpis

### KTUC—Tucson—1929 MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tucson Bcstg. Co.  
 Business-Studio Address....900 E. Broadway  
 Tel.: MA 2-3344.....News Service: UP  
 Trans. Service.....World, Associated, SESAC  
 Rep.....Radio-TV Reps  
 Membership .....NAB, 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—1928 NBC

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By....Arizona Bcstg. Corp.  
 Business-Studio Address.....209 W. Elm  
 Tel.: MA 3-2555.....News Service: AP  
 Transcription Service .....Capitol  
 Representative .....Avery-Knodel  
 President.....C. D. McKinnon  
 Station Mgr.....Ray Owen  
 Chief Eng.....Ray Holsclaw

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**KVNC—Winslow—1952—MBS—  
DON LEE**

Freq.: 1010 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Gila Bdcstg. Co.  
Address.....Box 373  
Tel.: 1010.....News Service: AP, UP  
Transcription.....Standard, Thesaurus  
Gen. Mgr.....Paul Merrill  
Sta., Comm. Mgr.....Chuck Mizner  
Sales Prom. Mgr.....Warner Stensland  
Program Dir.....Jerry Graham  
Pub. Director.....Connie Mizner  
Chief Engineer.....Woody Woodsworth

**KOFA—Yuma—1952**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Broadcasters, Inc.  
Address.....P. O. Box 1430  
Telephone.....SU 3-8341  
Representative.....Tracy Moore  
President.....Henry Schechert  
Gen., Sta. Mgr.....Fred A. Pelger, Sr.  
Comm. Mgr.....Rose Anne Pelger

Program Dir.....Raymond B. Pelger  
Publicity Dir.....Virginia Blinn

**KVOY—Yuma—1950  
MBS—DON LEE**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....KYMA-YUMA, Inc.  
Address.....P. O. Box 671  
Telephone.....SU 3-7841  
Representatives.....Radio-TV Reps.  
Trans.....World, SESAC  
Membership.....NAB, 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  
Telephone.....SU 3-3305  
Transcription Service.....Thesaurus, Capitol  
Representative.....Paul H. Raymer  
Membership.....NAB  
President.....R. O. Lewis  
Gen., Sta. Mgr.....M. R. "Cy" Lower

**Arkansas**

Pop. Mar. 1 (Est.)—1,849,000; Families—524,000; Lic. Stations—59,  
Sta. CP's—2; Radio Homes—516,000; TV Homes—278,000

**KVRC—Arkadelphia—1947  
KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Arkadelphia Bcstg. Co.  
Business-Studio Address.....506 Main St.  
Tel.: 789.....News Service: AP  
Representative.....Hil F. Best  
President.....Cecil Cupp, Sr.  
Gen., Sta. Mgr.....Bill Deaton  
Chief Engineer.....Ray Burns

**KBTA—Batesville—1950  
KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned.....White River Valley Bdcsts. Co.  
Address.....Batesville, Ark.  
Tel.: 1112.....News Service: AP  
Representative.....Best  
Transcription Service.....World  
Pres., Gen. Mgr.....J. F. Higginbottom  
Sales Prom. Mgr.....Murray Schroyer

**KBBA—Benton—1953**

Frequency: 690 Kc. Power: 250 Watts, d.  
Owned-Oper. By.....Benton Bcstg. Service  
Business Address.....Box 294  
Tel.: SP 8-2690.....News Service: AP  
Pres., Gen. Mgr.....Lavelle Langley  
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.  
Tel.: 2093.....News Service: AP

Station Representative.....John E. Pearson  
Gen. Mgr.....Harold L. Sudbury  
Sales Promotion Manager.....J. T. Sudbury  
Program Director.....Carl Frame

**KAMD—Camden—1946—MBS**

Freq.: 910 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Camden Radio Inc.  
Address.....674 California St.  
Tel.: TE 6-5091.....News Service: AP  
Membership.....NAB, RAB  
President, Gen. Mgr.....Walter E. Hussman  
Sta. Mgr.....Donald Cathey  
Prog. Dir.....Cal Carter

**KCON—Conway—1950—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Conway Bcstg. Co.  
Address.....ASTC Campus  
Telephone.....189  
Transcription Service.....World, SESAC  
Representative.....Best  
Gen. Mgr.....James E. Clayton  
Program Dir.....S. F. Morehead  
Chief Engineer.....Edwin McClendon

**KAGH—Crossett—1951—KBS**

Frequency: 800 Kc. Power: 250 Watts, d.  
Owned-Operated By.....Julian Haas  
Address.....Box 32  
Tel.: FO 4-2181.....News Service: AP  
Representative.....Bogner-Martin  
Gen. Mgr.....Julian Haas  
Chief Engineer.....Preston Derryberry

**KDQN—De Queen—1956**

Frequency: 1390 Kc. Power: 500 Watts, d.



### KCLS—Flagstaff—1950 NBC

Freq.: 600 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Operated By... Saunders Bcstg. Co.  
Address ..... Box 1677  
Telephone ..... PR 4-4461  
Transcription ..... Thesaurus  
Pres., Gen. Mgr..... Charles J. Saunders  
Sta. Mgr..... Dorothy J. Saunders  
Chief Engineer..... Miles Shepherd

### KVNA—Flagstaff—1950 MBS-DON LEE

Freq.: 690 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By... Frontier Television Co., Inc.  
Address ..... P. O. Box 2671  
Telephone ..... AL 8-8181  
Membership ..... NAB  
President ..... John L. Hogg  
Sta. Mgr..... Oliver G. Coburn  
Comm., Prom. Mgr..... Anthony P. Scrivano  
Prog. Dir..... Marlin A. Saline

### KWJB—Globe—1938—NBC

Frequency: 1240 Kc. Power: 250 Watts, d.  
Owned-Operated By... Gila Bcstg. Co., Inc.  
Address ..... Globe, Ariz.  
Telephone ..... GA 5-4483  
Representative ..... KTAR, Phoenix  
Gen. Manager..... Willard Shoecraft  
Comm. Mgr..... Darrell Tucker

### KDJI—Holbrook—1955—KBS

Frequency: 1270 Kc. Power: 1000 W. d.  
Owned-Oper. By... Northeastern Ariz. Bcstrs.  
Address ..... Box 31  
Tel.: 40. News Service: UP  
Transcription ..... Lang-Worth, SESAC  
Representative ..... Moore, Best  
General Manager..... Donald E. Jacobs, Jr.  
Program Director..... Bill Cross  
Chief Engineer..... Bob McClendon

### KAAA—Kingman—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Stonybrook Broadcasting Co.  
Business Address ..... P. O. Box 1208  
Tel.: BL 462. News Service: AP  
Membership ..... NAB  
Representative ..... Harlan G. Oakes  
Pres., Gen. Mgr..... Wallace E. Stone  
Comm. Mgr., Ch. Eng..... Bernard Wilson  
Program Director..... John F. Holbrook  
Publicity Director..... W. E. Stone

### KTYL—Mesa—1946

Freq.: 1310 Kc. Power: 5 kw. d.; 500 w. n.  
Owned-Oper. By... Greater Phoenix Bcstg. Co.  
Address ..... P. O. Box 231  
Tel.: WO 4-4422. News Service: AP  
Transcription Service ..... Standard  
Membership ..... NAB  
President..... Sherwood R. Gordon  
Man. Director..... George H. Bush

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  
Tel.: 770. News Service: UP  
Representative ..... Best, Oakes  
Gen., Comm. Mgr..... C. F. Montano  
Asst. Mgr., Prog. Dir..... A. B. Montano  
Chief Engineer..... Miles Shepherd

### KHEP—Phoenix—1956

Frequency: 1280 Kc. Power: 1000 Watts, d.  
Owned ..... Grand Canyon Bcstrs., Inc.  
Address ..... Box 646  
Tel.: AP 8-5555. News Service: AP  
Representative ..... Bolling  
Membership ..... RAB  
Pres., Gen. Mgr..... Wm. P. Ledbetter  
Comm. Mgr..... Don E. Jackson  
Sales Prom. Mgr..... Marvin L. Young

### KIFN—Phoenix—1949

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Operated By... Western Bcstg. Co.  
Address ..... Box 430  
Tel.: AL 3-6155. News Service: UP  
Membership ..... NAB  
Station Representative..... Harlan Oakes, NTS  
Gen. Mgr..... Frank P. Redfield  
Commercial Mgr..... J. K. Redfield

### KONI—Phoenix—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned ..... Anjo Bcstrs. & Telecstrs. Inc.  
Address ..... Box 1977  
Tel.: AL 8-8044. News Service: UP  
Sta. Rep..... Jack Masla  
President..... Annie Dee Davis  
General Manager..... James T. Ownby  
Chief Engineer..... James C. Corn

### KOOL—Phoenix—1947—CBS

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By... KOOL Radio-TV Inc.  
Business-Studio Address..... 511 W. Adams  
Tel.: AL 3-3121. News Service: UP  
Representative ..... AM Radio Sales  
Transcription ..... Standard  
Sales Mgr..... Kenneth Morton  
Membership ..... NAB, RAB  
Board Chairman ..... Gene Autry  
Pres., Gen. Mgr..... Tom Chauncey  
V.P..... Homer L. Lane  
Sales Mgr..... Kenneth Morton  
Chief Engineer..... Nelson Nichols

### KOY—Phoenix—1922—MBS- DON LEE

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. N.  
Owned-Oper. By... KOY Bcstg. Co.



**Address**..... 840 N. Central Ave.  
 Tel.: AL 8-8181..... News Service: UP  
**Transcription Service**..... World  
**Representative**..... **John Blair**  
**Membership**..... NAB, RAB  
 Pres., Gen. Mgr..... John L. Hogg  
 Comm. Mgr..... James W. Ross  
 Sales Prom. Mgr..... F. A. Higgins  
 Prog., Pub. Director..... John R. Williams  
 Chief Engineer..... Edward R. Janney

### KPHO—Phoenix—1940

**Frequency:** 910 Kc..... **Power:** 5000 Watts  
 Owned..... Meredith Publishing Co.  
**Address:**..... 631 No. 1st Ave.  
 Tel.: AL 8-4511..... News Service: UP, INS  
**Representative**..... **Katz**  
**Membership**..... NAB, RAB  
 Gen. Mgr..... Richard B. Rawls  
 Asst. Sta. Mgr..... Gene Spry  
 Commercial Mgr..... John R. Crowley  
 Sales Prom. Mgr..... Jo Hitchcock

### KRIZ—Phoenix—1950

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
 Owned-Oper. By..... Radio Phoenix  
**Address-Trans. Loc.**..... 2345 Westward Blvd.  
 Tel.: AL 4-8436..... News Service: AP  
**Station Representative**..... **Burn-Smith**  
**Membership**..... NAB, RAB  
 Pres., Gen. Manager..... Richard B. Wheeler  
 Comm., Prom. Mgr..... Sheldon Engel  
 Program Dir..... Robert Townsend  
 Pub., Sales Prom. Dir..... Andy Lane  
 Chief Engineer..... James E. Shepler

### KRUX—Phoenix—1956

**Freq.:** 1360 Kc..... **Power:** 5 Kw. d., 500 W. n.  
 Owned-Oper. By..... Bartell Broadcasters, Inc.  
**Bus.-Studio Address**..... 417 N. 1st St.  
 Tel.: AL 8-1551..... News Service: UP  
**Representative**..... Adam Young  
**Membership**..... NAB, RAB  
 President..... Gerald A. Bartell  
 Gen. Mgr..... Chuck Christianson

### KTAR—Phoenix—1922—NBC

**Frequency:** 820 Kc..... **Power:** 5000 Watts  
 Owned-Operated By..... KTAR Bcstg. Co.  
**Business Studio Address**..... 1101 North Central  
 Tel.: AL 4-4161..... News Service: AP  
**Trans. Ser.**..... Standard, Capitol  
**Representative**..... Avery-Knodel  
**Membership**..... NAB  
 Chrmn. of the Board..... John J. Louis  
 Pres., Gen. Mgr..... Richard O. Lewis  
 Commercial Manager..... E. W. Harvey  
 Prog. Director..... Jack Willis  
 Chief Engineer..... Harold Haughawout

### KUEQ—Phoenix—1957

**Frequency:** 740 Kc..... **Power:** 1 Kw., d.  
 Owned..... Q Bcstg. Co., Inc.  
**Address**..... Box 5282  
**Telephone**..... BR 5-7003  
**Representative**..... W. S. Grant

Pres., Gen. Mgr..... Frank S. Barc. Jr.  
 St. Comm. Mgr..... Ken Wilson  
 Prog. Dir..... Bob McNulty  
 Chief Engineer..... Gene Boos

### KNOT—Prescott—1957

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
 Owned..... Thunderbird Bcstg. Corp.  
**Address:**..... Box 151, Hassayampa Hotel  
 Tel.: 1450..... News Service: UP  
**Transcription**..... Thesaurus  
**Representative**..... Masla O'Connell  
**Membership**..... NAB  
 Pres., Gen. Mgr..... Roy L. Albertson, Jr.

### KYCA—Prescott—1940—NBC

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
 Owned-Oper. By..... Southwest Bcstg. Co.  
**Business-Studio Address**..... East Gurley St.  
**Telephone**..... 244  
**Representative**..... Avery-Knodel  
 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.  
 Tel.: 15..... News Services: AP, UP  
**Transcription Service**..... Thesaurus  
**Representative**..... Paul H. Raymer  
 General Mgr..... Paul Merrill  
 Station Mgr..... Harl Barnett  
 Commercial Mgr..... Tom Moore

### KPOK—Scottsdale—1956

**Frequency:** 1440 Kc..... **Power:** 5 Kw.  
 Owned..... Scottsdale Bcstg. Co.  
**Address**..... Box 182  
**Representative**..... Best  
**News Service**..... UP  
**Membership**..... NAB  
 Pres., Gen. Mgr..... Dick Gilbert  
 Exec. V.P..... Saxie Dowell  
 Dir. Sales & Serv..... Irving S. Leon, Sr.

### KVWM—Show Low—1957

**Frequency:** 1050 Kc..... **Power:** 250 Watts  
 Owned..... Peak Bcstg. Co.  
**Address**..... Box 606  
 Tel.: 100..... News Service: UP  
**Representative**..... Best  
 Pres., Gen. Mgr..... S. J. Woodworth

### KHFH—Sierra Vista—1957

**Frequency:** 1420 Kc..... **Power:** 1 Kw.  
 Owned..... C. W. Morris  
**Address**..... Sierra Vista  
**Representative**..... Ayres, Bob Dore  
 Manager..... John Bonnett, Jr.

### KAIR—Tucson—1956

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
 Owned..... Pima Bcstg. Co.  
**Address**..... Box 951  
 Tel.: MA 4-0401..... News Service: UP

Owned.....R. G. McKeever  
 Address.....1923 S. Fourth St.  
 Tel.: JU 4-2446.....News Service: AP  
 Representative.....Best  
 Gen. Mgr.....Cecil L. Boykin

**KDMS—El Dorado—1950**

Frequency: 1290 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....El Dorado Bcstg. Co.  
 Address.....208 N. Cleveland  
 Tel.: UN 3-5121.....News Service: UP  
 Transcription Service.....Thesaurus  
 Representative.....Rambeau  
 Membership.....NAB  
 Gen. Mgr.....E. R. Hall  
 Program Dir.....Bob Russel

**KELD—El Dorado—1935**  
 ABN

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Enterprises, Inc.  
 Business-Studio Address...208½ N. Washington  
 Tel.: UN 3-6126.....News Service: AP  
 Transcription Service.....World  
 Representative.....Bogner & Martin  
 Membership.....NAB  
 Pres., Gen. Mgr.....W. N. McKinney  
 Comm. Mgr.....J. R. Duerson  
 Prog., Pub. Director.....Jerome Orr  
 Chief Engineer.....Troy B. Eddins

**KFAY—Fayetteville—1957**  
 MBS

Frequency: 1250 Kc.....Power: 500 Watts  
 Owned.....Stamps Radio Bcstg. Co.  
 Address.....Box 112  
 News Service.....UP  
 Gen. Mgr.....H. Weldon Stamps

**KGRH—Fayetteville—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Fayetteville Bcstg. Co., Inc.  
 Business-Studio Address...103 West Mountain  
 Tel.: HI 2-2322.....News Service: AP  
 Representative.....Walker  
 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, d.  
 Owned By.....Forrest City Bcstg. Co., Inc.  
 Address.....Natl. Bank Bldg.  
 Tel.: ME 3-1252.....News Service: UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 Representative.....Burn-Smith  
 Gen., Sta. Mgr.....William Fogg  
 Sls., Comm. Mgr.....James Pearson  
 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  
 Tel.: SU 3-4105.....News Service: UP, AP  
 Representative.....Avery-Knodel  
 Membership.....NAB  
 Sta., Sales Mgr.....J. Paul McCaslin

**KFSA—Fort Smith—1947**  
 ABN-CBS-NBC

Frequency: 950 Kc.....Power: 1 Kk. d., 500 W. n.  
 Owned.....Fort Smith Broadcasting Co.  
 Address.....920 Rogers Ave.  
 Tel.: SU 2-9125.....News Service: UP  
 Newspaper Affiliation.....Times Record  
 Transcription.....Thesaurus  
 Representative.....Venard, Rintoul & McConnell  
 Membership.....NAB  
 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.....5th & Garrison Ave.  
 Tel.: SU 3-8967.....News Service: AP  
 Representative.....Rambeau  
 Gen. Mgr., Sec-Treas.....J. H. Friedman  
 Station Mgr.....Glenn A. O'Neal

**KHOZ—Harrison—1946—KBS**

Frequency: 900 Kc.....Power: 250 Watts, d.  
 Owned-Operated by...Harrison Bcstg. Corp.  
 Address.....P. O. Box 120  
 Tel.: 1240.....News Service: UP  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 President.....Betty Lou Wheeler  
 Gen. Mgr.....Robert S. Wheeler, Jr.  
 Sta., Comm. Mgr.....Everett Horton  
 Prom. Mgr.....Marc Williams

**KFFA—Helena—1947**  
 MBS-KBS

Frequency: 1360.....Power: 1,000 Watts  
 Owned-Operated By.....Helena Bcstg. Co.  
 Address.....215 York St.  
 Tel.: HI 4-2361.....News Service: AP  
 Representative.....Best  
 Membership.....NAB  
 Gen. Sta. Mgr.....Sam W. Anderson  
 Sales Prom. Mgr.....Katherine M. Kizer  
 Prog. Dir., Ch. Engr.....Earl Hodges  
 Publicity Dir.....Randolph Tardy

**KXAR—Hope—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hope Bcstg. Co.  
 Address.....P. O. Box 138



Tel.: 7-3601 News Service: UP
Gen. Mgr.: L. B. Tooley
Comm. Mgr.: Wes Ninemire

Prog., Pub. Dir.: Mitch Odum
Chief Eng.: Wesley Bell

KBHS—Hot Springs—1953

KARK—Little Rock—1928
NBC

Frequency: 590 Kc. Power: 5000 Watts d.
Owned-Oper. By: Resort Bdcstg. Co., Inc.
Address: 113 Third St.
Tel.: NA 3-6661 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: Forrest Eddy
Chief Engineer: Clint Norman

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By: Arkansas Radio & Equip. Co.
Address: 10th & Spring Sts.
Tel.: FR 6-2481 News Services: AP, UP
Representative: Edward Petry
Membership: NAB
Exec V.P., Gen. Mgr.: T. K. Barton
V.P., Sta. Mgr.: Douglas Romine
Commercial Mgr.: Ernest Howard
Prom. Dir.: Shirley Kennedy
Program Director: Ernest M. Howard

KBLO—Hot Springs—1953
MBS

KGHI—Little Rock—1927
MBS

Frequency: 1470 Power: 1000 Watts d.
Owned-Oper. By: Hot Springs Bcstg., Inc.
Address: 1011 Central
Tel.: NA 3-2553 News Service: AP, UP
Representative: Rambeau
Membership: NAB
Pres., Gen. Mgr.: C. J. "Gus" Dickson
Comm. Mgr.: Oscar Peden
Program Dir.: Steve Nichols
Publicity Dir.: Hank Sanders
Chief Engineer: R. G. King

Freq.: 1250 Kc. Power: 1 Kw. d., 500 w n.
Owned-Oper. By: Radio Arkansas
Address: P. O. Box 3099
Tel.: FR 2-0166 News Service: AP
Transcription Service: World
Representative: Burn-Smith
Gen. Mgr.: Harold E. King
Sta. Mgr.: William J. Hart
Comm. Mgr.: Al Shirey
Sales Prom. Mgr.: Winnifred Shanks
Program Dir.: Marvin Heffington
Publicity Dir.: Barbara Park
Chief Engineer: Bill Gabbert

KWFC—Hot Springs—1941
ABN

KLRA—Little Rock—1927
ABN

Freq.: 1350 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Operated By: Spa Bcstg. Co., Inc.
Business-Studio Address: Box 1038
Tel.: NA 4-1225 News Service: AP
Representative: Venard, Rintoul & McConnell
Membership: NAB, RAB
President, Gen. Mgr.: Clyde E. Wilson
Comm. Mgr.: T. Dickson
Chief Engineer: C. Mathis

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By: WTCR Inc
Business-Studio
Address: Box 426, Arlington, Va.
Tel.: JA 5-5087 News Service: AP
Membership: NAB
Representative: Paul Raymer
President: Jane E. Trimmer
Sta., Comm. Mgr.: Kermit F. Tracy
General Mgr.: N. S. Twell

KBTM—Jonesboro—1930
MBS

KOKY—Little Rock—1956

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Patteson Brothers
Address: WBTM Bldg.
Tel.: WE 5-5597 News Service: AP
Representative: Burn-Smith
Pres., Gen. Mgr.: A. G. Patteson, Jr.
Sta. Mgr.: Clarence Adams
Pub. Dir.: Marion Boyne

Frequency: 1440 Kc. Power: 1 Kw. d.
Owned: Ebony Radio
Address: Box 1956
Tel.: FR 2-0391 News Service: AP
Representative: John E. Pearson
Gen. Mgr.: John M. McLendon
Sta. Mgr.: Kersh Walters

KNEA—Jonesboro—1950

KTHS—Little Rock—1924
CBS

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio Jonesboro, Inc.
Address: New Citizens Bank Bldg.
Tel.: WE 2-8381 News Service: UP
Transcription Service: World, Thesaurus
Representative: Gill-Perna
President: Ernest Farabee
General Manager: Harold Gregson
Comm. Mgr.: Deloss Walker

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Oper.: Radio Bcstg., Inc.
Business-Studio Address: P. O. Box 269
Newspaper Affil.: Shreveport Times
Tel.: FR 4-3764 News Service: AP, UP
Representative: Christal



**Membership** ..... NAB, RAB  
**President** ..... W. H. Bronson  
**Gen., Sta. Mgr.** ..... B. G. Robertson  
**Comm. Manager** ..... A. C. Dowden  
**Sales Prom. Mgr.** ..... R. Brown  
**Program Director** ..... George F. Moore  
**Chief Engineer** ..... Cecil L. Sultt

**Representative** ..... Best  
**Gen. Mgr.** ..... Carlton Garner

### KVSA—McGehee—1953

**Frequency:** 1220 Kw. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ... S. E. Arkansas Bcstrs. Inc.  
**Address** ..... Box 1220  
**Tel.:** CA 2-2400. .... **News Service:** AP  
**Representative** ..... Best  
**Transcription** ..... Capitol  
**Pres., Gen. Mgr.** ..... Abbott F. Kinney

### KVLC—Little Rock—1948

**Frequency:** 1050 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** .. Southwestern Bcstg. Co.  
**Address** ..... Southern Natl. Insurance Bldg.  
**Tel.:** FR 5-5321. .... **News Service:** AP  
**Representative** ..... Clarke Brown, O'Connell  
**Comm. Mgr.** ..... Charlie Simms  
**General Mgr.** ..... Dale Mahurin  
**Asst. Sta. Mgr.** ..... Henry H. Steele

### KENA—Mena—1955—KBS

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... R. B. Bell  
**Address** ..... S. Reine St.  
**Tel.:** 944. .... **News Service:** AP  
**Representative** ..... Hil F. Best  
**General Mgr.** ..... Larry Shephard  
**Comm. Mgr.** ..... Bill Hughes  
**Ch. Eng.** ..... O. D. Frederick

### KNLR—North Little Rock—1957

**Frequency:** 1380 Kc. .... **Power:** 1 Kw.  
**Owned** ..... Arkansas Valley Bcstg. Co.  
**Address** ..... 16th & Main  
**Tel.:** FR 6-1997. .... **News Service:** UP  
**Representative** ..... W. S. Grant  
**Membership** ..... NAB, RAB  
**President** ..... Willis Eddins  
**Gen. Sta. Mgr.** ..... Ray Bartlett  
**Comm. Mgr.** ..... Phillip Sklar

### KHBM—Monticello—1955 KBS

**Frequency:** 1430 Kc. .... **Power:** 1 Kw., d.  
**Owned-Oper. By** ..... College Bcstg. Co.  
**Address** ..... Box 446  
**Tel.:** 91. .... **News Service:** UP  
**Representative** ..... Best  
**Transcription** ..... SESAC, Standard  
**Gen. Mgr.** ..... Ted Woods  
**Comm. Mgr.** ..... Betty Woods  
**Chief Engineer** ..... John Burdue

### KXLR—N. Little Rock—1946

**Freq.:** 1150 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By** ..... Sanders Ark. Bcstg.  
**Address** ..... Cotton Belt Bldg.  
**Tel.:** FR 2-2155. .... **News Service:** AP  
**Representative** ..... Avery-Knodel  
**Membership** ..... NAB  
**Gen. Mgr.** ..... George B. Faulder  
**Prog. Dir.** ..... Roy Nichols

### KVOM—Morrilton—1952

**Frequency:** 800 Kw. .... **Power:** 250 Watts d.  
**Owned-Oper. By** ..... Morrilton Bcstg. Co.  
**Address** ..... P. O. Box 541  
**Tel.:** 506. .... **News Service:** AP  
**Transcription Service** ..... Standard, World  
**Gen. Mgr.** ..... J. C. Willis  
**Comm Mgr.** ..... Bill Harper  
**Prog. Director** ..... Hugh C. Jones

### KVMA—Magnolia—1948 MBS

**Frequency:** 830 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Magnolia Bcstg. Co.  
**Business-Studio Address** .. 212 N. Jefferson St.  
**Tel.:** 630. .... **News Service:** AP  
**Representative** ..... John E. Pearson  
**Membership** ..... NAB  
**President** ..... Dr. J. F. Rushton  
**Gen. Mgr.** ..... William M. Bigley  
**Comm. Mgr.** ..... W. D. Waller

### KTLO—Mountain Home—1953 KBS

**Frequency:** 1490 Kw. .... **Power:** 250 Watts  
**Owned-Oper. By** .. Mountain Home Bcstg. Corp.  
**Address** ..... Hwy 5, N.  
**Tel.:** 1490. .... **News Service:** UP  
**Representative** ..... Best  
**Transcription** ..... World  
**Pres., Gen. Mgr.** ..... A. Stricklen  
**Commercial Mgr.** ..... Bob Pratt

### KBOK—Malvern—1951—KBS

**Frequency:** 1420 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Malvern Bcstg. Co.  
**Address** ..... Young Insurance Bldg.  
**Tel.:** 1800. .... **News Service:** AP  
**Representative** ..... Devney, Melville  
**Gen., Comm. Mgr.** ..... Kermit Richardson  
**Chief Engineer** ..... Tom Graves

### KNBY—Newport—1949

**Freq.:** 1280 Kc. .... **Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By** ... Newport Bcstg. Co.  
**Business Address** ..... U.S. Hwy. 67  
**General Manager** ..... Gene Howe  
**Program Director** ..... Jerry Grojean

### KTML—Marked Tree—1956

**Frequency:** 1580 Kc. .... **Power:** 250 Watts, d.  
**Owned** ..... KTML, inc.  
**Address** ..... Box 17  
**Telephone** ..... 1580

### KOSE—Osceola—1949—KBS

**Frequency:** 860 Kc. .... **Power:** 1000 Watts d.





Owned-Oper. By.....Osceola Bcstg. Corp.  
 Business Address.....P. O. Box 311  
 Tel.: LO 3-2641.....News Service: AP  
 Trans.....World  
 Representative.....Cont. Radio Sales  
 President.....H. F. Ohlendorf  
 General Manager.....Don Whitney  
 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  
 Tel.: CE 2-7627.....News Service: AP  
 Membership.....NAB  
 General Manager.....T. Rand  
 Commercial Manager.....Doyle F. Baleman  
 Business Manager.....T. M. Self  
 Prog. Dir.....W. Whelies  
 Chief Engineer.....William O. Driskell

**KCLA—Pine Bluff—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Engineering Service  
 Business-Studio Address.....2900 W. 28th St.  
 Tel.: JE 5-1241.....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.....Simmons Bank Bldg.  
 Tel.: JE 4-8732.....News Service: AP  
 Transcription Service.....Thesaurus, World  
 Representative.....Walker  
 Pres., Gen. Mgr., Chief Engr.....B. J. Parrish  
 Local Comm. Mgr.....J. Wallace  
 Program Director.....Hilda Matz  
 Pub. Director.....R. W. Eiter

**KPBA—Pine Bluff—1957**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
 Owned.....Radio Pine Bluff  
 Address.....1607 W. 6th St.  
 Tel.: 4-1523.....News Service: UP  
 Gen. Mgr.....Howard M. Peters

**KPOC—Pocahontas—1950**  
 KBS

Frequency: 1420 Kc.....Power: 1,000 Watts d.  
 Owned-Operated By.....Pocahontas Radio, Inc.  
 Address.....P. O. Box 250  
 Tel.: TW 2-5234.....News Service: AP  
 Transcription.....World  
 Membership.....NAB  
 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.....114 S. First  
 Telephone.....1390  
 Station Rep.....Walker  
 Transcription.....World  
 Pres., Gen. Mgr.....G. Don Thompson  
 Prog., Pub. Dir.....Chuck Davis  
 Chief Engineer.....Bud Williams

**KXRJ—Russellville—1947**  
 KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Valley Broadcasters  
 Address.....Second and Commerce  
 Tel.: 299, 123.....News Service: AP  
 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  
 Tel.: 1281.....News Service: AP  
 Representative.....Hil F. Best  
 Membership.....NAB  
 Pres., Gen. Mgr.....Carl N. Dodd  
 Comm. Mgr.....Don P. Jones  
 Chief Eng.....Roy K. Cole

**KUOA—Siloam Springs—1923**  
 MBS-KBS

Frequency: 1290 Kc.....Power: 5,000 Watts d.  
 Owned-Operated By.....Kuoa, Inc.  
 Business-Studio Address.....Siloam Springs  
 Tel.: 777.....News Service: UP  
 Representative.....Dora-Clayton  
 Membership.....NAB  
 President.....Dr. John E. Brown, St.  
 Gen. Mgr.....Cecil Smith  
 Program Director.....Ralph Kennedy, Jr.  
 Chief Engineer.....John R. Flanagan

**KBRB—Springdale—1949**  
 ABN-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper.....Northwest Ark. Bcstg. & TV Co.  
 Address.....P. O. Box 29  
 Telephone: PL 1-4675.....News Service: AP  
 Newspaper Affiliation.....Southwestern Pub. Co.  
 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.....Stuttgart  
 Tel.: WA 2-5212.....News Service: AP  
 Representative.....Hil F. Best



# ARKANSAS-CALIFORNIA



Membership ..... NAB  
 Transcription ..... World, Standard  
 President ..... Belolt Taylor  
 Gen. Manager ..... Melvin P. Spann  
 Station Mgr. .... June S. Spann  
 Chief Engineer ..... C. R. Sandine

## **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. Dillahunt  
 Sales Manager ..... Herman Cecil

## **KRLW—Walnut Ridge—1951** KBS

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Lawrence Co. Bcstg. Co.  
 Address ..... Walnut Ridge

Tel.: 980 ..... News Service: UP  
 Trans. .... Thesaurus  
 Membership ..... NAB  
 Gen. Mgr. .... Wm. H. Cate

## **KWRF—Warren—1953—KBS**

Frequency: 860 Kc. .... Power: 250 Watts d.  
 Owned ..... Pines Bcstg. Co.  
 Address ..... Box 480  
 Tel.: 353-354 ..... News Service: AP  
 Representative ..... Hil F. Best  
 Gen., Sta. Mgr. .... Lee Reaves  
 Comm. Mgr. .... H. M. Harris

## **KWYN—Wynne—1956**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned ..... E. Arkansas Bcstrs. Inc.  
 Address ..... Hwy. No. 1, N.  
 Tel.: 1188 ..... News Service: UP  
 Representative ..... Best  
 Trans. .... World  
 Gen. Mgr. .... Raymond O. Raley  
 Comm. Mgr. .... Hiram Mayo  
 Prog. Dir. .... Art Rogers



# California

Pop. March 1 (Est.)—14,203,000; Families—4,537,000; Lic. Stations—174;  
 Sta. CP's—10; Radio Homes—4,502,000; TV Homes—4,437,000



## **KCNO—Alturas—1951—ABN**

Frequency: 570 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Interstate Bcstg. Co., Inc.  
 Address ..... P. O. Box 1358  
 Tel.: 2531 ..... News Service: UP  
 Trans. Ser. .... Standard, Capitol, Sesac  
 Representative ..... Best  
 Pres., Gen. Mgr. .... H. J. Chandler  
 Sta. Mgr. .... Dick Barrett  
 Chief Eng. .... J. M. Condrey

## **KAVR—Apple Valley—1954**

Frequency: 960 Kc. .... Power: 5 Kw. d.  
 Owned ..... Apple Valley Bcstg. Co.  
 Address ..... Apple Valley Inn  
 Tel.: VI 7-7251 ..... News Service: UP  
 Membership ..... NAB  
 Transcription ..... World  
 Representative ..... McGavren-Quinn, Moore  
 President ..... Newton T. Bass  
 Managing Dir. .... J. C. Thomas  
 Commercial Mgr. .... R. T. McKenzie

## **KENL—Arcata—1956**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned ..... Humboldt Bcstrs.  
 Address ..... Box 515  
 Tel.: VA 2-2941 ..... News Service: AP  
 Transcription ..... SESAC, World  
 Representative ..... W. T. Grant  
 Gen., Sta. Mgr. .... Vern Emmerson  
 Chief Engineer ..... Vince Lambert

## **KAH1—Auburn—1957**

Frequency: 950 Kc. .... Power: 500 Watts  
 Owned ..... Don C. Reeves  
 Address ..... Box 950

Tel.: TU 5-5636 ..... News Service: UP  
 Gen. Mgr. .... Gene Ragle

## **KBIG—Avalon—1952**

Frequency: 740 Kc. .... Power: 10,000 Watts  
 Owned-Operated By. .... John Poole Bcstg. Co.  
 Address ... 6540 Sunset Blvd., Los Angeles 28  
 Tel.: HO 3-3205 ..... News Service: AP, UP  
 Representative ..... Weed  
 Membership ..... NAB, RAB  
 President, Gen. Mgr. .... John Poole  
 V.P., Oper. Mgr. .... Cliff Gill  
 V.P., Comm. Mgr. .... R J McAndrews  
 Program Director ..... Alan Lissner

## **KAFY—Bakersfield—1946** MBS

Frequency: 550 Kc. .... Power: 1000 Watts  
 Owned ..... Paschall, Tullis & Hearne  
 Address ..... 1669 Chester Ave.  
 Tel: FA 4-9861 ..... News Service: UP  
 Representative ..... McGavren-Quinn  
 Transcription ..... SESAC  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... Benton Paschall  
 Sales Promotion Manager ..... Lee Corbin  
 Comm. Mgr. .... Glenn Lockhart  
 Publicity Director ..... Pat Baker  
 Chief Engineer ..... Lee Jones

## **KBIS—Bakersfield—1950**

Frequency: 970 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Eastern Electrosonic Industries  
 Studio Address ..... 2013 Chester Ave.  
 Tel.: FA 4-6093 ..... News Service: UP



Transcription Service ..... Lang-Worth  
 Representative ..... Young  
 Pres., Gen. Mgr. .... Hal Brown  
 Station Mgr. .... Don Hopkins  
 Comm. Mgr. .... Jack Bankson  
 Prog. Dir. .... Burt Hainline

Owned-Operated By Mojave Valley Bcstg. Co.  
 Address ..... Box 697  
 Tel.: 4001 ..... News Service: UP  
 Representative ..... O'Connell  
 President ..... W. T. Brown  
 Sta. Mgr. .... Harry White

**KERN—Bakersfield—1932**  
**CBS**

Frequency: 1410 Kc. .... Power: 1000 Watts  
 Owned-Operated By .. McClatchy Bdcstg. Co.  
 Business Address ..... 1535 17th St.  
 Tel.: FA 5-7475 ..... News Service: UP  
 Transcription Service ..... Capitol  
 Representative ..... Paul H. Raymer  
 Membership ..... NAB  
 President ..... Eleanor McClatchy  
 Sta. Mgr. .... Walter Bazluk  
 Chief Engineer ..... Luverne Shatto

**KRE—Berkeley—1923**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Central Calif. Bcstrs., Inc  
 Address-Trans. .... 601 Ashby Avenue  
 Tel.: AS 3-7715 ..... News Service: AP  
 Representative ..... W. S. Grant  
 Membership ..... NAB  
 General Mgr. .... Arthur Westlund  
 Sta. Mgr. .... Don Hambly  
 Prog. Dir. .... Les Avery  
 Chief Engineer ..... Robert K. Morrison

**KGEE—Bakersfield—1946**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KGEE, Inc.  
 Business-Studio Address ..... 1415 17th Street  
 Tel.: FA 7-3587 ..... News Service: UP  
 News Service ..... UP  
 Representative ..... Hollingbery  
 Membership ..... RAB  
 Pres., Prom. Mgr. .... C. Dexter Haywood  
 Gen., Sta., Comm. Mgr. .... Herbert H. Wixson  
 Program Director ..... Thad Bulkeley  
 Chief Engineer ..... Edwin Andreas

**KOWL—Bijou—1956**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Radio Station KOWL  
 Address ..... Lake Tahoe, Bijou  
 Telephone ..... KI 4-2400  
 General Sales Mgr. .... Donald C. Brown

**KIBS—Bishop—1953—KBS**

Frequency: 1230 Kw. .... Power: 250 Watts  
 Owned-Oper. By ..... Inyo Bcstg. Co.  
 Address ..... Box 757  
 Tel.: 4411 ..... News Service: UP  
 Representative ..... Broadcast Time Sales  
 Pres., Gen. Mgr., Pub. Dir. .... J. Oliver  
 Commercial Mgr., Prom. Mgr. .... R. S. Deming

**KMAP—Bakersfield—1955**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Morris Mindel  
 Address ..... P.O. Box 693  
 Tel.: FA 7-3541 ..... News Service: UP  
 Representative ..... Forjoe  
 Membership ..... NAB  
 Station Manager ..... Morrie Mindel  
 Comm. Mgr. .... Jack She'rin

**KYOR—Blythe—1947—ABN**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned. ... Imperial Broadcasting Systems, Inc.  
 Address ..... Box 668  
 Tel.: 2231 ..... 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

**KPMC—Bakersfield—1932**

Frequency: 1560 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By ..... Pioneer Mercantile Co.  
 Address ..... 20th & N Sts.  
 Tel.: FA 7-5121 ..... News Service: UP  
 Representative ..... Headley-Reed  
 President ..... F. G. R. Schamblin  
 Gen., Sta. Mgr. .... L. A. Schamblin  
 Comm. Mgr. .... Paul R. Bjermann  
 Chief Eng. .... Leo P. Jarvis

**KROP—Brawley—1946—ABN**

Frequency: 1300 Kc. .... 1000 Watts d. 500 n.  
 Owned-Oper. By ..... Imperial Bcstg. System  
 Address ..... 6331 Hollywood Blvd.  
 Telephone: 1300 ..... News Service: UP  
 Representative ..... John E. Pearson Co.  
 Station Manager ..... Ed Silvera  
 Program Dir. .... Chap Rollins

**KPAS—Banning—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Stevens Bcstg. Inc.  
 Address ..... 4425 W. Ramsey St.  
 Tel.: VI 9-4557 ..... News Service: UP  
 Transcription Service ..... World  
 Representative ..... Grant Webb  
 Gen. Manager ..... Edwin J. Stevens  
 Commercial Mgr. .... Lewis F. Shank

**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

**KWTC—Barstow—1947**

Frequency: 1230 Kc. .... Power: 250 Watts

**KICO—Calexico—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... Charles R. Love  
 Address..... Barbara Worth Hotel, El Centro  
 Tel.: EL 2-1490. News Service: AP, INS  
 Station Representative..... D. Cooke, O'Connell  
 Owner..... Charles R. Love  
 General Manager..... W. L. Gleeson  
 Prom. Dir..... Wally Blake

**KHSL—Chico—1935—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated..... Golden Empire Bcstg. Co.  
 Address..... Box 303  
 Telephone..... FI 2-0141  
 Representative..... Avery-Knodel  
 Membership..... NAB  
 Pres., Gen. Mgr..... Mrs. H. McClung  
 Station Manager..... Charles H. Kinsley, Jr.

**KPAY—Chico—1949—MBS**

Frequency: 1060 Kc. Power: 10,000 Watts  
 Owned-Oper. By..... Rabell Enterprises  
 Address-Trans..... 1060 Humbug Rd.  
 Tel.: FI 2-4211. News Service: UP  
 Transcription Service..... Standard  
 Representative..... Hollingberry  
 Membership..... NAB  
 President..... Fred Rabell  
 Exec. V.P..... Dorothy Rabell  
 Sacramento Valley Sales..... R. Gheller  
 Oper. Mgr..... Ned Tollinger  
 Natl. Sales Mgr..... Pete Watts

**KCHV—Coachella—1954**

Frequency: 970 Kc. Power: 1 Kw., d.  
 Owner..... Edward Gorges  
 Address..... 1694 6th Ave.  
 Tel.: EX 8-5534. News Service: AP  
 Representative..... Art Moore  
 Gen. Mgr..... I. E. Staples  
 Chief Eng..... Bill Buckingham  
 Sales Prom. Mgr..... Gus Duncan

**KBMX—Coalinga—1950—KBS**

Frequency: 1470 Kc. Power: 500 W. d.  
 Owned-Oper. By..... Westside Bdcstg. Co.  
 Address..... Box 1179  
 Tel.: 136. News Service: UP  
 Sta. Rep..... Grant Webb  
 Gen., Sta., Com. Mgr..... V. J. Stedry  
 Chief Engineer..... W. E. Long

**KBUC—Corona—1948**

Frequency: 1370 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned..... Radio Broadcasting, Inc.  
 Business Address..... Box 368  
 Tel.: RE 7-1370. News Service: UP  
 Trans..... Lang-Worth  
 Representative..... Gates  
 Pres., Gen. Mgr..... Henry Fritzen  
 Sta., Comm. Mgr..... Charles M. Ferguson  
 Chief Engineer..... Robert Cochems

**KCRE—Crescent City—1950**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By..... Del Norte Bcstg. Co.  
 Address..... Box 248  
 News Services..... AP, INS  
 Representative..... Ayres  
 Transcription..... Standard, SESAC, World  
 Pres., Gen. Mgr., Sta. Mgr..... Robert E. Grey  
 Business Mgr..... Peggy B. Gray

**KCHJ—Delano—1950**

Freq.: 1010 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Charles Herman Johns  
 Address..... County Line Rd.  
 Tel.: 8676. News Service: UP  
 Representative..... Ayres  
 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  
 Tel.: DI 500. News Service: AP  
 News Service..... AP  
 Representative..... W. Ayres, Cont. Radio Sales  
 Membership..... RAB  
 Pres., Gen., Sta. Mgr..... Egon A. Hofer  
 V.P..... Dave Hofer, Jr.

**KBAB—El Cajon—1954  
ABN**

Frequency: 910 Kc. Power: 1 Kw.  
 Owned-Operated By..... Babcock Bcstg. Corp.  
 Address..... Town & Country Hotel, San Diego  
 Tel.: CY 8-8371. News Service: AP  
 Representative..... Bolling  
 Membership..... RAB  
 Transcription Service..... Thesaurus  
 President..... L. H. Kornik  
 Gen., Sta. Manager..... E. L. (Bud) Chase  
 Comm. Mgr..... Donald Chase  
 Program Dir..... Dick Thompson  
 Chief Engineer..... Ed Murphree

**KXO—El Centro—1927  
MBS-DON LEE**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Valradio Inc.  
 Business Address..... Box 140  
 Tel.: EL 2-1230. News Service: UP  
 Representative..... Paul H. Raymer  
 Membership..... NAB  
 Pres., Gen. Mgr..... Riley R. Gibson  
 Commercial Manager..... Marc Hanan  
 Prog. Dir..... Bob Weaver

**KDAN—Eureka—1956**

Frequency: 790 Kc. Power: 5 Kw.  
 Owned..... W. H. Hansen  
 Address..... Box 903  
 Tel.: HI 2-0611. News Service: UP  
 Representative..... Bcst. Time Sales, Hall  
 Membership..... NAB  
 Mgr..... W. H. Hansen  
 Comm. Mgr..... Earl Madray



**KHUM—Eureka—1947—CBS**

Freq.: 980 Kc. Power: 5 Kw., d., 500 W. n.  
Owned-Oper. By Eureka Bcstg.  
Address Box 1015  
Tel.: HI 2-5744 News Service: AP  
Transcription Service Capitol  
Representative McGavren-Quinn  
Prog. Dir. Doyle Seely  
Comm., Prom. Mgr. Frank M. Smith  
Chief Engineer Dean Elliott

**KIEM—Eureka—1933**

**MBS-DON LEE**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned Opr. By Redwood Bdcstg. Co., Inc.  
Address 6th at E. Sts.  
Telephone HI 3-1621  
Membership NAB, RAB  
Representative John Blair  
President, Manager Wm. B. Smullin  
General Manager J. Edwin Arnold  
Commercial Mgr. Robert Stach  
Prom. Mgr. B. Adams  
Chief Engineer Don King

**KDAC—Fort Bragg—1948**

**KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned Mendocino Coast Bcstg. Co.  
Address Box 616  
Tel.: YO 4-3251 News Service: AP  
Owner Edward Morte  
General Manager Craig N. Smith  
Sales Prom. Mgr. Matthew V. Huber

**KARM—Fresno—1938—ABN**

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By KARM  
Business-Studio Address 1333 Van Ness Ave.  
Tel.: AM 4-2966 News Service: AP  
Representative Hollingbery  
General-Station Manager Del Gore  
Sales Mgr. Glenn Rinker  
Program Director Bill Dallas  
Chief Engineer Elbert Dean

**KBIF—Fresno—1947**

Frequency: 900 Kc. Power: 1000 Watts, d.  
Owned KBIF, Inc.  
Address 857 Van Ness Ave.  
Tel.: AM 6-0791 News Service: UP  
Transcription Lang-Worth  
Representative McGavren-Quinn  
Membership NAB, RAB  
Pres., Gen. Mgr. David T. Harris  
Comm. Mgr. Ethan Bernstein  
Program Dir. Jim Bailey

**KEAP—Fresno—1957**

Frequency: 980 Kc. Power: 500 W. d.  
Owned B. L. Golden  
Address 2344 S. Railroad Ave.  
Tel.: AD 7-1871 News Service: AP  
Representative W. S. Grant  
Mgr. R. L. Golden

**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.  
Telephone AM 8-6441  
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—KBS**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Operated By Delle Broadcasting Co.  
Address 1244 'O' St.  
Tel. AM 6-9901  
Representative Nat'l Time Sales, Hall, Gates  
Gen. Mgr. Jeanne Bacher

**KMAK—Fresno—1953**

Frequency: 1340 Kw. Power: 250 Watts  
Owned-Oper. By McMahan Bcstg. Co.  
Address 2020 McKinley  
Tel.: AM 6-9448 News Service: AP  
Representative McGavren-Quinn  
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.  
Tel.: AM 8-5771 News Service: UP  
Transcription Service World  
Representative Paul H. Raymer  
Membership NAB  
Station Manager Ramsey G. Elliott  
Sales Mgr. Roy Swanson  
Program Dir. Jeff Nagle

**KYNO—Fresno—1947**

**MBS-DON LEE**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By Radio KYNO  
Address 2125 N. Barton Ave.  
Tel.: CL 5-8383 News Service: UP  
Transcription Service Thesaurus  
Representative Headley-Reed  
Membership NAB RAB  
General Manager Gene Chenault  
Sta. Mgr. Jim Carroll  
Chief Engineer Bert Williamson

**KPER—Gilroy—1957**

Frequency: 1290 Power: 500 Watts, d.  
Owned Bernard & Jobbins Bcstg. Co.  
Address 615 Swanson Lane  
Tel.: VI 2-3155 News Service: UP  
Gen. Mgr. Monte Guardino  
Comm. Mgr. Philip J. Martinez

**KIEV—Glendale—1933**

Frequency: 870 Kc. Power: 250 Watts

**Owned-Operated By**..... Cannon System, Ltd.  
**Address**.....102 N. Glendale Ave.  
**Tel:** CI 1-1133.....**News Services:** 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**.....E. J. Fenston, Pres.  
**Business Address**.....5424 E. Butler  
**Tel:** AD 7-7191.....**News Service:** UP  
**Trans.**.....RCA  
**Membership**.....NAB, RAB  
**Sta., Comm. Mgr.**.....Forrest Howard  
**Prog. Dir., Ch. Eng.**.....Stan Vestal

**KFWB—Hollywood—1925**

**Frequency:** 980 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....KFWB Bcstg.  
**Business-Studio Add.**...6419 Hollywood Blvd.  
**Tel:** HO 3-5151.....**News Services:** AP, UP  
**Representative**.....Blair  
**Pres., Gen. Mgr.**.....Robert M. Purcell  
**Dir. of Oper.**.....Sydney Yallen  
**Sales Mgr.**.....Milton H. Klein  
**Prog. Dir.**.....Chuck Blore

(See Page 368)

**KDAY—Hollywood—1947**

(See Santa Monica For Listing)

**KLAC—Hollywood—1924**

**Freq.:** 570 Kc.....**Power:** 5 Kw. d.; 1 Kw. .n  
**Owned-Operated By**...Hall Broadcasting Co.  
**Address**.....6363 Sunset Blvd  
**Telephone**.....HO 2-7271  
**Representative**.....Adam J. Young  
**Membership**.....NAB  
**President**.....M. W. Hall  
**V.P., Sta. Operations**.....Felix Adams  
**Gen. Sales Manager**.....Morton Sidley  
**Mdsg. Dir.**.....Armand La Pointe

**KNX—Hollywood—1920**  
**CBS**

**Frequency:** 1070 Kc.....**Power:** 50,000 Watts  
**Owned By**.....Columbia Bcstg. System, Inc.  
**Business-Studio Address**...6121 Sunset Blvd.  
**Tel:** HO 9-1212.....**News Service:** AP, UP  
**Representative**.....CBS Radio Spot Sales  
**Membership**.....NAB, RAB  
**Pres.**.....Arthur H. Hayes  
**Gen. Mgr.**.....Fred Ruegg  
**Gen. Sales Mgr.**.....Maurie Webster  
**Prog. Dir.**.....Robert Sutton  
**Promotion Mgr.**.....Phil Hillman  
**Pub. Dir.**.....Lloyd Brownfield  
**Chief Engineer**.....Ted Denton

**KREO—Indio—1946—ABN**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned**...Imperial Broadcasting System, Inc.  
**Address**.....Calhoun Dr.  
**Tel:** 7-3403.....**News Service:** UP  
**Representative**.....John E. Pearson

**When there's Big News  
 Nobody covers it  
 Like KNX Radio!**



On Friday, January 31 and Saturday, February 1, there were two explosions that shook Los Angeles. One was 2,900 miles away at Cape Canaveral. The other was only 40 minutes away at Norwalk.

CBS Radio, nationally, and KNX Radio, locally, covered both events with the **speed, flexibility and depth** that only responsible radio — and responsible network radio — can provide.

For what is required is far more than sound effects, a telephone and a couple of news tickers. What's required is a big news staff manned by experienced, aggressive and highly qualified reporters aware of their responsibilities to their listeners. Men like Murrow, Severeid, Herman, Schorr and Smith nationally. Men like Alcott, Roby, Vaile, Kenneally, McCoy and the many others here at the KNX News Bureau.

That's how, on a weekend that shook Los Angeles, KNX Radio again set the standards against which all other news coverage must be judged.

**That's one more reason why KNX advertisers are associated with the very best in radio!**



Represented by CBS RADIO SPOT SALES



# COLOR RADIO

sells the new  
carriage trade



# KFWB

7 CHANNEL 98 1

The new Carriage Trade wheels the market basket, and decides most expenditures. Whether she's on wheels in mobile Los Angeles or at home, she is tuned to KFWB COLOR RADIO, for her seven friendly deejays. Proof of performance: over 50% of all time sold—consistently—is super-market goods. Add motion to promotion on KFWB.

NATIONAL REPRESENTATIVES: JOHN BLAIR & Co.  
*President and General Manager: Robert M. Purcell*



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

Business Address. . . . . P. O. Box 800  
 Tel.: EN 8-0628 . . . . . News Service: UP  
 Transcription Service . . . . . Standard  
 Station Representative. . . . . Wm. Ayres  
 Gen. Mgr. . . . . Herbert W. Brown  
 Sta. Mgr., Prog. Dir. . . . . Dedah M. Corlett  
 Chief Engineer. . . . . George Sampson

**KAVL—Lancaster—1950**

Freq.: 610 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By. . . . . Antelope Bcstg. Co.  
 Address. . . . . P. O. Box 1192  
 Tel.: WH 2-1121 . . . . . News Service: UP  
 Transcription Service . . . . . Lang-Worth, World  
 Membership . . . . . NAB, RAB  
 Station Representative. . . . . Broadcast Time Sales  
 President . . . . . W. B. Carter  
 General Mgr. . . . . H. L. Comstock  
 Chief Engineer. . . . . Carl Pendergraft

**KBVM—Lancaster—1956**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned. . . . . Brocaw Broadcasting Co.  
 Address. . . . . 112 East Avenue "J"  
 Tel.: WH 2-8461 . . . . . News Service: AP  
 Representative . . . . . Adam Young  
 Pres., Gen. Mgr. . . . . Hal Brown  
 Station. Sales Mgr. . . . . Frank Onstott  
 Prog. Dir. . . . . Leo McElroy

**KCVR—Lodi—1946—KBS**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . H. W. & D. A. Brown

**KFOX—Long Beach—1924**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Hogan Bcstg. Corp.  
 Address. . . . . 220 E. Anaheim Street  
 Tel.: HE 6-7281 . . . . . News Service: UP  
 Membership . . . . . NAB, RAB  
 Representative . . . . . Headley-Reed  
 President. . . . . Arthur B. Hogan  
 Gen. Mgr. . . . . Ira Laufer  
 Comm. Mgr. . . . . Norman O. Dunshee  
 Chief Engineer. . . . . George J. Merker

**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  
 Tel.: GA 7-7907 . . . . . News Service: UP  
 Representative . . . . . Bob Dare  
 Membership . . . . . NAB  
 Gen., Sta., Comm. Mgr. . . . . E. William George  
 Beverly Hills Sales Mgr. . . . . Cornelius O. Lee

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1st in service to listeners with  
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on the air with  
**NEWS**

by award-winning newscasters,  
hourly, 24 hours a day



on the air with  
**MUSIC**  
the best—the most



backed by vigorous  
promotion—merchandising



The New **KABC** Radio

John H. Pace  
Gen. Mgr.

Roy Cordell  
Gen. Sales Mgr.

Represented Nationally by  
The **KATZ AGENCY, Inc.**

✻ ✻ CALIFORNIA ✻ ✻

**KABC—Los Angeles—1929**  
**ABN**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By.....AB-PT, Inc.  
Address.....1539 N. Vine St.  
Tel.: NO 3-3311.....News Service: AP, INS  
Representative.....Katz  
Membership.....NAB, RAB  
President.....Robert Eastman  
General Manager.....John H. Pace  
Commercial Mgr.....Roy L. Cordell  
Program Director.....Dresser Dahlstead  
Publicity Director.....Nell Cleary  
Chief Engineer.....Ralph Denechaud

**KFAC—Los Angeles—1931**

Frequency: 1330 Kc. Power: 5000 Watts  
Owned-Oper. By.....Los Angeles Bcastg. Co., Inc.  
Bus. Studio Address.....5773 Wilshire Blvd.  
Tel.: WE 8-0161.....News Service: AP  
Representative.....Bolling  
Membership.....NAB  
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.  
Tel.: DU 2-2121.....News Services: AP, UP  
Representative.....Henry I. Christal  
Membership.....NAB  
Pres.....Earle C. Anthony  
Gen. Mgr.....Charles E. Hamilton  
Comm. Mgr.....Myra Clark  
Program Director.....Pat Kelly  
Sales, Prom. Mgr., Pub. Dir.....Edward H. Grigg  
Co-Chief Engrs.....H. L. Blatterman, C. W. Mason

**KGFJ—Los Angeles—1926**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Ben S. McGlashan  
Business Studio Address.....6314 Sunset Blvd.  
Tel.: HO 4-0201.....News Service: UP  
Owner.....Ben S. McGlashan  
General Station Manager.....Thelma Kirchner  
Sales Mgr.....Molly C. Low  
Sales Mgr.....Lee Roddy  
Prog., Pub. Dir.....Dick Provensen  
Chief Engineer.....Homer Obuchon

**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  
Tel.: HO 2-3133.....News Service: INS, UP  
Representative.....H.R. Reys  
Membership.....NAB, RAB  
Pres., Don Lee Div.....Willet H. Brown



Gen. Mgr. .... Norman Boggs  
 Comm. Mgr. .... Terry Mann  
 Program Director .... A. J. LaFrano  
 Chief Engineer .... Robert Arne

### KMPC—Los Angeles—1927

Freq.: 710 Kc. .... Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Oper. By .... Golden West Bcsters.  
 Address .... 5939 Sunset Boulevard  
 Tel.: 9-5341 .... News Services: INS, UP  
 Representative .... AM Radio Sales  
 Membership .... NAB  
 Ch. of Board .... Gene Autry  
 President .... Robert O. Reynolds  
 V.P., Dir. Engineering .... Lloyd C. Sigmon  
 Gen. Sales Mgr. .... Stanley Spero  
 Mgr., Sls. Prom. .... John M. Asher  
 Prog. Dir. .... Robert H. Forward  
 Chief Engineer .... L. C. Sigmon

### KPOL—Los Angeles—1952

Frequency: 1540 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By .... Coast Radio Bdcstg. Corp.  
 Address .... 4628 Wilshire Blvd.  
 Tel.: WE 8-2345 .... News Service: AP  
 Transcription Service .... Lang-Worth  
 Representative .... Forjoe  
 Membership .... RAB  
 President, Gen. Mgr. .... Hugh R. Murchison  
 Station, Comm. Mgr. .... Frederick Custer  
 Program Dir. .... R. Scott  
 Chief Engineer .... Floyd Hall

### KPOP—Los Angeles—1925

Frequency: 1020 Kc. .... Power: 5,000 Watts  
 Owned-Operated By .... Standard Bcstg. Co.  
 Business-Studio Add. .... 338 S. Western Ave.  
 Tel.: DU 8-2345 .... News Service: UP  
 Representative .... Broadcast Time Sales  
 Membership .... NAB  
 General Manager .... Frank Burke, Jr.  
 Prog. Dir. .... Clyde Cadwell  
 Comm. Manager .... Vern Lindblade  
 Ch. Eng. .... Leonard Reeves

### KRKD—Los Angeles—1927

Frequency: 1150 Kc. .... Power: 5000 d.; 1000 n.  
 Owned-Operated By .... Cont. Tele. Corp.  
 Business-Studio Address .... 1050 Montecito Drive  
 Tel. .... CA 5-4116  
 President .... Frank Oxarart  
 Gen. Mgr. .... Jack Feldmann  
 Sta. Mgr. .... Joyce Evans  
 Prog. Dir. .... Charles A. Clifton  
 Ch. Eng. .... Ben Brown

### KHOT—Madera—1956

Frequency: 1250 Kw. .... Power: 500 Watts, d.  
 Owner .... Bob L. Moran  
 Address .... Box 67  
 Tel.: OR 4-8501 .... News Service: AP  
 Representative .... Ayres  
 Mgr. .... Bob L. Moran  
 Sales Mgr. .... Don L. Edwards

### KMYC—Marysville—1940 MBS-DON LEE

Frequency: 1410 Kc. .... Power: 5 Kw. d.; 1 Kw. n.  
 Owner-Oper. .... Marysville-Yuba City Bcstrs., Inc.  
 Business Address .... P. O. Box 631  
 Tel.: SH 2-2396 .... News Service: AP  
 Transcription Service .... World  
 Representative .... W. S. Grant  
 Membership .... NAB  
 President .... H. E. Thomas  
 Gen.-Station Manager .... Joe D. Carroll  
 Program Director .... W. R. Cleveland  
 Sls. Prom. Mgr. .... Gene Walker  
 Publicity Dir. .... Ned Liebman  
 Chief Engineer .... George "Ricks" Wyville


### KWIP—Merced—1956

Frequency: 1580 Kc. .... Power: 500 Watts, d.  
 Owned .... Joseph Gamble Stations, Inc.  
 Address .... Hotel Tioga  
 Tel.: RA 2-3838 .... News Service: AP  
 Representative .... McGavren-Quinn, Feltis  
 Pres., Gen. Mgr. .... Joseph E. Gamble  
 Sta. Mgr. .... Jack Blake

### KYOS—Merced—1936 MBS-DON LEE

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... KYOS, Inc.  
 Business Address .... "G" Street Grade  
 Tel.: RA 2-6251 .... News Service: UP

FOR  
 SOUTHERN CALIFORNIA  
**REACTION**  
 BUY



Broadcast Times Sales —  
 New York — Chicago

The Meeker Co.  
 San Francisco



Representative ..... Headley-Reed  
 Transcription ..... Lang-Worth  
 Membership ..... NAB, RAB  
 Pres., Gen. Sta. Mgr. .... Robert S. Garrett  
 Commercial Manager ..... Gene Bell  
 Program Director ..... John McAdams  
 Sales Prom. Mgr. .... G. Lorensen  
 Chief Engineer ..... Cecil Lynch

**KBEE—Modesto—1951**

Frequency: 970 Kc. .... Power: 1000 Watts  
 Owned ..... McClatchy Blstg. Co.  
 Address ..... 14th & I Sts.  
 Tel.: LA 3-7756 ..... News Service: UP  
 Representative ..... Paul Raymer  
 Manager ..... Hugh Shelley

**KFIV—Modesto—1950—ABN**

Frequency: 1360 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Modesto Bcstg. Co.  
 Address ..... Box 1360  
 Tel.: LA 4-1360 ..... News Service: AP  
 Representative ..... Hollingberry  
 Membership ..... RAB  
 President ..... Ruth Finley  
 Gen. Mgr. .... Ted Wolf  
 Comm. Manager ..... Judd Sturtevant  
 Sales Prom. Mgr. .... Harry Mitchell  
 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  
 Tel.: LA 3-0737 ..... New Service: UP  
 Transcription Service ..... Standard  
 Representative ..... McGavren-Quinn  
 Membership ..... NAB  
 Pres.-Gen. Station Mgr. .... Willam H. Bates, Jr.  
 Comm., Sales Prom. Mgr. .... Richard Brown  
 Prog., Pub. Dir. .... W. C. Purviance

**KIDD—Monterey—1955**

Frequency: 630 Kc. .... Power: 1 Kw.  
 Owned-Operated By ..... Pacific Ventures, Inc.  
 Address ..... 546 Hartnell Plaza  
 Tel.: FA 9-0621 ..... News Service: AP  
 Representative ..... Hollingberry  
 Gen. Mgr. .... Al Madden  
 Sales Prom. Mgr. .... Robert G. Campbell  
 Chief Engineer ..... Herman Stalberg

**KMBY—Monterey—1949**

CBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KMBY Bcstg. Co.  
 Business Address ..... 468 Calle Principal  
 Tel.: FR 2-4541 ..... News Service: UP  
 Transcription Service ..... World  
 Station Representative ..... Pearson  
 Pres., Gen., Sta. Mgr. .... B. P. Timothy  
 Prog. Dir. .... Florence Timothy  
 Sales Mgr. .... J. T. Timothy  
 Chief Engineer ..... G. Hammond

**KWSD—Mt. Shasta—1947**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Shasta Cascade Bcstg. Corp.  
 Address ..... E. Alma St.  
 Tel.: WA 6-2124 ..... News Service: UP  
 Representative ..... Continental, McGavren  
 Membership ..... NAB  
 President ..... Vernita Adler  
 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  
 Membership ..... RAB  
 Owner, Gen. Mgr. .... J. L. Powell  
 Comm. Mgr. .... Burke Rilev

**KFSF—Needles—1952—KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Needles Bcstg. Co.  
 Address ..... P. O. Box C-2  
 Tel.: 1234 ..... News Service: INS  
 Station Representative ..... Continental  
 Transcription Service ..... Thesaurus  
 Owner, Mgr. .... B. J. Fitzpatrick

**KLX—Oakland—1921**

Frequency: 910 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Tribuno Building Co.  
 Business Studio Address ..... 401 13th St.  
 Tel.: TE 2-6000 ..... News Service: AP  
 Newspaper Affiliation ..... Oakland Tribune  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NAB  
 President ..... J. R. Knowland, Jr.  
 Station Mgr. .... Bud Foster  
 Prog. Dir. .... Bill Laws  
 Publicity Director ..... Bill Bell  
 Sales Prom. Mgr. .... Max Reeder  
 Chief Eng. .... Roswell S. Smith

**KROW—Oakland—1925**

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KROW, Inc.  
 Address ..... 484 19th St.  
 Tel.: TW 3-9600 ..... News Service: UP  
 Representative ..... Raymer  
 Transcription ..... Thesaurus  
 Membership ..... NAB, RAB  
 President ..... Sheldon F. Sackett  
 General Manager ..... Jack Irvine  
 Comm. Mgr. .... Robert Weinmann

**KWBR—Oakland—1920**

Frequency: 1310 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Warner Bros.  
 Business-Studio Address ..... 327 22nd St.  
 Tel.: HI 4-1212 ..... News Service: UP  
 Representative ..... ForJoe  
 Pres., Gen. Mgr. .... E. N. Warner  
 Station Manager ..... F. Wellington Morse  
 Program Director ..... Jeane K. Kellberg  
 Chief Engineer ..... Logan Z. Edwards



**KSLR—Oceanside—1956**

Frequency: 1320 Kc.....Power: 500 Watts  
Owned.....San Luis Rey Bcstg. Co.  
Address.....Box 779  
Tel.: SA 2-8294.....News Service: AP  
Representative.....Dore, Rogers  
President.....Court Shancks  
Gen. Mgr.....Morritz Zenoff  
Sales Mgr.....Truman Hinkle

**KOCS—Ontario—1947**

Frequency: 1510 Kc.....Power: 250 Watts, d.  
Owned-Operated By...The Daily Report Co.  
Business-Studio Address.....222 East "B" St.  
Tel.: YU 6-1111.....News Service: UP  
Newspaper Aff.....Daily Report  
Transcription Service.....World  
Representative.....Hil F. Best  
Membership.....NAB  
President.....Mrs. Jerene A. Harnish  
General Mgr.....Peter R. Odens

**KMOR—Oroville—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Oroville Bcstrs.  
Address.....Arlin Rhine Dr.  
Tel.: LE 3-0334.....News Service: UP  
President.....Raymond D. Vargas  
Sales, Prom. Mgr.....Harry Ebeling  
Program Dir.....Vic Ives  
Chief Engineer.....W. F. Banks

**KOXR—Oxnard—1955**

Frequency: 910 Kc.....Power: 1 Kw., d.  
Owned-Oper. By...Oxnard Broadcasting Corp.  
Address.....1280 So. Oxnard Blvd.  
Tel.: HU 3-2303.....News Service: UP  
Representative.....Tracy Moore  
President.....Paul R. Schneider  
General Manager.....Charles A. Farmer  
Sales Manager.....Robert F. Brown

**KUTY—Palmdale—1957**

Frequency: 1470 Kc.....Power: 1 Kw.  
Owned.....Harold C. Singleton  
Address.....Box 5  
News Service.....AP  
Representative.....W. S. Grant  
Gen. Mgr.....Allan A. Speare  
Sales Mgr.....Gerald Critchfield

**KCMJ—Palm Springs—1946**  
CBS

Frequency: 1010 Kc.....1 Kw., d.; 500 W., n.  
Owned-Operated By...Palm Springs Bcstg. Co.  
Business Address.....Box KK  
Tel.: FA 5-2253.....News Service: UP  
Representative.....McGavren  
Transcription Service.....World  
Membership.....RAB  
President.....David H. Margolis  
V.P.....Robert D. Blashek  
Gen. Mgr.....Norman Lofthus

To Broadcasters

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New York 20, N. Y.



Comm. Mgr. . . . . Howard Kaufman  
 Program Director. . . . . Arthur Sipherd  
 Chief Engineer. . . . . Del Davitt

**KDES—Palm Springs—1956**

Frequency: 920 Kc. . . . . Power: 500 Watts  
 Owned. . . . . Cameron Bcstg. Co.  
 Address. . . . . Box 2893  
 Tel.: FA 4-1212. . . . . News Service: UP  
 Representative. . . . . W. S. Grant  
 Membership . . . . . NAB  
 Gen. Mgr. . . . . J. Ray Corliss  
 Comm. Mgr. . . . . Harry Voelker

**KPAL—Palm Springs—1954**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owner. . . . . KPAL Bcstg. Corp.  
 Address. . . . . Desert Inn Hotel  
 Tel.: 9171. . . . . News Service: AP  
 Rep. . . . . Radio-TV Reps  
 Membership . . . . . NAB  
 Gen. Mgr. . . . . Al Yallen

**KIBE—Palo Alto—1949**

Frequency: 1220 Kc. . . . . Power: 1,000 Watts d.  
 Owned-Oper. By. . . . . Sundial Bcstg. Corp.  
 Address. . . . . P.O. Box 1151  
 Tel.: DA 3-1341. . . . . News Service: UP  
 Trans. . . . . Standard, London  
 Rep. . . . . Good Music Bcstrs.  
 Membership . . . . . RAB  
 General Mgr. . . . . Edward Davis  
 Program Director. . . . . Martin Cantisano

**KALI—Pasadena—1950**

Frequency: 1430 Kc. . . . . Power: 5000 W., d.  
 Owned . . . . . Tele-Broadcasters, Inc.  
 Address. . . . . 758 E. Colorado Blvd.  
 Tel.: RY 1-7148. . . . . News Service: UP  
 Representative . . . . . O'Connell  
 President. . . . . H. Scott Kilgore  
 Gen. Mgr. . . . . James Coyle  
 Chief Engineer. . . . . Harvey E. Fritch

**KWKW—Pasadena—1942**

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Southern Calif. Bcstg. Corp.  
 Address. . . . . 800 Sierra Madre Villa  
 Tel.: RY 1-6744. . . . . News Service: AP  
 Representative. . . . . Nat'l Time Sales  
 Membership . . . . . NAB  
 President. . . . . Marshall S. Neal  
 Gen.-Station Mgr. . . . . William J. Beaton  
 Program Dir. . . . . Ernesto Cervera  
 Comm. Mgr. . . . . Dan Curtin  
 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.  
 Tel.: RY 1-6991. . . . . News Service: AP  
 Representative. . . . . Bcst. Time Sales  
 Membership . . . . . RAB  
 President-Gen. Sta. Mgr. . . . . Loyal K. King  
 Sales Prom. Mgr. . . . . Armond Lamont  
 Chief Engineer. . . . . Jack Reeder

**KPRL—Paso Robles—1946**

**MBS-KBS-DON LEE**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . D. J. & Bernard Schwartz  
 Business-Studio Address. . . . . 32nd & Oak Sts.  
 News Service . . . . . AP  
 Representative. . . . . W. S. Grant  
 Gen. Sta. Mgr., Chief Eng. . . . . Dale Schwartz  
 Mdsq. Mgr. . . . . Bernard Schwartz  
 Comm. Mgr. . . . . Dorothy Schwartz

**KAFP—Petaluma—1950**

**KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned. . . . . Bcst. Assoc., Inc.  
 Address . . . . . Box 590  
 Tel.: PO 3-1505. . . . . News Service: UP  
 Representative. . . . . Broadcast Time Sales  
 President . . . . . Shelby Oliver  
 Gen. Mgr. . . . . Charlie Powers  
 Chief Engineer. . . . . Ken Phillips

**KATT—Pittsburg—1949**

Frequency: 990 Kc. . . . . Power: 5 Kw.  
 Owned-Operated By. . . . . KECC, Inc.  
 Business. . . . . 235 Railroad Ave.  
 Tel.: HE 2-2964. . . . . News Service! UP  
 Representative. . . . . W. S. Grant  
 Pres. . . . . Les Malloy  
 V.P., Gen. Mgr. . . . . Jack Grant

**KWOW—Pomona—1947**

Freq.: 1600 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By. . . . . Valley Bcstg. Co.  
 Business-Studio Address. . . . . So. Mills & Olive  
 Tel.: LY 2-1293. . . . . News Service: UP  
 Representative . . . . . W. S. Grant  
 General Mgr. . . . . Dean H. Wickstrom  
 Comm., Prom. Mgr. . . . . Jim Robertson  
 Chief Engineer. . . . . Jim Flint

**KTIP—Porterville—1947**

**ABN-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Ralph F. Miller  
 Business-Studio Address. . . . . Box 1312  
 Tel.: SU 4-1450. . . . . News Service: UP  
 Representative . . . . . O'Connell  
 Gen. Mgr., Owner. . . . . Ralph F. Miller  
 Chief Engineer. . . . . Bill White

**KBLF—Red Bluff—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Tehama Broadcasting Co.  
 Address . . . . . Box 431  
 Tel.: 880. . . . . News Service: UP  
 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  
 Tel.: CH 3-0343.....News Service: AP  
 Representative.....Tracy Moore  
 General Manager.....Howard N. Martineau  
 Comm. Manager.....Lee Craig  
 Program Director.....Edith Martineau  
 Sales Prom. Mgr.....William A. Zimlich

**KSDA—Redding—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....Valr, Inc.  
 Address.....Box 1400  
 Telephone.....CH 1-2626  
 Membership.....NAB  
 General Mgr.....P. Farrelle  
 Commercial Mgr.....Jerome Dreher  
 Prog. Dir.....Ronald S. Rose

**KVCV—Redding—1939—CBS**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Golden Empire Bcstg. Co.  
 Address.....Box 511  
 Tel.: CH 3-1515.....News Service: UP  
 Representative.....Avery-Knodel  
 Membership.....NAB  
 Pres., Gen. Mgr.....Mrs. Hugh McClung  
 Station Manager.....Fred M. Stuelpnagel

**KVIP—Redding—1957**

Frequency: 540 Kc.....Power: 1 Kw.  
 Owned.....Shasta Bcstg. Corp.  
 Address.....Box 919  
 News Service.....AP  
 Representative.....Hollingbery  
 Sta. Mgr.....Ted Dooley

**KCAL—Redlands—1954**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owner.....Southwest Bcstg. Co., Inc.  
 Address.....223 E. State  
 Tel.: 3-2359.....News Service: AP  
 Representative...Tracy Moore, Continental  
 Gen., Comm. Mgr.....R. C. Winkelman  
 Program Dir.....Ellen Winkelman  
 Sec'y. Treas.....A. M. Miller

**KRCK—Ridgecrest—1957**

Frequency: 1360 Kc.....Power: 1 Kw.  
 Owned.....Victor M. Farel  
 Address.....350 W. Ridgecrest Blvd.  
 Telephone.....RI 8-4061  
 Representative.....Grant Webb  
 Sales Manager.....Denny Lyons

**KRKS—Ridgecrest—1956**

**KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Ian S. Lansdown  
 Address.....Box 696  
 Tel.: RI 8-9211.....News Service: UP  
 Representative.....Bcst. Time Sales  
 Sta. Mgr.....H. Carvalho

**KACE—Riverside—1957**

Frequency: 1570.....Power: 1 Kw., d.

Owned.....Ray Lapica  
 Address.....7351 Lincoln Ave.  
 Tel.: OV 8-1570.....News Service: AP  
 Representative.....Harlan G. Oakes  
 Comm. Mgr.....Chuck Ferguson  
 Sales Prom. Mgr.....Bill Geddes  
 Chief Engineer.....George Hobkirk

**KPRO—Riverside—1941**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned...Imperial Broadcasting System, Inc.  
 Address.....3401 Russell Street  
 Tel.: OV 6-0260.....News Service: UP  
 Representative.....John E. Pearson  
 Membership.....NAB  
 Station Mgr.....John Wages  
 Gen., Sales Mgr.....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.  
 Tel.: GI 1-4631.....News Service: UP  
 Representative.....Petry  
 President-General Mgr.....Ewing C. Kelly  
 Comm. Mgr.....Raymond J. Smith  
 Sta. Mgr.....Fred C. Beckwith  
 Prog. Dir.....Orel Phillips  
 Chief Engineer.....W. Herbert Hartman

**KFBK—Sacramento—1922**

**ABN**

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By...McClatchy Bcstg. Co.  
 Business Studio Address Twenty-First & Q  
 Tel.: GI 2-5011.....News Service: UP  
 Newspaper Affiliation..McClatchy Newspapers  
 Representative.....Paul H. Raymer  
 Membership.....NAB  
 President.....Eleanor McClatchy  
 Station Manager.....Frank Devaney  
 Sales Mgr.....A. C. Williams  
 Program Manager.....James McBride  
 Chief Engineer.....Stam Sronce

**KGMS—Sacramento—1952**

**MBS**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Capitol Radio Enterprises  
 Address.....Hotel Senator  
 Tel.: GI 1-3133.....News Service: AP  
 Transcription Service.....Thesaurus  
 Representative.....Forjoe Co.  
 Membership.....NAB  
 General Manager.....Irving J. Schwartz  
 Station Manager.....J. Matranga  
 Sales Manager.....R. O'Brien  
 Chief Engineer.....Bob LaRue

**KROY—Sacramento—1937**

**CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KROY, Inc.

**THESE GREAT PERSONALITIES ARE ANOTHER REASON FOR THE AMAZING GROWTH OF THE KFSD STATIONS**



**JEFF CLARK, TV Anncr**  
Host, Early Evening Movies



**ROD SHERRY, TV Chief Anncr**  
Host, Movie Spectaculars



**BUD HALEY, AM**  
Disc Jockey



**LYNN TAYLOR, TV Anncr,**  
Hostess, Afternoon Movies



**TONY KENT, AM**  
News Editor



**ED DEVERILL, AM**  
News Editor



**LIONEL VAN DEERLIN, AM**  
News Commentator



**LORRAINE ELLIS, AM**  
Women's Director



**JOHNNY DOWNS, TV Anncr,**  
MC, Cartoons and "Downs Express"



**JOHN GENTRI, AM**  
Disc Jockey



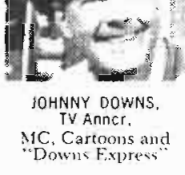
**MASON INGRAM, FM**  
Program Director



**LISA CLARK, TV Anncr**  
Hostess, Afternoon Movies



**HOWARD KEDDIE, AM**  
Farm Director



**BILL BROTHERS, TV Anncr**  
Host, Late Movies

**In Billion-Dollar San Diego**

**Buy KFSD · TV · AM · FM**

**NBC Basic**

**Representatives: Katz Agency**

Highway 94 at 47th Street, San Diego • Telephone CONgress 2-2421



Business-Studio Address.....1010 11th St.  
 Tel.: Gl 3-2525.....News Service: AP  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Robert W. Dunn  
 Gen. Mgr.....A. J. Richards  
 Prog. Dir.....Dean Seaton  
 Chief Engineer.....Doc Hall

Pres., Gen. Mgr.....Benton Paschall  
 Sales Ggr.....Norman Keats  
 Program Dir.....Jack Charles  
 Chief Engineer.....Lyle Kilgore

**KITO—San Bernardino—1947**  
**ABN**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned.....Cosmopolitan Bcstg. Corp.  
 Address.....Box 889  
 Tel.: Gl 8-8183.....News Service: UP  
 Representative.....Hollingbery  
 General Mgr.....Ed Jansen

**KXOA—Sacramento—1945**

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Cal-Val Radio  
 Business Address.....Box 3094  
 Tel.: WA 5-2717.....News Service: UP  
 Representative.....McGavren, Quinn  
 Pres., Gen. Mgr.....Riley R. Gibson  
 Station Mgr.....Howard Haman  
 Prog. Dir.....Jack Lawson  
 Chief Engineer.....Ewald Berger

**KRNO—San Bernardino—1948**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Assoc  
 Address.....990 Colton Ave  
 Tel.: TU 8-0771.....News Service: UP  
 Representative.....Bolling  
 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

**KDON—Salinas—1935**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KDON, Inc.  
 Business Address.....933 N. Main St.  
 Tel.: HA 2-6464.....News Service: UP  
 Representative.....Radio TV Reps.  
 Trans.....Capitol  
 Membership.....NAB  
 Gen. Mgr.....Glen M. Stadler  
 Comm. Mgr.....Gary Morano  
 Chief Engineer.....James R. Huntington

**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  
 Tel.: BE 2-7161.....News Service: UP  
 Representative.....Young  
 Membership.....NAB, RAB  
 Managing Dir.....Lee B. Bartell

**KSBW—Salinas—1947**

**MBS-DON LEE**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Salinas Valley Bcstg. Corp.  
 Business Address.....238 John St.  
 Tel.: HA 2-7484.....News Service: AP  
 Transcription Service.....World, Thesaurus  
 Representative.....McGavren-Quinn  
 Representative.....NAB  
 Pres., Gen. Mgr.....John C. Cohan  
 Sta., Comm. Mgr.....W. M. Oates  
 Sales Prom. Mgr.....Clarke Bradley  
 Prog. Dir.....Bob Funnell  
 Chief Engineer.....Bill Hargan

**KFMB—San Diego—1941**  
**CBS**

Frequency: 540 Kc.....Power: 5 Kw.  
 Owned.....Wrather-Alvarez Bcstg Co.  
 Bus-Studio Address.....1405 Fifth Ave.  
 Tel.: BE 2-2114.....News Service: AP  
 Representative.....Petry  
 Membership.....NAB, RAB  
 President.....Jack Wrather  
 General Mgr.....George A. Whitney  
 Prog. Dir.....Collin Lowder  
 Gen. Sales Mgr.....Joe Miller  
 Promotion Dir.....Dan Bellus  
 Chief Engineer.....Charles Abel

**KCSB—San Bernardino—1947**

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Fred P. D'Angelo  
 Business Address.....770 Mill St.  
 Tel.: TU 8-0245.....News Service: UP  
 Transcription Service.....Standard  
 Representative.....W. S. Grant  
 Pres., Gen. Mgr.....F. P. D'Angelo  
 Comm. Mgr.....Joe Klaas  
 Prog. Dir., Chief Engr.....Don Smith

**KFSD—San Diego—1925—NBC**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KFSD, Inc.  
 Business-Studio Address.....U. S. Grant Hotel  
 Tel.: BE 3-6353.....News Service: INS, AP  
 Representative.....Katz Agency  
 Membership.....RAB  
 Exec V.P., Gen. Mgr.....W. E. Goetze  
 Prog. Dir.....Lee Ellis  
 Dir. of Sales.....Ray Baker  
 Pub. Dir.....Bill Sundry  
 Chief Engineer.....Leroy Bellwood

**KFXM—San Bernardino—1929**

**MBS**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned.....KFXM Broadcasting Co.  
 Address.....512 Fifth Street  
 Tel.: TU 9-3636.....News Service: UP  
 Transcription.....World  
 Representative.....McGavren-Quinn  
 Membership.....NAB, RAB

**KGB—San Diego—1922**

**MBS-DON LEE**

Frequency: 1380 Kc.....Power: 1000 Watts



Owned-Operated By.....KGB, Inc.  
 Address.....1017 First Ave.  
 Tel.: BE 3-6151.....News Service: UP, INS  
 Representative.....H.R.  
 Transcription.....World  
 Membership.....RAB, NAB  
 President.....Marion R. Harris  
 Vice-Pres., Sales Mgr., Leonard W. Lundmark  
 Program Director.....Robert S. Regan  
 Chief Engineer.....Norman Duncan

**KSDD—San Diego—1947**

Freq.: 1130 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....San Diego Bcstg. Co.  
 Bus-Studio Address.....304 U.S. Natl. Bank Bldg.  
 Tel.: BE 2-2041.....News Service: UP  
 Membership.....NAB  
 Representative.....McGavren-Quinn  
 Vice-Pres., Gen. Mgr.....Norman Kay  
 Program Dir.....Bob Austin  
 Comm. Mgr.....Peter McMahan  
 Chief Engineer.....Vern Milton

**KSON—San Diego—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper By.....Broadmoor Bcstg. Corp.  
 Address.....U.S. Grant Hotel  
 Tel.: BE 3-3131.....News Service: UP  
 Membership.....NAB  
 Representative.....Forjoe  
 President.....Jack O. Gross  
 V.P., Gen. Mgr.....Laurence Gross  
 Comm. Mgr.....Miss Era Lewis

**KGIL—San Fernando—1947**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Pierce Brooks Bcstg. Corp.  
 Business Address.....4919 Van Nuys Blvd.  
 Tel.: ST 4-6291.....News Service: AP  
 Membership.....NAB  
 Trans.....Capitol, World, Lang-Worth, Thesaurus  
 President.....Dr. Pierce B. Brooks  
 Gen., Comm., Sta. Mgr.....Howard P. Gray  
 Program Dir.....Jean Baker  
 Comm. Mgr.....Harold B. Arkoff  
 Chief Engineer.....Jay Rice

**KCBS—San Francisco—1921**

**CBS**

Frequency: 740 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....CBS  
 Address.....Sheraton Palace Hotel  
 Tel.: YU 2-7000.....News Services: AP, UP  
 Representative.....CBS Radio Spot Sales  
 Transcription Service.....ASCAP, SESAC, BMI  
 Membership.....NAB, RAB  
 President (CBS).....Frank Slanton  
 Gen., Sta. Mgr.....Henry Untermeyer  
 Sales Manager.....Richard Schutte  
 Promotion Mgr.....Evelyn Clark  
 Program Director.....Pede Worth  
 Publicity Director.....William Cullenward  
 Chief Engineer.....Alan Cormack

**KFRC—San Francisco—1924**

**MBS-DON LEE**

Frequency: 610 Kc.....Power: 5000 Watts

Owned-Oper. By.....RKO Teleradio Pictures  
 Business-Studio Address.....1000 Van Ness Ave.  
 Tel.: PR 6-0500.....News Service: UP, INS  
 Representative.....H.R.  
 Membership.....NAB, RAB  
 Gen., Sta. Mgr.....Wendell B. Campbell  
 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**

**ABN**

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; Gen. Mgr.....John H. Mitchell  
 Mng. Dir.....John H. Pace  
 Commercial Mgr.....David E. Lundy  
 Sales Prom. Mgr., Pub. Dir.....Mildred Ramey  
 Program Director.....Hal Berger  
 Chief Engineer.....Harry N. Jacobs

**KJBS—San Francisco—1924**

Frequency: 1100 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KJBS Bcstrs.  
 Business Studio Address.....1470 Pine St.  
 Tel.: OR 3-4148.....News Service: AP, INS  
 Transcription.....All  
 Representative.....Young  
 Membership.....NAB  
 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.  
 Tel.: GR 4-8700.....News Service: AP, INS, UP  
 Trans.....Thesaurus  
 Representative.....NBC Spot Sales  
 Membership.....NAB, RAB  
 President (NBC).....Robert Sarnoff  
 Gen., Sta. Mgr.....George W. Fuerst  
 Sales Mgr.....Richard H. Gravett  
 Program Director.....Jack Wagner  
 Publicity Director, Prom. Mgr.....Jane Morrison  
 Chief Engineer.....J. W. Baker

**KOBY—San Francisco—1947**

Frequency: 1550 Kc.....Power: 10 Kw.  
 Owned-Oper. By.....Mid-America Bcstrs., Inc.  
 Address.....505 Geary St.  
 Tel.: OR 3-1666.....News Service: AP  
 Representative.....Petry  
 President.....David M. Seegal  
 Bus Mgr.....Wallace Brazeal  
 Gen. Sales Mgr.....John McRae  
 Chief Engineer.....Veikko West



**KSAN—San Francisco—1922**

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Golden Gate Broadcasting Corp.  
Address.....1111 Market Street  
Tel.: MA 1-8171.....News Service: UP  
Representative.....Stars National, Tracy Moore  
President.....Sherwood H. Patterson  
Gen., Sta. Mgr.....Norwood J. Patterson  
Program Dir.....O'Dessa Monroe  
Publicity Dir.....Gail Perry  
Chief Engineer.....Harry Wickersham

**KSAY—San Francisco—1957**

Frequency: 1010 Kc. Power: 10 Kw.  
Owned.....KSAY Broadcasting Co.  
Address.....1550 California St.  
News Service.....INS  
Representative.....John E. Pearson  
President.....Grant Wrathall  
Gen. Mgr.....Walter Conway

**KSFO—San Francisco—1925**

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By.....Golden West Bcsters.  
Business Address.....950 California St.  
Tel.: YU 2-5500.....News Service: UP  
Transcription Service.....Standard  
Representative.....AM Radio Sales  
Membership.....NAB, RAB  
President.....Robert Reynolds  
Gen. Mgr.....William D. Shaw  
Sales Asst. Gen. Mgr.....Bert S. West  
Adv. & Prom. Mgr.....John M. Asher  
Pub. Dir., Sales Prom. Mgr.....P. Ryan  
Dir. of Engineering.....Lloyd C. Sigmon

**KYA—San Francisco—1927**

Freq.: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned.....Bartell Bcstrs.  
Business Studio Address.....Fairmont Hotel  
Tel.: DO 2-2536.....News Service: UP  
Representative.....Major Market Sales  
Membership.....RAB, NAB  
Gen. Mgr.....Lee Bartell  
Sales Mgr.....Deane Banta  
Prom. Mgr.....Dean Moxley  
Prog. Dir.....Jim Crumpacker

**KEEN—San Jose—1947**

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By.....United Bcstg. Co.  
Business Studio Address.....Hotel De Anza  
Tel.: CY 4-0344.....News Service: UP  
Representative.....W. S. Grant  
Membership.....NAB  
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 Hollingsworth

**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 327B  
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  
Comm. Mgr.....G. Anderson  
Program Director.....Ruth Polndexter  
Chief Engineer.....Bill Cunningham

**KSJO—San Jose—1946**

Freq.: 1590 Kc. Power: 1 Kw. d., 500 w. n.  
Owned-Operated By.....Santa Clara Bcstg. Co.  
Business Address.....P. O. Box 995  
Tel.: CY 3-8030.....News Service: UP  
Paper Affil...Los Gatos Times, Gilroy Dispatch,  
Transcription Service.....Standard  
Representative.....Simmons, Hall  
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.....Ernest McDaniel

**KRRX—San Jose—1948**

Frequency: 1500 Kc. Power: 1000 Watts  
Owned-Operated By.....San Jose Bcstg. Co.  
Address.....Box 167  
Tel.: CY 2-5080.....News Service: AP  
Representative.....McGavren, Tracy Moore  
Membership.....NAB  
Pres., Gen. Mgr.....Joe E. Levitt  
Comm. Mgr., Pub. Dir.....Gordon Graham  
Program Director.....Frank G. Kilpatrick  
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  
Tel.: LI 3-1340.....News Service: UP  
Trans. Service.....World  
Representative.....Meeker, Moore  
Membership.....NAB  
Pres., Gen., Sta., Comm. Mgr.....M. F. Marquardt  
V.P.....G. O. Porter  
Prog. Dir.....Clay Coldwell

**KVEC—San Luis Obispo—1937  
MBS-DON LEE**

Frequency: 920 Kc. Power: 1 Kw. d., 500 w. n.  
Owned.....Valley Enterprises Co.  
Address.....Mountain View & Hill Sts.  
Tel.: LI 3-0920.....News Service: AP  
Transcription Service.....Standard  
Representative.....McGavren-Quinn  
Membership.....RAB  
President.....John C. Cohan  
Sales Manager.....Si Darragh  
Nat. Sales Mgr.....William Oates

**KVSM—San Mateo—1946**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Intercontinental Bcstg. Corp.  
Business Studio Address.....279 Baldwin Ave.  
Tel.: DI 4-2541.....News Service: UP





Representative ..... Charles Bernard  
 Membership ..... RAB  
 General Manager ..... Dick Schofield  
 Sales Mgr. .... Charles Johnson  
 Chief Engineer ..... Carl Rolliff

**KTIM—San Rafael—1947**

Frequency: 1510 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Marin Bcastg. Co., Inc.  
 Business Address ..... 1040 B Street  
 Tel.: GL 3-6880. .... News Service: UP  
 Newspaper Affil. .... S. R. Independent Journal  
 Representative ..... Hil F. Best  
 President ..... Roy A. Brown  
 Gen. Mgr. .... H. E. Turner

**KWIZ—Santa Ana—1926**

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owned ..... Voice of the Orange Empire Inc.  
 Business Address ..... 105 E. 5th St.  
 Tel.: KI 7-5581. .... News Service: UP  
 Pres., Gen Mgr. .... Ernest L. Spencer  
 Sta. Mgr. .... Hal Davis  
 Ch. Eng. .... Roy Morris

**KDB—Santa Barbara—1921**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KDB Broadcasting Co.  
 Business-Studio-Transmitter ..... Radio Square  
 Tel.: WO 4131. .... News Service: UP  
 Membership ..... NAB  
 Representative ..... McGavren-Quinn  
 General Mgr. .... Jim Harford  
 Sales Manager ..... Len Menard  
 Program Director ..... Claire Behan

**KIST—Santa Barbara—1946  
NBC**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio KIST, Inc.  
 Business-Studio Address ..... Balboa Bldg.  
 Tel.: WO 3981. .... News Service: UP  
 Representative ..... George P. Hollingbery  
 Pres., Gen. Mgr. .... Harry C. Butcher  
 V.P., Sta. Mgr. .... Karl A. Rembe

**KTMS—Santa Barbara—1937  
ABN-MBS**

Frequency: 1250 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Santa Barbara News-Press  
 Business-Studio Address ..... de la Guerra Plaza  
 Tel.: WO 3911. .... News Service: AP  
 Representative ..... Paul H. Raymer  
 President ..... Thomas M. Storke  
 Vice-President ..... Charles A. Storke  
 Gen. 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  
 Tel.: GR 5-1080. .... News Service: AP  
 Trans. .... Thesaurus, Standard  
 Membership ..... NAB, RAB

Representative ..... BTS  
 Pres., Gen. 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  
 Tel.: WA 5-2233. .... News Service: AP  
 Representative ..... Best, McGavren-Quinn  
 Membership ..... NAB  
 Pres., Gen., Sta. Mgr. .... James H. Ranger  
 Prog. Dir. .... Bill Sinclair  
 Sales Mgr. .... 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  
 Tel.: 5-2582. .... News Service: UP  
 Sta. Rep. .... Tracy Moore  
 Managers ..... James M. Hagerman, John I. Groom

**KDAY—Santa Monica—1947**

Frequency: 1580 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By ..... Radio California, Inc.  
 Address ..... 1441 N. McCadden Pl.  
 Tel.: HO 1-9981. .... News Service: AP  
 Membership ..... RAB, NAB  
 Representative ..... John Barry  
 President ..... J. Elroy McCaw  
 Program Director ..... Earl McRoberts  
 Chief Engineer ..... Robert H. Dye

**KSPA—Santa Paula—1948**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... F & C. P. James  
 Business-Studio Address ..... 110 Middle Rd.  
 Tel.: 1400. .... News Service: UP  
 Pres., Gen., Sta. Mgr. .... Frank James

**KSRO—Santa Rosa—1937**

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Finley Bcastg. Co.  
 Business-Studio Address ..... Box 570  
 Tel.: LI 5-3313. .... News Service: UP  
 Representative ..... McGavren-Quinn  
 President ..... Mrs. R. W. 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 ..... John & Charlotte Robbins  
 Address ..... Box 967  
 Tel.: JE 2-7426. .... News Service: UP  
 Transcription ..... Standard, SESAC  
 Representative ..... W. S. Grant  
 Station Mgr. .... John F. Leonard

**KJOY—Stockton—1947**

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Joseph Gamble Stations, Inc.



**Business-Studio Address.....Hotel Stockton**  
 Tel.: HO 4-7313.....News Service: UP  
 Representative .....McGavren  
 Membership .....RAB, NAB  
 President.....J. E. Gamble  
 Gen., Sta., Comm. Mgr.....Ort Lothius  
 Prog. Dir.....Paul Wagner  
 Chief Engineer.....James Tracewell

**Business Address.....2171 Ralph Ave.**  
 Tel.: HO 4-9209.....News Service: UP  
 Representative .....Hollnberg  
 Membership .....NAB, RAB  
 President.....Knox La Rue  
 Sales Prom. Mgr.....William E. Priest  
 Program Director.....Ellis Lind  
 Publicity Director.....Ray Golden  
 Chief Engineer.....Lynn Johnson

### **KRAK—Stockton-Sacramento 1925**

**Frequency: 1140 Kc.....Power: 5000 Watts**  
 Owned.....Golden Valley Bcstg. Co., Inc  
 Address.....Hotel Wolf, Stockton  
 Tel.: HO 4-4551.....News Service: UP  
 Transcription .....Lang-Worth  
 Representative .....Headley-Reed  
 Membership .....RAB  
 Pres., Co-Owner.....Gene Chenault  
 Gen. Mgr, Co-Owner.....Alan Torbet  
 Station Mgr.....Bob Murray  
 Sales Prom. Mgr.....Jacqueline Burton  
 Program Dir.....Bob Brannon

### **KWG—Stockton—1922 ABN-MBS-DON LEE**

**Frequency: 1230 Kc.....Power: 250 Watts**  
 Owned.....Western Bcstg. Co., Inc.  
 Address.....Weber & E. Sts.  
 Tel.: HO 5-5728.....News Service: AP  
 Representative .....Bolling Co.  
 Membership .....NAB  
 President, Gen. Mgr.....Douglas D. Kahle  
 Sta. Mgr.....Ted Wolf  
 Comm., Sales Prom. Mgr.....Robert Murray  
 Program Director.....James E. Longe  
 Prog., Prom. Dir.....Robert Billman  
 Chief Engineer.....M. Bey Greene

### **KSTN—Stockton—1949**

**Frequency: 1420 Kc.....Power: 1000 Watts**  
 Owned-Operated By...San Joaquin Bcstg. Co.

### **KSUE—Susanville—1948 KBS**

**Frequency: 1240 Kc.....Power: 250 Watts**  
 Owned By.....N. Hollowell, J. E. McKahan  
 Tel.: 2020.....News Service: UP  
 Representative .....Tracy Moore  
 Membership .....NAB  
 Manager.....Nolan Hollowell  
 Traffic Manager.....G. W. Burr  
 Program Director.....Ernest W. Moffett  
 Chief Engineer.....Harold C. Houston

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New York 20, N. Y.

### **KTKR—Taft—1948—KBS**

**Frequency: 1310 Kc.....Power: 500 Watts d.**  
 Owned-Operated By.....Taft Bcstg. Co.  
 Business Address.....P.O. Box "WW"  
 Tel.: 66101.....News Service: UP  
 Membership .....NAB  
 Partner, Gen. Mgr.....Kenneth Aitken  
 Comm. Mgr.....Jack Smith  
 Prog. Dir.....Daisy Mae Sherman

### **KCOK—Tulare—1945 MBS-DON LEE**

**Frequency: 1270 Kc.....Power: 1000 Watts**  
 Owned-Oper. By.....KCOK, Inc.  
 Business Address.....P. O. Box 119  
 Tel.: 6-2866.....News Service: UP  
 Representative .....ForJoe  
 General Manager.....Joel K. Munger  
 Sales Prom. Mgr.....Dene Simpson  
 Chief Engineer.....Vern Ludwig

### **KGEN—Tulare—1957**

**Frequency: 1370 Kc.....Power: 1 Kw.**  
 Owned.....SanVal Bcstrs.  
 Tel.: TU 6-3406.....News Service: AP



Address ..... Box 444  
 Representative ..... W. S. Grant, Hall  
 Membership ..... NAB, RAB  
 Manager ..... Bob McVay

**KTUR—Turlock—1949**

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Turlock Bcstg. Corp.  
 Address ..... P. O. Box 1390  
 Tel.: ME 2-1390 ..... News Service: UP  
 Representative ..... O'Connell  
 President ..... Wallace Lindscoog  
 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  
 Telephone ..... HO 2-4771  
 Representative ..... Grant  
 Transcription Service ..... Standard  
 Membership ..... NAB  
 Gen., Comm. Mgr. .... John Franklin  
 Sls. Promotion Mgr. .... Phil Trine  
 Program Dir. .... Jack Hasling  
 Publicity Director ..... Lyle Jones  
 Chief Engineer ..... John Cheatham

**KGW—Vallejo—1947**

Frequency: 1190 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Vallejo Bcstg. Co.  
 Business-Studio Address ..... 3267 Sonoma Blvd.  
 Stel.: MI 4-8944 ..... News Service: UP  
 Representative ..... BTS  
 Co-Owners, Co-Mgrs. .... E. Peck, A. J. Krisik  
 Sales Prom. Mgr. .... John Bayliss  
 Chief Engineer ..... William Roberts

**KUDU—Ventura—1947**

Frequency: 1590 Kc. .... Power 1000 Watts  
 Owned ..... Tri-Counties Public Service  
 Business Address ..... Box 1411  
 Tel.: MI 3-6185 ..... News Service: AP  
 Transcription Service ..... World, Thesaurus  
 Rep. .... Continental, Oakes  
 Membership ..... RAB  
 Manager ..... Hugh Wallace  
 Sales Mgr. .... Norton Gilson  
 Program Dir. .... Jim Williams  
 Chief Engineer ..... Cullen Tendick

**KVEN—Ventura—1948**

MBS-DON LEE

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Coast Ventura Co.  
 Address ..... Box 1611  
 Tel.: MI 3-8675 ..... News Service: UP  
 Representative ..... McGavren, Webb  
 President ..... Carroll Hauser  
 General Manager ..... Sydney Held  
 Station Manager ..... Fred Hall

**KONG—Visalia—1949**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Airwaves, Inc.  
 Address ..... Box 1429  
 Tel.: RE 4-5811 ..... News Service: UP  
 Representative ..... Headley-Reed  
 President ..... Harry E. Layman  
 Gen. Mgr ..... Glenn Newell

**KWSO—Wasco—1950**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Maple Leaf Bcstg. Co.  
 Address ..... P. O. Box 366  
 Tel.: PL 8-6425 ..... News Service: AP  
 Representative ..... Bcst. Time Sales  
 President ..... E. J. Peters  
 Gen. Mgr. .... Elbert Frantz  
 Station Mgr. .... Theo. G. Heinrichs

**KOMY—Watsonville—1937**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Business Address ..... 2449 Larkin, San Francisco  
 Tel.: PR 5-2725 ..... News Service: UP  
 Representative ..... William Ayres  
 Gen Mgr. .... F. T. Crennan  
 Comm. Mgr. .... Ken Southwick

**KSYC—Yreka—1947—ABN**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Siskiyou Cty. Bcstg. Co., Inc.  
 Address ..... Lawrence Lane, S. Oregon St.  
 Tel.: VI 2-4158 ..... News Service: AP  
 Representative ..... T. Moore  
 Membership ..... NAB  
 President ..... E. G. Milbourne  
 General Manager ..... D. C. Hollinger  
 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  
 Telephone: SH 3-7343 ..... News Service: UP  
 Representative ..... Scott  
 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.  
 Tel.: SH 3-7309 ..... News Service: AP  
 Transcription Service ..... Thesaurus  
 Rep. .... Ayers, O'Connell, Continental  
 Membership ..... NAB  
 President ..... Chester V. Ullom  
 Gen. Manager ..... Roger R. Hunt  
 Comm. Mgr. .... Lloyd Klemp  
 Prog. Dir. .... Ric Ryan  
 Pub. Dir. .... Don Taylor  
 Chief Engineer ..... Carlton E. Currie

# Colorado

Pop. March 1 (Est.)—1,686,000; Families—510,000; Lic. Stations—57,  
Sta. CP's—1; Radio Homes—473,000; TV Homes—310,000

## KGIW—Alamosa—1929—KBS MBS-IMN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... D. L. & Katholeen Allen  
Address... Alamosa  
Tel.: 26... News Service: UP  
Rep. ... Avery-Knodel  
General Manager... D. L. Allen  
Comm. Manager... Katholeen Allen

## KBOL—Boulder—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Boulder Radio KBOL, Inc.  
Address... Box 146  
Tel: HI 2-2242... News Service: AP  
Transcription Service... Standard, Thesaurus  
Station Rep... Holman  
Membership... NAB, 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... Box 858  
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

## KAFA—Colorado Springs—1956 MBS-IMN

Frequency: 1460 Kc. Power: 1 Kw.  
Address... Box 762  
Tel.: ME 3-2608... News Service: UP  
Representative... Clark  
President... W. C. Taylor  
Mgr... Chet Kreidler  
Comm. Mgr... Tommye Oldfield

## KPIK—Colorado Springs—1957

Frequency: 1580 Kc. Power: 5 Kw. d.  
Owned... Western Bcstg. Co.  
Address... 120 E. Platte, Box 2422  
Tel.: ME 4-1503... News Service: UP  
Representative... Charles Bernard  
Gen. Mgr... Ralph Cercy  
Sls. Mgr... Jay Drennan

## KRDO—Colorado Springs 1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By... Pikes Peak Bcstg. Co.  
Business-Studio Address... 399 S. 8th St.  
Tel.: ME 2-1515... News Service: AP, UP  
Transcription... Lang-Worth, Thesaurus

Representative... John E. Pearson  
Membership... NAB, RAB  
Pres., Gen., Sta. Mgr... Harry W. Hoth  
Chief Engineer... C. Upton

## KVOR—Colorado Springs 1924—CBS

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By... Dunbar Bcstg.  
Address... 512 So. Tejon  
Tel.: ME 2-3536... News Service: UP  
Representative... Venard  
Membership... NAB  
Pres., Gen. Mgr... Charles A. Dunbar  
Prog. Dir... William Myers  
Sales Prom. Mgr... Russell R. Chapman  
Program Director... Ron Cook  
Chief Engineer... Sheridan Gilbert

## KWBY—Colorado Springs 1955

Frequency: 740 Kc. Power: 250 Watts, d.  
Owned-Oper. By... Music Broadcasting Corp.  
Address... Box 764  
Tel.: ME 4-5511... News Service: UP  
Representative... Radio-TV Reps., Inc.  
Pres., Gen. Mgr... John L. Buchanan  
Comm. Mgr... Bill Mims  
Prog. Dir... Robert Pittcock  
Chief Engineer... Kenneth Metzger

## KVFC—Cortez—1956 KBS-IMN

Frequency: 740 Kc. Power: 1 Kw.  
Owned-Oper. By... J. Hawkins & B. Hubbs  
Address... Box 1718  
Tel.: LO 5-3463... News Service: UP  
Transcription Service... World  
Representative... Best  
Gen., Sta. Mgr... Jack Hawkins  
Prog. Dir., Eng... Jack James  
Comm. Mgr... George Fender

## KRAI—Craig—1948

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By... Northwestern Bcstg. Co.  
Address... P. O. Box 65  
Tel.: TA 4-6574... News Service: UP  
Representative... Grant Webb  
Transcription Service... World  
Membership... NAB  
President... George Cory  
Station Mgr... Dick Bonderud  
Treasurer... Kenneth Stone  
Network Dir... LeRoy Okerlund

## KDTA—Delta—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Monarch Broadcasting Co.  
Address... P. O. Box 752  
Tel.: 140... 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.  
 Tel.: WE 5-3525. .... News Service: AP  
 Representative. .... Breen & Ward  
 Partners. Edwin E. Koepke, Frank E. Amole Jr.  
 Station Mgr. .... Edwin E. Koepke  
 Comm. Mgr. .... Wally Geiger  
 Sales Prom. Mgr. .... Tom Moore  
 Program Dir. .... Lloyd Knight  
 Chief Engineer. .... Walt Wilson

**KFML—Denver—1956**

Frequency: 1390 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... "Note" Bcstg. Co.  
 Address. .... 262 Fillmore St.  
 Tel.: East 2-7893. .... News Service: AP  
 Representative. .... Good Music Broadcasters  
 President. .... E. A. Bancker, Jr.  
 Gen. Mgr. .... A. L. Robertson  
 Comm. Mgr. .... Timothy O'Connor  
 Sales Prom. Mgr., Pub. Dir. .... Dave Downs  
 Program Dir. .... Dick Stevens  
 Ch. Eng. .... H. H. Johnson

**KFSC—Denver—1954**

Frequency: 1220 Kc. .... Power: 1 Kw.  
 Owned. .... Francisco V. Sanchez  
 Address. .... 3340 Lafayette St.  
 Tel.: AC 2-8935. .... News Service: INS  
 Representative. .... Ockes, National Time Sales  
 President. .... F. V. Sanchez  
 Gen. Mgr. .... Levi Beall  
 Comm. Mgr. .... Joseph E. Flynn

**KIMM—Denver—1923—IMN**

Frequency: 950 kc. .... Power: 5 kw.  
 Owned. .... KIMN, Inc.  
 Address. .... 5350 W. 20th Ave.  
 Tel.: BE 7-2734. .... News Service: UP  
 Station Representative. .... Avery-Knodel, Inc.  
 Membership. .... RAB, NAB  
 Gen. Mgr. .... George B. Morgan  
 Nat. Sales Mgr. .... Kenneth E. Palmer  
 Commercial Manager. .... Dan Markham  
 Chief Engineer. .... George Vogel

**KLIR—Denver—1953—KBS**

Frequency: 990 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... G. B. Anderson  
 Address. .... 6535 W. Jewell  
 Tel.: WA 2-1189. .... News Service: INS  
 Representative. .... Best, 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. .... Time, Inc.  
 Business-Studio Address. .... 131 Speer Blvd.  
 Tel.: MA 3-4271. .... News Service: UP, INS  
 Representative. .... Katz  
 Membership. .... NAB, RAB  
 President. .... Hugh B. Terry  
 Sta. Mgr., Sales Dir. .... Lee Fondren  
 Sales Prom. Mgr. .... Quintin McCredie  
 Program Coordinator. .... Charles Roberts  
 Pub. Dir. .... Al Shepard  
 Chief Engineer. .... Harvey E. Wehrman

**KMYR—Denver—1941**

Frequency: 710 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Dolph-Pelley Bcstg. Co.  
 Address. .... Security Life Bldg.  
 Tel.: MA 3-4161. .... News Service: UP  
 Station Representative. .... Adam Young  
 General Manager. .... Ken Hildebrandt  
 Comm. Mgr. .... Leonard Kehl  
 Program Dir. .... Ev Wren  
 Chief Engineer. .... Joseph Finch

**KOA—Denver—1924—NBC**

Frequency: 850 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... KOA, Inc.  
 Business-Studio Address. .... 1625 California St.  
 Tel.: MA 3-6211. .... News Service: AP, UP  
 Representative. .... Christal  
 Membership. .... NAB, RAB  
 Pres., Gen. Mgr. .... William W. Grant  
 Sta. Mgr. .... Bob Hix  
 Sales Prom. Mgr. .... Orville Rennie  
 Program Director. .... Lynn Reed  
 Chief Engineer. .... J. A. Slusser

**KOSI—Denver—1954**

Freq.: 1430 Kc. .... Power: 5 Kw. d.; 500 W. n.  
 Owned-Oper. By. .... Mid-America Bcstg. Co.  
 Address. .... Radio Center Bldg.  
 Tel.: EM 6-2695. .... News Service: UP  
 Transcription Service. .... World  
 Representative. .... Petry  
 Membership. .... NAB  
 Pres., Gen. Mgr. .... David M. Segal  
 Station Mgr. .... Vernon Wickre  
 Comm. Mgr. .... James F. Brown  
 Sales Prom. Mgr. .... Darlene Chalfee  
 Chief Engineer. .... Lonnie A. Licata

**KTLN—Denver—1948**

Frequency: 1280 Kc. .... Power: 5 Kw.  
 Owned-Oper. By. .... Radio Denver, Inc.  
 Address. .... 431 W. Colfax  
 Tel.: AC 2-4811. .... News Service: UP  
 Membership. .... RAB  
 Representative. .... Radio Reps., Inc.  
 Pres., Gen. Sta. Mgr. .... Richard B. Wheeler  
 Gen. Sales Mgr. .... Lee Mehlig  
 Sales Prom. Mgr. .... Bill Payne  
 Program Director. .... Perry Allen  
 Chief Engineer. .... Norm Peterson

**KVOD—Denver—1925—ABN**

Frequency: 630 Kc. .... Power: 5000 Watts



# COLORADO



Owned.....Colorado Radio Corp.  
 Address.....Petroleum Club Bldg.  
 News Service.....UP  
 Representative.....Bolling  
 President.....George Cory  
 Gen., Sta. Mgr.....LeRoy Okerlund  
 Comm. Mgr.....Holly Moyer  
 Sales Prom. Mgr.....Dick McDaniel  
 Program Dir.....Dave Scott  
 Publicity Dir.....Pete Easley  
 Chief Engineer.....Jim Coryell

Address.....P. O. Box C  
 Tel.: WH 5-6501.....News Service: UP  
 Representative.....Holman  
 Membership.....NAB  
 President.....Rex Howell  
 Gen. Mgr.....Jerry Fitch  
 Chief Engineer.....Al Maggard

## KIUP—Durango—1935

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....San Juan Bcstg. Co.  
 Address.....P. O. Box 641  
 Tel.: 117.....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 Jobs  
 Comm. Mgr.....Lindsey Becker  
 Publicity Director.....Frank Toomey  
 Chief Engineer.....Lou Shaw

## KGOL—Golden—1956

Frequency: 1250 Kc.....Power: 1 Kw.  
 Owned.....Golden Radio, Inc.  
 Address.....Box 202  
 Tel.: CR 9-3378.....News Service: AP  
 President.....Bill Finch  
 V.P. & Prog. Dir.....Conrad F. Schader  
 Comm. Mgr.....Frank Schader

## KGMC—Englewood—1952

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned by.....Radio Station KGMC  
 Address.....3355 S. Broadway  
 Tel.: SU 1-4481.....News Service: UP  
 Membership.....NAB  
 Gen. Mgr.....Grady F. Maples  
 Prog., Pub. Dir.....G. G. Entz  
 Comm. Mgr.....Robert J. Cutting  
 Sales Prom. Mgr.....Robert Rubin  
 Chief Engineer.....Joseph Jackson

## KEXO—Grand Junction—1948

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Voice of Western Colo., Inc.  
 Address.....2508 North Ave.  
 Tel.: CH 3-1230.....News Service: INS  
 Representative.....Harlan Oakes  
 Membership.....NAB  
 President.....D. Spencer Grow  
 Vice Pres., Gen. Manager.....Abbott Tessman

## 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.  
 Tel.: HU 2-5991.....News Service: AP  
 Transcription Service.....Thesaurus  
 Membership.....NAB, RAB  
 Representative.....Devney  
 President.....Herb Hollister  
 Gen. Mgr.....E. Atteberry  
 Comm. Manager.....Orm Sherwood  
 Chief Engineer.....Harry Winter

## KREX—Grand Junction—1926

### MBS

Freq.: 920 Kc.....Power: 5 Kw. d.; 500 W. n.  
 Owned-Oper. By.....Western Slope Bcstg. Co.  
 Business-Studio Address.....Box 30  
 Tel.: CH 2-5000.....News Service: UP  
 Representative.....Hal Holman  
 Transcription Service.....NBC  
 Membership.....NAB  
 Pres., Gen. Mgr.....Rex Howell  
 Station Mgr.....Robert McMahan  
 Chief Engineer.....Cecil Whitchurch  
 Pub. Director.....Roy Adamson

## KFTM—Fort Morgan—1948

Frequency: 1400 Kc.....Power: 250 Watts, d.  
 Owned-Oper. By.....Morgan County Bcstg. Corp.  
 Address.....P. O. Box 431  
 Tel.: UN 7-5674.....News Service: UP  
 Representative.....Holman  
 Pres., Gen., Sta. Mgr.....R. H. Dolph  
 Comm. Mgr.....Sam Kerr

## KSTR—Grand Junction—1957

Frequency: 620 Kc.....Power: 5 Kw., d.  
 Owned.....Mountain States Bcstg. Corp.  
 Address.....Box 1110  
 Tel.: CH 3-1722.....News Service: AP  
 Transcription.....SESAC  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President, Gen. Mgr.....E. Anson Thomas  
 Comm. Mgr.....William F. Maurer  
 Prog. Dir.....Gregg Chancellor

## KGLN—Glenwood Springs 1950

Frequency: 980 Kc.....Power: 1000 Watts, d.  
 Owned-Oper. By.....KGLN, Inc.

## KFKA—Greeley—1921—IMN

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Mid-Western Radio Corp.  
 Business-Studio Address.....620—8th Ave.  
 Tel.: 450.....News Service: UP  
 Representative.....Hal Holman  
 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—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Meroco Bcstg. Co.  
Address 2424 Sixth Ave.  
Tel.: El 2-0262 News Service: AP  
Representative Continental  
Membership NAB  
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.  
Tel.: 42 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: 1800 Kc. Power: 1000 Watts  
Owned-Oper. Lakewood Bcstg Service, Inc.  
Address 1315 Oak St.  
Tel.: BE 3-5525 News Service: UP  
Representative Charles Bernard  
Pres., Gen., Sta. Mgr. Maurice J. DaVolt  
Business Manager Julia W. DaVolt  
Program Director Edythe G. Sweeney

**KLMR—Lamar—1948  
MBS-IMN-KBS**

Freq.: 920 Kc. Power: 1000 W. d., 500 W. n.  
Owned-Oper. By SE Colorado Bcstg. Co.  
Address P. O. Box 632  
Tel.: 804 News Service: UP  
Representative Continental  
President Ralph Eaton  
Gen., Sta. Mgr. Dennis Behan  
Sales Mgr. William Jack  
Pub., Prog. Director William Adams  
Chief Engineer Jack Connally

**KLVC—Leadville—1951**

Frequency: 1230 Kc. Power: 250 Watts  
Owned Raymond Tex Roberts  
Address 520 W. 6th St.  
News Service UP  
Membership NAB  
Pres., Gen. Mgr., Pub. Dir. Raymond T. Roberts  
Comm., Prom. Mgr. Kenneth L. Roberts  
Program Dir. Juanita Roberts

**KLMO—Longmont—1949**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned G. F. & E. H. Maples, D. F. White, Jr.  
Address Imperial Hotel  
Tel.: 1050 News Service: UP

Representative Continental Radio Sales  
Gen. Mgr. Joseph K. Jackson

**KLOV—Loveland—1955  
KBS**

Frequency: 1570 Kc. Power: 250 Watts  
Owned-Oper. By Vogel & Smock  
Address 1440 E. 6th St.  
Tel.: NO 7-3950 News Service: AP  
Transcription SESAC, Standard  
Membership RAB  
General Mgr. William R. Vogel  
Program Director Charles Gerrard  
Comm Mgr. William O. Corrick  
Publicity Director Gregg Guinan  
Chief Engineer Tom Burgess

**KSLV—Monte Vista—1952**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Colorado Network  
Address P. O. Box 279  
Tel.: 553 News Service: UP  
Transcription Service Thesaurus  
Representative Bolling  
Membership NAB, RAB  
President George O. Cory  
Gen. Mgr. Jerry Rhoads  
Prog. Dir. George Norvell

**KUBC—Montrose—1947**

Freq.: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By Uncompaghe Bcstg. Co.  
Business-Studio Address P. O. Box 279  
Tel.: 199 News Service: UP  
Transcription Service World  
Representative Bolling  
Membership NAB  
President George Cory  
Gen. Mgr. Hank Dais  
Pub., Prog. Director Ed DeJulio  
Chief Engineer Norman Price

**KCSJ—Pueblo—1947**

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By Star Bcstg. Co.  
Address 2226 TV Lane  
Tel.: LI 4-5782 News Service: UP  
Transcription Service SESAC  
Representative John E. Pearson  
Station Mgr. Cliff Hendrix  
Comm. Mgr. Howard Myers  
Chief Engineer Marion Cunningham

**KDZA—Pueblo—1947—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Pueblo Radio Co.  
Address 3011 Elizabeth  
Tel.: LI 4-5646 News Service: AP  
Representative McGillvra  
Membership NAB  
Pres., Sta., Sls. Mgr. Dee B. Crouch  
Sta. Mgr. William H. Beck

**KFEL—Pueblo—1956**

Frequency: 970 Kc. Power: 1000 Watts  
Owned KFEL, Inc.



Address.....4411 Goodnight Ave.  
 Tel.: LI 2-6884.....News Service: UP  
 Representative.....Continental, W. S. Grant  
 Owner, Mgr.....Frank Donald Hall  
 Chief Eng., Asst. Mgr.....John T. Roscos  
 Sales Mgr.....J. M. Johns

**KGFH—Pueblo—1928 —  
 ABN-MBS-IMN**

Frequency: 1350 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By..Colorado Bcstg. Co., Inc.  
 Address.....Box 293  
 Tel.: LI 2-5570.....News Service: UP  
 Transcription Service.....World, SESAC  
 Representative.....Gill-Perna, Inc., IMN  
 Membership.....NAB  
 President.....Gifford Phillips  
 Oper. Dir.....Robert D. Ellis  
 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  
 Tel.: 248.....News Service: AP  
 Representative.....John E. Pearson  
 Partners.....Ray J. Williams, J. L. Littlejohn  
 General Manager.....J. L. Littlejohn  
 Comm. Manager.....R. M. Cardwell

**KVRH—Salida—1948  
 KBS-MBS-IMN**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Heart of the Rockies Bcstg. Co.  
 Address.....P. O. Box 166  
 Telephone.....30  
 Representative.....Hopewell  
 Mgr., Women's Prog. Dir.....Sved T. Ayers  
 Prom. Dir.....Glen Ayers  
 Sales Dir.....George Shapiro  
 Chief Engineer.....Chas. Upp

**KGEK—Sterling—1925—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Elmer G. Beehler  
 Address.....Box 830  
 Tel.: LA 2-1607.....News Service: UP  
 Trans.....RCA, Cole  
 Membership.....NAB  
 Gen. Mgr., Ch. Eng.....Elmer G. Beehler  
 Sta., Comm. Mgr., Prog., Pub. Dir.....Al Ross

**KOLR—Sterling—1955—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...High Plains Bcstg. Corp.  
 Address.....114 Main St.  
 Tel.: LA 2-1740.....News Service: AP  
 Transcription.....Thesaurus  
 Representative.....Hal Holman  
 Pres., Gen. Mgr.....Russ M. Stewart  
 Station Manager.....John Gazdik  
 Program Dir.....Max Rossean  
 Chief Eng.....Guy Christian

**KCRT—Trinidad—1946  
 MBS-IMN**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCRT, Inc.  
 Address.....Country Club Drive  
 Tel.: VI 6-3212.....News Service: UP  
 Membership.....NAB  
 Representative.....Indie Sales  
 Pres., Gen. Mgr.....E. M. Cooper  
 Pub., Prog. Dir.....Pete Deluca  
 Sls. Prom. Mgr.....E Griego

**KFLJ—Walsenburg—1957**

Frequency: 1380 Kc.....Power: 1 Kw., d.  
 Owned.....Floyd Jeter, Pres.  
 Address.....Box 593  
 Tel.: 111.....News Service: UP  
 Representative.....Bob Dove  
 Prog. Dir.....Lee Jeter  
 Chief Engineer.....Johnny Figal

To Broadcasters

**AP**

Means

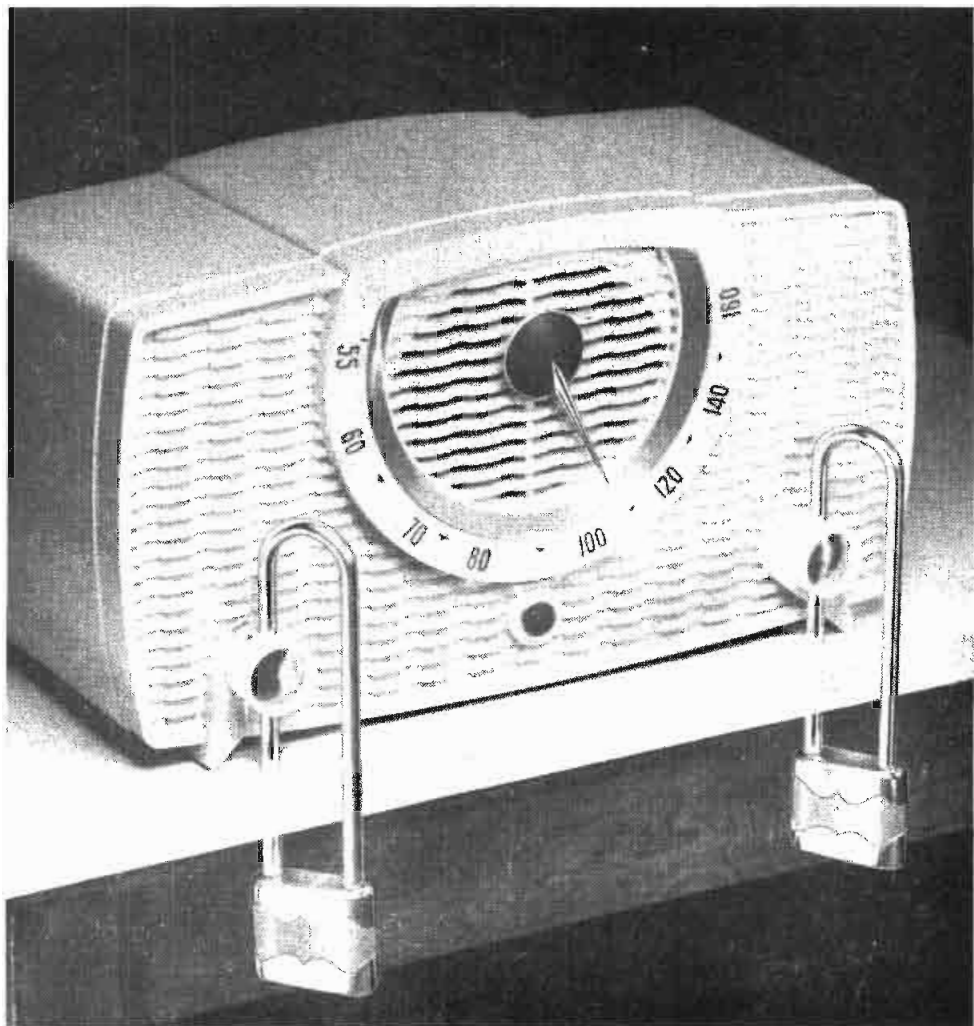
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# WTIC

**HARTFORD  
CONNECTICUT**

# Connecticut

Pop. March 1 (Est.)—2,329,000; Families—697,000; Lic. Stations—28,  
Sta. CP's—0; Radio Homes—680,000; TV Homes—608,000

## WADS—Ansonia-Derby—1956

Freq.: 690 Kc. Power: 500 Watts d.  
Owned By.....Valley Broadcasting Co.  
Address.....290 Main St.  
Tel.: RE 5-4606.....News Service: UP  
Representative.....Walker  
Transcription.....World  
Membership.....NAB, RAB  
Pres., Gen., Sta. Mgr.....Sydney E. Byrnes  
Sales Prom. Mgr.....Larry Brand  
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  
Tel.: AM 8-1601.....News Service: AP, UP  
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 ABN-MBS-YANKEE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....WNAB, Inc.  
Business-Studio Address.....991 Broad St.  
Tel.: ED 3-3112.....News Service: UP  
Representative.....Burke-Stuart  
President.....Harold Thomas  
Gen., Sta. Mgr.....John Ellinger  
Prog. Director.....Harry Luke  
Comm. Mgr.....Thomas Lappos  
Sales Prom. Manager.....Russell Cumming  
Publicity Director.....Vin. Lawford  
Chief Engineer.....Norman Howard

## WBIS—Bristol—1948

Frequency: 1440 Kc. Power: 500 Watts  
Owned-Oper. By.....The Bristol Bcstg. Corp.  
Business-Studio Address.....183 Main St.  
Tel.: LU 3-9265.....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.  
Tel.: PI 8-3565.....News Service: AP  
Transcription Service.....World, SESAC  
Representative.....Indie Sales  
President.....John P. Previdi  
Gen., Comm. Mgr.....Sol Robinson  
Program Director.....Paul Baker  
Chief Engineer.....Rudi Cehak

## WCCC—Hartford—1947

Frequency: 1290 Kc. Power: 500 Watts, d.

Owned-Oper. By.....Greater Hartford Bcstg Corp.  
Address.....Hotel Bond  
Tel.: JA 5-6648.....News Service: UP  
Station Rep.....Walker  
Membership.....NAB  
President.....William M. Savitt  
Sec't. Treas.....M. Savitt  
Sta., Comm. Mgr.....R. H. Klein  
Sales Prom. Mgr.....Everett Seltzer  
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.  
Tel.: CH 2-5596.....News Service: AP  
Representative.....Paul H. Raymer  
Membership.....NAB  
President.....Franklin M. Doolittle  
General Manager.....Walter B. Haase  
V.P., Sales.....William F. Malo  
Program Mgr.....Harvey H. Olson  
Chief Engineer.....Henry M. Broderick, Jr.

## WPOP—Hartford—1935 MBS-ABN-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts  
Owned.....Tele-Broadcasters of Conn., Inc.  
Business-Studio Address.....600 Asylum Ave.  
Tel.: JA 7-9131.....News Service: UP  
Representative.....Kettell-Carter, H-R Reprs, 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.  
Tel.: JA 5-0801.....News Service: AP, INS  
Transcription Service.....Lang-Worth SESAC  
Representative.....Christal  
Membership.....NAB, RAB  
President.....Paul W. Morency  
V.P., Gen. Mgr.....Walter C. Johnson  
Asst. Gen. Sales Mgr.....Robert S. Tyrol  
Promotion Mgr.....Eugene J. Muriaty  
Program Mgr.....Paul E. Lucas  
V.P., Pub. Relations.....Bernard L. Mullins  
Plant Mgr., Chief Engr.....Herman D. Taylor

## WMMW—Meriden—1947

Frequency: 1470 Kc. Power: 1000 Watts, d.  
Owned.....Silver City Crystal Company  
Address.....8 West Main St.  
Tel.: BE 5-5747.....News Service: UP  
Representative.....Thomas F. Clark  
Membership.....RAB  
President.....C. A. Schultz  
Gen., Sta. Mgr.....G. A. Kruttschnitt  
Commercial Manager.....Jack Durkin  
Sales Prom. Mgr., Pub. Dir.....Nelson Payne



# CONNECTICUT



Program Director..... Les Fox  
 Chief Engineer..... John Roache

## WCNX—Middletown—1948

Frequency: 1150 Kc..... Power: 500 Watts  
 Owned Oper. By..... Middlesex Bcstg. Co.  
 Business-Studio Address..... 460 Main St.  
 Tel.: 7-2565..... News Service: UP  
 Transcription..... Thesaurus  
 Representative..... Devney, Nona Kirby  
 Managing Dir..... R. J., W. J. O'Brien  
 Station Mgr..... Bill Glynn

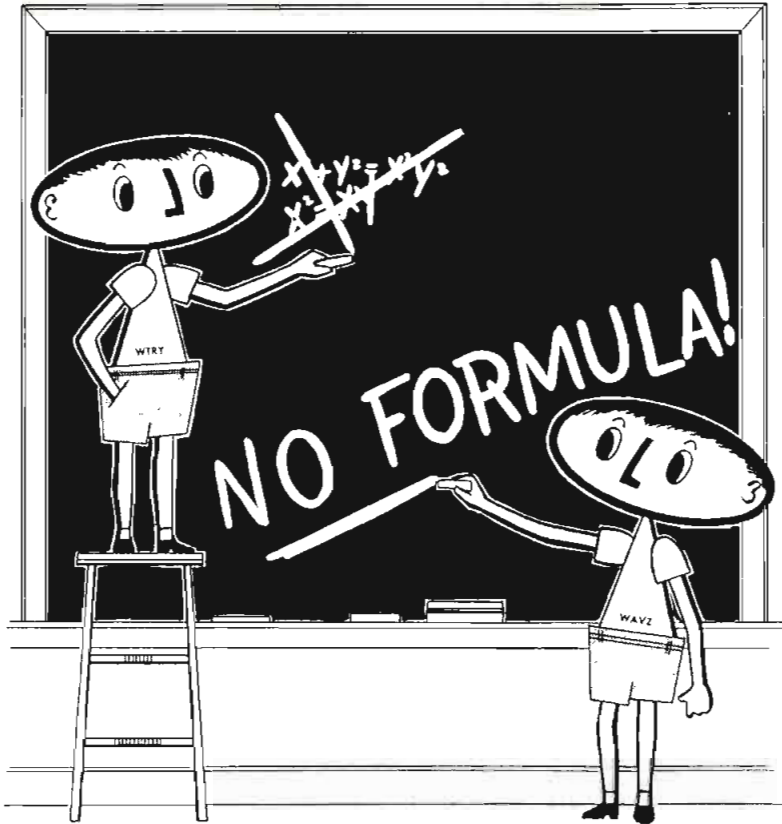
## WHAY—New Britain—1949

Frequency: 910 Kc..... Power: 5000 Watts

Owned-Operated By.. Central Conn. Bcstg. Co.  
 Business Address..... 22 Grove Hill  
 Tel.: BA 3-2721..... News Service: AP  
 Representative..... Nona Kirby, R. O'Connell  
 Membership..... NAB  
 President..... Patrick Goode  
 General Mgr..... Aldo DeDominicis  
 Sta., Comm. Mgr..... Charles Bell  
 Sales Prom. Mgr..... Robert J. Regan  
 Pub. Dir..... Carole Ginsburg  
 Chief Engineer..... Hillis W. Holt

## WKNB—New Britain—1946

Frequency: 840 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Subsidiary of NBC



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 John Blair & Co.

WAVZ  
 National: Hellingberg Co.  
 New England: Keiffel-Carter

Daniel W. Kaps, President • Richard J. Monahan, Vice President and National Advertising Manager



Address.....1422 New Britain Ave.  
Tel.: AD 3-8551.....News Service: AP, UP  
Representative.....Bolling  
Membership.....NAB, RAB  
Gen. Mgr.....Peter B. Kenney  
Comm., Sales Prom. Mgr.....Victor J. Brewer  
Program Director.....Robert W. Bray  
Pub. Dir.....Francis A. Wooding  
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.  
Tel.: SP 7-4761.....News Service: AP  
Representative.....Hollingbery, Kettell Carter  
Membership.....NAB, RAB  
Board Chairman.....Victor W. Knauth  
Pres., Gen. Mgr.....Daniel W. Kops  
V.P., 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.  
Tel.: UN 5-1133.....News Service: UP  
Transcription Service.....World  
Representative.....H. R. Reys, 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

#### ABN

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Triangle Publications, Inc.  
Business-Studio Address.....1110 Chapel St.  
Tel.: SP 7-3611.....News Service: AP  
Newspaper Affil.....Inquirer  
Representative.....Katz Agency  
Membership.....NAB  
General Mgr.....George Carroll  
Sales Manager.....John F. Cundiff  
Prog. Mgr.....Chester R. Cooper  
Chief Engineer.....Howard W. Wessenberg

### 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.  
Tel.: GI 2-4365.....News Service: UP  
Representative.....Kettell-Carter  
President, Gen. Mgr.....Gerald J. Morey  
Sta., Comm., Sales Prom. Mgr.....Leo B. Keegan  
Prog., Publ. Dir.....William Hoffman  
Chief Engineer.....Randolph Barrett

### WNLK—Norwalk—1948

Frequency: 1350 Kc.....Power: 500 Watts  
Owned-Operated By.....Norwalk Bcstg. Co., Inc.

Address.....11 Wall St.  
Tel.: TE 8-5566.....News Service: UP  
Representative.....McGillivra  
Pres., Gen. Mgr.....James Stolcz  
Program Director.....Richard 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.  
Tel.: TU 7-1613.....News Service: UP  
Representative.....Everett-McKinney, R. C. Foster  
Membership.....RAB  
Pres., Gen. Mgr.....D. Lasser  
Sls. Prom. Mgr.....Edward Adler  
Sta., Comm. Mgr.....Richard Reed  
Program Dir.....Mal Morse  
Chief Engineer.....Alexander Dubenetsky

### WLIS—Old Saybrook—1956

Frequency: 1420 Kc.....Power: 500 Watts  
Owned.....Long Island Sound Radio Corp.  
Address.....Box 68  
Tel.: EV 8-3546.....News Service: UP  
Trans.....World  
Pres., Gen. Mgr.....Joseph P. Trantino  
V.P., Prog. Dir.....Vivan N. Trantino

### WPCT—Putnam—1953

Frequency: 1350 Kw.....Power: 1 Kw. d.  
Owned-Oper. By.....Israel Putnam Bcstg. Co.  
Address.....42 Main St.  
Tel.: WA 8-2721-2.....News Service: UP  
Transcription Service.....World, Thesaurus  
Membership.....NAB  
President.....Roland A. Goyette, Sr.  
Gen. Mgr.....Henry E. Breault  
Program Dir.....Lew Rogers  
Publicity Dir.....Charles Credit  
Chief Engineer.....John Dufour

### WSTC—Stamford—1941—ABN

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....W. Conn. Bcstg. Co.  
Business-Studio Address.....270 Atlantic St.  
Tel.: DA 4-7575.....News Service: UP  
Newspaper Affiliation.....Stamford Advocate  
Membership.....NAB  
Representative.....Everett-McKinney, Foster  
President.....Kingsley Gillespie  
Gen. Manager.....Julian Schwartz  
Prog. Dir.....Edwin J. Coles  
Chief Eng.....R. A. Reynolds

### WLOR—Torrington—1947

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Electronic Maintenance  
Business-Studio Address.....23 Main St.  
Tel.: HU 9-4173.....News Service: UP  
Transcription Service.....SESAC  
Representative.....Bogner & Martin  
Membership.....NAB  
Pres., Ch. Eng.....Rogers B. Holt  
Gen. Mgr.....Hillis W. Holt  
Station Mgr.....Arthur Barnham  
Comm. Mgr.....Alex Pernal  
Prog., Pub. Dir.....Joe Storm



**WATR—Waterbury—1934**  
ABN

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By: WATR, Inc.  
 Business-Studio Address: 440 Meadow St.  
 Tel.: PL 5-1121 News Service: UP  
 Representative: Burke-Stuart  
 Membership: NAB  
 President: Harold Thomas  
 Gen., Sta., Comm. Mgr.: Sam Elman  
 Sales Prom. Mgr.: Fred Erwin  
 Prog. Director: Jordan Kaplan  
 Pub. Dir.: Robert Gillespie  
 Chief Engineer: Andrew Toross

**WBRV—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  
 Tel.: PL 3-1125 News Service: AP  
 Rep.: Avery-Knodel, Kettel-Carter  
 Membership: NAB  
 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

**WTOR—Torrington—1948**  
MBS-YANKEE

Frequency: 1490 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Torrington Bcstg. Co., Inc.  
 Business-Studio Address: 93 Perkins St.  
 Tel.: HU 9-4181 News Service: AP  
 Representative: Rambeau  
 Pres., Gen. Mgr.: Edmund W. Waller  
 Sta., Comm. Mgr.: Alfred G. Eyre  
 Program Dir.: Chiel Engr. David Eller

**WWCO—Waterbury—1946**  
MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper.: New England Bcstg. Co., Inc.  
 Business-Studio Address: 65 Bank St.  
 Tel.: 4-5141 News Service: AP  
 Representative: McGillvra  
 Membership: RAB  
 President: Lawrence Brandon  
 Gen., Sta. Mgr.: Robert Crager  
 Comm. Mgr.: James McEvoy

**WILI—Willimantic**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: Windham Bcstg. Co.  
 Address: Route 6  
 Tel.: HA 3-1621 News Service: UP  
 Exec. Mgr.: Roland A. Goyette, Sr.  
 Sta. Mgr.: Les Douglas  
 Prod. Mgr.: William Lackenbauer

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 New York 20, N. Y.

# Delaware

Pop. March 1 (Est.)—429,000; Families—126,000; Lic. Stations—9,  
Sta. CP's—0; Radio Homes—118,000; TV Homes—112,000

## WDOV—Dover—1948

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned . . . . . Dover Bcstg. Co.  
Business Address . . . . . Box 727  
Representative . . . . . Headley Reed  
President . . . . . Renry Rau  
V. P., Gen. Mgr. . . . . Maxwell Marvin  
Station Mgr. . . . . W. S. Cook

## WKEN—Dover—1957

Frequency: 1600 Kc. Power: 500 Watts, d.  
Owned . . . . . Coastal Carolina Bcstrs.  
Address . . . . . Box 549  
Tel.: DO 5797 . . . . . News Service: AP  
Trans. . . . . Thesaurus  
President . . . . . J. Olin Tice, Jr.  
Gen. Mgr. . . . . Joe Morris

## WJWL—Georgetown—1951

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By . . . . . Rollins Bcstg., Inc.  
Address . . . . . DuPont Highway  
Tel.: 2567 . . . . . News Service: AP  
Transcription Service . . . . . Thesaurus  
Membership . . . . . RAB  
President . . . . . O. Wayne Rollins  
Gen. Mgr. . . . . Charles R. Maillet  
Dir. of Sales . . . . . A. R. Lamphear  
Prog. Dir. . . . . Bill German

## WKSJ—Milford—1953

Frequency: 930 Kc. Power: 500 Watts d.  
Owned-Oper. By . . . . . Kent-Sussex Bcstg. Co.  
Address . . . . . Box 444  
Tel.: MI 8881 . . . . . News Service: UP  
Transcription Service . . . . . Lang-Worth  
Gen., Comm., Prom. Mgr. . . . . H. M. Griffith, Jr.  
Ch. Eng., Oper Mgr. . . . . C. V. Lundstedt  
Prog. Dir. . . . . Borden E. Smith

## WSUX—Seaford—1955

Frequency: 1280 Kc. Power: 1000 Watts  
Owner-Oper. By . . . . . Sussex Broadcasting Co.  
Address . . . . . Dual Hwy. 13  
Tel.: 7933 . . . . . News Service: UP  
Representative . . . . . Clark  
Pres., Gen. Mgr. . . . . Elizabeth Evans  
Ch. Eng. . . . . Bernard Gold

## WAMS—Wilmington—1947

Frequency: 1380 Kc. Power: 1000 Watts  
Owned . . . . . Rollins Broadcasting Co.

Address . . . . . 414 French St.  
Tel.: OL 4-8881 . . . . . News Service: AP  
Membership . . . . . RAB  
President . . . . . O. Wayne Rollins  
General Manager . . . . . Charles W. Stone  
Program Director . . . . . Roger Holmes  
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.  
Tel.: OL 8-7268 . . . . . News Service: AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Robert Meeker  
Membership . . . . . NAB  
Station Executive . . . . . Clair R. McCollough  
Station Manager . . . . . Harvey C. Smith  
Gen. Sales Mgr. . . . . J. Robert Gulick  
Natl. Sales Mgr. . . . . T. R. Numan  
Comm. Mgr. . . . . William McKibben  
Prom. Dir. . . . . Paul I. Woodland  
Program Director . . . . . R. V. Aydelotte  
Technical Director . . . . . J. E. Mathiot

## WILM—Wilmington—1922 ABN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By . . . . . Delaware Bcstg. Co.  
Business-Studio Address . . . . . 920 King St.  
Tel.: OL 4-7771 . . . . . News Service: UP  
Transcription Service . . . . . World  
Representative . . . . . Bolling Co.  
Membership . . . . . RAB, NAB  
President . . . . . Ewing B. Hawkins  
V.P., Mgr. . . . . Jackson F. Lee  
Program Director . . . . . Warren Keyser  
News Director . . . . . Harry F. Thernal  
Chief Engineer . . . . . H. Edwin Kennedy

## WTUX—Wilmington—1947

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . Port Frere Bcstg. Co., Inc.  
Address . . . . . 14th & Market Sts.  
Tel.: OL 5-8821 . . . . . News Service: AP  
Representative . . . . . Walker  
Pres., Gen. Mgr. . . . . Gordon K. MacIntosh  
Comm. Mgr. . . . . William S. Ewing  
Sales Prom. Mgr. . . . . Jimmy Lynn  
Program Dir. . . . . Art Curley  
Publicity Dir. . . . . Don Matthewson  
Chief Engineer . . . . . Don Clifton

**Dist. of Columbia**

Pop. March 1 (Est.)—887,000; Families—260,000; Lic. Stations—7, Sta. CP's—0; Radio Homes—256,000; TV Homes—237,000

**WEAM**—Washington, D. C.  
(SEE ARLINGTON, VA.)

**WGMS**—Washington, D. C.  
1946—MBS

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned..... Good Music Stations, Inc.  
Address..... Hotel Harrington  
Tel.: EX 3-8676..... News Service: AP  
Representative..... Adam Young  
General Manager..... Alfred B. Berry  
General Sales Mgr..... Perry Walders  
Program Dir..... Stan Hamilton

**WMAL**—Washington, D. C.  
1925—ABN

Freq.: 630 Kc. Power: 5,000 Watts  
Owned..... Evening Star Bcstg. Co., Inc.  
Address..... 4461 Connecticut Ave., N.W.  
Tel.: KE 7-1100..... News Service: AP  
Representative..... H-R  
Newspaper Affiliation..... The Evening Star  
Membership..... NAB, RAB  
President..... John W. Thompson, Jr.  
General Manager..... Fred S. Houwink  
Comm. Mgr..... Bertram Libin  
Program Director..... Duncan Miller  
Chief Engineer..... Allan Powley

**WOL**—Washington, D. C.—1924

Frequency: 1450 Kc. Power: 250 Watts  
Owned..... Wash. Bcstg. Corp.  
Address..... 2000 P. St., N.W.  
Tel.: HO 2-3900..... News Service: UP  
Representative..... Headley-Reed  
Pres., Gen. Mgr..... Henry Rau  
Pub. Director..... Charles Dillon  
Sta. Comm. 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.  
Tel.: RE 7-8000..... News Service: UP  
Station Rep..... United Bcstg., Harlan Oakes  
Pres., Gen. Mgr..... Richard Eaton  
Vice-President..... John A. Panagos  
Program Director..... Cliff Holland  
Chief Engineer..... Ernest E. Stephens

**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 4001 Nebraska Ave.  
Tel.: EM 2-4000 News Service: AP, INS, UP  
Trans. Serv. Thesaurus, Stand. Associated  
Representative NBC Spot Sales  
Membership NAB, RAB  
President (NBC) Robert Sarnoff  
Vice-Pres., Gen. Mgr. Carlton D. Smith  
Station Mgr. Joseph W. Goodfellow  
Commercial Mgr. Harry A. Karr, Jr.  
Pub. Prom. Dir. William E. Coyle  
Prog. Mgr. William Grayson

**WTOP**—Washington, D. C.  
1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts  
Owned-Oper. Washington Post Bcst. Div.  
Address Broadcast House  
Tel.: EM 2-9300 News Service: UP  
Representative CBS Radio Spot Sales  
Membership RAB  
Pres., Bcst. Div. John S. Hayes  
V.P. Radio Lloyd Dennis  
Comm. Mgr. R. W. Schellenberg  
Sls. Prom. Mgr., Pub. Dir. W. J. Wiggles  
Prog. Dir. P. A. Searight  
Chief Engineer Granville Klink

**WUST**—Washington, D. C.  
1951

Frequency: 1120 Kc. Power: 250 Watts  
Owned-Oper. By Broadcast Management, Inc.  
Address 1343 U St.  
Tel.: HO 2-0011 News Service: UP  
Representative Forjoe  
Pres., Gen. Mgr. Harold E. Sheffers  
Sales Mgr. J. Conrad Jacobs  
Program Mgr. Georgette Leighton  
Chief Engineer Norman Woods

**WWDC**—Washington, D. C.  
1941

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By WWDC, Inc.  
Business-Studio Address 1627 K St., N.W.  
Tel.: TU 2-7600 News Service: AP, UP  
Trans. Service Lang-Worth, World  
Representative Blair  
Membership NAB, RAB  
Pres., Gen. Mgr. Ben Strouse  
Comm. Manager Herman Paris  
Program Director Norman Reed  
Sales Prom. Mgr. Jo Wilson  
Chief Engineer Ross H. Bewlle

# Florida

Pop. March 1 (Est.)—4,090,000; Families—1,173,000; Lic. Stations—131,  
Sta. CP's—17; Radio Homes—1,142,000; TV Homes—896,000

## WAPG—Arcadia—1955

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned. Arcadia-Punta Gorda Bcstg. Co.  
Address Box 676  
Tel: WA 8-6111 News Service: UP  
Representative McGillvra  
Owner H. F. McKee  
Gen. Mgr. Paul Howell

## WPEG—Arlington

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned Tom Carr  
Address 936 Arlington Rd.  
Sta. Mgr. Tom Carr  
Gen. Mgr. Ed Zegarske

## WKTU—Atlantic Beach—1957

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned Ocean Beach Bcstg. Co.  
Address Box 1328  
Tel: CH 6-3695 News Service: AP  
Owner W. H. Adams  
Gen. Mgr. Robert K. Lynch

## WAVP—Avon Park—1957

Frequency: 1390 Kc. Power: 1 Kw., d.  
Owned Ridge Bcstg. Co.  
Address Jacaranda Hotel  
Tel: GL 2-6001 News Service: AP  
Gen. Mgr. Edward G. Gardner  
Program Dir. Charles D. Cummins

## WBAR—Bartow—1953

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By WBAR, Inc.  
Address Box 820, Lakeland Hwy.  
Tel: 3-5111 News Service: AP  
Membership NAB  
President W. A. Wynne  
Gen. Mgr. John L. Burgence  
Sales Prom. Mgr. Art Varnadore  
Prog. Dir. Kenneth E. Shroyer  
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 Al Harris

## WBRD—Bradenton—1957

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned Sunshine State Bcstg. Co., Inc.  
Address P. O. Box 1038  
Tel: 62-183 News Service: AP

Representative Meeker  
Pres., Gen. Mgr. Robert R. Nelson  
Chief Engineer Donald J. Larsen

## WTRT—Bradenton—1946 KBS

Frequency: 1480 Kc. Power: 250 Watts  
Owned By Blue Skies Bcstg. Corp.  
Address Memorial Pier  
Tel: 6-1107 News Service: AP  
Representative Hil Best  
Pres., Gen. Mgr. Lockwood R. Doty II  
Comm. Mgr. Ken McKendree

## WTAN—Clearwater—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By WTAN, Inc.  
Business Address 200 Pierce Blvd.  
Tel: 3-3084 News Service: AP  
Representative McGillvra  
Trans. Thesaurus, Columbia  
Membership NAB, RAB  
President Wm. G. Wells  
Gen., Sta. Mgr., V.P. H. D. Parker  
Commercial Manager F. L. Parker  
Prog. Dir., Eng. G. A. Robinson

## WEZY—Cocoa—1957

Frequency: 1480 Kc. Power: 1 Kw.  
Owned Irving Braun  
Address Box 868  
Tel: 1800 News Service: UP  
Sta. Mgr. Jay School

## WKKO—Cocoa—1953

Frequency: 860 Kc. Power: 1 Kw., d.  
Owned By Brevard Bcstrs., Inc.  
Address Box 1308  
Tel: 1020 News Service: AP, UP  
Transcription Service Standard  
Representatives Hil F. Best, Dora Clayton  
President James Sawyer  
Gen. Mgr. Carl G. Collins, Jr.  
Program Dir. Dale Wright  
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  
Tel: HI 8-7411 News Service: AP  
Transcription Service Associated  
Representatives Clark, Good Music Bcstrs.  
Membership RAB, NAB  
President-General Mgr. George W. Thorpe  
Asst. Sta. Mgr. Barbara Binns  
Comm. Mgr. Timothy Carney  
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



Tel.: MU 2-2330..... News Service: AP  
 Transcription Service..... SESAC  
 General Manager..... S. F. Townsend  
 Comm. Mgr..... Vernon Cooper

**WJSB—Crestview—1954**

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Crestview Bcstg. Co.  
 Address..... Box 267  
 Tel.: MU 2-3040..... News Service: UP  
 Pres., Gen. Mgr..... Everett M. McCrary  
 Comm. Mgr..... Herbert M. Chafin  
 Chief Engineer..... Russ White

**WGTO—Cypress Gardens  
1955**

Frequency: 540 Kc..... 10 Kw. d.  
 Owned-Operated By..... KWK, Inc.  
 Address..... Box 123  
 Tel.: CY 3-4103..... News Service: UP  
 Newspaper Affil..... St. Louis Globe-Democrat  
 Representative..... Adam Young  
 Membership..... RAB  
 President..... Robert Convey  
 Gen. Mgr..... E. D. Hill  
 Managing Director..... S. E. Hubbard  
 Sales Prom. Mgr., Pub. Dir..... Gary Miller  
 Chief Engineer..... Dave Schick

**WDCF—Dade City—1954  
KBS**

Frequency: 1350 Kc..... Power: 1 Kw. d.

Owned..... Pasco Bcstg. Co.  
 Address..... Box 1077  
 Tel.: LO 7-3879..... News Service: AP  
 Pres., Gen. Mgr..... Stuart Picard  
 Comm., Sales Prom. Mgr..... Marvin Picard  
 Chief Engineer..... Jim Gandy

**WMFJ—Daytona Beach—1935**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... WMFJ, Inc.  
 Business-Studio Address..... 600 N. Atlantic Ave.  
 Tel.: CL 2-6491..... News Service: UP  
 Representative..... Jack Masla  
 President..... Emil J. Arnold  
 Gen. Mgr..... Dale S. Phares  
 Sta. Mgr..... Dick Clark

**WNDB—Daytona Beach—1948  
ABN**

Frequency: 1150 Kc..... Power: 1,000 Watts d.  
 Owned-Operated By..... News-Journal Corp.  
 Business-Studio Address..... 128 Orange Ave.  
 Tel.: CL 2-1511..... News Service: AP  
 Representative..... Clark  
 Newspaper Affil..... News-Journal Corp.  
 Membership..... NAB  
 President..... Julius Davidson  
 Gen., Sta. Mgr..... R. Y. Huffman  
 Comm. Mgr..... Daniel F. Carroll  
 Publicity Dir..... M. E. Hagman  
 Prog. Dir..... Ken Lueck  
 Chief Engineer..... F. A. Scott

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**WROD—Daytona Beach—1947**  
**NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned.....Radio of Daytona, Inc.  
Business Address.....Box 991  
Tel.: CL 2-4626.....News Service: UP  
Representative.....Pearson  
Pres., Gen. Mgr.....Morton Basset  
Station Mgr.....James F. McDonough

**WFNM—De Funiak Springs**  
**1955**

Frequency: 1460 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Gulfport Bcstg. Co.  
Address.....Box 387  
News Service.....UP  
Gen. Mgr.....Mel Wheeler  
Manager.....Leonard Knighton  
Program Director.....William Wood

**WJBS—DeLand—1948—NBC**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....John B. Stetson University  
Address.....P. O. Box 808  
Tel.: RE 4-1725.....News Service: AP  
Representative.....Donald Cooke  
Membership.....NAB  
President.....Dr. J. Ollie Edmunds  
General Mgr., Prog. Dir.....R. H. Westervelt  
Commercial Manager.....Ken Brown

**WOOO—DeLand—1956—KBS**

Frequency: 1320 Kc.....Power: 1 Kw. d.  
Owned.....Trio Bcstg. Co., Inc.  
Address.....112½ W. New York Ave.  
News Service.....UP  
Rep.....Charles Bernard  
Gen. Mgr.....Wally King  
Prog. Dir.....Allan Hill

**WDBF—Delray Beach—1951**  
**KBS**

Frequency: 1420 Kc.....Power: 500 Watts d.  
Owned....Boca Raton Bible Conf. Grds., Inc.  
Address.....P. O. Box 2075  
Tel.: CR 6-7311.....News Service: UP  
Transcription.....Lang-Worth  
President.....Ira Lee Eshelman  
Sta., Comm. Mgr.....Patrick W. Larkin  
Program Dir.....Jean S. Larkin

**WMEG—Eau Gallie—1956**

Frequency: 920 Kc.....Power: 1000 Watts d.  
Owned.....Mel-Eau Broadcasting Corp.  
Address.....Box 98  
Tel.: 2282.....News Service: UP  
Transcription.....Thesaurus, SESAC  
President.....Norman E. Jorgensen  
General Manager.....A. V. Catterton  
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  
Owner, Gen. Mgr.....Floyd W. Hess  
Sta., Comm. Mgr.....Morton C. Cook  
Sales Prom. Mgr.....Barbara A. Riddlebaugh  
Program Dir.....Thomas W. Osborne  
Publicity Dir.....W. B. Croke  
Chief Engineer.....Robert Blynn

**WFBB—Fernandina Beach**  
**1955—KBS**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned.....Murray Bcstg.  
Address.....Box 502  
Tel.: 3667.....News Service: UP  
Representative.....Tom Atkinson  
President.....Edward G. Murray  
Comm. Mgr.....Dave Davis  
Mgr.....R. E. Gleason  
Chief Eng.....Bill Alexander

**WFTL—Fort Lauderdale—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Gore Publishing Co.  
Address.....P. O. Box 131  
Tel.: JA 3-2511.....News Service: AP  
Newspaper Affiliation...Daily & Sunday News  
Transcription Service.....World  
Representative.....Sears & Ayers  
Gen., Sta., Comm. Mgr.....R. L. Bowles  
Chief Engineer.....Richard P. Northey

**WFBB**

FERNANDINA BEACH, FLORIDA

**THE LIVELY STATION**

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NORTHERN FLORIDA

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SOUTHERN GEORGIA

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**EDWARD G. MURRAY**

**OPERATION**



**WWIL—Ft. Lauderdale—1955**  
KBS

Frequency: 1580 Kc. Power: 1 Kw.  
Owned ..... WWIL  
Address ..... Box 8067  
Tel.: JA 3-7639. News Service: UP  
Representative ..... Headly-Reed  
President ..... L. A. Benson  
V.P., Asst. Gen. Mgr. .... N. Pagliara  
Prog. Dir. .... Bill Smith  
Chief Eng. .... Daniel J. Curran

**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 ..... NAB, 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 ..... WMYR Bldg.  
Tel.: ED 5-1175. News Service: UP  
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  
Tel.: 1330. News Service: AP  
Transcription Service ..... Standard  
Representative ..... Continental  
Membership ..... NAB  
Pres., Gen., Sta. Mgr. .... Murray C. Tillman  
Prog. Mgr. .... Willis M. Shawver Jr.  
Chief Engineer ..... Al Stokes

**WIRA—Fort Pierce—1946**  
NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By. .... Indian River Bcstg. Co.  
Business Address ..... Melody Lane  
Tel.: 1400. News Service: AP  
Membership ..... NAB  
Representative ..... Thomas F. Clark  
Pres., Gen. Mgr. .... James L. Howe  
Sta. Mgr. .... Sam Lawder  
Program Director. .... Anne Wilder  
Commercial Manager. .... J. Kingsley Butt  
Chief Engineer ..... Edward Murdoch

**WFBS—Fort Walton—1956**

Frequency: 950 Kc. Power: 1 Kw.  
Owned ..... W. Florida Bcstg. Service  
Address ..... Box 488  
Tel.: CH 4-5685. News Service: UP  
Membership ..... NAB  
Pres., Gen. Mgr. .... H. French Brown, Sr.

Sales Manager ..... H. French Brown, Jr.  
Prog. Dir. .... Mrs. Ray Kasper  
Chief Engineer ..... Samuel A. Eaton

**WFTW—Ft. Walton Beach**  
1953

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owner ..... Vacationland Bcstg. Co.  
Address ..... Box 687  
Tel.: CH 3-3123. News Service: AP  
Transcription ..... Thesaurus, Lang-Worth  
President ..... Wilbur R. Powell  
Gen. Mgr. .... Milford A. Reynolds  
Chief Engineer ..... M. J. Begley, Jr.

**WDVH—Gainesville—1954**

Frequency: 980 Kc. Power: 5 Kw. d.  
Owned-Operated By. .... WDVH, Inc.  
Address ..... Box 289  
Tel.: FR 2-2528. News Service: UP  
Representative ..... Clark  
President ..... R. A. Vaughn  
Gen. Mgr., Chief Engr. .... Tom Hanssen  
Commercial Manager ..... Jimmy Hales  
Program Director. .... Joe Hill

**WGGG—Gainesville—1948**  
ABN-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned ..... Alachua County Bcstg. Co., Inc.  
Business-Studio ..... 1230 Waldo Rd.  
Tel.: 65791. News Service: UP  
Representative ..... Best  
Gen. Mgr. .... Thompson K. Cassel  
Comm. Mgr., Prom. Mgr. .... Leon E. Mims

**WRUF—Gainesville—1928**  
MBS

Frequency: 850 Kc. Power: 5000 Watts  
Owned-Operated By. .... Univ. of Fla.  
Business-Studio Address. .... Gainesville, Fla.  
Tel.: FR 6-3261. News Service: AP  
Trans. Service ..... Lang-Worth, Thesaurus  
Representative ..... Burn-Smith  
Director. .... Kenneth F. Small  
Commercial Manager. .... R. L. Black, III  
Prog. Dir. .... E. R. Dantzler, Jr.  
Chief Engineer ..... Bertram McNamara

**WGMA—Hollywood—1953**  
KBS

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned ..... Eastern Bcstg. Service, Inc.  
Address ..... P. O. Box 539  
Tel.: WA 2-2903. News Service: AP  
Representative ..... Hil F. Best  
President ..... Jack Barry  
Gen. Mgr. .... C. Edward Little  
Sales Prom. Mgr. .... J. M. Grant  
Program Dir. .... Frederick Wheelean

**WSDB—Homestead—1957**

Frequency: 1430 Kc. Power: 500 Watts, d.



Owned.....S. Dade Bcstg. Co.  
 Address.....Box 502  
 Tel.: CI 7-2445.....News Service: UP  
 President.....J. Abney Cox  
 Gen. Mgr.....Merritt Hilliard  
 Prog. Dir.....Mary Foy

**WIVY—Jacksonville—1948**

Frequency: 1050 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WIVY, Inc.  
 Address.....Box 228-A

Tel.: PO 4-4545.....News Service: UP  
 Representative.....Clarke Brown, Masla  
 Membership.....NAB  
 Pres., Gen. Mgr.....Edward J. Oberle  
 Local Mgr.....Larry Picus  
 Station 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  
 Tel.: EL 4-1681.....News Service: AP  
 Membership.....RAB  
 Rep.....John Blair  
 Commissioner in Charge.....J. D. Kennedy  
 Acting Mgr.....J. W. Douglass  
 Sales Prom. Mgr.....Starrling L. Coleman  
 Pub. Dir.....Larry Bodkin  
 Chief Engineer.....Kenneth L. Kroier

**WMBR—Jacksonville—1927  
CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Washington Post Co.  
 Address.....Broadcast House, Jacksonville 7  
 Tel. EX 8-0501.....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.....Al Vore  
 Chief Engineer.....Ernest B. Vordermark

**WOBS—Jacksonville—1948**

Frequency: 1360 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Mel-Lin, Inc.  
 Business-Studio Address.....1036 Mary St.  
 Tel.: EX 8-3411.....News Service: UP  
 Station Representative.....Gil Perma  
 Membership.....NAB  
 President.....S. R. Walker, Jr.  
 Gen. Mgr.....Larry R. Picus  
 Sta. Mgr.....Alexander Kiersey  
 Program Director.....Johnny Shaw  
 Comm. Mgr.....G. W. Johnston

**WPDQ—Jacksonville—1942  
ABN**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By..Jacksonville Bcstg. Corp.

Studio Address.....Gulf Life Bldg.  
 Tel.: EL 4-4421.....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.....Rowland Bcstg. Corp.  
 Address.....Box 8186  
 Tel.: RA 5-0653.....News Service: UP  
 Rep.....Charles Bernard  
 President.....Edison Casey  
 Gen. Mgr.....Marshall W. Rowland  
 Comm. Mgr.....Robert T. Rowland

**WRHC—Jacksonville—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRHC, Inc.  
 Address.....247 Margaret St.  
 Tel.: EL 6-0461.....News Service: UP  
 Membership.....NAB  
 Rep.....Joe Wooton  
 President.....Harold S. Cohn

**WZOK—Jacksonville—1940  
ABN**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned.....Radio Jax  
 Address.....Box 5176  
 Tel.: EX 8-5733.....News Service: UP  
 Representative.....Stars National  
 Pres., Gen. Mgr.....Jim Macri  
 Sta. Mgr.....Jack Wheeler  
 Program Dir.....Reed Gardner  
 Chief Engr.....W. A. Cooper

**WZRO—Jacksonville Beach  
1947—KBS**

Frequency: 1010 Kc.....Power: 1 Kw. d.  
 Owned By.....A. B. Letson  
 Address.....Quincy, Fla.  
 Tel.: (Quincy) MA 7-6700...News Service: AP  
 President.....Andrew B. Letson  
 Gen. Mgr.....Jim Kirk  
 Station Mgr.....Roger Fricke

**WKWF—Key West—1945  
MBS-ABN**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By.....John M. Spottswood  
 Address.....P. O. Box 891  
 Tel.: CY 6-2222.....News Service: UP  
 Membership.....NAB  
 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



Owned.....Frank A. Taylor  
 Address.....Lago Vista Radio Park  
 Tel.: TI 6-8991.....News Service: UP  
 Transcription Service.....Standard  
 Owner, Gen. Mgr.....Frank A. Taylor  
 Sta., Sales.....Robert W. Bennett

**WDSR—Lake City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Deep South Radioways  
 Address.....U.S. Hwy 41, S.  
 Tel.: 525.....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  
 Tel.: MU 2-1431.....News Service: UP  
 Transcription Service...Associated, World, Std.  
 Station Representative.....John E. Pearson  
 Membership.....RAB, NAB  
 Pres., Gen. Mgr.....S. O. Ward  
 Commercial Manager.....Powell Adams  
 Program Director.....Maxine Tyner  
 Chief Engineer.....William P. Le

**WONN—Lakeland—1949**  
MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Noyes Enterprises, Inc.  
 Business Address.....Lake Hunter Drive  
 Tel.: MU 5-1171.....News Service: AP  
 Transcription Service.....Capitol  
 Representative.....Donald Cooke, Inc.  
 Pres., Gen., Sta. Mgr.....Robert W. Jonscher  
 Commercial Mgr.....C. C. "Tip" Sherwood  
 Program Dir.....William F. Ferguson  
 Sls. Prom. Mgr., Pub. Dir.....R. S. Taylor  
 Chief Engineer.....Duane McConnell

**WYSE—Lakeland—1957**

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned.....Polk Radio, Inc.  
 Address.....207 1/2 E. Main St.  
 Tel.: MU 9-0551.....News Service: AP  
 President.....W. H. Martin  
 V.P., Mgr.....Tom Barber

**WIPC—Lake Wales—1951**  
KBS

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned.....Imperial Polk Bcstg. Corp.  
 Address.....P. O. Box 712  
 Tel.: 2-9831.....News Service: UP  
 Representative.....Hil F. Best  
 President.....K. H. Berkeley  
 V.P., Gen. Mgr.....Charles D. Bishop  
 Comm. Mgr.....W. W. Van Steenburgh  
 Frog., 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  
 Tel.: 790.....News Service: UP  
 Representative.....Best, Keystone  
 Transcription Service.....Standard  
 President.....Paul A. Husebo  
 Program Director.....Richard R. Coleman  
 Chief Engineer.....Martin Kirkland

**WNER—Live Oak—1949—KBS**

Frequency: 1250 Kc.....Power: 1 Kw. d.  
 Owned.....Norman O. Protsman  
 Business Address.....P. O. Box 637  
 Tel.: 1250.....News Service: UP  
 Membership.....NAB  
 Owner, Gen. Mgr.....Norman O. Protsman  
 Program Director.....Faith Protsman  
 Chief Engineer.....C. S. Parker

**WMAF—Madison—1956—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Norman O. Protsman  
 Address.....Box 621  
 Tel.: HU 3-6333.....News Service: AP  
 Owner, Gen. Mgr.....Norman O. Protsman  
 Station Mgr.....Robert C. Lay

**WTYS—Marianna—1948**  
MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...John H. Phipps Bcstg. Stas.  
 Address.....Box 777  
 Tel.: HU 2-2131.....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...Indian River Radio, Inc.  
 Business-Studio Address.....Front St.  
 Tel.: 575.....News Service: UP  
 Transcription Service.....World  
 President.....H. G. Murrelle  
 Vice-President.....Howard L. Green

**WCKR—Miami—1956—NBC**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Biscayne TV Corp.  
 Bus.-Studio Address.....Box M, Little River Sta.  
 Tel.: PL 1-6692.....News Service: AP  
 Transcription Service.....Thesaurus  
 Representative.....Henry I. Christal  
 Membership.....NAB, RAB  
 President.....Niles Trammell  
 General Manager.....Owen F. Uridge  
 Comm. Manager.....L. L. Zimmerman  
 Sales Prom. Mgr.....Charles W. Curtin



Program Director.....Dan Valentine  
Chief Engineer.....Gene Rider

### WFEC—Miami—1949

Frequency: 1220 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fla. East Coast Bcstg.  
Address.....350 N.E. 71st St.  
Telephone.....PL 1-7534  
Representative.....Dore-Pancoast  
President.....Harry Trenner  
Gen., Sta. Mgr.....Herbert Schorr  
Program Director.....Sandra Goldfield  
Comm. Mgr.....Sidney Drossner  
Chief Engineer.....William Reader

### WGBS—Miami—1944—CBS

Freq.: 710 Kc....Power: 50 Kw. d., 10 Kw. n.  
Owned.....Storer Bcstg. Co.  
Address.....1605 Biscayne Blvd.  
Tel.: FR 9-2401.....News Service: UP  
Newspaper Affiliation.....Miami Beach Sun  
Station Representative.....Katz Agency, Inc.  
Membership.....RAB, NAB  
President.....George B. Storer, Sr.  
Gen., Sta. Mgr.....Miller N. Babcock  
Comm. Mgr.....C. Bud Dailey  
Prom. Mgr.....Horace W. Scott  
Program Dir.....Donald F. 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.



## Miamiracle!

—per Hooper, Pulse, Trendex

WQAM's unique showmanship-and-precision blend made a runaway in Miami 1½ years ago . . . and has been dominantly and increasingly on top ever since.

WQAM is 1st in 410 of 432 Pulse quarter-hours. First place Hooper: 37.0%. Trendex confirms. So does a recent Southern Florida Area Pulse which accounts for 31.5% of the state's population. Talk to Blair, or general manager Jack Sandler.

## WQAM — Miami

covering all of Southern Florida with 5,000 watts on 560 kc.

"A STORZ STATION"

Business Address.....Biscayne Terrace Hotel  
Tel.: FR 1-6641.....News Service: INS, AD  
Representative.....Petry  
Pres., Gen. Mgr.....Rex Rand  
Gen. Sales Mgr.....B. E. Neary  
Program Dir.....Ned Powers  
Chief Engineer.....Arthur E. Zucker

### WMIE—Miami—1947

Freq.: 1140 Kc..Power: 10 Kw. d., 5 Kw. n.  
Owned-Operated By.....WMIE, Inc.  
Address.....139 N.E. 1st St.  
Tel.: FR 3-5556.....News Service: INS  
Representative.....Charles Bernard  
President.....E. D. Rivers, Sr.  
General Mgr.....Jack E. Nobles  
Traffic-Prgr. Co-Ord.....Mrs. Emelle Pfluke  
Sales Prom. Mgr.....Don Row  
Prog. Dir.....Pat O'Neil

### WMMA—Miami

Frequency: 1260 Kc.....Power: 5 Kw.  
Owned.....Frieda Bcstg. Corp.  
Address.....10701 N. W. 77th Ave.  
News Services.....UP, INS  
Representative.....Continental  
President.....Keith Moyer  
Gen., Sales Mgr.....Jim Hilderbrand

### WQAM—Miami—1921

Frequency: 560 Kc..Power: 5 Kw.d., 1 Kw. n.  
Owned-Operated By.....Miami Bcstg. Co.  
Business-Studio Address...1723 duPont Bldg.  
Tel.: FR 4-6121.....News Services: AP, INS  
Representative.....John Blair  
Membership.....NAB  
President.....Todd Storz  
Gen., Sta., Comm. Mgr.....Jack Sandler  
Local Sales Mgr.....Carson Rennie  
Program Dir.....Kent Burkhart  
Publicity Dir.....Jack Sandler  
Chief Engineer.....Morris Barwick

### WSKP—Miami—1956

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....WSKP, Inc.  
Business-Studio Address...734 W. Flagler St.  
Tel.: FR 1-1585.....News Service: AP  
Representative.....H-R  
President.....Bill O'Neil

### WAHR—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Alan H. Rosenson  
Address.....Box 1740  
Tel.: JE 8-0411.....News Service: UP  
Representative.....O'Connell  
Station Manager.....Marshall Simmons  
Comm. Mgr.....Art Gordon

### WKAT—Miami Beach—1937 MBS-ABN

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.  
Owned-Operated By.....WKAT, Inc.  
Trans-Address.....1759 Bay Road

Tel.: JE 1-5711..... News Service: UP  
 Representative..... Forjoe  
 President..... A. Frank Katzentine  
 Gen., Sta. Mgr..... John I. Prosser  
 Comm. Mgr..... Fred Wagenvoord  
 Chief Engineer..... Arthur P. Smith

**WMBM—Miami Beach—1947**

Frequency: 800 Kc..... Power: 1000 Watts d.  
 Owned..... Rounsaville of Miami Beach, Inc.  
 Address..... MacArthur Causeway  
 Teel: JE 1-5586..... News Service: UP  
 Representatives..... Gill-Perna, Dora-Clayton, Inc.  
 President, Gen. Mgr..... R. W. Rounsaville  
 Station Manager..... Arnold Kaufman  
 Comm. Mgr..... David P. McLain

**WEBY—Milton—1954  
 MBS**

Frequency: 1330 Kc..... Power: 1 Kw.  
 Owned..... C. W. Mapoles  
 Address..... Ward Basin Rd.  
 Tel.: 2591..... News Service: UP  
 Trans. Service..... World  
 Owner..... C W Mapole  
 Station Mgr..... Earl Williford

**WNOG—Naples—1954**

Frequency: 1270 Kc..... Power: 500 Watts d.  
 Owned and Oper. By..... Radio Naples Inc.  
 Address..... East Tamiami Trail  
 Tel.: 3-1234..... News Service: UP  
 Transcription Service..... World, Ziv  
 Representative..... Hil F. Best  
 President, Gen. Mgr..... William I. Ryan  
 Commercial Manager..... John E. Martin  
 Sales Prom. Mgr..... Eileen Eilers  
 Chief Engineer..... David S. Traer

**WSBB—New Smyrna Beach  
 1951—MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Broadcasters, Inc.  
 Address..... 1210 S. Riverside Drive  
 Telephone..... GA 8-9091  
 Pres., Gen. Mgr..... A. V. Tidmore  
 Commercial Manager..... Ralph Price  
 Program Director..... Bob White

**WHYS—Ocala—1957**

Frequency: 1370 Kc..... Power: 1 Kw. d.  
 Owned..... Marion Co. Bcstg. Co.  
 Address..... Yoakum Bldg.  
 Tel.: MA 2-8174..... News Service: AP  
 President..... W. H. Martin  
 Gen. Mgr..... John Andre  
 Sales Prom. Mgr..... Hazel Houck

**WMOP—Ocala—1953**

Frequency: 900 Kc..... Power: 1000 Watts  
 Owner..... A. B. Letson  
 Address..... 311 Robertson Bldg.  
 Representative..... Dora-Clayton, Perry  
 Pres., Gen. Mgr..... A. B. Letson

Station Mgr..... James E. Kirk  
 Comm. Sls. Mgr..... Vernon Arnette

**WTMC—Ocala—1938—NBC**

Frequency: 1290 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... WTMC, Inc.  
 Address..... 14 S. Magnolia  
 Telephone..... MA 2-4127  
 Rep..... John H. Perry, Dora-Clayton  
 President..... John H. Perry, Jr.  
 Sta. Mgr..... Tom Catalano  
 Comm. Mgr..... Bill Conover

**WDBO—Orlando—1924—CBS**

Frequency: 580 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Cherry Bcstg. Co.  
 Business-Studio Address..... P. O. Box 1833  
 Tel.: CH 1-1491..... News Services: AP, UP  
 Transcription Service..... World, Thesauru  
 Representative..... John Blair  
 Membership..... NAB  
 President..... Wm. S. Cherry, Jr.  
 Gen. Mgr..... Harold P. Danforth  
 Comm. Mgr..... W. G. McBride  
 Program Director..... Rosalind Bogg  
 Chief Engineer..... J. E. Yarbroug

**WHIY—Orlando—1957**

Frequency: 1270 Kc..... Power: 5 Kw. d.  
 Owned..... Orlando Radio & TV Bcstg. Corp.  
 Address..... Ft. Gailin Hotel Bldg.  
 Tel.: GA 2-6724..... News Service: UP  
 Representative..... Pearson  
 President..... Gordon Sherman  
 Gen., Sta., Comm. Mgr..... Carl F. Hallberg  
 Program Dir..... Robert Irving  
 Chief Engineer..... Arthur Lowery

**WHOO—Orlando—1947—ABN**

Freq: 990 Kc..... Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By..... WHOO, Inc.  
 Address..... Fairvilla Road  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Forjoe  
 V.P., Gen. Mgr..... Karl R. Nelson  
 Comm. Mgr..... Charles L. Reiner  
 Chief Engineer..... Warren Chenevert

**WKIS—Orlando—1946  
 NBC**

Frequency: 740 Kc..... Power: 5 Kw. d.  
 Owned-Oper. By..... Central Florida Bcstg. Co.  
 Address..... P. O. Box 1353  
 Tel.: GA 2-2451..... News Service: INS  
 Representative..... Hollingberry  
 Membership..... NAB  
 Pres., Gen. Mgr..... Naomi Murrell  
 Comm. Mgr..... W. H. Forsythe  
 Publicity Dir..... W. H. Forsythe, Jr.  
 Program Director..... S. W. Ison  
 Chief Engineer..... W. R. Miller

**WLOF—Orlando—1940**

Frequency: 950 Kc..... Power: 5000 Watts



Owned-Operated By...Mid-Fla. Radio Corp.  
 Business-Studio Address.....Box 5275  
 Tel.: 2-8163.....News Service: UP  
 Station Representative.....Ayers  
 Membership.....NAB  
 Exec. V.P., Gen. Mgr.....Howard S. Kester

**WWPF—Palatka—1947—KBS**

Freq.: 1260 Kc....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Hall Bcstg. Co.  
 Address.....900 River St.  
 Tel.: EA 5-4555.....News Service: AP  
 Membership.....NAB  
 Gen. Mgr.....William R. Terry  
 Program Dir.....Claude White  
 Commercial Manager.....Herb Young

**WQXT—Palm Beach—1957  
ABN**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned By.....Palm Beach Radio, Inc.  
 Address.....3000 S. Ocean Blvd.  
 Tel.: JU 2-7401.....News Service: UP  
 Representative.....Stars National  
 Gen. Mgr., Chief Engr.....David L. Lyndon  
 Comm. Mgr., Pub. Dir.....Art Rivers  
 Program Dir.....John Sowers

**WDLP—Panama City—1940  
NBC-KBS**

Frequency: 590 Kc....Power: 1000 Watts  
 Owned.....Panama City Bcstg. Co.  
 Address.....323 West Beach Drive  
 Tel.: PO 3-1777.....News Service: UP  
 Transcription.....World  
 Representative.....Hollingbery  
 President.....Denver Brannen  
 General Manager.....William B. Hill  
 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.  
 Tel.: SU 5-6176.....News Service: AP  
 Representative.....Walker, Dora-Clayton  
 Membership.....NAB  
 Pres., Gen., Sta. Mgr.....E. L. DuKate  
 Program Director.....Larry Meehan  
 Chief Engineer.....Robert E. McConnell

**WTHR—Panama City—1957**

Frequency: 1580 Kc....Power: 500 Watts, d.  
 Owned.....Regional Bcstg. Co.  
 Address.....Edgewater Gulf Beach  
 News Service.....AP  
 Representative.....Burn-Smith  
 Gen. Mgr.....Harold E. King  
 Sta. Mgr.....Rex Parnell

**WBOP—Pensacola—1956**

Frequency: 980 Kc....Power: 500 Watts d.  
 Owned.....WBOP Broadcasting Co.  
 Address.....709 S. Baylen St.  
 Tel.: HE 8-2400.....News Service: UP  
 Transcription.....World  
 Pres., Gen. Mgr.....Vern King  
 Sales Mgr.....Ed Paro

**WBSR—Pensacola—1946  
CBS**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned-Oper. By.....WBSR, Inc.  
 Business Address.....1603 N. Pace Blvd.  
 Tel.: HE 2-6173.....News Service: AP  
 Representative...Vernard, Rintoul, McConnell  
 Pres., Gen. Mgr.....Don J. Lynch  
 Comm. Mgr.....Bo Mitchell  
 Program Dir.....Gordon Towne  
 Chief Engineer.....Glenn Nichols

**WCOA—Pensacola—1926  
NBC**

Frequency: 1370 Kc....Power: 5000 Watts  
 Owned-Operated By.....Dixie Radio, Inc.  
 Address.....Box 1669  
 Tel.: HE 2-4111.....News Service: UP  
 Representative.....Hollingbery  
 President.....Denver Brannen  
 Gen. Mgr., Sta. Mgr.....L. H. Thesmar  
 Prom. Mgr., Pub. Dir.....J. R. Pennington  
 Prog. Dir.....Clarine Porter  
 Chief Eng.....Harold L. Heath

**WEAR—Pensacola—1947  
ABN**

Frequency: 1230 Kc....Power: 250 Watts  
 Owned-Oper. By.....Gulfport Bcstg. Co.  
 Address.....P. O. Box 431  
 Sta. Rep.....Hollingbery  
 Membership.....RAB  
 Pres., Gen. Mgr.....Mel Wheeler  
 Nat'l Sls. Mgr.....Milt de Reyna, Jr.  
 Chief Engineer.....Jim Smith

**WPFA—Pensacola—1954  
KBS**

Frequency: 790 Kc....Power: 1,000 Watts d.  
 Owned-Operated By.....WPFA Bcstg. Co.  
 Address.....Box 27  
 Tel.: HE 3-1141.....News Service: AP  
 Representative.....Charles Bernard  
 President.....J. W. O'Connor  
 General Manager.....R. A. Petti, Jr.  
 Comm. Mgr.....G. L. Barnhart  
 Program Director.....Barbara Holt  
 Chief Engineer.....Gene Pfalzer

**WPRY—Perry—1954—KBS**

Frequency: 1400 Kc....Power: 250 Watts  
 Owned-Oper. By.....Taylor Co. Bcstg. Co.  
 Address.....P. O. Box 67





Tel.: 540. News Service: AP  
Trans. Standard  
President. E. P. Martin  
Station Manager. C. E. Roye

### WPLA—Plant City—1949 KBS

Frequency: 910 Kc. Power: 1 Kw. d.  
Owned-Operated By. WPLA Bcstg. Co.  
Address. 1570 S. Collins St.  
Tel.: 2-1551. News Service: UP  
Station Representative. Best  
Transcription Service. Standard  
Membership. NAB, RAB  
President. W. A. Smith  
Gen. Mgr. George Friend  
Comm. Mgr. Al Berry  
Program Director. Jack Rushing

### WCNH—Quincy—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. Quincy Bcstg. Corp.  
Address. 602 W. Jefferson St.  
Tel.: MA 7-6700. News Service: UP  
Transcription. Thesaurus  
Membership. NAB  
Pres., Gen. Mgr. A. B. Letson  
Comm., Sls. Prom. Mgr. W. B. Taylor

### WFOY—St. Augustine—1936 CBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Ponce de Leon Broadcasting  
Address. Fountain of Youth Gardens  
Tel.: VA 9-3416. News Service: UP  
Representative. McGavren-Quinn  
Gen. 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. d.  
Owned. Stanmark, Inc.  
Address. 66 Treasury St.  
Tel.: VA 9-9094. News Service: AP  
Transcription Service. Thesaurus  
Station Rep. Indie  
President. H. C. Powell, Jr.  
General Manager. Larry R. Picus  
Station Manager. Robert Mack

### WPIN—St. Petersburg—1947

Frequency: 680 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Fla. W. Coast Bcstrs., Inc.  
Address. Royal Palm Hotel  
Tel.: 70511. News Service: AP  
Station Representative. Walker  
Membership. NAB  
President. Dr. Charles Farrington  
General Manager. Arthur Mundorff  
Sta., Comm. Mgr. Richard Marsh  
Program Director, Pub. Dir. James Carley

### WSUN—St. Petersburg—1927 ABN

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By. City of St. Petersburg  
Business Address. Million Dollar Pier  
Tel.: 5-4121. News Service: AP  
Transcription Service. World  
Representative. Vernard, Rintoul, McConnell  
Membership. NAB, RAB  
General Manager. Fred P. Shawn  
Commercial Manager. John Hitchcock  
Sales Prom. Mgr. Jerry Baker  
Publicity Director. Jean Miller  
Chief Engineer. Louis J. Link

### WTSP—St. Petersburg—1939 MBS

Frequency: 1380 Kc. Power: 5000 Watts d.  
Owned-Oper. By. WTSP, Inc.  
Address. 11450 Gandy Blvd.  
Tel.: 78108. News Service: UP  
Transcription. Lang-Worth, Standard  
Representative. Weed  
President. N. Joe Rahall  
Station Mgr. Marshall S. Cleaver  
Comm. Mgr. L. Wildman  
Prod. Dir. Bob Larkin  
Prog. Director. Leeds Scofield  
Chief Engineer. Neil Spencer

### WILZ—St. Petersburg Beach 1957

Frequency: 1590 Kc. Power: 1 Kw. d.  
Owned. Holiday Isles Bcstg. Co.  
Address. P. O. Box 6267  
Tel.: 233-001. News Service: UP  
Membership. NAB  
President. E. A. Spence  
Gen. Mgr., Prog. Dir. Jack Faulkner  
Chief Engineer. W. D. Mangold

### WIOD—Sanford—1956

Frequency: 1360 Kc. Power: 500 Watts  
Owned. Sanford Bcstg. Co.  
Address. Box 679  
Telephone. FA 2-5314  
Representative. Jack Masla  
Membership. RAB  
Gen. Mgr. Kenneth J. Crosthwait  
Comm. Mgr. Frank L. Jones

### WTRR—Sanford—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By. Radio Station WTRR  
Business Address. Box 1541  
Tel.: FA 2-6112. News Service: UP  
Gen. Mgr. Myron A. Beck

### WKXY—Sarasota—1949

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By. Sarasota Bcstg. Co.  
Address. 2500 Tenth St.  
Tel.: RI 7-1151. News Service: AP



Representative ..... Clark  
 General Manager..... A. G. Fernandez  
 Station Mgr..... Charles Fernandez  
 Chief Eng..... Robert L. Kohlmeier

**WSPB—Sarasota—1939—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... WSPB, Inc.  
 Business Address..... Box 1110, City Island  
 Tel.: FU 8-2121..... News Service: UP  
 Transcription Service..... Thesaurus  
 Representative..... John E. Pearson  
 Membership..... NAB, RAB  
 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—KBS**

Frequency: 960 Kc.....Power: 1 Kw.  
 Owned-Operated By..... Progressive Publ. Co.  
 Business Add..... Assembly Pt. on Dinner Lake  
 Telephone..... 5-1811  
 Gen. Mgr..... A. J. Frank  
 Commercial Mgr..... Ken Bowers

**W DAT—South Daytona—1957**

Frequency: 1590 Kc.....Power: 1 Kw.  
 Owned..... Tom Carr  
 Address..... Box 4277  
 Telephone..... CL 2-8222  
 Gen. Mgr..... Bill Packham  
 Representative..... Dixieland

**WSTU—Stuart—1954—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Blue Water Bcstg. Co.  
 Address..... Bin 29  
 Tel.: 1450..... News Service: AF  
 Pres., Gen. Mgr..... Lester M. Combs  
 Comm. Mgr..... Jim Mullins  
 Chief Engineer..... Fred Chapman

**WMEN—Tallahassee—1954**

Frequency: 1330 Kc.....Power: 5,000 Watts d.  
 Owned-Oper. By..... WMEN, Inc.  
 Address..... Hotel Floridan  
 Tel.: 3-2550..... News Service: UP  
 Representative..... Weed & Co.  
 President..... B. F. J. Timm  
 Station Manager..... Don C. Price  
 Prog. Dir..... Jack Shiver  
 Chief Engineer..... K. C. McNaron

**WTAL—Tallahassee—1935**

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By..... WTAL, Inc.  
 Owned-Operated By..... John H. Phipps  
 Tel.: 2-1270..... News Service: AP  
 Representative..... Meeker, Cummings  
 General Manager..... L. Herschel Graves  
 Station Mgr..... Chester E. Pike  
 Sales Prom. Mgr..... R. Hollister  
 Prog. Dir..... Dave Wren  
 Chief Engineer..... Sam Dudas

**WTNT—Tallahassee—1946  
CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Tallahassee Appli. Corp.  
 Business-Studio Address..... Duval Hotel  
 Tel.: 2-1450..... News Service: UP  
 Trans..... Thesaurus  
 Representative..... McGillvra  
 Pres., Gen. Mgr..... Frank W. Hazelton  
 Vice-Pres..... Emanuel Joanos  
 Sales Mgr..... Hurley W. Rudd

**WALT—Tampa—1946**

Frequency: 1110 Kc.....Power: 10 Kw. d.  
 Owned..... Tampa Broadcasting Co., Inc.  
 Address..... 401 West Tyler Street  
 Tel.: 2-7921..... News Service: AP  
 President..... E. J. Arnold  
 V.P., Gen., Sales Prom. Mgr..... Robert Wasdon  
 Nat. Comm. Mgr..... George Fee  
 Program Director..... Ed Bray  
 Chief Engineer..... Charles Hartman

**WDAE—Tampa—1922—CBS**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By..... Tampa Times Co.  
 Business Address..... 114 N. Franklin St.  
 Tel.: 2-2911..... News Services: AP, UP  
 Representative..... Katz  
 President..... David E. Smiley  
 General Manager..... L. Spencer Mitchell  
 Nat. Adv. Mgr..... Robert M. Weeks

**WFLA—Tampa—1924—NBC**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By..... Tribune Co.  
 Business Address..... 905 Jackson St.  
 Tel.: 2-0131..... News Service: AP  
 Representative..... John Blair  
 Membership..... NAB, RAB  
 Newspaper Aff..... Tribune  
 President..... John C. Council  
 Gen. Mgr., Vice-Pres..... George W. Harvey  
 Station Mgr..... John Alexander  
 Sales Prom. Mgr., Pub. Dir..... Byron Taggart  
 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.  
 Tel.: WE 5-3171..... News Service: AP  
 Membership..... RAB  
 Rep..... Charles Bernard  
 President..... John A. Boling  
 Gen. Mgr..... Bob A. Martin  
 Comm. Mgr..... Bert Coyle  
 Program Director..... Bonita Fishback  
 Sls. Prom. Mgr..... Bob Ross  
 Chief Engineer..... Bill Polk

**WWTB—Tampa—1950—KBS**

Frequency: 1300 Kc.....Power: 5 Kw. d.  
 Owned By..... Tison Bcstg. Co.  
 Address..... 113 E. La Fayette St.

Tel.: 2-7921. News Service: AP  
 Reprs. O'Connell; Reilly; Clark Brown  
 President. W. Walter Tison  
 Gen., Sta., Comm. Mgr. C. G. Baskerville  
 Program Dir. Herbert Buck  
 Chief Engineer J. B. Tison

**WIOK—Tampa-St. Petersburg  
 1954**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned. Rounsaville Radio Stations  
 Address. Box 1101, Washington Blvd.  
 Tel.: 4-1109. News Service: AP  
 Reprs. Gill-Perna, Dora-Clayton  
 Pres., Gen. Mgr. Robert W. Rounsaville  
 Sta. Mgr. Joe T. Staz  
 Asst. Manager. Jack Everbach  
 Comm. Manager. John Fulton  
 P.og. Dir., Chief Eng. Warren Kaufman

**WDCL—Tarpon Springs—1953**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By. Clearwater Bcstg. Corp.  
 Address. Box 1684, Clearwater  
 Tel.: CL 81-5411. News Service: AP  
 Membership. RAB  
 Trans. Thesaurus  
 Gen. Mgr. Tom Underwood

**WRMF—Titusville—1957**

Frequency: 1050 Kc. Power: 500 Watts  
 Owned. Richard M. Fairbanks  
 Address. Box 666  
 News Service. UP  
 Gen. Mgr. Robert L. Bright

**WAXE—Vero Beach—1954  
 MBS**

Frequency: 1370 Kc. Power: 1 Kw.  
 Owned. WNTM, Inc.  
 Address. P. O. Box 397  
 Tel.: 5405. News Service: INS  
 Rep. Hollingbery  
 Gen. Mgr. W. Eccles Huff  
 Sales Manager. James H. Driscoll

**WTTB—Vero Beach—1954  
 ABN**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Tropics, Inc.  
 Address. 1536 20th St.  
 Tel.: 5454. News Service: AP  
 Representative. Hil F. Best  
 Membership. NAB  
 President. Merrill P. Barber  
 Mgr. Al Stockmeier

**WEAT—West Palm Beach  
 1948—NBC**

Frequency: 850 Kc. Power: 1 Kw. d. n.  
 Owned. WEAT-TV Inc.  
 Address. P. O. Box 70  
 Tel.: TE 3-9668. News Service: JP  
 Representative. Venard, Rintoul, McConnell  
 President. Rex Rand  
 Gen. Mgr. Bertram Lebhar, Jr.  
 Comm. Mgr. Charles Stark  
 Program Dir. Elizabeth Micken

**WIRK—West Palm Beach  
 1947—MBS**

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By. Ken-Sell, Inc.  
 Business Address. 711 S. Flagler Drive  
 Tel.: TE 3-1711. News Service: AP  
 Representative. T. F. Clark  
 Pres., Gen. Mgr. Joseph S. Field, Jr.  
 Sales & Operations Mgr. Rome Hartman  
 Chief Eng. William Heitzman

**WJNO—West Palm Beach  
 1936—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. WJNO, Radio  
 Business-Studio Address. 1500 N. Flagler Dr.  
 Tel.: TE 2-3638. News Service: AP  
 Representative. Meeker  
 Membership. NAB, RAB  
 Gen. Mgr., Sta., Comm. Mgr. H. V. McMillan  
 Chief Eng. Curtis Brinson

**WGOA—Winter Garden—1957**

Frequency: 1600 Kc. Power: 1 Kw.  
 Frequency: 1600 Kc. Power: 1 Kw.  
 Owned. E. V. Price, Gen. Mgr.  
 Tel.: 620. News Service: UP  
 Prog. Dir. Nathan Price  
 Chief Engineer. Hugh Carrol

**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.  
 Tel.: CY 4-2144. News Service: AP  
 Membership. RAB  
 Representative. Devney & Co.  
 Pres., Gen. Mgr. Lawrence Rollins  
 Program Director. Richard Eyrich  
 Chief Engineer. L. Orden

**WABR—Winter Park—1954**

Frequency: 1440 Kc. Power: 5 Kw.  
 Owned. Orange County Bcstrs, Inc.  
 Address. P. O. Box 7547  
 Tel.: 5-6631. News Service: UP  
 Sta. Rep. Rambeau, Dora-Clayton  
 Gen. Manager. Tom Sawyer  
 Chief Engineer. J. R. Campbell

# Georgia

Pop. March 1 (Est.)—3,764,000; Families—984,000; Lic. Stations—113, Sta. CP's—12; Radio Homes—972,000; TV Homes—696,000

## WAAG—Adel—1955—KBS

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Cook County Bcstg. Co.  
Address... P. O. Box 508  
Tel.: 8571... News Service: UP  
President... W. M. Forshee  
Gen. Sta. Mgr... Esther Shepherd  
Comm. Mgr., Prog. Dir... Don H. Wingate  
Publicity Director... Robert Barker  
Sales Prom. Mgr., Chief Eng... C. Christensen

## WALB—Albany—1941—ABN

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By... Herald Publishing Co.  
Address... Stuart Ave.  
Tel.: HE 5-8386... News Service: UP  
Representative... Burn-Smith, Ayers  
Membership... NAB  
President... James H. Gray  
General Manager... James M. Robinson  
Program Director... Bill Goodson  
Comm. Mgr... Raymond E. Carow  
Ch. Eng... John L. Rivard

## WGPC—Albany—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Albany Bcstg. Co.  
Business-Studio Address... New Albany Hotel  
Tel.: HE 2-1277... News Service: UP  
Representative... George P. Hollingsbery  
Membership... NAB, 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... N. Slappey Drive  
Tel.: HE 2-7447... News Service: AP  
Representative... Thomas F. Clark  
President... James S. Rivers  
Gen. Mgr... Richard B. Smith  
Station Mgr... R. V. Rogers

## WDEC—Americus—1947 KBS

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Operated By... The Americus Bcstg. Co.  
Business-Studio Address... Rembert Bldg.  
Tel.: 3681... News Service: AP  
Membership... NAB, RAB  
Representative... Dora-Clayton, Indie Sales  
V.P., Gen. Mgr... Charles C. Smith  
Chief Engineer... Raymond C. LaPrade

## WDOL—Athens

Frequency: 1470 Kc. Power: 1 Kw. d.  
Owned... S.E. Bcstg. System  
Address... Box 429

Tel.: LI 8-1354... News Service: AP  
Representative... Clark  
Gen. Mgr... William B. Hill

## WGAU—Athens—1938 CBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Clarke Bcstg. Corp.  
Address... Bobbin Mill Rd.  
Tel.: LI 6-6575... News Service: AP  
Representative... Pearson  
Membership... NAB  
Pres., Gen. Sta. Mgr... H. Randolph Holder  
Comm. Mgr... J. Thomas Lloyd  
Program Director... Mary Betts  
Chief Engineer... Les Brooks

## WRFC—Athens—1948

Freq.: 980 Kc. Power: 5 Kw. d. 500 W. n.  
Owned-Operated By... Radio Athens, Inc.  
Business-Studio Add... 279½ N. Lumpkin St.  
Tel.: LI 3-3411... News Service: UP  
Station Rep... Bob Dore, Dixieland  
Membership... NAB, RAB  
Pres., Gen. Mgr... L. H. Christian  
Comm. Mgr... C. A. McClure  
Sls. Prom. Mgr... E. A. Thilenius  
Program Director... Morris Knight  
Publicity Director... Larry Johnson  
Chief Engineer... Lucius D. Drewry

## WAGA—Atlanta—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By... Storer Bcstg. Co.  
Bus.-Studio Address... 1018 W. Peachtree St.  
Tel.: TR 2-3553... News Service: AP  
Representative... Katz  
Membership... NAB, RAB  
President... George B. Storer, Sr.  
V.P., Managing Dir... Claude H. Frazier  
Comm. Mgr... Lewis Reynolds  
Pub. Dir., Prom. Mgr... Betty L. Merritt  
Program Director... Les Hendrikson  
Chief Engineer... Hugo Bondy

## WAKE—Atlanta—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned... Bartell Broadcasters, Inc.  
Address... Georgian Terrace Hotel  
Tel.: TR 5-8511... News Service: AP  
Representative... Adam Young  
Membership... NAB, RAB  
President... Gerald A. Bartell  
General Manager... Morton J. Wagner  
Sales Mgr... Harry Harkins  
Station Maanger... Mrs. Jayne Swain  
Program Dir... William Jones  
Publicity Dir... Mary E. Heyfron  
Chief Engineer... Jerry Appling

## WAOK—Atlanta—1954

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By... Atlanta OK Bcstg. CVo.



Business Address.....70 Houston St., N.E.  
 Tel.: JA 5-1515.....News Service: UP  
 Representative.....Forjoe  
 Pres., Comm. Mgr.....Stan Raymond  
 Station Mgr.....Dorothy Davis  
 Prog. Dir.....Zenas Sears  
 Chief Engineer.....Eathel Holley

Gen. Manager.....Frank Gauthier  
 Prog. Dir.....Elmo Ellis  
 Pub. Dir.....Walter Paschall  
 Ch. Eng.....R. H. Holbrook  
 Comm. Mgr.....Lee Morris

**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.....NAB  
 Representative.....Interstate  
 Pres., Gen. Mgr.....J. B. Blayton, Jr.  
 Comm. Mgr.....Albert H. Saddler  
 Chief Eng.....William F. Kennedy

**WTAM—Atlanta—1957**

Frequency: 970 Kc.....Power: 5 Kw.  
 Owned.....WTAM, Inc.  
 Address.....Atlanta Biltmore Arcade  
 Tel.: TR 5-8453.....News Service: UP  
 President.....Emil J. Arnold  
 Gen., Sta. Mgr.....Dale S. Phares  
 Prog. Dir.....George Allen  
 Chief Engineer.....Jack Stiegel

**WGKA—Atlanta—1955**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Glenkaren Associates, Inc.  
 Address.....1140 Peachtree St., N.E.  
 Tel.: TR 6-6228.....News Service: UP  
 Representative.....Good Music Bcstrs.  
 Membership.....NAB  
 President.....Locke E. Glenn  
 General Manager.....John P. Culver  
 Comm. Mgr.....E. Lee Nance  
 Publicity Director.....Clifford Turner  
 Chief Engineer.....James D. Hampton

**WYZE—Atlanta—1956—MBS**

Frequency: 1480 Kc.....Power: 5 Kw. d.  
 Owned.....Atlanta Bcstg. Co., Inc.  
 Address.....26 Cain St., N.W.  
 Tel.: JA 4-1953.....News Service: AP, INS  
 Transcription.....Associated  
 Representative.....O'Connell  
 Pres., Gen. Mgr.....Henry W. Lanham  
 Comm. Mgr.....Howard F. Morris  
 Program Dir.....Richard Marks  
 Chief Engineer.....Lawson Leake

**WGST—Atlanta—1923—ABN**

Frequency: 920 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owned.....Bd. of Regents, Univ. Sys. of Ga.  
 Bus. Studio Address.....Box 7254  
 Tel.: TR 5-8441.....News Service: AP  
 Representative.....Venard, Rintoul & McConnell  
 Membership.....NAB, RAB  
 Ch. Eng.....John M. Van Horn  
 Gen., Sta. Manager.....Ben Akerman  
 Pub. Dir.....George Durant  
 Prog. Dir., Ch. Eng.....Ivan Miles

**WAUG—Augusta—1952**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned.....Garden City Bcstg.  
 Address.....Bon Air Hotel  
 Tel.: 3-4441.....News Service: UP  
 Sta. Rep.....Rambeau, Clarke Brown  
 Gen. Mgr.....Geo. C. Nicholson  
 Comm. Mgr.....J. Louis Solomon  
 Chief Engineer.....J. C. Atkinson

**WQXI—Atlanta—1948**

Frequency: 790 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Rounsaville of Atlanta, Inc.  
 Bus. Studio Address.....3165 Mathieson Dr.  
 Tel.: CE 3-2195.....News Service: UP  
 Station Rep.....Gill-Perna, Inc.  
 Membership.....NAB  
 Pres., Gen. Mgr.....R. W. Rounsaville  
 Station Manager.....Frank Erwin  
 Program Dir.....Joyce Monroe  
 Chief Engineer.....Elton B. Chick  
 Comm. Mgr.....Lee Smith

**WBBQ—Augusta—1946—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owner.....Savannah Valley Network  
 Address.....515 15th St.  
 Tel.: 4-5441.....News Service: AP  
 Representative.....Everett-McKinney, Inc.; Forjoe  
 Membership.....NAB  
 President.....George Weiss  
 Gen., Sta., Comm. Mgr.....Edward H. Dunbar  
 Prom. Mgr.....William Kirchheim  
 Program Director.....George W. Fisher  
 Chief Engineer.....Kenneth Freeman

**WSB—Atlanta—1922—NBC**

Frequency: 750 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Atlanta Newspapers, Inc.  
 Address.....1601 W. Peachtree St.  
 Tel.: TR 2-7221.....News Services: AP, UP  
 Newspaper Affiliation.....Journal, Constitution  
 Representative.....Edward Petry  
 Membership.....NAB, RAB  
 President.....James M. Cox  
 Exec. Dir.....J. Leonard Reinsch

**WBIA—Augusta—1946—NBC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Augusta Broadcasting Co.  
 Address.....15-Eighth Street  
 Tel.: 4-2421.....News Service: AP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 Representative.....Dixieland  
 President, Gen. Mgr.....W. Ray Ringson  
 Sta., Comm. Mgr.....J. R. Owens, Jr.  
 Program Director.....Frank Doyle  
 Chief Engineer.....C. M. Callicott

**WGAC—Augusta—1940—ABN**

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.

**Owned-Oper. By** . . . . . The Twin States Bcstg. Co.  
**Business-Studio Address** . . . . . 664 Broad St.  
**Tel.:** 2-2692 . . . . . **News Service:** UP  
**Transcription Service** . . . . . Thesaurus  
**Representative** . . . . . Avery-Knodel  
**Membership** . . . . . NAB  
**Pres., Gen. Mgr.** . . . . . A. D. Willard, Jr.  
**Commercial Mgr.** . . . . . Martin E. White  
**Program Dir.** . . . . . Ben Mayo  
**Chief Engineer.** . . . . . R. F. Bobo

**WRDW—Augusta—1930—CBS**

**Frequency:** 1480 Kc. . . . . **Power:** 5000 Watts  
**Owned-Oper. By** . . . . . Radio Augusta, Inc.  
**Address** . . . . . 1302 Georgia Ave.  
**Tel.:** 7-5432 . . . . . **News Service:** AP  
**Transcription Service** . . . . . World  
**Representative** . . . . . Branham  
**Membership** . . . . . RAB, NAB  
**President** . . . . . Pat H. Rice, Jr.  
**General Manager** . . . . . J. W. Hicks  
**Sales Mgr.** . . . . . Cliff Bowers  
**Program Director** . . . . . James Davis  
**Promotion Mgr.** . . . . . Don Shepherd

**WMGR—Bainbridge—1946**

**Frequency:** 930 Kc. . . . . **Power:** 5 Kw.  
**Owned-Operated By** . . . . . Decatur Bcstg. Co.  
**Address** . . . . . Box 375  
**Tel.:** 776 . . . . . **News Service:** UP  
**Representative** . . . . . Grant Webb  
**General Manager** . . . . . John A. Dowdy  
**Program Dir.** . . . . . Phil Yarbrough  
**Chief Eng.** . . . . . Walter Freeman



**WHAB**

**MUSIC — NEWS**  
and **SPORTS**  
**ALL DAY LONG**

1260 KC

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By far Southeast Georgia's  
leading station—in the heart  
of the Turpentine and Tobacco  
Belt —

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**BAXLEY, GEORGIA**

**WHAB—Baxley—1954—KBS**

**Frequency:** 1260 Kc. . . . . **Power:** 5000 Watts  
**Owned-Oper. By** . . . . . Tri-City Bcstg. Sys.  
**Address** . . . . . Box 265  
**Tel.:** 3000 . . . . . **News Service:** UP  
**Transcription** . . . . . Sales Aids  
**Membership** . . . . . NAB  
**Gen. Mgr.** . . . . . Farnell O'Quinn  
**Sta. Mgr.** . . . . . John Swan  
**Comm. Mgr.** . . . . . Howard McLeod  
**Prog. Dir.** . . . . . Elese Hall  
**Chief Engineer.** . . . . . Delmas Nichols

**WGIG—Brunswick—1949**  
**ABN**

**Frequency:** 1440 Kc. . . . . **Power:** 5 Kw.  
**Owned-Operated By** . . . Brunswick Bcstg. Corp.  
**Business-Studio Address** . . . . . 1514 Union St.  
**Tel.:** 2714 . . . . . **News Service:** AP  
**Trans.** . . . . . Capitol, Standard  
**Membership** . . . . . RAB  
**President** . . . . . E. M. Champion, Sr.  
**Sta., Gen. Mgr.** . . . . . Hugh K. Tollison  
**Comm. Mgr.** . . . . . John Lane  
**Prog. Dir.** . . . . . Jack Lenz  
**Ch. Eng.** . . . . . Herman Lange

**WMOG—Brunswick—1940**  
**KBS**

**Frequency:** 1490 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper. By** . . . . . Radio Brunswick Inc.  
**Address** . . . . . Box 572  
**Tel.:** 1500 . . . . . **News Service:** UP  
**Representative** . . . . . Indie Sales, Dora-Clayton  
**President** . . . . . Allen Woodall  
**Gen., Sta. Mgr.** . . . . . Tom Doughty  
**Comm. Mgr.** . . . . . Lew Carter  
**Pub. Dir.** . . . . . Mary J. McEvan  
**Chief Engineer.** . . . . . Cecil Tankersley

**WDMF—Buford—1956**

**Frequency:** 1460 Kc. . . . . **Power:** 1 Kw.  
**Owned** . . . . . Gwinnett County Bcstg. Co.  
**Address** . . . . . Harmony Rd.  
**Tel.:** 3555 . . . . . **News Service:** AP  
**Representative** . . . . . Hopewell  
**Owner, Gen. Mgr.** . . . . . David Fleagle  
**Prog. Dir.** . . . . . Benny Hall  
**Chief Engineer.** . . . . . Clinton Provost

**WGRA—Cairo—1950**

**Frequency:** 790 Kc. . . . . **Power:** 1000 Watts  
**Owned-Oper. By** . . . . . Grady Mitchell Bcstg. Co.  
**Address** . . . . . Bainbridge Rd.  
**Tel.:** 2-4392 . . . . . **News Service:** UP  
**Station Rep.** . . . . . Indie  
**Trans.** . . . . . World  
**Gen. Mgr.** . . . . . Lowell E. Takles  
**Prom. Mgr.** . . . . . Bernice Porter

**WCGA—Calhoun—1953**

**Frequency:** 900 Kw. . . . . **Power:** 1000 Watts d.  
**Owned-Oper. By** . . . . . Gordon Cty. Bcstg. Co.  
**Address** . . . . . 112½ Court Street  
**Telephone** . . . . . 2111





Rep. .... Indie Sales  
 General Manager..... R. R. Magill  
 Sales Manager..... Judy McGill  
 Program Director..... Richard Bowman

**WCLB—Camilla—1954—KBS**

Frequency: 1220 Kc..... Power: 1000 Watts  
 Owned..... Capel Bcstg. Co.  
 Address..... P. O. Box 147  
 Tel.: 2776..... News Service: UP  
 Transcription Service..... Standard  
 General Mgr..... Russell A. Browne  
 Commercial Mgr..... Charlie Browne  
 Chief Engineer..... Dan O'Keefe

**WCHK—Canton—1957**

Frequency: 1290 Kc..... Power: 1 Kw.  
 Owned..... Cherokee Bcstg. Co., Inc.  
 Address..... Box 1290  
 News Service..... UP  
 Representative..... Dixieland  
 Gen. Mgr..... Tom Privette  
 Sta. Mgr..... Mike McDougald  
 Comm. Mgr..... Bob Peterson

**WLBB—Carrollton—1946**  
KBS

Frequency: 1100 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Carroll Bcstg. Co., Inc.  
 Business-Studio Address..... Bremen Road  
 Telephone..... TE 2-7041  
 Representative..... Indie Sales  
 Pres., Gen. Sta. Mgr..... Thomas K. Vassy  
 Comm. Mgr..... J. D. Norton, Jr.

**WBHF—Cartersville—1946**  
MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... W. R. Frier  
 Address..... Box 71  
 Tel.: 1200..... News Service: UP  
 Newspaper Affil..... Herald  
 Station Manager..... W. Ryan Frier  
 Comm. Mgr..... Jim Davis  
 Ch. Eng..... Horace E. Bridges  
 Prog. Dir..... Roland Brooks

**WGAA—Cedartown—1941**  
KBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned..... Polk County Bcstg. Co.  
 Business-Studio Address..... P. O. Box 807  
 Tel.: 777..... News Service: AP  
 Representative..... Dora-Clayton  
 Sta. Mgr..... Frank Proctor

**WCLS—Columbus—1955**

Frequency: 1580 Kc..... Power: 1,000 Watts, d.  
 Owned-Oper. By..... Muscogee Bcstg. Co.  
 Address..... 1028½ Broadway  
 Tel.: FA 7-3648..... News Service: UP  
 Representative..... Walker, 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.  
 Tel.: FA 2-5447..... News Service: AP  
 Station Representative..... Headley Reed  
 Membership..... RAB  
 Pres., Gen. Mgr..... Allen M. Woodall  
 Commercial Manager..... William Massie  
 Program Director..... Mrs. Pat Lynn  
 Publicity Dir..... Mrs. Jennie McRae  
 Chief Engineer..... Dan O'Keefe

**WGBA—Columbus—1947**

Frequency: 1270 Kc..... Power: 5000 Watts d.  
 Owned-Oper. By..... WGBA, Inc.  
 Business-Studio Address..... 1213½ Broadway  
 Tel.: FA 3-3603..... News Service: AP  
 Transcription Service..... Thesaurus  
 Representative..... Bob Dore, Dixieland  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... C. A. McClure  
 Pub. Dir..... Carolyn Milstead  
 Prog. 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 Bcstg. Co.  
 Business-Studio Address..... 1350-13th Ave.  
 Tel.: FA 2-0601..... News Service: UP  
 Newspaper Affil..... Page Corp.  
 Sta. Rep..... Hollingbery  
 Transcription..... World  
 Membership..... NAB, RAB  
 Pres., Gen. Mgr..... J. W. Woodruff Jr.  
 Sta., Comm. Mgr..... Walter Graham  
 Sales Prom. Mgr..... Eleanor Whitelaw  
 Pub. Dir..... G. Brougham  
 Prog. Dir..... David Lea  
 Chief Engineer..... Joseph Gamble

**WJJC—Commerce—1957**

Frequency: 1270 Kc..... Power: 1 Kw.  
 Owned..... Jackson County Bcstg. Co.  
 Address..... Box 239  
 Tel.: 3-7802..... News Service: UP  
 Gen. Mgr..... Grady Cooper  
 Chief Engineer..... William Evans

**WMJM—Cordele—1940**  
MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Southeastern Bcstg. System  
 Business-Studio Address..... 20th Ave. & B St.  
 Tel.: 666..... News Service: UP  
 Representative..... T. F. Clark  
 Membership..... NAB  
 President..... James S. Rivers

To Broadcasters

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**The Associated Press**

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New York 20, N. Y.



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.  
Tel.: 1450 . . . . . News Service: UP  
President . . . . . Jack Bradley  
Gen. Mgr. . . . . Jim Marlowe  
Program Dir. . . . . Bill C. Massey  
Chief Engineer . . . . . Bobby Wilkes

**WGFS—Covington—1953**  
KBS

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . R. William & Betty J. Hoffman  
Address . . . . . P. O. Box 869  
Tel.: 2337 . . . . . News Service: UP  
Representative . . . . . Sears & Ayer  
Gen. Sta. Mgr. . . . . Bill Hoffman  
Sales Prom. Mgr. . . . . Dillard Rowe  
Program Dir. . . . . David Snodgrass  
Publicity Dir. . . . . Joe Rainey

**WBLJ—Dalton—1940**  
MBS-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Dalton Bdcstg. Corp.  
Business-Studio Address . . . . . Kenemer Bldg.  
Tel.: 1180 . . . . . News Service: AP  
Transcription Service . . . . . Thesaurus  
General Manager . . . . . Olin H. Kenemer  
Comm. Mgr. . . . . James L. Clark  
Ch. Eng. . . . . Jack Andrews

**WRCD—Dalton—1954**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Whitefield Bcstg. Co.  
Address . . . . . 104 Pentz Street  
Tel.: 1892 . . . . . News Service: UP  
Representative . . . . . Dora-Clayton  
General Manager . . . . . Jim Honey  
Comm. Manager . . . . . Ed Jordan  
Program Director . . . . . Patty Hampton

**WDWD—Dawson—1948**  
KBS-MBS

Frequency: 990 Kc. . . . . Power: 1000 Watts D.  
Owned-Operated By . . . . . Dawson Bdcstg. Co.  
Trans.-Bus.-Studio Address . . . . . Box 390  
Tel.: 416 . . . . . News Service: UP  
Representative . . . . . Indie Sales  
Trans. . . . . World  
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  
Tel.: DE 2-2521 . . . . . 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

**WDMG—Douglas—1946**

Frequency: 860 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WDMG, Inc.  
Address . . . . . 620 E. Ward St.  
Tel.: 1150 . . . . . News Service: UP  
Representative . . . . . Dora-Clayton  
President . . . . . B. F. J. Timm  
General Mgr. . . . . Mary Jarrard  
Comm. Mgr. . . . . Roy L. Jones

**WSIZ—Douglas—1957**

Frequency: 11310 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . Fernandina Beach Bcstrs.  
Address . . . . . P. O. Box 202  
Tel.: 1140 . . . . . News Service: UP  
President . . . . . Marshall W. Rowland  
Gen. Mgr., Chief Engr. . . . . George J. Duck  
Comm. Mgr. . . . . Jerry Griggs  
Program Dir. . . . . Joe Vincent

**WMLT—Dublin—1945**  
MBS-KBS

Frequency: 1330 Kc. . . . . Power: 1 Kw.  
Owned-Operated By . . . . . Dublin Bdcstg. Co.  
Business Address . . . . . Franklin St.  
Tel.: 871 . . . . . 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  
Tel.: PL 8-1473 . . . . . News Service: UP  
President . . . . . James S. Rivers  
Gen., Comm. Mgr. . . . . J. A. Davenport  
Sales Prom. Mgr. . . . . Claude Jones  
Program Dir. . . . . Ray Kinnamon  
Publicity Director . . . . . Elizabeth Hall  
Chief Engineer . . . . . William J. Hill

**WSGC—Elberton—1946**  
KBS-MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Elberton Bcstg. Co.  
Address . . . . . Elberton  
News Service . . . . . AP  
Representative . . . . . Continental  
Manager . . . . . Melvin C. Gorman

**WBHB—Fitzgerald—1946**  
MBS-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Bea Hill Bdcstg. Corp.  
Address . . . . . Box 472  
Tel.: 2077 . . . . . News Service: AP  
Transcription Service . . . . . World  
Representative . . . . . Dora-Clayton  
Membership . . . . . NAB

# GEORGIA



President ..... Otto Griner  
 Gen. Mgr. .... Paul E. Reid  
 Comm. Mgr. .... Joe Liber  
 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.  
 Tel.: TA 5-5547 ..... News Service: UP  
 Representative ..... Indie Sales, Continental  
 Trans. .... World  
 General Mgr. .... Harris H. Hafer  
 Chief Eng. .... J. Carlton Shy, Jr.

## WDUN—Gainesville—1949

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... N.E. Ga. Bcstg. Co.  
 Address ..... 1140 Thompson Bridge Rd.  
 Tel.: LE 4-7331 ..... News Service: AP  
 Trans. .... Thesaurus  
 Representative. .... Thomas F. Clark, Dixieland  
 Pres., Gen. Manager. .... John W. Jacobs, Jr.  
 Comm. Mgr. .... Claire Palmour  
 Chief Engineer. .... Gilmer Hulsey

## WGGA—Gainesville—1941 MBS-KBS

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.  
 Owned-Operated By. .... Blue Ridge Bcstg. Co.  
 Business Address ..... Press-Radio Center  
 Tel.: LE 2-6211 ..... News Service: UP  
 Newspaper Affil. .... Daily Times  
 Membership ..... RAB  
 President ..... Charles A. Smithgall  
 General Manager. .... Robert Schwab  
 Comm., Prom. Mgr. .... James A. Hartley  
 Program Dir. .... William A. Sellers  
 Chief Engineer ..... Wilbert Darracott

## WLBA—Gainesville—1957

Frequency: 1580 Kc. .... Power: 5 Kw., d.  
 Owned. .... Hall County Bcstg. Co.  
 Address ..... Bowmen Drive  
 Tel.: LE 2-6331 ..... News Service: UP  
 Representative ..... Dora-Clayton  
 Pres., Gen. Mgr. .... Ernest H. Reynolds  
 Sta., Comm. Mgr. .... Jim Stevenson

## WHIE—Griffin—1952

Frequency: 1320 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Telerad, Inc.  
 Address ..... Box 971  
 Tel.: 9451 ..... News Service: UP  
 Transcription Service ..... World  
 Representative ..... Dixieland  
 Membership ..... NAB  
 General Manager. .... W. C. Courson  
 Comm. Mgr. .... Fred L. Watkins

## WKEU—Griffin—1934 MBS-KBS

Frequency: 1450 Kc. .... Power: 250 Watts

Owned-Oper. By. .... Radio Station WKEU  
 Address ..... Macon Rd.  
 Tel.: 5507 ..... News Service: AP  
 Membership ..... RAB  
 General Manager. .... A. W. Marshall, Jr.

## WKLY—Hartwell—1947

Frequency: 980 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Louis L. Morris  
 Business Address ..... Box 189, Hartwell  
 Tel.: 71 ..... News Service: UP  
 Newspaper Affil. .... Hartwell Sun  
 Transcription Service ..... World  
 Membership ..... NAB  
 President ..... Louis L. Morris  
 Exec. V.P. .... Max G. Pfander

## WCEH—Hawkinsville—1952 KBS

Frequency: 610-Kc. .... Power: 500 Watts  
 Owned. .... Tri-County Bcstg. Co., Inc.  
 Address ..... Box 184  
 Tel.: TW 3-3381 ..... News Service: UP  
 Trans. Service ..... World  
 President ..... R. T. Ragen  
 Gen. Mgr. .... J. D. Popwell  
 Prog. Dir. .... Odell Floyd  
 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  
 Tel.: GA 7-2444 ..... News Service: UP  
 Representative ..... Cont. Radio Sales  
 President ..... W. G. Thomas, Sr.  
 Sta., Comm. Mgr. .... Edward Lynch  
 Prog. Dir. .... Paul Elliot  
 Chief Engineer ..... Art Manning

## WLFA—Lafayette—1954 KBS

Frequency: 1590 Kc. .... Power: 5 Kc.  
 Owned-Oper. By. .... Radio Dixie, Inc.  
 Address ..... Box 393  
 Tel.: 4-7676 ..... News Service: UP  
 Transcription Service ..... World  
 Representative ..... Hil F. Best Co.  
 President ..... J. A. Gallimore  
 Gen. Mgr. .... 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 Bcstg. Co.  
 Business-Studio Address. .... 304 E. Broome St.  
 Tel.: 2-3505 ..... 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  
 Program Director. .... Patricia Smith



Publicity Director.....Jim Carlisle  
Chief Engineer.....James McKay

**WTRP—LaGrange—1953**

Frequency: 620 Kw.....Power: 1000 Watts  
Owned.....Chattahoochee Bcstg. Co., Ltd.  
Address.....Hammett Bldg.  
Tel.: 9877.....News Service: AP  
Transcription Service.....Thesaurus  
Representative.....McGillvra  
Partner, Gen. Mgr.....Byron H. Hurst, Jr.  
Sta., Comm. Mgr.....George Pettett

**WBML—Macon—1940**

frequency: 1240 Kc.....Power: 250 Watts  
Owned.....Middle Georgia Bdcstg. Co.  
Business-Studio Address.....230 Second St.  
Tel.: 3-5454.....News Service: AP  
Representative.....Forjoe, Dora-Clayton  
President.....C. R. Rader  
Comm., Gen. Mgr.....George W. Patton  
Chief Engineer.....C. L. Wilder

**WCRY—Macon—1957**

Frequency: 900 Kc.....Power: 250 Watts, d.  
Owned.....Wm. H. Loudermilk, Gen. Mgr.  
Address.....1230 Cowan Street  
Tel.: 3-9348.....News Service: UP  
Prog. Mgr.....Ben G. Porter, Jr.

**WIBB—Macon—1948**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Peach State Bcstg. Co., Inc.  
Business-Studio Address.....830 Mulberry St.  
Tel.: 2-2505.....News Service: AP  
Representative.....Walker  
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.  
Tel.: 2-7373.....News Service: UP  
Representative.....Avery-Knodel  
Membership.....NAB  
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-ABN**

Frequency: 1400 Kc.....Power: 250 Wats  
Owned.....Macon Bcstg. Co.  
Business-Studio Address.....2254 Rogers Place  
Tel.: 5-3301.....News Service: AP  
Newspaper Affil.....Macon Telegraph Pub. Co.  
Transcription Service.....Thesaurus  
Representative.....Branham  
General Manager.....Alfred Lowe  
Business Manager.....Mary A. Thompson  
Sales Prom. Manager.....Alfred Lowe  
Ch. Eng.....E. Farber

**WMGE—Madison—1955**  
**KBS**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....H. Gilreath, F. K. Graham  
Address.....Beacon Heights  
Tel.: 761.....News Service: UP  
General Mgr.....Wayne Foster  
Sales Prom. Mgr.....Jim Crosley  
Sta. Mgr.....Joe Duggan

**WFDR—Manchester—1957**

Frequency: 1370 Kc.....Power: 1 Kw. d.  
Owned.....Radio Manchester, Inc.  
Address.....Box 447  
Tel.: TH 6-2490.....News Service: UP  
Transcription.....Thesaurus  
President.....Elmer Loftin  
Gen. Mgr.....Cecil Grider  
Sta., Comm. Mgr.....Joe Grammer

**WBIE—Marietta—1955**

Frequency: 1050 Kc.....Power: 500 Watts  
Owned-Oper. By.....Marietta Bcstg. Co.  
Address.....Box 91  
Tel.: 8-0469.....News Service: AP  
Pres., Comm. Mgr.....Dudley D. McSkill  
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.....Box 131  
Tel.: 8-3396.....News Service: UP  
Transcription Service.....Thesaurus  
General Manager.....Albert L. Jones

**WDAX—McRae—1957—KBS**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
Owned.....Radio Tellair, Inc.  
Address.....McRae, Ga.  
Tel.: 6006.....News Service: UP  
President.....Allen M. Woodall  
Sta. Mgr.....G. Ed Snyder  
Comm. Mgr.....Jack E. Rupert  
Program Dir.....Lucy C. Jacobs  
Publicity Dir.....Bruce Bostwick

**WMVG—Milledgeville—1946**  
**MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Michael T. Landy  
Business-Studio Address.....701 S. Jefferson St.  
Telephone.....2250  
Membership.....NAB  
Owner, Gen. Mgr.....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  
Tel.: 8-1711.....News Service: AP  
Membership.....RAB



# GEORGIA



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

President ..... Mitchell Melof  
 General Manager ..... Don Mitchell  
 Chief Engineer ..... Jean Ludwick

## WMGA—Moultrie—1939 ABN-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... WMGA  
 Business-Studio Address ..... Box 310  
 Tel.: YU 5-5770 ..... News Service: UP  
 Representative ..... Everett-McKinney, Ayers  
 Gen. Mgr. .... John F. Pidcock  
 Station Mgr. .... Roy F. Zess  
 Prog. Dir., Pub. Dir. .... E. Griner  
 Chief Engineer ..... Homer Sloan

## 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 ..... NAB  
 Pres., Gen. Mgr. .... Mather Payne  
 Secretary-treasurer ..... Charles Smithgall  
 Commercial Manager ..... Clarence Salmon

## WMTM—Moultrie—1953

Frequency: 1300 Kc. .... 5 Kw. d.  
 Owned-Oper. By ..... Colquitt Bcstg. Co.  
 Address ..... P. O. Box 531  
 Tel.: YU 5-4517 ..... News Service: AP  
 Transcription ..... World  
 Representative ..... T. F. Clark  
 President ..... N. B. Mills  
 Sta. Mgr., Chief Engr. .... D. J. Turner

## WROM—Rome—1946

Frequency: 710 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Coosa Valley Radio Co.  
 Business-Studio Address ..... P. O. Drawer 473  
 Telephone ..... 2-0833  
 Representative ..... McGilvra  
 Comm. Mgr. .... Dean Covington  
 Gen. Mgr. .... Edward N. McKay  
 Program Director ..... Charlie Doss

## 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  
 Gen. Mgr. .... James O. Hardin  
 Chief Engineer ..... William E. Davis, Jr.

## WSNT—Sandehsville—1956 KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned. .... Washington Bcstg. Co., Inc.  
 Address ..... Sandersville  
 Tel.: 3174 ..... News Service: UP  
 Trans. .... SESAC  
 Representative ..... J. Walter Thompson  
 Membership ..... NAB  
 President ..... Herschel L. Webster  
 Gen. Mgr. .... John C. Foster

## WBBN—Perry—1956

Frequency: 980 Kc. .... Power: 500 Watts d.  
 Owned. .... Gateway Broadcasting Co.  
 Address ..... Highway 41 South  
 Tel.: GA 9-2980 ..... News Service: AP  
 Representative ..... Thomas F. Clark  
 Gen., Sta., Comm. Mgr. .... Al H. Evans  
 Prog. Dir. .... Joe Bilodeau  
 Chief Engineer ..... Marvin D. Strickland

## WCCP—Savannah—1946 MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Carter C. Peterson  
 Bus.-Studio Address ..... Georgia State Bank Bldg.  
 Tel.: 2-4182 ..... News Service: UP  
 Representative ..... Walker  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... Carter C. Peterson  
 Comm. Mgr. .... Weldon Herrin

## WSFB—Quitman—1955 KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned. .... Quitman Broadcasting Co.  
 Address ..... P. O. Box 632  
 Tel.: 2681 ..... News Service: UP  
 Transcription ..... Standard  
 Gen., Sta. Mgr. .... Emerson W. Browne  
 Program Director ..... Margie Bowman  
 Chief Engineer ..... Emerson W. Browne

## WFRP—Savannah—1946 ABN

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Georgia Bcstg. Co.  
 Business-Studio Address ..... 219 E. Charlton St.  
 Tel.: AD 3-9642 ..... News Service: AP  
 President ..... John F. Pidcock  
 V.P., Gen., Sta., Comm. Mgr. .... John Williams  
 Chief Engineer ..... Hoyt E. Ray

## WLAQ—Rome—1947—ABN

Frequency: 1410 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Mitchell Melof  
 Address ..... Box 228  
 Tel.: 7767 ..... News Service: UP

## WJIV—Savannah—1950

Frequency: 900 Kc. .... Power: 1000 Watts d.





Owned-Oper. By.....WJIV, Inc.  
 Bus. Address.....Box 737  
 Tel.: AD 4-7264.....News Service: AP  
 Representative.....Stars Natl.  
 Chrmn. of Bd.....E. D. Rivers, Jr.  
 President.....Marie B. Rivers  
 General Manager.....J. L. Woods

Station Rep.....Stars Natl.  
 General Manager.....William B. Farrar  
 Comm. Mgr.....Rogers Allison  
 Chief Engineer.....James S. Stowers, Jr.

**WSAV—Savannah—1939**  
**NBC**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WSAV, Inc.  
 Bus-Studio Address.....Liberty Natl. Bank Bldg.  
 Tel.: AD 6-0303.....News Service: AP  
 Transcription Service.....Lang-Worth  
 Representative.....Blair  
 Membership.....NAB  
 Pres., Gen. Mgr.....Harben Daniel  
 Comm. Mgr.....Robert Ward  
 Sales Prom. Mgr.....Mrs. Janet Cochran  
 Program Dir.....Burl Womack  
 Chief Engineer.....Byron Strong

**WJAT—Swainsboro—1950**  
 Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Jack & Nancy Thompson  
 Address.....Covena Rd., Box 371  
 Trans. Service.....World  
 Tel.: 2011.....News Service: UP  
 Membership.....NAB  
 General Manager.....Jack A. Thompson  
 Sta. Mgr.....John H. (Jack) Wiseley

**WSCA—Savannah—1956**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Coastal Bcstg. Inc.  
 Business-Studio Address.....409 E. Liberty St.  
 Tel.: AD 3-8807.....News Service: AP  
 Pres., Gen., Sta. Mgr.....Donald K. Jones  
 Commercial Manager.....John M. Williams

**WSYL—Sylvania—1955**  
**KBS**  
 Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Edwin Bass, Gen. Mgr.  
 Address.....P. O. Box 302  
 Tel.: LO 4-6601.....News Service: UP  
 Transcription Service.....SESAC  
 Sales Prom. Mgr.....Mildred E. Bass  
 Prog., Pub. Director.....Shirley Scott

**WTOC—Savannah—1929**  
**CBS**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Savannah Bcstg. Co.  
 Business-Studio Address.....516 Abercorn St.  
 Tel.: AD 2-0127.....News Service: UP  
 Representative.....Avery-Knodel  
 Membership.....NAB  
 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.....Kyle E. Goodman

**WSFT—Thomaston—1947**  
**MBS**  
 Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Thomaston Bcstg. Co.  
 Business-Studio Address.....WSFT Bldg.  
 Tel.: 5421.....News Service: UP  
 Transcription Service.....World  
 Membership.....NAB, RAB  
 Representative.....Dora-Clayton  
 Gen. Mgr.....S. J. Carswell  
 Sta. Mgr., Pro. Dir.....Bill Haule  
 Comm. Mgr.....Claude Thamer  
 Chief Eng.....Walt MacTammany

**WWNS—Statesboro—1946**  
**KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Statesboro Broadcasting System  
 Address.....P. O. Box 146  
 Tel.: PO 4-5446.....News Service: UP  
 Transcription.....World  
 Gen. Mgr.....Robert H. Thompson, Sr.  
 Sta., Comm. Mgr.....Jim Watson  
 Prog. Dir.....John Johnson  
 Pub. Dir.....Robert H. Thompson, Jr.  
 Program Dir., Ch. Eng.....Jack V. LoPresli

**WKTG—Thomasville—1947**  
 Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....John H. Phipps Bcstg. Sta.  
 Address.....P. O. Box 358  
 Tel.: CA 6-5343.....News Service: AP  
 Transcription Service.....Thesaurus  
 Representative.....Thomas F. Clark  
 President.....John H. Phipps  
 Gen. Mgr.....Herschel L. Graves  
 Sta., Comm., Sls., Prom. Mgr.....L. T. Porter  
 Prog. Dir.....Roger Mansfield  
 Chief Engineer.....Leon Lloyd

**WGTA—Summerville—1950**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Trl-State Bcstg. Co.  
 Address.....Summerville, Ga.  
 Tel.: 295-6.....News Service: UP  
 Transcription Service.....Capitol

**WPAX—Thomasville—1934**  
 Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....H. Wimpy  
 Business-Studio Address.....117 Remington Ave.  
 Tel.: 909.....News Service: UP  
 Trans.....Thesaurus  
 Owner.....H. Wimpy  
 Commercial Manager.....Al Feinberg

**WTWA—Thomson—1948**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hickory Hill Bcstg. Co., Inc.



Business Address.....127 Journal St.  
 Tel.: 141.....News Service: UP  
 Newspaper Affiliation.....McDuffie Progress  
 Pres., Gen. Mgr.....Frank F. Hash  
 Station Mgr., Chief Eng.....Gene D. Harden

Tel.: CH 2-1565.....News Service: UP  
 Transcription Service.....Lang-Worth  
 Representative.....Keystone  
 Co-Mgrs.....J. C. Johnson & Julian Tucker

**W WGS—Tifton—1946—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tifton Bcstg. Corp.  
 Address.....800 S. Main St.  
 News Service.....UP  
 Membership.....NAB  
 Transcription.....World  
 Representative.....Thomas F. Clark  
 Pres., Gen. Mgr.....Ralph N. Edwards  
 Station Mgr.....W. E. Sides  
 Comm. Mgr.....Evelyn K. Edwards

**WVOP—Vidalia—1946**

Frequency: 970 Kc.....Power: 5 Kw., d.  
 Owned-Operated By.....Vidalia Bcstg. Co.  
 Address.....Box 391  
 Tel.: 3029.....News Service: UP  
 Membership.....NAB  
 Pres., Gen., Sta. Mgr.....Howard C. Gilreath  
 Pub. Dir.....R. E. Ledford  
 Prog. Dir.....Mrs. Ruby Bryant  
 Chief Engineer.....Loren Dorough

**WLET—Toccoa—1941  
MBS**

Frequency: 1420 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....R. G. LeTourneau  
 Address.....423 Prather Bridge Rd.  
 Tel.: TU 6-2191.....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

**WRPB—Warner Robbins  
1954**

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Oper... Warner Robbins Bcstg. Co., Inc.  
 Address.....Box 727  
 Tel.: WA 3-2121.....News Service: AP  
 Rep.....Cont. Radio Sales  
 Membership.....NAB  
 Gen. Mgr., Chief Eng.....E. Nobles  
 Sta., Comm. Mgr.....Glenn A. Weber

**WNEG—Toccoa—1956**

Frequency: 1320 Kc.....Power: 1 Kw.  
 Owned.....Stephens County Bcstg. Co.  
 Address.....Box 710  
 Tel.: TU 6-3131.....News Service: AP  
 Co-Owner & Mgrs.....Roy & Charles Gaines

**WKLE—Washington—1955**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Station WKLE  
 Address.....Berkshire Dr.  
 Tel.: 4081.....News Service: UP  
 Transcription Service.....Thesaurus  
 Pres., Owner.....Max G. Pfander  
 General Manager.....Grady Berry, Jr.  
 Commercial Manager.....Burch Griffin  
 Prom. Mgr.....Richard Basinger  
 Prog. Dir.....I. Tucker Irvin  
 Chief Eng.....Broadus McLane

**WGAF—Valdosta—1951**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Valdosta Bcstg. Co.  
 Address.....116 W. Hill Ave.  
 Tel.: CH 5521.....News Service: AP  
 Rep.....John E. Pearson  
 Membership.....NAB, RAB  
 President.....George B. Cook  
 Program Dir.....Willard Belote  
 Chief Engineer.....E. W. Green

**WACL—Waycross—1951**

Frequency: 570 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Teletronics Inc.  
 Address.....Memorial Drive  
 Tel.: 3068.....News Service: AP  
 Representative.....Thomas Clark  
 President.....James S. Rivers  
 General Manager.....James S. Rivers, Jr.

**WGOV—Valdosta—1940—MBS**

Frequency: 950 Kc.....Power: 5 Kc. d., 1 Kc. n.  
 Owend-Oper... Georgia-Florida Radio & TV Co.  
 Address.....Box 1452  
 Tel.: CH 2-4513.....News Service: UP  
 Representative.....Stars Nat'l, Dora-Clayton  
 President.....Wm. H. Keller  
 Sta. Mgr.....A. B. Smith  
 Prog. Dir.....Dick Walden  
 Chief Engineer.....Irvin F. Key

**WAYX—Waycross—1936  
MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio WAYX, Inc.  
 Business-Studio Address...1600 Carswell Ave.  
 Tel.: AT 3-7100.....News Service: UP  
 Newspaper Affil...Waycross Journal American  
 Transcription Service.....World  
 Membership.....NAB  
 Representative.....Hal Holman  
 Gen. Mgr.....John J. Tobola  
 Prog. Dir.....R. Williamson  
 Ch. Eng.....Curtis Frazier

**WJEM—Valdosta—1955  
KBS**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Lowndes County Br'casters  
 Address.....Hwy. 84, Box 368



**WBRO—Waynesboro—1954**  
KBS

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned.....Burke County Broadcasting Co.  
Address.....Box 151  
Tel.: 2139.....News Service: UP  
Pres., Gen., Sta. Mgr., Eng.....C. Pugh  
Comm. Mgr.....J. Kennon McNutt

**WRDL—West Point—1940**  
ABN

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Valley Bcstg. Co., Inc.  
Business Address.....P. O. Box 312  
Tel.: 2-2771.....News Service: AP  
Transcription Service.....World  
Representative.....Clark

Membership.....RAB, NAB  
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  
Tel.: 4831.....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.)—643,000; Families—188,000; Lic. Stations—33,  
Sta. CP's—1; Radio Homes—182,000; TV Homes—108,000

**KBLI—Blackfoot—1951**

Frequency: 690 Kc. Power: 1 Kw.  
Owned-Oper. By.....Granite Dist. Bcstg. Corp.  
Address.....Radio Village  
Tel.: 780.....News Service: AP  
Gen., Sta. Mgr.....Tom Thopson  
Prog. Dir.....Bruce Allen  
Commercial Mgr.....Gloria Dillard

Tel.: 2-4611.....News Service: AP  
Representative.....John Blair  
Membership.....NAB, RAB  
General Mgr.....Georgia M. Davidson  
Commercial Mgr.....John Young  
Prog. Dir.....Vern Moore  
Chief Engineer.....Harold Toedtmeier

**KBOI—Boise—1947—CBS**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By.....Boise Valley Bcstrs., Inc.  
Bus.-Studio Address.....1007 W. Jefferson  
Tel.: 3-2511.....News Service: UP  
Transcription Service.....World  
Rep.....Peters, Griffin, Woodward, Inc.  
Membership.....RAB, NAB  
Pres., Gen. Mgr.....Westerman Whillock  
Sta., Comm. Mgr.....Earl Glade, Jr.  
Sales Prom. Mgr., Pub. Dir.....Henry Curtis  
Chief Engineer.....James Johnitz, Jr.  
Prog. Dir.....Hub Warner

**KYME—Boise—1955**

Frequency: 740 Kc. Power: 500 Watts  
Owned-Operated By.....Keith & Ellen Patterson  
Address.....P. O. Box 2794  
Tel.: 2-3575.....News Service: AP  
Representative.....McGavren-Quinn  
Transcription.....Thesaurus  
Membership.....RAB  
Pres., Gen. Mgr.....Keith E. Patterson  
Comm. Mgr.....Lou Clemens  
Prog. Dir.....Richard Sybert

**KGEM—Boise—1946**  
MBS-IMN KBS

Frequency: 1140 Kc. Power: 10,000 Watts  
Owned.....Idaho Bcstg. & TV Corp.  
Address.....5601 Cassia  
Tel.: 4-3511.....News Service: UP  
Representative.....Avery Knodel  
Membership.....NAB  
President.....A. L. Glasmann  
Gen. Mgr.....Cecil Hefel  
Sta., Comm. Mgr.....Earl Ferguson  
Sales Prom. Mgr.....R. H. Peck  
Chief Engineer.....Robert V. Beadles

**KBAR—Burley—1946**  
ABN-KBS-IMN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....KBIO, Inc.  
Business-Studio Address.....P. O. Box 461  
Tel.: OR 8-2244.....News Service: UP  
Rep.....McKinney, O'Connell, Moore & Lund  
General Manager.....K. Clark  
Comm. Mgr.....Donald Lockwood  
Sales Mgr.....Dennis Skoglund

**KIDO—Boise—1928—NBC**

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Operated By.....KIDO, Inc.  
Address.....Chamber of Commerce Bldg.

**KCID—Caldwell—1946**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Caldwell Bcstg. Co.  
Address.....819 Main St.  
Tel.: 9-3608.....News Service: AP  
Membership.....RAB, NAB  
Station Rep.....Harlan G. Oakes  
Pres., Gen. Mgr.....Clair B. Hull  
Sta. Mgr.....Duane D. Wolfe



**KVNI—Coeur D'Alene—1946**  
**MBS-DON LEE**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Northern Idaho Bcstrs.  
Business-Studio Address Blackwell Island  
Tel: 4-2196 News Service: UP  
Rep. Ayers, Walker  
Membership NAB  
Transcription Capitol, Thesaurus  
President Herbert C. Rice

**KORT—Grangeville—1954**  
**KBS**

Frequency: 1230 Kc. Power: 250 Watts d.  
Owner Kebco, Inc.  
Address Box 72  
Tel: 51 News Service: AP  
Representative Keystone  
Pres., Gen. Mgr. Edward M. Brainard  
Comm. Mgr. Kay Brainard

**KID—Idaho Falls—1928—CBS**

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Idaho Radio Corp.  
Address Box 701  
Tel: 4 News Service: UP  
Transcription Service World  
Representative Gill-Perna  
Membership NAB  
President A. W. Schneider  
General-Station Manager C. N. Layne  
Commercial Manager Leonard Wadden  
Prog., Pub. Dir. Leo Higham  
Chief Engineer Carroll Secrist

**KIFI—Idaho Falls—1946**  
**ABN-MBS-IMN**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By E. Idaho Bcstg. & TV Co.  
Business-Studio Address Box 581  
Tel: JA 3-1171 News Service: AP  
Newspaper Affil. Post-Register  
Trans. Langworth  
Representative Avery-Knodel  
Membership NAB  
Pres., Gen. Mgr. J. M. Brady  
Sta. Mgr. Dewain Silvester  
Prog. Dir. Jim Harold

**KUPI—Idaho Falls—1957**

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned J. Ronald Bayton  
Address Box 370  
Tel: JA 2-1101 News Service: UP  
Gen. Mgr. J. Ronald Bayton  
Comm. Mgr. Allen Mabry  
Rep. W. S. Grant  
Membership RAB  
Station Mgr. John T. Wrigley

**KART—Jerome—1956**

Frequency: 1400 Kc. Power: 250 Watts  
Owned Northside Bcstrs., Inc.  
Address Box 705

Tel: 948 News Service: AP  
V.P., Gen. Mgr. Herbert Everitt  
Sales Mgr. Jim Taylor

**KOZE—Lewiston—1955**

Frequency: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Lewis Clark Bcstg. Co.  
Address 2829 Country Club Dr.  
Tel: SH 3-2502 News Service: AP  
Representative Gil-Perna, Feltis, Cox  
Gen. Mgr. John Matlock  
Sta. Manager Eugene A. Hamblin  
Comm. Mgr. R. D. Spencer

**KRLC—Lewiston—1935**  
**MBS-DON LEE**

Frenq: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned Donald A. & Elaine S. Thomas  
Address P. O. Box 287  
Tel: SH 3-1551 News Service: UP  
Transcription Service Thesaurus  
Representative Forjoe, Art Moore  
Gen. Mgr. Donald Thomas  
Comm. Mgr. Robert Young  
Sales Prom. Mgr., Chief Engr. Tom Haveman  
Program Director Alben Nelson

**KRPL—Moscow—1947—KBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned KRPL, Inc.  
Address Box 396  
Tel: TU 2-1283 News Service: AP  
Transcription Service Keystone  
Representative Moore, Hil F. Best  
President Roy Anderson  
Mgr. Gale Mix  
Comm. Mgr. James Sanberg  
Program Director Jerry Lange  
Prod. Mgr. John Mix  
Chief Engineer John Lewis

**KFXD—Nampa—1930**

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By E. G. Wenrick Bcstg. Co.  
Business Address 1024 12th Ave. S.  
Tel: 6-4611 News Service: UP  
Transcription Service Lang-Worth  
Representative Holman  
Membership NAB  
Co-Owner, Gen. Mgr. Ken Kilmer  
Station 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 Pioneer Bcstrs. Corp.  
Business-Studio Address Box 31  
Tel: 4000 News Service: UP  
Transcription Service Standard, Lang-Worth  
Representative Weed, Feltis, Cox  
Membership NAB, RAB  
Pres., Gen., Comm. Mgr. Henry H. Fletcher  
Program Director Ruthe A. Fletcher  
Chief Engineer Ellis W. Call



**KWIK—Pocatello—1946**  
**IMN-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned Pocatello Radio, Inc.  
Address 1140 Yellowstone  
Tel.: 1240 News Service: AP  
Representative Avery-Knodel  
Membership NAB  
President Don W. Burden  
General Manager James H. Schoonover  
Comm. Mgr. R. W. "Bill" Burden

**KYTE—Pocatello—1956**

Frequency: 1290 Kc. Power: 1 Kw. d.  
Owned Pocatello Bcstg. Co.  
Address Box 1589  
Tel.: 1290 News Service: AP  
Representative Art Moore  
President Thomas R. Becker  
Gen. Sta. Mgr. Leonard F. Epling  
Comm. Mgr. Donald Heinan  
Chief Engineer Dwight L. Zundel

**KPST—Preston—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Voice of The Rockies, Inc.  
Address Preston  
Tel.: 600 News Service: UP  
Representative Continental  
General Mgr. D. A. Nash, Jr.  
Commercial Mgr. M. S. Stocking

**KRXK—Rexburg—1951—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned Snake River Radio & TV Co., Inc.  
Address 445 S. 2nd East  
Tel.: EL 6-5488 News Service: AP  
Pres., Gen. Mgr. Gene Shumate  
Sls. Mgr. Wes Lawrence

**KAYT—Rupert—1955**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By Inland Bcstg. Co.  
Address Rupert  
Tel.: HE 6-3746 News Service: UP  
Rep. H. S. Jacobson  
Membership NAB, RAB  
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  
Tel.: CO 3-2179 News Service: AP  
Sta. Rep. Art Moore  
Trans. Serv. Standard, Lang-Worth, Thesaurus  
General Mgr. Norman Bauer  
Comm. Mgr. I. M. Rossmiller

**KEEP—Twin Falls—1946**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts

Owned By Radio Sales Corp.  
Address P. O. Box 511  
Tel.: RE 3-7512 News Service: UP  
Station Rep. Gill-Perna  
President Frank C. McIntyre  
Comm. Mgr. Wayne Douglas  
Prog. Dir. Lenny Hesterman  
Chief Engineer Walt Snow

**KLIX—Twin Falls—1946**  
**MBS-ABN-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 NAB, RAB  
President A. L. Glassman  
V.P., Gen. Mgr. Cecil Heftel  
Commercial Mgr. Juneau H. Shinn  
Sales Prom. Mgr. Rosie Stover  
Radio Mgr. Gordon Glassmann  
Program Director Don Allen  
Chief Engineer Don Cedarstrom

**KTFI—Twin Falls—1928**  
**NBC**

Frequency: 1270 Kc. Power: 3000 d., 1000 n.  
Owned-Operated By Radio Bcstg. Corp.  
Address 241 Main Ave. W.  
Tel.: 2400 News Service: UP  
Transcription Service Lang-Worth, Standard  
Representative Wood  
Membership NAB, RAB  
Pres., Gen. Sta. Mgr. F. M. Gardner  
Commercial Mgr. Fred Maltz  
Pub. Prog. Dir., Sales Prom. Mgr. L. Parker  
Chief Engineer Allen See

**KWAL—Wallace-Kellogg**  
**1938—MBS-DON LEE**

Frequency: 620 Kc. Power: 1000 Watts  
Owned-Oper. By Metals Bcstg. Co.  
Bus. Studio Address Box 930, Wallace  
Tel.: OS 1-6101 News Service: AP  
Transcription Service World, Lang-Worth  
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: 1220 Kc. Power: 1000 Watts d.  
Owned-Operated By Inland Bcst. Co.  
Business-Studio Address Box 791  
Tel.: 700 News Service: UP  
Membership RAB, NAB  
Pres., Gen. Mgr. M. V. Ling  
Sta., Comm., Sls. Mgr., Prog. Dir. D. Quigley  
Chief Engineer Edwin C. Miller

# Illinois

Pop. March 1 (Est.)—9,729,000; Families—2,959,000; Lic. Stations—95,  
Sta. CP's—0; Radio Homes—2,908,000; TV Homes—2,542,000

## WOKZ—Alton—1948—KBS

Frequency: 1570 Kc. . . . . Power: 1000 Watts, d.  
Owned-Oper. By . . . . . Palen Bcstg. Corp.  
Address . . . . . Hotel Stratford  
Tel.: 5-5506 . . . . . News Service: UP  
Rep. . . . . Sears & Ayer  
Membership . . . . . RAB, NAB  
Pres., Gen. Sta. Mgr. . . . . Edward N. Palen  
Comm. Mgr. . . . . H. T. "Bud" Bunyan  
Sales Prom. Mgr. . . . . John Crane  
Program Director . . . . . Russ Benson  
Chief Engineer . . . . . Nicholas Bono

## WRAJ—Anna—1957

Frequency: 1440 Kc. . . . . Power: 500 Watts  
Owned . . . . . Anna Bcstg. Co., Inc.  
Address . . . . . Anna Hotel  
Tel.: 1112 . . . . . News Service: UP  
Representative . . . . . Sears & Ayer  
Trans. . . . . Thesaurus  
President . . . . . Pierce E. Lackey  
Manager . . . . . Robert P. Joseph

## WMRO—Aurora—1938

Frequency: 1280 Kc. . . . . Power: 250 Watts, d.  
Owned-Oper. By . . . . . V. G. Cofey & B. A. Oswald  
Business-Studio Address . . . . . 184 River St.  
Tel.: 7-4215 . . . . . News Service: AP  
Trans. Service . . . . . Lang-Worth  
Prog. Dir. . . . . Jeanne M. Doran  
Managers . . . . . Cofey; Oswald

## WIBV—Belleville—1947

Frequency: 1260 Kc. . . . . Power: 1000 Watts, d.  
Owned-Operated By . . . . . Belleville Bcstg. Co.  
Bus. Studio-Transmitter Address . . . . . 2100 W. Main  
Tel.: AD 3-5000 . . . . . News Service: AP  
Representative . . . . . Indie Sales  
Pres., Gen. Mgr. . . . . John W. Lewis  
Commercial Mgr. . . . . Clarence Keller

## WJBC—Bloomington—1924 ABN

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Bloomington Bcstg. Corp.  
Address . . . . . 209 E. Washington  
Tel.: 5-2078 . . . . . News Service: UP  
Newspaper Affil. . . . . Daily Pantagraph  
Representative . . . . . John E. Pearson  
Membership . . . . . RAB, NAB  
President . . . . . Loring C. Merwin  
Exec. V.P. Gen. Mgr. . . . . Vernon A. Nolte  
Comm. Prom. Mgr. . . . . John McDermott  
Program Dir. . . . . Jerry Collins  
Chief Engineer . . . . . Fred Bailey

## WKRO—Cairo—1942

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Cairo Broadcasting Co.  
Business Address . . . . . Box 311  
Tel.: 1490 . . . . . News Service: UP  
Gen. Station-Comm. Mgr. . . . . Merrill C. Currier

## WBYS—Canton—1947—KBS

Frequency: 1560 Kc. . . . . Power: 250 Watts, d.  
Owned-Operated By . . . . . Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter . . . . . East Linn Limits  
Tel.: 1877 . . . . . News Service: AP  
Transcription Service . . . . . Thesaurus, SESAC  
Membership . . . . . RAB, NAB  
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.  
Tel.: 167 . . . . . News Service: AP  
Membership . . . . . NAB  
Gen., Comm., Mgr. . . . . Paul F. McRoy

## WROY—Carmi—1948

Frequency: 1460 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Carmi Bcstg Co.  
Address . . . . . U. S. Route 460  
Tel.: 4161 . . . . . News Service: UP  
Transcription Service . . . . . Thesaurus, World  
Membership . . . . . NAB  
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.  
Telephone . . . . . 520  
Station Rep. . . . . Sears & Ayer  
Manager . . . . . John Palmer

## WCNT—Centralia—1946

Frequency: 1210 Kc. . . . . Power: 1000 Watts, d.  
Owned . . . . . Southern Illinois Bcstg. Co.  
Address . . . . . Box 428  
Tel.: 5151 . . . . . News Service: UP  
Transcription Service . . . . . Lang-Worth  
President . . . . . C. W. Rodgers  
Station Mgr. . . . . Ben Shore  
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.  
Tel.: 6-1855 . . . . . News Service: UP  
Transcription Service . . . . . World  
Newspaper Aff. . . . . News-Gazette  
Representative . . . . . The Meeker Co.  
Membership . . . . . NAB, RAB  
President . . . . . Mrs. Helen M. Stevick  
Gen., Sta. Mgr. . . . . Larry Stewart  
Program Dir. . . . . Constance Vogt  
Chief Engineer . . . . . Robert Brown



Quality  
AND  
Integrity

**WGN-Radio**

**WGN-TV**

CHANNEL 9 — CHICAGO, ILLINOIS



### WKID—Champaign-Urbana 1948

Frequency: 1580 Kc. Power 250 Watts d  
 Owned-Operated By.....WKID Bcstg. Co.  
 Address.....P. O. Box 192  
 Tel.: EM 7-5431.....News Service: UP  
 Representative.....John E. Pearson  
 Membership.....RAB  
 President.....Donald T. Harding  
 V.P., Gen. Mgr.....Robert R. Meskill  
 Ch. Eng.....George Scharf

### WEIC—Charleston—1954 KBS

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owner.....The Friendly City Bcstrs.  
 Address.....Box 107  
 Tel.: DI 5-2149.....News Service: UP  
 Transcription.....Lang-Worth, World  
 Rep.....Sears & Ayer  
 Pres., Ge. Mgr.....Jack Owens  
 Sta., Comm. Mgr.....Betty Owens  
 Program Mgr.....Ruth Adkins  
 Ch. Eng.....William Setliffe

### WAAF—Chicago—1922

Frequency: 950 Kc....Power: 1000 Watts, d.  
 Owned-Operated By....Corn Belt Pub., Inc.  
 Business Address.....221 N. LaSalle St.  
 Eel: RA 6-1932.....News Service: UP  
 Newspaper Affil.....Drovers Journal  
 Representative.....Forjoe  
 President.....Ward A. Neff  
 Exec. V.P.....W. E. Hutchinson  
 Gen., Sta. Mgr.....Thomas L. Davis  
 Sales Prom. Mgr.....Ralph Kelley  
 Program Dir., Pub. Dir.....Bill Bauer  
 Chief Engineer.....Carl W. Ulrich

### WAIT—Chicago—1941

Frequency: 820 Kc....Power: 5000 Watts, d.  
 Owned-Operated By....Radio Station WAIT  
 Bus.-Studio Address.....188 W. Randolph St.  
 Ttl.: FR 2-0660.....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

### WBEE—Chicago—1955

Frequency: 1570 Kc....Power: 1000 Watts d.  
 Owned.....Rollins Bcstg., Inc.  
 Address.....6205 S. Cottage Grove  
 Tel.: NO 7-4124.....News Service: AP  
 Representative.....Rollins Bcstg., Inc.  
 President.....O. Wayne Rollins  
 Gen. Mgr.....Robert A. Wencil  
 Dir. Sales.....A. R. Lanphear  
 Dir. Pub. Rel.....Tim Crow  
 Dir. Eng.....G. R. Chambers  
 Chief Engineer.....J. R. Burdeau

### WBBM—Chicago—1923—CBS

Frequency: 780 Kc. ....Power: 50,000 Watts  
 Owned By.....CBS Radio  
 Address.....630 N. McClurg Ct.  
 Tel.: WH 4-6000..News Services: AP, UP, INS  
 Sta. Rep.....CBS Spot Sls.  
 Membership.....RAB  
 General Manager.....H. Leslie Alass  
 Asst. Gen. Mgr.....E. H. Shomo  
 Executive Ass't.....C. W. Doebler  
 Sales Mgr.....James P. Hensley  
 Promotion Mgr.....Harry Wilber  
 Publicity Dir.....Herb Grayson  
 Chief Engineer.....J. J. Beloungy  
 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.  
 Tel.: MO 4-2400.....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.  
 Telephone.....DI 8-4440

### WEDC—Chicago—1926

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Emil Denemark, Inc.  
 Address.....3860 W. Ogden Ave.  
 Tel.: CR 7-4100.....News Service: UP  
 President.....Emil Denemark  
 Gen., Sta., Comm. Mgr., Prog. Dir....Bill Mack  
 Chief Engineer.....A. W. Smith

### WGES—Chicago—1924

Frequency: 1390 Kc....Power: 5000 Watts d.  
 Owned-Operated By....Radio Station WGES  
 Address.....2708 Wash. Blvd.  
 Tel.: SA 2-1700.....News Service: UP  
 General, Station Manager.....John A. Dyer  
 Commercial Mgr.....Elizabeth M. Hinzman  
 Sales Promotion Manager.....K. P. Freda  
 Chief Engineer.....William Shunk

### 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  
 Tel.: MI 2-7600..News Services: AP, INS, UP  
 Transcription Service.....Standard  
 Representative.....Edward Petry  
 Membership.....NAB, 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 I. Meyers

**WHFC—Chicago—1925**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WHFC, Inc.  
 Address: 3350 S. Kedzie Ave.  
 Telephone: CL 4-7411  
 Rep.: Charles Bernard  
 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, NAB  
 President: Donald H. McGannon  
 V.P., Gen. Mgr.: Ralph L. Atlas  
 Sales Manager: John T. Carey  
 Program Dir.: David Croninger  
 Publicity Dir.: Helen Poster  
 Chief Engineer: Ken Sherk

**WJJD—Chicago—1924**

Frequency: 1180 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Plough Bcstg. Co.  
 Bus.-Studio Address: 230 N. Michigan Ave.  
 Tel.: ST 2-5466 News Service: UP  
 Trans.: World  
 Representative: Radio-TV Representatives, Inc.  
 Membership: RAB  
 President: Harold R. Krelstein  
 Gen. Sta. Mgr.: Frederick G. Harm  
 Commercial Mgr.: James A. Jordan  
 Program Dir.: Ralph Blank  
 Chief Eng.: Walter F. Myers

**WLS—Chicago—1924—ABN**

Frequency: 890 Kc. Power: 50,000 Watts  
 Owned-Oper. By: WLS, Inc.  
 Business Address: 1230 Washington Blvd.  
 Tel.: MO 6-9700 News Service: AP, UP  
 Transcription Service: Standard  
 Representative: John Blair  
 Membership: NAB  
 President: James E. Edwards  
 Gen. Sta. Mgr.: Glenn Snyder  
 Commercial Manager: Charles M. Freeman  
 Publicity Dir.: Miss Perry Hamilton  
 Sales Prom. Mgr.: John Klemek  
 Program Director: Bernard F. Corson  
 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  
 Tel.: SU 7-8300 News Services: AP, INS, UP  
 Transcription Service: Thesaurus  
 Representative: National Spot Sales  
 Membership: NAB  
 President: Robert Sarnoff  
 General Manager: Jules Herbeveaux  
 Manager: Howard W. Coleman  
 Sales Manager: Rudi Neubauer  
 Sales Promotion Manager: John M. Keys

Prog. Mgr.: Richard Johnson  
 Publicity Director: Chet Campbell  
 Chief Engineer: Howard Lutgens

**WSBC—Chicago—1925**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: WSBC Bcstg. Co., Inc.  
 Business-Studio Address: 2400 W. Madison St.  
 Tel.: MO 6-9060 News Service: UP  
 Representative: National Time Sales  
 Membership: NAB  
 President: Louis B. Lee  
 Comm. Mgr.: Marge Strassar  
 Program Dir.: Richard D. Lane

**WHOW—Clinton—1947**

Frequency: 1520 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Cornbelt Bcstg. Co.  
 Business Address: 401½ S. Side Sq.  
 Tel.: 305 News Service: AP  
 Representative: Holman  
 Membership: NAB  
 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  
 Tel.: 1700 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Everett-McKinney, Inc.  
 Membership: NAB, RAB  
 General Manager: Robert J. Burow  
 Sta. Mgr.: Max Shaffer  
 Program Dir.: Honore Ronan  
 Chief Engineer: Norlyn Dossey

**WITY—Danville—1953**

KBS

Frequency: 980 Kc. Power: 1 Kw.  
 Owned: Vermilion Bcstg. Corp.  
 Address: P. O. Box 142  
 Tel.: 1312 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Burn-Smith  
 Membership: RAB  
 President: Gilbert E. Metzger  
 General Mgr.: Elzer Marx  
 Comm. Mgr.: W. H. O'Toole  
 Prog., Pub. Dir.: Carl "Bud" Sunkel  
 Chief Engineer: Taylor Clowson

**WDZ—Decatur—1921**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Mid-States Bcstg. Co.  
 Business-Studio Address: 285 S. Park St.  
 Tel.: 3-9744 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Peters, Griffin, Woodward  
 Membership: NAB, RAB



President.....Charles C. Caley  
 Gen., Sta. Mgr.....Frank C. Schroeder, Jr.  
 Commercial Mgr.....Robert B. King  
 Program Director.....E. James Seaney  
 Chief Engineer.....Willard F. Hall

**WSOY—Decatur—1925—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Illinois Bcstg. Co.  
 Address.....1100 E. Pershing Road  
 Tel.: 5371.....News Service: AP  
 News Service.....AP  
 Newspaper Affiliation.....Lindsay-Schaub  
 Representative.....Weed  
 Membership.....NAB, RAB  
 President.....Frederick W. Schaub  
 Gen. Mgr.....M. H. Stuckwisch  
 Comm. Mgr.....Dale E. Eyma  
 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.  
 Tel.: 6-3485.....News Service: AP  
 Transcription.....Thesaurus  
 Representative.....Sears & Ayer  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....George C. Biggar  
 Commercial Manager.....Richard Meier  
 Program Director.....R. C. Brown  
 Publicity Dir.....Frank Booton  
 Chief Engineer.....W. Dean Clayton

**WDQN—Du Quoin—1951  
KBS**

Frequency: 1580 Kc.....Power: 250 Watts  
 Owned-Oper. By.....DuQuoin Bcstg. Co.  
 Address.....Music Center  
 Tel.: LI 2-3894.....News Service: UP  
 Representative.....McGillvra  
 Owner, General Manager.....M. R. Lankford  
 Station Manager.....Phil Richardson  
 Sales Mgr.....Gene Showalter  
 Program Director.....Art Smith  
 Chief Engineer.....Bert Pike

**WAMV—East St. Louis—1935  
ABN**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Missouri, Inc.  
 Business-Studio Address.....Broadview Hotel  
 Tel.: BR 1-4625.....News Service: AP  
 Representative.....Weed & Co.  
 Membership.....NAB  
 President.....Robert W. Day  
 General Manager.....James E. Goldsmith  
 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.  
 Tel.: 1090.....News Service: UP  
 Representative.....Devney  
 President.....Joseph E. McNaughton  
 Gen. Mgr.....George Walker

**WRMN—Elgin—1949**

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Oper. By.....The Elgin Bdcstg Co.  
 Address.....156 Division St.  
 Tel.: SH 1-7700.....News Service: UP  
 Representative.....Devney  
 General Mgr.....J. Richard Suttler

**WEAW—Evanston—1946**

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned.....No. Shore Bcstg. Co., Inc.  
 Address.....Box 1330  
 Tel.: UN 4-7600.....News Service: UP  
 Rep.....Good Music Bctrs., Grant Webb  
 Membership.....NAB, RAB  
 Pres., Gen. Sta. Mgr.....Edward A. Wheeler  
 Commercial Manager.....Don Springgata  
 Sales Prom. Mgr.....Lawrence Gutter  
 Pub. Dir.....Doris Peterson  
 Program Director.....Dick Blanchard

**WNMP—Evanston—1946**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Evanston Broadcasting Co.  
 Bus.-Studio-Transmitter.....1580 Sherman Ave.  
 Tel.: GR 5-1590.....News Service: INS  
 Membership.....RAB  
 Representative.....Devney  
 President.....Angus D. Pfaff  
 Chief Engineer.....Thomas Mills

**WFIW—Fairfield—1953—KBS**

Frequency: 1390 Kw.....Power: 500 Watts d.  
 Owned-Oper. By...Wayne County Bcstg. Co.  
 Address.....Box 72  
 Tel.: 2159.....News Service: AP  
 Transcription Service.....SESAC  
 Representative.....Grant Webb  
 Membership.....NAB  
 Co-Owner, Gen. Mgr.....Thomas S. Land  
 Co-Owner.....Bryon 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.  
 Tel.: ST 435.....News Service: AP  
 Representative.....Headley-Reed  
 Membership.....NAB  
 Pres., Gen. Mgr., Chief Eng...Vincent S. Barker  
 Commercial Manager.....David Taylor  
 Prog. Dir.....Bud Walters

**WGIL—Galesburg—1937**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Galesburg Bcstg. Co., Inc.  
 Business Address.....312 Hill Arcade  
 Tel.: 4626.....News Service: UP  
 Newspaper Affiliation...Daily Register Mail



Transcription ..... World  
**Representative** ..... Wm. G. Rambeau  
 President ..... William C. Pritchard  
 Gen., Sta. Mgr. .... George D. Donaldson  
 Prog. Dir. .... Edward J. Gale  
 Chief Engineer ..... R. L. Baughman

**WQUB—Galesburg—1957**

Frequency: 1590 Kc. .... Power: 5 Kw.  
 Owned ..... Knox County Bcstg. Corp.  
 Address ..... 36 Park Plaza  
 Tel.: 4204 ..... News Service: AP  
 Representative ..... Hollingsbery  
 President ..... G. LaVerne Fiambo  
 Manager ..... Roger Hoffman

**WEBQ—Harrisburg—1923**  
KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... First Trust Association  
 Business-Studio-Transmitter ..... 100 E. Poplar St.  
 Tel.: CL 3-7282 ..... News Service: UP  
 Membership ..... NAB  
 Gen.-Station-Comm. Mgr. .... Ingalls M. Taylor  
 Sales Prom. Mgr. .... Ken Hamilton  
 Program Director ..... Norma Slaton  
 Publicity Director ..... Charles Branum  
 Chief Engineer ..... Elmer L. Gladson

**WMCW—Harvard—1955**

Frequency: 1600 Kc. .... Power: 500 Watts  
 Address ..... 205 E. Brainard  
 c/o ..... Mrs. Esther Blodgett

**WJPF—Herrin—1940**  
MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Egyptian Bcstg. Co.  
 Business-Studio Address ..... P. O. Box 179  
 Tel.: 381-382 ..... News Service: UP  
 Representative ..... Holman  
 President ..... Maybelle J. Lyerla  
 Gen., Sta. Mgr. .... Charles R. Cook

**WLDS—Jacksonville—1941**

Frequency: 1180 Kc. .... Power: 1000 Watts d.  
 Owned ..... Jacksonville Radio & TV Bcstg. Corp.  
 Address ..... Illinois Theatre Bldg.  
 Tel.: CH 5-7171 ..... News Service: AP  
 Transcription Service ..... World  
 Newspaper Affil. .... Journal-Courier  
 Representative ..... Hal Holman  
 Membership ..... NAB  
 Gen. Mgr. .... R. Karl Baker  
 Comm. Mgr. .... Barney Lewis  
 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 ..... 801 Walnut St.  
 Tel.: 6-4761 ..... News Service: UP  
 Transcription Service ..... World  
 Representative ..... Rambeau  
 Membership ..... RAB

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Gen., Comm., Sales Prom. Mgr. . . . . J. F. Novy  
 Station Manager . . . . . J. F. Cerny  
 Prog. Dir. . . . . Eileen Caron

### WKAN—Kankakee—1947

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Kankakee Daily Journal Co.  
 Business-Studio Address . . . . . 183 N. Schuyler Ave.  
 Tel.: 3-6633 . . . . . News Service: AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Sears-Ayer  
 Membership . . . . . NAB  
 President . . . . . Burrell Small  
 General Manager . . . . . Bruce Brown  
 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  
 Tel.: 4471 . . . . . News Service: AP  
 Representative . . . . . H. F. Best  
 Membership . . . . . NAB  
 Pres., Gen. Mgr., Chf. Engr. . . . . E. D. Scandrett  
 Prog., Pub. Dir. . . . . Paul Messplay

### WTAQ—La Grange—1950

Frequency: 1300 Kc. . . . . Power: 500 Watts n.  
 Owned-Oper. By . . . . . S & S Bcstg. Co.  
 Address . . . . . Box 408  
 Tel.: FL 2-1300 . . . . . News Service: UP  
 Representative . . . . . W. Donald Roberts  
 Membership . . . . . NAB  
 President . . . . . Charles Sebastian  
 V. P., Sta. Mgr. . . . . Russ Salter  
 Commercial Manager . . . . . Ralph Faucher  
 Sales Prom. Mgr. . . . . Stanley Noyes  
 Program Dir. . . . . Ted Carlson  
 Asst. Mgr. . . . . 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  
 Tel.: 3100 . . . . . News Service: AP  
 Newspaper Affiliation . . . . . Daily News Tribune  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Grant Webb  
 President . . . . . Peter Miller  
 Gen. Mgr. . . . . William Holm  
 Program Director . . . . . Dan Dunlap  
 Publicity Director . . . . . Laverne Waltman  
 Chief Engineer . . . . . Lawrence McCann

### WPRC—Lincoln—1947—KBS

Frequency: 1370 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Prairie Radio Corp.  
 Address . . . . . P. O. Box 37  
 Tel.: 1370 . . . . . News Service: AP  
 Membership . . . . . RAB  
 Trans. . . . . Lang-Worth  
 Representative . . . . . Sears & Ayer  
 Pres., Gen. Mgr. . . . . Ray F. Knochel

Comm. Manager . . . . . Paul E. Rarlein  
 Program Director . . . . . William H. Brady  
 Publicity Director . . . . . John H. Deal  
 Chief Engineer . . . . . Donald Thompson

### WSMI—Litchfield—1950

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Mid-Illinois Bcstg. Co.  
 Address . . . . . Box 241  
 Tel.: 100 . . . . . News Service: AP  
 Transcription Service . . . . . World  
 Representative . . . . . Hil Best  
 Membership . . . . . RAB, NAB  
 Pres., Gen. Mgr. . . . . Hayward L. Talley

### WKAI—Macomb—1947—KBS

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . The Macomb Bcstg. Co.  
 Address . . . . . 113 E. Carroll St.  
 News Service . . . . . UP  
 Rep. . . . . W. Donald Roberts  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Wm. E. Schons  
 Sta., Comm. Mgr. . . . . Robert Douglas

### WGGH—Marion—1949

Frequency: 1150 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By . . . . . Marion Bcstg. Co.  
 Business Address . . . . . P. O. Box 311  
 Tel.: 824 . . . . . News Service: AP  
 Transcription Service . . . . . World  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NAB, RAB  
 Pres., Chief Eng. . . . . George W. Dodds  
 Gen., Sta., Comm. Mgr. . . . . Jim Duncan  
 Sls. Prom. Mgr. . . . . Ina Trammel

### WLBH—Mattoon—1946

Frequency: 1170 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Mattoon Bcstg. Co.  
 Bus.-Studio Address . . . . . 1632½ B'way Ave.  
 Tel.: AD 4-6464 . . . . . News Service: AP  
 Representative . . . . . Holman  
 Membership . . . . . NAB  
 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 KBS

Frequency: 920 Kc. . . . . Power: 1,000 Watts d.  
 Owned-Oper. By . . . . . Fort Massac Bcstg. Co.  
 Address . . . . . Box 721  
 Tel.: 2106 . . . . . News Service: AP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . Holman  
 Membership . . . . . NAB, RAB  
 Gen. Mgr. . . . . James H. Firmin  
 Sales Prom. Mgr. . . . . Virgil E. Smith

### WQUA—Moline—1946—ABN

Frequency: 1230 Kc. . . . . Power: 250 Watts





Owned-Oper. By.....WQUA, Inc.  
 Address.....1319 Fifth Ave.  
 Tel.: 4-6727.....News Service: AP  
 Representative.....Geo. P. Hollingsberry Co.  
 Pres., Gen. Mgr.....G. LaVerne Flambo  
 Program Director.....Frank Freeman  
 Chief Engineer.....Harold Higby

**WRAM—Monmouth—1957**

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned.....Prarieland Bcstrs.  
 Address.....Box 5  
 News Service.....UP  
 Gen. Mgr.....Stephen P. Bellinger  
 Comm. Mgr.....Richard V. Taber

**WVMC—Mount Carmel—1948**  
KBS

Frequency: 1360 Kc.....Power: 500 Watts  
 Owned.....WVMC  
 Address.....North Cherry Road  
 Tel.: 1360.....News Service: UP  
 Gen., Comm. Mgr.....Charles H. Green  
 Program Director.....David K. Naber  
 Sales Prom. Mgr.....R. L. Knutstrom  
 Publicity Director.....Albert Freedman  
 Chief Engineer.....Eugene Garrett

**WMIX—Mt. Vernon—1946**

Frequency: 940 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mt. Vernon Radio & Tel. Co.  
 Address.....121 1/2 N. 9th Street  
 Tel.: 3500.....News Service: AP  
 Transcription Service.....Thesaurus  
 Representative.....John E. Pearson Co.  
 President.....John Russell Mitchell  
 General Manager.....R. J. Cheney  
 Comm. Mgr.....C. Schoch  
 Chief Engineer.....Ed Howell

**WINI—Murphysboro—1954**  
KBS

Frequency: 1420 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Martha D. & Robert M. Rapp  
 Address.....920 Michigan, Farmington, Mo.  
 Tel.: 282.....News Service: AP  
 Representative.....Hil F. Best  
 Gen., Comm. Mgr.....Lewis Barwick  
 Prog. Dir.....Chuck Blair  
 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.  
 Tel.: VI 8-5760.....News Service: UP  
 Representative.....Stars National  
 Membership.....RAB  
 General Mgr.....E. Sanderling  
 Station Mgr.....Al Michel

**WVLN—Olney—1947**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Illinois Bcstg.  
 Address.....Decatur, Ill.

Tel.: EX 3-2156.....News Service: AP  
 Transcription Service.....World  
 Membership.....NAB  
 Pres.....Fred W. Schaub  
 Comm. Mgr.....Charles R. Graigs  
 Exec. V.P.....M. Lindsay  
 Gen. Mgr.....E. C. Dorsey  
 Prog. Dir.....Joe Kosack  
 Chief Engineer.....Stanley Greatline

**WCMY—Ottawa—1952**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Carl H. Meyer  
 Address.....417 W. Madison St.  
 Tel.: 551.....News Service: UP  
 Representative.....Sears & Ayer  
 Trans.....World  
 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  
 Tel.: 5-0153.....News Service: AP  
 Transcription Service.....Thesaurus, Capitol  
 Membership.....NAB  
 Pres., Gen., Sta., Comm. Mgr.....A. Ferguson, Jr.  
 Sales Prom. Mgr., Pub. Dir.....James Savoye  
 Prog. Dir.....John Powell  
 Chief Engr.....Waliter Atamanec

**WSIV—Pekin—1946**

Frequency: 1140 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pekin Bcstg. Co., Inc.  
 Business-Studio Address.....Arcade Bldg.  
 Tel.: 6-2134.....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—1946—NBC**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By.....West Central Bcstg. Co.  
 Address.....2907 Springfield Rd.  
 Tel.: 9-3961.....News Service: AP  
 Representative.....Headley-Reed  
 Trans.....World  
 Membership.....NAB, RAB  
 V.P., Gen. Mgr.....Fred C. Mueller  
 Sta., Comm. Mgr.....Coleman Scott  
 Sales Prom. Mgr.....David Meister  
 Prog. Dir.....Hal Raymond  
 Pub. Dir.....Albert Knapp  
 Ch. Eng.....Wayne Lovely

**WIRL—Peoria—1947**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Illinois Valley Bcstg. Co.  
 Bus-Studio Address.....121 N.E. Jefferson Ave.



**WTAY—Robinson—1956**  
**KBS**  
 Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By Ann Broadcasting Corp.  
 Address Box 160  
 Tel.: 1373 News Service: AP  
 Representative Hil F. Best  
 President Kathryn A. Duncan  
 Comm. Mgr. Laura L. Nolen  
 Sales Prom. Mgr. James L. Foster  
 Program Director Thelma Dorsey  
 Publicity Director Harold E. Dorsey  
 Chief Engineer Harold Vandament

**WMBD—Peoria—1927—CBS**  
 Frequency: 1470 Kc. Power 5000 Watts  
 Owned-Oper. By WMBD, Inc.  
 Address 212 South Jefferson Street  
 Tel.: 6-0711 News Service: AP, UP  
 Reps. Peters, Griffin, Woodward, Inc.  
 Membership NAB, RAB  
 Pres. Charles C. Caley  
 Publicity Dir. R. James Bateman  
 Dir. of Sales Harold C. Sundberg, Jr.  
 Program Director William L. Brown

**WPEO—Peoria—1946**  
 Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Dandy Bcstg.  
 Address 614-A Main St.  
 Tel.: 4-9249 News Service: AP  
 Representative Bolling  
 Gen. Mgr. K. R. Greenwood

**WRBK—Rockford—1927**  
**ABN**  
 Freq.: 1440 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned Rockford Broadcasters, Inc.  
 Bus. Studio Address Rockford News Tower  
 Tel.: 2-6621 News Service: AP  
 Transcription Service Thesaurus  
 Representative H-R  
 Membership NAB, RAB  
 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

**WBBA—Pittsfield—1954**  
 Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned Pike Broadcasting Co.  
 Address Pittsfield  
 Tel.: 650 News Service: \*UP  
 Representative Continental Radio Sales  
 President G. B. Meyer  
 Prog. Dir. Neil Clark  
 General Manager Bill Meyer  
 Sta. Mgr., Chief Eng. Frank Luepke

**WRRR—Rockford—1953**  
 Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By Rock River Bcstg.  
 Address 113 S. Court St.  
 Tel.: 8-1869 News Service: AP  
 Membership RAB  
 Representative Radio-TV Reps.  
 President William E. Walker  
 V.P., Gen. Mgr. William R. Walker  
 V.P., Sales Mgr. Jack Harvey

**WGEM—Quincy—1948—ABN**  
 Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Operated By Quincy Bcstg. Co.  
 Business Studio Address Hotel Quincy  
 Tel.: BA 2-6840 News Service: AP  
 Newspaper Affiliation Quincy Herald Whig  
 Transcription Service World  
 Representative Young Reps., Inc.  
 President T. C. Oakley  
 General Manager Joe Bonansinga  
 Comm. Mgr. J. Ben Stewart  
 Prog. Dir. Fred Colgan  
 Pub. Dir. Hal Heidbreder  
 Chief Engineer Frank E. Laughlin

**WHBF—Rock Island—1925**  
**CBS**  
 Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By Rock Island Bcstg. Co.  
 Business-Studio Address 231 18th St.  
 Tel.: RI 6-5441 News Service: AP, UP  
 Newspaper Affiliation Rock Island Argus  
 Transcription Standard, Thesaurus  
 Representative Hyett, Avery-Knodel  
 Membership NAB, 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  
 Merchandising Mgr. Heber Darton  
 Chief Engineer Robert J. Sinnett

**WTAD—Quincy—1927—CBS**  
 Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By Lee Bcstg., Inc.  
 Address 510 Maine St.  
 Tel.: BA 2-6200 News Service: AP, UP  
 Newspaper Affiliation Hannibal Courier Post  
 Representative Weed & Co.  
 President Lee P. Loomis  
 Gen., Nat'l Sales Mgr. Walter J. Rothschild

**WJBD—Salem—1956**  
 Frequency: 1350 Kc. Power: 500 Watts, d.



Owned ..... Salem Bcastg. Co.  
 Address ..... 121 S. Walnut St.  
 Tel.: 2000 ..... News Service: AP  
 Representative ..... Grant Webb  
 Gen., Sales Mgr. .... Bryan Davidson  
 Prog. Dir. .... Joseph Lobaito

### WHCO—Sparta—1955

Frequency: 1230 Kc. .... Power 250 W.  
 Owned ..... Hirsch Communication Eng. Corp.  
 Address ..... 324 Broadway, Cape Girardeau, Mo.  
 Tel.: SP 333 ..... News Service: UP  
 President ..... Robert O. Hirsch  
 General Manager ..... James F. Collins  
 Station Sls. Prom. Manager. Buford L. Mabrey

### WCVS—Springfield—1926 ABN

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WCBS, Inc.  
 Business-Studio Address ..... P. O. Box 1088  
 Tel.: 4-9855 ..... News Service: AP  
 Transcription Service ..... Standard  
 Membership ..... NAB  
 Representative ..... Hal Holman  
 Pres., Ch. Eng. .... H. L. Dewing  
 Gen., Sta., Comm. Mgr. .... C. W. Neeld  
 Prog. Dir. .... John Geil  
 Sales Prom. Mgr., Pub. Dir. .... Bruce Still

### WMAY—Springfield—1950 NBC

Freq.: 970 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned-Oper. By ..... Lincoln Bcastg. Corp.  
 Address ..... 711 Myers Bldg.  
 Tel.: 4-1766 ..... News Service: UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... John E. Pearson  
 Membership ..... RAB, NAB  
 Pres., Gen., Sta., Comm. Mgr. Gordon Sherman  
 Program Director ..... Syl Blinkin  
 Prom., Pub. Dir. .... Joan Meisner  
 Chief Engineer ..... Melvln Feldman

### WTAX—Springfield—1930 CBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WTAX, Inc.  
 Address ..... Route 86 & E. Cook St.  
 Tel.: 2-4441 ..... News Service: AP  
 Transcription ..... World  
 Representative ..... Weed  
 Membership ..... NAB, RAB  
 Pres., Gen., Sta. Mgr. .... Ollver J. Keller  
 Commercial Manager ..... O. J. Keller, Jr.  
 Sales Promotion Manager ..... W. J. Simon  
 Program Director ..... John W. Midgley  
 Publicity Dir. .... Bill Miller  
 Chief Engineer ..... E. C. Swaringee

### WSDR—Sterling—1949

Frequency: 1240 Kc. .... Power: 100 Watts  
 Owned-Oper. By ..... Blackhawk Bcastg. Co.  
 Address ..... Lawrence Bldg.  
 Tel.: MA 3400 ..... News Service: AP  
 Transcription Service ..... Capitol, Thesaurus  
 Pres., Gen. Mgr. .... Sam Bartlett  
 Comm. Mgr. .... Lillian Bartlett  
 Asst. Sta. Mgr. .... John Rowwer  
 Chief Engineer ..... Ed Fisher

### WIZZ—Streator—1953

Frequency: 1250 Kw. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Streator Bcastg. Co.  
 Address ..... Box 377  
 Tel.: 2-2947 ..... News Service: UP  
 Membership ..... RAB  
 Managing Partner ..... S. P. Bellinger  
 General Manager ..... Vernon R. Nunn  
 Comm. Mgr. .... Jack Hallstrom

### WTIM—Taylorville—1949

Frequency: 1410 Kc. .... Power: 1000 Watts d  
 Owned-Operated By ..... Moyer Bcastg. Co.  
 Address ..... Radio Rd.  
 Transcription Service ..... Standard, Thesaurus  
 Representative ..... Continental  
 President ..... Roger Moyer  
 General Manager ..... James C. Hilderbrand

### WKRS—Waukegan—1949

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Waukegan News-Sun  
 business Address ..... P. O. Box 500  
 Tel.: DE 6-7900 ..... News Service: AP  
 Transcription Service ..... World, Standard  
 Membership ..... RAB, NAB  
 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 Bcastg. & TV Corp.  
 Address ..... 1300 S. Logan  
 Tel.: 1300 ..... News Service: UP  
 Representative ..... Hal Holman  
 President ..... Dr. Guy W. Lambert  
 Gen. Mgr. .... Walter C. Schader

### WCBD—Zion—1947

Frequency: 820 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Michael J. Mintern  
 Business Address ..... 2700 Enoch Ave.  
 Managing Director ..... Michael J. Mintern  
 Commercial Manager ..... Carl Q. Lee

# Indiana

Pop. March 1 (Est.)—4,471,000; Families—1,398,000; Lic. Stations—60,  
Sta. CP's—1; Radio Homes—1,348,000; TV Homes—1,242,000

## WCBC—Anderson—1946

KBS

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Civic Bdcstg Corp.  
Address ..... Box 350  
Tel.: 3-5321 ..... News Service: AP  
Transcription Service ..... World, SESAC  
Membership ..... NAB, RAB  
Station Rep. .... Hil Best  
President ..... Paul E. Billhelmer  
General Manager ..... Gordon Beck  
Sales Manager ..... Raymond Pettis

## WHBU—Anderson—1923

CBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Anderson Bcstg. Corp.  
Business-Studio ..... 640 Citizens Bank Bldg.  
Tel.: 7791 ..... News Service: UP  
Transcription Service ..... Standard  
Representative ..... Walker  
Membership ..... RAB, NAB  
President ..... C. Bruce McConnell  
General Manager ..... John R. Atkinson  
Chief Engr. .... W. J. Hecht

## WBIW—Bedford—1948

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Bedford, Inc.  
Address ..... P. O. Box 127  
Tel.: 7555 ..... News Service: AP  
Membership ..... NAB, RAB  
Representative ..... McGillvra  
Co-Manager ..... J. H. McGillvra  
Co-Manager ..... A. I. McGillvra  
Chief Engineer ..... Carl J. Finger

## WTTS—Bloomington—1949

ABN

Freq.: 1370 Kc. .... Power 5 Kw. d., 500 W. n.  
Owned-Oper. By ..... Sarkes Tarzian, Inc.  
Business-Studio Address ..... 535 S. Walnut St.  
Tel.: 2-3366 ..... News Service: AP  
Representative ..... Meeker  
Membership ..... NAB  
President ..... Sarkes 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 ..... Box 273  
Tel.: 980 ..... News Service: UP  
Transcription ..... SESAC  
Membership ..... NAB  
General Mgr. .... H. C. Sanders  
Program Dir. .... Norman Hall

## WCSI—Columbus—1950

Frequency: 1010Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... White River Bcstg.  
Address ..... Box 469  
Tel.: 7411 ..... News Service: AP  
President ..... R. L. Heminger  
Gen. Mgr. .... Jack E. Douglas  
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.  
Tel.: 1950 ..... News Service: UP  
Newspaper Affil. .... News Examiner  
Representative ..... Gill-Perna  
Secretary ..... G. S. Tatman  
Gen., Comm. Mgr. .... E. M. Jackson

## WCMR—Elkhart—1956

Frequency: 1270 Kc. .... Power: 5 Kw. d.  
Owned ..... WCMR  
Address ..... S. 17th and Mishawaka Rd.  
Tel.: 3-4587 ..... News Service: AP  
Transcription Service ..... World, SESAC  
Representative ..... Hil F. Best  
Membership ..... NAB, RAB  
President ..... Clarence C. Moore  
Gen., Sta. Mgr. .... Paul R. Deck  
Prog. Dir. .... Harry Waterhouse  
Chief Engineer ..... Dave Hudson

## WTRC—Elkhart—1931—NBC

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Truth Radio Corp.  
Business-Studio Address ..... Box 636  
Tel.: 3-1960 ..... News Service: UP, AP  
Newspaper Affiliation ..... Elkhart Truth  
Representative ..... H-R Reps  
President ..... John F. Dille, Jr.  
Gen. Mgr. .... Paul C. Brines  
Commercial Mgr. .... Don Freed  
Sales Prom. Mgr. .... Bob Barrett  
Prog. Dir. .... Edwin Huot  
Publicity Dir. .... B. J. Thompson  
Chief Engineer ..... Lester Zellmer

## WEOA—Evansville—1936

CBS

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... WEHT, Inc.  
Business-Studio Address ..... Box 395  
Tel.: HA 4-9215 ..... News Service: UP  
Membership ..... NAB  
Representative ..... Adam Young  
General Manager ..... Edwin Richter, Jr.  
Comm. Mgr. .... William Hight  
Prog. Dir. .... Peter Dooley

## WGBF—Evansville—1923

NBC

Frequency: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.

**Owned-Operated By**.....On The Air, Inc.  
**Business-Studio Address**.....1001 Diamond Ave.  
**Tel.**: HA 2-1171.....**News Service**: AP  
**Representative**.....Weed & Co.  
**Membership**.....NAB, 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

## WKJG—Ft. Wayne—1947

**Frequency**: 820 Kc.....**Power**: 250 Watts d.  
**Owned-Oper. By**.....South Central Bcstg. Corp.  
**Address**.....Box 148  
**Tel.**: 4-8284.....**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

## WIKY—Evansville—1947

**Frequency**: 1330 Kc. **Power**: 5 Kw. d.; 1 Kw. n.  
**Owned-Operated By**.....WJPS, Inc.  
**Business-Studio Address**.....206 Main St.  
**Tel.**: HA 5-2221.....**News Service**: AP  
**Transcription Service**.....Standard. World  
**Representative**.....George P. Hollingbery  
**Membership**.....NAB, RAB  
**President**.....Robert S. Davis  
**Gen., Sta., Comm. Mgr.**.....Jack McLean  
**Sales Prom. Mgr.**.....Verne Paule  
**Chief Engineer**.....James Jared

## WJPS—Evansville—1948

ABN

**Frequency**: 1450 Kc..... **Power**: 250 Watts  
**Owned**..... Corinthian Bcstg. Corp.  
**Address**.....2915 W. State Blvd.  
**Tel.**: AN 6212.....**News Service**: UP  
**Transcription Service**..... Standard  
**Representative**..... Petry  
**Membership**..... NAB, RAB  
**V.P., Gen. Mgr.**..... R. Morris Pierce  
**Station Mgr.**..... Reid G. Chapman  
**Comm. Mgr.**..... Merlin H. Smith  
**Program Dir.**..... James Holston

## WANE—Ft. Wayne—1948

CBS

**Frequency**: 1250 Kc.....**Power**: 1000 Watts  
**Owned-Oper. By**.....News-Sentinel Bcstg. Co., Inc.  
**Bus.-Studio Address**.....201½ W. Jefferson St.  
**Tel.**: EA 3366.....**News Service**: UP  
**Newspaper Affiliation**.....News-Sentinel  
**Representative**.....Headley-Reed  
**Membership**.....NAB, RAB  
**President**.....Helene R. Foellinger  
**Gen., Sta., Comm. Mgr.**.....Merrill C. Johnson  
**Sales Prom. Mgr., Pub. Dir.**.....Patricia McDowell  
**Program Director**.....Norman Widenhofer  
**Chief Engineer**.....Damon Wilson

## WKJG—Ft. Wayne—1947

MBS-NBC

**Frequency**: 1380 Kc.....**Power**: 5000 Watts  
**Owner**.....WKJG, Inc.  
**Business-Studio Add.**.....220 E. Jefferson St.  
**Tel.**: AN 2295.....**News Service**: UP  
**Membership**.....NAB  
**Representative**.....Rayme:  
**President**.....Clarence L. Schust  
**General Manager**.....Edward G. Thoms  
**Commercial Manager**.....Carleton Evans  
**Program Dir.**.....Calo Mahlock  
**Sales Prom. Mgr.**.....Wilson Schroeder  
**Chief Eng.**.....Eugene A. Chase

## WOWO—Ft. Wayne—1926

**Frequency**: 1190 Kc.....**Power**: 50 Kw.  
**Owner**.....Westinghouse Broadcasting Co., Inc.  
**Bus.-Studio Address**.....124 W. Washington Blvd.  
**Tel.**: AN 9436.....**News Service**: UP  
**Rep.**.....Peters, Griffin, Woodward, Inc.  
**Membership**.....RAB, NAB  
**President**.....Donald H. McGannon  
**General Mgr.**.....Carl W. Vandagriff  
**Commercial Manager**.....Tom Longworth  
**Sales Prom. Mgr.**.....Hilda C. Woehrmeyer  
**Program Dir.**.....Cal Bollwinkel  
**Publicity Dir.**.....Carol A. Johnson  
**Chief Engineer**.....Hal Brokaw

## WILO—Frankfort—1953—KBS

**Frequency**: 1570 Kc.....**Power**: 250 Watts  
**Owned**.....Lake Erie Radio & TV Corp.  
**Address**.....52½ E. Washington St.  
**Tel.**: 3338.....**News Service**: UP  
**Station Rep.**.....Hil Best  
**President**.....Theodore M. Nelson  
**Gen. Mgr.**.....Howard G. Pearcy  
**Commercial Manager**.....Phil Wise  
**Program Director**.....James Cronkright

## WGRY—Gary—1950

**Frequency**: 1370 Kc.....**Power**: 500 Watts d.  
**Owned-Oper. By**.....WGRY, Inc.  
**Address**.....3669 B'way  
**News Service**.....UP  
**Membership**.....NAB, RAB  
**Station Rep.**.....Grant Webb  
**President**.....George Whitney  
**Mgr.**.....Todd Branson

## WWCA—Gary—1949

**Frequency**: 1270 Kc.....**Power**: 1000 Watts  
**Owned-Operated By**.....Lake Bdcastg Co., Inc.  
**Address**.....Hotel Gary  
**Tel.**: TU 6-9171.....**News Service**: AP  
**Membership**.....NAB, RAB  
**Station Rep.**.....John E. Pearson Co.  
**Pres., Gen. Mgr.**.....Dee O. Coe  
**Sta. Mgr.**.....Joseph A. Haas  
**Sales Prom. Mgr.**.....Thomas B. March  
**Chief Engineer**.....Victor Voss

## WKAM—Goshen—1954—KBS

**Frequency**: 1460 Kc.....**Power**: 500 Watts d.



**Owned-Operated By...Kosciusko Bcstg. Corp.**  
 Address .....Hotel Goshen  
 Tel.: 3-2219.....News Service: AP  
 Representative .....Rambeau  
 Pres., Gen. Mgr.....William N. Udell  
 Sta. Mgr., Prog. Dir.....R. S. Olson  
 Comm., Sales Mgr.....C. J. Pajakowski  
 Chief Engineer.....R. J. Schilling

Membership ..... NAB, RAB  
 President, Gen. Mgr.....Richard M. Fairbanks  
 Commercial Manager.....Gilbert I. Berry  
 P.og. Dir.....William L. Dean  
 Prom. Dir.....Charles E. Ellis  
 Chief Engineer.....Robert W. Minton

**WJOB—Hammond—1928**

Frequency: 1230 Kc.....Power: 250 Watts  
**Owned-Oper. By....South Shore Bcstg. Corp.**  
 Address .....6405 Olcott  
 Tel.: TI 4-1230.....News Service: UP  
 Representative .....Rambeau  
 Pres., Gen. Mgr.....R. C. Adair  
 Program Director.....Gerald Mitchell  
 Commercial Manager.....Len Ellis  
 Sales Prom. Mgr.....Hugh Pieron  
 Publicity Dir.....Roy Eller  
 Chief Engineer.....Carl Hayworth

**WIRE—Indianapolis—1924**  
NBC

Frequency: 1430 Kc.....Power: 5000 Watts  
**Owned-Oper. By....Indianapolis Bcstg., Inc.**  
 Business-Studio Add...307 N. Pennsylvania St.  
 Tel.: 5-1541.....News Service: AP  
 Representative...Peters, Giriffin & Woodward  
 President.....Eugene C. Pulliam  
 Gen., Sta. Mgr.....William C. Worcester  
 Comm. Manager.....Daniel C. Park  
 Prom. Dir.....Richard H. Clester  
 Prog. Dir.....Donald Bruce  
 Chief Eng.....Eugene E. Alden

**WHLT—Huntington—1957**

Frequency: 1300 Kc.....Power: 500 Watts  
**Owned.....Huntington Bcstg. Co.**  
 Address .....Box 11  
 Tel.: 8404.....News Service: UP  
 President .....Ted Nelson  
 Gen. Mgr.....Harry H. Packard

**WISH—Indianapolis—1941**  
CBS

Frequency: 1310 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
**Owned-Oper. By....Indiana Bcstg. Corp.**  
 Business-Studio Address...1440 N. Meridian St.  
 Tel.: ME 4-6411.....News Service: AP, UP  
 Transcription Service .....Thesaurus  
 Representative .....Bolling  
 Membership .....RAB, NAB  
 President.....C. Wrede Petersmeyer  
 Gen., Sta. Mgr.....Robert B. McConnell  
 Comm. Manager.....Robert Ohleyer  
 Prom. Mgr., Pub. Dir.....James A. Buck  
 Program Director.....William E. Frosch, Jr.  
 Chief Engineer.....Stokes Gresham, Jr.

**WFBM—Indianapolis—1926**

Frequency: 1260 Kc.....Power: 5000 Watts  
**Owned.....Twin State Bcstg., Inc.**  
 Address .....1330 N. Meridian St.  
 Tel.: ME 4-8521.....News Service: AP, INS  
 Transcription Service .....World  
 Representative .....Katz  
 Membership .....NAB, RAB  
 President.....W. C. Pullen, Jr.  
 V.P., Gen. Mgr.....Eldon Campbell  
 Comm. Mgr.....Frank Small  
 Prom. Mgr.....John F. Hurlbut  
 Program Dir.....Robert Yeager  
 Publicity Dir.....Estel D. Freeman  
 Asst. Chief Engr.....Robert Flanders

**WXLW—Indianapolis—1948**

Frequency: 950 Kc.....Power: 5 Kw. d.  
**Owned-Oper. By....Radio Indianapolis, Inc.**  
 Address .....3003 Kessler Blvd.  
 Tel.: WA 5-6494.....News Service: AP  
 Representative.....John Pearson Co.  
 Membership .....NAB, RAB  
 President.....Lyman S. Ayres  
 V. P., General Manager.....Robert D. Enoch  
 Program Director.....G. A. Smith, Jr.  
 Chief Engineer.....Bert Goetzinger

**WGEE—Indianapolis—1956**

Frequency: 1590 Kc.....Power: 5 Kw. d.  
**Owned.....Rollins Bcstg. Co.**  
 Address .....4800 E. Raymond St.  
 Tel.: FL 9-5591.....News Service: AP  
 Representative .....Rollins Bcstg.  
 Membership .....RAB  
 President.....O. Wayne Rollins  
 Gen. Mgr.....Arnold C. Johnson  
 Dir. Sales .....A. R. Lamphear  
 Program Dir.....Fred H. Kuhlmann  
 Dir. Pub. Rel.....Tim Crow  
 Dir. Engineering.....G. R. Chambers

**WITZ—Jasper—1948—KBS**

Frequency: 990 Kc. ....Power: 1000 Watts d.  
**Owned-Operated By ..Jasper on the Air Inc.**  
 Address .....P. O. Box 167  
 Tel.: 678.....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  
 Chief Engineer.....Peter Russo

**WIBC—Indianapolis—1938**

Freq. 1070 Kc..Power: 50 Kw. d.; 10 Kw. n.  
**Owned-Operated By.....WIBC, Inc.**  
 Business-Studio Address.....2835 N. Illinois  
 Tel.: WA 4-2661.....News Service: UP  
 Transcription Service.....SESAC, Thesaurus  
 Representative .....John Blair

**WAWK—Kendallville—1955**

Frequency: 1570 Kc.....Power: 250 Watts d.





Owned-Oper. By . . . Noble DeKalb Bcstg. Co.  
 Address . . . . . Box 47  
 Tel.: 764. . . . . News Service: AP  
 Trans. . . . . World, Thesaurus  
 Representative . . . . . Hil F. Best  
 Gen. Mgr. . . . . Paul L. King  
 Sales Mgr. . . . . Weldon M. Cornell

Owned-Oper. By . . . . . WORX  
 Address . . . . . Telegraph Hill  
 Tel.: 1270. . . . . News Service: UP  
 Representative . . . . . Hil F. Best Co.  
 Transcriptions . . . . . MacGregor, Standard  
 Pres., Chief Eng. . . . . C. E. Henson  
 General Manager . . . . . Herbert L. Arms  
 Comm. Mgr. . . . . Lloyd L. Walker

### WIOU—Kokomo—1948—CBS

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Booth Radio & TV Stations, Inc.  
 Business Address . . . . . 210 1/2 North Main St.  
 Tel.: GL 7-1194 . . . . . News Service: AP  
 Representative . . . . . Weed  
 Membership . . . . . NAB, RAB  
 President . . . . . John L. Booth  
 Comm. Gen. Sta. Mgr. . . . . John Carl Jeffrey  
 Prog. Dir. . . . . Hugo D. Salvo  
 Pub. Dir. . . . . Dorothy Overton  
 Chief Engineer . . . . . Elvin Cunningham

### WBAT—Marion—1947—CBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Marion Radio Corp.  
 Business-Studio Address . . . . . 303 1/2 S. Adams St.  
 Tel.: 5500. . . . . News Service: AP  
 Representative . . . . . Everett-McKinney  
 President . . . . . Lester G. Spencer  
 V. P., Gen. Mgr. . . . . William Fowler  
 Comm. Mgr. . . . . A. G. Von Dielingen

### WASK—Lafayette—1942 MBS

Frequency: 1450 Kc. . . . . Power: 250 watts  
 Owned . . . . . Lafayette Bcstg., Inc.  
 Business-Studio Address . . . . . McCarty Lane  
 Tel.: 24300. . . . . News Service: UP  
 Representative . . . . . Wm. G. Rambeau  
 Membership . . . . . NAB, RAB  
 President . . . . . E. Joseph Bannon  
 Gen. Sta. Mgr. . . . . Henry Rosenthal  
 Comm. Mgr. . . . . Dick Pittenger  
 Program Dir. . . . . Sid Knight  
 Chief Engineer . . . . . Richard Cochran

### WMRI—Marion—1955—KBS

Frequency: 860 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Chronicle Publ. Co., Inc.  
 Address . . . . . Marion, Ind.  
 Tel.: 5705. . . . . News Service: UP  
 Newspaper Affil. . . . . Leader-Tribune, Chronicle  
 Representative . . . . . Sears & Ayer  
 President . . . . . Gardner Thomas  
 Gen. Mgr. . . . . Robert Fincannon  
 Prog., Pub. Dir. . . . . Ralph Wayne  
 Chief Engineer . . . . . Robert Shively

### WLOI—La Porte—1948

Frequency: 1540 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . La Porte County Bcstg. Co.  
 Address . . . . . P. O. Box 385  
 Tel.: 4144. . . . . News Service: AP  
 Sta. Rep. . . . . Pearson  
 Membership . . . . . RAB  
 President . . . . . Dee O. Coe  
 Gen. Mgr. . . . . Robert L. Harris  
 Sales Prom. Mgr. . . . . Thomas B. March  
 Chief Engineer . . . . . Victor Voss

### 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  
 Tel.: TR 4-5245. . . . . 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. . . . . Henry Lange  
 Chief Engineer . . . . . Robert E. Schilling

### WBTO—Linton—1954—KBS

Frequency: 1600 Kw. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . The Linton Bcstg. Co.  
 Address . . . . . Hwy. 54

### WPCO—Mount Vernon—1955 KBS

Frequency: 1590 Kc. . . . . Power: 500 Watts d.  
 Owned . . . . . Mt. Vernon Broadcasting Co.  
 Address . . . . . Box 231  
 Tel.: PO 3-4484. . . . . News Service: UP  
 Pres., Gen. Mgr., Chief Eng. . . . . H. C. Sanders  
 Sta., Comm. Mgr. . . . . F. Courtney Smith  
 Program Dir. . . . . Bob Webster

### WSAL—Logansport—1949 MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Logansport Bdg. Corp.  
 Address . . . . . P. O. Box 399  
 Tel.: 3111. . . . . News Service: AP  
 Membership . . . . . NAB, RAB  
 General Manager . . . . . Richard E. Jackson  
 Comm. Mgr. . . . . Joe Wiler

### WLBC—Muncie—1926—CBS

Frequency: 1340 Kc . . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Tri City Radio Corp.  
 Business Address . . . . . Box 271  
 Tel.: AT 8-4403. . . . . News Service: AP  
 Transcription Service . . . . . Standard, World  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB  
 Pres., Gen. Sta. Mgr. . . . . D. A. Burton  
 Commercial, Prom. Mgr. . . . . Bill Craig  
 Program Director . . . . . Lee Allerton  
 Chief Engineer . . . . . Pat Finnegan

### WORX—Madison—1953—KBS

Frequency: 1270 Kc. . . . . Power: 1000 Watts



**WLRP—New Albany—1949**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By. Ohio Valley Bcstg., Inc.  
Address Box 285  
Tel: WH 4-2235. News Service: UP  
Station Rep. Hil F. Best Co.  
Membership NAB  
Pres., Gen., Sta. Mgr. Roy L. Hickox  
Comm., Sales Prom. Mgr. Lynn Stephens  
Program Director Jerry Fordyce  
Publicity Dir. Bill Gillum

**WOCH—North Vernon—1955**

Frequency: 1460 Kc. Power: 500 Watts  
Owned Dorrell Ochs  
Address P. O. Box 46  
Tel: FI 9-8421. News Service: AP  
Transcription SESAC, Associated  
Membership NAB  
President, Gen. Mgr. Dorrell Ochs  
Sta. Mgr. Arno Walker  
Comm. Mgr. Marguerite Ochs  
Program Dir. Eddie Sears  
Publicity Director Tom Porter  
Chief Engineer Edwin Healy

**WARU—Peru—1954**  
KBS

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By. Wabash-Peru Bcstg Co., Inc.  
Address Hwy. 24  
News Service AP  
Transcription Thesaurus, Standard  
Representative McGillvra  
Membership NAB  
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  
Tel: 1094. 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  
Tel: FU 5-4861. 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 Norman C. Fisher

**WKBV—Richmond—1926**  
ABN

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By. Central Bcstg. Corp.  
Address W. Main St.

Tel: 3-1156. New Service: UP  
Transcription Service. World  
Representative Robert Meaker  
Membership NAB  
Pres., Gen., Sta. Mgr. Lester G. Spencer  
Comm., Sls. Roland L. Nusbaum  
Sales Prom. Mgr. C. E. Stevens  
Publicity Director W. Woehrman  
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  
Tel: 700. News Service: AP  
Transcription Service. Thesaurus, World  
Representative Hil F. Best  
Membership RAB  
Pres., Gen. Mgr. Don H. Martin  
Commercial Mgr. Margaret Martin  
Sales Promotion Mgr. Boyd Smedley  
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 1534 Ewing St.  
Tel: JA 2-3969. News Service: AP  
Transcription Capitol, Standard  
Membership NAB  
Sta., Comm. Mgr. Bob Shippee  
Program Director Dick Lauf  
Chief Engineer Eugene Perrigo

**WJVA—South Bend—1947**  
KBS

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By. Booth Radio & TV Sta., Inc.  
Address North Hickory Road  
Telephone CE 4-1111  
Representative Pearson  
President John L. Booth  
Managing Dir. M. G. Creel

**WNDU—South Bend—1944**  
ABN

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Michiana Telecasting Corp.  
Address Box 989  
Tel: CE 3-7111. News Service: AP  
Representative Edward Petry  
President Father Theodore Hesburgh, C.S.C.  
Vice-President Bernard Barth  
Station Manger W. T. Hamilton  
Program Director Wm. Eiherton  
Comm., Sls. Prom. Mgr. Daniel Martin  
Chief Engineer Basil O'Hegan

**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.  
 Tel.: CE 3-3141.....News Service: UP, INS  
 Newspaper Affiliation.....South Bend Tribune  
 Transcription.....Standard  
 Representative.....Paul H. Raymer  
 Membership.....NAB, RAB  
 Vice Pres.....Franklin D. Schurz  
 General Manager.....Neal B. Welch  
 Commercial Manager.....Will R. Darch  
 Promotion Manager.....James Halpin  
 Program Dir.....Paul F. Kruyer  
 Chief Engineer.....Arthur R. O'Neill

**WTCJ—Tell City—1948**  
**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....James R. Brewer  
 Address.....Tell City  
 Tel.: 740.....News Service: AP  
 Owner, Manager.....James R. Brewer

**WBOW—Terre Haute—1927**  
**NBC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio WBOW, Inc.  
 Business-Studio Address.....6th & Poplar Sts.  
 Tel.: CR 5034.....News Service: AP  
 Representative.....Weed  
 Membership.....NAB  
 President.....J. W. O'Connor  
 Comm., Gen., Sta. Mgr.....Ralph A. Pelti, Jr.  
 Prog., Pub. Dir.....Martin Plasak  
 Chief Engineer.....Howard Stewart

**WMFT—Terre Haute—1958**

Frequency: 1300 Kc.....Power: 500 Watts d.  
 Owned.....Citizens Bcstg. Co., Inc.  
 Address.....2327 Lafayette  
 Tel.:.....N-3985  
 President.....Archie S. Mobley  
 General Manager.....Adlai C. Ferguson, Jr.

**WTHI—Terre Haute—1947**  
**CBS**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By Wabash Valley Bdg. Corp.  
 Address.....918 Ohio St.  
 Tel.: CR 9481.....News Service: UP  
 Transcription.....World  
 Representation.....Bolling Co., Inc.  
 Membership.....NAB  
 President.....Anton Hulman, Jr.  
 Gen. Mgr.....Joseph M. Higgins  
 Station Mgr.....Darel Wibble  
 Sales Prom. Mgr.....Charles Cogan

**WAOV—Vincennes—1940**  
**MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Vincennes Sun Co.  
 Business Address.....Vincennes  
 Tel.: 787-788.....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  
 Program Director.....Robert Duckworth  
 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  
 News Service.....UP  
 Newspaper Affil.....Times-Union  
 Transcription.....Thesaurus, Capital  
 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**  
**KBS**

Frequency: 1580 Kc.....Power: 250 W., d.  
 Owned-Operated By.....Washington Radio, Inc.  
 Address.....615 S.E. 11th St.  
 Tel.: 1810.....News Service: AP  
 Newspaper Affil.....Wash. Herald  
 Representatives.....Hil F. Best Co.  
 Transcription Service.....Thesaurus, Capitol  
 Membership.....NAB  
 President.....Mrs. H. B. Bausman  
 General Manager.....Joe Edwards  
 Commercial Manager.....Joe Floerke  
 Prog. Dir.....Gene Cabel  
 Chief Engineer.....Joe Fox

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Pop. March 1 (Est.)—2,772,000; Families—852,000; Lic. Stations—63,  
Sta. CP's—2; Radio Homes—836,000; TV Homes—786,000

## KLGA—Algona—1956—KBS

Frequency: 1600 Kc. Power: 5 Kw. d.  
Owned. Kossuth County Bcstg.  
Address Box 47  
Tel.: CY 4-2475 News Service: AP  
Trans. Langworth  
Representative Walker Co.  
President Frederick Epstein  
Gen. Mgr. James J. Wychor  
Prog. Dir. Elaine Hutchins

Address Radio Park  
Tel.: 4321 News Service: AP  
Transcription Service Thesaurus  
Representative Pearson  
Membership NAB  
General Manager Leo R. Mayr  
Commercial Manager Lee Sandberg  
Program Director Neil Trobak  
Chief Engineer Don Stanzky

## KASI—Ames—1948—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By William M. Evans  
Business-Studio Address 328½ Main St.  
Tel.: CE 2-3152 News Service: UP  
Transcription Service Thesaurus  
Representative Pearson  
Gen., Sta. Mgr. Arthur A. Skinner  
Commercial Mgr. Ralph Elwick  
Program Director Ruby Tillerson

## KCRG—Cedar Rapids—1947 MBS

Frequency: 1600 Kc. Power 5000 Watts  
Owned-Oper. By Cedar Rapids TV Co.  
Address 104 1st St., S.W.  
Tel.: EM 4-4194 News Service: AP, INS  
Newspaper Affil. Gazette  
Representative Everett McKinney  
President Joseph F. Hladky, Jr.  
General Manager Frank T. Nye  
Station Manager Richard J. Butterfield  
Director of Radio L. L. Abbott  
Chief Engineer Ira McDaniel

## KJAN—Atlantic—1950—KBS

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Operated By Nishna Valley Bcstg. Co.  
Address Box 69  
Tel.: 1717 News Service: AP  
Transcription World, Thesaurus  
Representative Continental Radio Sales  
Membership NAB  
Pres., Publicity Dir. Robert Einhouse  
Gen., Sta. Mgr. F. G. Miller & H. A. Preston  
Comm., Sales Prom Mgr. E. G. Faust  
Prog. Dir. Roy Marsh  
Chief Engineer Bob Freund

## KPIG—Cedar Rapids—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Cedar Rapids Bcstg.  
Business Address 211 1st St., S.W.  
Tel.: EM 3-8265 News Service: UP  
Representative Devney  
Transcription Lang-Worth  
President John C. Kelly  
Gen., Sta. Mgr. James I. Mitchell  
Commercial Manager James L. Stramel  
Program Director Robert Carpenter  
Chief Engineer Adam P. Talmadge

## KWBG—Boone—1950—KBS

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Operated By Boone Bcstg. Co.  
Address P. O. Box 36  
Tel.: 1590 News Service: UP  
Membership NAB  
General Manager H. A. Garvey  
Program Director Tom Quinlan

## WMT—Cedar Rapids—1922 CBS

Frequency: 600 Kc. Power: 5000 Watts  
Owned. American Bcstg. Stations, Inc.  
Bus.-Studio Address Paramount Theater Bldg.  
Tel.: EM 4-0171 News Service: AP, INS, UP  
Trans. Serv. Thesaurus, Associated, Standard  
Representative Katz  
Membership NAB, RAB  
President William B. Dolph  
V.P., General Manager William B. Quarton  
Sales Manager Kenneth L. Hastie  
Promotion Mgr. Jim Bowermaster  
Program Manager Dean Landfear  
Publicity Director Chuck Worcester  
Chief Engineer George Hixenbaugh

## KBUR—Burlington—1941 ABN

Frequency: 1490 Power: 250 Watts  
Owned-Operated By Burlington Bcstg. Co.  
Business-Studio Address Roosevelt Ave.  
Tel.: PL 2-2701 News Service: AP  
Transcription Service Standard, Thesaurus  
Representative Rambeau  
Membership RAB, NAB  
President Gerard B. McDermott  
General Mgr. David H. Steinle  
Program Director Richard Mosena  
Chief Engineer Cletus Paull

## KCOG—Centerville—1949 KBS

Frequency: 1400 Kc. Power: 10 Watts d.  
Owned. Centerville Bcstg. Co.  
Address 1910 S. Main St.  
Tel.: 407 News Service: AP  
Newspaper Affil. Daily Iowegian

## KCIM—Carroll—1950

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By Carroll Broadcasting Co.



Gen., Sta. Mgr. . . . . Clyde Holbrook  
 Comm. Mgr., Ch. Eng. . . . . W. H. Lemen  
 Program Director . . . . . Richard King

**KCHA—Charles City—1949**  
**KBS**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Radio Incorporated  
 Address . . . . . 300½ N. Main St.  
 Tel.: 787 . . . . . News Service: AP  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Lu Verne J. Bromberg

**KCHE—Cherokee—1952—KBS**

Frequency: 1440 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . Cherokee Bcstg. Co.  
 Address . . . . . 219½ W. Main St.  
 Tel.: 51 . . . . . News Service: AP  
 Representative . . . . . Best  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . C. Reznikow

**KCLN—Clinton—1956**

Frequency: 1390 Kc. . . . . Power: 1 Kw.  
 Owned . . . . . Valley TV & Radio, Inc.  
 Address . . . . . 514 S. Second St.  
 Tel.: CH 3-2174 . . . . . News Service: AP  
 V.P., Mgr. . . . . Kenneth M. Parker  
 Comm. Mgr. . . . . Kenneth A. Willis  
 Prog. Dir. . . . . Cres Fluegel

**KROS—Clinton—1941**  
**MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Clinton Bdcstg Corp.  
 Address . . . . . 246 Fifth Avenue South  
 Tel.: CH 2-1252 . . . . . News Service: UP  
 Transcription Service . . . . . RCA  
 Representative . . . . . Pearson  
 Membership . . . . . NAB, RAB  
 President, General Manager. . . B. M. Jacobson  
 Oper. Dir., Ch. Eng. . . . . G. A. Parker

**KSWI—Council Bluffs—1947**  
**KBS**

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 Haag & Assoc.  
 Membership . . . . . NAB, RAB  
 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  
 Tel.: ST 2-2155 . . . . . 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 . . . . . Wayne Hatchett

**KFMA—Davenport—1952**

Frequency: 1580 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . KFMA Broadcasting Co.  
 Address . . . . . 415 Perry St.  
 Tel.: 6-4407 . . . . . News Service: UP  
 Station Representative . . . . . McGillvra  
 Pres., Gen. Mgr. . . . . Lester L. Gould  
 Sta., Comm. Mgr. . . . . Howard N. Fisher  
 Prog., Pub. Dir. . . . . Bill Greener  
 Chief Engineer . . . . . Raymond E. Shields

**KSTT—Davenport—1946**  
**MBS**

Frequency: 1170 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . Quint Cities Bcstg. Co.  
 Address . . . . . 310 Harrison St.  
 Tel.: 6-2541 . . . . . News Service: UP  
 Membership . . . . . NAB  
 Representative . . . . . Walker Co.  
 Pres., Gen. Mgr. . . . . Frederick Epstein  
 Prog., Dir., Chief Eng. . . . . Joseph Coval

**WOC—Davenport—1922—NBC**

Frequency: 1420 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . Tri-City Bdcstg. Co.  
 Address . . . . . 805 Brady Street  
 Tel.: 3-3661 . . . . . News Service: UP  
 Representative . . . Peters, Griffin, Woodward  
 Membership . . . . . NAB, 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. . . . . Richard Upp  
 Program Dir. . . . . Raymond E. Guth  
 Chief Eng. . . . . P. Arvidson

**KDEC—Decorah—1947**  
**KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Scenic Bcstg. Co.  
 Business-Studio Address . . . 308½ W. Water St.  
 Tel.: 1240 . . . . . News Service: AP  
 Membership . . . . . NAB  
 Representative . . . . . W. D. Roberts  
 Pres., Gen. Mgr., Prog. Dir. . . . . Verne Koenig  
 Commercial Mgr. . . . . Kenneth Bjerke  
 Chief Engineer . . . . . Donald Jackson

**KDSN—Denison—1956**

Frequency: 1580 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Denison Bcstg. Co.  
 Address . . . . . Box 337  
 Tel.: 34 . . . . . News Service: UP  
 Representative . . . . . W. Donald Roberts  
 Trans. . . . . Lang-Worth, Standard  
 President . . . . . Walt Morrison



### KCBC—Des Moines—1946

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By: Majestic Bcstg. Co.  
 Address: Box 1404  
 Tel.: CR 7-4483 News Service: AP, INS  
 Representative: Devney  
 Membership: RAB  
 President: Karl Peters  
 General Manager: Rollo H. Bergeson  
 Commercial Manager: Claire E. Grant  
 Sales Prom. Mgr.: Don Purdy  
 Program Director: Bob Lutz  
 Chief Engineer: Robt. S. Brown

### KIOA—Des Moines—1948 ABN

Freq.: 940 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned: Public Radio Corp.  
 Address: Radio Center Bldg.  
 Tel.: AT 2-9191 News Services: INS, UP  
 Transcription Service: World  
 Representative: H.R. Reps.  
 Membership: NAB, RAB  
 President: Lester Kamin  
 General Manager: Bill J. Scharton  
 Exec. V.P.: Bill Martin  
 Program Director: Larry Monroe  
 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.  
 Tel.: CH 3-4141 News Services: AP, UP  
 Newspaper Affiliation: Register-Tribune  
 Station Representative: Katz  
 Membership: RAB, NAB  
 Transcription: Standard  
 General-Station Managr.: 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.  
 Tel.: CH 3-0571 News Service: INS  
 Representative: John E. Pearson  
 Membership: NAB, RAB  
 President: Lyman S. Ayres  
 General Manager: Raymond W. Baker  
 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  
 Tel.: AT 2-8363 News Service: INS  
 Representative: McGavren-Quinn  
 Membership: RAB

President: George W. Webber  
 Commercial Manager: E. William Patterson  
 Program Director: Edith D. 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.  
 Tel.: AT 8-6511 News Service: AP, INS, UP  
 News Service: AP, INS, UP  
 Trans. Service: Thesaurus, SESAC  
 Representative: Peters, Griffin & Woodward  
 Membership: NAB, AB  
 President: Col. B. I. Palmer  
 V. Pres. & Resident Mgr.: Paul A. Loyel  
 Exec. V. Pres.: Ralph Evans  
 Sales Manager: Robert H. Harter  
 Sls. Prom. Mgr.: Robert O. Link  
 Program Director: Jack Kerrigan  
 Production Director: Cecil C. Huntzinger  
 Chief Engineer: Roy W. Pratt

### KDTH—Dubuque—1941—ABN

Frequency: 1370 Kc. Power: 1000 Watts  
 Owner: Dubuque Telegraph-Herald  
 Bus.-Studio Address: Eighth Ave. & Bluff St.  
 Tel.: 3-6421 News Service: AP  
 Station Representative: Pearson  
 Membership: NAB, 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.  
 Tel.: 3-8241 News Service: UP  
 Representative: Robert Meeker  
 Transcription Service: World  
 Membership: NAB, RAB  
 General Manager: James R. King  
 Commercial Manager: Patrick G. Fleming  
 Program Mgr.: Thomas G. Goodman

### KLIL—Estherville—1952 ABN-KBS

Frequency: 1340 Kc. Power: 100 Watts  
 Owned: Estherville Bcstg. Corp.  
 Address: 4500 Excelsior Blvd.  
 News Service: AP  
 Trans. Service: 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  
 News Service ..... AP  
 Trans. Service..... Thesaurus, World, Keystone  
 President, Gen. Mgr..... S. A. Chesely

### **KVFD—Ft. Dodge—1939—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwest Bcstg. Co.  
 Business-Studio Address..... Warden Bldg.  
 Tel.: 4-0351.....News Service: UP, INS  
 Transcription Service.....Thesaurus  
 Representative.....Pearson  
 Membership.....NAB, RAB  
 President, Gen., Sta., Mgr.....Edward Breen  
 Commercial Manager.....Max E. Landes  
 Program Director.....Drexel Peterson  
 Chief Engineer.....David G. Sinclair

### **KWMT—Fort Dodge—1956**

Frequency: 540 Kc.....Power: 1000 Watts d.  
 Owned.....American Bcstg. Stations, Inc.  
 Address.....540 A Street  
 Tel.: 7-2651.....News Service: AP  
 Representative.....Everett-McKinney  
 Gen. Mgr.....Burns Nugent  
 Station Mgr.....W. N. Schnepf  
 Chief Engineer.....Wilbur Flaherty

### **KXGI—Ft. Madison—1948** KBS

Frequency: 1360 Kc.....Power: 1 Kw. Watts d.  
 Owned-Oper. By.....KXGI, Inc.  
 Business-Studio Address.....Marquette Bldg.  
 Tel.: 1360.....News Service: UP  
 Representative.....Devney  
 President.....J. E. McNaughton  
 General Mgr.....John E. Armel  
 Prog. Dir.....Jack Lee

### **KGRN—Grinnell—1957—KBS**

Frequency: 1410.....Power: 500 Watts d.  
 Owned.....Grinnell Bcstg. Corp.  
 Address.....P. O. Box 67  
 Tel.: BE 6-5444.....News Service: AP  
 Pres., Gen. Mgr., Ch. Eng. Jerrell Henry

### **KXIC—Iowa City—1948** KBS

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Johnson County Bcstg. Corp.  
 Bus.-Studio Address.....Box 751  
 Tel.: 8-1181.....News Service: AP  
 Trans. Service.....Thesaurus  
 Representative.....Pearson  
 Membership.....NAB, RAB  
 President.....Scott Swisher  
 General Sta. Mgr.....Gene Claussen  
 Commercial Mgr.....F. M. Broders  
 Program Director.....Robert Shelladay  
 Chief Engineer.....Elliott Full

### **KOKX—Keokuk—1947**

Freq.: 1310 Kc. ....Power: 1 Kw. d., 500 w. n.

Owned-Operated By.....Keokuk Bdcstg. Co.  
 Address.....500½ Main St.  
 Tel.: 235.....News Service: UP  
 Representative.....John E. Pearson  
 Membership.....NAB  
 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.....George M. De Ruyter  
 Address.....Box 1410  
 Tel.: 1410.....News Service: AP  
 Transcription.....Thesaurus  
 Representative.....W. Donald Roberts  
 Membership.....RAB  
 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.  
 Tel.: 3361.....News Service: AP  
 Newspaper Affil.....Times-Republican  
 Transcription.....Thesaurus  
 Membership.....NAB, RAB  
 Representative.....Pearson  
 President.....John W. Norris  
 General Mgr.....William P. White  
 Comm. Mgr.....William C. Doll  
 Program, Pub. Dir.....Max Dale Smith  
 Chief Engineer.....Herbert Andersor

### **KGLO—Mason City—1936** CBS

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Radio, Inc.  
 Bus.-Studio Address.....2nd & Pennsylvania  
 Tel.: 2800.....News Services: AP, UP  
 Representative.....Wood  
 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** KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mason City Bcstg. Co.  
 Address.....402 - 19th S.W.  
 Tel.: 5400.....News Service: A?  
 Representative.....Pearson  
 Transcription Service.....Thesaurus  
 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 W. d.  
 Owned-Oper. By.....Land O' Corn Bdcstg Co., Inc.  
 Address.....5 W. State  
 Tel.: GA 3-8634.....News Service: UP

Transcription ..... Standard  
 Representative ..... Hil F. Best  
 Membership ..... RAB  
 President ..... Charles E. Warren  
 General Manager ..... Robert L. Booe  
 Sales Prom. Dir. .... Richard Brinkmann  
 Chief Engineer ..... Hubert Marshall

**KWPC—Muscatine—1947**

Frequency: 860 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Muscatine Bcstg. Co.  
 Address ..... Mulberry & Houser  
 Tel.: AM 3-2442 ..... News Service: UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Pearson  
 Membership ..... NAB, RAB  
 Gen., Sta. Mgr. .... George J. Vogler  
 Commercial Manager ..... Vince Beckey  
 Program Director ..... Marion Templeman  
 Chief Engineer ..... David McGowan

**KCOB—Newton—1955**

Frequency: 1280 Kc. .... Power: 1000 W. d.  
 Owned-Operated ..... Newton Broadcasting Co.  
 Address ..... Box 190  
 Tel.: 2100 ..... News Service: AP  
 Transcription ..... World  
 Representative ..... Grant Webb  
 General Manager ..... Jack Kohrumel  
 Prog. Dir. .... Blean A. Calkins

**KOEL—Oelwein—1950**

Freq.: 950 Kc. .... Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By ..... Northeast Iowa Radio Corp.  
 Address ..... 109 S. Frederick  
 Tel.: 120 ..... News Service: INS, UP  
 Representative ..... Pearson  
 Transcription Service ..... Thesaurus, World  
 Membership ..... NAB, RAB  
 President ..... C. W. Crahan  
 Gen., Sta. Mgr. .... W. J. Teich  
 Comm., Prom. Mgr. .... Donald McKee  
 Prog., Pub. Dir. .... Dale Wood  
 Chief Engineer ..... Arnold Zaruba

**KBOE—Oskaloosa—1950**

Frequency: 740 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Oskaloosa Bcstg. Co.  
 Address ..... Box 518  
 Tel.: OR 3-3493 ..... News Service: AP  
 Transcription Service ..... Standard, Thesaurus  
 Representative ..... Pearson  
 Membership ..... NAB, RAB  
 President ..... E. G. Wenrick  
 Gen., Sta., Comm. Mgr. .... Glen Stanley  
 Program Director ..... Donn Kirton  
 Chief Engineer ..... William Brubaker

**KBIZ—Ottumwa—1941—ABN**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KBIZ, Inc.  
 Address ..... 209 E. Second St.  
 Tel.: MU 2-4535 ..... News Service: AP  
 Transcription Service ..... World  
 Representative ..... W. D. Roberts  
 President ..... James J. Conroy

General Mgr. .... Berg Allison  
 Sales Prom. Mgr., Pub. Dir. .... Kay Rea  
 Program Director ..... Jim Bolen  
 Chief Engineer ..... Loyd Hanson

**KLEE—Ottumwa—1954**

**KBS**

Frequency: 1480 Kc. .... Power: 500 Watts d.  
 Owned ..... Carroll H. Marts  
 Address ..... 425½ West 2nd St.  
 Tel.: MU 4-5425 ..... News Service: UP  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... J. W. O'Connor  
 Sta., Comm. Mgr. .... Joseph Salvi  
 Program Director ..... John E. Palmer  
 Chief Engineer ..... David Barcus

**KFNF—Shenandoah—1924**

Freq.: 920 Kc. .... Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By ..... Capital Bcstg. Co.  
 Address ..... 405 Sycamore  
 Tel.: 1302 ..... News Service: AP, INS  
 Representative ..... H-R  
 Membership ..... NAB, RAB  
 President ..... Don Searle  
 General, Station Manager ..... K. C. Titus  
 Program, Publicity Director ..... Pete Howard  
 Chief Engineer ..... Franz Cherny

**KMA—Shenandoah—1925**

**ABN**

Frequency: 960 Kc. .... Power: 5 Kw. d.  
 Owned-Operated By ..... May Bcstg. Co.  
 Address ..... Shenandoah, Iowa  
 Tel.: 192 ..... News Service: AP, UP  
 Representative ..... Edward Petry  
 Membership ..... NAB  
 President ..... Edward W. May  
 Gen. Mgr., Exec. V.P. .... Owen Saddler  
 Sta., Comm. Mgr. .... Anthony Koelker  
 Sales Manager ..... C. H. Hamilton, Jr.  
 Promotion Manager ..... Duane Modrow  
 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 Bldg.  
 Tel.: 8-0628 ..... News Service: UP  
 Transcription ..... Lang-Worth  
 Representative ..... Pearson  
 President ..... Wm. F. Johns, Jr.  
 General Mgr. .... James R. Duryea  
 Commercial Mgr. .... James Barkley  
 Sales Prom. Mgr. .... Raymond Coffie  
 Program Director ..... Donald Frost  
 Publicity Dir. .... Nancy Burns  
 Chief Eng. .... Philip Maher

**KSCJ—Sioux City—1927**

**ABN**

Frequency: 1360 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Perkins Bros. Co.



**Business-Studio Address**..... 415 Douglas St.  
 Tel.: 5-7993..... News Service: AP  
**Trans. Service**..... World  
**Representative**..... George P. Hollingsbery  
 Membership..... NAB  
**President**..... W. R. Perkins  
 Sta., Comm. Mgr. .... Eugene T. Flaherty  
 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 Bcastg. Co.  
**Address**..... 400 Commerce Bldg.  
 Tel.: 8-0165..... News Service: UP  
**Representative**..... Everett-McKinney  
 Membership..... RAB  
**President**..... John C. Kelly  
 General Manager..... Lennon Kelly  
 Chief Engineer..... Sam Seldon

### KICD—Spencer—1942

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**... Iowa Great Lakes Bcastg. Co.  
**Address**..... Spencer, Iowa  
 Tel.: 1240..... News Service: AP  
**Representative**..... Pearson  
 Trans. .... Thesaurus. Standard  
 Membership..... NAB  
 Gen. Mgr..... Ben B. Sanders  
 Program Director..... Mason Dixon

### KAYL—Storm Lake—1948

KBS

**Frequency:** 990 Kc..... **Power:** 250 Watts d.  
**Owned-Operated By**... Cornbelt Bcastg. Co.  
**Address**..... Park Building  
 Tel. .... RE 2-3520  
 Transcription..... World. Standard  
 Membership..... NAB. RAB

President..... O. J. Grau  
 Gen., 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 Bcastg Co.  
**Address**..... Insurance Bldg.  
 Tel.: AD 4-4404..... News Service: AP  
**Representative**..... Avery-Knodel, Inc.  
 Membership..... NAB, RAB  
 Pres., Gen., Sta. Mgr. .... Ralph J. McElroy  
 Comm. Sales Prom. Mgr. .... John Coco  
 Program Manager..... Warren Mead  
 Chief Engineer..... T. W. Kirksey

### KXEL—Waterloo—1942 ABN

**Frequency:** 1540 Kc..... **Power:** 50,000 Watts  
**Owned-Oper. By**... Josh Higgins Bcastg. Co.  
**Address**..... Highway 20 East  
 Tel.: AD 3-3371..... News Service: INS. UP  
 Transcription..... World, Lang-Worth  
**Representative**..... Bolling  
 President..... Egmont Sonderling  
 V.P., Mgr..... Alan Henry  
 Commercial Manager..... Al Laval  
 Comptroller..... William E. Craig  
 Dir. of Operations..... Don E. Kassner

### KJFJ—Webster City—1950 KBS

**Frequency:** 1570 Kc..... **Power:** 250 Watts d.  
**Owned-Oper. By**... Triangle Bcastrs.  
**Address**..... Box 222  
 Tel.: 1500..... News Service: AP  
 Transcription..... Capitol, World  
 Pres., Acct. Exec..... D. D. Treu  
 Sta. Mgr..... Glen Barnett

## Kansas

Pop. March 1 (Est.)—2,188,000; Families—693,000; Lic. Stations—47,  
 Sta. CP's—0; Radio Homes—684,000; TV Homes—512,000

### KSOK—Arkansas City—1946 KBS

**Freq.:** 1280 Kc..... **Power:** 1 Kw. d., 100 W. n.  
**Owned-Operated By**... The KSOK Bcastg. Co.  
**Address**..... Box 455  
 Tel.: 2666..... News Service: AP  
**Transcription Service**..... Thesaurus  
 V. P., General Manager..... S. C. Thompson  
 Nat. Sales Mgr..... Ben Ludy

### KARE—Atchison—1939 KBS

**Frequency:** 1470 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**... Griffith-Buenning Bdstg. Co.  
**Address**..... Fifth & Kansas Ave., Atchison  
**News Service**..... AP  
**Representative**..... Sears & Ayer

Membership..... NAB, RAB  
 Co-Owners.... J. M. Griffith, Paul H. Buenning  
 Gen. Mgr..... J. M. Griffith  
 Comm. Mgr..... Paul H. Buenning  
 Program Director..... Ed Arthur  
 Chief Engineer..... L. H. Winegardner

### KCRB—Chanute—1952 KBS

**Frequency:** 1460 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**... Midwest Bcastg System  
**Address**..... Beech & Plummer  
 Tel.: 434..... News Service: AP  
**Representative**..... Best  
 President..... Cecil W. Roberts  
 Gen. Mgr..... John H. Beydler  
 Comm. Mgr..... Glenn A. Halbe  
 Program Director..... Donna Vest

**KGGF—Coffeyville—1930**  
**ABN**

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By. The Midwest Bcstg. Co., Inc.  
Business-Studio Address. 8th & Elm  
Tel.: 1843. News Service: AP  
Representative. Hollingberry  
Transcription Service. World  
Membership. NAB  
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.  
Tel.: HO 2-3305. News Service: UP  
Rep. H-R Reps.  
Membership. NAB, RAB  
President. Don Searle  
Exec. V.P. William A. Martin  
Station Manager. Ed. Mason  
Regional Sales Mgr. Bill Moore  
Business Mgr. Willard Morton

**KFRM—Concordia—1947**  
**ABN-MBS**

Frequency: 550 Kc. Power: 5000 Watts d.  
Owned-Oper. By. KMBC Bcstg. Co.  
Address. KMBC Building  
Tel.: HA 2650. News Service: AP  
Representative. Peters, Griffin & Woodward  
Membership. NAB, RAB  
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 d.  
Owned. General Bcstg. Co., Inc.  
Address. Concordia, Kans.  
Tel.: 1414. News Service: UP  
Representative. Best  
Pres., Gen., Sta. Mgr. W. F. Danenbarger  
Comm. Mgr., Prog. Dir. Oscar W. Allen  
Chief Engineer. Gene Shrouf

**KGNO—Dodge City—1930**  
**MBS**

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By. Dodge City Bcstg. Co.  
Business Address. 705 Second St.  
Tel.: HU 3-3151. News Service: AP  
Newspaper Affil. Dodge City Publishing Co.  
Representative. Venard  
Membership. NAB

President. J. C. Denious, Jr.  
Gen., Station Mgr. W. Elliott  
Comm., Prom. Mgr. Ruth Petersen  
Program Director. Don Mills  
Publicity Dir. Don Hopkins  
Chief Eng. Bob Ellinger

**KBTO—El Dorado—1953**  
**KBS**

Frequency: 1360 Kw. Power: 500 Watts d.  
Owned-Oper. By. El Dorado Bcstg. Co.  
Address. 205½ S. Main  
Tel.: 130. 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—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Bluestem Bcstg. Co., Inc.  
Address. Broadview Hotel  
Tel.: 154. News Service: AP  
Transcription Service. Standard  
Membership. NAB, RAB  
Representative. Hal Holman  
Pres., Gen. Mgr. E. J. McKernan, Jr.  
Operations Head. Curt Stallings  
Chief Engineer. Charles Stark

**KMDO—Fort Scott—1954**  
**KBS**

Frequency: 1600 Kc. Power: 500 Watts d.  
Owned. Ft. Scott Bcstg. Co.  
Address. Box 72  
Tel.: 2545. News Service: AP  
Representative. Hil F. Best  
General Mgr. L. C. McKenney  
Station Mgr. Jim McKenney

**KIUL—Garden City—1935**  
**NBC-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. KIUL Inc.  
Address. Box 446  
Tel.: 3251. News Service: AP  
Representative. Hal Holman  
Transcription Service. World  
Membership. NAB, RAB  
President, General Mgr. Robert Wells  
Comm., Prom. Mgr. Joe Weddle  
Program Dir. Tony Jewell  
Publicity Dir. Mary Connors  
Chief Eng. Joe Tennesen

**KNCO—Garden City—1947**

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Oper. By. Ark Valley Bcstg. Co., Inc.  
Address. Box 247  
Tel.: 4366. News Service: UP  
Transcription. Standard  
Representative. Continental Radio Service  
Membership. NAB



Gen., Comm. Mgr. .... John Hendry  
 Sales Prom. Mgr. .... John Lambert  
 Program Director. .... Wilma Goulding  
 Chief Engineer .... Gene Conjurske

Pres., Gen. Mgr. .... J. D. Hill  
 Commercial Manager. .... Vern Minor

**KWGB—Goodland—1947**  
**MBS-KBS**

**KIND—Independence—1947**  
**MBS-KBS**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owner-Oper. By. .... Goodland Bcstg. Co.  
 Address. .... Box 569  
 Tel.: 331. .... News Service: UP  
 Transcription Service. .... Capitol, Cole, Keystone  
 Owner, General Mgr. .... James E. Blair  
 Commercial Mgr. .... Bert Blair

Frequency: 1010 Kc. .... Power: 250 Watts d.  
 Owned-Operated By. .... Central Bcstg., Inc.  
 Bus. Studio Transmitter. .... 114 North 8th St.  
 Tel.: 1010. .... News Service: AP  
 Pres., Gen. Mgr. .... Nels Rupard  
 Commercial Manager. .... Donald L. Wiggins  
 Program Director. .... Jimmy Goodman

**KVGB—Great Bend—1937**  
**NBC**

**KJCK—Junction City—1949**  
**KBS**

Frequency: 1590 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... KVGB, Inc.  
 Address. .... 2007 17th St.  
 Tel.: 4317. .... News Service: AP  
 Transcription Service. .... World  
 Representative. .... Hollingbery  
 Membership. .... NAB, RAB  
 V.P., Gen., Sta. Mgr. .... Grover C. Cobb  
 Asst. Mgr. .... Robert D. Hilgendorf  
 Commercial Mgr. .... Sherwood R. Parks

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owner-Oper. By. .... Junction City Bcstg. Co.  
 Address. .... 724½ No. Washington St.  
 Tel.: CE 8-3165. .... News Service: AP  
 Membership. .... NAB, RAB  
 Representative. .... Indie Sales  
 Transcription Service. .... Thesaurus  
 Pres., Gen. Mgr. .... R. L. Weir, Jr.  
 Program Director. .... Bruce Karns  
 Sales Mgr. .... A. B. Valencia

**KAYS—Hays—1948—KBS**

**KCKN—Kansas City—1925**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... KAYS, Inc.  
 Address. .... 2450 Hall St.  
 News Service. .... AP  
 Transcription. .... World  
 Representative. .... Hal Holman  
 Membership. .... NAB, 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

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Cy Blumenthal  
 Address. .... Box 165  
 Tel.: FA 1-3200. .... News Service: UP  
 Transcription. .... Standard  
 Representative. .... Charles Bernard  
 General Mgr. .... Ed Charles  
 Sales Manager. .... Al Vunovich

**KWBW—Hutchinson—1935**  
**NBC-KBS**

**KLWN—Lawrence—1951**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Nation's Center Bcstg. Co.  
 Business-Studio Address. .... 17th & Harding  
 Tel.: MO 2-4486. .... News Service: AP  
 Transcription Service. .... World, Thesaurus  
 Representative. .... Dewney  
 Membership. .... NAB, RAB  
 General Manager. .... Fred Conger  
 Commercial Director. .... Robert Hanna  
 Prog. Dir. .... Max B. Bicknell

Frequency: 1320 Kc. .... Power: 500 Watts d.  
 Owned-Operated By. .... Lawrence Bcstrs. Inc.  
 Address. .... Route 5  
 Tel.: VI 3-1320. .... News Service: UP  
 Transcription Service. .... Thesaurus, World  
 Representative. .... Indie Sales  
 Membership. .... NAB, RAB  
 Gen., Sta. Mgr. .... Arden Booth  
 Commercial Manager. .... Charles Steeper  
 Program Director. .... Bob Guest  
 Chief Engineer. .... Earl Sundbye

**KCLO—Leavenworth—1948**  
**KBS**

**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.  
 Tel.: 5-4461. .... News Service: AP  
 Representative. .... Everett McKinney

Frequency: 1410 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Geo. B. & Florance Anderson  
 Address. .... P. O. Box 809  
 Tel.: 5003. .... News Service: AP  
 Representative. .... Hil F. Best  
 General Manager. .... George B. Anderson  
 Station Manager. .... Bob Kent  
 Chief Engineer. .... A. F. Moretti

**KSCB—Liberal—1948**

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Seward County Bcstg. Co.  
 Business Address. .... P. O. Box 311

Tel.: MA 4-3891..... News Service: AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Hil F. Best  
 Membership ..... NAB, RAB  
 President ..... Alf M. Landon  
 Gen., Sta. Manager..... Leon S. Salathiel  
 Comm. Mgr..... David Blevins  
 Prog. Dir..... Mark Shor  
 Chief Engineer..... Alvin Peters

General Mgr..... Roderick B. Cupp  
 Commercial Mgr..... Ronald G. Reed  
 Chief Eng..... G. Servatius

**KMAN—Manhattan—1950**  
**KBS**

**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

Frequency: 1350 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Manhattan Bcstg. Co.  
 Address..... 114 No. 4th St.  
 Tel.: PR 8-4451..... News Service: AP  
 Transcription Service ..... World  
 Newspaper Affil. .... Mercury  
 Membership ..... NAB  
 President..... Fred A. Seaton  
 Gen., Sta. Manager..... Lowell E. Jack

**KOAM—Pittsburg—1937**  
**NBC**

Freq.: 860 Kc..... Power: 10 Kw. d., 5 Kw. n  
 Owned-Oper..... The Pittsburg Bcstg. Co., Inc.  
 Address..... Professional Bldg.  
 Tel.: 2165..... News Service: AP  
 Representative ..... Hollingbery  
 Membership ..... NAB  
 President..... E. V. Baxter  
 Gen., Sta. Mgr..... John O. Bartlow  
 Commercial Mgr..... W. Stout  
 Sales Prom. Mgr..... Paul Hudson  
 Chief Engineer..... Jack Lawrence

**KNDY—Marysville—1956**  
**KBS**

Frequency: 1570 Kc..... Power: 250 Watts, d.  
 Owned..... Marshall Transmitter Inc.  
 Address..... 803½ Broadway  
 Tel.: 255..... News Service: AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NAB  
 Gen., Comm. Mgr..... T. K. McDonnell  
 Program, Pub. Director..... Al Hunter  
 Chief Engineer..... Gary Vadnais

**KSEK—Pittsburg—1947**  
**KBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Stauffer Publications, Inc.  
 Address..... Box 610  
 Tel.: 742..... News Service: AP  
 Membership ..... NAB  
 Newspaper Affil. .... Headlight Sun  
 Representative ..... Avery-Knodel  
 President..... O. S. Stauffer  
 Gen. Mgr..... Jack T. Steele  
 National Sales Manager..... Ben Ludy  
 Chief Engineer..... John Glynn

**KNEX—McPherson—1949**  
**KBS**

Frequency: 1540 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... K. R. Krehbiel  
 Address..... Box 186  
 Tel.: 1540..... News Service: AP  
 Newspaper Affil. .... Daily Republican  
 Membership ..... NAB, RAB  
 Gen. Mgr..... Claude Hughes  
 Prog., Pub. Dir..... M. Heitschmidt  
 Chief Engineer..... Claude Hughes

**KWSK—Pratt—1952—KBS**

Frequency: 1570 Kc..... Power: 250 Watts  
 Owned ..... Clem Morgan  
 Address ..... 209½ S. Main St.  
 Tel.: 1570..... News Service: UP  
 Trans. Ser. .... RCA  
 Membership ..... NAB, RAB  
 Gen., Sta. Mgr..... Clem Morgan  
 Sales Prom. Mgr..... Dave Tucker  
 Comm. Mgr..... F. Morgan Jr.

**KJRG—Newton—1953—KBS**

Frequency: 950 Kc..... Power: 500 Watts, d.  
 Owned..... Geo. Basil Anderson  
 Address ..... Box 77  
 Tel.: 3240..... News Service: AP  
 Transcription Service ..... Thesaurus  
 Station Rep..... Best, Biddick  
 Owner, Gen. Mgr..... Geo. Basil Anderson  
 Station Mgr..... Robert Kent

**KRSL—Russell—1956—KBS**

Frequency: 990 Kc..... Power: 250 Watts  
 Owned..... Prairie States Broadcasting Co.  
 Address ..... Box 548  
 Tel.: HU 3-2194..... News Service: AP  
 Representative ..... Best  
 President, Chief Eng..... Melville L. Gleason  
 Gen. Mgr..... William S. Scott  
 Comm. Mgr..... Cal Haworth  
 Ch. Eng..... Ervin Siemoneit

**KOFO—Ottawa—1949**

Frequency: 1220 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Ottawa Bcstg. Co.  
 Address..... P. O. Box 46  
 Tel.: 1045..... News Service: UP  
 Membership ..... RAB  
 Transcription Service ..... World  
 Partners..... Roderick B. Cupp, E. W. Cupp

**KSAL—Salina—1937—MBS**

Frequency: 1150 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KSAL, Inc.  
 Bus-Studio Address..... 7th & Iron



Tel.: TA 3-3701 ..... News Service: AP  
**President** ..... **R. J. Laubengayer**  
 Sta., Comm. Mgr. .... R. V. Jensen  
 Chief Eng. .... Don Englehart

Owned ..... KAKE Broadcasting Co., Inc.  
 Address ..... 1500 North West St.  
 Tel.: WH 3-4221 ..... News Service: AP  
 Representative ..... McGillvra  
 Membership ..... NAB  
 President ..... Mark H. Adams  
 Gen., Sta. Mgr. .... Martin Umansky  
 Commercial Manager ..... Roger Peppard

**WIBW—Topeka—1927—CBS**

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned By ..... Stauffer Publications, Inc.  
 Address ..... Box 119  
 Tel.: CE 3-2377 ..... News Service: AP, UP  
 Newspaper Affil. .... Journal, Capital  
 Transcription ..... Standard  
 Membership ..... NAB  
 Representative ..... Avery-Knodel  
 President ..... O. S. Stauffer  
 General Manager ..... Thad Sandstrom  
 Sales Mgr. .... Hilton Hodges

**KANS—Wichita—1936—NBC**

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By ..... State Bcstg. Co.  
 Business-Studio Address ..... 1015 N. Broadway  
 Tel.: HO 4-2387 ..... News Service: AP  
 Representative ..... Simmons  
 Membership ..... NAB, RAB  
 General Mgr. .... Frank J. Lynch  
 Sales Mgr. .... Bob Mays  
 Program Dir. .... John Si

**KJAY—Topeka—1949**

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By ..... KJAY, Inc.  
 Address ..... 916 Kansas Ave.  
 Tel.: CE 3-1336 ..... News Service: UP  
 Representative ..... Young  
 Membership ..... NAB  
 President ..... Dale S. Helmers  
 General Manager ..... Ed Schulz  
 Program Director ..... Joe Stavas  
 Chief Engineer ..... Rae Bowman

**KFBI—Wichita—1922**

Freq.: 1070 Kc. .... Power: 10 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... KFBI, Inc.  
 Business-Studio Address ..... Box 1402  
 Tel.: TE 8-3377 ..... News Service: AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB  
 Representative ..... Avery-Knodel  
 Gen., Sta. Mgr. .... Hale Bondurant  
 Program Dir. .... Jim O'Neill  
 Comm. Mgr. .... Lew Hunter  
 Pub. Director ..... Emily Kelly  
 Chief Engineer ..... K. W. Pyle

**KTOP—Topeka—1947  
MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Bailey Axton  
 Address ..... Box 538  
 Tel.: 4-3444 ..... News Service: AP  
 Representative ..... Stars National, Inc.  
 Membership ..... NAB  
 Pres., Gen., Sta. Mgr. .... Bailey Axton  
 Comm., Prom. Mgr. .... Louise Axton  
 Program Director ..... Merle Blair  
 Publicity Director ..... Roger Wilson  
 Chief Engineer ..... Henry Guch

**KFH—Wichita—1922—CBS**

Frequency: 1330 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By ..... Radio Station KFH Co.  
 Business-Studio Address ..... KFH Bldg.  
 Tel.: AM 2-4491 ..... News Service: AP  
 Newspaper Affiliation ..... Eagle  
 Representative ..... Blair  
 Membership ..... RAB, NAB  
 President ..... John Rigby  
 Gen. Mgr. .... T. P. Bashaw  
 Comm. Mgr. .... John Merrell  
 Program Supv. .... Donald Anderson  
 Sales Prom. Mgr. .... Russell Lowe  
 Chief Engineer ..... Leslie Campbell

**WREN—Topeka—1926—ABN**

Frequency: 1250 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WREN, Bdcstg. Co., Inc.  
 Address ..... 10th & Fillmore Sts.  
 Tel.: CE 2-0505 ..... News Service: AP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... Hollingsberry  
 Membership ..... NAB, RAB  
 President ..... Alf M. Landon  
 Gen., Sta. Manager ..... Max G. Falkenstein  
 Commercial Manager ..... Paul Dixon  
 Program Manager ..... Bob Richmond  
 Sales Promotion Manager ..... Bonnie Purnell  
 Chief Engineer ..... Al King

**KWBB—Wichita—1951**

Frequency: 1410 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Wichita Beacon Bcstg. Co.  
 Address ..... 2829 Salina Ave.  
 Tel.: TE 8-3331 ..... News Service: AP  
 Transcription Service ..... Thesaurus, RCA  
 Representative ..... Hollingsberry  
 Membership ..... NAB, RAB  
 President ..... O. E. Bradley  
 General Manager ..... J. Milton Hall  
 Comm. Mgr. .... Harold H. Hale  
 Program Director ..... Virginia Welch  
 Chief Engineer ..... Gene Williams

**KAKE—Wichita—1947—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts

# Kentucky

Pop. March 1 (Est.)—3,104,000; Families—853,000; Lic. Stations—74,  
Sta. CP's—3; Radio Homes—836,000; TV Homes—543,000

## WCMI—Ashland—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned. Edwina Broadcasting Co.  
Address 120 20th Street  
Tel: EA 4-6111 News Service: AP  
Representative George P. Hollingbery  
President George H. Clinton  
General Manager W. R. Martin  
Program Director Lota Caines  
Chief Engineer Robert L. Gilmore

## WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned. WTCR, Inc.  
Address P. O. Box 848  
Tel: CA 661 News Service: AP  
Representative Rambeau, Dora-Clayton  
Membership NAB  
President Jane E. Trimmer  
General Manager N. S. Tweel  
Sales Prom. Mgr. Jimmy Oakes  
Program Director Margaret Stephens

## WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By Brown Radio & TV Co.  
Address 109 Sycamore St.  
Tel: 498 News Service: AP  
Transcription Thesaurus  
Representative Hil F. Best  
Pres., Gen. Mgr. Dwight L. Brown  
Sales Prom. Mgr. Homer L. Jackson  
Program Dir. Bessie L. McDonald  
Chief Eng. Everett Lawson

## WBRT—Bardstown—1955 KBS

Frequency: 1320 Kc. Power: 1000 W. d.  
Owner L. W. Adams, Gen. Mgr.  
Address 216 N. 3rd  
Tel: FI 8-3943 News Service: AP  
Trans. Thesaurus  
Membership NAB  
Prog. Dir. Glenn Nickels

## WCBL—Benton—1954—KBS

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By Purchase Bcstg. Co.  
Address Box 126  
Tel: LA 7-2581 News Service: UP  
Representative Continental  
Membership NAB  
President J. Shelby McCallum  
Manager John Stewart  
Program Dir. Jerry Crutchfield

## WKCT—Bowling Green—1947 ABN

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Oper. By Daily News Bdcstg. Co.  
Address 804½ College St.

Tel: VI 3-4325 News Service: UP  
Newspaper Affiliation Park City Daily News  
Representative Pearson  
Membership NAB  
President J. Roy Gaines  
Gen., Sta. Mgr., Sales Mgr. Al Temple  
Chief Engineer Jack Hendricks

## WLBJ—Bowling Green—1939 MBS-KBS

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Bowling Green Bcstrs., Inc.  
Address 901 Fairview  
Tel: VI 3-3212 News Service: AP  
Representative Walker  
Membership NAB  
Asst. Gen. Mgr. Cy. N. Bahakel  
Station Mgr. Robert Procter  
Prog. Dir. Dean Danner

## WTCO—Campbellsville—1948 KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Taylor Co. Bcstg. Co.  
Address P. O. Box 28  
Tel: 380 News Service: UP  
Transcription SESAC  
Representative Hil F. Best  
President H. T. Parrott  
General Manager Redman L. Turner

## WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts  
Owner Central City, Greenville Bcstg. Co.  
Address 110 North First St.  
Tel: 818 News Service: UP  
Transcription SESAC  
Representative Hil F. Best  
Station Mgr. Bobby Anderson

## WNES—Central City—1955 KBS

Frequency: 1600 Kc. Power: 500 Watts, d.  
Owner Muhlenberg Bcstg. Corp.  
Address Box 325  
Tel: 1000 News Service: AP  
Transcription World  
Rep. Kentucky Radio Sales  
President Andy Anderson  
Gen., Mgr. Ronald L. Beane  
Promotion Mgr. Dean Harden

## WAIN—Columbia—1951 KBS

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By Tri-County Bcstg. Corp.  
Address Columbia  
Tel: 4111 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—1946**  
**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.  
 Tel.: JU 1-5300. . . . . News Service: UP  
 Pres., Comm. Mgr. . . . . Leonard P. Goorian  
 Gen. Mgr. . . . . Edward Weston  
 Prog. Dir. . . . . Bob Atterton

**WCPM—Cumberland—1951**  
**KBS**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Cumberland Bcstg. Co.  
 Address. . . . . P. O. Box 955  
 Tel.: 260. . . . . News Service: UP  
 Transcription Service . . . . . World  
 Representative . . . . . Best  
 Pres., Gen. Mgr. . . . . Elmo Mills  
 Station Manager . . . . . Clyde Beal

**WCYN—Cynthiana—1956**  
**KBS**

Frequency: 1400 Kc. . . . . Power: 100 Watts  
 Owned. . . . . WCYN Radio, Inc.  
 Address. . . . . Pike & Walnut Sts.  
 Tel.: 480. . . . . News Service: AP  
 Trans. . . . . Thesaurus  
 President. . . . . Estil R. Anderson  
 Gen. Mgr. . . . . Bob Doll  
 Comm. Mgr. . . . . Mrs. Helen Williams

**WHIR—Danville—1947**  
**MBS-KBS**

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 . . . . . NAB. RAB  
 Comm. Mgr. . . . . W. T. Isaac

**WIEL—Elizabethtown—1950**  
**KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Elizabethtown Bcstg. Co.  
 Tel.: RO 5-5151. . . . . News Service: UP  
 Transcription Service . . . . . Thesaurus  
 Station Representative. . . . . Hil Best  
 Membership . . . . . NAB  
 President. . . . . J. W. Hodges  
 General Manager. . . . . Dee Huddleston  
 Comm. Mgr., Prog. Dir. . . . . Thomas Skinner  
 Chief Engineer. . . . . Thomas Baldwin

**WSTL—Eminence—1956**

Frequency: 1600 Kc. . . . . Power: 500 Watts, d.  
 Owned. . . . . J. W. Dunavent  
 Address . . . . . Eminence  
 Tel.: EM 5198. . . . . News Service: AP  
 Representative . . . . . Kentucky Radio Sales  
 Trans. . . . . Thesaurus  
 Manager. . . . . J. W. Dunavent

**WSAC—Ft. Knox—1955**

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Fort Knox Bcstg. Corp.  
 Address. . . . . Fort Knox, Ky.  
 Tel.: WI 2-2354. . . . . News Service: UP  
 Representative . . . . . McGavren-Quinn  
 Pres., Gen. Mgr. . . . . B. E. Cowan  
 Program Director. . . . . Clem Cockrel  
 Chief Engineer. . . . . Eugene Hornback

**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, d.  
 Owned. . . . . Franklin Bcstg. Co.  
 Address . . . . . 103 N. High St.  
 Tel.: 33. . . . . News Service: AP  
 Representative . . . . . Hil F. Best Co.  
 General Manager. . . . . L. L. Valentine  
 Commercial Mgr. . . . . Howard H. Ogles

**WFUL—Fulton—1951**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . West Tenn. Bcstg. Corp.  
 Address . . . . . Box 481  
 Tel.: 1270. . . . . News Service: UP  
 Station Representative. . . . . Hil Best  
 Membership . . . . . NAB  
 President . . . . . Paul Westpheling



Gen., Sta. Mgr. Mrs. P. Westpheling  
Comm. Mgr. J. O. Lewis

**WGOR—Georgetown—1957**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By. Georgetown Bcstg. Co.  
Address. P. O. Box 516  
Tel.: 1715  
Owner. Robert E. Johnson  
Manager. W. J. Harris, Jr.

**WKAY—Glasgow—1946—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Glasgow Bcstg. Co., Inc.  
Address. Park-to-Park Hwy.  
News Service. UP  
Transcription Service. World, Standard  
Membership. NAB  
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—KBS**

Frequency: 1410 Kc. Power: 5 Kw. d.  
Owned-Oper. By. Radio Harlan, Inc.  
Address. Harlan  
Tel.: 625 News Service: UP  
Transcription Service. World  
Representative. Burn-Smith  
Membership. NAB  
President. J. Francke Fox, Jr.  
V.P., Gen. Mgr. J. T. Morgan  
Sales Prom. Mgr. Larry Dean  
Chief Engineer. Marvin Johnson

**WHBN—Harrodsburg—1955  
KBS**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Oper. By. Fort Harrod Bcstg. Corp.  
Address. Box 247  
Tel.: 1420 News Service: UP  
Rep. Continental  
General Manager. Vic Bellamy  
Pres., Sales Mgr. I. G. Spencer

**WKIC—Hazard—1947—KBS**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Mt. Bcstg. Service, Inc.  
Address. Peoples Bank Building  
Tel.: 720 News Service: UP  
Transcription Service. World  
Representative. Hil F. Best  
Membership. NAB  
President. Fred B. Bullard  
General Manager. Art Grunewald  
Station Manager. Julius Lasslo  
Prog. Dir. Norma Strong  
Chief Eng. Y. Bowling

**WSON—Henderson—1941  
KBS**

Frequency: 860 Kc. Power: 500 Watts d.  
Owned-Oper. By. Henderson Bcstg. Co., Inc.  
Address. Box 418

Tel.: VA 6-3923 News Service: UP  
Pres., Gen. Mgr. Hecht S. Lackey  
Station Manager. M. E. Schaeffer  
Comm. Mgr. Ewing Graham

**WHOP—Hopkinsville—1940  
CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. Hopkinsville Bcstg. Co., Inc.  
Address. 1102 So. Virginia St.  
Tel.: TU 5-5331 News Service: UP  
Transcription Service. World  
Representative. Jack Masla  
Membership. NAB, RAB  
Pres., Gen., Sta. Mgr. F. E. Lackey  
Comm. Mgr. Katherine Peden  
Program Director. Margaret Wyatt  
Chief Engineer. Leo Y. Wilson

**WKO A—Hopkinsville—1954  
KBS**

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owner. Pennyrile Bcstg. Co.  
Address. 808½ South Main St.  
Tel.: TU 6-1204 News Service: AP  
Newspaper Affil. Kentucky New Era  
Representative. Hil F. Best  
President. Charles W. Stratton  
General Manager. Don Ritter  
Prog. Dir. Bob Spradlin  
Chief Engineer. Walter Wilson

**WLBN—Lebanon—1954—KBS**

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned-Oper. By. Lebanon-Springfield Bcstg. Co.  
Address. P. O. Box 647  
Tel.: 486 News Service: AP  
Transcription. World  
Representative. Hil F. Best  
General Manager. J. T. Whitlock  
Sales Prom. Mgr. Allen Baker  
Chief Engineer. W. B. Kelly

**WLAP—Lexington—1928  
ABN**

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By. Community Bcstg.  
Business-Studio Address. 177 N. Upper St.  
Tel.: 3-2727 News Services: UP, AP  
Transcription Service. World  
Representative. John E. Pearson  
Membership. NAB, RAB  
Pres., Gen. Mgr. Frederic Gregg, Jr.  
Commercial Mgr. L. C. Redmon

**WLEX—Lexington—1946  
KBS**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By. Lexington Bcstg. Co.  
Address. 134 N. Limestone St.  
Tel.: 3-0433 News Service: AP  
Membership. NAB  
Representative. Bolling, Dora-Clayton



President.....J. D. Gay, Jr.  
 V.P., Gen. Mgr.....Earl L. Boyles  
 Commercial Mgr.....Jim Tomblin  
 Program Director.....Evelyn Benge  
 Chief Engineer.....J. M. Robertson

**WVLK—Lexington—1947**  
**MBS**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Bluegrass Bcstg. Co., Inc.  
 Address.....Phoenix Hotel  
 Telephone.....LE 4-6470  
 Transcription Service.....Thesaurus  
 Representative.....Burn-Smith  
 Membership.....NAB  
 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  
 Tel.: 598.....News Service: UP  
 Transcription Service.....Standard  
 Representatives.....Hil F. Best Co.  
 Pres., Gen. Sta. Mgr.....Elmo Mills  
 Comm. Mgr.....Charles Redmond  
 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  
 Tel.: JU 5-2201.....News Service: AP  
 Transcription Service...Thesaurus, Standard  
 Rep.....NBC Spot Sales  
 Membership.....NAB  
 General-Station Manager.....Nathan Lord  
 Commercial Manager...Woody Dulaney, Jr.  
 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.  
 Tel.: JU 7-8871.....News Service: AP  
 Membership.....NAB  
 Transcription.....World  
 Representation.....Weed  
 President.....J. Porter Smith  
 Gen. Mgr.....Charles L. Harris  
 Comm. Mgr.....Tom Underwood  
 Pgm. Dir.....Paul Ruhle  
 Chief Engineer.....W. J. Morrison

**WHAS—Louisville—1922**  
**CBS**

Frequency: 840 Kc. . .Power: 50,000 Watts  
 Owned-Oper. By.....WHAS, Inc.  
 Address.....525 W. Broadway  
 Tel.: JU 5-2211.....News Service: AP

Newspaper Affil.....Courier-Journal  
 Representative.....Henry I. Christal Co.  
 Membership.....NAB  
 President.....Barry Bingham  
 V.P., Man. Dir.....Victor A. Sholis  
 Commercial Manager.....John M. Fouts  
 Publicity Director.....William Loader  
 Program Director.....George Walsh  
 Chief Engineer.....Orin Towner

**WINN—Louisville—1940**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Kentucky Bcstg. Corp., Inc.  
 Bus.-Studio Address.....412 Speed Building  
 Tel.: JU 5-5148.....News Service: UP  
 Representative.....Avery-Knodel  
 V. P., Gen. Mgr.....Glen Harmon  
 Comm. Mgr.....James Nathan  
 Promotion Mgr.....Helen Roberts  
 Chief Engineer.....Melvin Scarsdale

**WKLO—Louisville—1948**  
**ABN**

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Mid-America Bcstg. Corp.  
 Business-Studio Address...Henry Clay Hotel  
 Tel.: JU 3-4441.....News Service: UP  
 Representative.....John Blair & Co.  
 News. Affil. . .Lancaster (Ohio) Eagle-Gazette  
 Membership.....NAB  
 President.....Charles Sawyer  
 Exec. Vice-Pres.....J. P. Williams  
 Manager.....W. H. Spencer  
 Promotion Manager.....Ben Erskine  
 Program Director.....Blaine Cornwell  
 Publicity Director.....Roberta Bunnell  
 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.  
 Tel.: JU 3-4811.....News Service: AP  
 Representative.....Burn-Smith  
 Transcription...Capitol, Standard, Associated  
 President.....F. Eugene Sandford  
 V.P., Sta. Manager.....Edwin E. S. Weldon

**WLOU—Louisville—1952**

Frequency: 1350 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By...Rounsaville of Louisville, Inc.  
 Business-Studio Address.....2549 S. Third St.  
 Tel.: ME 7-6531.....News Service: UP  
 Representative.....Gill-Perna, Dorc-Clayton  
 Transcription.....Lang-Worth  
 President.....Robert W. Rounsaville  
 General Manager.....W. A. Selley  
 Program Director.....W. E. Sumner  
 Sales Prom. Mgr.....J. Schwartz  
 Chief Engineer.....Steve Dawson  
 Technical Director.....Paul Crum

**WFMW—Madisonville—1949**  
**KBS**

Frequency: 730 Kc.....Power: 250 Watts d.



# KENTUCKY



**Owned-Oper. By Messenger Bdctg. Co., Inc.**  
 Address ..... Box 351  
 Tel.: 1885 ..... News Service: UP, AP  
 Trans. Service..Capitol, Thesaurus, Standard  
 Membership ..... NAB  
 Sta. Mgr. .... H. W. Wells  
 Comm. Mgr..... Elmer L. Kelley, Jr.  
 Program Director..... J. G. Gatlin  
 Chief Eng..... Charles Lee

**Owned-Oper. By..... Cumberland Gap Bcstg.**  
 Address..... Box 698  
 Tel.: 980..... News Service: UP  
 Representative ..... McGillvra  
 Membership ..... RAB  
 President ..... Dr. U. G. Brummett  
 Gen. Mgr..... Maurice K. Henry  
 Program Director..... Bill Baker  
 Chief Engineer..... K. Bronell Reedy

## WTTL—Madisonville—1956

Frequency: 1310 Kc..... Power: 500 Watts, d.  
 Owned..... Hopkins County Bcstrs.  
 Address ..... Box 387  
 News Service ..... AP  
 Manager..... Evers Mick  
 Comm. Mgr..... Leslie LeGrand  
 Ch. Eng..... Conway Smith

## WFLW—Monticello—1955

### KBS

Frequency: 1570 Kc..... Power: 250 Watts d.  
 Owned-Operated By... Wolf Creek Bcstg. Co.  
 Address ..... Box 36  
 Tel.: 192..... News Service: UP  
 Transcription ..... SESAC  
 Station Manager..... Fred A. Staples

## WWXL—Manchester—1956

### KBS

Frequency: 1580 Kc..... Power: 250 Watts d.  
 Owned..... Wilderness Rd. Bcstg. Co.  
 Address ..... 109 Court St.  
 News Service ..... UP  
 Representative..... Ky. Radio Sales  
 President..... J. L. Tigue  
 General Manager..... Cal Smith

## WMOR—Morehead—1955

### KBS

Frequency: 1330 Kc..... Power: 1000 Watts, d.  
 Owned & Operated By... Morehead Bcstg. Co.  
 Tel.: 880..... News Service: UP  
 Transcription Service..... Thesaurus  
 President..... J. Earl McBrayer  
 General Manager..... W. M. Whitaker  
 Chief Eng..... Earl S. Young

## WKTM—Mayfield—1946

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Mayfield Bcstg.  
 Studio Address ..... Box 232  
 Tel.: 46..... News Service: UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Best  
 Owner, Gen. Mgr..... Fred L. Thomas  
 Comm. Mgr..... John M. Latham

## WL0C—Munfordville—1948

Frequency: 1150 Kc..... Power: 1 Kw., d.  
 Owned..... S. Central Ky. Bcstg. Co.  
 Address ..... Munfordville  
 Tel.: JA 4-4111..... News Service: UP  
 Representative..... Kentucky Radio Sales  
 Trans. .... World  
 Gen. Mgr..... J. W. Pickett

## WNGO—Mayfield—1947—KBS

Frequency: 1320 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... West Ky. Bcstg. Co.  
 Address ..... Paducah Rd.  
 Tel.: 1597..... News Service: AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Indie Sales  
 President ..... Mose Bohn  
 General Manager..... Chas. W. Stratton  
 Commercial Manager..... Ken Slaughter  
 Program Director..... Otis Davis  
 Chief Engineer..... Joe Hargrove

## WNBS—Murray—1948

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Murray Bcstg. Co.  
 Address ..... P. O. Box 548  
 Tel.: 1340..... News Service: AP  
 Transcription Service ..... Thesaurus  
 Manager ..... Edward Griffin

## WNKY—Neon—KBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Letcher Bcstg. Corp.  
 Address ..... Box 566  
 News Service ..... UP  
 Representative..... Kentucky Radio Sales  
 Gen. Mgr..... James A. Fleming

## WFTM—Maysville—1948

### MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By... Standard Tobacco Co., Inc.  
 Bus. Address..... 626 Forest Ave.  
 Tel.: LO 4-3361..... News Service: UP  
 President..... Charles P. Clarke  
 General Sta. Mgr..... John W. Betts  
 Commercial Mgr..... Herbert Williams

## WNOP—Newport—1948

Frequency: 740 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Tri-City Bcstg. Co.  
 Business-Studio Address..... 606 Monmouth St.  
 Tel.: JU 1-7100..... News Service: UP  
 President..... James G. Lang  
 General Manager..... Ann Rolles Lang  
 Sta. Mgr., Prog. Dir..... R. D. Nunn  
 Comm. Mgr., Pub. Dir..... R. L. Pike  
 Chief Engineer..... Jack L. Tichenor

## WMIK—Middlesboro—1948

### KBS

Frequency: 560 Kc..... Power: 500 Watts d.





**WOMI—Owensboro—1938**  
**MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By...Owensboro Bcstg. Co., Inc.  
Address.....Box 536  
Tel.: MU 3-1558. News Service: AP  
Newspaper Affiliations...Messenger, Inquirer  
Representative.....Burn-Smlth  
President.....Lawrence W. Hager  
General Manager.....Hugh O. Potter  
Sales Prom. Mgr.....Jim Wilkinson  
Program Director.....Cliffordean Potter  
Chief Engineer.....Harold I. Peters

**WVJS—Owensboro—1947**  
**ABN**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Oper. By...Owensboro On The Air, Inc.  
Business-Studio Address.....324 Allen St.  
Tel.: MU 3-3521. News Service: UP  
Representative.....William G. Rambacu  
Membership.....NAB  
President.....V. J. Steele  
Gen. Sta. Mgr.....Malcolm Greep  
Commercial Manager.....John T. Rutledge  
Program Director.....Earl Fisher  
Chief Engineer.....Earl Jaqoe

**WKYB—Paducah—1946**  
**MBS**

Freq.: 570 Kc. Power: 1 Kw. d., 500 Wts., n.  
Owned-Oper. By...Barrington Co. of Ky.  
Address.....526 Jefferson St.  
Tel.: 2-1678. News Service: AP  
Transcription Service.....World  
Representative.....Pearson  
Membership.....NAB  
Pres.....Bruce Barrington  
Gen. Mgr.....Ed Brewer  
Ch. Eng.....Tom Summers  
Prog. Dir.....Mal Topping

**WPAD—Paducah—1930**  
**CBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By...Paducah Bdcstg. Co., Inc.  
Address.....Box 450  
Tel.: 2-8231. News Service: UP  
Trans. Serv.....Thesaurus  
Representative.....Stars National  
Membership.....NAB, RAB  
President, Gen. Mgr.....Pierce E. Lackey  
Station Manager.....W. Prewitt Lackey  
Comm. Manager.....Linn Wolff  
Prog., Prom. Mgr.....Benny Smith  
Chief Engineer.....U. C. Morris

**WSIP—Paintsville—1949**  
**MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By...Big Sandy Bcstg. Co.  
Address.....121 Main St.  
Tel.: 1196. News Service: AP

Station Rep.....Hil Best, Ky. Radio Sales  
General Manager.....Ted Arnold Silverl  
Program Dir.....Bill Barker  
Chief Engineer.....Eugene Baldridge

**WKLX—Paris—1955—KBS**

Frequency: 1440 Kc. Power: 1000 Watts d.  
Owned & Operated By...Paris Bcstg. Co.  
Address.....630 Main St.  
Tel.: 1440. News Service: UP  
Representative.....Continental  
President.....D. C. Stephens  
General Manager.....Mrs. D. C. Stephens  
Station Manager.....Walter E. May

**WLSI—Pikeville—1949**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By...Cumberland Pub. Co.  
Address.....Pikeville  
Tel.: 456. News Service: UP  
Newspaper Affiliation...Pike County News  
Transcription Service.....Thesaurus  
Representative.....Ky. Radio Sales  
President.....Mrs. W. J. Ward, Jr.  
General Manager.....Roy E. Alexander  
Prog., Pub. Dir.....John C. Adkins

**WPKE—Pikeville—1949**  
**MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By...E. Ky. Bdcstg. Corp.  
Address.....Pikeville, Ky.  
Tel.: 1280. News Service: AP  
Station Rep.....Continental  
Pres., Gen. Mgr.....Jack L. Halcher  
Commercial Manager.....H. G. Sturgill  
Chief Engineer.....James K. Hoskins

**WMLF—Pineville—1957**

Frequency: 1230. Power: 250 Watts  
Owned.....States Bcstg. System  
Address.....Radio Park  
Tel.: ED 7-2100. News Service: AP  
V.P., Gen. Mgr.....H. G. Bevins  
Comm. Mgr.....Cal Smith

**WDOC—Prestonburg—1952**  
**KBS**

Frequency: 960 Kc. Power: 1 Kw., d.  
Owned.....WDOC Radio  
Address.....No. Lake Drive  
Tel.: 2338. News Service: UP  
Transcription Service.....MacGregor  
Gen. Mgr.....Rex Osborne  
Comm. Mgr.....Paul Fairchild

**WPKY—Princeton—1950**  
**KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By...Princeton Bcstg. Co.  
Address.....Dawson Rd. (Box 478)  
Tel.: 2072. News Service: AP  
Gen. Mgr.....Leslie Goodaker



Comm. Mgr. Ellis Burnam
Sales Prom. Mgr. Twyman Boren
Publicity Dir. Wilburn Wilson
Chief Engineer. Marvin Mahoney

WRVK—Renfro Valley—1956

Frequency: 1460 Kc. Power: 500 Watts, d.
Owned. Renfro Valley Bcstrs., Inc.
News Service UP
Representative. Kentucky Radio Sales
Trans. World
V.P., Gen. Mgr. Tom Hargis
Comm. Mgr. Benton Stokes

WEKY—Richmond—1953
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned WEKY, Inc.
Address. McKee Bldg.
Tel.: 1340. News Service: UP
Transcription Service. Thesaurus
Pres., Gen. Mgr. O. C. Halyard, Jr.
Comm. Mgr. Fred Welch
Program Director. John Sullivan

WRUS—Russellville—1953
KBS

Frequency: 610 Kc. Power: 500 Watts d.
Owned-Oper. By. So. Kentucky Bcstrs.
Address. P. O. Box 110
Tel.: PA 6-2471. News Service: UP
Station Representative. Hil F. Best
President. Roth E. Hook
General Manager. Woodrow P. Sosh
Sta. Mgr., Eng. Earl Johnson
Sales Mgr., Prog. Dir. J. H. Johnson

WSFC—Somerset—1947
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By. Southeastern Bcstg. Co.
Address. Hwy. 1247
Tel.: 1240. News Service: UP
Representative. Ky. Radio Sales
Pres., Gen. Mgr. Mike Layman
Commercial Manager. Donald Orwin
Program Director. John A. Hartnett
Technical Dir. Ralph F. Denton

WMTC—Vancleve—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By. Kentucky Mt. Holiness Assn.
Bus-Studio Address. Vancleve
News Service. AP
Representative. Continental
President. Dr. Lela G. McConnell
General Manager. 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. Box 660
Tel.: 2711. News Service: AP
Membership. NAB
Trans. Service. SESAC
President. Ernest Tubb
Gen. Mgr. Donald W. Crosthwaite
Comm. Mgr. Wallace R. Day

WWKY—Winchester—1954

Frequency: 1380 Kc. Power: 1000 Watts d.
Owner. Winchester Bcstg. Co., Inc.
Address. Box 535
Tel.: 1380. News Service: AP
Representative. Indie Sales
President. N. B. Ratliff
General Manager. Charles Drew
Commercial Manager. Ernie Coyle
Chief Engineer. Tommy Braiton

Louisiana

Pop. March 1 (Est.)—3,112,000; Families—859,000; Lic. Stations—78,
Sta. Cp's—0; Radio Homes—814,000; TV Homes—582,000

KROF—Abbeville—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By. Abbeville Bcstg. Serv. Inc.
Business Address. P.O. Drawer 620
Tel.: TW 3-2531. News Service: AP
Transcription Service. World
Membership. NAB
President. H. Frenzel Pere
General Manager. George P. Martin

Representative. Weed & Co.
Membership. NAB, RAB
President. T. B. Lanford
Gen. Manager. Walter D. Melson
Station Manager. Alex Marchand
Commercial Manager. Barbara LeBlanc
Sales Promotion Manager. Joyce Hodges
Program Director. Jim Gaines
Chief Engineer. Roger Cockfield

KALB—Alexandria—1935
ABN

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By. Alexandria Bdcstg. Co., Inc.
Address. 601 Wash. St.
Tel.: 3-2543. News Service: AP
Transcription Service. World

KDBS—Alexandria—1953
KBS

Frequency: 1410 Kc. Power: 1 Kw.
Owned. Dixie Bcstg. Ser.
Address. Box 306
Tel.: 3-7454. News Service: UP
General Mgr. Irving Ward-Steinman



Local 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  
Tel.: 6611. . . . . News Service: AP  
Rep . . . . . Exerett-McKinney, Clarke Brown  
Membership . . . . . NAB  
Pres., Comm. Mgr. . . . . Milton Fox  
Gen., Sta., Sls., Mgr., Pub. Dir. . . . . Virgil G. Evans  
Program Director . . . . . Sylvan Fox  
Chief Engineer . . . . . Jim Perkins

**WABL—Amite—1955**

Frequency: 1570 Kc. . . . . Power: 500 Watts, d.  
Owned-Oper. By . . . . . Amite Broadcasting Co.  
Address . . . . . 118 N.E.R.R. Ave.  
Tel.: 8385. . . . . News Service: UP  
Station Mgr. . . . . A. M. Smith  
Commercial Mgr. . . . . Hugh Wall

**KGAN—Bastrop—1957**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned . . . . . Bastrop Bcstg. Co.  
Address . . . . . Box 1340  
Tel.: 1340. . . . . News Service: AP  
Gen. Mgr. . . . . Bill Davis  
Sta., Comm. Mgr. . . . . Harry Howard

**KTRY—Bastrop—1948—KBS**

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Morehouse Bcstg. Co.  
Address . . . . . Enterprise Bldg.  
Tel.: 1400. . . . . News Service: UP  
Transcription . . . . . World  
Membership . . . . . NAB  
Manager . . . . . George I. Johnson  
Program Director . . . . . Carl Livingston

**WAIL—Baton Rouge—1946**  
**MBS**

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By . . . . . Merchants Bcstrs.  
Address . . . . . 310 College Dr.  
Tel.: DI 4-5275. . . . . News Service: AP  
Membership . . . . . NAB, RAB  
Chairman of the Board . . . . . Dwight M. Martin  
President . . . . . Tom E. Gibbens  
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  
Tel.: DI 8-6716 . . . . . News Service: AP  
Membership . . . . . NAB

Representative . . . . . Walker  
Trans. . . . . Lang-Worth  
President . . . . . G. T. Owen  
V.P., Gen. Mgr. . . . . Robert Earle  
Prog. Dir. . . . . Bernard Zuccaro  
Comm. Mgr. . . . . Oias Olsen  
Sta. Mgr., Pub. 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.  
Tel.: DI 2-5271. . . . . News Service: AP, INS  
News. Affil. . . . . State Times, Morning Advocate  
Membership . . . . . NAB  
President . . . . . Douglas L. Manahp  
Gen. Mgr. . . . . Howard L. Brooks  
Comm. Mgr. . . . . John D. Wooldridge  
Chief Engineer . . . . . Theodore Hubert

**WLCS—Baton Rouge—1946**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Air Waves, Inc.  
Business Address . . . . . 204 Baton Rouge  
Tel.: 2-4411. . . . . News Service: AP  
Transcription Service . . . . . World  
Representative . . . . . Wm. G. Rambeau  
Membership . . . . . NAB, 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.  
Tel.: DI 4-7604. . . . . News Service: UP  
Rep. . . . . Clayton Cosse, Melville, Stars Nat.  
President . . . . . Jules Paglin  
General Manager . . . . . S. Ray, Jr.  
Station Manager . . . . . Thomas L. McGuire  
Prog. Dir. . . . . Lucille Pollack  
Chief Engineer . . . . . Thomas W. Wood

**WHXY—Bogalusa—1954**

Frequency: 920 Kc. . . . . Power: 1 Kw. d.  
Owned . . . . . Bogalusa Bcstg. Co.  
Address . . . . . P. O. Box 689  
Tel.: RE 2-4254. . . . . News Service: AP  
Station Rep. . . . . Clark  
Station Mgr. . . . . Jim Howell  
Program Director . . . . . Dolores Williams

**WIKC—Bogalusa—1947—KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Curt Siegelin, Admin.  
Business Address . . . . . P. O. Box 811  
Tel.: RE 5-1355. . . . . News Service: AP  
Pres., Gen. Mgr. . . . . Curt Siegelin  
Comm. Mgr. . . . . J. H. Knight  
Program Director . . . . . Ed Bishop  
Chief Engineer . . . . . Charlie Pearson



**KBCL—Bossier City—1957**

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned.....Bossier Bcstg. Service  
Address.....301 Ogilvie St.  
Tel.: 3-1606.....News Service: AP  
President.....T. A. DeClouet  
Vice-Pres.....H. A. Bridge, Jr.

**WARB—Covington—1953**  
KBS

Frequency: 730 Kc. Power: 250 Watts d.  
Owned-Oper. By.....A. R. Blossman, Inc.  
Address.....Box 568  
Tel.: 1600.....News Service: UP  
President.....David C. Blossman  
General Mgr.....Mark Rey  
Manger.....Rick Webb

**KSIG—Crowley—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....KSG Bcstg Co., Inc.  
Bus-Studio Address.....320 N. Parkerson Ave.  
Tel.: 1450.....News Service: AP  
Representative.....T. F. Clark  
Membership.....NAB, RAB  
President.....Hirsch J. School  
General Manager.....Louis M. Basso  
Commercial Manager.....Ninia G. Guldry  
Chief Engineer.....W. H. Bland

**KDLA—DeRidder—1950—KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Sabine Broadcasting Co.  
Address.....P. O. Box 46  
Tel.: 7600.....News Service: UP  
Transcription.....McGregor  
Membership.....NAB  
Co-Owners.....C. Reddoch, J. McCrary  
General Manager.....Ralph L. Hooks  
Comm., Sales Prom. Mgr., Wayne L. Sanders  
Prog. Dir., Ch. Eng., Ted Thompson

**KEUN—Eunice—1952**  
MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Tri-Parish Bcstg. Co.  
Address.....Box 511  
Tel.: GL 7-3041.....News Service: AP  
Transcription Service.....World  
Membership.....NAB  
President.....Vincent Riehl  
General Manager.....John A. Chauvin

**KFNY—Ferriday—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
Owned.....Miss-Lou Bcstg. Co.  
Address.....120 Louisiana Ave.  
Tel.: 7200.....News Service: UP  
Owner, President.....Mrs. Marie K. Zuccaro  
Gen. Mgr.....Ervin Parks, Jr.

**KLFT—Golden Meadow—1955**  
KBS

Frequency: 1600 Kc. Power: 1000 W. d.

Owned-Operated By.....Leo J. Theriot  
Address.....Theriot Bldg., Box 368  
Tel.: 5-5165.....News Service: UP  
Transcription Service.....Standard  
Membership.....NAB, RAB  
Representative.....Best  
Sales Prom. Manager.....Cal Stethmayr  
Sta. Mgr., Chief Eng.....H. Earl Herron  
Commercial Manager.....Dudley Bernard

**WFPR—Hammond—1947**  
KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Airweb, Inc.  
Business-Studio Address.....Box 432  
Tel.: 960-3589.....News Service: UP  
Transcription Service.....SESAC, World  
Membership.....NAB  
President.....Jesse L. Webb, Sr.  
Prog. Dir.....William Day

**KVHL—Homer—1955—KBS**

Frequency: 1320 Kc. Power: 1 Kw., d.  
Owned.....Claiborne Bcstg. Corp.  
Address.....Box 97  
Tel.: 3804.....News Service: AP  
Pres., Mgr.....Frank T. Harkness, Jr.  
Prom. Mgr.....Jim Blanchard

**KCIL—Houma—1946**  
NBC-KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....KCIL, Inc.  
Address.....Radio Center  
Tel.: 6828.....News Service: AP  
Transcription Service.....World  
Station Rep.....Indie Sales  
Membership.....NAB  
President.....Denver T. Brannen  
Commercial Manager.....Harry Hunter  
Sales Prom. Mgr., Prog. Dir., Virginia W. Ryder  
Chief Engineer.....James Gamble

**KJEF—Jennings—1950**  
MBS-KBS

Freq.: 1290 Kc. Power: 1 Kw. d., 500 Watts, n.  
Owned-Oper. By.....Jennings Bcstg. Co., Inc.  
Address.....1521 Lake Arthur Ave.  
Tel.: 1155.....News Service: UP  
Membership.....NAB  
Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey  
Prog. Dir.....Noel Wooley  
Comm. Mgr.....Gerald Dugas

**KLEC—Jonesville—1956—KBS**

Frequency: 1480 Kc. Power: 500 Watts, d.  
Owned.....Old South Bcstg. Co.  
Address.....Jonesville  
Telephone.....2481  
President.....Mrs. Laurie G. Ratcliffe  
Gen. Mgr.....Paul Schilling

**KPEL—Lafayette—1957**

Freq.: 1420 Kc. Power: 1 Kw. d., 500 Wts. n.



**Owned-Oper. By**..... Pelican Bcstg. Co.  
**Address**..... Box 853  
**Tel.:** CE 4-7418..... **News Service:** UP  
**Rep.**..... William G. Rambeau, Clarke Brown  
**Membership**..... RAB  
**President**..... John Paul Goodwin  
**General Manager**..... William A. Patton  
**Comm. Manager**..... James M. Drake

**Owned**..... Radio Services Co. of Greenville.  
**Miss. & Lake Providence, La.**  
**Address**..... Box 342  
**Tel.:** 834..... **News Service:** UP  
**Representative**..... Bogner & Martin  
**Membership**..... NAB  
**Presidents**..... E. McMurray & F. Baldwin  
**Sta., Comm. Mgr.**..... Gene Underwood

**KVOL—Lafayette—1935—NBC**

**Frequency:** 1330 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... Evangeline Bcstg. Co., Inc.  
**Address**..... 510 S. Buchanan  
**Tel.:** CE 4-5151..... **News Service:** AP  
**Newspaper Affiliation**..... Daily Advertiser  
**Representative**..... Mosker  
**Membership**..... NAB  
**General Manager**..... George H. Thomas  
**Comm. Mgr.**..... Thomas G. Pears  
**Station Mgr.**..... E. H. Hughes  
**Prog. Dir.**..... J. Richard Aker  
**Chief Engineer**..... A. Martin

**KLLA—Leesville—1956  
KBS**

**Frequency:** 1570 Kc..... **Power:** 250 Watts  
**Owned**..... Leesville Broadcasting Co.  
**Address**..... P. O. Box 1323  
**News Service**..... UP  
**Gen. Mgr.**..... Living Ward-Steinman  
**Local Comm. Mgr.**..... Ed Marshall  
**Prog. Dir.**..... Bob Hamm  
**Chief Engineer**..... Byron Stokes

**KAOK—Lake Charles—1947  
MBS**

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... KAOK, Inc.  
**Address**..... P. O. Box 1399  
**Tel.:** 6-7541..... **News Service:** UP  
**Representative**..... Stars National  
**President**..... Jules J. Paglin  
**Sta. Mgrs.**..... T. Gresham, R. Rhodes  
**Managing Director**..... Stanley W. Ray, Jr.

**KDBC—Mansfield—1954  
KBS**

**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

**KLOU—Lake Charles—1947**

**Frequency:** 1580 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... Gulf Bcstg. Co., Inc.  
**Bus-Studio Address**..... Box 975  
**Tel.:** HE 6-7277..... **News Service:** AP  
**Representative**..... Walker  
**Membership**..... NAB  
**President**..... G. T. Owen  
**Vice-Pres.**..... Bob Earle  
**General Mgr.**..... R. S. Davison  
**Chief Engineer**..... G. M. Meisner

**KAPB—Marksville—1954  
MBS-KBS**

**Frequency:** 1370 Kc..... **Power:** 1000 Watts, d.  
**Owner**..... Avoyelles Bcstg. Corp.  
**Address**..... 110 W. Mark St.  
**Tel.:** 7206..... **News Service:** AP  
**Representative**..... Hil F. Best  
**Membership**..... NAB  
**President**..... W. L. Billups  
**V.P.**..... C. A. Coco  
**Gen. Mgr.**..... Willie J. Bordelon  
**Chief Engineer**..... Charlie Woodside

**KPLC—Lake Charles—1935  
NBC**

**Frequency:** 1470 Kc..... **Power:** 5000 Watts  
**Owned-Oper. By**..... Calcasieu Bcstg. Co.  
**Address**..... P. O. Box 1521  
**Tel.:** HE 9-2713..... **News Service:** AP  
**Transcription Service**..... World  
**Representative**..... Weed  
**Membership**..... NAB  
**President**..... T. B. Lanford  
**Gen., Sta. Mgr.**..... P. E. Mills, Jr.  
**Commercial Mgr.**..... R. M. White  
**Sales Prom. Mgr.**..... Shirley Kelley  
**Prog. Director**..... Eleanor Shirley  
**C. Eng.**..... Edgar Barton

**KAPK—Minden—1952**

**Frequency:** 1240 Kc..... **Power:** 100 Watts  
**Owned-Operated By**..... Parish Bcstg. Co.  
**Address**..... Box 588  
**Tel.:** FR 7-1513..... **News Service:** UP  
**Pres., Gen. Mgr.**..... Martin Kirsch, Jr.  
**Asst. Mgr.**..... Howard McKenney  
**Chief Engineer**..... Billy Hyatt

**KLPL—Lake Providence—1957  
KBS**

**Frequency:** 1050 Kc..... **Power:** 250 Watts, d.

**KLIC—Monroe—1950—MBS  
KBS**

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Dr. Frank Cerniglia  
**Address**..... 626 Bernhardt Bldg.  
**Tel.:** 3-4617..... **News Service:** UP  
**Station Rep.**..... Dora-Clayton  
**General Mgr.**..... Dr. Frank Cerniglia

**KMLB—Monroe—1930—ABN**

**Frequency:** 1440 Kc..... **Power:** 5000 d.; 1000 n.

**Owned-Oper. By**...Liner's Bcstg. Station, Inc.  
**Business Address**.....DeSiard St.  
 Tel.: 7161.....**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**

**Frequency:** 1390 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....James A. Noe  
**Business-Studio Address**.....Box 1472  
 Tel.: FA 2-8155.....**News Service:** AP  
**Representative**.....H.R. Reps  
**Membership**.....NAB, RAB  
**President**.....James A. Noe  
**V.P., General Manager**.....Paul H. Goldman  
**V.P. & Dir of Eng.**.....Ray Boyd  
**Sales Prom. Mgr.**.....Mrs. Dixie Ware

### **KMRC—Morgan City—1954** KBS

**Frequency:** 1430 Kc.....**Power:** 500 Watts  
**Owned**.....Tri-City Bcstg. Inc.  
**Address**.....P. O. Box 889  
 Tel.: 9036.....**News Service:** UP  
**Transcription**.....Thesaurus  
**Membership**.....NAB  
**President**.....Warren J. Fortier  
**General Mgr.**.....Earl Wooton  
**Treasurer**.....Mortimer Silverman, Jr.  
**Secretary**.....Louise Bensabet

### **KNOC—Natchitoches—1947** KBS-MBS

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Natchitoches Bcstg. Co.  
**Business-Studio Address**.....5th & Sirod  
 Tel.: 2353.....**News Service:** AP  
**Transcription**.....World  
**Membership**.....NAB  
**Pres., Gen. Mgr., Chief Eng.** B. H. Bailey, Jr.  
**Sta., Sales Prom. Mgr.**.....N. A. Fletcher  
**Commercial Manager**.....Dwayne Murphy

### **KANE—New Iberia—1946** ABN-KBS

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**...New Iberia Bcstg. Co.  
**Address**.....Box 383  
 Tel.: EM 9-6726.....**News Service:** AP  
**Transcription Service**.....World  
**General Mgr.**.....George H. Thomas  
**Sta. Mgr.**.....Donald Bonin  
**Commercial Manager**.....Sherry A. Lopez  
**Program Dir.**.....June Stein  
**Chief Engineer**.....Merle Case

### **KVIM—New Iberia—1951**

**Frequency:** 1360 Kc.....**Power:** 1007 Watts d.  
**Owned-Oper. By**.....Queen City Bcstg. Co.  
**Address**.....P. O. Box 50  
 Telephone.....2-5826  
**General Manager**.....John H. Coco

### **WBOK—New Orleans—1951**

**Frequency:** 800 Kc.....**Power:** 1000 W., d.  
**Owned-Oper. By**.....WBOK, Inc.  
**Address**.....505 Baronne St.  
 Tel.: TU 5363.....**News Service:** UP  
**Representative**.....Stars National  
**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.**.....Marion Owen  
**Publicity Director**.....Norman Duffour  
**Chief Engineer**.....Joam Rhodes

### **WDSU—New Orleans—1923** NBC

**Frequency:** 1280 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....WDSU Bcstg. Corp.  
**Business-Studio Address**.....520 Royal St.  
 Tel.: TU 4371.....**News Services:** AP, UP, INS  
**Representative**.....John Blair  
**Membership**.....NAB, RAB  
**President**.....Edgar B. Stern, Jr.  
**Exec. V.P. & Gen. Mgr.**.....Robert Swezey  
**Comm. Mgr.**.....Harold Wheelahan  
**Sta. Manager**.....John F. Screen  
**Program Dir.**.....Jim Dunbar  
**Ch. Eng.**.....Lindsey Riddle

### **WJBW—New Orleans—1926**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Louise C. Carlson  
**Business-Studio Address**.....Clgall Bldg.  
 Tel.:.....MA 3488  
**Representative**.....Robert S. Keller  
**Gen. Mgr.**.....Louise C. Carlson  
**Commercial Manager**.....Ed Carlson  
**Program Director**.....Jerry Clark  
**Chief Engineer**.....John Rhode

### **WJMR—New Orleans—1946**

**Frequency:** 990 Kc.....**Power:** 250 Watts d.  
**Owned-Operated By**...Supreme Bcstg Co., Inc.  
**Address**.....Jung Hotel  
 Telephone.....EX 3131  
**Membership**.....NAB  
**Representative**.....Forjoe  
**President**.....Chester Owens  
**Exec. V.P.**.....George A. Mayoral  
**Gen. Mgr.**.....Mort Silverman

### **WYLD—New Orleans—1949**

**Frequency:** 600 Kc.....**Power:** 100 Watts, d.  
**Owned-Oper. By**...Rounsaville of New Orleans  
**Address**.....2906 Tulane Ave.  
 Telephone.....GA 4112  
**Transcription Service**.....Lang-Worth  
**Representative**.....Gill-Parna  
**Membership**.....NAB  
**Gen. Mgr.**.....Joe Starr  
**Sales Prom., Pub. Dir.**.....David Shaffer  
**Prog. Dir.**.....Larry McKinley  
**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  
 Tel.: EX 2173 News Services: AP, INS  
 Representative H-R  
 Membership NAB, RAB  
 President James A. Noe  
 Gen. Mgr. Bill C. Baldwin  
 Comm. Mgr. Cleve J. Brien  
 Program Director Larry Fischer  
 Chief Engineer A. J. Bourgeois

**WSMB—New Orleans—1925**  
 ABN

Frequency: 1350 Kc. Power: 5 Kw.  
 Owned WSMB, Inc.  
 Address Maison Blanche Bldg.  
 Tel.: MA 5921 News Service: AP  
 Transcription Service World  
 Representative Hollingbery  
 Membership NAB  
 President John M. Shaheen  
 General Sta. Mgr. M. "Frank" Warren  
 Commercial Mgr. D. V. Donegan  
 Program Director Marshall Pearce  
 Sales Prom. Mgr., Pub. Dir. Dixie Pearce  
 Chief Engineer Harold Nebe

**WTIX—New Orleans—1951**

Frequency: 690 Kc. Power: 5,000 Watts  
 Owned-Oper. By The Storz Stations  
 Address 624 Canal St.  
 Tel.: MA 3562 News Service: UP  
 Membership NAB  
 Station Representative Young  
 President Todd Storz  
 V.P., General Mgr. Fred Berthelson  
 Program Director John Barrett

**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

**WWEZ—New Orleans—1947**

Frequency: 690 Kc. Power: 5000 Watts  
 Owned-Operated By WWEZ Radio Inc.  
 Bus.-Studio Address 614 N. Rampart St.  
 Tel.: CA 3521 News Service: UP  
 Representative Grant Webb  
 President A. L. Chilton  
 General Manager Joe A. Oswald  
 Prog. Dir. Ken Elliott  
 Ch. Eng. Harrison C. Mondy

**WWL—New Orleans—1922**  
 CBS

Frequency: 870 Kc. Power: 50,000 Watts

Owned-Operated By Loyola U. of South  
 Tel.: RA 2194 News Services: UP, AP  
 News Service UP, AP  
 Transcription Service Standard, Thesaurus  
 Representative Katz  
 Membership NAB  
 General Manager W. H. Summerville  
 Manager John L. Vath

**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 NAB  
 Manager R. M. Jernigan

**KSLO—Opelousas—1947**  
 ABN-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By KSLO Bcstg. Co.  
 Address KSLO Building  
 Tel.: 2633 News Service: UP  
 Representative Sears & Ayer  
 Membership NAB  
 General Mgr. W. Eugene Jones  
 Comm. Mgr. A. B. Read, Jr.  
 Prog. Dir. W. Allegood  
 Chief Engineer Richard M. Cole

**KCLP—Rayville—1957—KBS**

Frequency: 990 Kc. Power: 250 Watts, d.

"WTIX is getting firster!"



"Right! More than twice the audience of the next two stations combined."

New word from New Orleans: WTIX now enjoys 32.5% of the daytime radio audience (7 a.m. - 6 p.m., Mon-Fri., December - January Hooper.)

And then, there's Pulse: WTIX is first in 433 quarter-hours, tied for first in 22, second in only 48 and third in only 1 . . . of a total of 504 quarter hours.

So whether you go by Hooper or Pulse you've got yourself the dominant New Orleans station . . . when you buy WTIX.

Chat with Adam Young . . . or WTIX General Manager Fred Berthelson.

**WTIX - New Orleans, La.**  
 Now 5,000 watts!—on 690 Kc.

"A STORZ STATION"

Owned.....Richland Bcstg. Co.  
 Address.....Box 535  
 Tel.: 4855.....News Services: AP  
 Membership.....NAB  
 Gen. Mgr.....David E. Chapman  
 Prog. Dir.....Marshall D. Peel, Jr.

**KRUS—Ruston—1947—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ruston Bcstg. Co.  
 Address.....102 Park Ave. (Box 533)  
 Tel.: AL 5-2530.....News Service: UP  
 Newspaper Affil.....Leader  
 Membership.....NAB  
 President.....C. E. Faulk, Jr.  
 Gen. Manager.....William Carter  
 Chief Eng.....A. T. Moore

**KCIJ—Shreveport—1950**

Frequency: 980 Kc....Power: 5000 Watts d.  
 Owned-Oper. By.....Edward McLemore  
 Address.....205 Milam St.  
 Representative.....Gill-Perna, Clarke Brown  
 Tel.: 4-6681.....News Services: UP, INS  
 General Mgr.....Vernon Hyles  
 Station Mgr.....Bob Shipley

**KEEL—Shreveport—1922**  
**NBC**

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By.....Foster & Associates  
 Address.....1500 N. Market  
 Tel.: 5-8692.....News Service: UP  
 Representative.....Blair  
 Membership.....NAB, RAB  
 Pres.....Gordon B. McLendon  
 Gen. Mgr.....R. H. Wilcox  
 Comm. Promotion Manager.....Marie Gifford  
 Prog. Dir.....Phil Page  
 Chief Engineer.....Rudy Johnson

**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.  
 Tel.: 3-3681.....News Service: AP  
 Transcription Service.....Standard  
 Representative.....Walker  
 Membership.....NAB  
 Owner Manager.....Frank H. Ford  
 General Manager.....Frank H. Ford, Jr.  
 Prom., Pub. Dir.....Bill Monroe  
 Commercial Manager.....William F. Ford  
 Chief Engineer.....L. J. Carlson

**KJOE—Shreveport—1954**

Frequency: 1480 Kc.....Power: 1 Kw. d.  
 Owned.....Audiocasting, Inc.  
 Address.....529½ Crockett St.  
 Tel.: 2-0732.....News Service: AP  
 Transcription.....Lang-Worth  
 Station Representative.....Forjoe, Clarke Brown  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....Joe Monroe

Sales Prom. Mgr.....Winnie Spruell  
 Comm. Mgr.....Pat Stove  
 Program Dir.....Vern Stierman  
 Ch. Eng.....N. L. Keys

**KLUE—Shreveport—1957**

Frequency: 1300 Kc.....Power: 1 Kw., d.  
 Owned.....Twin City Bcstg. Co.  
 Address.....850 Havens Rd.  
 Tel.: 2-4617.....News Service: UP  
 Representative.....Breen & Ward  
 Trans.....Thesaurus  
 Pres., Gen. Mgr.....Charles E. Ray  
 Comm. Mgr.....Dollye Lloyd

**KOKA—Shreveport—1957**

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned.....Ebony Radio of La., Inc.  
 Address.....Box 3605  
 Tel.: 2-3122.....News Service: UP  
 Sta. Rep.....Pearson  
 President.....John McLendon  
 Gen., Sta., Comm. Mgr.....William Anderson

**KRMD—Shreveport—1928**  
**ABN**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station KRMD  
 Bus-Studio Address.....Box 1712  
 Telephone.....3-6171  
 Representative.....Weed  
 Membership.....NAB  
 Station Dir.....W. L. Switzer  
 Commercial Mgr.....Fred Hosli

**KWKH—Shreveport—1925**  
**CBS**

Frequency: 1130 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....International Bcstg. Corp.  
 Bus-Studio Address.....Commercial Building  
 Tel.: 2-8711.....News Service: AP, UP  
 Newspaper Affiliation.....Shreveport Times  
 Transcription Service.....Standard  
 Representative.....Christal Co.  
 Membership.....NAB, 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. Brlgs  
 Prog. Director.....Frank Page  
 Tech. Dir.....W. E. Antony  
 Chief Engineer.....O. S. Droke

**KBSF—Springhill—1954**  
**KBS**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned.....Springhill Broadcasting Co.  
 Address.....Box 597  
 Tel.: LE 9-4616.....News Service: UP  
 Transcription.....Thesaurus  
 Representative.....Hil F. Best  
 President.....Roy M. Fish  
 Gen., Sta. Mgr.....John K. Hill  
 Comm. Mgr.....Arthur Dickerson  
 Prog. Dir.....Howard Clark  
 Chief Engineer.....Robert Walnwright



**KIKS—Sulphur-Lake Charles**  
**1955—KBS**

Frequency: 1310 Kc. Power: 500 W. d.  
Owned-Operated By Lake Bcstg. Co.  
Address Box 895  
Tel.: JA 7-5266 News Service: UP  
Representative Clarke Brown  
Manager Cecil E. Bland, Jr.  
Commercial Manager Carroll A. Wynn

**KTLD—Tallulah—1954**  
**KBS**

Frequency: 1360 Kc. Power: 500 Watts  
Owned-Operated By Griffith Electric Co.  
Address Box 1360  
News Service UP  
Transcription Thesaurus  
Representative Hil Best  
Membership NAB  
President, C. Eng. Howard E. Griffith  
Gen. Sta. Comm. Mgr. Si Willing  
Program Director 'Nap' Nappier

**KTIB—Thibodaux—1953**

Frequency: 630 Kc. Power: 500 W., d.  
Owner Delta Bcstrs., Inc.  
Address 701 W. 5th St.  
Tel.: 9006 News Service: AP  
Membership NAB, RAB  
President F. H. Block  
General Mgr. Ray Saadi

**KVPI—Ville Platte—1953**  
**KBS**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Oper. By Ville Platte Bcstg. Co.  
Address Box 566  
Tel.: 5888 News Service: AP  
Membership NAB  
President Lionel B. Deville  
General Manager Chris Duplechain

**KUZN—West Monroe**

Frequency: 1310 Kc. Power: 1 Kw., d.  
Owned Howard E. Griffith  
Address 218 1/2 Trenton St.  
Telephone 2-1491  
Membership NAB  
Representative Best  
Gen. Sales Prom. Mgr. Ollie Bales

**KEVL—White Castle—1955**  
**KBS**

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By Big League Bcstg. Co.  
Address Box 483, Plaquemine, La.  
Tel.: 5116(P) News Service: AP  
Membership RAB  
Representative Best  
President Bill Lee  
Gen. Mgr. Lou Millet

**KVCL—Winnfield—1955**  
**KBS**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By Southern Bcstg. Co.  
Address Box 548  
Tel.: 5822 News Service: UP  
Representative Sears & Ayer  
Manager William G. Darland, Jr.  
Program Dir. Charles Christie  
Chief Eng. James Mackey

**KMAR—Winnesboro—1957**  
**KBS**

Frequency: 1570 Kc. Power: 500 Watts, d.  
Owned Franklin Bcstg. Co.  
Address Box 312  
News Service UP  
Gen. Mgr. Si Willing  
Prog. Mgr. Buddy Martin

**Maine**

Pop. March 1 (Est.)—920,000; Families—268,000; Lic. Stations—23,  
Sta. CP's—0; Radio Homes—259,000; TV Homes—207,000

**WFAU—Augusta—1946**  
**MBS-YANKEE**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Twin City Bcstg. Co., Inc.  
Address Box 307  
Tel.: MA 3-3878 News Service: UP  
Membership NAB  
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

Owned-Oper. By WRDO, Inc.  
Address 175 Water Street  
Tel.: MA 3-4735 News Service: UP  
Representative Weed  
Membership NAB, RAB  
Station Manager Leslie R. Hubley

**WABI—Bangor—1922**  
**ABN-MBS-YANKEE**

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By Community Bcstg. Service  
Business-Studio Address 57 State St.  
Tel.: 6446 News Service: UP  
Representative Hollingbery, Kettell-Carter  
Transcription World  
Membership NAB, RAB  
Exec. V.P., Gen. Mgr. Leon Gorman, Jr.

**WRDO—Augusta—1932—NBC**

Frequency: 1400 Kc. Power: 250 Watts



V.P.-Operations .....Walter Dickson  
 Res. Station Mgr.....John F. MacRae  
 Commercial Manager.....Donald K. Knowles

### WGUY—Bangor—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....M. L. Stone & D. L. Royte  
 Address.....26 Central St.  
 Tel.: 7354.....News Service: UP  
 Rep.....O'Connell, Wheeler  
 Membership.....NAB  
 General Manager.....Nicholas A. Bell  
 Commercial Manager.....Mel Rubenstein  
 Program Director.....Richard Dillinbeck  
 Publicity Director.....D. J. Hart  
 Chief Engineer.....Willfred Mank

### WLBZ—Bangor—1926—NBC

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Maine Bcstg. Co.  
 Business-Studio Address.....100 Main St.  
 Tel.: BA 2-4656.....News Service: UP  
 Representative.....Weed  
 Membership.....NAB, RAB  
 General Manager.....Edward Guernsey  
 Commercial Manager.....Irving Hunter

### WMMS—Bath—1957

Frequency: 730 Kc.....Power: 500 W., d.  
 Owned.....Winslow T. Porter, Gen. Mgr.  
 Address.....195 Front St.  
 Tel.: HI 3-5542.....News Service: UP  
 Representative...O'Connell ; Wheeler; Reilly  
 Promotion Manager.....Lewis Colby  
 Program Director.....Mark Roman  
 Chief Engineer.....Dr. Harry F. Hinkley

### WIDE—Biddeford—1948 MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By ....Biddeford Bcstg. Corp.  
 Address.....234 Main St.  
 Tel.: 4-4566.....News Service: AP  
 Transcription Service.....World  
 Rep.....Hollingbery, Kettel-Carter  
 Membership.....RAB  
 Pres., Gen. Mgr.....Arthur Deters  
 Comm. Mgr.....Carl Swanson  
 Prog. Dir.....Tom Lummis

### WCME—Brunswick—1955

Frequency: 900 Kc.....Power: 500 Watts  
 Owned.....Westminster Broadcasting Co.  
 Address.....River Road  
 Tel.: PA 5-5507.....News Service: AP  
 Transcription.....World  
 Representative.....Webb, Kirby  
 Pres., Gen. Mgr.....Robert H. Strawbridge  
 Comm., Sales Prom. Mgr...Clifford Kemberling  
 Program Director.....Glenn H. Hilmer  
 Chief Engineer.....Melville Whitcomb

### WFST—Caribou—1957

Frequency: 600 Kc.....Power: 5 Kw., d.  
 Owned.....Northern Bcstg. Co.  
 Address.....Box 65  
 Tel.: 3731.....News Service: UP

Trans.....Standard  
 Representative.....O'Connell  
 Membership.....NAB, RAB  
 Gen. Mgr.....Elby Stevens  
 Chief Engineer.....F. S. Tibbetts

### WABM—Houlton—1950 YANKEE-NBC-ABN

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Aroostock Bcstg. Corp.  
 Address.....1340 North Rd.  
 Tel.: 2257.....News Service: UP  
 Transcription Service.....Thesaurus  
 Representative.....Webb  
 Exec. V.P.....Leon P. Gorman, Jr.  
 Sta. Mgr.....Ted Coffin  
 Sales Mgr.....Robert Young

### WCOU—Lewiston—1938—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Twin City Bcstg. Co., Inc.  
 Business-Studio Address.....223 Lisbon St.  
 Tel.: 4-6921.....News Service: UP  
 Representative.....O'Connell, Wheeler  
 President.....Faust Couture  
 General Mgr.....John C. Libby  
 Commercial Manager.....Oscar J. Normand  
 Program Dir.....Annette Howaniec  
 Chief Engineer.....Carl P. Rounds

### WLAM—Lewiston—1947 ABN

Frequency: 1470 Kc.....Power: 5000 Watts

To Broadcasters

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Means

## Added Profits

## Added Prestige

The Associated Press

50 Rockefeller Plaza  
New York 20, N. Y.

# WGAN

1938 - 1958

20 Years  
of  
Public Service  
To  
Maine People

Guy Gannett  
Broadcasting Services

390 Congress St.  
Portland, Me.

**WGAN**      **WGAN-TV**  
560 KC      Channel 13

Owned-Oper. By Lewiston-Auburn Bcstg. Corp.  
Business-Studio Address . . . . . 129 Lisbon St.  
Tel.: 4-5401 . . . . . News Service: AP  
Representative . . . . . Weed  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . F. Parker Hoy  
Station Manager . . . . . Harold Dutch  
Commercial Manager . . . . . Romeo E. Sansoucy  
Prog. Dir., Prom. Mgr. . . . . Frank Sweeney

## WCSH—Portland—1925 NBC

Frequency: 970 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Maine Radio & TV Co.  
Business-Studio Address . . . . . 157 High St.  
Tel.: SP 2-0181 . . . . . News Service: UP  
Representative . . . . . Weed  
Membership . . . . . NAB, RAB  
President . . . . . Adeline B. Rines  
General Manager . . . . . William H. Rines  
Mgr. Me. Bcstg. Sys. . . . . D. K. Powers  
Sta., Comm. Mgr. . . . . Raymond Mercier  
Pub. Dir., Prom. Mgr. . . . . L. T. Pitman  
Prog. Dir. . . . . Robert L. Arnold  
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.  
Tel.: SP 2-4661 . . . . . News Service: AP, UP  
Newspaper Affil. . . . . Gannett Publishing  
Representative . . . . . Avery-Knodel, Foster  
Membership . . . . . NAB  
President . . . . . Jean Gannett Williams  
Vice-Pres., Gen. Mgr. . . . . Creighton E. Gatchell  
Sta. Mgr. . . . . Francis H. Farnum, Jr.  
Commercial Mgr. . . . . R. W. Jennings  
Sales Prom. Mgr. . . . . G. H. Cummings  
Prog. Dir. . . . . C. R. Sanford  
Chief Engineer . . . . . Roger W. Hodgkins

## WLOB—Portland—1957

Frequency: 1310 Kc. . . . . Power: 1 Ww., d.  
Owned . . . . . Casco Bcstrs. Corp.  
Address . . . . . Falmouth Hotel, 212 Middle  
Tel.: SP 5-2336 . . . . . News Service: UP  
Representative . . . . . O'Connell, Wheeler, Reilly  
President . . . . . Sherwood J. Tarlow  
General. Station Manager . . . . . Melvin L. Stone  
Commercial Manager . . . . . David L. Royte  
Program Director . . . . . Howard Leonard

## WPOR—Portland—1946 ABN-YANKEE-MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Oliver Bcstg. Corp.  
Business-Studio Address . . . . . 477 Congress St.  
Tel.: SP 3-8111 . . . . . News Service: UP  
Rep. . . . . Kettel-Carter, Hollingbery  
Membership . . . . . NAB  
Pres., Secy.-Treas. . . . . John M. Kimball  
V.P., Gen. Mgr. . . . . John H. Norton, Jr.  
Station Mgr. . . . . Donald E. Knowles  
Commercial Manager . . . . . William J. Mullen



# MAINE-MARYLAND



Program Dir.....Robert O'Wril  
 Chief Engineer.....Joseph Williams

## WAGM—Presque Isle—1932 YANKEE

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Aroostook Bcstg. Corp.  
 Address.....489 Main St.  
 Tel.: 9-2461.....News Service: AP  
 Representative.....Hollingbery, Kettel-Carter  
 Transcription Service.....Thesaurus  
 President.....Horace A. Hildreth  
 Station Manager.....Ted Coffin  
 Commercial Manager.....Robert Young  
 Program Director.....Richard B. Marshall  
 Chief Engineer.....John Richards

## WRKD—Rockland—1952 ABN

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Knox Bcstg. Co.  
 Address.....493 Main St.  
 Tel.: RO 1600.....News Service: UP  
 Transcription Service.....Standard  
 Membership.....NAB, RAB  
 Representative.....Kettel-Carter  
 President.....Carleton D. Brown  
 Station Manager.....Paul R. Huber  
 Commercial Manager.....Fred L. Perkins  
 Chief Engineer.....Miles Lamson

## WRUM—Rumford—1953 KBS

Frequency: 790 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Rumford Bcstg. Co.  
 Address.....89 Congress St.  
 Tel.: 1057.....News Service: AP  
 Trans. Service.....World, SESAC  
 Representative.....O'Connell  
 Membership.....NAB  
 President.....Melvin L. Stone  
 Gen. Sta. Mgr., Prog. Dir.....Ken J. Ellis  
 Commercial Mgr.....G. B. Cunningham  
 Chief Engineer.....E. J. Tremblay

## WGHM—Skowhegan—1956 KBS

Frequency: 1150 Kc.....Power: 1 Kw. d.  
 Address.....61 Water St.  
 Tel.: 7-2727.....News Service: AP  
 Representative.....O'Connell

President.....Melvin L. Stone  
 Sta. Mgr.....Robert M. Benson  
 Sales Mgr.....Harry K. Heustis

## WSME—Sanford—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.  
 Owned.....York Bcstg. Co.  
 Address.....Box 1220  
 Tel.: 1574.....News Service: UP  
 Representative.....O'Connell  
 President.....Melvin L. Stone  
 Gen. Mgr.....John A. Carlson

## WKTQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Oxford Bcstg. Co.  
 Address.....Alpine St.  
 Tel.: PI 3-2311.....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.....61 Water St., Skowhegan  
 Tel.: 7-2727 (Skow.).....News Service: AP  
 Transcription Service.....World, SESAC  
 Representative.....O'Connell  
 President.....Melvin L. Stone  
 Sta. Mgr.....Robert M. Benson  
 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 ABN

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Kennebec Bcstg. Co.  
 Business-Studio Address.....36 Silver St.  
 Tel.: TR 3-3311.....News Service: UP  
 Transcription Service.....Standard  
 Representative.....Hollingbery, Kettel-Carter  
 Membership.....NAB, RAB  
 Pres., Gen-Station Mgr.....Carleton D. Brown  
 Comm. Sls., Prom. Mgr.....Harold L. Vique  
 Program Director.....Fred Preble  
 Pub. Dir.....Ken Chase  
 Chief Engineer.....Don Sutherland

## Maryland

Pop. March 1 (Est.)—2,923,000; Families—812,000; Lic. Stations—33,  
 Sta. CP's—3; Radio Homes—768,000; TV Homes—688,000

## WANN—Annapolis—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Annapolis Bcstg. Corp.  
 Business-Studio Address.....Box 749  
 Tel.: CO 3-2500.....News Service: UP  
 Representative.....Dora-Clayton Walker  
 Gen., Sta., Comm. Mgr.....Morris H. Blum  
 Chief Engineer.....M. W. Pittman

## WIPA—Annapolis—1946

Frequency: 810 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....WSAL Bcstg. Co.  
 Business Address.....P. O. Box 1551  
 Tel.: CO 3-9211.....News Service: AP  
 Pres., Gen. Mgr.....R. J. Kent  
 Station Manager.....R. J. Bennett  
 Chief Engineer.....J. D. Leyman





**WNAV—Annapolis—1948**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By The Capitol Bdstg. Co.  
Address Admiral's Drive  
Tel.: CO 3-2639. News Service: AP  
Transcription Service World  
Representative Headley-Reed  
President Henry Rau  
General Manager Maxwell Marvin  
Station Manager Bill W. Fillingham  
Program Director Betty Straubel  
Chief Engineer Lloyd Smith

**WBAL—Baltimore—1925**  
NBC

Frequency: 1090 Kc. Power: 50,000 Watts  
Owned Hearst Corp. (Radio & TV. Div.)  
Address 2610 North Charles St.  
Tel.: HO 7-3000. News Service: AP, UP, INS  
Transcription Service Thesaurus  
Membership NAB  
Representative Christal  
V.P., & Gen. Mgr. D. L. Provost  
Sales Prom. Mgr. D. K. Redding  
Commercial Manager Alfred E. Burk  
V.P., & Sta. Mgr. Leslie H. Peard, Jr.  
Program Manager W. Robert McKinsey  
Publicity Director Roy Meachum  
Chief Engineer W. D. Bareham

**WBMD—Baltimore—1947**

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Operated By Key Bcstg. Corp.  
Business-Studio Address 879 Park Ave.  
Tel.: MU 5-7095. News Service: UP  
Representative Charles Bernard  
Membership NAB  
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.  
Tel.: MU 5-0600. News Service: AP  
Representative Radio-TV Reps.  
Comm. Mgr. Byron Millenson  
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 Community House  
Tel.: BE 5-8400. News Service: AP, INS  
Representative Bolling  
Transcription Service Standard  
Membership NAB, NAB  
President John Elmer  
Exec. V.P., Gen. Mgr. G. H. Roeder  
Sales Director John K. Healy  
Asst. Mgr., Prog. Dir. Charles A. Roeder  
Chief Engineer G. Porter Houston

**WFBR—Baltimore—1922**

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By The Baltimore Radio Show  
Address 10 E. No. Ave.  
Tel.: MU 5-1300. News Service: AP  
Representative John Blair & Co.  
Membership RAB, NAB  
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 Director Ralph Phillips  
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.  
Tel.: LE 9-7808. News Service: AP  
Transcription Service Standard  
Rep. Select Sta. Reps. Clarke Brown  
Membership NAB  
Pres., Gen. Mgr. Thomas G. Tinsley, Jr.  
Station Manager Robert C. Embry  
Program Director Ed Bryant  
Gen. Sls. Mgr. G. S. Shaffer  
Chief Engineer Paul Custer

**WSID—Baltimore—1947**

Frequency: 1010 Kc. Power: 1000 Watts, d.  
Owned-Operated By United Bcstg. Co.  
Business-Studio Address 912 N. Charles St.  
Tel.: SA 7-8250. News Services: INS, UP  
Representative UBC, Oakes, Dora-Clayton  
President Richard Eaton  
General Manager Marvin Mirvis

**WWIN—Baltimore—1951**  
ABN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Belvedere Bcstg. Co.  
Address 1119 N. Charles St.  
Tel.: SA 7-3555. News Service: UP  
Representative Meeker  
Membership NAB, RAB  
Pres., Gen. Mgr. Thomas F. McNulty  
V.P. 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.  
Tel.: 1580. News Service: AP  
Transcription SESAC  
Membership NAB  
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 Williams Rd. at E. City Line  
Tel.: 5400 News Service: AP  
Representative Thomas F. Clark  
Membership RAB  
President Karl F. Steinnmann  
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.  
Tel.: PA 2-6666 News Service: AP  
Transcription Service Thesaurus  
Representative Branham  
Membership NAB, RAB  
Pres., Gen. Sta. Mgr. A. William German  
Sls. Prom. Mgr., Pub. Dir. Virginia Rosenbaum  
V.P. Comm. Mgr. Floyd V. Cozad  
Prog. Dir. Les Ford  
Chief Engineer R. Wirgman

**WAYE—Dundalk—1955—KBS**

Frequency: 860 Kc. Power: 500 W. d.  
Owned-Operated By Erway Bcstg. Co.  
Address 916 N. Charles, Baltimore  
Tel.: PL 2-4008 News Service: UP  
Representative Bcst. Time Sales  
President, Gen. Mgr. Guy S. Erway  
Commercial Manager Woodward W. White

**WEBB—Dundalk—1955**

Frequency: 1360 Kc. Power: 1000 W. d.  
Owned-Operated By 1360 Bdcstg Co., Inc.  
Address WEBB Bcst. Cntr., Baltimore  
Tel.: WI 7-1245 (Balt.) News Service: AP  
Representative Gill-Perna  
President Leon B. Back  
Gen., Comm., Sales Prom. Mgr. B. A. Stecher  
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.  
Tel.: MO 3-4181 News Service: AP  
Station Representative Gill-Perna  
Transcription Service Thesaurus  
Membership RAB  
President Laurence Leonard  
Sta., Comm. Mgr. Roger A. Beane  
Sales Promotion Manager John Speciale  
Program Director Bill Howard  
Publicity Director Pat Dean  
Chief Engineer Russell Bassett

**WARK—Hagerstown—1947**  
CBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By United Bcstg. Co., Inc.  
Address 128 S. Prospect St.  
Tel.: RE 3-4500 News Service: UP  
Station Representation UBC  
President Richard Eaton  
General Manager Samuel Phillips  
Sales Promotion Manager Carson Brooks  
Prog. Dir. Richard Collyer  
Chief Engineer G. Harold Brewer

**WJEJ—Hagerstown—1932**  
MBS-ABN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Hagerstown Bcstg. Co., Inc.  
Business-Studio Address Franklin Court  
Tel.: RE 9-2323 News Service: AP  
Transcription Thesaurus  
Representative Burn Smith  
Membership NAB  
Pres., Gen. Mgr. Grover C. Crilley  
Sta., Comm. Sls., Prom. Mgr. W. H. Paulsgrove  
Pub. Pgm., Dir. Robert Leshar  
Chief Engineer George McIntire

**WASA—Havre De Grace**  
1948

Frequency: 1330 Kc. Power: 1000 Watts d.  
Owned-Oper. By Chesapeake Bcstg. Corp.  
Address P. O. Box 97  
Tel.: 800 News Service: AP  
Transcription Service Standard  
Membership NAB  
President, General-Station Mgr. Jason T. Pate  
Comm.-Sales Prom. Mgr. Charles W. Irwin  
Program Director John H. Little  
Chief Engineer Gerald D. Johnson

**WKIK—Leonardtown—1953**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By Southern Md. Bcstrs. Inc.  
Address Leonardtown  
Tel.: GR 5-2211 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, d.  
Owned Patuxent Radio Inc.  
Address Daugherty Bldg.  
Tel.: VO 2-1031 News Service: AP  
Representative Burke-Stuart Co.  
Trans. Lang-Worth  
President James S. Beattie  
Station Manager Edward P. Lenaway

**WPGC—Morningside—1954**

Frequency: 1580 Kc. Power: 1000 Watts d  
Owner WPGC Inc

Address 4421 Southern Ave., S.E., Wash., D. C.  
 Tel.: JO 8-6677 News Service: AP  
 Representative Forjoe  
 President M. Richmond  
 Manager Melvin Gene Winters  
 Prog. Dir. John Marquette

Program Dir. Chuck Dulane  
 Chief Engineer Arthur McDougall

**WTOW—Towson—1954**

Frequency: 1570 Kc. Power: 1000 W., d.  
 Owned-Oper. By WTOW, Inc.  
 Address 26 West Pennsylvania Ave.  
 Tel.: VA 5-9660 News Service: AP  
 Representative Forjoe  
 Pres., Gen. Mgr. John S. Booth  
 Sta., Comm. Mgr. Edward Hearn  
 Sales Prom. Mgr. George Vandenberg  
 Publicity Director Joseph Winters  
 Chief Engineer William Willis

**WDVM—Pocomoke City—1955**

Frequency: 540 Kc. Power: 500 W. d.  
 Owned-Operated By Eastern Shore Bcstg. Co.  
 Address Box 210  
 Tel.: EL 5 1515 News Service: AP  
 Representative Rollins  
 Transcription Service World  
 Owner G. Russell Chambers  
 Manager David Weibourne, Jr.  
 Prog. Dir. Tom Grigsby  
 Chief Engineer Claude Jones

**WTTR—Westminster—1953**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Carroll County Bcstg. Corp.  
 Address Box 28  
 Tel.: TI 8-5511 News Service: UP  
 Transcription Theraus  
 V.P., Gen., Comm. Mgr. Russell H. Morgan

**WINX—Rockville—1951**

Freq.: 1600 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By Montgomery Cty. Bcstg. Co.  
 Address 8 Baltimore Rd.  
 News Service UP  
 Representative Oakes, Dora-Clayton  
 Membership NAB  
 President Richard Eaton  
 Gen., Sta. Mgr. Pierre Eaton  
 Comm., Sales Mgr. Peter Giordano  
 Program Dir. Richard Denham  
 Chief Engineer Arthur A. Snowberger

**WDON—Wheaton—1953—KBS**

Frequency: 1540 Kc. Power: 250 Watts  
 Owned Commercial Radio Equip. Co.  
 Address 1319 F St. N.W., Washington, D. C.  
 Tel.: LO 5-0747  
 Gen. Mgr. Everett L. Dillard  
 Station Manager Jean M. Dillard  
 Sales Promotion Manager William Mockbee

**WBOC—Salisbury—1940**  
 MBS

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By The Peninsula Bcstg. Co.  
 Bus. Studio Address Radio TV Park  
 Tel.: PI 9 6131 News Service: AP  
 Representative Burn-Smith  
 Trans. Thesaurus  
 President John W. Downing  
 Gen., Sta., Comm. Mgr. Charles J. Truitt  
 Program Director John W. Downing, Jr.  
 Chief Engineer Jack W. Ward

**WICO—Salisbury**

Frequency: 1320 Kc. Power: 500 Watts, d.  
 Owned Wicomico Bcstg. Co.  
 Address Box 41  
 Tel.: PI 2-3230 News Service: UP  
 Representative United, Dora-Clayton  
 Co-Owner, Gen. Mgr. Elizabeth Evans  
 Co-Owner, Ch. Eng. W. Courtney Evans

**WGAY—Silver Spring—1946**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Tri-Suburban Bcstg. Corp.  
 Business Address 11306 Kemp Mill Rd.  
 Tel.: WH 6-1050 News Service: AP  
 Representation Stars National  
 Membership NAB, RAB  
 President John W. Kluge  
 Gen.-Sta. Mgr. Ernie Tannen  
 Comm., Sis., Prom. Mgr. Ted Dorf

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50 Rockefeller Plaza  
 New York 20, N. Y.

# Massachusetts

Pop. March 1 (Est.)—4,941,000; Families—1,509,000; Lic. Stations—57,  
Sta. CP's—1; Radio Homes—1,476,000; TV Homes—1,342,000

## WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By: Attleboro Radio Assn.  
Address: 8 N. Main St.  
Tel.: 1-1320. News Service: UP  
Representative: Foster & Creed  
Membership: NAB  
Station Manager: Keith S. Field  
Advertising Manager: William A. Dawson  
General Manager: J. Ottmar

## 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 Add.: 1170 Soldiers Field Rd.  
Tel.: AL 4-5670. News Service: UP  
Membership: NAB, RAB  
Representative: Peters, Griffin, Woodward  
President: D. H. McGannon  
Station Manager: P. E. Mills  
Sales Mgr.: William J. Williamson  
Adv. Sales Prom. Mgr.: Jack Williams  
Program Manager: Gerald Spinn  
Publicity Director: Robert Marshall  
Chief Engineer: W. H. Hauser

## WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By: Plough Bds. Corp.  
Bus. Studio Address: 234 Clarendon St.  
Tel.: CO 7-0123. News Services: 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, Jr.

## WCRB—Boston—1948

Freq.: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned: Charles River Bcstg. Co.  
Address: Boston 54  
Tel.: TW 3-7080. News Service: UP  
Station Rep.: Good Music Broadcasters  
Transcription Service: RCA  
Membership: NAB  
Pres., Gen. Mgr.: Theodore Jones  
Sta. Mgr.: Richard L. Kaye  
Sales Mgr.: Leonard V. Corwin  
Prog. Dir.: David S. Mac Neill  
Chief Eng.: Allan Harrington

## WEEL—Boston—1924 CBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By: CBS  
Business-Studio Address: 182 Tremont St.  
Tel.: HU 2-2323. News Service: AP, UP  
Membership: NAB, 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. Houlahan  
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.  
Tel.: HA 6-5500. News Service: AP  
Newspaper Affil.: Herald-Traveler  
Representative: John Blair  
Transcription Service: BMI  
Membership: NAB, RAB  
President: Robert B. Choate  
V.P., Managing Dir.: William B. McGrath  
V.P., Sales Dir.: Alexander M. Tanger  
Program Mgr.: John M. Day  
Sales Prom. Mgr.: Robert B. Cheyne  
Chief Engineer: Phillip K. Baldwin

## WILD—Boston—1946

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned-Oper. By: The Bartell Group  
Business-Studio Add.: Hotel Somerset  
Tel.: CO 7-3005. News Service: UP  
Membership: NAB, RAB  
General Manager: Morton J. Wagner  
Sta., Comm. Mgr.: Peter P. They  
Promotion Mgr.: Ken Maiden

## WMEX—Boston—1934

Frequency: 1510 Kc. Power: 5000 Watts  
Owned-Oper. By: Richmond Brothers  
Business-Studio Address: 70 Brookline Ave.  
Tel.: CO 6-3900. News Service: UP  
Representative: Forjoe  
Membership: NAB  
Transcription Service: SESAC  
President: Robert Richmond  
Sta. Mgr.: Peter McGovern  
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.  
Tel.: CO 6-0800. News Service: ENS, UP  
Representative: H-R Reps.  
Membership: NAB, RAB  
President: Norman Knight  
Exec. V.P., Gen. Mgr.: George Steffy  
Comm. Mgr.: Tom Bateson  
Nat. Sales Mgr.: Proctor Jones  
Sales Prom. Mgr.: George Hallberg  
Program Director: John D. Maloy  
Publicity Director: Phyllis Doherty  
Chief Engineer: I. B. Robinson

**WORL—Boston—1950**

Frequency: 950 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Pilgrim Bcastg. Co.  
 Address: 705 Beacon Street  
 Tel.: CO 7-3800. News Service: UP  
 Representative: Headley Reed Co.  
 Membership: NAB, RAB  
 President: Joseph A. Dunn  
 Gen., Sta., Comm. Mgr.: Arthur E. Haley  
 Program Dir.: Stan Richards  
 Pub. Dir.: Polly Haddad  
 Chief Engineer: John Parker

**WEZE—Boston—1953—NBC**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By: Air Trails Bcastg.  
 Address: Bradford Hotel  
 Tel.: HA 6-1122. News Service: AP  
 Representative: Hollingbery  
 Membership: RAB  
 Exec. V.P.: J. P. "Pat" Williams  
 General Manager: Norton Virgein  
 Comm. Mgr.: Yale Lasker  
 Program Director: Don Rogers  
 Continuity Dir.: Arthur Lypson  
 Chief Engineer: George Jowdy

**WBOS—Boston—1947**

Frequency: 1600 Kc. Power: 5000 Watts  
 Owned-Oper. By: Champion Bcastg. Sys., Inc.  
 Address: 790 Commonwealth Ave.  
 Tel.: BE 2-5650. News Service: UP  
 Representative: Wm. G. Rambeau Co.  
 Gen. Mgr.: Ralph Weinman  
 Commercial Manager: Harry Goodman

**WBET—Brockton—1946**

Frequency: 1460 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Enterprise Publishing Co.  
 Business-Studio Address: 60 Main St.  
 Tel.: JU 6-1460. News Service: AP  
 Membership: NAB, RAB  
 Transcription Service: Thesaurus  
 Representative: Walker  
 General Manager: Charles A. Fuller  
 Commercial Mgr.: Earle G. Clement  
 Chief Eng.: Charles O. Nowell

**WTAO—Cambridge—1948**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Middlesex Bcastg. Corp.  
 Address: 439 Concord Ave.  
 Tel.: EL 4-0500. News Service: UP  
 Representative: O'Connell  
 President: Frank J. Lyman, Jr.  
 General Manager: Wallace Dunlap  
 Commercial Manager: Harry D. Goodwin  
 Sales Promotion Manager: Joe Galvin  
 Chief Engineer: Earl Ellsworth

**WACE—Chicopee-Springfield  
 1946**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Regional Bcastg. Co.

Business Address: Radio Center  
 Tel.: LY 4-6654. News Service: INS  
 Transcription: Thesaurus  
 Representative: Forjoe  
 Membership: NAB, RAB  
 President: John S. Begley  
 Gen. Mgr.: Ralph J. Robinson  
 Prog. Dir.: Sy Levy  
 Chief Engineer: H. R. Glinka

**WALE—Fall River—1948  
 MBS-YANKEE**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Narragansett Bcastg. Co.  
 Address: 18 N. Main St.  
 Tel.: OS 4-3535. News Service: UP  
 Representative: O'Connell, Wheeler  
 Membership: NAB  
 Manager: George L. Sisson, Jr.  
 Commercial Mgr.: Markey Gosciminski  
 Prog. Dir.: Ann Kenney  
 Ch. Eng.: Larry Coyle

**WSAR—Fall River—1921  
 ABN**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Oper. By: Fall River Bcastg. Co., Inc.  
 Bus. Studio Address: Box 927  
 Tel.: OS 7-9477. News Service: UP  
 Newspaper Affiliation: Herald News, Inc.  
 Representative: Headley-Reed, Kettell-Carter  
 President: Frank W. Miller  
 Gen. Mgr., Treas.: Lincoln W. N. Pratt  
 Commercial Manager: Cornelius Sullivan  
 Program Director: Richard F. Wilcox  
 Chief Engineer: Arnold Molloy

**WEIM—Fitchburg—1941  
 MBS-YANKEE**

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Newcomb Bcastg.  
 Business-Studio Address: 717 Main St.  
 Tel.: 3-3766. News Service: UP  
 Representative: Walker, Nora Kirby  
 Transcription: World  
 President: Arthur A. Newcomb  
 General Manager: Robert E. Berry  
 Chief Engineer: Ted Kain

**WFGM—Fitchburg—1949**

Frequency: 1580 Kc. Power: 1000 W., d.  
 Owned-Oper. By: Wachusett Bcastg. Corp.  
 Address: 455 Main Street  
 Tel.: FI 3-4897. News Service: UP  
 Membership: NAB  
 Reps.: Everett-McKinney  
 President: David M. Myers  
 Gen., Sta. Mgr.: Ruane B. Hill  
 Commercial Mgr.: Richard Ziegler  
 Sales Prom. Mgr.: James Chalmers  
 Program Director: Tal Hood  
 Publicity Director: Richard McLernon  
 Chief Engineer: Donald L. Coleman, Jr.



**WKOX—Framingham—1947**

Frequency: 1190 Kc. Power: 1000 Watts d.  
Owned-Operated By.....WKOX, Inc.  
Bus. Studio Address.....Mt. Wayte Ave.  
Tel.: TR 3-7409.....News Service: UP  
Representative.....Kettell-Carter, Grant Webb  
Membership.....NAB  
Station Manager.....Richard E. Adams  
Commercial Manager.....A. A. Anderson  
Program Dir.....John Gentry

**WGAW—Gardner—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned.....Gardner Bcstg. Co.  
Business Number.....Green St.  
Tel.: 1490.....News Service: UP  
Representative.....Nona Kirby, Webb  
Pres. & Gen. Mgr.....Charles E. Asher  
Treasurer.....James D. Asher  
Commercial Manager.....Roland Dahir  
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.....Rt. 7  
Tel.: GR 1567.....News Service: UP  
Pres., Gen., Comm. Mgr....John T. Parsons  
Sales Prom. Mgr.....Edward Comstock  
Program Director.....Alan D. Vaber  
Sales Prom. Dir.....Edward Tichenor

**WHAI—Greenfield—1938**

**MBS-YANKEE**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Haigis Bdcstg. Corp.  
Business-Studio Address.....486 Main St.  
Tel.: PR 4-4301.....News Service: AP  
Transcription.....SESAC  
Representative.....Walker  
Membership.....RAB, NAB  
Pres., Gen., Sta. Mgr.....John W. Haigis, Jr.  
Commercial Mgr.....Harry J. Frank  
Pub. Dir.....June Greene  
Program Director.....Ira I. Hewey  
Chief Engineer.....Delwin D. Shattuck

**WHAV—Haverhill—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....WHAV, Inc.  
Business-Studio Address.....30 How St.  
Tel.: DR 4-4733.....News Service: UP  
Representative.....Kettell Carter  
Transcription Service.....Lang-Worth  
Treasurer.....E. I. Cotlin  
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

Telephone.....RE 4-1126 (S)  
Representative.....Branham, Wheeler  
Membership.....NAB  
Gen. Mgr.....Charles N. DeRose  
Business Manager.....Patrick J. Montague

**WREB—Holyoke—1950—KBS**

Frequency: 930 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Valley Bcstg. Corp.  
Address.....225 High St.  
Tel.: JE 2-3296.....News Service: UP  
Trans. Ser.....SESAC  
Membership.....NAB, RAB  
Representative.....Breen & Ward  
General Manager.....Edmund F. Wakelin  
Program Director.....David H. Foerster  
Chief Engineer.....George G. Chandler

**WCCM—Lawrence—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Lawrence Bdcstg. Co.  
Address.....9 Valley Street  
Tel.: MU 3-7171.....News Service: UP  
Pres., Gen. Mgr.....Geo. H. Jaspers  
Comm. Mgr., Prom. Mgr....Daniel Ruggles, III  
Prog. Dir.....John R. Canty  
Chief Eng.....Norman Round

**WCAP—Lowell—1951**

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Operated By...Northeast Radio Inc.  
Address.....243 Central St.  
Tel.: 4-0404.....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  
Tel.: GL 8-8715 (Lo).....News Service: UP  
Representative.....Bolling  
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...Purtian Bcst. Service, Inc.  
Business-Studio Address.....7 Willow St.  
Tel.: LY 5-6200.....News Service: UP  
Station Representative.....Walker  
President.....Theodore Feinstein  
General Manager.....Melvin Lahr

**WHIL—Medford-Boston—1952**

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By...Conant Bcstg. Co.  
Address.....99 Revere Beach Pkwy-Medford  
Tel.: MY 6-1430.....News Service: UP  
Representative.....Grant Webb  
Pres., Gen. Mgr.....Sherwood J. Tarlow





Station Manager . . . . . Joseph Kruger  
Prog. Director . . . . . Bob Walsh  
Chief Engineer . . . . . Sat Fulchino

Membership . . . . . NAB  
President . . . . . John H. Williams  
Gen., Sta., Comm. Mgr. . . . . Alexander W. Milne

**WMOO—Milford—1956**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned . . . . . Millford Bcstg. Corp.  
Address . . . . . Opera House Bldg  
News Service . . . . . UP  
Representative . . . . . Nona Kirby  
Trans. . . . . Thesaurus  
Membership . . . . . NAB  
President . . . . . James W. Miller  
Gen. Mgr. . . . . Edwin E. Strowniack  
Sales Mgr. . . . . Henry F. Murray

**WCAT—Orange—1956**

Frequency: 1390 Kc. . . . . Power: 1000 W. d.  
Owned-Oper. By . . . . . Miller River Bcstg.  
Address . . . . . Brookside Rd.  
Tel.: KI 4-2825 . . . . . News Service: UP  
Representative . . . . . Nona Kirby  
Transcription Service . . . . . Thesaurus  
President . . . . . James W. Miller  
V.P., Gen. Mgr. . . . . Edwin E. Stawniak  
Program Dir. . . . . Brad Drawbridge

**WBSM—New Bedford—1949**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
Owned . . . . . Bay State Broadcasting Co.  
Address . . . . . Pope's Island  
Tel.: WY 3-1767 . . . . . News Service: UP  
Representative . . . . . Bolling Co.  
Membership . . . . . NAB  
President . . . . . Joseph P. Duchaine  
Gen. Mgr. . . . . Otto F. A. Arnold  
Comm. Mgr. . . . . Richard G. Evans  
Prog. Dir. . . . . Hal Peterson  
Continuity Director . . . . . Henry S. Galus

**WBEC—Pittsfield—1947—ABN**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Western Mass. Bcstg. Co.  
Business-Studio Address . . . . . 33 Eagle St.  
Tel.: 8292 . . . . . News Service: AP  
Newspaper Affiliation . . . . . Evening Eagle  
Transcription Service . . . . . World  
Membership . . . . . NAB  
Rep. . . . . Everett-McKinney, Foster & Creed  
President . . . . . L. K. Miller  
Gen., Sta. Mgr. . . . . W. Wendell Budrow  
Comm., Sls. Prom. Mgr. . . . . Edward Johnson  
Prog., Pub. Dir. . . . . Paul Edwards  
Chief Engineer . . . . . Robert Johnson

**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.  
Tel.: WY 8-5228 . . . . . News Service: AP  
Newspaper Affiliation . . . . . Standard-Times  
Representative . . . . . Walker Co.  
Manager . . . . . Henry N. Solomon

**WBRK—Pittsfield—1938  
MBS-YANKEE**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Greylock Bcstg. Co.  
Business-Studio Address . . . . . 8 Bank Row  
Tel.: 2-1553 . . . . . News Service: UP  
Representative . . . . . Walker  
Membership . . . . . NAB  
President . . . . . Leon Podolsky  
Gen., Sta. Mgr. . . . . Walter Kearsey  
Comm., Prom. Mgr. . . . . Martin Schechter  
Program Dir. . . . . William Nickum  
Chief Engineer . . . . . Allan J. Smith

**WBNP—Newburyport—1957**

Frequency: 1470 Kc. . . . . Power: 500 Watts, d.  
Owned . . . . . Tri-City Bcstg. Co.  
Address . . . . . Route 17  
Tel.: HO 2-6654 . . . . . News Service: UP  
Representative . . . . . Walker  
President . . . . . Theodore Feinstein  
Gen. Mgr. . . . . J. Thomas Mathers

**WPLM—Plymouth—1955**

Frequency: 1390 Kc. . . . . Power: 500 Watts, d.  
Owned-Oper. By . . . . . Plymouth Rock Bcstg. Co.  
Address . . . . . 294 Court St.  
Tel.: PL 2600 . . . . . News Service: UP  
Representative . . . . . Breen & Ward  
Pres., Gen. Mgr. . . . . Jack Campbell

**WMNB—North Adams—1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Northern Berkshire Bcstg. Co.  
Bus.-Studio-Transmitter Address . . . . . 466 Curran  
Tel.: MO 3-6567 . . . . . News Service: AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . McGillvra, Kirby  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . J. Gordon Keyworth  
Prog. Dir. . . . . Roy M. Anderson

**WJDA—Quincy—1947**

Frequency: 1300 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . South Shore Bcstg. Co., Inc.  
Business-Studio Address . . . . . Box 373  
Tel.: MA 9-1300 . . . . . News Service: UP  
Representative . . . . . Kirby, Breen & Ward  
Membership . . . . . NAB  
Pres., Gen., Sta. Mgr. . . . . James D. Asher  
Comm., Sales Prom. Mgr. . . . . K. P. Fallon, Jr.  
Chief Engineer . . . . . Arthur F. Lane

**WHMP—Northampton—1950**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Pioneer Valley Bcstg. Co.  
Address . . . . . 78 Main St.  
Tel.: JU 4-4275 . . . . . News Service: UP  
Representative . . . . . Nona Kirby, Webb

**WESX—Salem—1939**

Frequency: 1230 Kc. . . . . Power: 250 Watts



Owned-Oper. By.....North Shore Bcstg. Corp.  
 Address.....Box 710  
 Tel.: PI 4-5670.....News Service: UP  
 Station Rep.....Breen & Ward  
 President.....James D. Asher  
 Gen., Comm. Mgr.....George R. Eckels  
 Prog., Pub. Dir.....Norman Durkée

Station Mgr.....Paul Monson  
 Prog. Dir.....Gordie Baker  
 Chief Engineer.....Valentino Partyka

**WESO—Southbridge-Webster  
 1955**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned.....WESO Broadcasting Corp.  
 Address.....291 Main Street  
 Tel.: PO 4-4381.....News Service: UP  
 Representative.....Webb, Foster-Creed  
 Membership.....NAB, RAB  
 President.....Peter A. Bordes  
 Vice-President.....Joseph L. Rosenmiller  
 Gen., Sta. Mgr.....Joseph C. Amaturio  
 Comm. Mgr.....William Richard  
 Program Director.....Robert Farson  
 Chief Engineer.....Ken Duquette

**WTYM—Springfield—1949**

Frequency: 1600 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Springfield Bdcstg. Co.  
 Address.....Shaker Rd., E. Longmeadow  
 Tel.: RE 3-4187.....News Service: UP  
 Representative.....Dore & Panto Coast  
 Gen., Sta. Mgr.....Arthur Tacker  
 Commercial Manager.....Jim Towle

**WBZA-WBZ**

(Synchronous Operation)  
 Springfield-Boston—1921  
 (See Boston Listing)

**WTXL—West Springfield—  
 1949—ABN**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Telecolor Corp.  
 Address.....34 Sylvan St.  
 Tel.: RE 9-4768.....News Service: UP  
 Representative.....Walker  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....L. A. Reilly  
 Commercial Manager.....Holland D. Cameron  
 Station Mgr., Chief Engineer.....J. L. Spates

**WHYN—Springfield—1941  
 CBS**

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hampden-Hampshire Corp.  
 Address.....1300 Liberty St.  
 Tel.: RE 4-1126.....News Service: UP  
 Representative.....Bramham, Wheeler  
 Membership.....NAB  
 General Mgr.....Charles N. DeRose  
 Business Mgr.....Patrick J. Montague

**WPEP—Taunton—1949**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Silver City Bcstg. Corp.  
 Address.....174 Broadway  
 Tel.: VA 4-7528.....News Service: UP  
 Representative.....Nona Kirby  
 Membership.....NAB  
 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

**WMAS—Springfield—1932  
 MBS-YANKEE**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WMAS, Inc.  
 Business-Studio Address.....101 West St.  
 Tel.: RE 7-1414.....News Service: UP  
 Representative.....Bolling  
 Membership.....NAB  
 President.....Gerald Harrison  
 Station Manager.....Robert Donahue  
 Comm. Mgr.....Zack Land  
 Prog. Dir.....Roland Dumas  
 Chief Eng.....John Michnovetz

**WARE—Ware—1948  
 YANKEE-MBS-KBS**

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Central Bcstg. Corp.  
 Business-Studio Address.....56 M. Street  
 Tel.:.....WA 1250  
 Representative.....Breen & Ward  
 President.....Dr. Bertram M. Roberts  
 General Manager.....Allan W. Roberts  
 Station Manager.....John Von Dell  
 Commercial Manager.....Richard Vaughn

**WSPR—Springfield—1936**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WSPR, Inc.  
 Business Address.....63 Chesnut St.  
 Tel.: RE 2-4182.....News Service: UP  
 Representative.....Hollingbery, Kettell-Carter  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....Alan C. Tindal  
 Commercial Manager.....John J. Sullivan

**WDEW—Westfield—1957**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Westfield Bcstg. Co.  
 Business-Studio Address.....249 Union St.  
 Tel.: LO 2-2307.....News Service: INS  
 Membership.....NAB  
 President.....Albert L. Capstaff  
 General Manager.....Larry Jones

**WOCB—West Yarmouth—1940  
 MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts

**Owned-Oper. By** ..... E. Anthony & Sons  
**Address** ..... South Sea Ave.  
**Tel.:** HY 501 ..... **News Service:** UP  
**Representative** ..... Walker  
**Newspaper Affil.** ..... Standard Times  
**President** ..... Bas M Brewer  
**Sta. Mgr.** ..... Paul Stiles  
**Prog. Dir.** ..... Joan S. Holbrook  
**Chief Engineer** ..... Frank L. Lynch

### **WAAB—Worcester—1931** **ABN-MBS-YANKEE-NBC**

**Frequency:** 1440 Kc. .... **Power:** 5000 Watts  
**Owned by** ..... WAAB, Inc.  
**Bus.-Studio Address** ..... Waterman Bcstg. Corp.  
**Tel.:** PL 2-5611 ..... **News Service:** UP  
**Transcription Service** ..... World  
**Membership** ..... NAB, RAB  
**Rep.** ..... Hollingbery, Kettell-Carter  
**Pres., Gen. Mgr.** ..... Bernard E. Waterman  
**Comm. Mgr.** ..... C. Kaminski  
**Prog., Pub. Dir.** ..... T. C. Sawyer  
**Chief Engineer** ..... George Capalbo

### **WHEB—Worcester—1946**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... New England Bcstg. Co.  
**Address** ..... 405 Main St.  
**Tel.:** PL 6-4672 ..... **News Service:** UP  
**Representative** ..... Bolling  
**Membership** ..... NAB, 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.  
**Tel.:** SW 9-0581 ..... **News Service:** AP  
**Representative** ..... Young, Wheeler  
**Pres., Gen., Sta. Mgr.** ..... Robert F. Bryar  
**Comm., Sls. Prom. Mgr., Pub. Dir.** ..... Bart Coblenz  
**Program Director** ..... Richard Smith  
**Chief Engineer** ..... Herman A. Gruzin

### **WTAG—Worcester—1924** **CBS**

**Frequency:** 580 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... WTAG, Inc.  
**Business-Studio Address** ..... 20 Franklin St.  
**Tel.:** PL 5-4321 ..... **News Service:** AP  
**Newspaper Affil.** ..... Telegram & Gazette  
**Representative** ..... Henry L. Christal Co.  
**Membership** ..... NAB  
**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.  
**P. od., Pgm. Dir.** ..... A. J. Brissette  
**Chief Engineer** ..... E. A. Browning

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Sta. CP's—5; Radio Homes—2,212,000; TV Homes—1,986,000

## WABJ—Adrian—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Gerity Bcstg. Co.  
Address 2982 Treat Rd.  
Tel: CO 5-7123 News Service: AP  
Representative Michigan Spot Sales  
Membership NAB, RAB  
President James Gerity, Jr.  
Gen., Sta. Mgr. Donald J. Dean  
Program Director Keith Roper  
Chief Engineer Galen Stutzman

## WALM—Albion—1952—KBS

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By Calhoun Bcstg. Co.  
Address Hawes Bldg.  
Tel: 5065 News Service: UP  
Transcription Service Sesac  
Membership NAB  
General Manager C. Wayne Wright

## WFYC—Alma—1948

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By WFYC, Inc.  
Address 5310 N. State Rd., Rt. No. 1  
Tel: 95 News Service: UP  
Transcription Service World  
Representative Hollingbery  
General Manager Gilbert E. Thomas  
Station Manager David W. Sommerville

## WATZ—Alpena—1946 NBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Midwestern Bcstg. Co.  
Business Address M-32 West  
Tel: 1049 News Service: AP  
Representative Holman  
President Les Biederman  
Station Manager Drew McClay  
Chief Engineer William Kiker

## WHRV—Ann Arbor—1946

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By M. W. Broadcasting  
Address 15823 W. McNichols (Detroit)  
Tel: BR 3-2026 (D) News Service: AP  
Membership NAB  
General Manager Larry Gentile  
Station Manager Richard Harner  
Prog. Dir. Donald A. Herman  
Chief Engineer James Allen

## 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.  
Tel: NO 2-5517 News Service: AP  
Transcription Thesaurus  
Representative Everett-McKinney, Inc.  
Membership NAB  
Pres., Gen. Sta. Mgr. Edward F. Baughn  
Commercial Manager Kenneth MacDonald  
Program Dir. Albert Sanborn

Chief Engineer Bernard Ressler

## WLEW—Bad Axe—1950—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Stevens Wismer Bcstg. Co.  
Address 935 S. Van Dyke Rd.  
Tel: 1010 News Service: AP  
Rep. Gill-Perna, Michigan Spot Sales  
Trans. Ser. Standard, Lang-Worth, Thesaurus  
Gen. Mgr. John Wismer  
Business Manager Jim Muehlenbeck

## WBCK—Battle Creek—1948

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By Michigan Bcstg. Co.  
Address Security Natl. Bank Bldg.  
Tel: WO 3-5555 News Service: UP  
Transcription Service World  
Representative Hollingbery  
Membership NAB, RAB  
President Robert H. Holmes  
General Mgr. E. F. Cahill  
Chief Engineer Harley Hammond

## WELL—Battle Creek—1925 ABN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Southern Mich. Bcstg.  
Address Michigan National Bank Bldg.  
Tel: WO 4-7173 News Service: AP  
Newspaper Affil. Enquirer and News  
Transcription Service Thesaurus, Standard  
Representative Meeker  
Membership NAB, RAB  
President Fred A. Knorr  
Sta., Comm. Mgr. P. J. Haller  
Program Dir. Robt. Geerdes  
Publicity Director Jack Newman  
Chief Engineer Earl J. Stone

## WBCM—Bay City—1925 ABN-KBS

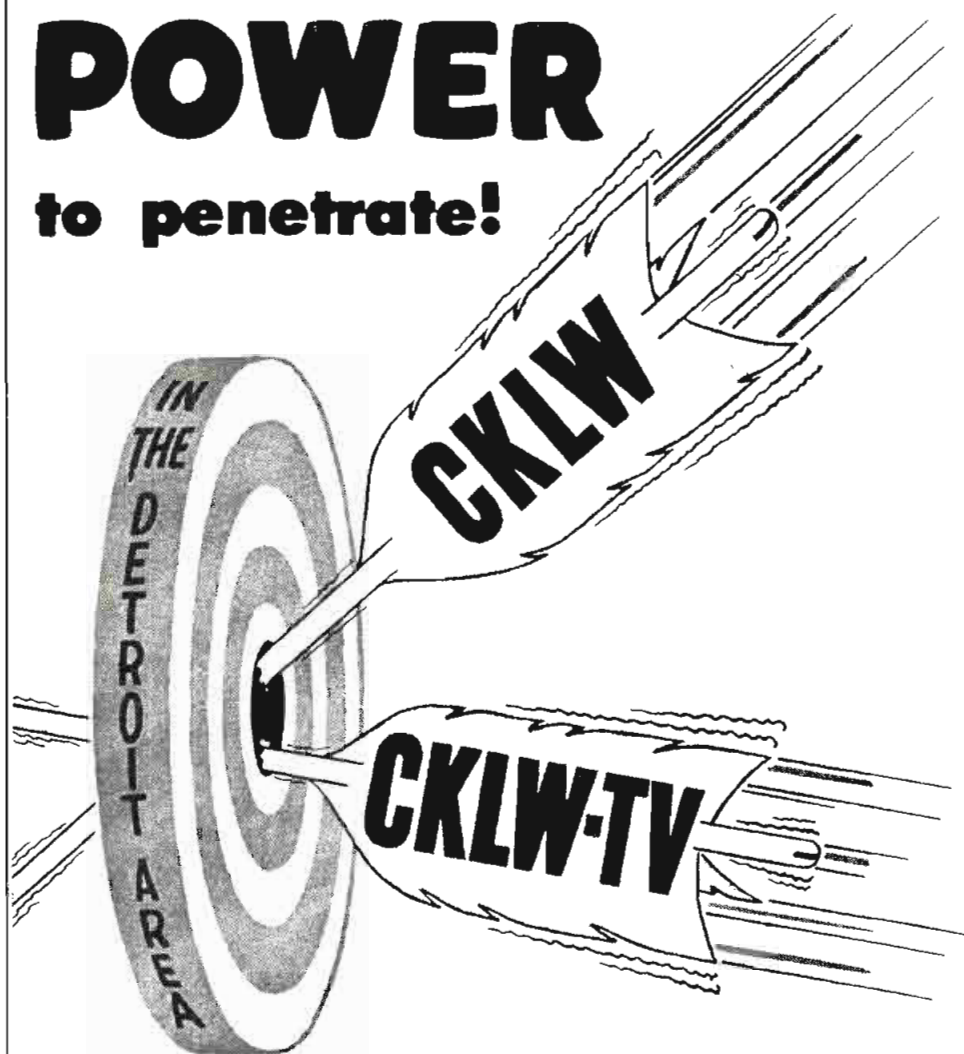
Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.  
Owned-Operated By Michigan Bcstg. Co.  
Business Studio Address Wenonah Hotel  
Tel: TW 3-7551 News Service: UP  
Transcription Service World, Lang-Worth  
Representative George P. Hollingbery  
Membership NAB, RAB  
President Robert H. Holmes  
Gen., Sta., Comm. Mgr. Leo A. Jylha  
Prog., Pub. Dir. Hal Shore  
Chief Engineer Wes Thompson

## WWBC—Bay City—1956

Frequency: 1250 Kc. Power: 1 Kw., d.  
Owned Water Wonderland Bcstg. Co.  
Address 306 Phoenix Bldg.  
Tel: TW 3-4588 News Service: AP  
Representative Burke-Stuart  
President Patrick J. Trahan  
Manager Charles E. Anthony  
Prom. Mgr. Robert F. Benkelman

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ADAM YOUNG, INC.  
National Representative

J. E. Campeau  
President

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**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.  
Tel.: WA 5-2113 News Service: AP  
Newspaper Affil. Palladium, Herald Press  
Transcription Service World, Thesaurus  
Representative Hal Holman  
Membership NAB, RAB  
President Stanley R. Banyon  
General Manager J. P. Scherer  
Program Director Don Priest  
Sales Prom. Mgr. Dwight Edmunds  
Sales Manager Redd Gardner  
Chief Engineer M. U. Robinson

**WBRN—Big Rapids—1953  
KBS**

Frequency: 1460 Kc. Power: 1 Kw., d.  
Owned-Oper. By WBRN, Inc.  
Address P. O. Box 825  
Tel.: 648 News Service: AP  
Transcription Service Thesaurus, SESAC  
Representative Hil F. Best  
Membership RAB  
Pres., Gen. Mgr. Spencer Denison  
Commercial Manager James Gilmartin  
Chief Engineer R. F. Cook

**WATT—Cadillac—1945  
NBC**

Frequency: 1240 Kc. Power: 250 W., d.  
Owned-Operated By Midwestern Bcstg. Co.  
Business-Studio Address U. S. 131, South  
Tel.: PR 5-7831 News Service: AP  
Transcription Service SESAC  
Representative Hal Holman  
President Les Biederman  
Station Manager Merritt L. Chandler  
Commercial Manager Bill Kimball  
Sales Prom. Mgr. Bud Drobny  
Chief Engineer Bill Kiker

**WCER—Charlotte—1956**

Frequency: 1390 Kc. Power: 1 Kw., d.  
Owned Eaton County Bcstg. Co.  
Address 1615 W. Lawrence Hwy.  
Tel.: 1390 News Service: AP  
Representative Best  
Trans. Thesaurus  
President Roy McLean  
Gen., Comm. Mgr. Robert S. Greenhoe

**WCBY—Cheboygan—1954**

Frequency: 1240 Kc. Power: 250 Watts  
Owned Straits Bcstg. Co.  
Address Mackinaw Ave.  
Tel.: 554 News Service: AP  
Transcription Service Thesaurus  
Representative Best  
Pres., Gen., Sta., Sls. Prom. Mgr. R. E. Hunt  
Commercial Mgr. Ben Morrow  
Program Director, Pub. Dir. Dick Welsh  
Chief Engineer Norbert C. Poeppelman

**WTVB—Coldwater—1949**

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.  
Owned-Oper. By Twin Valley Bdcstrs, Inc.  
Address Box 32  
Tel.: 1230 News Service: AP  
Representative Hil F. Best  
President E. Harold Munn, Sr.  
General Manager Lester A. Dana  
Commercial Manager Normand Moore  
Chief Engineer Virgil Royer

**WKM—Detroit-Dearborn  
1946**

Freq.: 1310 Kc. Power: 5 Kw.  
Owned-Oper. By Knorr Broadcasting Corp.  
Address 15001 Mich. Ave., Dearborn  
Tel.: TI 6-8500 News Service: UP, AP  
Representative Headley-Reed  
Transcription Service Lang-Worth  
Membership NAB  
Pres., Gen. Mgr. F. A. Knorr  
Sta. Mgr. John J. Carroll  
Sales Prom. Mgr. Robert Hodges  
Commercial Manager J. O. Gilbert  
Publicity Director Robert Hodges  
Chief Engineer Jerrald Martin

**CKLW—Detroit—1932—MBS**

Frequency: 800 Kc. Power: 50,000 Watts  
Owned-Oper. By Western Ontario Bcstg. Co.  
Address 3300 Guardian Bldg., Detroit 26  
Tel.: WO 1-7200 News Service: AP, UP  
Representative Adam Young  
Transcription Service World, Thesaurus  
Representative Adam Young  
Membership NAB, RAB  
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 Stewart Clark

**WCAR—Detroit—1939**

Freq.: 1130 Kc. Power: 50 Kw., d., 10 Kw., n.  
Owned WCAR, Inc.  
Address 500 Temple Ave.  
Tel.: TE 3-8100 News Service: AP, INS, UP  
Representative AM Radio Sales Co.  
Pres., Gen. Mgr. H. Y. Levinson  
Exec. V.P. Wayne N. Cook

**WJBK—Detroit—1925**

Freq.: 1500 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Operated By Storer Bcstg. Co.  
Bus.-Studio Address 7441 Second Blvd.  
Tel.: TR 3-7400 News Service: INS, AP  
Representative Katz Agency  
Membership NAB, RAB  
President George B. Storer, Sr.  
Managing Director Harry Lipson  
Gen. Sales Mgr. Herbert J. Weber, Jr.  
Merchandising Manager Richard Miller  
Program Director Bob Martin  
Chief Engineer Joseph Haigh





**WJLB—Detroit—1926**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Booth Bcstg. Co.  
Business Address. 700 Buhl Bldg.  
Tel.: WO 2-0220. News Service: AP  
Representative ForJoe  
Membership NAB  
President John L. Booth  
Gen. Mgr. Thomas J. Warner  
Sta. Mgr. Edwin E. Nye  
Sales Prom. Mgr. Commodore Clark

**WJR—Detroit—1922—CBS**

Frequency: 760 Kc. Power: 50,000 Watts  
Owned-Oper. By. WJR. The Goodwill Sta., Inc.  
Address. 2100 Fisher Bldg.  
Tel.: TR 5-4440. News Service: AP, INS, UP  
Transcription Service Thesaurus  
Representative Christal  
Membership NAB  
President John F. Patt  
V.P., & Gen. Mgr. Worth Kramer  
Pub. Rel. Dir. George Kendall  
V.P., Radio Sales Elmer O. Wayne  
Sales Prom. Mgr. Jack Brussel  
Program Manager James H. Quello  
Chief Engineer A. Friedenthal

**WWJ—Detroit—1920—NBC**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By The Evening News Assn.  
Address. 622 W. Lafayette  
Tel.: WO 2-2000. News Service: AP, UP  
Newspaper Affiliation Detroit News  
Rep. Peters, Griffin & Woodward, McDermott  
Membership NAB, RAB  
President Warren S. Booth  
General Manager Edwin K. Wheeler  
Asst. Gen. Mgr. Don DeGroot  
Program Mgr. Robert A. Henabery  
Station Mgr. Robert J. McIntosh  
Sales Prom. Mgr. Glen Kyker  
Nat. Sales Mgr. W. A. Schwartz  
Local Sales Mgr. Roland Gilbert  
Business Mgr. Henry C. Rogers  
Gen. Eng. Mgr. E. J. Love

**WXYZ—Detroit—1925—ABN**

Frequency: 1270 Kc. Power: 5000 Watts  
Owned-Oper. By. WXYZ, Inc.  
Business Address. 1700 Mutual Bldg.  
Tel.: WO 3-8321. News Services: INS, AP  
Representative John Blair  
Transcription Service Standard  
Membership NAB, NAB  
President James G. Riddell  
Commercial Manager Harold L. Neal  
Program Director Robert Baker  
Prom. Mer., Pub. Dir. Bud Kirvan  
Asst. Radio Sales Mgr. Robert Baldrice  
Chief Engineer Charles Kocher

**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. Mgr. George D. Lindenthal  
Station Manager F. J. Lindenthal  
Publicity Director Wm. J. Duchaine  
Chief Engineer Henry C. Olsen

**WEXL—Ferndale—1923**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Sparks Bcstg. Co.  
Business Address. 2201 Woodward Hts. Blvd.  
Tel. LI 4-2200  
Representative Bernard  
Membership NAB  
Pres., Gen. Mgr. Jacob B. Sparks  
Manager Gordon A. Sparks  
Sales Manager Ernest Holder  
V.P., Chief Engineer Garnet G. Sparks

**WAMM—Flint—1955**

Frequency: 1420 Kc. Power: 500 W. d.  
Owned-Oper. By. Binder-Carter-Durham, Inc.  
Address. 3506 E. Kearsley St.  
Tel.: CE 9-8632. News Service: UP  
Representative Gil-Perma  
Pres., Gen. Mgr. Richard S. Carter  
Comm. Mgr. Ronald L. Craig  
Program Director Melvin A. Moss  
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.  
Tel.: CE 9-8686. News Service: AP  
Representative Weed  
Membership NAB  
President John Lord Booth  
Sta. Gen. Mgr. Joseph R. File

**WFDF—Flint—1922—NBC**

Frequency: 910 Kc. Power: 5 Kw., d. 1 Kw., n.  
Owned-Operated By. The Trebit Corp.  
Address. Garland at First Ave.  
Tel.: CE 2-7158. News Service: AP  
Transcription Service Standard  
Representative Katz  
President Harry M. Bilner, Jr.  
Ac. Gen. Sta. Mgr. Elmer A. Knopf  
Comm. Sales Prom. Mgr. Marvin Levey  
Chief Engineer Gerald Wolpert

**WKMF—Flint—1952**

Frequency: 1470 Kc. Power: 1 Kw.  
Owned Knorr Bcstg. Corp.  
Address. 112 W. Water St.  
Telephone 9-7608  
Station Rep. Mich. Spot Sls. Headley-Reed  
Membership NAB  
Pres., Gen. Mgr. Fred A. Knorr  
Managing Director W. Eldon Garner

**WMRP—Flint—1946—KBS**

Frequency: 1570 Kc. Power: 1 Kw.  
Owned-Oper. By. Methodist Radio Parish, Inc.  
Address. 3217 Lapeer St.



Tel.: CE 3-5112.....News Service: UP  
 Representative ..... Best  
 President ..... Arthur Howard  
 Gen. Mgr..... William H. Morford  
 Program Director.....Everett Smith  
 Chief Engineer.....Robert Swayze

### WTAC—Flint—1946—ABN

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned.....Founders Corp.  
 Address ..... Box 929  
 Tel.: OW 4-4146.....News Service: UP  
 Station Representative ..... Hollingbery  
 President.....John M. Shaheen  
 General Manager.....David Mendelsohn  
 Publicity Director.....Ruth Wise  
 Commercial Manager.....Andrew C. Edger'ton  
 Program Director.....Robert Halstead  
 Chief Engineer.....Robert Garner

### WBFC—Fremont—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul A. Brandt  
 Address.....Mt. Pleasant, Mich.  
 Tel.: 415.....News Service: AP  
 Transcription .....Lang-Worth  
 Representative .....Hil F. Best  
 Membership .....NAB  
 President.....Paul A. Brandt  
 Station, Commercial Manager.....Ben Tanus  
 Publicity Director.....Jean McGowen

Chief Engineer.....Charles Holbrook

### WATC—Gaylord—1950

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwestern Bcstg. Co.  
 Address.....Paul Bunyan Bldg., Traverse City  
 Tel.: WI 7-7675.....News Service: AP  
 Representative.....Holman, Mich. Spot Sales  
 Gen. Mgr.....Les Biederman

### WGHN—Grand Haven—1956

Frequency: 1370 Kc.....Power: 500 Watts, d.  
 Owned.....Grand Haven Broadcasting Co.  
 Address.....228 Washington St.  
 Tel.: 5397.....News Service: UP  
 Transcription Service .....Thesaurus  
 President.....H. F. Wulf  
 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 Garfield Ave., S.W.  
 Tel.: GL 6-9541.....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

# WTAC RADIO

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## FLINT, MICHIGAN

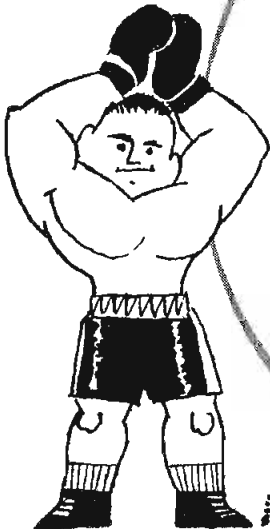
### 1<sup>st</sup> in the Market

All day average 42.6—Nearest competitor 16.0 (Hooper)  
 340 out of 361—¼ hours 1st.—20—¼ hours. 2nd. (Pulse)  
 See our audience composition—Monday through Friday. (Pulse)

National representative — George P. Hollingbery Co.

## FOUNDERS CORP.

One of the Founder's groups of Stations, in-  
 cluding KPOA, Honolulu: WFBL, Syracuse,  
 New York: WSMB New Orleans, Louisiana:  
 KT&R-TV, Denver, Colorado





**WRD—Grand Rapids—1947**

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By: Music Bcstg. Co.  
Business-Studio Add.: 35 Lafayette Ave., N.E.  
Tel.: GL 9-4111 News Service: AP  
Transcription Service: Standard  
Representative: Gill Perna  
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.: Felzer Bcstg. Co.  
Address: Pantlind Hotel  
Tel.: GL 6-8512 News Service: AP  
Transcription: Thesaurus  
Representative: Avery-Knodel, Inc.  
Membership: NAB, RAB  
President: John E. Felzer  
General Mgr.: Carl E. Lee  
Station Manager: Martin Giaimo  
Chief Eng.: Bruce M. Glycadgis

**WLAV—Grand Rapids—1940  
ABN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned: Versluis Radio & Television, Inc.  
Address: 6 Fountain St., N.E.  
Tel.: GL 6-5461 News Service: UP  
Transcription Service: Standard  
Representative: Burke-Stuart  
Membership: NAB, RAB  
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.  
Tel.: GL 6-8621 News Service: UP  
Representative: Radio-TV Reps  
General Manager: Chas. A. Sprague  
Commercial Mgr.: Joe Hooker

**WOOD—Grand Rapids—1924  
NBC**

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By: Wood Bcstg., Inc.  
Address: 120 College Ave., S.E.  
Tel.: GL 9-4125 News Service: AP  
Representative: Katz Agency  
Pres., Gen. Mgr.: Willard Schroeder  
Radio Sales Mgr.: Michael Lareau  
Gen. Sales Mgr.: Arthur M. Swift  
Prom. Mgr.: Clark Grant  
Prog. Dir.: Franklin Sisson  
Publicity Director: John Burpee  
Chief Engineer: Charles Robison

**WMPL—Hancock—1957—KBS**

Frequency: 920 Kc. Power: 1 Kw., d.  
Owned: Copper Country Bcstg. Co.  
Address: Box 147  
Tel.: 3155 News Service: UP  
Representative: Best  
Pres., Mgr.: Francis Locatelli  
Comm. Dir.: Philip Frazer

**WBSE—Hillsdale—1955—KBS**

Frequency: 1340 Kc. Power: 100 W.  
Owned-Operated By: Stevens-Wismer Bcstg.  
Address: 92½ Broad St.  
Tel.: HE 7-4444 News Service: AP  
Transcription: Thesaurus  
Rep.: Gil-Perna, Mich. Spot Sls.  
Membership: NAB, RAB  
Gen., Sta. Mgr., Chief Eng.: E. H. Munn, Jr.  
Comm. Mgr.: Lincoln A. Mayo

**WHTC—Holland—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Holland Bcstg. Co.  
Address: 5 E. 8th St.  
Tel.: EX 2-3121 News Service: AP  
Representative: Best  
President: W. A. Butler  
Gen. Mgr.: Sandy Meek  
Program Director: Harold Franken  
Chief Engineer: Juke Van Oss

**WJBL—Holland—1956**

Frequency: 1260 Kc. Power: 500 Watts  
Owned: Ottawa Bcstg. Corp.  
Address: US 31 at James St.  
Tel.: EX 6-5281 News Service: UP  
Transcription Service: SESAC  
Gen. Mgr.: J. C. Grysen  
Sales Mgr.: R. E. Smits

**WHDF—Houghton—1929  
NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Upper Michigan Bcstg. Co.  
Address: Houghton  
Tel.: 1 News Service: AP  
Transcription Service: Thesaurus  
Representative: Walker  
Membership: NAB  
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 Cr.  
Tel.: GR 8-3040 News Service: AP  
Representative: Hil F. Best  
Membership: NAB

President.....Jacob B. Sparks  
 Sta. Mgr., Prog. Dir.....Robert D. Ditmer  
 Chief Engineer.....Harold Kelly

**WHMI—Howell—1956**

Frequency: 1350 Kc.....Power: 500 Watts, d.  
 Owned.....Livingston Bcstg. Co.  
 Address.....201½ W. Grand River Ave.  
 News Service.....AP  
 Representative.....Best  
 Manager.....M. H. Wirth

**WCHB—Inkster—1956**

Frequency: 1440 Kc.....Power: 1 Kw. d.  
 Owned.....Bell Bcstg. Corp.  
 Address.....32790 Henry Ruff Rd.  
 Tel.: CR 8-1440.....News Service: AP  
 Transcription Service.....Thesaurus  
 Representative.....Pearson  
 Membership.....NAB, RAB  
 President.....Dr. Haley Bell  
 General Manager.....Dr. Wendell Cox  
 Program Director.....Larry D. Faulkner

**WION—Ionia—1953**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Ionia Bcstg. Co.  
 Address.....Box 143  
 Tel.: 2300.....News Service: AP  
 Representative.....Best  
 Transcription Service.....Thesaurus, Sesac  
 Membership.....NAB  
 Gen. Mgr.....Monroe MacPherson, Sr.  
 Sta. Mgr.....Monroe MacPherson, Jr.  
 Commercial Mgr.....D. L. Aldrich  
 Prog. Dir.....Jim Pegg

**WMIQ—Iron Mountain—1947**  
**ABN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Iron Mountain-Kingsford Bcstg. Co.  
 Address.....211 East Ludington Street  
 Tel.: 2031.....News Service: UP  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 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.....Iron Co. Bcstg.  
 Address.....Iron River Nat. Ban Bldg.  
 Tel.: 102.....News Service: UP  
 Representative.....Hil F. Best  
 Transcription.....Thesaurus  
 Membership.....NAB, RAB  
 President.....Edwin Phelps, Sr.  
 Gen. Sta., Comm. Mgr.....Edwin Phelps, Jr.  
 Program, Pub. Dir.....Milo Jordan  
 Chief Eng.....Les Patten

**WJMS—Ironwood—1931—KBS**

Frequency: 630 Kc.....Power: 1000 Watts

Owned-Oper. By.....Upper Mich.-Wis. Bcstg. Co.  
 Bus.-Studio Address.....St. James Hotel Annex  
 Tel.: 20.....News Service: UP  
 Representative.....Hil F. Best  
 Membership.....NAB, RAB  
 President, Gen. Mgr.....William L. Johnson  
 Sales Mgr.....Robert Olson

**WJPD—Ishpeming—1947**  
**KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ishpeming Bcstg. Co.  
 Business-Studio Address.....Jenks Block  
 Tel.: HU 6-9937.....News Service: AP  
 Transcription Service.....World  
 Membership.....NAB  
 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.  
 Telephone.....6121  
 Station Representative.....Weed  
 Membership.....NAB  
 President.....John L. Booth  
 Managing Director.....George P. Lasley

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 New York 20, N. Y.



### WKHM—Jackson—1951 MBS

Frequency: 970 Kc. Power: 1000 Watts  
Owned..... Jackson Bcstg. & Tele. Corp.  
Address..... 441 Wildwood  
Tel.: ST 4-7181..... News Service: AP  
Rep..... Headley-Reed, Mich. Spot Sales  
Trans..... Lang-Worth, World  
Pres., Gen. Mgr..... Fred A. Knorr  
Commercial Manager..... Nathan H. Alberstein

### WKLZ—Kalamazoo—1955

Frequency: 1470 Kc. Power: 500 W. d.  
Owned..... The Circle Corporation  
Address..... 2315 Schippers Lane  
Tel.: FI 3-2541..... News Service: UP  
Representative..... Gil-Perna  
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.  
Tel.: FI 4-0111..... News Service: UP  
Representative..... Broadcast Time Sales  
Membership..... NAB  
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..... Felzer Bcstg. Co.  
Business Address..... 590 W. Maple St.  
Tel.: FI 5-2101..... News Service: AP  
Transcription Service..... Thesaurus  
Representative..... Avery-Knodel  
Membership..... NAB, RAB  
President..... John E. Felzer  
V. P. & Mgr. Dir..... Carl E. Lee  
Radio Admin. Asst..... Otis T. Gaston  
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  
Tel.: IV 2-1655..... News Service: AP  
Transcription Service..... Lang-Worth  
Representative..... Venard  
Pres., Gen. Comm. Mgr..... John C. Pomeroy  
Sales Prom. Mgr..... Richard M. Pomeroy

### WJIM—Lansing—1934—ABN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Gross Telecasting, Inc.  
Address..... 2820 East Saginaw  
Tel.: IV 2-1333..... News Service: UP  
Rep..... Peters, Griffin, Woodward, Inc.  
Membership..... RAB  
P esident, Gen. Mgr..... Harold F. Gross  
Sta ion Mgr..... Howard K. Finch  
Comm. Mgr..... Keith Oliver  
Sales Prom. Mgr..... Geoge Hancin  
Chief Eng..... Carl Musson

### WKLA—Ludington—1944 ABN-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Raymond A. Plank  
Address..... East Ludington Ave.  
Tel.: 1450..... News Service: UP  
Representative..... Best  
Membership..... NAB, RAB  
Pres., Gen. Mgr..... Ray A. Plank

### WMTE—Manistee—1951 KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Manistee Radio Corp.  
Address..... Box 322  
Tel.: 1340..... News Service: AP  
Trans. Ser..... Thesaurus  
Representative..... Best  
Membership..... RAB  
President..... James R. Sumbler  
General Manager..... Stephen Cole  
Comm. Mgr..... Edward H. Owens

### WDOG—Marine City—1950

Frequency: 1590 Kc. Power: 1000 Watts d.

# WKMI

Kalamazoo ★ Michigan

Western Michigan's  
Most Powerful  
Independent

★  
**5,000 WATTS**

★

Serving the  
Kalamazoo-Battle Creek  
307,000 Metropolitan Area

★

STEERE BROADCASTING CORP.

Owned-Operated By..... Radio St. Clair, Inc.  
 Address..... Marine City Hwy.  
 Tel.: RO 2-1111..... News Service: UP  
 President..... Jerry Coughlin  
 Station Mgr..... John S. Bell  
 Program Dir..... J. A. Sullivan  
 Chief Engineer..... Robert Burr

Address..... Mt. Pleasant, Mich.  
 Tel.: SP 3-3171..... News Service: AP  
 Transcription Service..... Thesaurus  
 Membership..... NAB  
 Representative..... Hill F. Best  
 President..... Paul A. Brandt  
 Sta., Comm. Mgr..... Dick Wood

**WDMJ—Marquette—1931**  
**MBS-KBS**

Frequency: 1320 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Lake Superior Bcstg. Co., Inc.  
 Bus.-Studio Address..... Mining Journal Bldg.  
 Tel.: ..... CA 6-3524  
 Newspaper Affil..... Mining Journal  
 Membership..... NAB  
 Representative..... Superior Ad Agency  
 General Manager..... Frank J. Russell, Jr.  
 Gen., Sta., Comm. Mgr..... Robert Luke

**WMAB—Munising—1956**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned..... Munising-Alger Bcstg. Co.  
 Address..... First Nat. Bank Bldg.  
 Tel.: 518..... News Service: AP  
 Representative..... Best  
 Trans..... Standard  
 Gen. Mgr..... Charles Symon  
 Sta. Mgr..... T. H. Ouellette  
 Prog. Dir..... Chuck Ramsey

**WAGN—Menominee—1952**  
**KBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Men-Mar Bcstg. Co.  
 Address..... Glickman Bldg.  
 Tel.: UN 3-5551..... News Service: UP  
 Rep..... W. E. McClenahan  
 Pres., Gen. Sta. Mgr..... Vernon Uecker  
 Nat. Sales..... E. V. Mottard  
 Chief Eng..... Loren B. Koesling

**WKBZ—Muskegon—1926**  
**ABN**

Frequency: 850 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Ashbacker Radio Corp.  
 Business-Studio Address..... 432 Apple Ave.  
 Tel.: 2-6051..... News Service: AP  
 Trans. Serv..... Lang-Worth  
 Representative..... Meskei  
 Membership..... NAB  
 Pres., Gen. Mgr..... Arch Shawd  
 Sta., Comm. Mgr..... J. R. Gudelsky  
 Program Director..... J. L. Roach  
 Pub. Dir., Sales Prom. Mgr..... B. L. Bennett  
 Chief Engineer..... George Krivitzky

**WMDN—Midland—1948**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Rich Publ. House, Inc.  
 Address..... 2500 Swede Rd.  
 Tel.: TE 9-9988..... News Service: AP  
 Transcription Service..... Thesaurus  
 Station Rep..... Hil F. Best  
 Membership..... NAB, RAB  
 President..... Phillip T. Rich  
 General Mgr..... Peter A. Wolf

**WMUS—Muskegon—1947**  
**KBS**

Frequency: 1090 Kc..... Power: 1000 Watts d.  
 Owned-Oper. Greater Muskegon Bcstrs., Inc.  
 Business-Studio Address..... 517 W. Giles Rd.  
 Tel.: 4-1672..... News Service: AP  
 Membership..... NAB  
 Station Rep..... Hil-Best  
 V.P., Gen. Mgr..... Dalton C. Hille

**WMIC—Monroe—1956**

Frequency: 560 Kc..... Power: 500 W. d.  
 Owned..... McIntyre Bcstg. Co.  
 Address..... Box 306  
 Tel.: CH 1-5550..... News Service: UP  
 Transcription Service..... World  
 Membership..... NAB  
 General Manager..... Dale B. Hornung  
 Program Director..... Robert J. Norwood  
 Chief Engineer..... George Stearns

**WTRU—Muskegon—1949**

Frequency: 1600 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Muskegon Bcstg.  
 Address..... Summitt & Getty Sts.  
 News Service..... UP  
 Representative..... Gill-Perna  
 President..... Paul F. Eichhorn  
 Manager..... Kenneth Chapin  
 Sales Prom. Mgr..... Bill Musgrave

**WBRB—Mount Clemens—1956**

Frequency: 1430 Kc..... Power: 500 Watts, d.  
 Owned..... WBRB, Inc.  
 Address..... 234 S. Gratiot  
 Tel.: HO 3-5876..... News Service: AP  
 Gen. Sales Mgr..... Bob Maxwell

**WNIL—Niles—1956—KBS**

Frequency: 1290 Kc..... Power: 500 Watts, d.  
 Owned..... Niles Bcstg. Co.  
 Address..... 416 Sycamore St.  
 Telephone..... MU 3-5432  
 Gen. Mgr..... Richard W. Holloway

**WCEN—Mt. Pleasant—1949**  
**KBS**

Freq.: 1150 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned..... Paul A. Brandt

**WOAP—Owosso—1948—KBS**

Frequency: 1080 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Owosso Bcstg. Co.





**Address** ..... Owosso  
**Tel.:** SA 5-8196 ..... **News Service:** AP  
**Representative**..... Joseph Hershey McGillvra  
**Membership**..... NAB, RAB  
**President**..... J. E. Campbell  
**Gen., Sta. Mgr.**..... Merrill Walker  
**Chief Engineer**..... Fran Bowles

**Tel.:** 7751 ..... **News Service:** UP  
**Membership**..... NAB  
**Pres., Gen., Sta. Mgr.**..... Harvey A. Klann  
**Comm. Mgr.**..... Albert Klann

**WMBN—Petoskey—1946**  
**NBC**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Midwestern Bcstg. Co.  
**Bus-Studio Address**..... Traverse City  
**Tel.:** WI 7-7675 ..... **News Service:** AP  
**Station Rep.**..... Holman, Mich. Spot Sales  
**General Manager**..... Les Biederman

**WKNX—Saginaw—1947**

**Frequency:** 1210 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Lake Huron Bdcstg. Corp.  
**Address**..... 221 So. Wash. Ave.  
**Tel.:** PL 3-4471 ..... **News Service:** UP  
**Representative**..... Gill-Perna  
**Transcription Service**..... World  
**Membership**..... NAB, 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. L. Purvis  
**Program Director**..... Charles Renwick  
**Chief Engineer**..... Max W. Thomas

**WPON—Pontiac—1954**

**Frequency:** 1460 Kc. .... **Power:** 500 Watts  
**Owned**..... Gerity Bcstg. Co.  
**Address**..... Waldron Hotel  
**Tel.:** FE 8-0444 ..... **News Service:** AP  
**Transcription Service**..... Thesaurus  
**Station Representative**..... Michigan Spot Sales  
**Membership**..... NAB, RAB  
**President**..... James Gerity, Jr.  
**Gen., Sta. Mgr.**..... Russell Gohring  
**Prog. Dir.**..... Don Zee  
**Commercial Mgr.**..... Jack Chapman  
**Chief Engineer**..... Karl Kuck

**WSAM—Saginaw—1940**  
**NBC**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Knorr Bcstg. Corp.  
**Address**..... 2435 Holland Ave.  
**Tel.:** PL 2-8161 ..... **News Service:** AP  
**Rep.**..... Headley-Reed Co., Mich. Spot Sales  
**Membership**..... NAB  
**Transcription Service**..... Lang-Worth  
**President**..... Fred A. Knorr  
**Station Manager**..... George M. Millar  
**Chief Eng.**..... O. A. Nordenskjold

**WHLS—Port Huron—1938**  
**KBS**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Stevens-Wismer Bcstg. Co.  
**Address**..... 932 Military St.  
**Tel.:** YU 2-8536 ..... **News Service:** AP  
**Trans. Ser.**..... Standard, Lang-Worth  
**Rep.**..... Gill-Perna, Michigan Spot Sales  
**Membership**..... NAB  
**General Manager**..... John F. Wismer  
**Station Mgr.**..... Thomas G. Sicklesteel  
**Comm. Mgr.**..... John Shepard  
**Chief Engineer**..... Harold Oliver

**WSJM—Saint Joseph—1956**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Lake Broadcasters  
**Address**..... Box 86  
**Tel.:** YU 3-5579 ..... **News Service:** UP  
**Transcription**..... Lang-Worth, SESAC  
**Membership**..... NAB  
**President**..... Maurice G. Humphrey  
**General Mgr.**..... Richard W. Lee  
**Comm. Mgr.**..... Ralph W. Newland  
**Program Dir.**..... Al Evans  
**V. P., Chief Eng.**..... Carl L. Benson

**WTHH—Port Huron—1947**  
**ABN**

**Frequency:** 1380 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By**..... The Times Herald Co.  
**Address**..... 907 6th St.  
**Tel.:** YU 5-7171 ..... **News Service:** AP  
**Newspaper Affil.**..... Times-Herald  
**Transcription Service**..... Standard  
**Membership**..... NAB, RAB  
**Representative**..... Weed  
**Sta. Mgr.**..... Kenneth Elevins  
**General Manager**..... R. S. Sommerville  
**Sales Prom. Mgr.**..... Ronald Mires  
**Chief Engineer**..... Kenneth Kunze

**WSGW—Saginaw—1950**  
**MBS**

**Frequency:** 790 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By**..... Booth Radio & TV Stations  
**Address**..... 400 Mason Bldg.  
**Tel.:** PL 3-4456 ..... **News Service:** AP  
**Representative**..... Pearson  
**Membership**..... NAB  
**Pres., Mngng. Dir.**..... John L. Booth  
**V.P., Gen., Sta., Comm. Mgr.**..... Robert W. Phillips  
**Program Director**..... Fred Krell  
**Chief Engineer**..... Harold Volz, Jr.

**WHAK—Rogers City—1949**

**Frequency:** 960 Kc. .... **Power:** 5000 Watts d.  
**Owned-Operated By**..... Rogers City Bcstg. Co.  
**Address**..... Rogers City

**WSOO—Sault Ste. Marie**  
**1940**

**Freq.:** 1230 Kc. .... **Power:** 250 W.  
**Owned-Operated By**..... Hiawathaland Bcstg. Co.  
**Business-Studio Address**..... 208 Ashmun St.



Tel.: ME 2-2231... News Service: AP
Membership... NAB
Representative... NBS
Trans... Thesaurus, SESAC, Standard
President... Stanley R. Pratt
General Manager... Russell Staffield

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.
Tel.: W1 7-7675... News Service: AP
Rep... Hal Holman Co., Mich. Spot Sales
Membership... NAB
General Manager... Les Biederman

WSTR—Sturgis—1951

Frequency: 1230 Kc... Power: 250 Watts
Owned-Operated By... WSTR, Inc.
Address... P. O. Box 70
Tel.: 1198... News Service: AP
Representative... Hil F. Best

Minnesota

Pop. March 1 (Est.)—3,303,000; Families—962,000; Lic. Stations—62,
Sta. CP's—2; Radio Homes—940,000; TV Homes—738,000

KASM—Albany—1950—KBS

Frequency: 1150 Kc... Power: 500 Watts d.
Owned-Oper. By... Stearns Co. Bcstg. Co.
Address... Albany
Tel.: 5-3005... News Service: UP
Transcription... Lang-Worth
Membership... NAB
President... William Blattner
General Manager... Urban J. Keppers
Promotion Mgr... Dale Howard

Membership... NAB, RAB
President... Chet Weseman
General Manager... R. J. McElroy
Commercial Mgr... Ken Soderberg

KBUN—Bemidji—1946
MBS-KBS

Frequency: 1450 Kc... Power: 250 Watts
Owned... Paul Bunyan Broadcasting Co.
Address... Box 848
Tel.: 1900... News Service: UP
Transcription Service... World
Membership... NAB
President... Ben H. Potter Jr.
Gen., Sta. Mgr... James R. Hambacher
Chief Engineer... Robert D. Zellmer

KATE—Albert Lea—1937
ABN-KBS

Frequency: 1450 Kc... Power: 250 Watts
Owner... Albert Lea-Austin Bdcstg. Co., Inc.
Address... 332 South Broadway
Tel.: 2338... News Service: UP
Transcription Service... Standard, Thesaurus
Representative... Meeker, Bulmer & Johnson
President... Bennett O. Knudson
Gen. Mgr... E. A. Van Alstyne
Program Director... Marie Prosser
Sales Prom. Mgr... Tom Golden
Chief Engineer... Donald Franz

KBMO—Benson—1956—KBS

Frequency: 1290 Kc... Power: 500 Watts, d.
Owned... KEMO Bcstg. Co.
Address... 1205 Pacific Ave.
Tel.: VI 2-4601... News Service: UP
Trans... SESAC
Representative... E. T. Holmgren
Membership... NAB
President... George J. McCarthy
Gen. Mgr... B. J. Kinney
Sales Prom. Mgr... G. B. McClellan
Ch. Eng... Dale Schulz

KXRA—Alexandria—1949
KBS-ABN

Frequency: 1490 Kc... Power: 250 Watts
Owned-Operated By... Alexandria Bcstg. Co.
Address... 1315 Broadway
Tel.: RO 3-3131... News Service: UP
Representative... Upper Mid-West Bcstg.
Membership... NAB
Pres., Comm., Sales Prom. Mgr... E. Q. Walters
Station Manager... Kenneth A. Tessmer
Program Director, Pub. Dir... K. C. Bechtel
Chief Engineer... Ron Wandmacher

KLIZ—Brainerd—1946

Frequency: 1380 Kc... Power: 1 Kw., d.
Owned-Operated By... Brainerd Bcstg. Co.
Business Address... 2700 E. Oak
Tel.: 2853... News Service: UP
Transcription Service... World, Associated
Representative... Walker
Membership... NAB
Pres., Gen. Mgr... E. Thomas O'Brien
Station Mgr... Earl R. Johnsen

KAUS—Austin—1948—MBS

Freq.: 1480 Kc... Power: 1 Kw., d. 500 W., d.
Owned-Oper. By... Minnesota-Iowa TV Co.
Business-Studio Address... Hwy. 56, South
Tel.: HE 3-8836... News Service: AP
Transcription Service... World
Representative... Avery-Knodel

KBMW—Breckenridge—1948
KBS

Frequency: 1450 Kc... Power: 250 Watts
Owned-Oper. By... Interstate Bdcstg. Corp.
Address... 519 Dakota Ave., Wahpeton, N. D.

Tel.: 2-4141..... News Service: UP  
 Station Representative.....Continental  
 Transcription Service.....Standard, World  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Sta., Comm. Mgr.....George Kaufmann

**WKLK—Cloquet—1949—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cloquet Bcstg. Co.  
 Address.....Cloquet  
 Tel.: TR 9-6725.....News Service: UP  
 General Manager.....Henry Newby  
 Station Manager.....Sidney Markusen  
 Commercial Manager.....Richard Johnson

**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.  
 Tel.: 1050.....News Service: UP  
 Transcription Service.....Thesaurus, World  
 Rep.....Donald Cook, Tracy Moore  
 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  
 Owned-Operated By.....Detroit Lakes Bcstg. Corp.  
 Address.....1340 Richwood Rd.  
 Tel.: 1100.....News Service: UP  
 Transcription Service.....World  
 Representative.....Continental Radio Sales  
 Station Manager.....Norman Engstrom  
 Program Director.....L. Weston  
 Commercial Manager.....D. Knutson  
 Chief Engineer.....W. Wilson

**KDAL—Duluth—1936—CBS**

Frequency: 810 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Red River Bcstg. Co., Inc.  
 Business-Studio Address.....218 Bradley Bldg.  
 Tel.: RA 2-2628.....News Service: AP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knode  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....Odin S. Ramsland  
 Sales Manager.....Rex H. Hudson  
 Exec. V.P. Chg. Engr.....Robert Deltman

**WEBC—Duluth—1924  
 NBC**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Head of the Lakes Bcstg. Co.  
 Business-Studio Address.....WEBC Bldg.  
 Tel.: RA 2-2873.....News Service: UP  
 Representative.....Hollingbery  
 Transcription Service.....Lang-Worth  
 Membership.....NAB, RAB  
 President.....Morgan Murphy  
 Commercial Manager.....John H. Borgen  
 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.  
 Tel.: 744.....News Service: UP  
 Transcription Service.....World  
 Membership.....NAB  
 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.  
 Telephone.....1340  
 Transcription Service.....Standard  
 Representative.....UMBS Sales  
 Membership.....NAB  
 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.,  
 Tel.: 1370.....News Service: UP  
 Representative.....Rombeau, UMBS Sales  
 Trans. Serv.....Thesaurus  
 Membership.....NAB  
 General Manager.....Frank Endersbe

**KDHL—Faribault—1947**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KDHL Bdcstg. Co.  
 Business-Studio Address.....213 Central Ave.  
 Tel.: FA 4-4345.....News Service: UP  
 Transcription.....Capitol, Standard  
 Membership.....NAB  
 General Mgr.....J. E. Hyde, Jr.  
 Commercial Mgr.....Palmer Dragsten

**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  
 Tel.: 6996.....News Service: AP  
 Representative.....Bulmer & Johnson  
 Secy.-Treas., Gen. Mgr.....Harold L. Dell  
 Assistant Manager.....Frederick T. Dell

**KOZY—Grand Rapids—1948  
 MBS—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Itasca Bcstg. Co.  
 Address.....207 N. First Ave.  
 Tel.: FA 6-3446.....News Service: UP  
 Membership.....NAB, RAB  
 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.  
Tel.: 3-7531.....News Service: UP  
Representative.....Hollingbery  
Membership.....NAB, RAB  
General Manager.....Harold Parise

### KDUZ—Hutchinson—1953 KBS

Frequency: 1260 Kc....Power: 1000 Watts d.  
Owned....North American Broadcasting Co.  
Address.....Box 32  
Tel.: 1555.....News Service: UP  
Representative.....Best  
Transcription.....Standard  
General Manager.....Albert Tedesco  
Commercial Mgr.....Dean Nolt  
Program Director.....Lorrain Lhotka  
Station Manager.....Heinz Fruck  
Chief Engineer.....Darrel Gander

### KLTF—Little Falls—1950 KBS

Frequency: 960 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Little Falls Bcstg. Co.  
Address.....105 1/2 Broadway E.  
Tel.: 367.....News Service: UP  
Transcription Service.....Thesaurus  
Membership.....NAB  
Pres., Gen. Sta. Mgr.....John H. Lemme  
Commercial Manager.....Richard J. Rudeck

### KTOE—Mankato—1950 ABN

Freq.: 1420 Kc.....Power: 5 Kw.  
Owned-Oper. By..Minnesota Valley Bcstg. Co.  
Address.....Mankato  
Tel.: 4537.....News Service: AP  
Representative.....Pearson  
President.....H. W. Linder  
Gen., Comm. Mgr.....D. O. Linder  
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.  
Tel.: 4673.....News Service: UP  
Representative.....Meeker  
Transcription Service.....Thesaurus, World  
Membership.....NAB, RAB  
Gen., Station, Comm. Mgr..Robert E. Dehaven

### KMHL—Marshall—1946 ABN

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Harry W. Linder  
Business-Studio Address.....KMHL Bldg.  
Tel.: 2282.....News Service: AP

Representative.....John E. Pearson  
Owner.....Harry W. Linder  
General Manager.....Gilmore F. Frayseth

### WCCO—Minneapolis—1924 CBS

Frequency: 830 Kc.....Power: 50,000 Watts  
Owned By.....Midwest Radio-Television, Inc.  
Business-Studio Address...625 Second Ave. S.  
Tel.: 2-1202.....News Service: AP, UP, INS  
Transcription Service.....Standard  
Representative.....CBS Radio Spot Sales  
Membership.....NAB  
Exec. V. P.....F. Van Konynenburg  
Gen., Sta. Mgr.....Larry Haeg  
Sales Manager.....Phil Lewis  
Prog. Prom. Mgr.....Gordon Mikkelson  
Program Director.....William Schwarz  
Sales Prom. Dir.....C. Kaufman  
Chief Engineer.....Kermit Sueker

### WDGY—Minneapolis—1923

Freq.: 1130 Kc...Power: 50 Kw. d., 25 Kw. n.  
Owned-Oper. By.....The Storz Stations  
Address.....Builders Exchange Bldg.  
Tel.: FE 5-2271.....News Service: UP, INS  
Representative.....John Blair  
Membership.....NAB  
President.....Todd Storz  
General Manager.....Jack Thayer  
Sales Manager.....Edward T. Hunt  
Publicity Director.....Rosemary Bialon  
Chief Engineer.....Kenneth Olson



The Twins like radio with their fun  
. . . and fun with their radio.

That's why WDGY is *first\** in the Twin Cities . . . and why WDGY billings are at an all time high. It's Storz Station programming that does it. Talk to Blair or WDGY general manager Jack Thayer.

*\*Latest Pulse All-Day Average*

**WDGY — Mpls. - St. Paul**  
50,000 watts  
**"A STORZ STATION"**

**KEVE—Minneapolis—1948**

Frequency: 1440 Kc. Power: 5000 Watts d.  
 Owned-Operated By: Western Bcstg. Co.  
 Address: 917 Lilac Lane  
 Tel.: LI 5-5601 News Service: AP  
 Representative: Bernard  
 Transcription: Standard  
 Membership: RAB  
 President: R. M. Purcell  
 V.P., Gen. Mgr.: Kenneth Firstahl  
 Program Dir.: Bob Kaye  
 Chief Engineer: Denvy Doty

**WLOL—Minneapolis—1939**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Operated By: BFR Bcstg. Co.  
 Address: 870 Northwestern Bank Bldg.  
 Tel.: FE 3-0406 News Service: UP, AP  
 Representative: AM Radio Sales  
 Membership: NAB, RAB  
 President: Larry Bentson  
 Gen., Comm. Mgr.: Wayne Williams  
 Program Director: Jim Boysen  
 Publicity Director: Ray Christensen  
 Chief Engineer: Bryce Ekberg

**WPBC—Minneapolis—1949**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: People's Bcstg. Co.  
 Address: 1133 Stinson Blvd.  
 Tel.: ST 9-4356 News Service: UP  
 Representative: McGavren-Quinn  
 Pres., Gen., Sta., Comm. Mgr.: W. V. Stewart  
 Sales Prom. Mgr.: Jack I. Moore  
 Prog., Pub. Dir.: Mrs. B. A. Stewart  
 Chief Engineer: Gene Chenetti

**WTCN—Minneapolis-St. Paul  
 1931—ABN**

Freq.: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned By: Twin State Bcstg.  
 Address: Calhoun Beach Hotel  
 Telephone: WA 7-8881  
 Rep.: Katz Agency, Andy McDermott  
 Membership: NAB, RAB  
 V.P., Gen. Mgr.: Phil Hoffman  
 Sales Manager: Jack Cosgrove  
 Sales Promotion Mgr.: Dave Lee  
 Program Director: Sev Widman  
 Chief Engineer: Joseph Kahnke

**KDMA—Montevideo—1951  
 ABN**

Frequency: 1450 Kc. Power: 100 Watts  
 Owned-Oper. By: Midwest Bcstg. Corp.  
 Address: Box 369  
 Tel.: AM 9-8815 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**

Frequency: 1280 Kc. Power: 1 Kw.  
 Owned-Operated By: KVOX Bcstg. Co.  
 Address: 400 8th St. So.  
 Tel.: 3-1522 News Service: UP  
 Representative: Devney  
 Membership: RAB  
 President: E. J. McKellar  
 Gen., Station Mgr.: M. M. Marget  
 Commercial Mgr.: R. L. Owens  
 Sales Prom. Mgr.: T. P. Hannaher  
 Pub. Dir.: Arthur Selikoff  
 Chief Engineer: Erwin Liefeldt

**KMRS—Morris—1956—KBS**

Frequency: 1570 Kc. Power: 1 Kw., d.  
 Owned: Clifford L. Hedberg, Pres.  
 Address: Morris, Minn.  
 Tel.: 68 News Service: AP  
 Trans.: Thesaurus  
 Membership: NAB  
 Gen. Mgr.: George Brooks  
 Comm. Mgr.: Peter Steel  
 Prog. Dir.: Jim Bollman  
 Ch. Eng.: Don Anderson

**KNUJ—New Ulm—1949  
 KBS**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: KNUJ, Inc.  
 Address: 304½ N. Minn. St.  
 Tel.: 905  
 Transcription Service: World  
 Membership: NAB, RAB  
 General Manager: George E. Korenchen  
 Program Director: Bill Parker

**KRFO—Owatonna—1950  
 KBS**

Frequency: 1390 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Owatonna Bcstg. Co.  
 Address: 301 N. Cedar St.  
 Tel.: 5541 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Hopewell  
 Pres., Gen. Mgr.: Robert W. Behling  
 Sta. Mgr., Chief Eng.: Gerald J. Boos  
 Comm. Mgr.: Charlie Vais  
 Prog. Director: Duane Allen

**WCMP—Pine City—1957—KBS**

Frequency: 1350 Kc. Power: 1 Kw., d.  
 Owned: Pine County Bcstg. Co.  
 Address: Box 578  
 Tel.: 767 News Service: UP  
 Gen. Mgr.: Robert P. Schuller

**KLOH—Pipestone—1955**

Frequency: 1050 Kc. Power: 1000 Watts, d.  
 Owned-Operated By: Pipestone Bcstg. Corp.  
 Address: 118 W. Main St.



Tel.: 1050.....News Service: UP  
 Transcription Service.....Thesaurus  
 Representative.....Continental  
 President.....C. B. Thomas  
 General Manager.....Lee Burton

News Service.....AP  
 Gen. Mgr.....C. R. Holmberg

**KSTP—St. Paul—Minneapolis**  
 1928—NBC

Frequency: 1500 Kc.....Power: 50,000 Watts  
 Owned By.....KSTP, Inc.  
 Bus. Studio Address.....3415 University Ave.  
 Tel.: MI 5-2717.....News Service: AP, UP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....Edward Petry  
 Pres., Gen. Mgr.....Stanley E. Hubbard  
 V.P., Sales.....M. L. Rosene  
 Radio 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

**KCUE—Red Wing—1948**

Frequency: 1250 Kc.....Power: 1000 Watts, d.  
 Owned.....Hiawatha Valley Bcstg. Co., Inc.  
 Address.....RFD 4  
 Tel.: DU 8-3511.....News Service: AP  
 Representative.....William G. Rambeau  
 Gen. Mgr., V.P.....Gene Elston  
 Comm. Mgr.....David Vouch  
 Program Dir.....Harley Flathers  
 Chief Engineer.....Virgil J. Kohrs

**KLGR—Redwood Falls—1954**

Frequency: 1490 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Harry W. Linder  
 Address.....209 S. Washington St.  
 Tel.: ME 7-2989.....News Service: AP  
 Representative.....Pearson  
 General Manager.....Gilmore F. Frayseth  
 Assistant Manager.....Ray Foslid

**WISK—St. Paul—1951**

Frequency: 1590 Kc.....Power: 5 Kw., d.  
 Owned.....BVM Bcstg. Co.  
 Address.....158 N. White Bear Ave.  
 Tel.: PR 1-5588.....News Service: UP  
 Representative.....Rambeau  
 Gen. Mgr.....Nicholas Tesesco  
 Sta. Mgr.....Samuel H. Sabean

**KROC—Rochester—1935**  
 NBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Southern Minnesota Bcstg. Co.  
 Address.....100 1st Avenue Bldg.  
 Telephone.....3924  
 Representative.....Meeker, Harry S. Hyett  
 Membership.....RAB  
 President.....Mrs. Gregory P. Gentling  
 General Manager.....G. David Gentling  
 Commercial Manager.....Robert Fick

**WMIN—St. Paul—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Franklin Bcstg. Co.  
 Address.....611 Frontenac Place  
 Tel.: MI 5-7757.....News Service: AP  
 Representative.....John E. Pearson  
 V.P., Gen. Mgr.....Wm. F. Johns, Jr.  
 Sales Mgr.....Merle Edwards  
 Program Director.....Ralph R. Smith

**KFAM—St. Cloud—1938**  
 NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Times Publ. Co.  
 Address.....Fernwood Addition, Hwy. 152  
 Tel.: BL 2-1551.....News Service: AP  
 Representative.....Pearson  
 Membership.....NAB, RAB  
 President.....Frederick C. Schilplin  
 Manager.....John Murphy  
 Comm. Mgr.....Marlin Dean  
 Publicity Director.....Mrs. L. Hemberger  
 Chief Engineer.....Robert Witschen

**WAVN—Stillwater—1949**  
 KBS

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....St. Croix Bcstg. Co.  
 Address.....126½ S. Main St.  
 Tel.: 46.....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

**WJON—St. Cloud—1950**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Granite City Bcstg. Co.  
 Address.....Box 270  
 Tel.: BL 1-4422.....News Service: UP  
 Representative.....Rambeau, Bulmer & Johnson  
 Transcription Service.....World  
 Pres., Gen., Sta. Mgr.....John Haerle

**KTRF—Thief River Falls**  
 1947

Frequency: 1239 Kc.....Power: 250 Watts  
 Owned-Operated By.....KTRF Radio Corp.  
 Address.....Box 69  
 Tel.: 13.....News Service: UP  
 Transcription Service.....World  
 Representative.....Bulmer & Johnson, Inc.  
 Membership.....RAB  
 Pres., Gen. Mgr.....Don Olsen  
 Chief Eng.....Fred Franklin

**KRBI—St. Peter**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
 Owned.....Gateland Bcstg. Corp.  
 Address.....1031 Grace St.

**WHLB—Virginia—1936—NBC**

Frequency: 1400 Kc.....Power: 250 Watts



Owned-Oper. By..... Head of the Lakes Bcstg.  
 Address..... WHLB Bldg.  
 Tel.: SH 1-2233..... News Service: UP  
 Newspaper Affil..... Misabi Daily News  
 Membership..... NAB, RAB  
 Transcription Service..... World  
 Representative..... Hollingbery  
 Gen. Mgr..... Harold J. Parise  
 Sta., Comm., Prom. Mgr., Baldino W. Rodorigo  
 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.  
 Tel.: 920..... News Service: UP  
 Representatives..... Bulmer & Johnson  
 President..... Robert E. Ingstad  
 V.P., Gen. Mgr..... Marlin T. Obie  
 Commercial Mgr..... Harold O. Bakke  
 Chief Eng..... Harold Allen

**KWLM—Willmar—1940—ABN**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lakeland Bcstg. Co.  
 Business-Studio Address..... Willmar  
 Tel.: BE 5-1340..... News Service: AP  
 Transcription Service..... Cole  
 Representative..... John E. Pearson  
 Membership..... NAB  
 President..... H. W. Linder  
 Sta. Mgr..... Willard Linder  
 Commercial Manager..... Jack Lynch  
 Chief Engineer..... Francois Peterson

**KAGE—Winona—1956—KBS**

Frequency: 1570 Kc..... Power: 1 Kw. d.  
 Owned..... Winona Bcstg. Co.  
 Address..... 118 W. Fourth St.  
 Tel.: 2867..... News Service: UP  
 Manager..... Frank I. Haas  
 Sales Mgr..... Jac. k Ortman

**KWNO—Winona—1938—ABN**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Winona Radio Service  
 Business-Studio Address..... 216 Center St.  
 Tel.: 3313..... News Service: AP  
 Newspaper Affiliation..... Daily News  
 Transcription Service..... Standard, World  
 Membership..... NAB, 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 Waits d.  
 Owned-Oper. By..... Worthington Bcstg. Co., Inc.  
 Address..... Hotel Thompson  
 Tel.: 2-7301..... News Service: UP  
 Transcription Service..... Lang-Worth  
 Representative..... Bulmer & Johnson  
 Membership..... NAB  
 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.)—2,179,000; Families—563,000; Lic. Stations—67,  
 Sta. CP's—4; Radio Homes—546,000; TV Homes—246,000

**WMPA—Aberdeen—1952**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Ray Tolar. Gen. Mgr.  
 Address..... Box 402  
 Tel.: EM 9-4561..... News Service: UP  
 Prog. Dir..... Frances Tolar  
 Ch. Eng..... Thomas R. Tolar

**WAMY—Amory—1955—KBS**

Frequency: 1580 Kc..... Power: 5 Kw., d.  
 Owned..... Charles C. Boren, Jr.  
 Address..... Box 268  
 Telephone..... CL 6-5911  
 Representative..... Everett-McKinney  
 Commercial Manager..... Jimmy Wells  
 Program Director..... Elsie Sanderson  
 Chief Engineer..... A. D. Wiygul

**WBLE—Batesville—1953**  
**KBS**

Frequency: 1290 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Panola Bcstg. Co.  
 Address..... Drawer No. 73  
 Tel.: 7266..... News Service: AP

Transcription..... Thesaurus  
 Representative..... Hil F. Best  
 President..... Harold B. McCarley  
 Chief Engineer..... Alfred E. Jennings

**WLOX—Biloxi—Gulfport**  
**1948—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... WLOX Bcstg. Co.  
 Address..... Buena Vista Hotel  
 Tel.: ID 6-5581..... News Service: UP  
 Trans. Service..... Standard, Lang-Worth  
 Representative..... Holman  
 Membership..... NAB  
 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  
 Tel.: ID 2-7001..... News Service: UP  
 Rep..... Nat. Time Sales



Transcription Service.....Thesaurus  
Pres., Gen., Sta. Mgr.....Odes E. Robinson  
Comm. Mgr.....Robert Stein  
Chief Engineer.....Odes E. Robinson, Jr.

Tel.: MA 4-6200.....News Service: UP  
Transcription Service.....Thesaurus  
Membership.....RAB  
Pres., Gen. Mgr.....John B. Craddock  
Program Director.....Joseph Rachuba  
Chief Engineer.....S. (Sonny) Jennings

**WBIP—Booneville—1950**  
**KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Booneville Bcstg. Co  
Address.....Highway No. 45-S  
Tel.: PA 8-5301.....News Service: UP  
Transcription.....World  
Representative.....Hil F. Best  
Gen. Mgr.....E. O. Roden  
Comm. Mgr.....Don Moore  
Program Director.....Jean Cochran

**WROX—Clarksdale—1944**  
**MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Eunice T. Ines  
Address.....Alcazar Hotel  
Tel.: MA 4-4313.....News Service: AP  
Representative.....Everett-McKinney  
Membership.....NAB  
President.....Paul D'Antoni  
General Manager.....Bob McRaney, Sr.  
Sta., Sales Prom. Mgr.....P. B. Hinman  
Commercial Manager.....Helen Sugg  
Chief Engineer.....C. D. Graves

**WCHJ—Brookhaven—1955**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
Owned-Operated By...Rural Broadcasting Co.  
Address.....Entrican Bldg.  
Tel.: 1076.....News Service: AP  
Representative.....Hil F. Best  
Membership.....NAB  
Partners.....W. M. Jones, Laura Jame Huff  
Gen., Comm., Prom. Mgr.....W. M. Jones  
Station Mgr.....Doug Mathis

**WCLD—Cleveland—1949**  
**KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Voice of the Delta, Inc.  
Address.....H'way 61 So.  
Tel.: VI 3-4091.....News Service: AP  
Station Representative.....Walker  
President.....Joseph W. Carson  
V.P., Gen. Mgr.....George C. Shurden

**WJMB—Brookhaven—1948**  
**KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Brookhaven Bcstg. Co.  
Address.....W. Chickasaw St.  
Tel.: 1298.....News Service: AP  
Representative.....Continental  
Transcription Service.....World  
Pres., Gen. Mgr.....Tullius Brady

**WCJU—Columbia—1946**  
**MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....WCJU, Inc.  
Address.....P. O. Box 472  
Tel.....RE 6-2616  
Newspaper Affiliation.....The Progress  
Pres., Gen. Manager.....Lester Williams  
Prog. Dir.....Clifford Chance  
Sta. Mgr., Chief Eng.....Ray Tolar

**WDOB—Canton—1953—KBS**

Frequency: 1370 Kc.....Power: 1 Kw. d.  
Owned-Oper. By...Madison County Bcstg. Co.  
Address.....Box 182  
Tel.: 1370.....News Service: UP  
Transcription Service.....Thesaurus  
Representative.....Indie  
Manager.....Al Simmons  
Program Dir.....Hazel Lewis

**WACR—Columbus—1950**

Frequency: 1050 Kc.....Power: 1 Kw. d.  
Owned.....J. W. Eatherton  
Address.....Main & 4th St. S.  
Tel.: FA 8-1050.....News Service: UP  
Representative.....Best  
General Manager.....James W. Eatherton  
Program Director.....Mrs. Rick Moore  
Comm. Mgr.....Sydney Thweatt  
Chief Eng.....Dan Stewart

**WGLC—Centreville—1951**  
**KBS**

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Southern Bcstg. Co.  
Address.....Hwy. 24  
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

**WCBI—Columbus—1940**  
**MBS-KBS**

Frequency: 550 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned.....Columbus Bcstg. Co., Inc.  
Address.....Gilmer Hotel  
News Service.....AP  
Representative.....Dixieland, Everett-McKinney  
Membership.....NAB  
President.....B. Ines, Jr.  
Gen., Pub. Mgr.....Bob McRaney  
Sta. Mgr.....J. W. Eatherton

**WKDL—Clarksdale—1955**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Operated By...Coabama Bcstg. Co.  
Address.....1 State St.

Comm. Mgr. .... Ray Crummy  
 Prog. Dir. .... Jack Cochran  
 Chief Engineer .... Tom McFerrin

## WCMA—Corinth—1945

### KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. Corinth Bcstg. Co., Inc.  
 Business-Studio Address. .... Ray Bldg.  
 Tel.: 5575. .... News Service: UP  
 Transcription Service. .... World  
 Membership. .... NAB  
 Representative. .... Venard; Ayers  
 President. .... Aaron B. Robinson  
 Gen. Sta., Sales Prom. Mgr. .... John E. Bell  
 Prog. Dir. .... Thomas T. Weaver, Jr.  
 Chief Engineer. .... James D. Anderson

## WKBX—Corinth—1956

Frequency: 1330 Kc. .... Power: 500 Watts  
 Owned. .... Triangle Bcstg. Co.  
 Tel.: 6691. .... News Service: AP  
 Representative. .... Best  
 Sta. Mgr. .... W. E. Gray  
 Comm. Mgr. .... Charles B. Tucker

## WMAG—Forrest—1955

### KBS

Frequency: 860 Kc. .... Power: 500 Watts d.  
 Owner-Operated By. Scott County Bcstg. Co.  
 Address. .... P. O. Box 188  
 Tel.: 7001. .... News Service: UP  
 General Mgr. .... Hugh Hughes  
 Commercial Mgr. .... Willie Weems

## WDDT—Greenville—1956

Frequency: 900 Kc. .... Power: 1 Kw., d.  
 Owned. .... The Delta Democrat Times  
 Address. .... 207 Main Street  
 Tel.: 2-0526. .... News Service: AP  
 Transcription. .... Thesaurus  
 Representative. .... Hil F. Best  
 Membership. .... NAB  
 Gen., Sta. Mgr. .... Ross Charles  
 Commercial Manager. .... William Deans  
 Program Director. .... Ron Lundy  
 Chief Engineer. .... Joe Gunter

## WGVM—Greenville—1948

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. Mid America Bcstg. Co.  
 Bus-Studio Address. .... 118 So. B'way  
 Tel.: 4559. .... News Service: UP  
 Membership. .... NAB  
 Transcription Service. .... Standard  
 Rep. .... Devney, Melville, Dixieland  
 Pres., General Manager. .... David M. Segal  
 Station Manager. .... Edward M. Guss  
 Sales Prom. Mgr., Prog. Dir. .... Wallace D. Hoy  
 Commercial Manager. .... Jack R. Stull  
 Chief Engineer. .... Joseph C. Gunter

## WJPR—Greenville—1939

### MBS-KBS

Freq.: 1330 Kc. .... Power: 1 Kw. d., 500 W. n.

Owned-Oper. By. .... Radio Service Co.  
 Business-Studio Address. .... 120 So. Poplar St.  
 Tel.: 9049. .... News Service: AP  
 Representative. .... Bogner & Martin  
 Transcription Service. .... World  
 Membership. .... NAB  
 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

Freq.: 960 Kw. .... Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By. .... Greenwood Bcstg. Co.  
 Address. .... P. O. Box 414  
 Tel.: 3010. .... News Service: UP  
 Membership. .... NAB  
 President, Gen. Mgr. .... Cy Bahakel  
 Sta. Mgr. .... Don Neil  
 Comm. Mgr. .... Ken Wallace  
 Prog. Dir. .... Erlene Leach  
 Chief Engineer. .... Billy Watkins

## WGRM—Greenwood—1937

### NBC-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Operated By. .... Radio Station WGRM  
 Address. .... 600 Walnut St.  
 Tel.: 1900. .... News Service: UP  
 General Manager. .... F. C. Ewing  
 Commercial Mgr. .... Lew Sadler  
 Program Dir. .... Charles Hester  
 Chief Eng. .... Louis Pierce

## WNAG—Grenada—1949

### MBS-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Birney Ines, Jr.  
 Address. .... Columbus, Miss.  
 Telephone. .... 1400  
 Representative. .... Dixieland, Everett-McKinney  
 Newspaper Affiliation. .... Dispatch  
 General Manager. .... Bob McRaney  
 Sta., Comm. Mgr., Prog., Pub. Dir. .... M. Looney  
 Chief Engineer. .... Jimmie Pinnix

## WDEB—Gulfport—1955

Frequency: 1390 Kc. .... Power: 1 Kw., d.  
 Owned-Operated By. .... Electronics Research  
 Address. .... Box 115  
 Tel.: UN 3-7133. .... News Service: UP  
 Transcription. .... Standard  
 Representative. .... Thomas F. Clark  
 Gen., Sta. Mgr. .... L. H. Thesmar  
 Sales Prom. Mgr. .... Earl Blessey  
 Comm. Mgr. .... Eddie Vann  
 Chief Engineer. .... Bob Reach

## WGCM—Gulfport—1929

### ABN-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... WGCM Bcstg. Co.



Address.....15th Ave and 22nd St.  
 Tel.: GU 1111..... News Service: AP  
 Station Representative..... Bogner & Martin  
 Membership..... NAB  
 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: 5 Kw. d.  
 Owned..... Deep South Radio, Inc.  
 Address..... 305 Bay Street  
 Tel.: JU 2-1986..... News Service: UP  
 Representative..... McGillvra  
 Gen. Mgr..... F. M. Smith  
 Comm. Mgr..... Walter L. Smith  
 Prog. Director..... Terry R. Speights  
 Chief Engineer..... B. B. McLemore

**WFOR—Hattiesburg—1925**  
**NBC-KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Forrest Bcstg. Co.  
 Address..... 302 Hemphill St.  
 Tel.: JU 4-5432..... News Service: UP  
 Representative..... Rambeau, Dixieland  
 President..... C. J. Wright, Sr.  
 Program Director..... Clifton Sessions  
 Station Mgr..... E. M. Jenkins

**WHSY—Hattiesburg—1948**  
**ABN**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By... Hub City Bcstg. Co. Inc.  
 Address..... Hwy. II, North  
 Tel.: JU 3-1741..... News Service: AP  
 Representative..... Clark  
 Membership..... RAB, NAB  
 President..... Charles W. Holt  
 Station Manager..... Carl Welch  
 Chief Engineer..... Charles Sharpling

**WXXX—Hattiesburg—1957**

Frequency: 1310..... Power: 1 Kw., d.  
 Owned..... Bcst. Development Co.  
 Address..... Box 1492  
 Tel.: JU 2-2591..... News Service: UP  
 Representative..... Indie Sales  
 President..... Dave A. Matison, Jr.  
 Manager..... J. C. Walker

**WMDC—Hazlehurst—1953**  
**KBS**

Frequency: 1220 Kc..... Power: 250 Watts d.  
 Owned.... Southwestern Bcstg. Co. of Miss.  
 Address..... P. O. Box 571  
 Tel.: 869..... News Service: UP  
 Representative..... McGillvra  
 General Manager..... Louis Alford  
 Sta. Mgr., Chief Engr..... Mack Smith  
 Comm. Mgr., Prog. Dir..... Malcolm Jones

Publicity Director..... Bob Prather

**WCPC—Houston—1955—KBS**

Frequency: 1320 Kc..... Power: 5 Kw. d.  
 Owned-Oper. By..... WCPC Bcstg. Co.  
 Address..... Box 552  
 Tel.: GL 6-3528..... News Service: UP  
 Membership..... NAB  
 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.  
 Tel.: MI 500..... News Service: UP  
 Membership..... NAB  
 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..... 715 S. Jefferson  
 Tel.: 2-2691..... News Service: UP  
 Transcription Service..... Thesaurus  
 Representative..... Hollingbery

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50 Rockefeller Plaza

New York 20, N. Y.

Membership ..... NAB, RAB  
 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 ..... Milner Bcstg.  
 Address ..... King Edward Hotel  
 Tel.: 4-5659 ..... News Service: UP  
 Representative ..... Branham  
 Membership ..... NAB, RAB  
 General Manager ..... Lewis Heilbronner  
 Commercial Manager ..... Ben Greer

## WJXN—Jackson—1945

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... Jackson Bcstg. Co., Inc.  
 Address ..... P. O. Box 786  
 Tel.: 2-6673 ..... News Service: UP  
 Representative ..... Webb  
 Membership ..... NAB  
 President ..... James T. Ownby  
 General Manager ..... Robert Statham

## WOKJ—Jackson—1954

Frequency: 1590 Kc. .... Power: 5 Kw.  
 Owned ..... Dixieland Bcstg. Co.  
 Address ..... P. O. Box 2667  
 Tel.: 3-7830 ..... News Service: UP  
 Station Representative ..... Pearson  
 Membership ..... NAB, RAB  
 General Manager ..... John M. McLendon  
 Station Manager ..... Al Evans  
 Program Director ..... Buddy Green  
 Chief Engineer ..... Bill Hollingsworth

## 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  
 Tel.: 5-1562 ..... News Service: AP  
 Representative ..... Rambeau, Dixieland  
 General Manager ..... W. V. Dubard  
 Commercial Manager ..... Percy H. Powers, Jr.

## WSLI—Jackson—1938—ABN

Frequency: 930 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Capitol Bcstg. Co.  
 Address ..... Box 8155  
 Tel.: 4-2512 ..... News Service: AP  
 Newspaper Affil. .... Daily News, Clarion Ledger  
 Transcription ..... World  
 Representative ..... Weed  
 Membership ..... NAB  
 President ..... T. M. Hederman, Jr.  
 General Manager ..... L. M. Sepaugh  
 Station Manager ..... Richard Voorhis  
 Commercial Manager ..... Ed Wilkerson  
 Sales Prom. Mgr. .... Dorothy Dawley  
 Prog., Pub. Dir. .... Billie Wilbanks  
 Chief Engineer ..... C. A. Perkins

## WKOZ—Kosciusko—1947

### KBS

Frequency: 1350 Kc. .... Power: 5 Kw. d.  
 Owned-Oper. By ..... Kosciusko Bcstg. Co.  
 Address ..... 109 W. Jefferson  
 Tel.: 782 ..... News Service: UP  
 Membership ..... NAB  
 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  
 Business-Studio Address ..... Box 950  
 Telephone ..... 5601  
 Transcription Service ..... World  
 Representative ..... George P. Hollingsbery  
 President ..... Harold Mattison  
 Gen., Sta. Mgr. .... Frank W. Sumrall  
 Commercial Manager ..... M. M. Caver  
 Program Director ..... Granville Walters  
 Chief Engineer ..... Forrest Williams

## WLAU—Laurel—1946

### ABN

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Southland Bcstg. Co.  
 Address ..... 437 N. Magnolia St.  
 Tel.: 8-7227 ..... News Service: UP  
 Representative ..... McGillvra  
 Transcription Service ..... Langworth  
 Membership ..... RAB, NAB  
 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

## WNSL—Laurel—1957

Frequency: 1260 Kc. .... Power: 1 Kw., d.  
 Owned ..... Voice of the New South, Inc.  
 Address ..... 160 Beacon St.  
 News Service ..... UP  
 Representative ..... Walker  
 Membership ..... RAB  
 Gen. Mgr. .... Granville Walters  
 Comm. Mgr. .... Teck Jones

## WLSM—Louisville—1953

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Louisville Bcstg. Corp.  
 Address ..... Louisville  
 Tel.: 1000 ..... News Service: AP  
 Station Representative ..... Walker  
 Station Manager ..... Herbert Guthrie  
 Program Director ..... John W. Jenkins, Jr.

## WMBC—Macon—1947

### KBS

Frequency: 1400 Kc. .... Power: 250 Watts



MISSISSIPPI



Owned . . . . . Bob Chisholm
Address . . . . . WMBC Bldg.
News Service . . . . . UP
Station Rep. . . . . Hil Best
General Manager . . . . . Bill Atkinson
Comm. Mgr. . . . . E. C. Farr

Representative . . . . . Walker
President . . . . . Joseph W. Carsen
Station Manager . . . . . Frank E. Holladay
Chief Engineer . . . . . R. K. Wall

WSJC—Magee—1957—KBS

WMIS—Natchez—1941
NBC-KBS

Frequency: 1280 Kc. . . . . Power: 500 Wd. d.
Owned . . . . . SE Miss. Bcstg. Co.
Address . . . . . Box 324
Tel.: 3513 . . . . . News Service: UP
Transcription Service . . . . . Standard
General Manager . . . . . Marvin L. Mathis
Program Director . . . . . Jimmy Tugwell
Chief Engineer . . . . . Hulon Mathis

Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned . . . . . Natchez Broadcasting Co.
Address . . . . . City Bank Building
Tel.: 2-2522 . . . . . News Service: UP
Transcription Service . . . . . World
Membership . . . . . NAB
Pres., Gen., Sta. Mgr. . . . . P. K. Ewing, Jr.
Program Director . . . . . Gene Perry
Sales Prom. Mgr. . . . . Bill Wall
Chief Engineer . . . . . George Wilson

WAPF—McComb—1948
KBS

WNAT—Natchez—1949
MBS-ABN

Frequency: 980 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By . . . . . S. W. Bcstg. Co. of Miss.
Address . . . . . Pike Hotel
Telephone . . . . . 1884
Station Rep. . . . . McGillvra
Transcription Service . . . . . World
Co-Owners . . . . . Phillip Brady, Louis Alford,
Mack Smith

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Old South Bcstg. Co.
Address . . . . . Eola Hotel
Tel.: 4621 . . . . . News Service: AP
Membership . . . . . NAB
President . . . . . Mrs. Laurie G. Ratcliffe
General Manager . . . . . Paul Schilling

WHNY—McComb—1939
ABN

WNAU—New Albany—1955
KBS

Freq.: 1250 Kc. . . . . Power: 5 Kw. d. 500 W. n.
Owned-Oper. By . . . . . Bcstrs. Service, Inc.
Address . . . . . P. O. Box 111
Tel.: 2080 . . . . . News Service: AP
Transcription Service . . . . . Standard
Representative . . . . . Thomas F. Clark Co.
President . . . . . Charles W. Holt
General Manager . . . . . W. R. Tyler
Commercial Manager . . . . . Carrol Hines

Frequency: 1470 Kc. . . . . Power: 500 Watts, d.
Owned-Oper. By . . . . . New Albany Bcstg. Co.
Address . . . . . 202 Bankhead St.
Tel.: 4361 . . . . . 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

WCOC—Meridian—1926—CBS

WSUH—Oxford—1955—KBS

Frequency: 910 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By . . . . . Mississippi Bcstg. Co., Inc.
Business-Studio Address . . . . . Box 591
Tel.: 2-7714 . . . . . News Service: UP
President, General Manager . . . . . Withers Gavin

Frequency: 1420 Kc. . . . . Power: 1000 Watts, d.
Owned-Oper. By . . . . . Colonel Rebel Radio
Address . . . . . University Ave., East; Box 266
Tel.: 1134 . . . . . 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

WMOX—Meridian—1945
KBS

WPMP—Pascagoula—1951
KBS-ABN

Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Blrney Imes, Jr.
Address . . . . . P. O. Box 1511
Tel.: 2-0171 . . . . . News Service: AP
General Manager . . . . . Bob McRaney
Station Manager . . . . . Kenneth Berryhill
Chief Engineer . . . . . Dan Hollingsworth

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By . . . . . Crest Bcstg. Co., Inc.
Address . . . . . P. O. Box 391
Tel.: SO 2-3113 . . . . . News Service: UP
Membership . . . . . NAB, RAB
Representative . . . . . Hil F. Best
Pres., Gen. Mgr. . . . . William R. Guest, Jr.
Comm. Mgr. . . . . Dennis Brown
Sales Prom. Mgr. . . . . F. C. Strother
Program Dir. . . . . Craig Apker

WOKK—Meridian—1946
ABC

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . New South Bcstg.
Address . . . . . Box 528
Tel.: 2-6133 . . . . . News Service: UP



Publicity Dir. . . . . E. Rae Cole  
 Chief Eng. . . . . W. H. Collins

General Mgr. . . . . James E. Reese

**WHOC—Philadelphia—1948**  
**KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . William Howard Cole  
 Address . . . . . Box 26  
 Tel.: 740 . . . . . 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**  
**KBS**

Frequency: 1320 Kc. . . . . Power: 5000 d.  
 Owned-Oper. By . . . . . Tung Bcstg. Co.  
 Address . . . . . Picayune  
 Tel.: SY 8-4835 . . . . . News Service: AP  
 Representative . . . . . McGillvra  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 General Mgr. . . . . Herb Wittbauer  
 Prog. Dir. . . . . Maxie Stephens

**WSSO—Starkville—1949**  
**KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Starkville Bcstg. Co.  
 Business-Studio Address . . . . . WSSO Bldg.  
 Tel.: 1230 . . . . . News Service: AP  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NAB  
 Representative . . . . . Keystone  
 Pres., Gen., Comm. Mgr. . . . . Joe Phillips  
 Prog., Pub. Dir. . . . . Charlotte Myrick  
 Chief Engineer . . . . . Travis Palmer

**WELO—Tupelo—1944**  
**MBS-KBS**

Freq.: 580 Kc. . . . . Power: 1 Kw. d.: 500 W. n.  
 Owned-Operated By . . . . . Tupelo Bcstg. Co.  
 Bus. Studio Address . . . . . WEIO Bldg.  
 Tel.: VI 2-7658 . . . . . News Service: AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Everett-McKinney  
 Membership . . . . . NAB  
 General Manager . . . . . Bob McRaney  
 Station Manager . . . . . Bob Evans  
 Commercial Manager . . . . . E. L. Bowen  
 Prog. Dir. . . . . Edward Cleary  
 Chief Engineer . . . . . LeRoy Green Sr.

**WTUP—Tupelo—1953**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned Oper. By . . . . . Lee Bcstg. Co.  
 Address . . . . . Box 362  
 Tel.: VI 2-3301 . . . . . News Service: UP  
 Station Representative . . . . . Hil F. Best  
 Transcription . . . . . World

**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.  
 Tel.: 312 . . . . . News Service: AP  
 Newspaper Affil. . . . . Evening Post  
 Representative . . . . . Bogner & Martin  
 Membership . . . . . NAB  
 President . . . . . L. P. Cashman  
 General-Station Mgr. . . . . Mary-Van Cashman  
 Commercial Manager . . . . . L. L. Miller  
 Program Director . . . . . C. Kahn  
 Chief Engineer . . . . . Waverley Conway

**WVIM—Vicksburg—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Miss., Inc.  
 Business-Studio Address . . . . . 906 Clay St.  
 Telephone . . . . . 3901  
 Transcription . . . . . World  
 Representative. Thomas F. Clark, Dora-Clayton  
 General Mgr. . . . . John F. Shea  
 Station Mgr. . . . . Charles P. Tucker

**WABO—Waynesboro—1954**  
**KBS**

Frequency: 990 Kc. . . . . Power: 250 Watts, d.  
 Owner . . . . . New Laurel Radio Sta., Inc.  
 Address . . . . . Box 95  
 Tel.: 5-4700 . . . . . News Service: AP  
 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**  
**KBS-MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bob McRaney, Sr.  
 Address . . . . . Columbus, Miss.  
 Tel.: FA 8-2550 . . . . . News Service: AP  
 Representative . . . . . Everett-McKinney  
 Pres., Gen. Mgr. . . . . Bob McRaney Sr.  
 Station Manager . . . . . Jack King

**WAZF—Yazoo City—1947**  
**KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned . . . . . WAZF, Inc.  
 Address . . . . . 321½ Main St.  
 Tel.: 1300 . . . . . News Service: UP  
 Representative . . . . . Hil F. Best  
 Transcription Service . . . . . World  
 Manager . . . . . Bruce Gresham  
 Prog. Dir. . . . . Dennis Hancock, Jr.  
 Chief Engineer . . . . . John Gilmore

# Missouri

Pop. March 1 (Est.)—4,375,000; Families—1,329,000; Lic. Stations—75,  
Sta. CP's—2; Radio Homes—1,293,000; TV Homes—1,104,000

## KWRT—Boonville—1953 KBS

Frequency: 1370 Kc. Power: 1 Kw. d.  
Owned-Oper. By Wm. R. Tedrick  
Address Boonville  
Tel.: TU 2-6505 News Service: AP  
Representative Indie  
Membership NAB  
Transcription Standard  
Owner, Gen. Mgr. W. R. Tedrick  
Chief Engineer Donald E. Shepard

## KBHM—Branson—1956—KBS

Frequency: 1220 Kc. Power: 1 Kw., d.  
Owned Shepherd of the Hills Bcstg. Co.  
Address 111 Pacific  
Tel.: ED 4-3133 News Service: AP  
Representative Best  
Sta. Mgr. Orville Barton  
Sales Mgr. Clotis Barker

## KGHM—Brookfield—1955 KBS

Frequency: 1470 Kc. Power: 500 Watts d.  
Owned Green Hills Bcstg. Co.  
Address 308 N. Main  
Tel.: 1800 News Service: AP  
Membership NAB  
Representative Indie Sales, Inc.  
Gen. Mgr. Keith Morris  
Comm. Mgr. Carole Williams

## KFVS—Cape Girardeau—1925

Freq.: 960 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By Hirsch Bcstg. Co.  
Business-Studio Address 324 Broadway  
Tel.: ED 5-5511 News Service: AP, UP  
Membership NAB, RAB  
Representative Headley-Reed  
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  
Tel.: 2648 News Service: AP  
Station Rep. Continental  
Membership NAB  
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.  
Tel.: 965 News Service: UP  
Transcription Service Thesaurus  
Membership NAB  
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.  
Tel.: 2-4451 News Service: AP  
Representative Continental Radio Sales  
Transcription Thesaurus  
Membership NAB  
Pres., Gen. Mgr., Chief Eng. Kermit Barker  
Program Director James L. Byrd III

## KCHI—Chillicothe—1950 KBS

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By Cecil W. & Jane Roberts, Inc.  
Address Farmington  
Tel.: 2345 News Service: AP  
Representative Hil F. Best  
General Manager Cecil W. Roberts  
Station Manager Howard G. Rion

## KDKD—Clinton—1951—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned Osage Broadcasting Corp.  
Address Box 113  
Tel.: 233 News Service: UP  
Representative Indie Sales  
Gen. Mgr. William R. Tedrick  
Sta. Mgr. Robert F. Morey  
Program Director Kathleen Morey  
Chief Engineer Stuart W. Underwood

## KBIA—Columbia—1955—KBS

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated by Midwest Bdcstg. System  
Address Mexico Gravel Road  
Tel.: GI 2-4401 News Service: AP  
Representative Best  
Gen., Sales Mgr. Robert R. Stoner

## KFRU—Columbia—1925 ABN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By KFRU, Inc.  
Business Address Hwy 40 & 63, Southbound  
Tel.: GI 3-4141 News Service: AP, INS  
Station Rep. Webb  
Trans. RCA, World, Lang-Worth  
Membership NAB, RAB  
President H. J. Walters, Jr.  
Station Manager Mahlon R. Aldridge  
Director of Sales Gregory Reeser

To Broadcasters

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**A**dded **P**restige

**The Associated Press**

50 Rockefeller Plaza

New York 20, N. Y.



**KDEX—Dexter—1955—KBS**

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By Stoddard County  
Address Box 232  
Tel: 1400 News Service: UP  
Representative Sears and Ayer  
Membership NAB, RAB  
General Manager Jerome B. Zimmer  
Sta. Mgr., Chief Eng. L. D. Speidel  
Program Director Gene Hoge

**KREI—Farmington—1947  
KBS**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By Midwest Bcstg. System  
Address Box 270  
Tel: 710 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 Norman C. Nielsen

**KJCF—Festus—1951—KBS**

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned. Jefferson County Radio & TV Co.  
Address P. O. Box 192  
Tel: YE 7-3810 News Service: UP  
General Manager Donald M. Donze  
Chief Engineer Russell Seals, Jr.

**KFMO—Flat River—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Lead Belt Bcstg. Corp.  
Business-Studio Address Flat River  
Tel: GE 1-2000 News Service: UP  
President Oscar C. Hirsch  
Station-Comm. Mgr. James F. Collins  
Prom. Mgr. James Strader  
Program Director Lynn Bohls  
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  
Telephone 1400  
Representative Indie Sales  
Transcription Service Standard  
Membership NAB  
Gen. Mgr. Robert W. Nickles  
Station Dir. Roger P. Fox  
Comm. Manager L. Reed Holt

**KHMO—Hannibal—1941**

Freq: 1070 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Mark Twain Bcstg.  
Business-Studio Address Box 711  
Tel: 3450 News Service: AP  
Representative Simmon Assoc.  
Membership RAB, NAB  
President Jerrell Shepard  
General Manager A. E. Dahl  
Station Manager James F. Jae, Jr

Commercial Manager William Stephenson  
Program Dir. Kenneth Albridge  
Chief Engineer Hiram Hood

**KIMO—Independence—1947**

Frequency: 1510 Kc. Power: 1000 Watts d.  
Owned-Oper. By Craig Siegfried  
Business-Studio Address 310 N. Osage  
Tel: CL 2-9815 News Service: AP  
Newspaper Affil. Daily News, Pictorial Shopper  
Transcription Service Thesaurus  
Representative Hil F. Best  
Membership RAB  
President Craig Siegfried  
Gen., Sta., Comm. Mgr., Prog. Dir. Bill Harld  
Pub. Dir. Shawn Galely  
Chief Eng. R. Atkeisson

**KLIK—Jefferson City—1954**

Frequency: 950 Kc. Power: 5 Kw., d.  
Owned. Empire Bcstg. Co.  
Address 410 E. Capital  
Tel: 5-4136 News Service: UP  
Membership NAB  
Transcription Service World  
Representative Simmons  
President J. A. Shepherd  
V.P., Gen. Mgr. A. E. Dahl  
Comm. Mgr. Robert Benedict  
Prog. Dir. Hiram Higsby  
Pub. Dir. Stanley Grieve  
Chief Engineer Ed Scarr

**KWOS—Jefferson City—1937  
KBS-MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Capital Bcstg. Co.  
Bus-Studio Address Monroe at Capitol  
Tel: 6-3137 News Service: AP  
Newspaper Affiliation News Tribune Co.  
Station Representation Grant Webb  
President Mrs. L. R. Goshorn  
General Manager R. L. Rose  
Commercial Manager William Natsch, Jr.

**KFSB—Joplin—1948**

Freq. 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Four States Bcstrs, Inc.  
Address 1027 Main St.  
Tel: May 4-1310 News Service: UP  
Representative Meeker  
Membership NAB  
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.  
Telephone MA 3-7260  
Representative William G. Rambeau  
President Jack Berkman  
General Manager Harry Burke

**WMBH—Joplin—1932—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: O'Brien & Assoc.  
 Business-Studio Address: FRL Bldg.  
 Tel.: MA 4-4330. News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Sears & Ayer  
 Membership: NAB, RAB  
 Pres., Gen. Sta. Mgr.: Don O'Brien  
 Commercial Manager: Obed Borgen

**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: Meredith Pub. Co.  
 Address: 125 E. 31st St.  
 Tel.: JE 1-6789. News Service: AP  
 Representative: Katz  
 Membership: NAB, RAB  
 Gen. Sta. Mgr.: E. K. Hartenbower  
 Commercial Manager: R. W. Evans  
 Sales Prom., Pub. Dir.: Ann White  
 Program Director: George Stump  
 Chief Engineer: Karl Troeglen

**KFRM—Kansas City—1947**

For KFRM Listing—See Concordia, Kansas



It's a WHB world

Month after month, year after year WHB dominates Kansas City. Example: Latest 96-county area Pulse shows WHB first 432 of 432 quarter hours. Whether it's Metro Pulse, Nielsen, Trendex or Hooper... whether it's Area Nielsen or Pulse... WHB is the dominant first throughout, with audience shares consistently in the 40% bracket. It's Storz Station programming that does it. Remember: Square miles don't buy your product; people do. For coverage AND audience, talk to Blair, or WHB general manager George W. Armstrong.

**WHB — Kansas City**

10,000 watts, 710 kc.

10 a.m. - 10 p.m., Mon-Sat - Sept. 1952

**"A STORZ STATION"**

**KMBC—Kansas City—1921**  
 ABN

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By: Cook Paint & Varnish Co.  
 Address: 11th and Central Sts.  
 Tel.: HA 1-2650. News Services: AP, UP  
 Transcription Service: World  
 Representative: Peters, Griffin, Woodward  
 Membership: NAB, RAB  
 President: 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.  
 Tel.: HU 3-3100  
 Station Rep.: John E. Pearson  
 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.  
 Address: 1012 Baltimore  
 Tel.: BA 1-0077. News Service: UP  
 Station Representative: Weed  
 President: H. Scott Killgore  
 General Manager: Irving Schwartz  
 Chief Engineer: Sam Bradley

**WDAF—Kansas City—1922**  
 NBC

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Kansas City Star Co.  
 Business-Studio Address: 3030 Summit St.  
 Tel.: HA 1-1200. News Service: AP  
 Newspaper Affil.: Kansas City Star  
 Transcription Service: Standard, Thesaurus  
 Representative: H. I. Christal  
 President: Roy A. Roberts  
 Gen. Mgr.: H. Dean Fitzner  
 Manager: Judd Woods  
 Comm., Sls., Prom. Mgr.: E. Manne 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 Bcstg Co.  
 Address: 10th & McGee Sts.  
 Tel.: BA 1-8300. News Services: AP, UP, INS  
 Station Representative: John Blair Co.  
 Membership: NAB  
 President: Todd Storz  
 V.P., Gen. Mgr.: George W. Armstrong  
 Comm. Mgr.: Jack Sampson  
 Sales Prom. Mgr.: Donald A. Loughnane  
 Program Director: C. E. Clark  
 Publicity Dir.: A. A. Zimmerman  
 Dir. of Eng.: Robert Tilton



**KBOA—Kennett—1947**

Frequency: 830 Kc. Power: 1000 Watts  
Owned-Operated By.....Kennett Bcstg. Corp.  
Business-Studio .....Kennett

Tel.: 8-4616.....News Service: AP  
Transcription Service .....Lang-Worth  
Pres., Gen. Mgr.....Paul C. Jones  
Station Manager.....John T. Reeder  
Comm. Mgr.....Joe Bankhead  
Chief Eng.....R. H. Conner

**KIRX—Kirksville—1947**  
**KBS-ABN**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....North Mo. Bcstg. Co.  
Bus.-Studio Address.....P. O. Box 726  
Tel.: MO 5-3781.....News Service: AP  
Transcription Service .....Thesaurus  
Membership .....NAB  
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.  
Tel.: 1015.....News Service: UP  
Transcription Service .....SESAC  
General Manager.....O. R. Wright  
Sales Mgr.....Tom Miller  
Program Director.....Jack A. Sellers  
Chief Eng.....Eugene Clay

**KTCB—Malden—1954—KBS**

Frequency: 1470 Kc. Power: 1 Kw., d.  
Owned.....Tri-County Bcstg. Co.  
Address.....N. Hwy. 25  
News Service .....UP  
Transcription Service .....Thesaurus, World  
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 .....Marshall  
Tel.: 40.....News Service: UP  
Transcription Service .....Thesaurus  
Rep. .... Pearson  
Membership .....NAB, RAB  
General Manager.....J. M. Silvey  
Sta., Comm. Mgr.....Harold Douglas

**KNIM—Maryville—1953**  
**KBS**

Frequency: 1580 Kc. Power: 250 W. d.  
Owned .....KNIM, Inc.

Address .....Box 278  
Tel.: 722.....News Service: AP  
Transcription Service .....World  
Membership .....NAB  
President .....Les Ware  
Gen., Sta., Sales Prom. Mgr.. Gilbert L. Poese  
Prog. Dir., Chief Eng.....Arnold Wilson

**KXEO—Mexico—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Audrain Bcstg. Corp.  
Address.....1705 E. Liberty  
Tel.: JU 1-2340.....News Service: AP  
Transcription Service .....Thesaurus  
Membership .....NAB, RAB  
Gen., Comm. Mgr.....W. Earl Dougherty  
Chief Engineer.....P. J. Null, Jr.

**KNCM—Moberly—1950—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Moberly Bcstg. Co.  
Address .....Box 396  
Tel.: 1600.....News Service: AP  
Membership .....NAB  
President.....Jerrell A. Shepherd  
Comm. Mgr.....James Lipsy  
Chief Engineer.....Jim Young

**KRMO—Monett—1950—KBS**

Frequency: 990 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Monett Bcstg. Co.  
Address.....N. Central Ave.  
Tel.: BE 5-5220.....News Service: AP  
Rep.....Hil F. Best  
General Manager.....L. C. McKenney  
Program Director.....Floyd Stewart  
Sales Mgr.....Marion Pilant

**KLRS—Mountain Grove—1954**  
**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.  
Tel.: 1666.....News Service: AP  
Representation.....Magic Circle Net.  
Pres., Gen. Mgr.....Roger Taylor  
Commercial Manager z. z. Jerry V. Tertzakian  
Chief Engineer.....Albert Toultlot

**KNEM—Nevada—1949—KBS**

Frequency: 1240 Kc. Power: 250 Watts





Owned-Oper. By.....Radio KNEM, Inc.  
 Address.....P. O. Box 15  
 Tel.: 13.....News Service: UP  
 Membership.....NAB  
 Owner, General Manager.... Kenneth E. White

**KRMS—Osage Beach—1952**

Frequency: 1150 Kc.....Power: 1 Kw. d.  
 Owned.....Lawrence Bcstg. Co., Inc.  
 Address.....Lawrence  
 Tel.: FI 8-2411.....News Service: AP  
 General Manager.....Arden Booth  
 Station Manager.....George Strickland  
 Sales Prom. Manager.....Bill Alexander

**KWOC—Poplar Bluff—1938**  
 KBS

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By...Poplar Bluff Bcstg. Corp.  
 Address.....428 Vine St.  
 Tel.: SU 5-3922.....News Service: UP  
 Transcription Service.....SESAC, Thesaurus  
 Representative.....John E. Pearson  
 General Manager.....A. L. McCarthy  
 Sales Manager.....D. W. Hoisington

**KTTR—Rolla—1947—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper By....."Show-Me" Bcstg. Co.  
 Address.....P. O. Box 567  
 Tel.: EM 4-2525.....News Service: AP  
 Membership.....NAB  
 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**  
 KBS

Frequency: 980 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Donze Enterprises, nc.  
 Bus-Studio Address.....Box 352  
 Tel.: 980.....News Service: UP  
 Newspaper Affil.....Monitor  
 Membership.....NAB  
 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.....KFEQ Bcstg. Co.  
 Business-Studio.....40th and Farron  
 Tel.: 3-2528.....News Service: AP  
 Representative.....Venard  
 President.....Jessie D. Fine  
 V.P., Gen. Mgr.....Ted Nelson  
 Commercial Mgr.....J. Ted Branson  
 Program Director.....Robert A. Whyte  
 Chief Engineer.....John Carroll

**KRES—St. Joseph—1946**  
 MBS-KBS

Frequency: 1550 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KRES Radio Corp.  
 Address.....404 So. 8th  
 Tel.: 4-6346.....News Service: AP  
 Representative.....Clark  
 Pres., Gen. Mgr.....Tee Casper  
 Comm. Prom. Mgr.....Robert Mosiman  
 Prog. Dir.....Helen Neese  
 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  
 Tel.: 3-2577.....News Service: UP  
 Transcription.....World  
 Membership.....NAB, RAB  
 Representative.....O'Connell, Reilly  
 President.....J. D. Spears  
 Gen. Mgr.....W. H. Johnson  
 Comm. Mgr.....Hal Hamilton  
 Prog. Director.....Vic Keans  
 Chief Engineer.....Raiph Doggett

**KATZ—St. Louis—1955**

Freq.: 1600 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Rollins Bcstg. Co.  
 Address.....812 Olive St.  
 Tel.: CH 1-6000.....News Service: AP  
 President.....O. Wayne Rollins  
 General Manager.....Robert Lyons  
 Director of Sales.....A. R. Lanphear  
 Publicity Director.....Tim Crow  
 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.... 9th & Sidney Sts.  
 Tel.: PR 3-1120.....News Services: AP, UP  
 Representative.....CBS Radio Spot Sales  
 Membership.....NAB, RAB  
 General Manager.....Robert Hyland, Jr.  
 Station Mgr.....Charles Burge  
 Sales Mgr.....Foster Brown  
 Publicity Dir.....Paul Douglass  
 Program Director.....George Clarke  
 Chief Engineer.....Harry Harvey

**KSD—St. Louis—1922—NBC**

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Oper. By...The Pulitzer Publishing Co.  
 Business-Studio Address.....1111 Olive St.  
 Tel.: MA 1-1111.....News Service: AP  
 Newspaper Affil.....St. Louis Post Dispatch  
 Transcription Service.....World, Thesaurus  
 Representative.....NBC Spot Sales  
 Membership.....NAB, RAB  
 President.....Joseph Pulitzer, Jr.  
 General Manager.....Harold Grams  
 Comm. Manager.....Arthur J. Casey  
 Promotion Mgr.....Fred J. Mueller



Pub. Dir.....Robt. Hannon  
Chief Engineer.....J. E. Risk

### KSTL—St. Louis—1948

Frequency: 690 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Radio St. Louis, Inc.  
Address.....Box 1440  
Tel.: BR 1-6090.....News Service: UP  
Representative.....Forjoe  
Pres., Gen., Sta. Mgr.....Dick J. Kasten  
Comm. Mgr.....Art Ford  
Program Director.....Tony Glenn  
Sales Prom. Mgr.....Wm. L. Vietmeier  
Chief Engineer.....Ralph Howard

### KWK—St. Louis—1927

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Operated By.....KWK, Inc.  
Address.....12th & Cole Sts.  
Tel.....MA 1-9100  
Representative.....Katz  
Membership.....RAB  
President, General Mgr.....Robert T. Convey  
V. P., Comm. Dir.....V. E. Carmichael  
Sales Mgr.....Gil Johnston

### KXLW—St. Louis—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...St. Louis County Bcstg. Co.  
Address.....2735 Bonaparte Ave., Brentwood  
Tel.: WO 1-1320.....News Service: UP  
Membership.....NAB, RAB  
President.....John W. Kluge  
Gen. Sta. Manager.....William W. Jefferay  
Commercial Manager.....W. D. Herman  
Chief Engineer.....James F. Mitchell

### KXOK—St. Louis—1938

Frequency: 630 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KXOK, Inc.  
Tel.: FO 7-6000.....News Service: UP  
Representative.....John Blair  
Membership.....NAB  
President.....E. M. Roberts, Jr.  
V.P., 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.....Al Godron

### WEW—St. Louis—1921

Frequency: 770 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Barrington Co.  
Address.....220 N. 4th St.  
Tel.: CH 1-1921.....News Service: UP  
Representative.....Bolling Co.  
Membership.....NAB  
Pres., Gen. Mgr.....Bruce Barrington  
Prog., Pub. Dir.....Don Phillips  
Comm., Sales Prom. Mgr.....Sam Woodall

### WIL—St. Louis—1922

Frequency: 1430 Kc.....Power: 5 Kw.  
Owned.....Radio Station WIL

Address.....3715 Lindell Blvd.  
Tel: OL 2-4500.....News Service: AP, UP  
Representative.....Adam Young  
Membershi.....NAB, RAB  
President.....Elmer Balaban  
Exec. V.P., Gen. Mgr.....John F. Box, Jr.  
Station Manager.....William McKibben  
Commercial Manager.....Stanley N. Kaplan  
Program Director.....John Carney, Jr.  
Publicity Director.....Allene Biggs  
Chief Engineer.....Earl Pallas

### KSMO—Salem—1953—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Zola Bcstg. Co.  
Address.....P. O. Box 71  
Tel.: 822.....News Service: AP  
Gen., Comm. Mgr.....William B. Smith  
Program Director.....Irene Smith

### KDRO—Sedalia—1939—MBS KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Sedalia Broadcasting  
Bus-Studio Address.....2100 W. Broadway  
Tel.: 4004.....News Service: AP  
Membership.....NAB  
Representative.....Pearson  
Pres., Sls. Mgr.....James F. Glenn  
V.P., General Manager.....Herbert W. Brandes  
Program Director.....Jimmy Murray  
Chief Eng.....Bob Klein

### KSIS—Sedalia—1953

Frequency: 1050.....Power: 1 Kw. d.  
Owner.....Yates Bcstg. Co.  
Address.....KSIS Building  
Tel.: TA 6-1050.....News Service: AP  
Transcription.....Lang-Worth, Thesaurus  
Representative.....Clark  
Membership.....NAB, RAB  
Pres., Gen., Comm. Mgr.....Carl W. Yates, Jr.  
Station Manager.....Mrs. Carl W. Yates, Jr.  
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.  
Tel.: 1 or O.....News Service: AP  
President.....Lyman R. Bowman, Jr.  
Gen., Sta. Mgr.....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.  
Tel.: 4-2822.....News Service: AP

Newspaper Affil. Springfield Newspapers, Inc.  
 Transcription Service ..... Lang-Worth  
 Rep. .... Venard, Rintoul & McConnell  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... K. G. Wells  
 Comm. Mgr., Prog. Dir. .... Don C. Dailey  
 Sls. Prom. Mgr. .... Dudley Morris  
 Chief Engineer. .... Richard Bowman

General Manager.....G. Pearson Ward  
 Commercial Manager..... Bob Burke  
 Program Director.....Wendel Smith  
 Chief Engineer.....William F. Curry

**KICK—Springfield—1949**  
KBS

Frequency 1340 Kc.....Power 250 Watts  
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.  
 Address.....610 College St.  
 Tel.: 4-1561.....News Service: UP  
 Representative.....Hil F. Best  
 Transcription.....Standard  
 General Manager.....Robert Vinyard, Jr.  
 Program Director.....John Martin  
 Chief Engineer.....Jack Jones

**KTTS—Springfield—1941**  
CBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Independent Bcstg. Co.  
 Address.....P. O. Box 1716 S. S. S.  
 Tel.: 2-7474.....News Service: AP  
 Representative.....Weed  
 Membership.....NAB  
 Transcription Service.....World  
 President.....J. H. G. Cooper

**KWTO—Springfield—1933**  
ABN

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ozarka Bcstg. Co.  
 Bus.-Studio Address.....1121 South Glenstone  
 Tel.: 2-4422.....News Service: UP  
 Representative.....John E. Pearson  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....Ralph D. Foster  
 V.P. & Asst. Gen. Mgr.....Leslie L. Kennon  
 Commercial Manager...Raymond M. Keltner  
 Program Director.....Jim Kendrick  
 Prom., Pub. Dir.....Bill Bailey  
 Chief Engineer.....Wallis Fender

**KALM—Thayer—1953—KBS**

Frequency: 1290 Kc.....Power: 1 Kw. d.  
 Owned.....KALM  
 Address.....Thayer  
 Tel.: 165.....News Service: AP  
 Representative.....Best, Bradley  
 Pres., Gen. Sta. Comm. Mgr....R. F. Neathery

**KTTN—Trenton—1955—KBS**

Frequency: 1600 Kc.....Power: 500 W. d.

To Broadcasters

**AP**

Means

**Added Profits**

**Added Prestige**

**The Associated Press**

50 Rockefeller Plaza  
New York 20, N. Y.



Owned-Oper. By.....Trenton Bcstg. Co.  
 Address.....112 E. Ninth St.  
 Tel.: 1600.....News Service: AP  
 Transcription.....World  
 Representative.....Bogner and Martin  
 Membership.....NAB  
 General Manager.....Sam A. Burk  
 Station Manager.....Ed Hundley  
 Commercial Manager.....Bob Dennis  
 Prog. Dir.....Rick McHargue  
 Chief Engineer.....Lynn Bradley

**KWRE—Warrenton—1949**  
**KBS**

Frequency: 730 Kc.....Power: 500 Watts  
 Owned.....W. T. Zimmerman  
 Address.....Warrenton  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....Continental  
 Membership.....NAB  
 Gen., Sta. Mgr.....W. T. Zimmerman  
 Comm. Mgr.....Russell Benton  
 Chief Eng.....Dick Cole

**KLPW—Union—1954—KBS**

Frequency: 1220 Kc.....Power: 250 W. d.  
 Owned.....Franklin County Bcstg. Co.  
 Address.....P. O. Box 72  
 Tel.: UN 755.....News Service: AP  
 Representative.....W. Don Roberts  
 President.....Leslie P. Ware  
 Gen., Sta. Mgr.....Norb Moore  
 Chief Engineer.....Frank Lohmeyer

**KWPM—West Plains—1947**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Robert F. Neathery  
 Address.....Abe Taylor Blvd.  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NAB  
 Pres., Gen. Mgr., Eng.....Robert F. Neathery  
 Sta., Comm. Mgr.....Fritze W. Dixon  
 Program Director.....A. Woodside  
 Pub. Dir.....Carl O. Johnson  
 Chief Eng.....L. Thompson

**KOKO—Warrensburg—1953**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lee E. Baker  
 Address.....Box 395  
 News Service.....AP  
 Trans.....Thesaurus  
 Gen. Mgr.....C. L. Parks  
 Program Dir.....Bruce Lee  
 Chief Eng.....Charles Cunningham

**KUKU—Willow Springs—1957**

Frequency: 1330 Kc.....Power: 500 Watts, d.  
 Owned.....Robert F. Neathery & R. Neathery, Jr.  
 Address.....Willow Springs

**Montana**

Pop. March 1 (Est.)—651,000; Families—204,000; Lic. Stations—32,  
 Sta. CP's—1; Radio Homes—192,000; TV Homes—76,000

**KANA—Anaconda—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tri-County Radio  
 Address.....P. O. Box 727  
 News Service.....UP  
 Station Rep.....Grant Webb  
 President.....A. J. Mosby  
 Mgr.....Mike Donovan  
 Program Director.....King Harmon  
 Comm. Mgr.....C. Moore

**KGHL—Billings—1928—NBC**

Frequency: 790 Kc.....Power: 5 Kw.  
 Owned.....Midland Empire Bcstg. Co.  
 Address.....5th Ave. & North B'way  
 Tel.: 2-2222.....News Service: UP  
 Station Representative.....Katz  
 Transcription Service.....Thesaurus  
 Membership.....RAB, NAB  
 President.....P. N. Fortin  
 General Manager.....Jeff Kiichli  
 Commercial Manager.....Warren Marshall

**KBMY—Billings—1946**  
**MBS-KBS-IMN**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Billings Bcstg. Co.  
 Address.....Box 2544  
 Tel.: 9-4586.....News Service: AP  
 Transcription Service.....Lang-Worth  
 Station Representative.....Avery-Knodel, Inc.  
 Membership.....NAB, RAB  
 Gen., Sta. Mgr.....Ken Nybo  
 Prog., Pub. Dir.....Charles G. du Bois  
 Commercial Manager.....Merlyn J. Hedin  
 Chief Engineer.....T. A. Hildebrand

**KOOK—Billings—1950—CBS**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Montana Network  
 Address.....P. O. Box 2557  
 Tel.: 9-5970.....News Service: UP  
 Transcription Service.....World  
 Representative.....Headley-Reed  
 Membership.....NAB, 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 Radio KOYN  
 Address: Riverside Drive, Box 956  
 Tel.: 4-4177 News Service: UP  
 Representative: Hugh Fellis-Forjoe  
 Partners: D. Gene Williams, Del Cody  
 General, Sta. Mgr.: Bob Eubanks  
 Sales Prom. Mgr.: Lew Theusen  
 Chief Engineer: Bill Banks

**KBMN—Bozeman—1950  
KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Penn Engineering Co.  
 Address: N. Seventh St.  
 Tel.: Ju 6-2394 News Service: UP  
 Transcription Service: World  
 Membership: NAB  
 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.  
 Tel.: JU 6-5881 News Service: UP  
 Representative: Walker  
 Pres., Gen., Sta. Mgr.: Ernest A. Neath  
 Prog. Dir.: Dick Smiley  
 Chief Engineer: Verne Totten

**KBOW—Butte—1947—CBS  
KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Copper City Radio Co.  
 Address: 720 Yale Ave.  
 Tel.: 7429 News Service: AP  
 Representative: Cooke  
 President: Frank Reardon  
 Exec. V.P.: Bill Carroll

**KOPR—Butte—1948  
MBS-IMN**

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Operated By: Copper Bcstg. Co.  
 Business-Studio Address: Hotel Finlen  
 Tel.: 6546 News Service: AP  
 Membership: NAB  
 Representative: Avery-Knodell  
 President: George C. Hatch  
 General Mgr.: Ed Cooney  
 Chief Engineer: William Emerson

**KXLF—Butte—1929—NBC**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By: KGIR, Inc.  
 Address: 1003 S. Mont St.  
 Tel.: 2-9111 News Service: UP  
 Transcription Service: World  
 Representative: Walker, Pacific N.W. Bcstrs.  
 General Manager: E. B. Craney

Commercial Manager: Arne E. Anzjon  
 Program Director: Bob Lazich

**KDBM—Dillon—1956—KBS**

Frequency: 800 Kc. Power: 1 Kw., d.  
 Owned Vigilante Bcstg. Co.  
 Address: Box 950  
 Tel.: 703 News Service: AP  
 Trans.: World  
 Sta. Mgr.: Burt H. Oliphant

**KLTZ—Glasgow—1954**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner: Glasgow Bcstg. Co.  
 Address: Box 909  
 Tel.: 1000 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Holman  
 Station Manager: Loyd W. Melby  
 Program Director: Emilie Nelson

**KXGN—Glendive—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Glendive Bcstg. Co.  
 Address: Box 200  
 Tel.: EM 5-3377 News Service: AP  
 Transcription Service: Standard, World  
 Representative: Grant Webb  
 Membership: NAB  
 President: Lewis W. Moore  
 General Manager: Daniel C. Palen  
 Sls. Dir.: Karl R. Johnson  
 Chief Eng.: Donald J. Powers

**KUDI—Great Falls—1955  
KBS**

Frequency: 1405 Kc. Power: 250 W.  
 Owned-Operated By: Community Broadcasters  
 Address: Box 1405  
 News Service: UP  
 Representative: Webb, Fellis  
 Membership: NAB  
 Pres., Gen. Mgr.: Dan Snyder  
 Comm. Sales Prom. Mgr.: Richard V. Coon  
 Prog. Dir.: W. A. Zimlich  
 Chief Eng.: Eugene B. Bunker

**KFBB—Great Falls—1922  
CBS**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: Wilkins Bcstg., Inc.  
 Business-Studio Address: Box 1139  
 Tel.: GL 3 4377 News Service: UP  
 Transcription Service: Thesaurus  
 Station Rep.: Bolling  
 Membership: NAB, RAB  
 General Manager: J. P. Wilkins  
 Program Director: Leo Ellingson  
 Sta., Comm. Mgr.: W. C. Blanchette  
 Assistant Manager: William E. Spahr  
 Chief Eng.: Anthony Lopuch

**KMON—Great Falls—1947  
MBS-IMN**

Frequency: 560 Kc. Power: 5000 Watts

Owned-Oper. By...Montana Farmer Bcstg. Co.  
 Business Address.....Great Falls  
 Tel.: GL 3-0336.....News Service: AP  
 Representative.....Avery-Knodel  
 General Manager.....Robert H. Warner  
 Commercial Manager.....F. W. Kaul

**KXLK—Great Falls—1947**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Great Falls Bcstg. Co.  
 Telephone.....GL 2-2453  
 Representative.....Walker, Tracy Moore  
 Trans.....World  
 Manager.....E. R. Kukkola

**KOJM—Havre—1947**  
**MBS-KBS-IMN**

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Operated By...No. Montana Bcstg. Co.  
 Address.....426 1/2 1st St.  
 Tel.: 1096.....News Service: UP  
 Transcription Service.....Associated  
 Representative.....Cooke, Inc., Avery-Knodel  
 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—1948—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Lewis & Clark Bcstg. Corp.  
 Address.....Box 1164  
 Tel.: HI 2-4490.....News Service: AP  
 Representative.....Webb  
 Transcription Service.....World  
 President.....E. P. Maronick  
 Gen., Sta. Mgr.....Lou Torok

**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  
 Eastern Sls. Mgr.....Wythe Walker  
 Western Sls. Mgr.....Tracy Moore

**KGEZ—Kalispell—1927**  
**MBS-KBS-IMN**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KGEZ, Inc.  
 Business-Studio Address.....Box 439  
 Tel.: SK 8-4331.....News Service: UP  
 Station Rep.....Donald Cooke Inc.  
 Membership.....RAB  
 President.....Frank Reardon  
 Gen. Manager.....Richard V. Vick  
 Prog. Director.....Robert S. Tompkins  
 Chief Engineer.....Bob Pearson

**KOFI—Kalispell—1955**

Frequency: 980 Kc.....Power: 1000 Watts d.

Owned-Oper. By....Flathead Valley Bcstrs.  
 Address.....Box 75  
 Tel.: SK 8-6900.....News Service: UP  
 Representative.....Art Moore  
 General Manager.....William H. Patterson  
 Commercial Mgr.....M. L. Oliver  
 Prog. Dir., Ch. Eng.....L. L. Sterling

**KXLO—Lewistown—1947**  
**MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Montana Bcstg. Co.  
 Address.....Box 620  
 Tel.: KE 8-3441.....News Service: AP  
 Representative.....Grant Webb  
 President.....William G. Kelly  
 General Manager.....Donald C. Williams

**KLCB—Libby—1950**  
**KBS-IMN**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Frank Rearden  
 Address.....Box 636  
 Tel.: 411.....News Service: UP  
 Representative.....Cooke  
 General Manager.....Richard V. Vick  
 Station Manager.....Robert Rigler

**KPRK—Livingston—1947**  
**IMN-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Yellowstone Amusement Co.  
 Address.....Box 691  
 Tel.: 1000.....News Service: UP  
 Representative.....Avery-Knodel  
 Trans.....World  
 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**  
**MBS-IMN-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Printing Co.  
 Address.....Box 720  
 Tel.: CE 2-2280.....News Service: UP  
 Newspaper Affiliation.....Daily Star  
 Transcription Service.....Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NAB  
 Gen., Sta. Mgr.....Ian A. Elliot  
 Commercial Manager.....Fred B. Hunnes  
 Sales Prom. Mgr.....Robert McKendrick  
 Prog. Dir.....Thomas Biedrzycki  
 Pub. Dir.....Robert Allen  
 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..... NAB  
 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..... 132 West Front  
 Tel.: 2-2155..... News Service: UP  
 Representative..... Gill-Perna  
 Membership..... NAB, RAB  
 Pres., Gen. Mgr..... A. J. Mosby  
 Sta., Comm. Mgr..... Don Bradley  
 Gen. Mgr..... S. John Schile

**KXLL—Missoula—1948—NBC**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Western Montana Assoc.  
 Address..... Box 1503  
 Tel.: 4-4114..... News Service: UP  
 Representative..... Walker  
 Pres., Gen., Sta. Mgr..... Pat M. Goodover  
 Comm., Prom. Mgr..... Bob Gillis  
 Program Director..... Pat M. Goodover  
 Publicity Director..... John Campbell  
 Chief Engineer..... Charles Meyers

**KIYI—Shelby—1947  
 MBS-KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Tri County Radio Corp.  
 Address..... 131 Main St.  
 Telephone:..... HE 4-5541  
 Membership..... NAB  
 Representative..... Grant, Webb  
 President..... John Lyon  
 General Manager..... Jerry Black

**KGCX—Sidney—1926—MBS**

Frequency: 1480 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KGCX, Inc.  
 Address..... 109 S. Central  
 Tel.: 404..... News Service: UP  
 Representative..... Gill Perna  
 President..... E. E. Krebsbach  
 General Manager..... E. Clair Krebsbach  
 Station Manager..... Keith Krebsbach  
 Commercial Manager..... Don Cole  
 Program Director..... Ray Wright  
 Sales Promotion Manager..... Blake Tabor  
 Chief Engineer..... Dale Wilson

**KVCK—Wolf Point—1957  
 MBS-KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned..... Hi-Line Bcstg. Co.  
 Address..... Radio Block  
 Representative..... Gill-Perna  
 Gen. Mgr..... E. E. Krebsbach

**Nebraska**

Pop. March 1 (Est.)—1,456,000; Families—442,000; Lic. Stations—33,  
 Sta. CP's—0; Radio Homes—431,000; TV Homes—326,000

**KCOW—Alliance—1949—KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Sandhills Bcstg. Corp.  
 Transcription Address..... Box 391  
 Tel.: 1400..... News Service: UP  
 Transcription Service..... Thesaurus  
 Representative..... McGillvra  
 President..... J. W. Cover  
 General Manager..... Gene Ackerley  
 Program Director..... Jim Ballas  
 Chief Engineer..... Richard Bowman

**KWBE—Beatrice—1949—KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... MIA Enterprises  
 Address..... Box 1450  
 Tel.: CA 3-2388..... News Service: AP, UP  
 Transcription Service..... Thesaurus  
 Membership..... NAB  
 General Manager..... Bud Pentz

**KCNI—Broken Bow—1949**

Frequency: 1280 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Custer County Batg. Co.  
 Address..... Box 581  
 Tel.: TR 2-5881..... News Service: UP  
 Representative..... Continental

Manager..... Georgia A. Crawford  
 Commercial Mgr..... Joe Grieser

**KCSR—Chadron—1954—KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Community Ser. Radio Corp.  
 Address..... 212 Bordeaux St., Box 110  
 Tel.: HE 2-5545..... News Service: AP  
 Transcription Service..... Thesaurus  
 Membership..... NAB, RAB  
 Co-Owners..... Bill Finch, Bob Fouse  
 Prog. Dir..... Freeman Hover

**KJSK—Columbus—1948  
 KBS**

Frequency: 900 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... George Basil Anderson  
 Business Address..... Box 460  
 Tel.: LO 4-5154..... News Service: AP  
 Representative..... Biddick, Best  
 Transcription Service..... Thesaurus  
 Membership..... NAB  
 President, Gen. Mgr., George Basil Anderson  
 Sta., Comm. Mgr., Prog. Dir..... Milo Kincaid  
 Sales Prom. Mgr..... Mel Krehbiel  
 Chief Engineer..... Bob Miller

**KTNC—Falls City—1957**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned By..... Craig Siegfried-KIMO  
 Address ..... Falls City  
 Representative ..... Best  
 Manager ..... Bruce Grant  
 Chief Engineer..... Robert Atkeisson

**KFGT—Fremont—1939—KBS**

Frequency: 1340 Kc. Power: 100 Watts  
 Owned-Oper. By..... Snyder Enterprises  
 Business-Studio Address..... 118 E. 5 St.  
 Tel.: PA 1-5012..... News Service: AP  
 Membership ..... NAB  
 President..... L. L. Snyder  
 Gen., Sta. Mgr..... H. C. Snyder  
 Comm. Mgr..... Donald Mundy  
 Program Director..... Harry Gehrett  
 Publicity Director..... E. Smizer

**KMMJ—Grand Island—1925  
 ABN**

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Town & Farm Co., Inc.  
 Business-Studio Address..... Division at Cedar  
 Tel.: DU 2-2800..... Business Service: UP  
 Representative ..... H-R  
 Membership ..... NAB  
 President..... Don Searle  
 Executive V.P..... Bill Martin  
 Prog. Dir..... Bill Delzell  
 Chief Engineer..... U. L. Lynch

**KRGI—Grand Island—1953**

Frequency: 1430 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Stuart Investment  
 Address..... 814 Stuart Bldg., Lincoln  
 Tel.: DU 2-5420..... News Service: AP  
 Transcription Service ..... World  
 Representative ..... Forjoe  
 Station Manager..... Robert McKune  
 General Manager..... Richard Chapin

**KHAS—Hastings—1940  
 KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Nebraska Bcstg. Co.  
 Transmitter Address..... Tribune Bldg.  
 Tel.: 2-5101..... News Service: INS  
 Representative ..... Gill-Perna  
 Membership ..... NAB, RAB  
 General Mgr..... John W. Powell  
 Prog. Dir..... Les Weber  
 Chief Engineer..... Vance Filken

**KUVR—Holdrege—1956  
 KBS**

Frequency: 1380 Kc. Power: 500 W., d.  
 Owned..... W. W. Bcstg. Co.  
 Address..... 613 4th Ave.  
 Tel.: WY 5-4122..... News Service: AP  
 Pres., Gen. Mgr..... William Whitlock  
 Sales Dir..... Jack White

**KGFW—Kearney—1927  
 MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Central Neb. Bcstg. Corp.  
 Business-Studio Address... Platte Valley Bldg.  
 Tel.: 2131..... News Service: AP  
 Representative ..... Hal Holman  
 Transcription Service ..... World  
 Membership ..... NAB, RAB  
 General Mgr..... J. C. Mitchell  
 Sta. Mgr..... Bob Jenkins  
 Comm. Mgr..... Al Mahrt  
 Sales Prom. Mgr..... Don Canaday  
 Program Director..... Ed Knight  
 Publicity Director..... Gene Larsen  
 Chief Engineer..... Ed Ellison

**KRNY—Kearney—1956**

Frequency: 1460 Kc. Power: 5 Kw., d.  
 Owned..... E. M. Gallemore, Sr.  
 Address..... 2219 Second Ave.  
 Tel.: 3-8301..... News Service: UP  
 Trans. .... Thesaurus  
 Representative ..... McGavren-Quinn  
 Gen. Mgr..... J. B. Lewis  
 Comm. Mgr..... Lyle Richardson

**KRVN—Lexington—1951**

Frequency: 1010 Kc. Power: 25,000 Watts d.  
 Owned-Oper. By..... Nebraska Rural Radio  
 Address..... 104 W. 8th St.  
 Tel.: 4-2371..... News Service: AP  
 Transcription Service ..... Standard  
 Representative ..... Raymer  
 Membership ..... NAB  
 President..... Jay A. Person  
 General Manager..... Max Brown  
 Asst. Sta. Mgr..... Gary Schroeder  
 Chief Engineer..... Robert Bitner

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 New York 20, N. Y.



### KFOR—Lincoln—1924—ABN

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Cornbelt Bcstg. Corp.  
 Bus.-Studio Address... 814 Stuart Bldg.  
 Tel.: 2-6606 News Service: AP  
 Transcription Service... Thesaurus, Standard  
 Representative... Paul Raymer  
 Membership... NAB, RAB  
 President... James Stuart  
 Gen., Sta. Mgr... Richard Chapin  
 Sales Manager... Roger Larson  
 Program Director... Wayne Smith  
 Chief Engineer... Al Pugsley

### KLIN—Lincoln—1947

Frequency: 1400 Kc. Power: 250 W.  
 Owned-Oper. By... Fletcher-Mitchell Corp.  
 Address... 410 Sharpe Building  
 Tel.: 5-4377 News Service: AP  
 Representative... Devney  
 Membership... NAB  
 Pres... James I. Mitchell  
 Gen. Mgr... H. H. Frederick  
 Comm. Mgr... Kenneth C. Delp  
 Prog. Dir... L. Getchell  
 Chief Eng... Howard H. Frederick

### KLMS—Lincoln—1949—KBS

Freq.: 1480 Kc. Power: 1 Kw.  
 Owned... Lincoln Bcstg. Corp.  
 Address... 130 N. 16th St.  
 Tel.: 2-7579 News Service: UP  
 Transcription Service... Lang-Worth  
 Membership... NAB  
 President... Howard A. Shuman  
 Gen., Sta., Comm. Mgr... Frank Stubbs

### KBRL—McCook—1947

#### MBS-KBS

Frequency: 1300 Kc. Power: 1 Kw. d.  
 Owned... McCook Bcstg. Co.  
 Address... 109 1/2 E. C St.  
 Tel.: 1450 News Service: AP  
 Transcription Service... Thesaurus  
 Representative... Gill-Perna, Inc.  
 Membership... NAB  
 Pres., Gen. Sta. Mgr., Chief. Eng... L. W. Lenwell  
 Program Director... Alice M. Carlson  
 Comm., Sales Prom. Mgr... Don Hays  
 Pub. Director... Robt. Morris

### WJAG—Norfolk—1922

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Huse Pub. Co.  
 Address... Norfolk  
 Tel.: 432 News Service: AP  
 Representative... Walker  
 Transcription Service... Standard  
 Membership... NAB, RAB  
 President... Gene Huse  
 Station Manager... Bob Thomas  
 Oper., Pub. Dir... Don Broadstone  
 Comm. Manager... Evans Meler  
 Chief Engineer... W. Geltman

### KJLT—North Platte—1952

Frequency: 970 Kc. Power: 5 Kw.

Owned-Oper. By... Tri-State Bcstg.  
 Address... P. O. Box 778  
 Tel.: 4060 News Service: UP  
 Transcription Service... SESAC  
 President... John Townsend  
 Manager... Will Baldrige

### KODY—North Platte—1930 NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... KODY, Inc.  
 Bus.-Studio Trans. Add... 1521 W. 12th  
 Tel.: 382 News Service: AP  
 Transcription Service... World, Thesaurus  
 Membership... NAB, RAB  
 Representative... Forjoe  
 Gen., Sta. Mgr... Hendy D. Peck  
 Sales Prom. Mgr... Ed Launer  
 Program Director... Bill Wood  
 Commercial Manager... Joe di Natale  
 Publicity Director... Bob Riedy  
 Chief Engineer... Don Biskup

### KOGA—Ogallala—1954 KBS

Frequency: 930 Kc. Power: 500 Watts  
 Owner... Ogallala Bcstg. Corp.  
 Address... 216 N. Spruce  
 Tel.: 930 News Service: UP  
 Transcription... Thesaurus, SESAC  
 Representative... Indie Sales  
 Membership... NAB  
 Pres., General Manager... Newell Eastman  
 Commercial Manager... H. L. Harrington

### KBON—Omaha—1942

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Inland Bcstg. Co.  
 Business-Studio Address... 676 World Ins. Bldg.  
 Tel.: JA 8282 News Service: AP  
 Membership... NAB, RAB  
 Representative... Pearson  
 Pres., Gen. Mgr... Paul R. Fry  
 V.P., Asst. Gen. Mgr... Joe H. Baker  
 Commercial Manager... Robert N. Kindred  
 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  
 Tel.: RE 8000 News Service: AP, INS  
 Representative... Petry  
 Newspaper Affil... Journal, Star  
 Membership... NAB, RAB  
 President... Joe Seacrest  
 V.P., Gen. Mgr... Lyell Bremser  
 Comm. Mgr... E. R. Morrison  
 Sales Prom. Mgr., Pub. Dir... Don Shoemaker  
 Program Director... Ken Headrick  
 Engineers... Ray Schroeder

### KOIL—Omaha—1925

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By... Central States Bcstg. Co.  
 Business-Studio Address... 511 So. 17th St.



Tel.: JA 7626 ..... News Service: AP, INS  
 Transcription Service. Capitol, Standard, World  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, RAB  
 Co-Manager, Programs ..... Chic Crabtree  
 Co-Manager, Sales ..... Don W. Borden  
 Commercial Manager ..... Bill Johnson

### K000—Omaha—1957—KBS

Frequency: 1420 Kc. .... Power: 500 W., d.  
 Owned ..... Central Plains Bcstg.  
 Address ..... 2321 "M" St.  
 Tel.: OR 4400 ..... News Services: UP  
 Representative ..... Forjoe  
 Gen. Mgr. .... Harold Soderlund  
 Sales Mgr. .... Edward Green

### KOWH—Omaha—1922

Frequency: 660 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... National Weekly, Inc.  
 Tel.: AT 2228 ..... News Service: INS, UP  
 News Services ..... INS, UP  
 Representative ..... Adam Young  
 Membership ..... NAB  
 President ..... Todd Storz  
 V.P., Gen. Mgr. .... Virgil Sharpe  
 Local Sales Mgr. .... Ed Morgan  
 Sales Prom. Mgr. .... Jim Ross  
 Program Director ..... Buddy Webster

### WOW—Omaha—1923—CBS

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Meredith WOW, Inc.  
 Bus.-Studio Address ..... Insurance Bldg.  
 Tel.: WE 3400 ..... News Service: AP, UP  
 Representative ..... John Blair  
 Transcription Service ..... Standard, Capitol  
 Membership ..... NAB, RAB  
 Vice Pres., Gen. Mgr. .... Frank P. Fogarty  
 Sales Prom. Mgr. .... Carl Uhlarik  
 Sales Dev. Mgr. .... George C. Mirras  
 Sales Manager ..... Bill Wiseman  
 Program Director ..... Ray Olson  
 Chief Engineer ..... Glenn Flynn

### KVHC—O'Neill—1955—KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned ..... Sun Bcstrs., Inc.  
 Address ..... Box 150  
 Tel.: 120 ..... News Service: AP  
 Trans. .... Thesaurus  
 Gen., Comm. Mgr. .... Alvin Wood

### KNEB—Scottsbluff—1948 MBS-IMN

Freq.: 960 Kc. .... Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By ..... Platte Valley Bcstg. Corp.  
 Business-Studio Address ..... 21st & B'way  
 Tel.: 1620 ..... News Service: AP  
 Transcription Service ..... Thesaurus, World  
 Membership ..... NAB  
 Representative ..... Hal Holman  
 President ..... Russell M. Stewart  
 General-Station Mgr. .... George H. Haskell  
 Commercial Mgr. .... Byron Joachim  
 Program Director ..... Wayne McIntosh  
 Chief Engineer ..... Leslie A. Proctor

### KOLT—Scottsbluff—1930 CBS

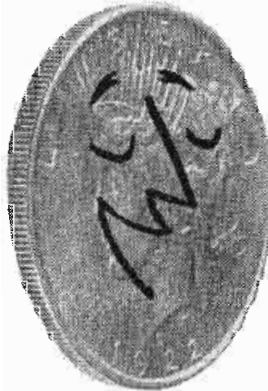
Freq.: 1320 Kc. .... Power: 5000 W. d. 1000 W. n.  
 Owned-Operated By ..... The Hilliard Co.  
 Address ..... Box 660  
 Tel.: 856 ..... News Service: UP  
 Representative ..... Forjoe  
 Membership ..... NAB  
 Manager ..... L. L. Hilliard

### KSID—Sidney—1952 ABN-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Wm. C. Grove, Inc.  
 Address ..... Legion Park, Box 772  
 Tel.: 5503 ..... News Service: UP  
 Gen., Comm. Mgr. .... David W. Young  
 Program Director ..... Edith Widstrand

### KAWL—York—1954—KBS

Frequency: 1370 Kc. .... Power: 500 W. d.  
 Owned-Operated By ..... Prairie States Bcstg.  
 Address ..... KAWL Bldg.  
 Tel.: 33 ..... News Service: AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Best  
 President ..... M. L. Gleason  
 Secretary ..... T. L. Gleason  
 Sales Manager ..... H. Hansen  
 General Manager ..... G. C. Bryan  
 Commercial Manager ..... G. Pienning



Your  
 Omaha  
 money  
 talks biggest  
 ... where the  
 biggest  
 Pulse\* is!

The latest Pulse (Dec.) says what Pulse had been saying for years. First a.m.; first p.m.; first all day! 32 our of 40 first place quarter hours! These are the measures of KOWH's continuing dominance of Omaha's radio day, a dominance extending over 7 years. The reasons: Programs and personalities that get through to people. Good coverage, too, on 660 kc. Talk to Adam Young or KOWH General Manager Virgil Sharpe.

\*Dec. 1957

**KOWH**  
 OMAHA

# Nevada

Pop. March 1 (Est.)—276,000; Families—93,000; Lic. Stations—17,  
Sta. CP's—0; Radio Homes—84,000; TV Homes—51,000

## KPTL—Carson City—1955 KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By E. L. & A. Bullis  
Address Box 523  
Tel.: 940 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  
Tel.: 260 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 Box 600  
Tel.: AM 4-2077 News Service: AP  
Station Manager David I. Hansen

## KVLV—Fallon—1957—KBS

Frequency: 1250 Kc. Power: 1 Kw., d.  
Owned Lahontan Valley Bcstg. Co.  
Address Gummow Dr., Garden City  
Tel.: HA 3-1242 News Service: AP  
Manager Lester W. Pearce

## KBMI—Henderson—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated KBMI  
Address Box 68  
Tel.: FR 2-1131 News Service: UP  
Representative Forjoe  
Transcription Service: Lang-Worth  
Pres., Gen. Manager Frank Oxarart

## K-TOO—Henderson—1956

Frequency: 1280 Kc. Power: 5000 Watts  
Owned Advertising Dynamics  
Address P. O. Box 1848, Las Vegas  
Tel.: FR 2-2500 News Service: AP  
Representative McGavren-Quinn  
General Mgr. Tom Magowan

## KENO—Las Vegas—1940 ABN

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By Howard F. Anderson  
Address 810 Keno Lane  
Tel.: DU 2-1400 News Service: UP  
Representative Forjoe  
Membership NAB, RAB  
General Manager Frederick Von Hohen

## 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  
Tel.: DU 4-4646 News Service: UP  
Transcription Service Standard  
Representative Weed & Co.  
Membership RAB  
President R. G. Jolley  
Commercial Manager Bill Pursel  
Program Director Sam Salerno  
Publicity Director Harriett Cook  
Chief Engineer John E. Witt

## KORK—Las Vegas—1951 NBC-MBS-IMN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Southwestern Bcstg. Co.  
Address Hotel Thunderbird  
Tel.: DU 2-6445 News Service: UP  
Representative Avery-Knodel  
President Donald W. Reynolds  
General Manager King Harmon  
Commercial Mgr. Stuart Oakes

## KRAM—Las Vegas—1947 KBS

Freq. 920 Kc. Power: 1 Kw. d. 500 W. n.  
Owned-Oper. By Drake Motel Corp.  
Address Hotel Riviera  
Tel.: DU 2-1920 News Service: UP  
Representative O'Connell; Reilly; Hall  
Transcription Service Thesaurus  
Membership NAB  
President David M. Margolis  
V.P., Gen. Mgr. Larry Buskett  
Program Director Barney Sullivan

## KRBO—Las Vegas—1956

Frequency: 1050 Kc. Power: 500 W., d.  
Owned Rainbow, Inc.  
Address Box 1049  
News Service UP  
Representative Moore, Holman  
President Joe Julian  
Mgr. Jay Davis

## KATO—Reno—1946 MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Robert L. Stoddard  
Bus-Studio Address Box 1170  
Tel.: 2-4501 News Service: UP  
Representative Walker, Broadcast Time  
Trans. MacGregor  
Pres., Gen. Mgr. R. L. Stoddard  
Comm. Mgr. Walter States  
Chief Engineer Irvin Carlsen

## KDOT—Reno—1957

Frequency: 1230 Kc. Power: 250 Watts



Owned ..... Radioreno, Inc.  
 Address ..... Riverside Hotel  
 Tel.: FA 3-6156 ..... News Service: UP  
 Representative ..... O'Connell-Palmer  
 Gen. Mgr. .... Keith Kerby

**KOH—Reno—1928—NBC**

Freq.: 630 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owner ..... McClatchy Bcstg. Co.  
 Address ..... 143 Stevensen St.  
 Tel.: FA 3-5106 ..... News Service: UP  
 Transcription Service ..... Capitol  
 Representative ..... Paul H. Raymer  
 Membership ..... NARTB, RAB  
 President ..... Eleonor McClatchy  
 Station Manager ..... Hewitt Kees  
 Chief Engineer ..... Wesley Craig

**KOLO—Reno—1946—CBS**

Frequency: 920 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Western Bcstg. Co.  
 Business-Studio Address ..... El Cortez Hotel  
 Tel.: FA 2-4516 ..... News Service: UP  
 Representative ..... Pearson  
 Membership ..... RAB  
 President ..... Donald W. Reynolds

Gen., Sta., Comm., Sls. Prom. Mgr.. R. W. Colon  
 Program Director ..... Doris Baldwin  
 Chief Engineer ..... Jere Laird

**KONE—Reno—1955**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Magowan & Jones  
 Address ..... 700 Forest St.  
 Tel.: FA 3-4493 ..... News Service: AP  
 Representative ..... McGavren-Quinn  
 General Manager ..... Tom Magowan  
 Sta. Mgr. .... Ken O'Connell  
 Commercial Manager ..... George A. Carr  
 Chief Engineer ..... W. Binford

**KWNA—Winnemucca—1955  
KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owner ..... N. W. Radio & TV Corp.  
 Address ..... Sonoma Inn Bldg.  
 Tel.: 400 ..... News Service: AP  
 Transcription ..... SESAC  
 President ..... Odie Lupien  
 Manager ..... Donald H. Erskine  
 Chief Eng. .... Whitelaw R. Ross

**New Hampshire**

Pap. March 1 (Est.)—573,000; Families—172,000; Lic. Stations—14,  
 Sta. CP's—2; Radio Homes—169,000; TV Homes—165,000

**WKCB—Berlin—1946—KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. .... McKee Bcstg.  
 Address ..... Green Square  
 Tel.: 1797 ..... News Service: UP  
 Representative ..... Gill-Perna, Inc.  
 Membership ..... RAB  
 General Manager ..... Lynn Smith  
 General Mgr. .... James P. Hinchey  
 Program Dir. .... Charles Ross  
 Sales Prom. Mgr. .... Sam Hickey  
 Chief Eng. .... Herschel Howe

**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 ..... NAB  
 General Manager ..... Ralph Gottlieb  
 Station Mgr. .... F. Richard Hill  
 Nat. Sales Mgr. .... Jack King

**WKXL—Concord—1946  
MBS-CBS-KBS**

Frequency: 1450 Kc. .... Power: 250 W.  
 Owned ..... WKNE, Corp.  
 Address ..... 110 N. Main St.  
 Tel.: CA 5-5521 ..... News Service: UP  
 President ..... Joseph K. Close  
 Vice President ..... Frank Bestes  
 Station Manager ..... Ted B. Sawyer  
 Program Director ..... Harry Kroyer  
 Chief Engineer ..... Britt Belyea

**THE KEY CHAIN STATIONS  
CHANGE NAMES  
WMOU, Berlin, N. H.**

NOW

**WKCB**

Key Chain Berlin  
Key Chain Broadcasting

**WMOU-FM**

NOW

**WKCQ**

Key Chain Quality

**WJWG, Conway, N. H.**

NOW

**WBNC**

Broadcasting to North Country  
Broadcasting News constantly  
AND REPRESENTATIVES

NOW

**GILL-PERNA, INC.**

THE KEY CHAIN HOLDS THE KEY  
TO OVER

300,000 New England Shoppers.  
**WHY NOT UNLOCK THE DOOR!**



**WBNC—Conway—1955**  
KBS

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned ..... WJWG, Inc.  
Address ..... E. Main St.  
Tel.: HI 7-5988 News Service: UP  
Transcription ..... World  
Membership ..... RAB  
Representative ..... Gill-Perna, Inc.  
President ..... John W. Guider  
Gen. Mgr. .... James P. Hinchey  
Station Manager ..... Robert Holland  
Sales Prom. Mgr. .... Ed Conaty  
Chief Engineer ..... Jerry Gordon

**WTSN—Dover—1956**

Frequency: 1270 Kc. Power: 5000 Watts  
Owned ..... WTSN, Inc.  
Address ..... 155 Front St. (Manchester)  
Tel.: NA 4-4077 News Service: UP  
Representative ..... Wheeler, Adam Young  
Membership ..... NAB  
General Mgr. .... Ralph Gottlieb  
Station Mgr. .... Edward X. Callaban  
Comm. Mgr. .... Jack King  
Prog. Director ..... Peter Johnson  
Chief Engineer ..... Albert J. Davis

**WKNE—Keene—1926**  
CBS-YANKEE

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By ..... WKNE Corp.

Address ..... 17 Dunbar St.  
Tel.: EL 2-9230 News Service: AP  
Representative ..... Meeker, Borgatti  
Membership ..... NAB, RAB  
President ..... Joseph K. Close  
Gen., Sta., Comm. Mgr. .... Frank B. Estes  
Sls. Prom. Mgr. .... John H. Vondell, Jr.  
Chief Engineer ..... Ernest Robarge

**WLNH—Laconia—1921—KBS**

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Oper. By ..... Northern Bcstg. Corp.  
Bus. Studio Address ..... Masonic Temple Bldg.  
Tel.: LA 2300 News Service: UP  
Representative ..... Walker  
Transcription Service: ..... Thesaurus  
Gen., Sta. Mgr. .... Arthur Rothafel  
Commercial Manager ..... William Visser  
Program Director ..... James Westhall

**WTSL—Lebanon—1950**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By ..... WTSL Inc.  
Address ..... P. O. Box 1031, Hanover  
Tel.: 1040 News Service: UP  
Transcription Service ..... RCA Victor  
Membership ..... NAB  
Station Rep. .... Adam Young  
President ..... William Rust, Jr.  
General Manager ..... Ralph Gottlieb  
Station Mgr. .... Howard L. Chase  
Program Director ..... Joe Shaw  
Chief Engineer ..... Al Davis

**WFEA—Manchester—1932**

Frequency: 1370 Kc. Power 5 Kw.  
Owned ..... Public Information, Inc.  
Address ..... P. O. Box 149  
Telephone: ..... NA 5-5491  
Station Rep. .... Weed  
President ..... Farris E. Rahall  
General Mgr. .... O. R. Davis  
Station Mgr. .... Norton I. Virgien, Jr.  
Commercial Mgr. .... Gene Morehouse  
Chief Engineer ..... Jay Kosik

**WGIR—Manchester—1941**  
CBS

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned ..... Northeast Broadcasting Corp.  
Address ..... 839 Elm St.  
Tel.: NA 5-6915 News Service: UP  
Transcription ..... World  
Representative ..... O'Connell, Borgatti  
Membership ..... NAB  
President ..... Madeline M. Girolimon  
General Manager ..... Bernard J. McGuiness, Jr.  
Asst. Gen. Mgr. .... Bernie Mack  
Program Director ..... Donn Tibbetts  
Chief Engineer ..... Harry Handfield

**WKBR—Manchester—1946**

Frequency: 1240 Kc. Power: 250 Watts  
Owned ..... Granite State Bcstg. Co.  
Address ..... 155 Front St.  
Tel.: NA 4-4077 News Service: UP  
Station Rep. .... Wheeler, Young  
Membership ..... NAB

To Broadcasters

**AP**

Means

**Added Profits**  
**Added Prestige**

The Associated Press  
50 Rockefeller Plaza  
New York 20, N. Y.



### WBNC—Conway—1955 KBS

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned WIWG, Inc.  
 Address E. Main St.  
 Tel.: HI 7-5988 News Service: UP  
 Transcription World  
 Membership RAB  
 Representative Gil-Perna, Inc.  
 President John W. Guider  
 Gen. Mgr. James P. Hinchey  
 Station Manager Robert Holland  
 Sales Prom. Mgr. Ed Conaty  
 Chief Engineer Jerry Gordon

### WTSN—Dover—1956

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned WTSN, Inc.  
 Address 155 Front St. (Manchester)  
 Tel.: NA 4-4077 News Service: UP  
 Representative Wheeler, Adam Young  
 Membership NAB  
 General Mgr. Ralph Gottlieb  
 Station Mgr. Edward X. Callahan  
 Comm. Mgr. Jack King  
 Prog. Director Peter Johnson  
 Chief Engineer Albert J. Davis

### WKNE—Keene—1926 CBS-YANKEE

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By WKNE Corp.

Address 17 Dunbar St.  
 Tel.: EL 2-9230 News Service: AP  
 Representative Meeker, Borgatti  
 Membership NAB, RAB  
 President Joseph K. Close  
 Gen., Sta., Comm. Mgr. Frank B. Estes  
 Sls. Prom. Mgr. John H. Vondell, Jr.  
 Chief Engineer Ernest Robarge

### WLNH—Laconia—1921—KBS

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By Northern Bcastg. Corp.  
 Bus-Studio Address Masonic Temple Bldg.  
 Tel.: LA 2300 News Service: UP  
 Representative Walker  
 Transcription Service: Thesaurus  
 Gen., Sta. Mgr. Arthur Rothafel  
 Commercial Manager William Visser  
 Program Director James Westhall

### WTSL—Lebanon—1950

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By WTSL Inc.  
 Address P. O. Box 1031, Hanover  
 Tel.: 1040 News Service: UP  
 Transcription Service RCA Victor  
 Membership NAB  
 Station Rep. Adam Young  
 President William Rust, Jr.  
 General Manager Ralph Gottlieb  
 Station Mgr. Howard L. Chase  
 Program Director Joe Shaw  
 Chief Engineer Al Davis

### WFEA—Manchester—1932

Frequency: 1370 Kc. Power 5 Kw.  
 Owned Public Information, Inc.  
 Address P. O. Box 149  
 Telephone: NA 5-5491  
 Station Rep. Weed  
 President Farris E. Rahall  
 General Mgr. O. R. Davis  
 Station Mgr. Norton I. Virgien, Jr.  
 Commercial Mgr. Gene Morehouse  
 Chief Engineer Jay Kosik

### WGIR—Manchester—1941 CBS

Frequency: 610 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned Northeast Broadcasting Corp.  
 Address 839 Elm St.  
 Tel.: NA 5-6915 News Service: UP  
 Transcription World  
 Representative O'Connell, Borgatti  
 Membership NAB  
 President Madeline M. Girolimon  
 General Manager Bernard J. McGuiness, Jr.  
 Asst. Gen. Mgr. Bernie Mack  
 Program Director Donn Tibbetts  
 Chief Engineer Harry Handfield

### WKBR—Manchester—1946

Frequency: 1240 Kc. Power: 250 Watts  
 Owned Granite State Bcastg. Co.  
 Address 155 Front St.  
 Tel.: NA 4-4077 News Service: UP  
 Station Rep. Wheeler, Young  
 Membership NAB

To Broadcasters

# AP

Means

## Added Profits

## Added Prestige

The Associated Press  
 50 Rockefeller Plaza  
 New York 20, N. Y.



General Manager.....Ralph Gottlieb  
Sta., Sales Mgr.....Jack King

### WOTW—Nashua—1947

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Nashua Bcastg. Corp.  
Bus.-Studio-Transmitter Location.....Lund Rd.  
Tel.: TU 2-2781.....News Service: UP  
Representative.....Grant Webb, Nona Kirby  
Membership.....RAB, NAB  
Pres., Gen. Mgr.....Arthur A. Newcomb  
Sta. Manager.....R. E. Berry  
Comm. Manager.....Armand Bedard  
Program Director.....Merrill G. Smith  
Publicity Director.....Daniel Griffin  
Chief Engineer.....Ted Kalin

### WHEB—Portsmouth—1932

Frequency: 750 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....WHEB, Inc.  
Address.....N. H. National Bank Bldg.

Tel.: GE 6-2325.....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 Bcastg. Corp.  
Address.....Route 16  
Tel.: RO 1400.....News Service: UP  
Representative.....Borgatti, O'Connell  
Membership.....NAB, RAB  
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.)—5,667,000; Families—1,689,000; Lic. Stations—25,  
Sta. CP's—1; Radio Homes—1,676,000; TV Homes—1,524,000

### WHTG—Asbury Park—1957

Frequency: 1410 Kc.....Power: 500 W., d.  
Owned.....Harold & Theo Gade  
Address.....Route 1  
Tel.: KE 1-1410.....News Service: AP  
Gen. Mgr.....Harold Gade

### WJLK—Asbury Park—1926

Frequency: 1310 Kc.....Power: 250 Watts  
Owned-Operated By.....Asbury Park Press, Inc.  
Address.....Press Plaza  
Tel.: PR 4-7000.....News Service: AP  
Newspaper Affiliate.....Press  
Transcription Service.....Lang-Worth, SESAC  
Membership.....NAB  
Station Manager.....Everett Rudloff  
Commercial Manager.....Margaret Curtis  
Prog. Mgr.....Charles F. Hill

### WFPG—Atlantic City—1940 CBS

Frequency: 1450 Kc.....Power: 250 Watts  
Dwned-Operated by.....WFPG, Inc.  
Business Address.....Steel Pier  
Tel.: 5-2188.....News Service: UP  
Membership.....NARTB  
Representative.....Walker  
Pres., Gen. Sta. Mgr.....Jerome Sill  
Program Dir.....Ed Davis  
Chief Engineer.....Blair K. Thron.

### WLDB—Atlantic City—1955 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Atlantic City Bcastg. Co.  
Address.....Box 898  
Tel.....4-6573  
Representative.....Broadcast Time Sales  
Transcription.....SESAC, Standard

Membership.....RAB  
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremner  
Sales Prom. Mgr.....Don Williams  
Business, Comm. Mgr.....Dorothy Bremner

### WMID—Atlantic City—1947 ABN

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mid-Atlantic Bcastg. Co., Inc.  
Address.....Brighton Hotel  
Tel.: 4-1340.....News Service: AP  
Transcription Service.....Associated  
Representative.....Stars Natl.  
President.....Richard Endicott  
General Manager.....David H. Freedman  
Program Director.....Alan Owen  
Chief Engineer.....Edward Ross

### WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Eastern States Bcastg. Corp.  
Tel.: BR 2930.....News Service: UP  
Transcription Service.....Thesaurus  
Station Representative.....Clark  
Membership.....NAB  
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—1926

Frequency: 1310 Kc.....Power: 250 Watts  
Owned-Oper. By.....City of Camden  
Business Address.....6th & Market Sts.  
Tel.: EM 5-5600.....News Service: UP  
Transcription Service.....Standard  
Rep.....Bcst. Time Sales  
Membership.....NAB



Gen., Comm. Manager.....John Cleary  
 Program Director.....Jack La Mar  
 Sales Prom. Mgr.....Jack Silin  
 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.  
 Tel.: EM 5-7200.....News Service: AP  
 Representative.....Rambeau  
 President.....Ranulf Compton  
 General Manager.....Gordon Giffen

**WMLV—Millville—1953**

Frequency: 1440 Kc.....Power: 1000 Watts, d.  
 Owner.....Fred Wood, et al  
 Address.....Radio Park  
 Tel.: TA 5-2600.....News Service: UP  
 Transcription.....Lang-Worth  
 Representative.....Broadcast Time Sales  
 Station Mgr.....Karl F. Scheying  
 Prog. Dir.....Valerie C. Scheying  
 Publicity Director.....Jack 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  
 Tel.: JE 8-1250.....News Service: AP  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 General Manager.....Kenneth A. Croy  
 Commercial Mgr.....Henry Behre  
 Program Director.....Bob Vesel  
 News Dir.....Robert Stoepker  
 Chief Engineer.....Dick Lundy

**WAAT—Newark—1922**

Frequency: 970 Kc.....Power: 5000 d., 1000 n.  
 Owned-Operated By.....Bremer Bcstg. Corp.  
 Business-Studio Address.....1020 Broad St.  
 Tel.: MI 2-6400.....News Service: AP  
 Transcription Service.....SESAC  
 President, Gen. Mgr.....Irving R. Rosenhaus  
 Station Manager.....F. V. Bremer  
 Nat. Sales Mgr.....James W. Anderson  
 Program Director.....George Green  
 Commercial Manager.....Harold Edison

**WHBI—Newark—1922**

Freq.: 1280 Kc.....Power: 2½ Kw. d., 1 Kw. n.  
 Owned-Operated By.....May Radio Bcst. Corp.  
 Business-Studio Address.....35 Warren St.  
 Telephone:.....MI 2-7353  
 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.  
 Business Address.....Box 1258  
 Tel.: MU 8-3665.....News Service: AP  
 Membership.....RAB

Representative.....Rollins Bcstg. Co.  
 Transcription Service.....Lang-Worth  
 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.....1225 Raymond Blvd.  
 Tel.: MI 3-7600.....News Service: UP  
 Membership.....RAB  
 General Manager.....Ivon B. Newman

**WCTC—New Brunswick—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Raritan Valley Bcstg.  
 Business-Studio Address.....385 George St.  
 Tel.: CH 7-1450.....News Service: AP  
 Transcription Service.....Lang-Worth, Muzak  
 Membership.....NAB, RAB  
 President.....J. L. Rosenmiller, Jr.  
 V.P., Gen. Mgr.....William F. Malo  
 Program Director.....H. J. Hauptman  
 Publicity Director.....Jan Woodruff  
 Chief Engineer.....Clarence Dingman

**WNNJ—Newton—1953—KBS**

Frequency: 1360 Kc.....Power: 500 Watts  
 Owned.....Sussex County Bcstrs.  
 Tel.: NE 1616.....News Service: AP  
 Sta., Comm. Mgr., Ch. Eng...Robert C. Gessner  
 Program Director.....John Bennett  
 Sales Prom. Mgr.....Ronnie Hickman

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### WPAT—Paterson—1941

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By.....WPAT, Inc.  
 Business-Studio Address.....66 Hamilton St.  
 Tel.: AR 4-3400 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  
 Tel.: PL 3971 News Service: AP  
 Transcription Service... Standard, Thesaurus  
 Representative.....Forjoe  
 Membership.....NAB  
 President.....Harlan G. Morrelle  
 General Manager.....Howard L. Green  
 Prog. Dir.....Bob Richter  
 Sales Promotion Manager.....Dick Williams  
 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  
 Tel.: EX 4-7191 News Service: AP, UP  
 Transcription.....Thesaurus

Membership.....RAB  
 Pres., Gen. Mgr.....Richard M. Hardin  
 Station Manager.....Teresa Rose  
 Comm. Manager.....William Garry  
 Program Director.....Frank Brooks  
 Chief Engineer.....Terrance O'Rourke

### WTNJ—Trenton—1923

Frequency: 1300 Kc. Power: 250 Watts  
 Owned.....WOAX, Inc.  
 Address.....416 Bellevue Ave.  
 Tel.: EX 3-4281 News Service: UP  
 Representative.....Bcst. Time Sales  
 President.....William DeFreitas  
 Gen., Sta., Comm. Sales Mgr.....R. McFadden  
 Program Director.....Ron Poleo  
 Publicity Director.....Ronnie Sherwood  
 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  
 Tel.: OW 5-8515 News Service: AP  
 Representative.....Forjoe  
 Transcription Service.....World, SESAC  
 Membership.....NAB, 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

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most distinguished musical programs*



Prog. Dir.....Tom Durand  
Chief Engineer.....Chester Sunderland

**WDVL—Vineland—1957**

Frequency: 1270 Kc.....Power: 500 Watts, d.  
Owned.....Delsea Bcstrs.  
Address.....Radio Park  
News Service.....AP  
President.....Mort Hendrickson

**WVBZ—Vineland—1946**

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Operated By.....Community Bcstg. Serv.  
Address.....S. Delsea Drive  
Tel.: OX 2-6500.....News Service: UP  
Representative.....Gill-Perna  
Transcription.....World  
Membership.....NAB  
General Manager.....Randolph Gretes

**WCRV—Washington—1955**

Frequency: 1580 Kc.....Power: 500 Watts d.  
Owned.....Warren Bcstg.  
Address.....3 Belvidere Avenue  
Tel.: MU 9-2060.....News Service: AP  
General Manager.....George S. Croy

**WCMC—Wildwood—1951  
KBS**

Frequency: 1230 Kc.....Power: 100 Watts  
Owned-Operated By.....Francis J. Matrangola  
Address.....3010 N. J. Ave.  
Tel.: 2-7751.....News Service: AP  
Membership.....NAB  
Owner, Gen. Mgr.....Francis J. Matrangola  
Comm. Mgr.....Margaret Murphy  
Prog. Dir.....George Hart  
Chief Engineer.....Carlton Owen

**New Mexico**

Pop. March 1 (Est.)—871,000; Families—241,000; Lic. Stations—38,  
Sta. CP's—3; Radio Homes—232,000; TV Homes—104,000

**KALG—Alamogordo—1950  
MBS-KBS-IMN**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Sta. KALG  
Address.....Box 268  
Tel.: 211.....News Service: AP  
Transcription.....Thesaurus  
Membership.....NAB, 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.  
Tel.: 3-1744.....News Service: UP  
Reps.....Harlan G. Oakes; Nat'l Time Sales  
Membership.....RAB  
Pres., Gen. Mgr.....Edward M. Sleighel  
Sales Prom. Mgr.....Victor Siman  
Program Dir.....Jose Gallegos  
Chief Engineer.....Charles Kohlousen

**KDEF—Albuquerque—1953**

Frequency: 1150 Kc.....Power: 1 Kw. d.  
Owned.....KDEF Bcstg. Co.  
Address.....506 2nd St. N.W.  
Tel.: CH 3-7813.....News Service: UP  
Station Representative.....Bolling  
President, Gen. Mgr.....Frank Quinn  
Sta. Mgr.....Wayne Griffin

**KGGM—Albuquerque—1927  
CBS**

Frequency: 810 Kc.....Power: 5000 Watts

Owned-Oper. By.....New Mexico Bcstg. Co.  
Business Address.....1414 Coal St., S.W.  
Tel.: CH 3-2285.....News Service: AP  
Representative.....Branham  
Transcription Service.....World  
Membership.....NAB  
Pres., Gen. Mgr.....A. R. Hebenstreit  
Comm., Sls. Prom. Mgr.....R. C. Rhoads  
Program Director.....Robert Van Driel  
Pub. Dir.....Jim Laramore  
Chief Engineer.....Leonard F. Dodds

**KHAM—Albuquerque—1956  
ABN-KBS**

Frequency: 1580 Kc.....Power: 1 Kw. d.  
Owned.....KHAM, Inc.  
Address.....202 Claremont Street, NE  
Tel.: DI 4-2394.....News Service: UP  
Transcription Service.....Thesaurus  
Representative.....Continental  
Membership.....RAB  
President.....J. W. Hedges  
V.P., Gen. Mgr.....J. L. Anderson  
Commercial Manager.....Robert W. Dungan  
Director Operator.....Joe T. Saffie  
Chief Engineer.....H. T. Walton

**KLOS—Albuquerque—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....B & M Bcstrs.  
Address.....Box 1298  
Telephone.....AL 6-9866  
Gen. Mgr.....Frank Redfield

**KOB—Albuquerque—1921  
NBC**

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.  
Owned-Oper. By.....KSTP, Inc.  
Address.....1430 Coal Ave. S.W.  
Tel.: CH 3-4411.....News Service: UP, INS  
Transcription Service.....Lang-Worth





Representative: .....Petry  
 Membership .....NAB  
 General Manager.....George Johnson  
 Manager.....A. E. Mickel  
 Sales Prom. Mgr.....Doris Luedke  
 Program Director.....Michael Dillon

Program Director.....Dave Adams  
 Chief Engineer.....Robert D. Waters

**KQUE—Albuquerque—1946**  
**MBS**

Freq.: 920 Kc. ....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....KQUE Corp.  
 Address.....200 Indian School Rd.  
 Tel.: CH 7-8848.....News Service: AP  
 Representative .....Everett-McKinney  
 Membership .....RAB  
 President.....W. N. Schnepf  
 Sta. Mgr.....Robert D. Williams  
 Chief Engineer.....Rodney Mathews

**KCLV—Clovis—1952—KBS**

Frequency: 1240 Kc. ....Power: 250 Watts  
 Owned-Oper. By.....New-Tex Bdcstg.  
 Address.....1221 Main  
 Tel.: 4401.....News Service: UP  
 Transcription Service.....Lang-Worth  
 Membership .....NAB  
 President.....Odis Echols, Sr.  
 Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.  
 Sales Prom. Mgr.....Albert Houpe  
 Chief Engineer.....Clayton Fuchs

**KSVF—Artesia—1947**  
**IMN-MBS-KBS**

Freq.: 990 Kc. ....Power: 1 Kw. d., 250 Wts. n.  
 Owned-Operated By...Artesia Bcstg. Corp.  
 Business-Studio Address. 1450 Roselawn Ave.  
 Tel.: SH 6-2751.....News Service: AP  
 Membership .....RAB, NAB  
 President.....Martin Yates III  
 Gen. Mgr.....Bob Hess  
 Comm. Mgr.....Jack Minter  
 Chief Engineer.....L. O. Wilcox

**KICA—Clovis—1932**

Frequency: 980 Kc. ....Power: 1000 Watts  
 Owned-Operated By.....KICA, Inc.  
 Address.....P. O. Box 111  
 Tel.: PO 3-5511.....News Service: AP  
 Station Representative.....John E. Pearson  
 V.P., Gen. Mgr.....Gene P. Loffler  
 Comm. Manager.....James Richardson  
 Program Director.....Jim Self  
 Chief Engineer.....M. S. O'Dell

**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 .....NAB  
 President.....N. H. Battison  
 General Manager.....John H. Battison  
 Sta., Comm. Mgr.....Don Husted  
 Publ., Prog. Dir.....Bob Fuller  
 Chief Engineer.....Bill Carnahan

**KOTS—Deming—1954—KBS**

Frequency: 1230 Kc. ....Power: 250 Watts, d.  
 Owned.....Luna County Bcstg. Co.  
 Address.....P. O. Box 470  
 Tel.: 999.....News Service: AP  
 General Manager.....Robert W. Tobey  
 Comm Mgr.....Jim Smith

**KVBC—Farmington—1951**

Freq.: 1390 Kc. ....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By...Radio Station KVBC  
 Address.....413½ West Main St.  
 Tel.: DA 5-3541.....News Service: UP  
 Membership .....RAB, NAB  
 Transcription Service.....World  
 Gen., Sta. Mgr.....C. O. Kendrick  
 Commercial Mgr.....Bob Williams  
 Prog. Dir.....Bob Huston  
 Chief Eng.....Harold Furstenberg

**KPBM—Carlsbad—1950**

Frequency: 740 Kc. ....Power: 1000 Watts d.  
 Owned-Operated By...Coronado Bcstg. Co.  
 Address.....313 W. Mermod  
 Tel.: TU 5-5373.....News Service: AP  
 Transcription Service.....Thesaurus  
 Representative .....McGillvra  
 Membership .....RAB, NAB  
 Pres., Gen., Sta. Mgr.....D. A. Swayze  
 Prog. Director.....Ed Lyons  
 Chief Engineer.....Vic Daley

**KWYK—Farmington—1957**

Frequency: 960 Kc. ....Power: 1 Kw., d.  
 Owned.....Basin Bcstg. Co.  
 Address.....418 W. Broadway  
 Telephone.....DA 5-6932  
 Gen. Mgr.....Jimmie D. Gober

**KGAK—Gallup—1945—ABN**

Frequency: 1330 Kc. ....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Thunderbird Bcstg. Co.  
 Address.....P. O. Box 1231  
 Tel.: UN 3-4444.....News Service: AP  
 Transcription Service.....World  
 Membership .....NAB, RAB  
 Representative .....O'Connell  
 Pres., Gen. Mgr.....Merle H. Tucker  
 Comm. Mgr.....C. W. Horne  
 Chief Engineer.....Paul R. Bateman

**KLMX—Clayton—1949—KBS**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.  
 Address.....Box 7, Fair Grounds  
 Tel.: 616.....News Service: UP  
 Membership .....NAB  
 President.....Arthur Jernlgan  
 Gen., Comm., Prom. Mgr., Pub. Dir., Frank Vale

**KHOB—Hobbs—1954**

Frequency: 1280 Kc. ....Power: 1 Kw. d.

Owned.....Permian Basin Radio Corp.  
 Address.....Box 247  
 Tel.: EX 3-4478.....News Service: AP  
 Transcription.....Lang-Worth, World  
 Representative.....Clark, Melville  
 Membership.....NAB  
 President, Co-Mgr.....Charles R. Scott  
 Comm., Sales Prom. Mgr.....Zeb Williams  
 Program Director.....Ray Corbin  
 Chief Engineer.....Robert R. Martin

**KWEW—Hobbs—1938**  
**MBS-KBS**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KWEW, Inc.  
 Address.....Box 787  
 Tel.: EX 3-8137.....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

**KGRT—Las Cruces—1955**

Frequency: 570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Taylor Enterprises, Inc.  
 Address.....Box 968  
 Tel.: JA 6-6681.....News Service: AP  
 President.....W. C. Taylor

**KOBE—Las Cruces—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.  
 Bus.-Studio Address.....940 N. Main St.  
 Tel.: JA 6-2496.....News Service: UP  
 Transcription Service.....Lang-Worth  
 President, Gen. Mgr.....Jim Gober  
 Comm. Mgr.....B. W. LeNoir  
 Sales Prom. Mgr.....Geraldine Sells  
 Prog. Dir.....Jim Finlay  
 Chief Engineer.....Jack Diehl

**KFUN—Las Vegas—1941**  
**ABN**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southwest Bcstg. Co.  
 Business Address.....Box 710  
 Tel.: 12.....News Service: UP  
 Membership.....NAB  
 President, Gen. Mgr.....Ernest N. Thwaites  
 Program Director.....Dorothy G. Thwaites  
 Chief Engineer.....Julian H. Lendy

**KRSN—Los Alamos—1948**  
**ABN**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....V. Parker II & D. K. Burns  
 Address.....Community Center  
 Tel.: 2-4422.....News Service: UP  
 Representative.....Bob Dore, Ayres  
 Membership.....NAB  
 Partner, Sta. Mgr.....Virgil A. Parker, III  
 Partner, Comm. Mgr.....Darrel K. Burns  
 Publicity Director.....Virgil A. Parker

**KLEA—Lovington—1951**  
**KBS**

Frequency: 630 Kc.....Power: 500 Watts d.  
 Owned.....Lea County Broadcasting Co.  
 Address.....1700 S. Main  
 Tel.: 8911.....News Service: UP  
 Transcription Service.....Standard  
 President.....David R. Worley  
 General, Comm. Mgr.....Hoyt Caldwell  
 Asst. Mgr.....Gil Haugen  
 Prog. Dir.....Robert Burt  
 Publicity Director.....Hal Chestnut  
 Chief Engineer.....Wilton Highfall

**KENM—Portales—1950—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Plains Bcstg. Co.  
 Address.....Drawer 540  
 Tel.: RE 6-6681.....News Service: AP  
 Trans. Serv.....Lang-Worth, SESAC  
 Membership.....NAB  
 Pres., Co-Owner.....John Burroughs  
 Gen. Mgr., Co-Owner.....Leola Randolph  
 Chief Engineer.....Joe Randolph

**KRTN—Raton—1948**  
**ABN-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Colfax County Broadcasting Co.  
 Address.....Box 767  
 Tel.: 875.....News Service: UP  
 Transcription.....World  
 Membership.....NAB  
 Owner.....Lloyd Hawkins  
 Commercial Mgr.....C. Gail Boles  
 Program Director.....James Roper  
 Chief Engineer.....Marvin Coffman

**KBIM—Roswell—1953—KBS**

Frequency: 910 Kc.....Power: 5 Kw., d.  
 Owned.....Taylor Bcstg. Co.  
 Address.....P. O. Box 525  
 Tel.: MA 2-2120.....News Service: AP  
 Membership.....NAB  
 Station Rep.....Clark  
 President.....William C. Taylor  
 General Manager.....G. F. "Jud" Roberts  
 Comm. Manager.....Almarie Oldfield  
 Prog. Dir.....John E. Davis  
 Sales Prom. Mgr.....Bill Hight  
 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  
 Tel.: MA 2-5110.....News Service: UP  
 Trans.....Lang-Worth  
 Representative.....Branham  
 President.....Theresa P. Whitmore  
 Gen. Manager.....W. E. Whitmore, Jr.  
 Comm. Manager.....Clifford "Buzz" Jackson  
 Program Director.....Beverly Bowman  
 Sta. 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  
 Telephone: MA 2-6450  
 Representative: Meeker, Melville  
 Membership: NAB  
 Owner & Gen. Mgr.: John A. Barnett  
 Station Mgr.: Vincent A. Carozza  
 Asst. Gen. Mgr.: W. L. Shackelford

**KTRC—Santa Fe—1946—ABN**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Garfield Packard  
 Address: 210 E. Marcy St.  
 Tel.: 3-6685 News Service: UP  
 Representative: McGillvra  
 Pres., Gen. Mgr.: Garfield C. Packard

**KVSF—Santa Fe—1936—CBS**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By: New Mexico Bcstg. Co.  
 Business-Studio Address: 759 Cerrillos Rd.  
 Tel.: 3-7319 News Service: AP  
 Representative: Branham  
 Manager: Ivan R. Head  
 Prog. Dir.: Ada Zamora

**KSIL—Silver City—1946  
 CBS**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By: James H. Duncan  
 Address: 1640 Cactus St.  
 Tel.: 611 News Service: AP  
 Representative: Branham  
 Owner, Manager: J. H. Duncan  
 Comm. Manager: Robert Fuller

**KCHS—Truth or Consequences  
 1946—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Southwestern Bcstg. Co.  
 Address: P. O. Box 351  
 Tel.: 1400 News Service: AP  
 Representative: Continental Radio Sales  
 Transcription: Thesaurus  
 President: Rex Tynes  
 Mgr.: Richard C. Erbe

**KTNM—Tucumcari—1941  
 MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: Quay County Broadcasting Co.  
 Address: P. O. Box 668  
 Tel.: 100 News Service: AP  
 Transcription: World  
 Representative: Clyde Melville  
 Membership: NAB  
 Pres., Gen. Mgr.: Lloyd Hawkins  
 Sta. Mgr., Chief Engineer: Howard Maudlin  
 Comm. Mgr., Pub. Dir.: Bill Walls  
 Program Director: Mrs. Neil Mitchell

**New York**

Pop. March 1 (Est.)—16,295,000; Families—5,084,000; Lic. Stations—122,  
 Sta. CP's—5; Radio Homes—5,008,000; TV Homes—4,846,000

**WABY—Albany—1934**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Eastern N. Y. Bcstg.  
 Business-Studio Address: 80 Braintree St.  
 Tel.: AL 2-3353 News Services: UP, AP  
 Representative: Forjoe  
 Gen. Mgr.: Ed. L. Trudeau

**WOKO—Albany—1924  
 ABN-MBS**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By: Gov. Dongan Bcstg. Corp.  
 Business-Studio Address: P. O. Box 1520  
 Tel.: DE 9957 News Service: UP  
 Representative: Rambeau  
 Membership: NAB, RAB  
 President: Carl L. Lindberg  
 Manager: Charles L. Murn  
 Comm. Mgr.: C. Russell Ehresman  
 Sales Prom. Mgr.: Charles L. Murn  
 Pub., Prog. Dir.: Leo McDevitt  
 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  
 Tel.: AL 5-3345 News Service: AP

Representative: Adam Young  
 Membership: RAB, NAB  
 President: J. Myer Schine  
 Exec. V.P., Gen. Mgr.: Duncan Mounsey  
 Comm. Mgr.: Joseph A. Farrar  
 Chief Engineer: W. Russell David, Sr.

**WROW—Albany—1947  
 CBS**

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Capital Cities TV Corp.  
 Address: Box 10  
 Tel.: 3-2225 News Service: UP  
 Station Representative: Avery-Knodel  
 Membership: NAB, RAB  
 General Manager: T. S. Murphy  
 Station Manager: George M. Perkins  
 Comm. Manager: Albert M. Fiala

**WCSS—Amsterdam—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Community Service Bcstg. Co.  
 Address: Upper Locust Ave.  
 Tel.: VI 3-2500 News Services: UP  
 Representative: McGillvra  
 Membership: RAB  
 President: Alphonse Di Mezza  
 General Mgr.: Philip Spencer  
 Chief Engineer: Jerome Pabis



### WMBO—Auburn—1927 MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... WMBO, Inc.  
Business-Studio Address..... 141 Genesee St.  
Tel.: AU 2-3511..... News Service: AP  
Representative..... Thomas F. Clark  
Membership..... NAB, RAB  
Transcription..... World  
General Manager..... Frederick L. Keese  
Prog., Pub. Dir..... Robert B. Morgan

### WBAB—Babylon—1957

Frequency: 1440 Kc. Power: 500 W. d.  
Owned..... Babylon-Bashore Bcstg. Corp.  
Address..... Farmingdale Rd. & E. Drive  
Tel.: MO 1-4000..... News Service: AP  
Gen. Mgr..... Joe Horenstein  
Comm. Mgr..... Bertine Fields

### WBT A—Batavia—1941—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Batavia Bcstg. Corp.  
Business-Studio Address..... 22 Seaver Pl.  
Tel.: 715..... 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

Frequency: 1430 Kc. Power: 5 Kw.  
Owned-Oper. By..... Ottaway Stations, Inc.  
Address..... 909 E. Main, Endicott  
Tel.: 5-3351..... News Service: UP  
Representative..... Radio Reps. Inc.  
Membership..... NAB, RAB  
President..... James H. Ottaway  
Vice President..... F. H. Brinkley  
General Manager..... S. W. Ryder  
Asst. to Mgr..... H. Johansen  
Chief Engineer..... John Fischler

### WINR—Binghamton—1946 NBC

Freq.: 680 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By..... The Binghamton Press  
Business-Studio Address..... Robinson Bldg.  
Tel.: 4-4318..... News Service: UP  
Representative..... George P. Hollingbery  
Membership..... NAB, RAB  
General Manager..... Dale Taylor  
Commercial Manager..... A. V. Ludington, Jr.  
Chief Engineer..... G. Ricciardell

### 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.  
Tel.: 2-3437..... News Service: AP

Transcription Service..... World  
Representative..... Bolling  
Membership..... NAB, RAB  
Pres., Gen. Sta. Mgr..... Andrew Jarema  
Comm., Prom. Mgr., Prog. Dir..... Wally Bauman  
Publicity Dir..... Bob Richards  
Chief Engineer..... Charles Hallinan

### WNBF—Binghamton—1928 CBS

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By..... Triangle Pubs. Inc.  
Business Address..... 1 Henry St.  
Tel.: Bf 3-7311..... News Service: UP  
Newspaper Affiliate..... Phila. Inquirer  
Representative..... Blair & Co.  
Membership..... NAB  
Gen. Mgr..... George R. Dunham  
Sales Manager..... Kenneth Leslie  
Dir. Nat. Sales..... Ed H. Benedict  
Oper. Mgr..... Russ Baker  
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..... WBRV Building  
Tel.: 11..... News Service: AP  
Membership..... NAB, RAB  
Pres., Gen. Manager..... Livingston Lansing  
Comm. Manager..... Leon Renodin  
Pub. Director..... Millie Seelman

### WBEN—Buffalo—1930—CBS

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By..... WBEN, Inc.  
Address..... Hotel Staller  
Tel.: MO 0930..... News Service: AP, UP, INS  
Newspaper Affiliation..... Buffalo Evening News  
Transcription Service..... Lang-Worth  
Representative..... Henry I. Christal  
President..... A. H. Kirchofer  
General Manager..... C. Robert Thompson  
Station Manager..... Frank W. Kelly  
Sales Manager..... C. E. Daly  
Prog. Dir..... Eugene Brook  
Publicity Director..... Joseph A. Haeffner  
Chief Engineer..... Ralph J. Kingsley

### WBNY—Buffalo—1935

Frequency: 1400 Kc. Power: 250 Watts  
Owned..... Roy L. Albertson, Inc.  
Address..... 485 Main St.  
Tel.: MO 1400..... News Services: AP, UP  
Rep..... Jack Masla, O'Connell  
Membership..... NAB  
General Mgr..... Michael L. Merla  
Comm. Mgr..... R. L. Albertson, Jr.  
Prog. Dir..... Richard Lawrence

### WEBR—Buffalo—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By..... WEBR, Inc.



RADIO CENTER  
**WKBW**  
*Buffalo's Basic NBC Station*

**NEWS**  
**SPORTS**  
**MUSIC**

**EVERY HOUR ON THE HOUR  
24 HOURS A DAY**

Buffalo's World Series, Canisius College Basketball, Cavalcade of Sports Station

Buffalo's Leading Radio Personalities including Stan Jasinski, Larry Brownell, Sherm Wright, Lee Forester and George "Hound Dog" Lorenz

Your "PACKAGE DEAL" will SATURATE this station

**You'll be surprised  
what \$100  
a week will buy**

•  
For details call any  
office of Avery -  
Knodel or station  
WKBW direct

The most successful advertising technique is "telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. A WKBW saturation campaign gives you more than twice as many listeners for your advertising dollar. That's why your sales results will be more than twice as good . . . that's why WKBW is your most profitable buy in the Buffalo and Western New York market.

50,000 WATTS  
AVERY-KNODEL, INC.  
National Representatives

**WKBW**  
**BUFFALO'S MOST POWERFUL STATION**

BASIC NBC  
CLINTON H. CHURCHILL  
Founder, President  
and General Manager

**Business-Studio Address**.....23 North St.  
 Tel.: LI 7133.....News Service: AP, UP, INS  
 Newspaper Affiliation.....Courier-Express  
 Trans. Service...Thesaurus, Standard, SESAC  
**Representative**.....Katz  
**Membership**.....NAB, RAB  
**President**.....William J. Connors, III  
**General Manager**.....David F. Leopold  
**Comm. Mgr.**.....George T. Staggs  
**Pgm., Prom. Mgr.**.....Wm. Schweitzer  
**Chief Engineer**.....Frank B. Ridgeway

**WGR—Buffalo—1922—ABN**

**Frequency:** 550 Kc.....**Power:** 5 Kw.  
**Owned**.....Transcontinent TV  
**Address**.....Hotel Lafayette  
 Tel.: WA 3100.....**News Service:** UP  
**Rep.**.....Peters, Griffin, Woodward, Inc.  
**Membership**.....NAB, RAB  
**President**.....David C. Moore  
**Sta., Comm. Mgr.**.....Nat L. Cohen  
**Sales Prom. Mgr.**.....Ollie Howard  
**Program Dir.**.....Robert J. Strigl  
**Pub. Dir.**.....Florence Lafler  
**Chief Engineer**.....Karl B. Hoffman

**WINE—Buffalo—1948**

**Frequency:** 1010 Kc.....**Power:** 1 Kw.  
**Address**.....Box 85  
 Tel.: AM 1160.....**News Service:** UP  
**Trans.**.....World  
**Representative**.....Radio-TV Rep.  
**Membership**.....NAB, RAB  
**President**.....John L. Kluge  
**Man. Dir.**.....Marvin A. Kempner  
**Sales Mgr.**.....Herb Resnick  
**Chief Engineer**.....Ernie Bohrk

**WKBW—Buffalo—1925—NBC**

**Frequency:** 1520 Kc.....**Power:** 50,000 Watts  
**Owned-Operated By**.....WKBW, Inc.  
**Business Address** Radio Center, 1430 Main St.  
 Tel.: GR 5101.....**News Service:** UP  
**Representative**.....Avery-Knodel  
**Membership**.....NAB  
**Pres., Gen., Prom. Mgr.**...Clinton H. Churchill  
**Public Service Dir.**.....Dorothy L. Ireland  
**V. P., Sta., Comm. Mgr.**...Alfred E. Ancombe  
**Program Dir.**.....William Meek  
**Chief Engineer**.....Leroy Fiedler

**WNIA—Buffalo—1956**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned**.....Niagra Bcstg.  
**Address**.....2900 Geness St.  
**Telephone**.....FI 9600  
**Representative**.....Walker  
**Gen. Mgr.**.....Gordon P. Brown

**WWOL—Buffalo—1947**

**Frequency:** 1120 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**...Greater Erle Broad. Co.  
**Address**.....315 Main St.  
**Telephone**.....MO 1200  
**Representative**.....ForJoe  
**Owner**.....Leon Wyszatycki  
**Gen., Sta. Manager**.....Ted Wyszatycki  
**Commercial Manager**.....Jack Greenfield

**WCBA—Corning—1949**

**Frequency:** 1350 Kc.....**Power:** 1000Watts d.  
**Owned**...Wellsboro Corning Bcstg. Adv. Inc.  
**Address**.....Box 117  
 Tel.: 6-7000.....**News Service:** UP  
**Transcription Service**.....Lang-Worth  
**Representative**.....McGillvra, Inc.  
**Membership**.....RAB  
**V.P., Station Manager**.....Bob Shaddock  
**Comm. Mgr.**.....Paul E. Carpenter

**WCLI—Corning—1947—ABN**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned**.....Radio Corning, Inc.  
**Address**.....99 W. First St.  
 Tel.: 6-5421.....**News Service:** AP  
**Station Representative**...Donald Cooke, Inc.  
**Membership**.....NAB  
**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.  
 Tel.: SK 6-2828.....**News Service:** UP  
**Transcription Service**.....Lang-Worth  
**Representative**.....Gill-Perna  
**Membership**.....NAB, RAB  
**President**.....Leighton A. Hope  
**Gen., Sta., Comm. Mgr.**...W. L. Thompson  
**Chief Engineer**.....Walter Choclay

**WFLR—Dundee—1956—KBS**

**Frequency:** 1570 Kc.....**Power:** 1 Kw., d.  
**Owned**.....Finger Lakes Bcstg.  
**Address**.....30 Main St.  
 Tel.: 158.....**News Service:** AP  
**Representative**.....Hopewell  
**Gen. Mgr.**.....Robert Burns  
**Comm. Mgr.**.....Thomas H. Shafer

**WDOE—Dunkirk—1949**

**Frequency:** 1410 Kc.....**Power:** 500 Watts  
**Owned-Operated By**.....Lake Shore Bcstg.  
**Address**.....Willow Rd.  
 Tel.: 7756.....**News Service:** AP  
**Transcription Service**.....Thesaurus  
**Station Representative**.....Walker  
**Membership**.....NAB, RAB  
**Pres.**.....Simon Goldman  
**Sta. Mgr.**.....Richard H. Burt  
**Commercial Manager**.....H. Brooks Dawson

**WELM—Elmira—1947**

CBS

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owner**.....Radio Elmira, Inc.  
**Business-Studio Address**...222 E. Market St.  
 Tel.: 3-5626.....**News Service:** AP  
**Station Representative**.....Burn-Smith  
**Membership**.....NAB, RAB  
**President**.....John S. Riggs  
**Vice Pres., Gen. Mgr.**...Keith W. Horton  
**Program Director**.....Ruth E. Dibble  
**Chief Engineer**.....Arthur French



# WHLI

"THE VOICE  
OF LONG ISLAND"

## 10,000 POWERFUL WATTS

TO DELIVER THE GREATER LONG ISLAND MARKET (NASSAU-SUFFOLK)

### WHLI'S GREATER LONG ISLAND COVERAGE . . .

	NASSAU	SUFFOLK	TOTAL
POPULATION . . . . .	1,200,000	525,000	1,725,000
NET INCOME . . . . .	\$2,928,340,000	\$755,604,000	\$3,683,944,000
PER FAMILY . . . . .	\$8,503	\$5,698	
RETAIL SALES . . . . .	1,534,786,000	564,961,000	2,099,747,000
FOOD STORE SALES . . . . .	403,423,000	152,997,000	556,420,000
AUTO STORE SALES . . . . .	252,922,000	93,225,000	346,147,000

WHLI HAS THE LARGEST DAYTIME AUDIENCE  
IN THE MAJOR LONG ISLAND MARKET! (Pulse)

\* THE 2nd LARGEST MARKET IN NEW YORK!

\*\* NOW REACHES 5,500,000 PEOPLE

\*\*\* GIVES YOU TREMENDOUS, IMPORTANT, "BIG MONEY" MARKET COVERAGE

\*\*\*\* AMAZINGLY LOW, LOW, COST-PER-THOUSAND

### WITHIN WHLI'S COVERAGE AREA

POPULATION . . . . .	5,477,000
NET INCOME . . . . .	\$11,758,859,000
RETAIL SALES . . . . .	6,125,535,000

Represented by GILL-PERNA

→ 10,000 WATTS

# WHLI

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F M 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

*the voice of  
Long Island*

PAUL GODOFKY, PRES. AND GEN. MGR.  
JOSEPH A. LENN, EXEC. V. P. SALES

## WENY—Elmira—1939 NBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Elmira Star-Gazette, Inc.  
Bus.-Studio Address: Mark Twain Hotel  
Tel.: 5181 News Service: AP  
Representative: Everett-McKinney  
Membership: NAB, RAB  
General Manager: L. F. "Bill" Pope  
Commercial Mgr.: F. R. Gray  
Prom. Mgr.: Bill Givens  
Program Director: Frederick W. Hodges  
Chief Engineer: Ed. L. Pettengill

## WEHH—Elmira Heights-Horse- Heads—1956—MBS

Frequency: 1590 Kc. Power: 500 W., d.  
Owned: Elmira Heights-Horseheads Bcstg.  
Address: Box 2097  
Representative: McGillvra  
Trans.: Lang-Worth  
Gen. Mgr.: Frank P. Saia  
Comm. Mgr.: Harry Keavin  
Prog. Dir.: Norman Decker

## WGBB—Freeport—1926

Frequency: 1240 Kc. Power: 250 Watts  
Owned: Long Island's First Station, Inc.  
Business-Studio Address: 44 So. Grove St.  
Tel.: MA 3-1240 News Service: AP  
Trans. Serv.: Thesaurus, World  
Membership: NAB  
Pres., Gen. Mgr.: Edward J. Fitzgerald  
Prog. Dir.: Ed Brown  
Gen. Sales Mgr.: M. C. Evans

## WOSC—Fulton—1949—KBS

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Cassill Radio Corp.  
Address: W. Bridge & Water, Oswego  
Tel.: 3088 News Service: UP  
Transcription Service: Thesaurus  
Representative: Hil F. Best  
President: Richard C. Mitchell  
General Manager: Jack Burgess

## WKIT—Garden City—1956

Frequency: 1520 Kc. Power: 250 Watts  
Owned: KWIT, Inc.  
Address: 509 Mad. Ave.  
Tel.: MU 8-0940 News Service: UP  
President: Sy Weintraub  
V.P., Gen. Mgr.: Walter Ware  
Program Dir.: Frank Costa  
Chief Engineer: Stan LoPresto

## WGVA—Geneva—1947—ABN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Star Bcstg. Co., Inc.  
Address: Geneva Fed. Savings Bldg.  
Tel.: GE 6691 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 ABN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Gt. Northern Radio Co.  
Address: 13 Warren St.  
Tel.: GL 2-6518 News Service: AP  
Newspaper Affil.: Post  
Transcription: SESAC, World, Thesaurus  
Representative: R. O'Connell  
Membership: RAB  
Pres., Gen. Mgr.: Martin Kozig  
Sta. Mgr., Chief Eng.: Thomas Humphrey  
Comm., Prom. Mgr.: Frank Costello  
Publicity Director: Fred Carota  
Sales, Prom. Mgr.: Ralph Romano

## WENT—Gloversville—1944 CBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: WENT Bcstg. Corp.  
Business-Studio Address: 8 W. Fulton St.  
Tel.: 4-7175 News Service: UP  
Transcription Service: World  
Membership: NAB  
Representative: Gill-Perna  
Pres., Gen., Sta. Mgr.: Joseph H. Tobin  
Program Director: Richard Stewart  
Sales Prom. Mgr., Pub. Dir.: George Hornidge

## WHLI—Hempstead—1947

Frequency: 1100 Kc. Power: 10 Kw., d.  
Owned-Oper. By: FM Bcstg. Corp.  
Business-Studio Address: 384 Clinton St.  
Tel.: IV 1-8000 News Service: UP  
Transcription: World, Thesaurus, SESAC  
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. Knack

## WALY—Herkimer-Ilion—1956

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned: WALY, Inc.  
Address: Palmer House Hotel  
Tel.: TO 6-4220 News Service: UP  
Representative: Masla  
Trans.: Thesaurus  
Gen. Mgr.: Melvin E. Whitmire

## WLEA—Hornell—1951 MBS

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Hornell Bcstg. Corp.  
Business-Studio Address: 97 Main St.  
Tel.: 1420 News Service: UP  
Representative: Gill-Perna  
Transcription: World  
Membership: NAB, RAB  
Pres., Gen. Mgr.: Charles D. Henderson  
Sta. Mgr.: G. W. Sudstone  
Comm. Mgr.: E. Barnes



Prog. Dir..... Don Jones  
 Pub. Dir..... Byron Emerson  
 Chief Engineer..... Frederick Witter

### WWHG—Hornell—1946

Frequency: 1320 Kc..... Power: 5 Kw., d.  
 Owned-Oper. By..... Ra-Tel Broadcasters, Inc.  
 Address..... Radio Center  
 Tel.: 2000..... News Service: UP  
 Representative..... Rambeau  
 Trans..... Columbia  
 Pres., Gen. Mgr..... Sy Dresner  
 Sta. Mgr..... Alfred Dresner  
 Comm. Mgr..... Sheff Davis  
 Sales Mgr..... Treah White  
 Prog. Dir..... Lou Parker  
 Pub. Dir..... Cleora M. Carroll  
 Chief Engineer..... Howard Huff

### WHUC—Hudson—1947

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Orin Lehman, Et Al  
 Address..... Union Turnpike  
 Tel: HU 8-3341..... News Service: UP  
 Membership..... NAB  
 General Manager..... John Kearney  
 Commercial Manager..... Robert Strakos  
 Pub. Dir..... Jennie W. Weaver  
 Prog. Dir..... J. P. Cranno  
 Chief Engineer..... Victor J. Schuler

### WGSM—Huntington—1951

Frequency: 740 Kc..... Power: 1000 Watts d.  
 Owned..... Huntington-Montauk Bcstg. Co., Inc.  
 Address..... 379 New York Ave.  
 Tel: HA 3-6740..... News Service: UP  
 Transcription Service..... Lang-Worth  
 Membership..... NAB, RAB  
 Gen., Sta. Mgr..... Edward J. Fitzgerald  
 Sales Mgr..... Daniel E. Schmidt, III

### WHCU—Ithaca—1921—CBS

Frequency: 870 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Cornell University  
 Business-Studio Address..... Ithaca  
 Tel: 4-6301..... News Service: UP  
 Membership..... NAB, 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

### WTKO—Ithaca—1956

Frequency: 1470 Kc..... Power: 1 Kw., d.  
 Owned..... Radio Ithaca, Inc.  
 Address..... Treman-King Bldg.  
 News Service..... AP  
 Membership..... NAB  
 Representative..... Forjoe  
 Exec. V.P., Gen. Mgr..... E. E. Erdman  
 Pub. Dir..... B. M. Clarey  
 Ch Eng..... Gerald Cushing

### WJOC—Jamestown—1948

#### MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts

Owned-Operated By..... Air Waves, Inc.  
 Trans.-Bus.-Studio Address..... 415 W. Fourth St.  
 Tel.: 6-1555..... News Service: AP  
 Representative..... Burn-Smith  
 President, Gen. Manager..... Harold P. Kane  
 Comm. Mgr..... Richard F. Rose  
 Prog. Dir..... Edward J. McGrath, Jr.  
 Chief Eng..... B. O. Waterman

### WJTN—Jamestown—1924

#### ABN

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... James Bcstg. Co., Inc.  
 Bus.-Studio Address..... Hotel Jamestown  
 Tel: 7151..... News Service: UP  
 Transcription Service..... Associated, McGregor  
 Representative..... Venard, Rintoul & McConnell  
 Membership..... NAB, RAB  
 Pres., Gen., Sta. Mgr..... Simon Goldman  
 Comm. Mgr., Sales Prom. Mgr..... J. Carl Willems  
 Program Director..... George Pfeleeger  
 Pub. Dir..... Almon Hazard  
 Chief Engineer..... Herbert Niklaus

### WKNY—Kingston—1939

#### MBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Kingston Bcstg. Corp.  
 Business-Studio Address..... 601 Broadway  
 Tel: FE 1-1490..... News Service: AP  
 Representative..... Meeker  
 Membership..... RAB, NAB  
 President..... Joseph K. Close  
 Gen. Mgr..... Robert M. Peebles  
 Prog. Dir..... Richard L. Beach  
 Chief Engineer..... Allan J. Smith

### WVOS—Liberty—1947

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Sullivan County Bcstg. Co.  
 Address..... Liberty  
 Tel: LI 1680..... News Service: UP  
 General Manager..... S. D. Lubin  
 Sta., Comm. Mgr..... William B. Orr  
 Sec'y-Treas..... H. G. Borwick

### WLFH—Little Falls—1950

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Walter Gaines  
 Address..... Second Street  
 Tel: 654..... News Service: AP  
 Owner..... Walter Gaines  
 Ch. Eng..... Barry Frank

### WUSJ—Lockport—1948

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Union-Sun & Journal, Inc.  
 Trans.-Address..... 320 Michigan St.  
 Tel: 3-5944..... News Service: AP  
 Transcription Service..... World  
 Newspaper Affil..... Union Sun & Journal  
 Representative..... Gill-Perna  
 Membership..... NAB  
 President..... Egbert D. Corson  
 General Manager..... William B. Kemble  
 Sta., Comm. Mgr..... Joseph A. Pinna  
 Sales Prom. Manager..... Jerry Damond

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.....WICY Bldg.  
 Tel.: 187.....News Service: UP  
 Membership.....NAB  
 Pres., Gen. Mgr.....Mitchell C. Tackley  
 Comm. Mgr.....Alice M. Tackley  
 Chief Engineer.....Adolph Stromer

## **WMSA—Massena—1945** **ABN**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Brockway Co.  
 Business Address.....Central Building  
 Tel.: RO 9-3591.....News Service: UP  
 Transcription Service.....Thesaurus  
 Newspaper Affil.....Watertown Times  
 Representative.....Weed  
 Membership.....NAB, RAB  
 President.....John B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station Manager.....Thomas R. McHugh  
 Program Director.....James H. Nash  
 Publicity Director.....R. E. Anderson  
 Chief Engineer.....A. Samuel Frazier

## **WALL—Middletown—1942**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By..The Community Bcstg. Corp.  
 Business-Studio Address.....62 North St.  
 Tel.: DI 3-3119.....News Service: AP  
 Membership.....NAB, RAB  
 Pres., Gen., Comm. Mgr.....James M. Patt  
 Program Director.....Jerry Wax  
 Chief Engineer.....Fred Schoelkopf

## **WGNY—Newburgh—1933**

Frequency: 1220 Kc....Power: 1000 Watts d.  
 Owned.....Orange County Bcstg. Co., Inc.  
 Business-Studio Address.....161 Broadway  
 Tel.: 4600.....News Service: AP  
 Membership.....RAB  
 Representative.....Kettell-Carter  
 Pres.....George W. Bingham  
 V.P., Gen. Mgr.....Joseph Rake  
 Program Dir.....Richard H. Raskin  
 Comm. Mgr.....Campbell Thompson

## **WNRC—New Rochelle—1950**

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Oper. By....Radio New Rochelle, Inc.  
 Address.....200 North Ave.  
 Tel.: NA 6-0800.....News Service: AP  
 Representative.....Keller  
 President.....Donald Daniels  
 General Mgr.....Sidney I. Flamm  
 Comm. Mgr.....Jules M. Labert  
 Program Dir.....Bob Roberts  
 Chief Engineer.....Edward Cahill

To Broadcasters

# AP

Means

## Added Profits

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The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

**TWO VERY IMPORTANT THINGS  
TO REMEMBER WHEN BUYING SPANISH  
RADIO IN NEW YORK:**

**WHOM** ENJOYS THE TOP RATING  
IN 46 OUT OF 48 DAILY  
QUARTER-HOURS  
IN SPANISH.\*

**WHOM** REACHES MORE THAN  
71% OF PUERTO RICAN  
FAMILIES DAILY AND THE  
WEEKLY CIRCULATION  
ENCOMPASSES ALMOST ALL FAMILIES.\*

\* Pulse

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CONTAINING BOTH AUDIENCE RATINGS  
AND A PROFILE OF THE PUERTO RICAN  
LISTENER IN NEW YORK IS YOURS FOR  
THE ASKING.

**WHOM**

136 West 52nd Street

New York 19, N Y.



### WABC—New York—1921 ABN

Frequency: 770 Kc. Power: 50,000 Watts  
 Owned-Oper. By. American Bcstg. Co., Inc.  
 Business Address. 7 West 66th St.  
 Tel.: SU 7-5000. News Service: AP, INS  
 Representative. John Blair  
 Membership. NAB, RAB  
 President. Leonard H. Goldenson  
 Gen., Sta. Mgr. Stewart Barthelme  
 Program Manager. Myrtle Tower  
 Merchand. Mgr. John F. Dunn  
 Sales Mgr. R. E. Noble, Jr.  
 Publicity Director. Larry Eisenberg  
 Chief Engineer. Frank Marx

### 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  
 Tel.: ME 5-0333. 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.  
 Tel.: PL 1-2345. News Service: AP, INS, UP  
 Transcription Service. Capitol  
 Representative. CBS Radio Spot Sales  
 Membership. NAB, RAB  
 President of CBS. Frank Stanton  
 General Manager. Sam J. Slate  
 Sales Prom. Mgr. Richard L. Stahlberger  
 Program Director. Allen Ludden  
 Publicity Director. Milton Rich  
 Chief Engineer. Davidson Vorhes

### WEVD—New York—1927

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By. Debs Memorial Radio Fund  
 Business-Studio Address. 117 W. 46th St.  
 Tel.: PI 7-0880. News Service: AP  
 Trans. SESAC  
 Managing Dir. Henry Greenfield  
 Prog. Dir. George Field

### WHOM—New York—1930

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Oper. By. Progress Bcstg. Corp.  
 Business Address. 136 W. 52nd St.  
 Tel.: CI 6-3900. News Service: UP  
 News. Affil. Il Progresso Italo-Americano  
 President. Gen. Manager. Fortune Pope  
 V.P., Sales Mgr. Charles Baltin  
 Program Director. Ralph Contantino  
 Chief Engineer. George Stelger

# The Red Cross Needs



# Your Unstinting Assistance

# GIVE!





this is what

**WINS**

used to look like



this is what

**WINS**

looks like today

RADIO CIRCLE

**WINS**  
**1010**

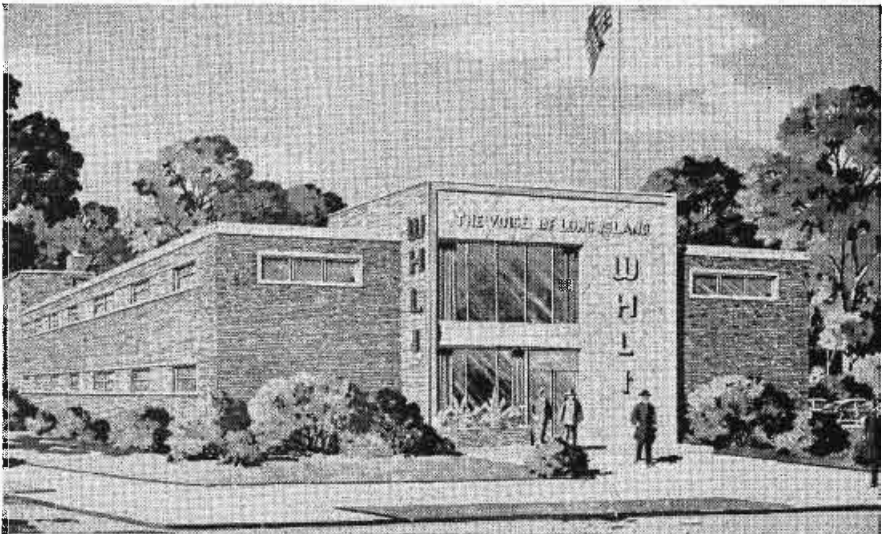
NEW YORK 23, N.Y.

**WINS—New York—1924**

Frequency: 1010 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Gotham Bcstg. Corp.  
 Address . . . . . 7 Central Park West  
 Tel.: JU 2-7000 . . . . . News Service: AP, UP, INS  
 Membership . . . . . RAB

Reps. . . . . Katz  
 President . . . . . J. Elroy McCaw  
 Vice-Pres. . . . . John Keating  
 V.P., General Mgr. . . . . H. G. Fearnhead  
 Sales Mgr. . . . . John D. Kelly  
 Prog. Dir. . . . . Mel Leeds  
 Chief Engineer . . . . . P. Von Kunitz

**SEE WHLI LISTING  
 ON PAGE 525**



**WHLI "THE VOICE OF LONG ISLAND"**

NOW . . . brings to local, regional and national advertisers a tremendous, important coverage of a huge market place . . . second only to New York City.

WHLI SERVES ALL OF NASSAU AND SUFFOLK COUNTIES . . . A VAST EVER-GROWING AUDIENCE . . . WITH PROGRAMMING THAT HAS MADE THIS STATION THE FAVORITE OF LONG ISLAND FOR OVER 10 YEARS.

▶ 10,000 WATTS

**WHLI** | A M 1100  
 F M 98.3

HEMPSTEAD | *the voice of long island*  
 LONG ISLAND, N. Y.

PAUL GODOFSKY, PRES. AND GEN. MGR.  
 JOSEPH A. LENIN, EXEC. V. P. SALES  
 Represented by Gill-Perna



## **1190 ON YOUR DIAL**

**WLIB** has more Negro listeners than any other New York station—network or independent (Pulse).

**WLIB** is the only radio station in New York City with studios in Harlem.

**WLIB** is the first 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 Street and Seventh Avenue • New York 27

**WLIB—New York—1944**

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....New Bcstg. Co., Inc.  
 Business-Studio Address.....2090 7th Ave.  
 Tel.: MO 6-1800.....News Service: AP  
 Representative.....Forjoe  
 Membership.....NAB  
 Pres., Gen. Manager.....Harry Novik  
 Program Director.....Nat Rudich  
 Comm. Mgr.....Arthur Harrison  
 Pub. Dir., Sales Prom. Dir.....Arnold Weiner  
 Chief Engineer.....Gordon A. Greenfield

**WMCA—New York—1925**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WMCA, Inc.  
 Business-Studio Address....415 Madison Ave.  
 Tel.: MU 8-1500.....News Service: UP  
 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

SEE PAGES 100-101 FOR

# **LISTING OF NEW YORK PHONE NUMBERS**



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

American Home Products  
American Tobacco Company  
Arthur Murray  
Bab-O  
Block Drug Company  
Breyer Ice Cream  
Budweiser Beer  
Chesterfield Cigarettes  
Chrysler Corp. (Chrysler Division)  
Clapps Baby Food  
Coca Cola  
Colgate-Palmolive Company, Inc.  
Cott Beverage Corp.  
Coty, Inc.  
De Soto  
Dodge

Merkel, Inc.  
Mrs. Wagner Pies  
Nail Brands Division of Sterling Drug —  
Double Danderine  
Nedicks Stores  
Nestle Co.  
Newport Cigarettes  
No-Cal  
Nucoa Margarine  
P. Ballantine & Sons  
Pontiac Division of General Motors  
R. H. Macy  
R. J. Reynolds Tobacco Co.  
Ralston Purina Co.  
RCA Victor Corp. —  
Popular Record Albums

# WMGM — THE CALL LETTERS FOR AMERICA'S LEADING NATIONAL, REGIONAL AND LOCAL ADVERTISERS

Dugans Lite Diet Bread  
Eastern Air Lines  
Equitable Life Assurance Society  
of the United States  
Esso  
F & M Schaefer Brewing Co.  
Ford Motor Company — Edsel Division  
Gallo Wines  
General Electric (FM Radio)  
Gordon Baking Company  
Grand Union  
Great Atlantic & Pacific Tea Co., The  
Hoffman Beverage Co.  
Jacob Ruppert Inc.  
L & M Cigarettes  
Lever Bros.  
Lifesavers  
Lincoln Mercury  
Martinsons Coffee

Reddi-Wip, Inc.  
Safeway Stores  
Sealy Mattress  
Seven-Up Co.  
Shell Oil Co.  
Sinclair Refining Co.  
Slenderella  
Standard Brands  
Stewart Warner Corp. — Alemite  
Sun Oil Co.  
Sunset TV and Appliances  
Texas Co.  
Time & Life, Inc.  
Trans World Airlines  
U. S. Rubber Co.  
Warner Lambert Corp.  
Woodbury Soap  
*and many more.*

**wmgm-new york** 50,000 Watts • The Metro-Goldwyn-Mayer Radio Station  
400 Park Avenue, New York 22, N. Y. • National Representatives: George P. Hollingbery

**WMGM—New York—1922**

Frequency: 1050 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... WMGM Bcstg.  
 Business-Studio Address ..... 400 Park  
 Tel.: MU 8-1000 ..... News Service: UP, AP  
 Representative ..... Hollingbery  
 V.P., Director ..... Arthur M. Tolchin  
 Sales Manager ..... Samuel Faust  
 Prom., Adv. Dir. .... John M. McKeon  
 Program Director ..... Raymond Katz

**WNEW—New York—1934**

Frequency: 1130 Kc. .... Power: 50 Kw.  
 Owned-Operated By ..... DuMont Bcstg. Co.  
 Business-Studio Address ..... 585 Fifth Ave.  
 Tel.: YU 6-7000 ..... News Service: AP  
 Representative ..... Dave Simmons, Inc.  
 Membership ..... RAB  
 Pres. & Gen. Mgr. .... R. D. Buckley

Exec. V.P. .... John B. Jaeger  
 Comm. Mgr. .... J. V. B. Sullivan

**WOR—New York—1922—MBS**

Frequency: 710 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... RKO Teleradio Pictures  
 Business-Studio Address ..... 1440 Broadway  
 Tel.: LO 4-8000 ..... News Services: INS, UP  
 Trans. .... Paxton  
 Representative ..... H.R. Reps.  
 Membership ..... NAB, RAB  
 President ..... Thomas F. O'Neil  
 Gen. Manager ..... Robert Leder  
 Adv. Mgr. .... J. A. Yergin  
 Comm. Mgr. .... W. McCormick  
 Adv., Prom. Dir. .... Robert Sullivan  
 Program Director ..... Robert S. Smith  
 Dir. Prom. & Planning ..... Robert Hoffman  
 Publicity Manager ..... Richard Jackson  
 Chief Engineer ..... Harry Tilley

(See Page 320)

To Broadcasters

**AP**

Means

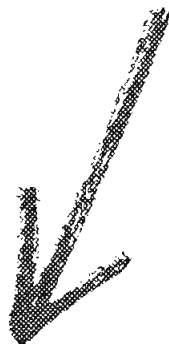
**Added Profits****Added Prestige****The Associated Press**

50 Rockefeller Plaza

New York 20, N. Y.



**The Italian Population  
Of New York is the  
Third Largest Market  
In the Entire U.S.A. . . .**



and it's growing . . . *growing* . . .  
**GROWING!** In 1955 and 1956 alone,  
47,600 new Italian immigrants  
settled in the New York area. The  
net population gain over deaths  
was 17,100 persons — an important  
addition to a market already  
numbering over two million.

In other words — New York,  
the largest community of this  
Hemisphere, is "More Italian than  
Ever Before" !

We have new facts and figures about  
this vast, responsive market.  
They're a revelation! Write, wire  
phone — we'll see that you get them !

**RADIO STATION  
WOV**

730 Fifth Avenue — Circle 5-7979  
**NEW YORK      ROME**

**WOV—New York—1926**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WOV Bcstg. Corp.  
 Business-Studio Address.....730 Fifth Ave.  
 Tel.: CI 5-7979.....News Service: AP ANSA  
 Transcription Service.....MacGregor  
 Representative ..... Pearson  
 Exec. V. P., Gen. Manager..... Ralph N. Weil  
 V. P., Prog. Director.....Arnold Hartley  
 Publicity Director.....R. E. Thompson  
 Chief Engineer.....Emile Hill

**WPOW—New York—1957**

Frequency: 1330 Kc.....Power: 5 Kw.  
 Owned .....Bcstrs. of N. Y.  
 Address.....41 East 42nd St.  
 Tel.: YU 4-4600.....News Service: UP  
 Representative.....Tele Bcstrs, Inc.  
 President.....H. Scott Killgore  
 Sta. Mgr.....Kenneth Sullivan  
 Prog. Dir.....Melvin E. Miller  
 Chief Engineer.....David R. Pryce

**SEE PAGE 321**

**FOR U. S. RADIO STATION INDEX**

**SEE PAGE 681**

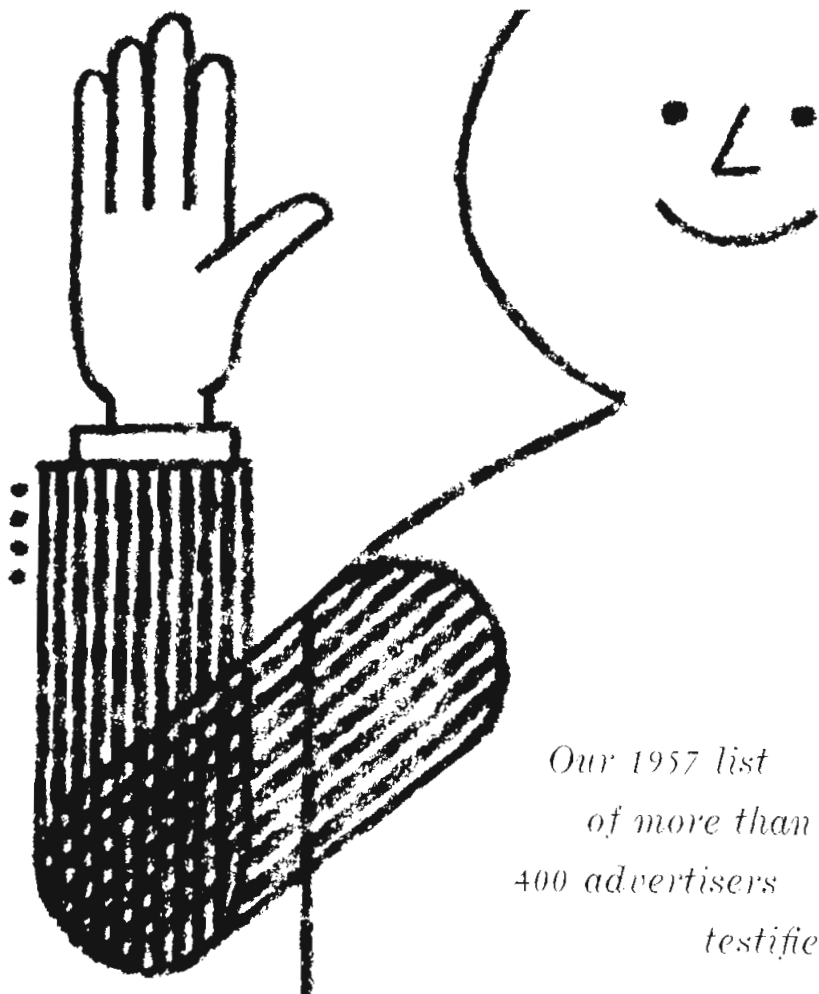
**FOR CANADIAN RADIO STATION INDEX**

**SEE PAGE 7**

**FOR EDITORIAL INDEX**

**SEE PAGE 27**

**FOR ADVERTISING INDEX**



*Our 1957 list  
of more than  
400 advertisers  
testifies:*

## **WQXR SELLS**

1957 was a record-breaking year for WQXR, America's only 50,000-watt good music station. Its expanding list of advertisers . . . about 100 new this year . . . kept pace with its growing audience. Why? Because WQXR sells. It fills a distinct need and reaches a distinctive part of America's most massive market.

for more than a million New York families, nothing takes the place of

# **WQXR**

*50,000 watts AM & FM  
Radio station of The New York Times  
229 West 43rd Street, New York 36, N. Y.  
L.Ackawanna 4-1100*

**WQXR—New York—1936**

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By.....Interstate Bcstg. Co.  
 Business-Studio Address.....229 W. 43rd St.  
 Tel.: LA 4-1100.....News Service: AP  
 Newspaper.....N. Y. Times (Owner)  
 Transcription Service.....SESAC  
 Representative.....Paul H. Raymer  
 Membership.....RAB  
 Chairman of Board.....Arthur Hays Sulzberger  
 President.....Orvil E. Dryfoos  
 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

**WRCA—New York—1926**  
**NBC**

Frequency: 660 Kc. Power: 50 Kw.  
 Owned.....National Bcstg. Co.  
 Address.....30 Rockefeller Plaza  
 Tel.: CI 7-8300.....News Services: AP, INS, UP  
 Transcription Service.....Thesaurus  
 Station Rep.....NBC Spot Sales  
 Membership.....NAB, RAB  
 President.....Robert Sarnoff  
 Gen. Manager.....William N. Davidson  
 Station Mgr.....Arthur Hamilton  
 Bus. Mgr.....Frederick Acker  
 Dir. Sales.....Herman Maxwell  
 Dir. Ops.....Pete Affe  
 Adv. Mgr.....Tony Kraemer  
 Sales Prom. Mgr.....Michael Lannon  
 Dir. Adv. Prom. & Merch.....Max E. Buck  
 Program Dir.....Steve White  
 Publicity Mgr.....John O'Keefe  
 Chief Engineer.....John H. Riedel

**WWRL—New York—1926**  
 (SEE WOODSIDE, N. Y.)

**WHLD—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....Earl C. Hull  
 Business-Studio Address.....United Building  
 Tel.: 8421.....News Service: UP  
 Representative.....Headley-Reed  
 Membership.....NAB  
 Owner, Gen. Manager.....Earl C. Hull  
 Business Manager.....R. J. Manning

**WJLL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper.....Niagara Frontier Bcstg. Corp.  
 Address.....129 Main St.  
 Tel.: BU 5-5796.....News Service: UP  
 Transcription Service.....World  
 Representative.....Pearson  
 Exec. V. P., Gen. Mgr.....Tom W. Talbot  
 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.  
 Tel.: 4-2218.....News Service: UP  
 Transcription Service.....Thesaurus, World  
 Station Rep.....McGillvra  
 Membership.....RAB  
 Pres., Gen. Mgr.....William J. Hall  
 Asst. Mgr., Prog. Dir.....Ray Whitlock  
 Chief Engineer.....Wiley R. Bates  
 Comm. Manager.....Patrick E. Rheäume

**WSLB—Ogdensburg—1940**  
**MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Seaway Radio  
 Address.....2315 Knox St.  
 Tel.: OG 500.....News Service: UP  
 Pres.....George W. Bingham  
 General Manager.....Thomas Leighton  
 Prog. Dir.....Flo Beach Rowe

**WHDL—Olean—1929—ABN**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....WHDL, Inc.  
 Address.....3219 W. State Rd.  
 Tel.: 2-0161.....News Service: UP  
 Newspaper Affiliation.....Times Herald  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Eve-ett-McKinney  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....John R. Henzel  
 Sta. Mgr.....John F. Hastings  
 Comm. Mgr.....Joseph K. Eade  
 Prog. Dir.....Donald McLean  
 Publicity Director.....Helen Strong  
 Chief Engineer.....Wallace D. Taylor

**WMNS—Olean—1957**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned.....Olean Bcstg. Corp.  
 Address.....168½ N. Union St.  
 Tel.: 2-0157.....News Service: AP  
 Trans.....Thesaurus  
 Representative.....Hopewell  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....Donald W. Merriman  
 Comm. Mgr.....Jim Gleason  
 Prog. Dir.....Dan Bethell

**WONG—Oneida—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned.....John J. Geiger  
 Address.....238 Main St.  
 Tel.: 2640.....News Service: UP  
 Representative.....McGillvra  
 Comm. Mgr.....Joseph Trela

**WDOS—Oneonta—1947**

Frequency: 730 Kc. Power: 500 Watts, d.  
 Owned-Oper. By.....Ottaway Stations, Inc.  
 Bus-Studio Address.....104 Chestnut St.  
 Tel.: 2-4701.....News Service: UP  
 Newspaper Affiliation.....Oneonta Star  
 Transcription Service.....Associated  
 Representative.....Radio-TV Reps.  
 Membership.....NAB, RAB  
 President.....James H. Ottaway



Managing Director.....Francis H. Binkley  
 Station Manager.....Harold E. Graves  
 Comm. Mgr.....Benjamin M. Turnbull  
 Prod. Sup.....Jack Disbrow  
 Chief Engineer.....William J. Pettit

Sales Prom. Mgr.....L. J. Hare  
 Chief Engineer.....Larry Lapanne

### KEBO—Owego—1957

Frequency: 1330 Kc.....Power: 1 Kw., d.  
 Owned.....Erdman Bcstg. Co.  
 Address.....Box 51  
 News Service.....AP  
 Representative.....Forjoe  
 Membership.....NAB  
 Pres., Gen. Mgr.....E. E. Erdman  
 Prog. Dir.....Norman Brownell  
 Sales Mgr.....Matt Cordaro  
 Ch. Eng.....Gerald Cushing

### WIRY—Plattsburg—1950 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Clinton Cty. Bdcstg. Corp.  
 Trans. Loca. Address.....301 Cornelia St.  
 Tel.: 2800.....News Service: AP  
 Transcription Service.....Lang-Worth  
 Representative.....McGavren-Quinn  
 Membership.....NAB, RAB  
 Pres., Gen., Comm. Mgr.....Joel H. Scheler  
 Station Mgr.....Donald Pelkey  
 Program Director.....Betty Kraus  
 Chief Engineer.....Leroy L. Fuller, Jr.

### WALK—Patchogue—1952

Frequency: 1370 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Suffolk Bcstg. Corp.  
 Address.....P. O. Box 920  
 Tel.: GR 5-5200.....News Service: AP  
 Newspaper Affiliation.....Suffolk Cons. Press  
 Transcription Service.....Capitol  
 Representative.....Grant Webb  
 Membership.....NAB  
 Pres., Gen. Mgr.....W. K. Macy, Jr.  
 Comm. Mgr., Prom. Mgr.....John Regan  
 Prog., Pub. Dir.....Jack Ellsworth  
 Chief Engineer.....Ed Becker

### WDLC—Port Jervis—1953

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Port Jervis Bcstg. Co.  
 Address.....Box 920  
 Tel.: 3-2293.....News Service: AP  
 Membership.....NAB  
 Transcription Service.....World  
 President.....Sidney Sakolsky  
 Gen. Mgr.....Oscar Wein

### WPAC—Patchogue—1951

Frequency: 1580 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Patchogue Bcstg. Co.  
 Address.....31 W. Main St.  
 Tel.: GR 5-4600.....News Service: UP  
 Representative.....Clark  
 Pres., Gen. Mgr.....Lee Morrison  
 Station Mgr.....Stan Allan  
 Comm. Mgr.....Herbert Morrison  
 Program Director.....Dick Hodkin  
 Pub. Dir.....Donald Lombardy  
 Chief Engineer.....Morton Morrison

### 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—1949

Frequency: 1390 Kc.....Power: 1000 Watts, d.  
 Owned-Operated By.....Mid-Hudson Bcsts. Inc.  
 Business-Studio Address.....Pendell Road  
 Tel.: GR 1-1500.....News Service: UP  
 Transcription Service.....World  
 Representative.....Everett-McKinney  
 Membership.....RAB  
 President.....Arthur J. Barry, Jr.  
 Gen. Mgr., Prog. Dir.....Frank Breslin  
 Sales Prom. Mgr.....Louis Pells  
 Chief Engineer.....John P. Burke

### WLNA—Peekskill—1948

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Highland Bcstg. Corp.  
 Address.....Radio Terrace  
 Tel.: 7-1124.....News Service: UP  
 Transcription Service.....World  
 Station Rep.....Rambeau, Kettell, Carter  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr., Ch. Eng.....Irving E. Cottrell  
 Comm., Sales Prom. Mgr.....Francis Lough

### WKIP—Poughkeepsie—1940 ABN

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Dutchess County Bcstg. Corp.  
 Business-Studio Address.....The Nelson House  
 Tel.: GR 1-2300.....News Service: AP  
 Membership.....NAB, RAB  
 Pres.....George W. Bingham  
 V.P., Gen. Mgr.....Richard A. Dwellley  
 Pub., Prog. Director.....John Kuhn  
 Chief Engineer.....Marvin S. Selmes

### WEAV—Plattsburg—1934 ABN

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Plattsburg Bcstg. Corp.  
 Studio Address.....38 Court St.  
 Tel.: 1600.....News Service: UP  
 Representative.....Jack Masla  
 Membership.....NAB, RAB  
 President.....George F. Bissell  
 Gen. Mgr.....A. E. Spokes

### WRIV—Riverhead—1955

Frequency: 1390 Kc.....Power: 1,000 Watts  
 Owned.....Suffolk Broadcasting Corp.  
 Address.....1 East Main



Tel.: PA 7-1200.....News Service: AP  
 Newspaper Affil. Suffolk Consolidated Press  
 Representative ..... Grant Webb  
 Pres., Gen., Sta. Mgr..... W. K. Macy Jr.  
 Comm. Mgr..... Laurence I. Nicoll  
 Sta. Mgr., Prog. Dir..... John F. Mulcahy  
 Chief Engineer..... Edward Becker

Owned-Oper. By... Federal Bcstg. System, Inc.  
 Business-Studio Address..... 250 E. Ave.  
 Tel.: BA 5-4870..... News Service: INS  
 Representative ..... Walker  
 Pres., Gen. Mgr..... Gordon P. Brown  
 Station Director..... John Hill

**WBBF—Rochester—1947**  
**MBS**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... WBBF, Inc.  
 Bus.-Studio Address..... 339 East Ave.  
 Tel.: HA 6-8920..... News Service: AP  
 Representative.. Venard, Rintoul & McConnell  
 Membership ..... NAB, RAB  
 President ..... Thomas L. Brown  
 V.P., Gen. Mgr..... Robert S. Kieve  
 Comm. Mgr..... William F. Dudley  
 Program Director..... Claude Johnstone  
 Chief Engineer..... Vinent Lopopolo

**WVET—Rochester—1947**  
**ABN**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Oper. By... Veterans Bcstg. Co., Inc.  
 Address ..... 17 Clinton Ave So.  
 Tel.: HA 6-4820..... News Service: UP  
 Representative..... Bolling Co., Inc.  
 Membership ..... NAB, RAB  
 Pres., Gen. Mgr..... Ervin F. Lyke  
 Sales Manager..... Arthur Murrellwright  
 Program Director..... Paul C. Louthar

**WHAM—Rochester—1922**  
**NBC**

Frequency: 1180 Kc.....Power: 50,000 Watts  
 Owned-Oper. By... Riggs & Greene Bcstg. Corp.  
 Business Address..... 201 Humboldt Rd.  
 Tel.: HU 2-1160..... News Service: UP  
 Representative ..... Christal, McDermott  
 Membership ..... NAB, RAB  
 President..... John S. Riggs  
 V. P., Gen. Mgr..... F. Robert Greene  
 Sales Manager..... Arthur W. Kelly

**WKAL—Rome—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By... Copper City Bcstg. Corp.  
 Business-Studio Address.. Capitol Theatre Bldg.  
 Tel.: 3616 ..... News Service: UP  
 Representative ..... Cooke  
 Membership ..... NAB  
 President..... Myron J. Kallet  
 General Manager..... Joseph Kallet  
 Assistant Mgr..... Alberta Rossi

**WHEC—Rochester—1925**  
**CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned ..... WHEC, Inc.  
 Bus.-Studio Address..... 40 Franklin St.  
 Tel.: BA 5-3050..... News Service: AP  
 Newspaper Affiliation..... Gannett Co.  
 Membership ..... NAB, RAB  
 Representative ..... Everett-McKinney  
 President..... Frank E. Gannett  
 V.P., General Mgr..... Glover Delaney  
 Station Manager..... Lowell H. MacMillan  
 Publicity Director..... W. J. Adams  
 Program Director..... Warren Doremus  
 Technical Director..... R. K. Blackburn

**WNYS—Salamanca—1957**  
**NBC**

Frequency: 1590 Kc.....Power: 1 Kw., d.  
 Owned ..... Cattaraugus Bcstg.  
 Address..... 91 Main St.  
 Tel.: 1515..... News Service: UP  
 Pres., Mgr..... Luther M. Schaeffer

**WRVM—Rochester—1947**

Frequency: 680 Kc.....Power: 250 W.  
 Owner..... Rochester Bcstg. Co.  
 Address..... 130 S. Clinton Ave.  
 Tel.: BA 5-2520..... News Service: AP  
 Trans. .... World  
 Representative ..... For Joe  
 Membership ..... NAB  
 President ..... Harry Trenner  
 Gen. Mgr..... Thomas H. O'Neill  
 Prog. Dir..... J. Arnold Schorr  
 Chief Engineer..... Al Rugin

**WNBZ—Saranac Lake—1927**  
**ABN-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By... Upstate Bcstg. Corp.  
 Business-Studio Address..... 88 Main St.  
 Tel.: 1320..... News Service: AP  
 Transcription Service..... Lang-Worth  
 Representative..... Wm. G. Rambeau  
 Membership ..... NAB  
 Pres., Gen. Mgr..... Jacques DeMattos  
 Comm. Mgr., Prog. Dir..... Jeanne DeMattos  
 Chief Engineer..... H. Berwind Williams

**WRSA—Saratoga Springs-  
 Glens Falls—1957**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned ..... R. O'Connor, L. Tobier  
 Address ..... Box 248 (s)  
 Tel.: 4300..... News Service: UP  
 Membership ..... NAB  
 Sta. Mgr..... Vic Wiley

**WSAY—Rochester—1936**

Frequency: 1370 Kc.....Power: 5 Kw.

**WSPN—Saratoga Springs  
 1954**

Frequency: 900 Kc.....Power: 250 Watts





**Owned** ..... Spa Broadcasters, Inc.  
**Address** ..... 72 West Avenue  
**Tel.:** 2180 ..... **News Service:** AP  
**Representative** ..... Richard O'Connell  
**Membership** ..... NAB  
**President** ..... Ken Freebern  
**Gen., Sta., Prom. Mgr.** ..... Chet Munson  
**Comm. Manager** ..... Joe Snyder  
**Prog. Dir.** ..... Bog Dingman  
**Chief Engineer** ..... John Leib

### WSKN—Saugerties—1956

**Frequency:** 920 Kc. .... **Power:** 1000 Watts, d.  
**Owned** ..... The Skylark Corp., Inc.  
**Address** ..... P. O. Box 920, Mount Marion, N. Y.  
**Tel.:** CH 6-2822 ..... **News Service:** UP  
**Transcription** ..... SESAC, World  
**Representative** ..... Thomas F. Clark  
**Membership** ..... NAB  
**President** ..... John Lynker  
**V. P., Comm. Mgr.** ..... W. Irving Rose  
**Program Dir.** ..... Elliot Nevins

### WGY—Schenectady—1922 NBC

**Frequency:** 810 Kc. .... **Power:** 50,000 Watts  
**Owned-Oper. By** ..... General Electric Co.  
**Business-Studio Address** ..... 1400 Balltown Rd.  
**Tel.:** FR 7-2261 ..... **News Service:** AP, UP

**Representative** ..... Henry I. Christal  
**Membership** ..... NAB  
**General Manager** ..... J. Milton Lang  
**Station Manager** ..... Robert F. Reid  
**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 Bcastg.  
**Business-Studio Address** ..... 619 State St.  
**Tel.:** EX 3-3622 ..... **News Service:** AP  
**Representative** ..... Forjoe  
**Pres., Gen., Sta. Mgr.** ..... Winslow Leighton  
**Comm. Manager** ..... Thomas Seeley

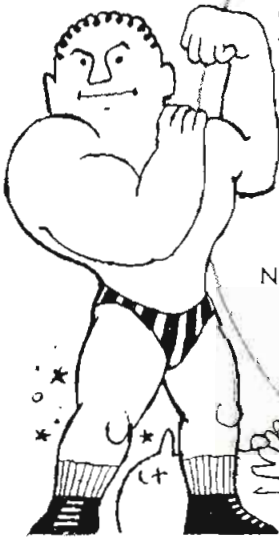
### WFBL—Syracuse—1922 ABN

**Frequency:** 1390 Kc. .... **Power:** 5000 Watts  
**Owned** ..... WTAC, the Big Station  
**Bus.-Studio Address** ..... 433 S. Warren St.  
**Tel.:** HA 2-1147 ..... **News Service:** UP  
**Representative** ..... Hollingberry  
**Transcription** ..... World  
**Membership** ..... NAB  
**General Mgr.** ..... Henry P. Wilcox

# WFBL RADIO

# DOMINATES!

## SYRACUSE, NEW YORK



- IMPRESSIVE RATINGS
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

National representative — George P. Hollingbery Co.

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One of the Founders' group of stations, including  
 KPOA, Honolulu, and the Inter-Island Network; WTAC,  
 Flint, Michigan; and KTVR, Channel 2,  
 Denver, Colorado.





Sales Mgr. .... Richard F. Polgreen  
 Mdcg. & Prom. Mgr. .... Edward J. Hill  
 Pub. Rel. Dir. .... C. F. Phillips  
 Chief Engineer .... Wilson P. Foy

**WHEN—Syracuse—1953**  
**CBS**

Frequency: 620 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned. .... Meredith Syracuse Radio Corp.  
 Address .... 511 Loew Bldg.  
 Tel.: HA 2-0277. .... News Service: AP  
 Membership .... NAB, RAB  
 Representative .... Katz  
 V.P. & Gen. Mgr. .... Paul Adamt  
 Prom. Mgr., Pub. Dir. .... Robert Peel  
 Program Director .... John L. Scott  
 Asst. Gen. Mgr. .... William H. Bell  
 Comm. Mgr. .... Louis Parmentier  
 Chief Engineer .... Robert Ardner

**WNDR—Syracuse—1946**  
**MBS**

Frequency: 1260 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .... Syracuse Bcstg. Corp.  
 Address .... Box 1212  
 Tel.: GI 6-1515. .... News Service: AP  
 Station Rep. .... Forjoe  
 General Manager .... Arthur C. Kyle, Jr.  
 Comm. Mgr. .... James A. McKechnie

**WOLF—Syracuse—1940**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Civic Bcstg. Corp.  
 Address .... Kirkpatrick & Van Rensselaer Sts.  
 Tel.: HA 2-7211. .... News Service: AP  
 Representative .... Walker  
 Transcription .... Standard  
 President, General Mgr. .... T. Sherman Marshall  
 Comm. Mgr. .... Al Webb  
 Sta. Mgr., Prog. Dir. .... Hamilton M. Woodle  
 Chief Engineer .... Don Muir

**WSYR—Syracuse—1922**  
**NBC**

Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... Central N. Y. Bcstg.  
 Bus.-Studio Address .... 224 Harrison St.  
 Tel.: GR 1-7111. .... News Service: UP  
 Newspaper Affil. .... Herald-Journal, Post Standard  
 Representative .... Henry I. Christal  
 Membership .... NAB  
 Pres., Gen. Mgr. .... E. R. Vadeboncoeur  
 Sales Mgr. .... W. R. Alford, Jr.  
 Prom. Mgr., Pub. Dir. .... Lou Switzer  
 Prog. Dir. .... W. V. Rothrum  
 Chief Engineer .... A. J. Eicholzer

**WIPS—Ticonderoga—1955**

Frequency: 1250 Kc. .... Power: 1 Kw., d.  
 Owner .... Portage Bcstg. Co., Inc.  
 Address .... Fort Road  
 Tel.: JU 5-2868. .... News Service: UP  
 Transcription Service .... World  
 Membership .... NAB

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 .... WTRY Bcstg.  
 Business-Studio Address .... 92 Fourth St.  
 Tel.: AS 4-1100. .... News Service: UP  
 Representative .... John Blair  
 President .... Daniel Kops  
 Gen. Manager .... Allan Bengston  
 Program Director .... John Mounteer  
 Chief Engineer .... Frank Belaska

**WIBX—Utica—1925—CBS**

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .... WIBX, Inc.  
 Address .... First National Bank Bldg.  
 Tel.: 2-2101. .... News Service: UP  
 Membership .... RAB  
 Reprs. .... Meeker  
 President .... Margaret P. 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.  
 Tel.: UT 2-5111. .... News Service: AP  
 Representative .... Avery Knodel  
 Newspaper Affil. .... Sentinel  
 Trans. .... Capitol  
 Membership .... NAB, RAB  
 President .... Bradley C. Barnard  
 Program Director .... Philip R. Cameron  
 Sta., Comm. Mgr. .... Richard A. Clark  
 Sls. Prom. Mgr., Pub. Dir. .... Alan Cole  
 Chief Engineers .... G. S. Woods, C. F. Henry

**WTLB—Utica—1947—ABN**

Freq.: 1310 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned By .... Star Bcstg. Co.  
 Address .... New Hartford, N. Y.  
 Tel.: UT 5-5209. .... News Service: AP  
 Representative .... Venard  
 President .... Thomas L. Brown  
 V. P., Gen., Comm. Mgr. .... Thomas E. Martin  
 Program Director .... Nick Dardano  
 Chief Engineer .... Donald Pera

**WDLA—Walton—1951—KBS**

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Delaware County Bcstg.  
 Representative .... Rambeau  
 Tel.: UN 5-4321. .... News Service: NAB  
 President .... Dr. E. Ogden Bush  
 V.P., Gen. Mgr. .... Michael J. Cuneen  
 Chief Engineer .... Charles Lissner

**WATN—Watertown—1941**

Frequency: 1240 Kc. .... Power: 250 Watts



Owned-Oper. By.....Watertown Bcastg. Corp.  
 Bus-Studio Location.....118 Washington St.  
 Tel.: 2424.....News Service: AP  
 Transcription.....Standard. SESAC  
 Membership.....NAB  
 Representative.....Devney  
 Pres., Gen. Mgr.....G. Harry Righter  
 Chief Engs.....D. Schryver, J. F. Sprague

**WWNY—Watertown—1941**  
**CBS**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Brockway Co.  
 Address.....Hotel Woodruff  
 News Service.....UP  
 Newspaper Affil.....Daily Times  
 Transcription Service.....Thesaurus. World  
 Membership.....NAB, RAB  
 Representative.....Weed  
 President.....John B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station Manager.....Earl R. Kelly  
 Comm. Mgr.....Harold Gore, Jr.  
 Dir. of Engineering.....M. B. Davis

**WLSV—Wellsville—1955**

Frequency: 790 Kc.....Power: 500 Watts, d.  
 Owned-Oper. By...Radio Services of Wellsville  
 Address.....Main St.  
 Tel.: 727.....News Service: UP  
 Membership.....RAB  
 Gen. Mgr.....Joseph Mumma  
 Comm. Mgr.....H. Ackerman  
 Prog. Dir.....Joseph M. Rossier

**FIRST**  
 in Westchester-Rockland  
 coverage!

**WFAS**  
 1230 Kc (Dial 1230)

**WFAS-FM**  
 103.9 mc.

The only full-time radio  
 station in this area . . .  
 and with a record of 30  
 years' service!  
 Ask for brochure detail-  
 ing PULSE listening survey  
 and sponsor story.

**WFAS and WFAS-FM**  
 White Plains, N. Y.

**WWRL**  
**NEW YORK**  
**5,000 WATTS**

**POWERFULLY SELLING AMERICA'S GREATEST  
 MARKET AT THE LOWEST COST**

• • •

**TOPS IN NEW YORK  
 FOR THE**

**NEGRO SPANISH**  
**MARKETS**

• • •

**1600 Kc. DEFender 5-1600**

**WFAS—White Plains—1932**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Westchester Bcstg. Corp.  
 Bus.-Studio Address... Secor Rd., Hartsdale  
 Tel.: WH 9-6400 News Service: AP  
 Transcription Service... Lang-Wh  
 Representative... Headley-Reed  
 Membership... NAB  
 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 Wath.  
 Owned-Oper. By... Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address... 41-30 58th St.  
 Tel.: DE 5-1600 News Service: AP  
 President... W. H. Reuman  
 Gen., Sta. Mgr... Edith Dick  
 Comm., Sales Prom. Mgr... Selvin Donneson  
 Program Director... Fred Barr

**North Carolina**

Pop. March 1 (Est.)—4,559,000; Families—1,127,000; Lic. Stations—133,  
 Sta. CP's—5; Radio Homes—1,102,000; TV Homes—764,000

**WRCS—Ahoskie—1947—KBS**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned... Roanoke-Chowan Bcstg. Co., Inc.  
 Business Address... P. O. Box 89  
 Tel.: 3101 News Service: UP  
 President... Charles H. Jenkins  
 Manager... P. G. Sewell

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.  
 Tel.: 3-4451 News Service: AP  
 Representative... Pearson  
 Membership... NAB  
 Pres., Gen., Sta., Comm. Mgr... Zeb Lee  
 Publicity Director... Bruce Barnes  
 Chief Engineer... Bill Clements

**WABZ—Albemarle—1948  
 KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Radio Station WABZ, Inc.  
 Business-Studio Address... Hotel Albemarle  
 Tel.: 1100 News Service: AP  
 Transcription Service... World  
 General Manager... W. J. Page

**WWNC—Asheville—1927  
 CBS**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By... Asheville Citizen-Times Co.  
 Business-Studio Address... 14 O. Henry Ave.  
 Tel.: AL 2-5611 News Service: UP  
 Transcription Service... Thesaurus  
 Representative... H-R  
 Membership... NAB  
 President... Charlie Peace  
 Gen., Sta., Prom., Pub. Mgr... Cecil B. Hoskins  
 Comm. Mgr... James A. Hagan  
 Program Director... William F. Melic  
 Chief Engineer... William H. Hamrick

**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.  
 Tel.: 2187 News Service: UP  
 Newspaper Afil... Courier Tribune  
 Transcription Service... Thesaurus  
 Membership... RAB  
 Gen., Sta., Comm. Mgr... J. R. Marlowe

**WISE—Asheville—1939**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Operated By... Thomas Radio-TV Ent.  
 Address... 92 Haywood St.  
 Representative... Best Time Sales  
 President... Harold H. Thomas  
 Gen., Nat. Sales Mgr... G. I. Norman, Jr.  
 Sta. Mgr... John Morris

**WBMA—Beaufort—1954**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Richard Ray Cummins  
 Address... Box 156  
 Tel.: 2-9401 News Service: AP  
 Transcription Service... World  
 Owner, Gen. Mgr., Ch. Eng... R. R. Cummins  
 Promotion Mgr... Hilda Cummins

**WLOS—Asheville—1947  
 ABN-MBS-NBC**

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... Skyway Bcstg. Co.  
 Business-Studio Address... 288 Macon Ave.  
 Tel.: AL 2-2431 News Service: UP  
 Transcription Service... World  
 Rep... Venard, Inc., J. S. Ayers  
 Membership... NAB

**WCCG—Belmont—1954  
 MBS**

Freq.: 1270 Kc. Power: 1 Kw., d.; 500 W., n.  
 Owner... Central Bcstg. Co.  
 Address... Box 629  
 Tel.: TA 5-2812 News Service: UP  
 Transcription Service... Standard, SESAC  
 Representative... Continental

**Membership** . . . . . NAB  
 Pres., Gen., Sta., Eng. . . . . Robert Hilker  
 Comm. Manager . . . . . Boyce J. Hanna  
 Program Director . . . . . Frank Thomas  
 Publicity Director . . . . . Cris Tench

**WATA—Boone—1950**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Wilkes Bcstg. Co.  
 Address . . . . . Depot St.  
 Tel.: AM 4-8461 . . . . . News Service: AP  
 Membership . . . . . RAB  
 Manager . . . . . Doris B. Brown  
 Secretary-Treasurer . . . . . Roland Potter  
 Commercial Manager . . . . . Ralph Tugman  
 Program Director . . . . . Jane Smith

**WPNF—Brevard—1950**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Pisgah Bcstg. Co., Inc.  
 News Service . . . . . AP  
 Tel.: TU 3-3621 . . . . . News Service: AP  
 Membership . . . . . NAB  
 President, Gen. Mgr. . . . . Ed M. Anderson  
 Sta., Comm. Mgr. . . . . Bobby Hoyle  
 Program Director . . . . . Al Martin  
 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 . . . . . Box 1119  
 Tel.: CA 6-6376 . . . . . News Service: AP  
 Rep. . . . . Thomas F. Clark  
 Membership . . . . . NAB  
 General Manager . . . . . E. Z. Jones  
 Commercial Manager . . . . . C. Robert Ray

**WFNS—Burlington—1946**

Frequency: 1150 . . . . . Power: 1000 Watts d.  
 Owned . . . . . Burlington-Graham Bcstg. Co.  
 Address . . . . . Maple at Broad  
 Tel.: CA 7-4261 . . . . . News Service: UP  
 Transcription Service. Thesaurus. Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB, RAB  
 Gen., Sta. Mgr. . . . . G. C. Starnes  
 Comm., Prom. Mgr. . . . . Harold Nall  
 Prog. Dir. . . . . Olin Campbell, Bill Diffie  
 Chief Engineer . . . . . Charles Stafford

**WWIT—Canton—1954**

Frequency: 970 Kc. . . . . Power: 1 Kw., d  
 Owned . . . . . Western N. C. Bcstrs., Inc.  
 Address . . . . . Box 391  
 Tel.: MI 8-3588 . . . . . News Service: UP  
 Representative . . . . . Best  
 President . . . . . Beverly M. Middleton  
 Gen. Mgr. . . . . Kermit Edney  
 Comm. Mgr. . . . . V. Edgar Pressley

**WCHL—Chapel Hill—1952**

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Village Bcstg. Co.

Address . . . . . Box 388  
 Tel.: 8485 . . . . . News Service: AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB, RAB  
 Pres., Gen. Mgr. . . . . Sandy McClamroch  
 Asst. to Gen. Mgr. . . . . R. B. Boyd

**WAYS—Charlotte—1941**  
**ABN**

Freq.: 610 Kc. . . . . Power: 5 Kw.  
 Owned . . . . . Inter City Adv. Corp.  
 Business-Studio Address . . . . . 3229 S. Blvd.  
 Tel.: JA 3-0121 . . . . . News Service: UP  
 Representative . . . . . Bolling  
 Trans. . . . . World  
 Membership . . . . . NAB  
 Station Mgr. . . . . John Karr  
 Comm. Mgr. . . . . Howard P. Mendell

**WBT—Charlotte—1922—CBS**

Frequency: 1110 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Jefferson Standard Bcstg.  
 Address . . . . . 1 Jefferson Pl.  
 Tel.: ED 3-8833 . . . . . News Service: UP  
 Transcription Service . . . . . World  
 Representative . . . . . CBS Radio Spot Sales  
 Membership . . . . . NAB, RAB  
 President . . . . . J. M. Bryan  
 Gen. Mgr. . . . . Charles H. Crutchfield  
 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.  
 Telephone . . . . . ED 3-2195  
 Representative . . . . . ForJoe  
 Pres., Gen., Sta. Mgr. . . . . Francis M. Fitzgerald  
 Commercial Mgr. . . . . Ray Ervin

**WIST—Charlotte—1951**

Frequency: 930 Kc. . . . . Power: 5000 d; 1000 n.  
 Owned-Oper. By . . . . . Bcstg. Co. of South  
 Address . . . . . 204 Liberty Life Bldg.  
 Tel.: FR 6-3511 . . . . . News Service: AP  
 Representative. Peters, Griffin, Woodward, Inc.  
 Trans. . . . . Thesaurus  
 Membership . . . . . NAB  
 President . . . . . B. C. Hipp  
 General Manager . . . . . G. R. Shafto  
 Sta., Comm. Manager . . . . . Ray M. Stanfield  
 Asst. Mgr. . . . . 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.  
 Tel.: FR 6-8401 . . . . . News Service: AP  
 Membership . . . . . NAB  
 Pres., Gen., Sta. Mgr. . . . . Larry Walker





Commercial Mgr. . . . . George Henderson  
Program Director . . . . . Robert Provence  
Chief Engineer . . . . . L. L. Caudle, Jr.

**WWOK—Charlotte—1955**

Frequency: 1480 Kc. . . . . Power: 1 Kw., d.  
Owned-Oper. By . . . . . Macri Co.  
Address . . . . . 215 Greystone Rd.  
Tel.: ED 3-0551 . . . . . News Service: UP  
Representative . . . . . Ayers, Stars National  
Transcription Service . . . . . Lang-Worth  
President . . . . . Carmen Macri  
General Manager . . . . . Jack Wheeler  
Chief Engineer . . . . . George Webb

**WRRZ—Clinton—1946—ABN**

Frequency: 880 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . WRRZ Radio Co.  
Tel.: 2165 . . . . . News Service: AP  
Transcription Service . . . . . Capitol  
Station Rep. . . . . Walker  
Station Manager . . . . . H. D. Stanley  
Sales Prom. Manager . . . . . E. D. Powell  
Program Director . . . . . Jim Ten  
Chief Engineer . . . . . J. L. Bowles

**WEGO—Concord—1943—KBS**

Frequency: 1410 Kc. . . . . Power: 1 Kw., d.  
Address . . . . . Box 527  
Tel.: ST 2-7115 . . . . . News Service: AP  
President . . . . . Robert R. Hilker  
Gen., Sta. Mgr. . . . . J. Norman Young  
Comm. Mgr. . . . . Claude Gibson

**WCKB—Dunn—1946—KBS**

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . No. Car. Cent. Bcstrs.  
Business Address . . . . . Box 431  
Tel.: 3133 . . . . . News Service: UP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
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 . . . . . John G. Thomas  
Chief Engineer . . . . . Joseph Kollas

**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.  
Tel.: 6155 . . . . . News Service: UP  
News Affil. . . . . Herald Sun  
Trans. . . . . World  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, RAB  
President . . . . . C. C. Council  
Gen. Mgr. . . . . J. Frank Jarman  
Comm. Mgr. . . . . Woody Woodhouse  
Prog. Dir. . . . . E. R. Higgins, Jr.  
Chief Eng. . . . . C. Roy King

**WSRC—Durham—1954**

Frequency: 1410 Kc. . . . . Power: 1 Kw.

Owned . . . . . Carolina Radio  
Address . . . . . P. O. Box 28  
Telephone . . . . . 2-4681  
Station Rep. . . . . Rambeau, Dora-Clayton  
President . . . . . Robert Monroe  
Gen. Mgr. . . . . James H. Mayes, Jr.  
Comm. Mgr. . . . . M. L. Hammette  
Prog. Dir. . . . . Norfley Whitted

**WSSB—Durham—1947—KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Public Information Corp.  
Address . . . . . Box 1168  
Tel. . . . . 7-1179  
Station Rep. . . . . Gill-Perna  
President . . . . . E. L. Clinton  
Sales Mgr. . . . . Coburn Gum

**WTIK—Durham—1946—ABN**

Frequency: 1310 Kc. . . . . Power: 1 Kw. d.  
Owned-Oper. By . . . . . W & W Bcstg. Co.  
Address . . . . . 205½ W. Main St.  
Tel.: 6101 . . . . . News Service: AP  
Representative . . . . . McGillvra  
President . . . . . C. H. Wentz  
Gen., Sta. Mgr. . . . . H. Tom Morris  
Prog., Pub. Mgr. . . . . Wally Ausley  
Chief Engineer . . . . . Charles Tart

**WCDJ—Edenton—1955—KBS**

Frequency: 1260 Kc. . . . . Power: 1 Kw. d.  
Owned-Oper. By . . . . . Colonial Bcstg. Co.  
Address . . . . . P. O. Box 509  
Tel.: 2178 . . . . . News Service: AP  
Representative . . . . . Bes.  
President . . . . . E. M. Schuman  
General Manager . . . . . R. W. Schuman  
Prog. Dir. . . . . Frank Roberts

**WCNC—Elizabeth City—1939  
KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Albemarle Bcstg. Co., Inc.  
Address . . . . . Box 535  
Tel.: 4379 . . . . . News Service: UP  
Transcription Service . . . . . Thesaurus  
Membership . . . . . RAB  
Station Rep. . . . . Bogner & Martin  
President . . . . . J. L. Lamb, Sr.  
Gen. Mgr. . . . . J. L. Lamb, Jr.  
Sta. Mgr. . . . . Desmond Barclay  
Commercial Manager . . . . . C. E. Ferrell  
Program Director . . . . . Jimmy Raper

**WGAI—Elizabeth City—1947**

Freq.: 560 Kc. . . . . Power: 1 Kw. d., 500 Watts n.  
Owned-Operated By . . . . . WGAI Radio Co.  
Business-Studio Address . . . . . Kramer Bldg.  
Tel.: 4371 . . . . . News Service: AP  
Pres., Gen., Sta. Mgr. . . . . C. Alden Baker

**WBLA—Elizabethtown—1956  
MBS-KBS**

Frequency: 1440 Kc. . . . . Power: 1 Kw., d.





Owned.....Bladen Bcstg. Corp.  
 Address.....Box 327  
 Tel.: 3126.....News Service: UP  
 Representative.....Best  
 President.....E. Clayton Register

**WIFM—Elkin—1951**

Frequency: 1540 Kc.....Power: 250 Watts, d.  
 Owned.....Tri-County Bcstg. Co. Inc.  
 Address.....Elk Spur St.  
 Tel.: 860.....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, d.  
 Owned.....Carolinas Broadcasting Co., Inc.  
 Address.....Box 492  
 Tel.: MA 8-4781.....News Service: UP  
 Transcription.....Thesaurus, Lang-Worth  
 Membership.....NAB, 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.....Radio Sta. WFAI  
 Bus.-Studio Address.....Box 659  
 Tel.: HU 4-6161.....News Service: AP  
 Transcription Service.....World  
 Representative.....Thomas F. Clark  
 President, Gen. Mgr.....Ralph E. Hess  
 Sta. Mgr.....Louis P. Birchfield  
 Comm. Mgr.....Bob Smith  
 Program Director.....Dick Perry  
 Chief Engineer.....Walter Lee Moring

**WFLB—Fayetteville—1947**  
ABN

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.  
 Address.....P. O. Box 512  
 Tel.: 2-7136.....News Service: AP  
 Representative.....Burn-Smith  
 Transcription.....World  
 Membership.....NAB  
 General Manager.....W. D. Bailey  
 Commercial Manager.....Fred Nave  
 Program Director.....Marvin Rosenburg

**WFNC—Fayetteville—1940**  
MBS

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Cape Fear Bcstg. Co.  
 Address.....1009 William Clark Rd.  
 Tel.: HU 4-4181.....News Service: UP  
 Representative.....Walker  
 Membership.....RAB  
 President.....Victor W. Dawson  
 General Mgr.....Norman Suttles

Comm. Mgr.....Robert Nietman  
 Program Director.....Mack Stamps  
 Chief Engineer.....Robert Stamps

**WBBO—Forest City—1947**  
KBS

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Rutherford Co. Radio Co., Inc.  
 Address.....Forest City  
 Tel.: 4205.....News Service: AP  
 Newspaper Affil.....Courier, Sun  
 Transcription Service.....World  
 Membership.....NAB  
 Pres., Gen., Sls. Mgr.....Ed M. Anderson  
 Comm. Manager.....Fred Blanton  
 Program Director.....Lee Kanipe  
 Chief Engineer.....Merton Iwerks

**WFVG—Fuquay Springs—1949**  
KBS

Frequency: 1460 Kc.....Power: 1000 Watts a.  
 Owned-Oper. By.....WFVG Bcstg. Co.  
 Business Studio Address.....Box 588  
 Tel.: 333.....News Service: UP  
 Transcription Service.....World  
 Representative.....Continental Radio Sales  
 President.....J. M. Stephenson  
 Gen., Sta. Mgr.....Robert E. Stephenson  
 Comm. Mgr.....Walter P. Pearce  
 Prog., Pub. Dir.....Walter M. Pearson

**WGNC—Gastonia—1939—ABN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Catherine T. McSwain  
 Address.....Box 737  
 Tel.: UN 5-8501.....News Service: UP  
 Representative.....Continental Radio Sales  
 Membership.....NAB  
 Gen., Sta. Mgr.....Pat McSwain  
 Comm. Mgr.....Carl S. Rhyne

**WLTC—Gastonia—1948—KBS**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Gastonia Bcstg. Serv., Inc.  
 Address.....P. O. Box 1010  
 Tel.: UN 5-1079.....News Service: AP  
 Representative.....Thomas F. Clark  
 Trans.....Lang-Worth  
 Membership.....RAB  
 Pres., Gen., Sta. Mgr.....James B. Petty  
 Commercial Manager.....Boyce C. Morrow  
 Program Director.....Alan G. Phillips  
 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  
 Tel.: 963.....News Service: UP  
 Trans. Service.....World, Lang-Worth  
 Membership.....NAB  
 Pres., Gen. Mgr.....Kenneth T. Marshall  
 Prog. Dir., Chief Eng.....Henry H. Harrison, Jr.

**WGBR—Goldsboro—1938**  
**ABN**

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By E. Carolina Bdcstg. Co., Inc.  
 Address P. O. Box 1024  
 Telephone 3730  
 Transcription Service Thesaurus  
 Comm., Gen. Mgr., Pgm. Dir. V. G. Balkcum

**WGOL—Goldsboro—1955**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned John Henderson  
 Address 116 W. Mulberry St.  
 Tel.: 4900 News Service: AP  
 General Mgr. John G. Britt  
 Comm. Mgr. William Burwell  
 Program Dir. Henry M. Best, Jr.

**WBIG—Greensboro—1926**  
**CBS**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By North Carolina Bcstg. Co.  
 Studio Address 2838 Battleground Rd.  
 Tel.: BR 2-6125 News Service: UP  
 Representative George P. Hollingbery  
 Trans. Victor, Capitol, Decca, Columbia, MGM  
 Membership NAB, RAB  
 President Michaux H. Crocker  
 Gen., Prom., Sta. Mgr. Allen Wannamaker  
 Commercial Mgr. W. H. Henry  
 Publicity Director Virginia Neese  
 Program Director John Ademy  
 Chief Engineer Ernest C. Pate, Jr.

**WCOG—Greensboro—1948**

Frequency: 1320 Kc. Power: 5000 Watts  
 Oper. By Thoms Radio-TV Ent.  
 Business-Studio Address 708 W. Market St.  
 Representative Best, Time Sales  
 President Harold H. Thoms  
 Gen., Nat. Sales Mgr. G. I. Norman, Jr.

**WGBG—Greensboro—1942**  
**MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Greensboro Bcstg. Co., Inc.  
 Business-Studio Address P. O. Box 2280  
 Tel.: BR 3-3631 News Service: UP  
 Representative Burn-Smith  
 Pres., Gen., Sta. Mgr. Ralph M. Lambeth  
 Commercial Mgr. Jack Rimmer  
 Chief Engineer Fred S. Smith

**WPET—Greensboro—1954**

Frequency: 950 Kc. Power: 500 Watts  
 Owned Guilford Advertising  
 Address Box 3488  
 Tel.: BR 5-4464 News Service: AP  
 Representative Simmons Assoc.  
 Membership NAB  
 Trans. World  
 Pres., Gen. Mgr. William P. Mitchell  
 Reg. Comm. Mgr. Terrence R. Bane  
 Prog. Dir. Robert L. Montgomery  
 Pub. Dir. Ruenell Stewart

*In North Carolina  
 we like the  
 old songs...  
 sounds*



HOLLINGBERY, National Representative

**WGTC—Greenville—1940**  
MBS

Freq.: 1590 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... Greenville Radio Co., Inc.  
Address... 5th & Evans St.  
Tel.: 6740 News Service: UP  
Transcription Service... World  
Representative... Devney, Dixieland  
President... H. W. Anderson  
Comm. Mgr... J. T. Snowden, Jr.  
Gen. Mgr., Prog. Dir... Joel Lawhon  
Chief Engineer... Bill Covington

**WKDX—Hamlet—1957—KBS**

Frequency: 1400 Kc. Power: 250 W.  
Owned... Richmond Bcstg. Co.  
Address... Box 826  
Tel.: 1482 News Service: UP  
Trans... Thesaurus  
Gen. Mgr... W. P. Billingsley  
Comm. Mgr... W. V. Mitchell

**WHNC—Henderson—1945**  
KBS-MBS

Frequency: 890 Kc. Power: 1000 Watts  
Owned... Henderson Radio Corp.  
Address... Norlina Road  
Tel.: 7136 News Service: AP  
Transcription Service... Lang-Worth  
Pres., Sales Prom. Mgr... Nathan Frank  
Gen., Sta. Mgr., Pub. Dir... Dr. Claye Frank  
Comm. Mgr... Charlie Arnett  
Program Director... Dorothy Robinson  
Chief Engineer... James H. Mayo

**WHVH—Henderson—1955**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... WHVH, Inc.  
Address... P. O. Box 1011  
Tel.: 3019 News Service: UP  
Representative... Best  
Membership... NAB  
Pres., Gen., Sta. Mgr... Lawrence Brandon  
Program Director... Mozelle Moore  
Chief Engineer... Howard V. Harrell

**WHKP—Hendersonville—1946**  
ABN-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Hendersonville, Inc.  
Address... Box 649  
Tel.: OX 3-9061 News Service: UP  
Trans... Standard  
President... Beverly Middleton  
Gen Mgr... Kermit Edney  
Traffic Mgr... Dorothy Tebben  
Comm. Mgr... Arthur V. Cooley  
Program Director... Jimmy Northington  
Chief Engineer... Charles Renfrow

**WHKY—Hickory—1939**  
ABN

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... Catawba Valley Bcstg. Co.

Address... 415 1st Ave., N.W.  
Tel.: DI 5-2294 News Service: AP  
Representative... Dora Clayton  
Transcription Service... World  
News. Affil... Daily Record  
Membership... NAB  
President... Carl V. Chine  
Gen., Sta. Manager... Edmund S. Long  
Prog., Pub. Dir... Laura Hall  
Chief Engineer... Thomas E. Long

**WIRC—Hickory—1948**

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Foothills Bdcstg., Inc.  
Tel.: DI 2124 News Service: AP  
News Service... AP  
Representative... John E. Pearson  
Membership... NAB  
President... Margaret A. Smith  
General Mgr... E. H. Smith, Jr.  
Asst. Mgr., Chief Engr... Elmer Trouiman  
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... 504 1/2 N. Main St.  
Tel.: 3466 News Service: AP  
Transcription Service... World  
Membership... NAB  
Pres., Prog. Dir., Chief Eng... Gay C. Davis  
Comm. Mgr... Hal W. Hicks

**WMFR—High Point—1935**  
ABN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Station WMFR, Inc.  
Business Studio Address... 164 S. Main  
Tel.: 4593 News Service: UP  
Transcription Service... Lang-Worth  
Membership... NAB  
Representative... Burn-Smith  
Pres., Gen. Station Mgr... Frank S. Lambeth  
Commercial Manager... Frank Smith  
Sis., Prom., Pub. Dir... G. D. Sullivan  
Program Director... Winifred R. Carter  
Chief Engineer... Robert P. Boyd

**WNOS—High Point—1953**

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned... Statesville Broadcasting Co.  
Address... Box 1448  
News Service... AP  
Representative... Cont. Radio  
Transcription Service... Thesaurus  
Gen., Comm. Mgr... Barton Fellowes  
Program Director... Tom A. Wall

**WJNC—Jacksonville—1945**  
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned... Onslow Bcstg. Corp.  
Address... Box E, Route 24  
Tel.: 6-7707 News Service: AP



Membership ..... NAB, RAB  
Pres., Gen. Mgr. .... Robert P. Mendelson  
Sta. Manager ..... Rodric L. Jones

**WLAS—Jacksonville—1954**

Frequency: 910 Kc. .... Power: 1000 Watts  
Owner ..... Seaboard Bcstg. Corp.  
Address ..... P. O. Box 1197  
Tel.: 3901 ..... News Service: UP  
Transcription ..... World  
Membership ..... NAB  
President ..... Jerry Popkin  
Gen., Comm. Mgr., Prog. Pub. Dir. Paul Parker  
Chief Eng. .... Tancil Horne

**WGTL—Kannapolis—1946**

Frequency: 870 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Fred H. Whitley, Inc.  
Address ..... Cannon Blvd.  
Tel.: 8700 ..... News Service: UP  
Membership ..... NAB  
Pres., Gen. Mgr. .... Fred H. Whitley

**WKMT—Kings Mountain  
1953**

Frequency: 1220 Kc. .... Power: 1 Kw. d.  
Owned-Oper. By ..... Radio Sta. WKMT  
Address ..... Box 669  
Tel.: 999 ..... News Service: UP  
Representative ..... Continental  
Membership ..... NAB  
President ..... R. H. Whitesides  
Gen., Sta., Comm. Mgr. .... Jonas R. Bridges  
Sales Prom. Mgr. .... John Anderson  
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.  
Tel.: 5151 ..... News Service: UP  
Transcription Service ..... World, Thesaurus  
Representative ..... Bogner & Martin  
President ..... William S. Page  
Gen., Comm. Manager ..... Jack P. Hankins  
Prog. Dir. .... W. A. Kiker  
Chief Engineer ..... Harvey Mewborn

**WFTC—Kinston—1937—ABN**

Frequency: 960 Kc. .... Power: 5000 d.; 1000 n.  
Owned-Operated By ..... Connie B. Gay  
Address ..... 204 East King St.  
Tel.: 4111 ..... News Service: AP  
Representative ..... Best  
Sta., Comm. Mgr. .... J. B. Ham  
President ..... Jane Trimmer  
Chief Engineer ..... Herman Civils

**WISP—Kinston—1954**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Citizen's Bcstg. Co., Inc.  
Address ..... Oasis Bldg.  
Telephone ..... 6161  
Representative ..... Dora-Clayton  
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.  
Tel.: CR 6-2911 ..... News Service: AP  
Membership ..... RAB  
Sta. Rep. .... Dora-Clayton  
President ..... Edwin Pate  
General Manager ..... J. R. Dalrymple, Jr.  
Chief Engineer ..... Truman N. Brock

**WLOE—Leaksville—1946  
MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WLOE, Inc.  
Address ..... Leaksville  
Tel.: MA 3-3118 ..... News Service: AP  
Transcription ..... Thesaurus  
Membership ..... NAB, RAB  
Pres., Gen., Sta., Comm. Mgr. .... D. L. Craddock  
Program Director ..... Barbara Earles  
Chief Engineer ..... Eldred Winn

**WJRI—Lenoir—1947  
MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned ..... John P. Rabb  
Address ..... 107 West Avenue  
Tel.: PL 4-5361 ..... News Service: UP  
Membership ..... NAB  
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  
KBS**

Frequency: 1400 Kc. .... Power: 5000 W., d.  
Owned-Oper. By ..... Davidson County Bcstg.  
Address ..... Box 359  
Tel.: CH 6-4110 ..... News Service: UP  
Transmitter Service ..... Thesaurus, Lang-Worth  
Station Rep. .... Hopewell  
Membership ..... RAB, NAB  
Manager ..... Greeley N. Hilton

**WLON—Lincolnton—1953**

Frequency: 1050 Kc. .... Power: 1000 Watts, d.  
Owned ..... Lincoln County Bcstg. Co., Inc.  
Address ..... Startown Rd.  
Tel.: RE 5-8071 ..... News Service: AP  
Membership ..... NAB  
Representative ..... Continental  
Gen., Sta., Comm. Mgr. .... W. Jack Brown  
Prog. Dir. .... Tom Knight  
Chief Engineer ..... Dennis C. Long

**WAGR—Lumberton—1954**

Frequency: 1480 Kc. .... Power: 1000 Watts  
Owner ..... Southeastern Bcstg. Corp.  
Address ..... 217 E. 3rd St.  
Tel.: 3394 ..... News Service: UP  
Representative ..... Rambeau



President ..... Danny Shaver  
Sta. Mgr. .... Al Kahn  
Chief Engineer..... Milton Newsome

**WTSB—Lumberton—1946**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..... Robeson Bcastg. Corp.  
Address ..... Box 393  
Tel.: RE 9-6056..... News Service: AP  
Transcription Service ..... World  
Representative..... Continental Radio Sales  
General Mgr. .... Al G. Stanley  
Sales Mgr. .... Ellenor Lorman  
Program Dir..... Ted Y. Prevatte

**WBRM—Marion—1949**

Frequency: 1250 Kc.....Power: 1000 Watts  
Owned-Operated By..... Lake City Bcastg. Corp.  
Address ..... Box 229  
Tel.: 7221..... News Service: UP  
Membership ..... NAB  
President..... W. P. Erwin  
Comm. Mgr..... J. C. Pleasant  
Gen., Sta. Mgr..... J. L. Reynolds  
Chief Engineer..... Hubert C. Martin

**WMMH—Marshall—1956**  
**KBS**

Frequency: 1460 Kc..... Power: 500 W.  
Owned..... Marshall Bcastg. Co.  
Address ..... Skyline Dr.  
Tel.: 3521..... News Service: UP  
President..... Cleatus O. Brazell  
Gen. Mgr..... Vernon C. McCarthy  
Comm. Mgr..... Dean Shields  
Prog. Dir..... Wanda Crowe  
Chief Engineer..... Dwight Wilhelm

**WMAP—Monroe—1947—KBS**

Frequency: 1060 Kc.....Power: 250 Watts d.  
Owned-Operated By..... Union Bcastg. Corp.  
Business Address..... Box 590  
Tel.: AT 3-6621..... News Service: UP  
Rep..... Continental  
Gen. 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., Sis., Prom. Mgr..... Leona Showmar  
Prog., Pub. Dir..... Buck Mills  
Chief Engineer..... Philip W. Nelson

**WMBL—Morehead City—1947**  
**KBS**

Frequency: 740 Kc.....Power: 1000 Watts d.  
Owned-Oper. By..... Carteret Bcastg. Co., Inc.

Address ..... Box 740  
Tel.: 9740..... News Service: UP  
Membership ..... NAB  
Representative ..... McGillivra  
Pres., Gen., Sta. Mgr..... Grover C. Munden  
Comm. Manager..... Walder Niemi

**WMNC—Morganton—1947**

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned Operated By..... Nathan J. Cooper  
Address ..... Morganton  
Tel.: HE 7-0521 ..... News Service: AP  
Transcription ..... Standard  
Membership ..... NAB  
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  
Tel.: 1400 ..... News Service: AP  
Representative ..... Thomas Clark  
Pres., Gen., Sta. Mgr..... Ralph D. Epperson  
Commercial Manager..... Lucy Bowman  
Program Director..... Costin Lindsey

**WSYD—Mount Airy—1951**  
**MBS**

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Mount Airy Bcastrs., Inc.  
Address ..... P. O. Box 209  
Tel..... 581  
Representative ..... Best  
Membership ..... NAB  
Pres., Gen. Mgr., Ch. Eng., Robert H. Epperson  
Commercial Manager..... Erastus F. Poore  
Program Dir..... Elbert Williams

**WHIT—New Bern—1942**  
**MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By..... Radio Station WHIT  
Address..... Highway 17, So., Box 551  
Tel.: 4450..... News Service: UP  
Transcription Service ..... Lang-Worth  
Membership ..... NAB  
Representative ..... John E. Pearson  
Gen., Sta. Manager..... Ray D. Williams  
Prog. Dir..... Don Adams  
Comm. Mgr., Pub. Dir..... Don Lee  
Chief Engineer ..... Linwood Dowling

**WRNB—New Bern—1953**  
**KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned..... New Barn & Craven County Bcastg.  
Address ..... Box 31  
Tel.: 6144..... News Service: AP  
Rep..... Best, Dora Clayton  
Membership ..... NAB  
President..... J. Leo Hoarty  
General Manager ..... William A. Rhyne  
Commercial Mgr..... Jack Dent, Jr.  
Program Dir..... Earl Lewis



**WNNC—Newton—1948**  
KBC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By..Newton-Conover Bcstg. Co.  
Business Address.....West "A" St.  
Tel.: IN 4-4041.....News Service: AP  
Pres., Gen., Sta. Mgr.....Earl Holder  
Comm., Sls. Prom. Mgr.....Eugene Henry

**WKBC—North Wilkesboro**  
1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Wilkes Bcstg. Co.  
Address.....Radio Bldg.  
Tel.: 633.....News Service: AP  
Transcription Service.....World  
Membership.....RAB, NAB  
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  
Tel.: 4167.....News Service: AP  
Transcription.....World  
President.....A. N. Critcher  
General Manager.....James F. Hartagan  
Comm. Manage.....r.....Hart Curl

**WMSN—Raleigh—1954**  
KBS

Frequency: 570 Kc.....Power: 500 Watts, d.  
Owned..Merchants and Farmers Station, Inc.  
Address.....649 Maywood Avenue  
Tel.: TE 3-3874.....News Service: AP  
Membership.....NAB, RAB  
Pres., Gen., Sta. Mgr.....B. H. Ingle, Sr.  
Program Dir.....Ruth Johnson

**WKIX—Raleigh—1947—MBS**

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned.....Ted Oberfelder Bcstg.  
Address.....2128 Western Blvd.  
Tel.: TE 4-8282.....News Service: AP  
Newspaper Affil..News and Observer Pub. Co.  
Representative.....Forjoe  
Pres., General Mgr.....Ted Oberfelder  
Prom. Mgr.....Neal Randell  
Program Dir.....Alan Browning

**WPTF—Raleigh—1924—NBC**

Frequency: 680 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....WPTF Radio Co.  
Business-Studio Address.....Insurance Bldg.  
Tel.: TE 2-8311.....News Service: AP, UP  
Representative..Peters, Griffin, Woodward, Inc.  
Membership.....NAB, 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.  
Telephone.....TE 4-6401  
Representative.....H.R.  
Membership.....NAB, RAB  
President.....Fred Fletcher  
Gen., Sales Mgr.....Bill Currie

**WFRC—Reidsville—1947**  
KBS-ABN

Frequency: 1600 Kc.....Power: 1000 Watts  
Owned-Oper. By....Piedmont Carolina Bcstg.  
Business-Studio Address.....Box 990  
Tel.: DI 9-4321.....News Service: AP  
Representative.....Bogne & Martin  
Membership.....NAB  
President.....H. T. Williams  
Gen., Sta., Comm. Mgr... Stephen F. Woodson  
Prog. Dir.....Eugene Overby  
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.....Box 1349  
Tel.: 9-7051.....News Service: UP  
Pres., Gen. Mgr.....William M. Oliver, Sr.  
Program Director.....Mrs. Katye P. Oliver  
V.P., Ch. Engineer.....Willicam M. Oliver, Jr.

**WKIX**

10,000 WATTS  
850 Kc.

Raleigh, North Carolina

Ted Oberfelder  
Broadcasting Corp.

Raleigh, No. Car.



**WCBT—Roanoke Rapids**  
1939—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: WCBT, Inc.  
Address: 251 Roanoke Ave.  
Tel.: 7-2545 News Service: UP  
Station Rep.: Continental  
Station Manager: J. Winfield Crew, Jr.  
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  
Tel.: TW 4041 News Service: AP  
Transcription Service: World  
Pres., Gen., Sta. Mgr.: Wayne M. Nelson  
Comm., Sls., Prom. Mgr.: William Futterer  
Prog., Pub. Dir.: Mary Futterer  
Chief Engineer: Carl M. Wilson

**WCEC—Rocky Mount—1947**  
KBS

Frequency: 810 Kc. Power: 1000 Watts d.  
Owned By: East Carolina Electronics  
Bus. Studio Address: Hwy. 95  
Newspaper Affiliation: Telegram  
Representative: Continental  
Membership: NAB  
Manager: M. J. Warner  
Commercial Manager: Ray Thompson  
Prog. Dir.: Ray Wilkinson  
Program Director: Ray Wilkinson  
Chief Engineer: Grover Taylor

**WEED—Rocky Mount—1933**  
ABN

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: W. A. Wynne  
Address: Box 752  
Tel.: 6-6736 News Service: AP  
Representative: Burn-Smith  
President: W. A. Wayne  
Gen., Comm. 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  
Tel.: 6013 News Service: UP  
Transcription Service: World  
Membership: NAB  
General Manager: H. S. Taylor

**WSAT—Salisbury—1947**  
ABN

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By: Mid-Carolina Bcstg. Co.  
Business-Address: Drawer 99  
Tel.: 276 News Service: UP  
representative: McGillvra

Membership: NAB, 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: WSTP, Inc.  
Bus. Studio Address: 1105 Statesville Rd.  
Tel.: 2121 News Service: AP  
Trans.: World  
Representative: Walker  
Membership: RAB  
President: Thomas D. Harrell, Jr.  
Prog. Dir.: Ted Austin

**WEYE—Sanford—1952**

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Lee Bcstg. Corp.  
Address: 137 S. Steele St.  
Tel.: SP 4-5561 News Service: AP  
Transcription: SESAC  
Mang. Dir.: Joe Morris

**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: 1511 W. Dixon Blvd.  
Tel.: 6313 News Service: UP  
Membership: NARTB  
Membership: NAB  
Trans.: Associated  
Pres., Gen. Manager: Robert M. Wallace  
Comm. Manager: Don McClain

**WNCA—Siler City—1952**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By: Chatam Bdcstg. Co.  
Address: Box 352  
Tel.: SH 2-2135 News Service: UP  
Membership: NAB, RAB  
Representative: Best  
Transcription Service: 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: Box 238  
Tel.: 2434 News Service: AP  
Gen., Sta. Mgr.: John S. Townsend  
Commercial Mgr.: Ben E. Johnson  
Program Director: Bill Kirby



**WEEB—Southern Pines—1947**  
**ABN**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned..The Sandhill Community Bcstrs., Inc.  
Address.....135 W. New Hampshire Ave.  
Tel.: OX 2-2941.....News Service: AP  
Transcription Service .....Associated  
Station Rep. ....Holman  
Membership .....NAB  
Pres., Gen. Mgr.....Jack S. Younts  
Comm., Prom. Mgr., Ch. Eng...Joe A. Warren

**WTOE—Spruce Pine—1955**

Frequency: 1470 Kc. Power: 1 Kw. d.  
Owned-Oper. By .Toe River Valley Bcstg. Co.  
Address .....Box 817  
Tel.: PO 5-4296.....News Service: UP  
President.....T. N. Cooper  
Comm. Mgr.....Jessie G. Sullins  
Program Dir.....Kenneth E. Woddard

**WDBM—Statesville—1957**

Frequency: 550 Kc. Power: 500 W.d.  
Owned.....Iredell Bcstg. Co.  
Address .....Box 1027  
Tel.: TR 2-2455.....News Service: UP  
Trans.....Thesaurus  
Gen. Mgr.....Clay Cline  
Comm. Mgr.....Richard Doudna

**WSIC—Statesville—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Statesville Bcstg. Co.  
Address .....Box 1189  
Tel.: TR 3-9078.....News Service: AP  
Membership .....NAB  
Trans.....Lang-Worth  
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

**WMSJ—Sylva—1957—KBS**

Frequency: 1480 Kc. Power: 5000 W., d.  
Owned.....WMSJ, Inc.  
Address .....Box 665  
Tel.: JU 6-2221.....News Service: UP  
President.....Harold H. Thoms  
Gen., Comm. Mgr.....James B. Childress  
Chief Engineer.....Franklin D. R. McClure

**WTAB—Tabor City—1954**

Frequency: 1370 Kc. Power: 5000 Watts, d.  
Owned-Oper. By.....Tabor City Bcstg. Co  
Address .....Box 605  
Tel.: 3171.....News Service: AP  
Transcription Service .....World  
President.....John Soles  
Station Manager.....Troy McPherso  
Prom. Director.....John Soles, Jr.

**WCPS—Tarboro—1946**

Frequency: 760 Kc. Power: 1000 Watts d.  
Owned-Oper....Coastal Plains Bcstg. Co., Inc.

Bus-Studio Address...Edgecombe Bank Bldg.  
Tel.: 2191.....News Service: UP  
Transcription Service .....World  
Representative .....Dora-Clayton  
Membership .....NAB, RAB  
General Manager.....G. Lee Hodges  
Commercial Manager.....W. Roy Ward

**WTNC—Thomasville—1947**

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned By.....The Thomasville Bcstg. Co.  
Address.....P. O. Box 750  
Tel.: 2701.....News Service: UP  
Gen., Sta. Mgr.....Harold Harrison  
Chief Engineer.....James McAden

**WTYN—Tryon—1954—KBS**

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned.....Polk County Broadcasters  
Address .....Box 1317  
Tel.: UL 6-6755.....News Service: UP  
Gen., Sta. Mgr.....Graves Taylor  
Commercial Mgr.....Henry G. Bartol, Jr.  
Program. Pub. Dir.....Jay Carroll  
Chief Engineer.....Palmer A. Greer

**WADE—Wadesboro—1947**  
**KBS**

Frequency: 1210 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....R. P. Lyon & Son  
Address .....Radio Bldg.  
Tel.: MY 4-2175.....News Service: UP  
Transcription .....Thesaurus  
General, Sta. Mgr.....W. P. Billingsley  
Program Director.....Peggy L. Mitchell

**WLSE—Wallace—1953—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Duplin Bcstg. Co.  
Address .....Hwy. 117, N.  
Tel.: AT 5-2187.....News Service: AP  
General Manager.....John T. Newman  
Ch. Eng.....Raymond Fields

**WHED—Washington—1948**  
**KBS**

Frequency 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Pamlico Bcstg. Co.  
Address.....Box 439  
Tel.: WH 6-3252.....News Service: UP  
Pres., Gen., Sta. Mgr.....W. W. Moore  
Prog. Dir.....George Shriver  
Pub. Director.....W. E. Knight  
Chief Engineer.....Richard Tripp

**WRRF—Washington—1942**  
**ABN**

Frequency: 930 Kc. Power: 5 Kw., 1 Kw. n.  
Owned-Oper. By..Tar Heel Bcstg. System, Inc.  
Bus-Studio Add....Bank of Washington Bldg.  
Tel.: WH 6-2162.....News Service: AP  
Representative .....Headley-Reed, Ayers  
Membership .....NAB  
President.....W. R. Roberson, Jr.  
Station Manager.....William Abeyounis



Program Director.....Merrill Daniels  
Chief Engineer.....L. E. Hilland

**WHCC—Waynesville—1947**  
KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By. Kenneth D. & Margaret F. Fry  
Business-Studio Address.....Main St.  
Tel.: GL 6-8661.....News Service: UP  
Transcription.....Thesaurus  
Membership.....NAB  
Pres., Gen. Mgr.....K. D. Fry  
Treasurer.....M. F. Fry

**WENC—Whiteville—1946**  
KBS

Frequency: 1220.....Power: 1000 Watts  
Owned.....Whiteville Broadcasting Co., Inc.  
Address.....P. O. Box 700  
Tel.: MI 2-2133.....News Service: AP  
Representative.....Thomas F. Clark  
President.....J. A. Maultsby, Sr.  
Station Mgr.....Jerry Honeycutt  
Prog. Dir.....Don Viets  
Pub. Director.....Edna E. Ripple  
Chief Engineer.....Robert F. Crandall

**WIAM—Williamston—1950**

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....E. Carolina Bcstg. Co.  
Address.....E. Main St.  
Tel.: SW 2-4161.....News Service: UP  
Membership.....NAB  
Co-O., Sta. Manager.....William H. Farrior  
Co-O., Gen., Comm. Mgr.....Charles M. Gaylord

**WGNI—Wilmington—1946**  
MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....New Hamover Bcstg. Corp.  
Business Address.....211 N. Second St.  
News Service.....UP  
Representative.....Walker  
President.....J. S. Brody  
General Manager.....Allen B. Jones

**WMFD—Wilmington—1935**  
ABN

Frequency: 630 Kc.....Power: 1000 Watts  
Owned-Operated By.....R. A. Dunlea  
Address.....Front & Market Sts.  
Tel.: 3-4064.....News Service: UP  
Representatives.....Burn-Smith, Ayers  
Pres., Gen. Mgr.....R. A. Dunlea, Sr.  
Station Manager.....George A. Curtis  
Commercial Manager.....Clay McBride

**WKLM—Wilmington—1956**

Frequency: 980 Kc.....Power: 5000 Watts  
Oper. By.....Thoms Radio-TV Ent.  
Address.....Princess St.  
Representative.....Bcst. Time Sales  
President.....Harold H. Thoms  
Gen., Nat. Sales Mgr.....G. I. Norman, Jr.  
Station Mgr.....Sam Dodd

**WGTM—Wilson—1937—CBS**

Frequency: 590 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Watson Industries, Inc.  
Bus.Studio Address.....Box 1020  
Tel.: 2188.....News Service: UP  
Representative.....Rambeau, Clark Brown  
Pres., Gen., Sta. Mgr.....Penn T. Watson, Sr.  
Commercial Manager.....Chas. B. Goodyear  
Sts., Prom. Mgr.....P. T. Watson, Jr.  
Program Director.....Bill Bunn  
Chief Engineer.....Roy Barron

**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  
Tel.: 5157.....News Service: AP  
Representative.....Devney, Forjoe  
Gen., Sta. Mgr.....Harry Severance

**WAAA—Winston-Salem—1950**

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned.....Laury Assoc., Inc.  
Address.....Box 3119  
Tel.: PA 2-4121.....News Service: AP  
Representative.....Pearson  
President.....Robert A. Monroe  
General Manager.....Gilbert M. Hutchison

**WAIR—Winston-Salem—1937**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Forsyth Bcstg. Co.  
Business Address.....46 Miller St.  
Tel.: PA 2-1133.....News Service: AP  
Representative.....Burn-Smith  
Transcription.....World  
President.....J. F. Koons, III  
General Manager.....C. R. Daly  
Sales Prom. Mgr.....Harold Calvin

**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  
Tel.: PA 5-2311.....News Service: UP  
Newspaper Affil.....Journal, Twin City Sentinel  
Trans.....Lang-Worth  
Representative.....Headley-Reed  
Membership.....NAB  
President.....Gordon Gray  
V.P., Gen. Mgr.....Harold Essex  
Operations Manager.....Phil Hedrick  
Commercial Manager.....Harry B. Shaw  
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  
 Tel.: PA 3-4353.....News Service: AP  
 Representative...Venard, Rintoul, McConnell  
 Membership.....NAB

President, Pub. Dir.....James W. Coan  
 Gen., Comm. Manager.....Charles Brunt  
 Program Director.....Johnny Miller  
 Chief Engineer.....James Hoke

## North Dakota

Pop. March 1 (Est.)—671,000; Families—184,000; Lic. Stations—19,  
 Sta. CP's—2; Radio Homes—178,000; TV Homes—99,000

### KBOM—Bismarck-Mandan 1925—KBS

Freq.: 1270 Kc....Power: 1 Kw., d. 250 W., n.  
 Owned.....Mandan Radio Assoc.  
 Address.....Box 667, Bismarck  
 Tel.: CA 3-4116.....News Service: AP  
 Trans.....World  
 Representative.....Gill-Perna  
 President.....Dick Johnson  
 Traffic Manager.....Dee Vetter  
 Prog. Dir.....Gus Becker  
 Chief Engineer.....Herb Leupp

### KFYR—Bismarck—1925 NBC

Frequency: 550 Kc....Power: 5000 Watts  
 Owned-Operated By.....Meyer Bcstg. Co.  
 Bus.-Studio Address.....202½ Fourth St.  
 Tel.: CA 3-0900.....News Service: UP  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 Representative.....John Blair  
 Pres., General Manager.....W. A. Ekberg  
 Station Comm. Mgr.....R. W. MacLeod  
 Program Director.....Stanley Wilson  
 Promotio Dir.....Ray Isaac  
 Chief Engineer.....Ivar Nelson

### KDLR—Devils Lake—1925 MBS-KBS

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Operated By.....KDLR, Inc.  
 Bhsiness-Studio Address.....400 12th Ave.  
 Tel.: 1090.....News Service: UP  
 Transcription.....World, SESAC  
 Representative.....Hal Holman  
 Pres., Gen. Manager.....Bert Wick  
 Comm., Mgr.....Paul R. Lange  
 Program Director.....Wilbur Clemenson  
 Chief Engineer.....Richard Morlitz

### KDIX—Dickinson—1947 KBS

Frequency: 1230 Kc....Power: 250 Watts  
 Owned-Oper. By.....Dickinson Radio Assn.  
 Bus.-Studio Address.....119 2d Ave. W.  
 Tel.:.....5133  
 Trans. Service.....RCA, SSAC, World  
 Representative.....Holman  
 Membership.....NAB, RAB  
 President.....Dr. P. J. Weir  
 Gen.-Sta. Mgr.....Orville F. Burda  
 Comm., Mgr.....Eugene A. Spear  
 Prog., 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  
 Tel.: 2-3291.....News Service: AP  
 Transcription Service.....Standard  
 Representative.....Gill-Perna  
 Membership.....RAB  
 President.....W. R. Haggart  
 Gen., Comm., Sales Mgr.....Charles G. Burke  
 Program Director.....Chuck Boone  
 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  
 Tel.: 2-3371.....News Services: AP, UP  
 Newspaper Affil.....Forum  
 Transcription Service.....Thesaurus  
 Membership.....NAB, RAB  
 Rep.....Peters, Griffin, Woodward, Inc.  
 President.....E. C. Reineke  
 Station Manager.....Jack Dunn  
 General Manager.....Tom Barnes  
 Sales Manager.....Bill Burn  
 Program Director.....Ernie Brevik  
 Promotion Mgr.....Roy Pedersen

### KVOX—Fargo—1937

(SEE MOORHEAD, MINN. LISTING)

### 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.  
 Tel.: 4-5321.....News Service: AP  
 Newspaper Affiliation.....Herald  
 Trans.....Thesaurus  
 Representative...Everett-McKinney, O'Connell  
 Membership.....NAB  
 President.....M. M. Oppedard  
 Sta., Comm. Mgr.....Herman Livingston  
 Adm. Exec.....Dorothy Ann Kirk  
 Chief Engineer.....A. F. Petrich

### KNOX—Grand Forks—1947 MBS-KBS

Frequency: 1310 Kc....Power: 5000 Watts  
 Owned By.....Community Radio Corp.  
 Address.....P. O. Box 1110  
 Tel.: 4-4611.....News Service: UP  
 Representative...Rambeau, Bulmer & Johnson



Membership ..... RAB  
Sales Manager ..... Robert Lukkason

### KNDC—Hettinger—1954 KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Hettinger Bcstg. Co.  
Address ..... Lambert Bldg.  
Tel.: 547 ..... News Service: UP  
Trans. .... World  
President ..... Cecil R. Clark  
Manager ..... Tom E. Loughhead  
Commercial Manager ..... Louis Borreman  
Program Director ..... Allen McIntyre

### KEYJ—Jamestown—1954 MBS-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... James River Bcstg. Co.  
Address ..... Box 1170  
Tel.: 1400 ..... New Service: UP  
Transcription ..... Standard  
Representative ..... Devney  
President, Gen. Mgr. .... Robert E. Ingstad  
Station Manager ..... A. G. Berry  
Comm. Manager ..... R. L. Richardson  
Publicity Director ..... Bernard Langenfeld  
Program 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 1271  
Tel.: 1600 ..... News Service: AP  
Representative ..... Weed & Co.  
Membership ..... NAB  
President ..... John W. Boler  
Station Manager ..... E. M. Hoge  
Comm. Mgr. .... S. S. Ingersoll  
Program Director ..... James Zimmerman  
Chief Engineer ..... Harvey Van Erem

### KCJB—Minot—1950—CBS

Frequency: 910 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... No. Dakota Bcstg. Co.  
Address ..... Box 32, Fargo  
Tel.: 51-161 ..... News Service: AP  
Representative ..... Weed  
Membership ..... NAB  
President ..... John W. Boler  
Station Manager ..... Chester Reiten  
Comm. Mgr. .... Hugo Fursteneau  
Sales Prom., Pub. Dir. .... Connie Wiensberg  
Chief Engineer ..... Ralph Thomas

### KLPM—Minot—1929—MBS

Frequency: 1390 Kc. .... Power: 5000 d.; 1000 n.  
Owned-Operated By ..... Minot Bcstg. Co.  
Business-Studio Address ..... Fair Block  
Tel.: 4-1146 ..... 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

### KQDY—Minot—1957

Frequency: 1320 Kc. .... Power: 1 Kw., d.  
Owned ..... Paul Crain et al  
Address ..... Box 1291  
Tel.: 7-1124 ..... News Service: UP  
Representative ..... Forjoe  
Sta. Mgr. .... H. T. "Pete" Searle

### KOVC—Valley City—1936 MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... KOVC, Inc.  
Business-Studio Address ..... Valley City  
Tel.: 1490 ..... News Service: UP  
Transcription Service ..... Standard  
Representative ..... Ed Devney  
Pres., Gen. Mgr. .... Robert E. Ingstad  
Commercial Manager ..... Ed Weeks  
Chief Engineer ..... Charles Sjostrom

### KEYZ—Williston—1948

Frequency: 1360 Kc. .... Power: 5 Kw.  
Owned-Oper. By ..... Charles L. Scofield  
Address ..... Box 1240  
Tel.: 3-3911 ..... News Service: UP  
Transcription Service ..... Standard, Thesaurus  
Representative ..... Holman  
Membership ..... RAB, NAB  
Gen. Mgr., Chief Eng. .... C. L. Scofield  
Sta. Mgr. .... W. L. Beach  
Comm. Manager ..... Bob Miller  
Publicity Director ..... J. McGeehan  
Program Director ..... Bob Gilbert

To Broadcasters

# AP

Means

## Added Profits

## Added Prestige

The Associated Press  
50 Rockefeller Plaza  
New York 20, N. Y.

# Ohio

Pop. March 1 (Est.)—9,411,000; Families—2,827,000; Lic. Stations—86,  
Sta. CP's—2; Radio Homes—2,746,000; TV Homes—2,594,000

## WADC—Akron—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By: Allen T. Simmons  
Bus.-Studio Address: WADC Bldg.  
Tel.: JE 5-6165. News Service: UP  
Transcription Service: Standard, World  
Representative: George P. Hollingsbery  
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: Arnold Bock

## WAKR—Akron—1940—ABN

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By: Summit Radio Corp.  
Address: 853 Copley Rd.  
Tel.: PO 2-8811. News Services: AP, UP  
Newspaper Affiliation: Beacon Journal  
Trans. Thesaurus  
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

## WCUE—Akron—1950

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Akron Bcstg. Corp.  
Address: 41 S. Main St.  
Tel.: FR 6-7114. News Service: AP  
Transcription: Standard  
Representative: Avery-Knodel  
Membership: NAB, RAB  
President, Gen. Mgr.: Tim Elliot  
V.P., Station Manager: Harley Lucas  
V. P. Sales: Jack Maurer  
Program Director: Rick Reighard  
Advertising Manager: Jean Elliot  
Chief Engineer: Henry Niederkofler

## WHKK—Akron—1945—MBS

Frequency: 640 Kc. Power: 1000 Watts  
Owned-Oper. By: WHKK Bcstg. Co.  
Business-Studio Address: 51 W. State St.  
Tel.: BL 3-7101. News Service: UP  
Representative: Bolling  
Pres., Gen. Mgr.: Philip R. Herbert  
Program Director: Adrian (Bud) Cooper

## WFAH—Alliance—1947

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned-Oper. By: The Review Pub. Co.  
Address: 2720 S. Union  
Tel.: 1-5345. News Service: AP  
Representative: Grant Webb  
Membership: NAB, RAB  
Sta. Manager: D. A. Peterson  
Commercial Mgr.: Robert A. Gates  
Chief Engineer: Gene Peterman

## WATG—Ashland—1948 KBS

Frequency: 1340 Kc. Power: 250 W.  
Owned: Radio Ashland, Inc.  
Address: Ashland-Mansfield Hwy.  
Tel.: 2-1572. News Service: UP  
Representative: Grant Webb  
Membership: NAB  
Pres., Gen. Mgr.: Charles D. Calhoun  
Comm. Mgr.: Harlan Cook  
Prog. Dir.: Walt Harrell  
Chief Engineer: William Shimer

## WICA—Ashtabula—1937

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: WICA, Inc.  
Address: P. O. Box 372  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Stars National  
General Manager: John Colin  
Station Manager: D. W. Fassett  
Sales Mgr.: Irvine Bleasdale

## WATH—Athens—1950

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned By: Radio Athens  
Tel.: 3-1587. News Service: UP  
Station Representative: Continental Radio Sales  
News Service: UP  
Membership: NAB, RAB  
Gen. Mgr., Chief Engr.: Andrew Kovlan  
Comm. Manager: John Kerr  
Program Director: Claudia Bolin

## WTRX—Bellaire—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned: WTRX, Inc.  
Address: Route 214  
News Service: UP  
Representative: Burn-Smith  
Membership: NAB  
President: Walter Patterson  
V.P., Gen. Mgr.: E. R. Huse  
Program Director: W. J. Nuzum  
Managing Director: William Greaver  
Chief Engineer: Chester Nedvesky

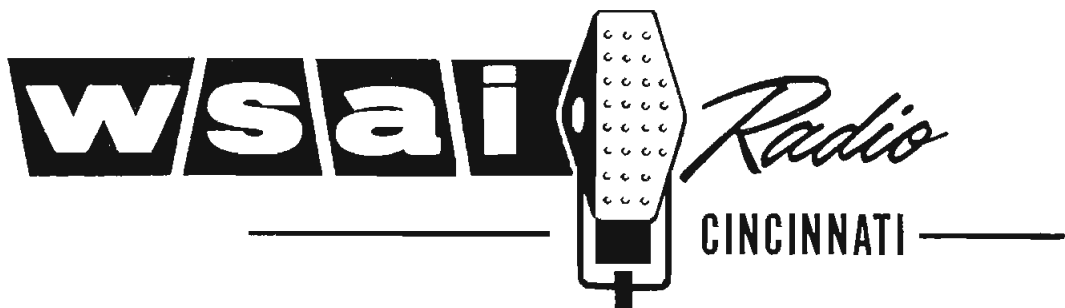
## WOHP—Bellefontaine—1952

Frequency: 1390 Kc. Power: 500 Watts  
Owned: Lake Erie Radio & TV Corp.  
Address: East Sandusky St.  
Tel.: 2-5796. News Service: UP  
President: T. M. Nelson  
General Manager: R. K. Wood  
Chief Engineer: Ken Arnold

## WTLG—Bowling Green—1954

Frequency: 730 Kc. Power: 250 Watts d.  
Owner: Howard R. Ward  
Address: P. O. Box 105





Cincinnatians love the even newer WSAI-Radio. Latest Pulse (Nov.-Dec. '57) shows WSAI **NUMBER 1 IN CINCINNATI** Mornings and Afternoons, with a whopping **25% Share of Audience**. Want to know why? Look at these WSAI *Firsts* . . .

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**FIRST IN CINCINNATI** with Full **COLOR** radio. New, ear-appealing, listener-winning features; new showmanship, new excitement — day and night.

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SHERWOOD R. GORDON, PRESIDENT

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EVERYBODY LOVES  
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Enjoyable music . . .  
complete news  
and weather . . .  
19 hours a day!



Tel.: 3-8021.....News Service: AP  
 Membership.....NAB  
 Rep.....Venard, Rintoul & McConnell  
 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.  
 Tel.: 4-5606.....News Service: AP  
 Transcription Service.....Standard  
 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. Blaine Ave., Youngstown  
 Tel.: RI 6-8464.....News Service: UP  
 Membership.....NAB  
 Owner.....Myron Jones  
 General Manager.....William Fleckenstein  
 Merchandising Manager.....Bill Aey

**WAND—Canton—1947—KBS**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Dover Bestg.  
 Address.....Tuscarawas & High  
 Tel.: GL 6-8396.....News Service: AP  
 Transcription Service.....Capitol  
 Representative.....Hil F. Best  
 President.....William B. Steis  
 Station Manager.....James Wilson

**WCMW—Canton—1946**

Frequency: 1060 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Stark Bcstg. Corp.  
 Bus.-Studio Address.....Hills & Dales Rd.  
 Tel.: GL 5-9475.....News Service: UP  
 Representative.....Burke-Stuart  
 Transcription.....World  
 Pres., Gen. Mgr.....S. L. Huffman  
 Station Manager.....Clark L. Dozer  
 Commercial Mgr.....Jack R. Hale

**WHBC—Canton—1925—ABN**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ohio Bcstg. Co.  
 Business-Studio Address.....550 S. Market St.  
 Tel.: GL 6-7166.....News Service: AP  
 Newspaper Affil.....Brush-Moore  
 Representative...Venard, Rintoul, McConnell  
 Membership.....NAB, RAB  
 President.....Eugen Carr  
 Station Manager.....Robert C. Fehlman  
 Commercial Manager.....Paul E. Gilmor  
 Sales Prom. Mgr.....Nancy Schneider  
 Program Director.....Lee Atwell  
 Publicity Director.....Pat Carroll  
 Chief Engineer.....John Schen

**WBEX—Chillicothe—1947**  
**ABN-KBS-MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Shawnee Broadcasting Co.  
 Address.....Pohlmath Road, Carlisle Hill  
 Tel.: PR 3-2244.....News Service: UP  
 Transcription.....Standard  
 Representative.....Thomas F. Clark  
 Membership.....NAB, 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.....Jackson York

**WCHI—Chillicothe—1956**

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned.....Chillicothe Bcstg. Co.  
 Address.....800 Eastern Avenue  
 Tel.: PR 4-3385.....News Service: UP  
 Representative.....McGillvra  
 Sta. Mgr.....Lewis F. Wagner  
 Ch. Eng.....Carl F. Finger

**WSAI—Cincinnati—1923**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Gordon Bcstg. Co.  
 Address.....Sinton Hotel  
 Tel.: MA 1-1068.....News Service: AP  
 Transcription Service.....World  
 Representative.....Young, Ayers  
 Pres., Gen. Mgr.....Sherwood R. Gordon  
 Nat'l Sales Manager.....Lu Bassett  
 V.P., Local Sales Manager.....H. O. Parry  
 Promotion Director.....Arthur Plaut  
 Chief Engineer.....Jonas Heiser

**WCIN—Cincinnati—1953**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Robert W. Rounsaville  
 Address.....3301 Beekman St.  
 Tel.: MU 1-7600.....News Service: UP  
 Representative.....Gill-Perna, Doræ-Clayton  
 Owner, Gen. Mgr.....R. W. Rounsaville  
 Station Manager.....Ralph B. Johnson  
 Gen. Sis. Mgr.....John Fulton

**WCKY—Cincinnati—1929**

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....L. B. Wilson, Inc.  
 Bus.-Studio Address.....Hotel Sheraton Gibson  
 Tel.: CH 1-6565.....News Service: UP  
 Representatives...Welstead, AM Radio Sales  
 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  
 Prog. Dir.....Paul F. Miller

**WCPO—Cincinnati—1927**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Scripps-Howard Radio, Inc.  
 Studio Address.....2345 Symmes St.

Tel.: CA 1-0777..... News Service: UP  
 Newspaper Affil..... Post  
 Representative..... John Blair  
 Membership..... NAB  
 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  
 Tel.: WO 1-0550..... News Service: AP  
 Newspaper Affiliation..... Times-Star  
 Representative..... Katz  
 Membership..... NAB, RAB  
 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.  
 Tel.: CH 1-1822..... News Services: INS, UP  
 Representative..... NBC Spot Sls.  
 Transcription Service..... SESAC  
 Membership..... NAB, RAB  
 Chm. of Board..... James D. Shouse  
 Pres., Gen. Mgr..... Robert E. Dunville  
 V.P., Sales..... H. P. Lasker  
 V.P. Programs..... Al Blund  
 V.P., Treas..... K. T. Murphy  
 Sales Mgr..... Scott McLean  
 Program Director..... Gene Dailey  
 Chief Engineer..... R. J. Rockwell

**WZIP—Cincinnati—1947**  
 (See Covington, Ky.)

**WERE—Cleveland—1948**

Frequency: 1300 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Cleveland Bcstg. Inc.  
 Address..... 1501 Euclid Ave.  
 Tel.: SU 1-9600..... News Service: AP, INS, UP  
 Station Rep..... Venard, Rintoul & McConnell  
 Transcription Service..... Standard  
 Membership..... NAB, RAB  
 President..... Ray T. Miller  
 V.P., General Manager..... Richard M. Klaus  
 Nat'l Sales Mgr..... Ed Paul  
 Pub. Dir..... Peter Roper  
 Prog. Manager..... Sam Elber  
 Chief Engineer..... Harry Dennis

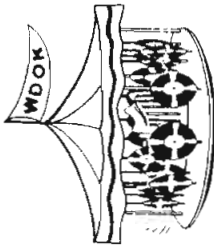
**WDOK—Cleveland—1950**

Frequency: 1260 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Civic Bcstrs., Inc.  
 Address..... 1515 Euclid Ave.  
 Tel.: MA 1-2890..... News Service: UP  
 Representative..... WEED  
 Transcription Service..... Lang-Worth  
 Membership..... NAB  
 Pres., Gen. Mgr..... Frederick C. Wolf  
 Sta. Mgr..... Ralph Quay  
 Prog. Dir..... Norman Wain  
 Publicity Director..... Jeanne Forney  
 Chief Engineer..... Clifford Ormston

**WGAR—Cleveland—1930**  
**CBS**

Frequency: 1220 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... Peoples Bcstg. Corp.  
 Address..... Hotel Statler  
 Tel.: PR 1-0200..... News Service: INS  
 Representative..... Christal  
 Membership..... NAB, RAB  
 President..... Murray D. Lincoln  
 V. Pres., Gen. Mgr..... Herbert Evans  
 Station Manager..... Carl E. George  
 Commercial Mgr..... Robert E. Forker  
 Program Director..... Robert Smiley  
 Chief Engineer..... Lloyd Wingard

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1260 kc  
**CLEVELAND**

**WDOK**

**WHK—Cleveland—1922—NBC**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By: Forest City Publishing Co.  
 Business-Studio Address: 5000 Euclid Avenue  
 Tel.: EX 1-5000 News Service: UP  
 Transcription Service: BML, ASCAP, SESAC  
 Representative: NBC Spot Sales  
 Membership: NAB, RAB  
 President: Sterling E. Graham  
 General Manager: K. K. Hackathorn  
 Commercial Manager: W. K. Brusman  
 Sales Prom. Manager: John Wymann  
 Program Director: Leslie F. Biehl  
 Publicity Director: Merle Levin  
 Chief Engineer: R. H. DeLanah

**WJMO—Cleveland—1947**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Operated By: UBC of Ohio  
 Address: 2157 Euclid Ave.  
 Tel.: SU 1-4424 News Service: UP  
 President: Richard Eaton  
 Station Manager: Paul Nokol  
 V.P., Sales Manager: C. C. Courtney

**WJW—Cleveland—1943—ABN**

Frequency: 850 Kc. Power: 5000 Watts  
 Owned-Operated By: Storer  
 Business-Studio Address: 1630 Euclid Ave.  
 Tel.: TO 1-6080 News Service, UP, INS  
 Transcription Service: Standard, World  
 Representative: Katz  
 Membership: NAB, RAB  
 President: G. B. Storer, Sr.  
 Managing Dir.: Reginald R. P. Merridew  
 Program Director: Bruce MacDonald  
 Chief Engineer: Harold Brinkman

**KYW—Cleveland—1923**

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Westinghouse Bcstg. Co.  
 Bus.-Studio Address: 815 Superior Ave. N.E.  
 Tel.: CH 1-0942 AP, UP, INS  
 Rep.: Peters, Griffin, Woodward, Inc.  
 Membership: NAB, RAB  
 President: Donald H. McGannon  
 Vice-President: Rolland V. Tooke  
 General Manager: Gordon Davis  
 Sales Mgr.: Ed Wallis  
 Chief Engineer: Sid Stadig  
 Program Director: Mark Olds  
 Publicity Director: Tom Gavagan  
 Adv., Sls., Prom. Dir.: Janet K. Byers

**WSRS—Cleveland Heights  
1947—ABN-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: WSRS, Inc.  
 Address: 2156 Lee Rd.  
 Tel.: ER 1-2005 News Services: AP, INS, UP  
 Representative: Bob Dore  
 Membership: NAB, RAB  
 President: S. R. Sague  
 Vice Pres.: B. W. Sague  
 V.P., Bus. Mgr.: Myron T. Wile  
 Sec.-Treas.: George P. Bickford  
 Sls. Prom. Mgr.: Boyd W. Lawlor

**WBNS—Columbus—1924****CBS**

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: RadiOhio, Inc.  
 Business-Studio Address: 33 N. High St.  
 Tel.: CA 4-9265 News Service: AP  
 Representative: John Blahr  
 Membership: NAB, RAB  
 General Manager: Richard A. Borel  
 Commercial Manager: W. I. Orr  
 Sales Prom. Director: Jim Yerian  
 Program Director: Geer Parkinson  
 Publicity Director: M. Babington  
 Chief Engineer: Lester H. Nafzger

**WCOL—Columbus—1922****ABN**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Air Trails, Inc.  
 Business-Studio Address: E. Broad & Young St.  
 Tel.: CA 1-4581 News Service: AP  
 Newspaper Affil.: Lancaster Eagle-Gazette,  
 Representative: H.R. Reps., Inc.  
 Membership: NAB  
 President: Charles Sawyer  
 Exec. V.P., Gen. Mgr.: J. P. Williams  
 V. P.: Alexander Buchan  
 Manager: Collis A. Young

**WTVN—Columbus—1924**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By: Radio Columbus  
 Business-Studio Address: 22 East Gay St.  
 Tel.: CA 4-1271 News Services: AP, INS, UP  
 Transcription Service: World  
 Representative: Katz  
 Newspaper Affil.: Times-Star  
 Membership: NAB, RAB  
 President: Hulbert Taft, Jr.  
 Gen., Sta., Comm. Mgr.: Sam T. Johnston  
 Program Director: Robert Adkins  
 Chief Engineer: Ray Owen

**WVCO—Columbus—1951**

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Sky Way Bcstg. Corp.  
 Address: 274 S. 3rd St.  
 Tel.: CA 1-5247 News Service: UP  
 Representative: Forjoe  
 Trans. Service: Capitol, Associated Thesaurus  
 President: Col. Gustave Hirsch  
 Gen., Sta. Manager: Bert Charles  
 Comm. Manager: William Selander  
 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.  
 Tel.: 1560 News Service: UP  
 Trans. Service: Lang-Worth  
 Pres., Gen. Mgr.: F. Bruce Wallace  
 Sales Manager: Arthur E. Jost

**WAVI—Dayton—1955**

Frequency: 1210 Kc. Power: 250 Watts d.  
Owned-Oper. By WAVI Bcstg. Corp.  
Address: 1428 Cincinnati St.  
Tel.: BA 2-1291 News Service: UP  
Station Rep. Forjoe  
Membership NAB, RAB  
Pres., Gen. Mgr. Harry K. Crowl  
Sales Director Harley M. West, Jr.  
Prom., Adv., Pub. Dir. K. D. Caywood  
Prog., Pub. Director DeWitt Campbell  
Chief Engineer Charles Dreher

**WHIO—Dayton—1935—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By Miami Valley Bcstg. Corp.  
Business-Studio Address: 1414 Wilmington Ave.  
Tel.: MA 6581 News Services: AP, UP  
Representative Hollingbery  
Membership NAB, RAB  
President James M. Cox, Jr.  
General Manager Robert H. Moody  
Merchandising Manager W. E. Wolaver  
Nat. Sls. Mgr. Wade H. Alley  
Prom. Director Chuck Gay  
Asst. to Gen. Mgr. Harvey R. Young

**WING—Dayton—1921—ABN**

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Oper. By Great Trails Bcstg. Co.  
Business-Studio Address: 121 N. Main St.  
Tel.: BA 2-3773 News Service: AP  
Representative H.R.  
News. Affil. Lancaster Eagle-Gazette  
Membership NAB  
President Charles Sawyer  
Exec. V.P. & Gen. Mgr. John Pattison Williams  
Vice-Presidents G. Lenning, A. Buchan  
Station Manager Jack Wymer  
Sales Mgr. Malcom Richards  
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.  
Tel.: MI 6501 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  
Tel.: 3-2226 News Service: UP  
Transcription Service Associated  
Representative Devney  
V.P., Gen. Manager Glenn R. Thayer

**WJER—Dover—1950—KBS**

Frequency: 1450 Kc. Power: 250 Watts

Owned-Oper. By Dover Broadcasting Company, Inc.  
Address: 210 Boulevard  
Tel.: 4-2126 News Service: UP  
Transcription Thesaurus  
Membership NAB  
President Agnes J. Reeves Greed  
General Manager W. B. Sties  
Commercial Manager John C. Needs  
Program Director Dick Doll  
Chief Engineer Donald Graff

**WOHI—East Liverpool—1949  
ABN-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By East Liverpool Bcstg. Co.  
Address: 516 Market St.  
Tel.: FU 5-1490 News Service: AP  
Membership RAB  
Representative Grant Webb  
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-Lorain—1948**

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By Elyria-Lorain Bcstg. Co.  
Address: Elyria Savings and Trust Bldg.  
Tel.: FA 2-3761 News Service: UP  
Transcription Service Thesaurus  
Station Representative Walker  
President Roy W. Ammel  
General Manager Arthur Vogel  
Sales Prom. Mgr. Richard E. Barrett

**WFIN—Findlay—1941**

Frequency: 1330 Kc. Power: 1000 Watts, d.  
Owned-Oper. By Findlay Publishing Co.  
Address: 101½ West Sandusky St.  
Tel.: GA 2-4545 News Services: AP, INS  
Representative Clark, Ohio Rep.  
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  
KBS**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Operated By Seneca Radio Corp.  
Address: U. S. 23  
Tel.: HE 5-5666 News Service: AP  
Trans. Service Capitol, SESAC, World  
Rep. Rambeau, Ohio Sta. Rep.  
Membership NAB  
President Andrew Emerine  
Station Manager Mel Murray  
Commercial Mgr. Roger V. Wise  
Prog. Director Jim Paulus

**WFRQ—Fremont—1949**

Frequency: 900 Kc. Power: 500 Watts d.  
Owned-Oper. By Wolle Bcstg. Corp.  
Address: 905 W. State St.



Tel.: FE 2-3951.....News Service: UP  
 Representative.....Hil F. Best  
 Trans.....Standard  
 Membership.....NAB, RAB  
 President.....Robert F. Wolfe  
 Managing Director.....R. C. Force

**WJEH—Gallipolis—1950**  
**KBS**

Frequency: 990 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By...Ohio Valley on the Air, Inc.  
 Address.....Portsmouth Road  
 Tel.: 1160.....News Service: UP  
 Representative.....Sears & Ayer  
 Membership.....NAB, RAB  
 President.....John E. Halliday  
 General Manager.....Marianne Campbell  
 Commercial Manager.....Larry Laraway  
 Publicity Director.....J. Sherman Porter  
 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.....Rambeau  
 President.....Robert J. Briede  
 General Manager.....Robert L. Odson  
 Sta. Mgr., Prog. Director.....Norm Keller  
 Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

**WSRW—Hillsboro—1956**  
**KBS**

Frequency: 1590 Kc.....Power: 500 W., d.  
 Owned.....Highland Bcstg. Co.  
 Address.....Box 176  
 Tel.: HI 1590.....News Service: UP  
 Representative.....Continental  
 Membership.....NAB  
 Trans.....World, SESAC  
 Gen. Mgr.....Willard Parr, Sr.  
 Comm. Mgr.....Robert Martin  
 Prog. Dir.....Gene Brent

**WIRO—Ironton—1952**  
**MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owner.....Iron City Bcstg. Co.  
 Address.....Radio Plaza  
 Tel.: 360.....News Service: UP  
 Representative.....Clarke  
 Pres., Ch. Eng.....C. A. Baker  
 Gen., Sta. Mgr.....C. E. McElroy  
 Chief Engineer.....C. A. Baker  
 Program Director.....Marlene Beasley

**WLMJ—Jackson—1953—KBS**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned.....Radio Jackson, Inc.  
 Address.....Court & Broadway  
 Tel.: 850.....News Service: UP  
 Representative.....McGavren-Quinn

Membership.....RAB  
 President.....J. E. Willis  
 Chief Engineer.....Jerry Ashley

**WHOK—Lancaster—1948**

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Hocking Valley Bcstg. Corp.  
 Address-Trans. Loc.....Memorial Dr.  
 Tel.: OL 3-4373.....News Service: UP  
 Membership.....NAB  
 Pres., Gen. Mgr.....Nelson Embrey  
 Comm. Manager.....Mark Lucas

**WIMA—Lima—1948—ABN**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By....N.W. Ohio Bcstg. Corp.  
 Business-Studio Address.....223 N. Main St.  
 Tel.: CA 3-2060.....News Service: UP  
 Representative.....H-R  
 Trans.....RCA  
 Membership.....RAB, NAB  
 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**  
**ABN**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Business-Studio Address...144½ Park Ave. W.

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Tel.: LA 4-2211 . . . . . News Service: UP  
 Transcription Service . . . . . World  
 Representative . . . Venard, Rintoul & McConnell  
 Membership . . . . . NAB, 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 594  
 Tel.: FR 3-7527 . . . . . News Service UP  
 Representative . . . . . McGillivra  
 Membership . . . . . NAB  
 General Manager . . . . . R. Sanford Guyer  
 Comm. Mgr. . . . . Thomas Butscher  
 Program Dir. . . . . Richard Guyer  
 Sales Prom. Mgr. . . . . Robert L. Guyer  
 Chief Engineer . . . . . Charles E. Clark

**WMRN—Marion—1940—ABN**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Marion Bcstg. Co.  
 Business Address . . . . . P. O. 518  
 Tel.: 3-1131 . . . . . News Service: UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB, RAB  
 Pres., Gen. Mgr. . . . . Robert T. Mason  
 Commercial Manager . . . . . Arthur L. Martin  
 Sales Prom. Mgr. . . . . Virginia Lynch

Prog. Dir. . . . . Madge Cooper  
 Chief Engineer . . . . . Francis Joseph Peters

**WTIG—Massillon**

Frequency: 990 Kc. . . . . Power: 250 W., d.  
 Owned . . . . . Massillon Bcstg. Co.  
 Address . . . . . Box 573  
 Tel.: TE 2-5023 . . . . . News Service: UP  
 President . . . . . Joel W. Rosenblum  
 Gen. Mgr. . . . . Nick Barry  
 Comm. Mgr. . . . . Richard J. Scholem

**WPFB—Middletown—1947**

Freq: 910 Kc. . . . . Power: 1 Kw. d., 100 W. n.  
 Owned-Operated By . . . . . Paul F. Braden  
 Address Trans. Loc. . . . . Coles Road  
 Tel.: GA 2-3625 . . . . . News Service: AP  
 Transcription Service . . . . . Thesaurus  
 Rep. . . . . Grant Webb  
 Membership . . . . . NAB, RAB  
 Gen. Mgr. . . . . Paul F. Borden  
 Sta. Mgr. . . . . Tom Hogan  
 Production Director . . . . . Charles Reeder  
 Commercial Manager . . . . . J. H. LeMoyné  
 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  
 Tel.: 2-0946 . . . . . News Service: UP  
 Membership . . . . . NAB, RAB  
 President . . . . . Dr. Charles Tramont  
 General Manager . . . . . Mrs. C. M. Zerkowitz  
 Commercial Manager . . . . . William Kirkpatrick  
 Program Director . . . . . George Betcher  
 Publicity Director . . . . . George Bennett  
 Chief Engineer . . . . . Rudy Maxwell

**WCLT—Newark—1947**

Frequency: 1430 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Advocate Printing Co.  
 Address . . . . . 25 West Main St.  
 Tel.: FA 4-0071 . . . . . News Service: AP  
 Newspaper Affiliation . . . . . The Advocate  
 Representative . . . . . Meeker Associates  
 Membership . . . . . NAB, 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  
 Tel.: EL 2-3155 . . . . . News Service: AP  
 Representative . . . . . Devney, Inc.  
 Membership . . . . . RAB  
 Pres., Gen., Sta., Mgr. . . . . 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.

SEVENTEEN YEARS OF SERVICE  
 AS  
 "YOUR FRIENDLY NEIGHBOR"

**WMRN**

AM—1490 KC      FM—106.9 MC

Brings you entertainment the year around with  
 SPORTS EVENTS — NEWSCASTS — MUSIC — FARM REPORTS —  
 WOMEN'S ACTIVITIES

425 ACRE LIVESTOCK  
 AND BUCYRUS OPERATING  
 AND GRAIN FARM

AMERICAN BROADCASTING NETWORK AFFILIATE



Tel.: 1420.....News Service: AP  
 Representative .....Best  
 Pres.....Richard E. Hunt  
 Gen. Mgr.....Lewis M. Shroyer  
 Prog., Pub. Dir.....Ron Colon  
 Chief Engineer.....James Shumaker

**WNXT—Portsmouth—1951**  
**ABN**

Frequency: 1260 Kc...Power: 5 Kw, d., 1 Kw. n.  
 Owned-Operated By...Portsmouth Bcstg. Co.  
 Address.....Masonic Temple Bldg.  
 Tel.: EL 3-1161.....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.  
 Tel.: EL 3-5176.....News Service: AP  
 Representative .....Grant Webb  
 Trans. ....World  
 Membership .....NAB, 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.....Box 1209  
 Tel.: MA 6-2000.....News Service: AP  
 Transcription Service .....Thesaurus  
 Representative .....Hal Holman  
 Membership .....NAB, RAB  
 Pres., General-Station Mgr.....Jay Wagner  
 Commercial Manager.....Louis Mahla  
 Program Director.....Robert Hinners  
 Chief Engineer.....Jay Leibach

**WBLV—Springfield—1947**

Frequency: 1600 Kc...Power: 1000 Watts d.  
 Owned-Oper. By...Champion City Bcstg. Co.  
 Address.....Chamber of Commerce Bldg.  
 Tel.: FA 3-4676.....News Service: UP  
 Representative.....Thomas F. Clark  
 Membership .....NAB  
 President.....R. Stanley Lucas  
 General Manager.....R. L. Yontz  
 Commercial Manager.....Allan B. Meuleman  
 Chief Engineer.....Carl Egbert

**WIZE—Springfield—1940**  
**ABN**

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper. By...Radio Voice of Springfield  
 Trans. Address.....117 W. High St.  
 Tel.: FA 3-4955.....News Service: AP  
 Representative.....H. R. Representative, Inc.  
 Membership .....NAB  
 Executive Vice-President.....J. P. Williams  
 Vice-President.....Alex Buchan  
 Station Mgr.....Ernest A. Gudridge

**WSTV—Steubenville—1940**  
**MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WSTV, Inc.  
 Bus. Studio Address...Exchange Realty Bldg.  
 Tel.: AT 2-6265.....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  
 Comm. Mgr.....Louis W. Shapiro  
 Chief Engineer.....Charles S. Shepherd

**WOHO—Toledo—1954**

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owner.....Midwestern Bcstg. Co.  
 Address.....2965 Pickle Road  
 Tel.: OX 3-6576.....News Service: AP  
 Representative .....Pearson  
 Membership .....NAB, RAB  
 President .....Ford R. Weber  
 Gen. Mgr.....Arthur W. Weber  
 Sales Prom. Mgr., Pub. Dir.....Sam W. Sloan  
 Comm. Manager.....William Webster  
 Program Director.....George M. Mishler  
 Chief Engineer.....Edwin J. Powell

**WTOD—Toledo—1946**  
**MBS**

Frequency: 1560 Kc...Power: 1000 Watts d.  
 Owned-Operated By...Booth Radio & TV  
 Business Address.....315 Davis Bldg.  
 Tel.: CH 2-4321.....News Service: AP  
 Membership .....NAB  
 Representative .....Weed  
 President.....John L. Booth  
 General Manager.....Sunne Miller  
 Program Director.....Orris Taberner  
 Chief Engineer.....Robert Sowers

**WSPD—Toledo—1921—NBC**

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Storer Broadcasting Co.  
 Bus. Address...1177 Kane Concourse, Miami  
 Tel.: CH 8-6201.....News Service: INS, UP  
 Transcription Service .....Thesaurus  
 Transcription Service...Lang-Worth, Thesaurus  
 Newspaper Affil.....Miami Beach Sun  
 Membership .....NAB, RAB  
 Representative .....Katz  
 President.....George B. Storer  
 V.P., Managing Director.....James E. Bailey  
 Nat. Sales Manager.....Emerson Kimble  
 Sales Prom., Pub. Dir.....James W. Rowe  
 Program Director.....E. C. Kutz  
 Chief Engineer.....William M. Stringfellow

**WTOL—Toledo—1938—ABN**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Community Bcstg. Co.  
 Trans.-Address... Bell Bldg.  
 Tel.: CH 3-3291 News Service: AP, UP  
 Representative... Paul H. Raymer  
 President... Frazier Reams  
 Gen. Station Mgr... Thomas S. Bretherton  
 Comm. Manager... R. B. Stone  
 Program Director... Robert Krieghoff  
 Chief Engineer... Harold Holmes

**WHHH—Warren—1941**

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned By... Warren Tribune Radio Sta., Inc.  
 Business-Studio Address... 108 Main St., S.W.  
 Tel.: 2-2529 News Service: AP  
 Representative... Rambeau  
 Trans... Associated. Thesaurus  
 Membership... NAB  
 Station Dir... Robert E. Hardy  
 Sales Mgr... Robert K. Crane

**WCHO—Washington Court House—1952—KBS**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Court House Bcstg. Co.  
 Address... 113½ S. Main St.  
 Tel.: 5-6211 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 W., d.  
 Owner... Hi Kinco Bcstrs.  
 Address... Box 67  
 Tel.: PI 2781 News Service: AP  
 Trans... World  
 Station Mgr... Art Layne  
 Gen., Comm. Mgr... Warren W. Cooper

**WKOV—Wellston—1953**

Frequency: 1330 Kc. Power: 500 Watts d.  
 Owned-Operated By... Court House Bcstg.  
 Address... P. O. Bo. 190  
 Tel.: WE 546 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.  
 Address... Route 30  
 Tel.: 3-5075 News Service: UP  
 Transcription... Thesaurus  
 General Manager... E. B. Evans  
 Commercial Mgr... Quentin W. Wely

**WRFD—Worthington—1947**

Frequency: 880 Kc. Power: 5000 Watts d.  
 Owned... Peoples Broadcasting Corp.  
 Tel.: TU 5-5342 News Service: AP, INS  
 Representative... Gill-Perna

Membership... NAB, RAB  
 President... Murray D. Lincoln  
 General Manager... Herbert E. Evans  
 Sta., Mgr... Joseph D. Bradshaw  
 Sales Prom. Mgr., Pub. Dir... Phil Sheridan  
 Comm. Mgr... Dale Lutz  
 Program Director... Bill Arthurs  
 Chief Engineer... Harold Schaff

**WBBW—Youngstown—1949  
ABN**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner... Mahoning Valley Bcstg. Corp.  
 Address... Warner Thea. Bldg.  
 Tel.: RI 4-4421 News Service: AP  
 Membership... NAB  
 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  
 Tel... RI 4-8611  
 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.  
 Tel.: ST 2-1145 News Services: AP, UP  
 Representative... Paul H. Raymer  
 News. Affil... Forest City Pub Co.  
 Trans... World  
 Membership... NAB  
 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.  
 Tel.: GL 2-5431 News Service: UP  
 Representative... John E. Pearson  
 Transcription Service... Standard  
 Membership... NAB, RAB  
 President... Clay Littick  
 Gen., Station Manager... Allan Land  
 Comm. Mgr... Nate Milder  
 Publicity Director... Naomi Lorton  
 Program Director... Stan Robinson  
 Chief Engineer... William A. Hunt, Sr.

# Oklahoma

Pop. March 1 (Est.)—2,291,000; Families—683,000; Lic. Stations—54,  
Sta. CP's—1; Radio Homes—664,000; TV Homes—506,000

## KADA—Ada—1934—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... KADA Bcstg., Inc.  
Business Address..... Box 642  
Tel.: FE 2-1212..... News Service: AP  
Transcription Service..... Standard, World  
Representative... Venard, Rintoul & McConnell  
Membership..... NAB  
Station Manager..... Fred L. Thompson

## KWHW—Altus—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Altus Bcstg. Co., Inc.  
Address..... Altus  
Tel.: HU 2-1450..... News Service: UP  
Representative..... Pearson  
Membership..... NAB  
General Manager..... Frank E. Wimberly

## KALV—Alva—1956

Frequency: 1430 Kc. Power: 500 Watts  
Owned..... Alva Bcstg. Co.  
Address..... Box 242  
Tel.: 1663..... News Service: AP  
Representative..... Best  
Membership..... NAB  
Gen., Prom. Mgr..... John H. Goss  
Comm. Mgr..... Jess Gibson

## KVSO—Ardmore—1935 ABN-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned..... Ardmoreite Pub. Co.  
Address..... Ardmoreite Bldg.  
News Service..... AP  
Transcription..... World, SESAC  
Representative..... Devney  
Membership..... NAB  
General Manager..... Douglas C. Dillard

## KWON—Bartlesville—1942 MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... Bartlesville Bcstg. Co.  
Address..... Box 69  
Tel.: 1400..... News Service: UP  
Pres., Gen., Sta. Mgr., Comm. Mgr., J. Fred Case  
Program Director..... Jay Collins  
Sales Prom. Manager..... John Collins  
Chief Engineer..... C. R. Tanner

## KLTR—Blackwell—1952 KBS

Frequency: 1560 Kc. Power: 250 Watts  
Owned-Operated By..... Star Bcstg. Co., Inc.  
Address..... Box 70  
Tel.: 308..... News Service: AP  
Station Rep..... Best  
Gen. Manager..... Charles L. Rogers  
Comm. Mgr..... Cecil M. Tanner

## KWCO—Chickasha—1946 KBS

Freq.: 1560 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By... Washita Valley Bcstg. Corp.  
Address..... P. O. Box 770  
Tel.: CA 4-2890..... News Service: AP  
Representative..... H. F. Best  
Owner, Gen. Mgr..... Jack L. Pink  
Commercial Manager..... Jim L. Smith  
Program Director..... Marjorie Richards  
Chief Engineer..... W. K. Berry

## KWOO—Clinton—1949—KBS

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Operated By... Western Okla. Bcstg. Co.  
Address..... Neptune Park  
Tel.: 618..... News Service: UP  
Station Representative..... Hil F. Best  
General Manager..... V. M. Preston  
Commercial Mgr..... Lew Preston  
Publicity Dir..... Evelyn Preston

## KUSH—Cushing—1953—KBS

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Cimarron Broadcasters, Inc.  
Address..... Box 791  
Tel.: CA 5-0922..... News Service: AP  
Transcription Service..... World  
President..... Wray Finney  
Sec'y & Treas..... Jack B. Sellers

## KRRD—Duncan—1949 MBS-KBS

Freq.: 1340 Kc. Power: 250 W. d. 100 W., n.  
Owned-Operated By..... Duncan Bcstg. Co.  
Address..... Box 1192  
Tel.: 1350..... News Service: UP  
Transcription..... World  
Representative... Venard, Rintoul & McConnell  
Membership..... NAB, RAB  
President..... R. H. Drury  
Gen., Sta. Mgr..... W. M. Brubaker  
Commercial Manager..... Morgan Duval  
Program Director..... John Moen  
Sales Prom. Mgr..... Max Hallmark  
Publicity Director..... Bill Merrill  
Chief Engineer..... James Harris

## KSEO—Durant—1947

Frequency: 750 Kc. Power: 250 Watts d.  
Owned-Operated By... Democrat Printing Co.  
Address..... 215-216 Democrat Bldg.  
News Service..... AP  
Membership..... NAB  
Gen., Comm. Mgr..... Leroy Moses

## KASA—Elk City—1932 MBS-ABN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... WSM Bcstg. Co.  
Address..... Box 189

Telephone . . . . . 730  
 Membership . . . . . NAB  
 Representative . . . . . Pearson  
 Manager . . . . . John P. Strength, Jr.

Owned . . . . . Henryetta Radio Co.  
 Address . . . . . Box 930  
 News Service . . . . . UP  
 President . . . . . Leland Gourley  
 Gen. Mgr. . . . . Marvin Hull

**KCRC—Enid—1929—ABN-KBS**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Enid Radiophone Co.  
 Bus. Studio Address . . . . . 318 E. Willow  
 Tel.: AD 7-1390 . . . . . News Service: AP  
 Transcription Service . . . . . World  
 News. Aftil. . . . . Morning News, Daily Eagle  
 Representative . . . . . John E. Pearson Co.  
 Membership . . . . . NAB  
 President . . . . . Milton B. Garber  
 General Manager . . . . . Pat Murphy  
 Pub. Dir. . . . . Gladys Williams  
 Sls. Prom. Mgr. . . . . James Stacy  
 Program Director . . . . . Bill B. Marshall  
 Chief Engineer . . . . . Dave Tennyson

**KTJS—Hobart—1947—KBS**

Frequency: 1420 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . A. R. Fuchs  
 Address . . . . . Box 796  
 Telephone . . . . . 1070  
 Manager . . . . . A. Fuchs

**KIHN—Hugo—1947—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Little Dixie Bcstg. Co.  
 Tel.: 1140 . . . . . News Service: AP  
 Membership . . . . . NAB  
 Representative . . . . . Keystone  
 General Mgr. . . . . Calvin Miller  
 Comm. Mgr. . . . . Dewey Banta

**KGWA—Enid—1950**

Frequency: 960 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Public Bcstg. Service, Inc.  
 Address . . . . . 115½ E. Broadway  
 Tel.: AD 4-4230 . . . . . News Service: UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Venard, Rintoul & McConnell  
 Membership . . . . . NAB, RAB  
 Pres., Gen., Comm. Mgr. . . . . Allan Page  
 Program Director . . . . . Lyle Gaston  
 Chief Engineer . . . . . Ralph Druen

**KDEL—Idabel—1953**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Idabel Bcstg. Co.  
 Tel.: 802 . . . . . News Service: AP  
 Transcription . . . . . Thesaurus  
 General Manager . . . . . Winston O. Ward  
 Sta., Comm. Manager . . . . . J. P. Stanley

**KTAT—Frederick—1948  
 KBS**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Frederick Bcstg. Co.  
 Address . . . . . P.O. Drawer 920  
 Tel.: ED 5-2131 . . . . . News Service: UP  
 Transcription Service . . . . . Keystone  
 Representative . . . . . Hil F. Best  
 General Manager . . . . . Ronald W. Wheeler  
 Program Director . . . . . Mary Wheeler

**KCCO—Lawton—1956**

Frequency: 1050 Kc. . . . . Power: 250 W., d.  
 Owned . . . . . Progressive Bcstg. Co.  
 Address . . . . . Box 2178  
 Tel.: EL 5-1050 . . . . . News Service: AP  
 Representative . . . . . Best  
 Membership . . . . . NAB  
 Gen. Mgr. . . . . Morgan Roberts

**KSWO—Lawton—1941—ABN  
 ABN**

Frequency: 1380 Kc. . . . . Power: 1000 W.  
 Owned . . . . . Okla. Quality Bcstg. Co.  
 Address . . . . . Box 699  
 Tel.: EL 5-1380 . . . . . News Service: UP  
 Trans. . . . . World, Lang-Worth, Standard  
 Representative . . . . . Pearson  
 Membership . . . . . NAB, RAB  
 President . . . . . R. H. Drewry  
 Gen. Mgr. . . . . Emmett L. Keough  
 Sales Prom. Mgr. . . . . William Ross  
 Chief Engineer . . . . . Jimmy Lockerd

**KWRW—Guthrie—1955**

Frequency: 1490 Kc. . . . . Power: 100 Watts  
 Owned-Oper. By . . . . . Weldon Sledge  
 Address . . . . . Jone Hotel  
 Tel.: BU 2-2321 . . . . . News Service: AP  
 President . . . . . I. A. West  
 Gen. Mgr., Chief Eng. . . . . Weldon Sledge  
 Program Director . . . . . Wally Seeds  
 Comm. Mgr. . . . . Richard M. Carroll

**KNED—McAlester—1950**

Frequency: 1150 Kc. . . . . Power: 1 Kw. d.;  
 500 W. n.  
 Owned-Operated By . . . . . Pittsburg Bcstg. Co., Inc.  
 Address . . . . . Box 780  
 Tel.: GA 3-1460 . . . . . 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 . . . . . Dud Stallings  
 Chief Engineer . . . . . Dexter Ferry

**KGYN—Guymon—1948—KBS**

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Plains Bcstg. Co.  
 Business Studio Address . . . . . Box 130  
 Tel.: 888 . . . . . News Service: UP  
 Trans. Service . . . . . World  
 Representative . . . . . Hil F. Best  
 Gen. Mgr. . . . . John B. Gray  
 Comm. Mgr. . . . . Ed Slater

**KHEN—Henryetta—1956**

Frequency: 1590 Kc. . . . . Power: 500 W., d.



**KTMC—McAlester—1946**  
**KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....McAlester Bcstg. Co.  
Business-Studio Address.....Earle Hotel  
Tel.: GA 3-1400.....News Service: AP  
Representative.....Hil F. Best  
Membership.....NAB  
President.....Irvin Gladstein  
Gen. Sta. Mgr.....Bob Baggett  
Commercial Manager.....Alston Hardin  
Publicity Director.....Larry Craft  
Program Director.....Saddie McCaslin  
Chief Engineer.....Harold Duncan

**KGLC—Miami—1947—KBS**

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Operated By.....Miami Bcstg. Co.  
Tel.: KI 2-3303.....News Service: AP  
Membership.....NAB, RAB  
Representative.....Continental  
Exec. Vice-President.....Kenyon Brown  
General Manager.....William A. Searle  
Supv.....Frank J. Lynch

**KBIX—Muskogee—1936**  
**ABN-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Okla. Pub. Co.  
Address.....Oklahoma Press Publ.  
Tel.: MU 2-1331.....News Service: UP  
Representative.....Burn-Smith  
President.....Tams Bixby, Jr.  
Manager.....Donald D. Gilbert

**KMUS—Muskogee—1948**

Frequency: 1380 Kc...Power: 1000 d., 500 n.  
Owned-Oper. By...Eastern Okla. Bcstg. Corp.  
Address.....P. O. Box 1588  
Tel.: MU 2-2488.....News Service: UP  
Transcription Service.....World  
Representative.....Pearson  
President.....R. M. Mountcastle  
Gen., Sta., Comm. Mgr.....George Overton  
Sls. Prom. Manager.....Kenneth Parker  
Chief Engineer.....James Kettel

**KNOR—Norman—1949—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Cleveland County Bcstg. Co.  
Address.....P. O. Box 542  
Tel.: JE 4-8474.....News Service: UP  
Transcription.....World  
Gen. Manager.....William S. Morgan  
Comm. Mgr.....Tol Dickenson

**KBYE—Oklahoma City—1947**  
**KBS**

Frequency: 890 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Great Empire Bcstg.  
Bus-Studio Address.....5508 N. Eastern  
Tel.: GA 7-6524.....News Service: UP

Reps.....Simmons  
Membership.....NAB, RAB  
President.....G. G. Griswold  
General Manager.....F. F. Lynch  
Comm. Mgr.....Al Hancock  
Program Director.....Glen Valentine  
Chief Engineer.....Dalton Jones

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Okla. City Bcstg. Co.  
Business Address.....Box 4248  
News Service.....AP  
Membership.....NAB, RAB  
Representative.....Continental  
Pres., Gen. Manager.....Byrne Ross

**KOCY—Oklahoma City—1938**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Plaza Court Bcstg. Co.  
Business-Studio Address.....Plaza Court Bldg.  
Tel.: FO 5-4333.....News Service: AP  
Representative.....Pearson  
Membership.....NAB, RAB  
Pres., Gen. Mgr.....M. H. Bcnebrake  
Commercial Manager.....Carlton Beck  
Chief Engineer.....Elmo Black

**KOMA—Oklahoma City—1927**  
**CBS**

Frequency: 1520 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Radio Okla.  
Business-Studio Address.....311 W. Grand  
Tel.: FO 5-6653.....News Service: UP  
Transcription Service.....World  
Representative.....Gill-Perna, Inc.  
Membership.....RAB  
General-Station Mgr.....Raymond Ruff  
Prog. Dir.....Bill Bailey  
Chief Engineer.....George Berry

**KTOK—Oklahoma City—1927**

Frequency: 1000 Kc.....Power: 5000 Watts  
Owned-Operated By.....KTOK, Inc.  
Business-Studio Address.....1800 W. Main  
Tel.: FO 5-8351.....News Service: AP  
Representative.....Paul H. Raymer  
Membership.....RAB, NAB  
President.....Wendell Mayes  
Gen. Mgr.....Tom Johnson  
Comm. Mgr.....George R. Collisson  
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  
Tel.: CE 2-6367.....News Service: AP  
Representative.....Meeker  
Membership.....NAB  
President.....W. P. Wright  
General Manager.....Eddie Peak  
Commercial Manager.....Tommy Tatum



Program Director..... Stan Kaplan  
 Sales Prom. Mgr..... Ozzie Johnson  
 Chief Eng..... Jim Treat

Membership..... NAB  
 President, Gen. Manager..... R. B. Bell  
 Sales Prom..... Vic Nowlin

**WKY—Oklahoma City—1920**  
**NBC**

Frequency: 930 Kc..... Power: 5000 Watts  
 Owned Oper. By..... WKY TV System, Inc.  
 Business Studio Address..... 500 E. Britton  
 Tel.: TR 8-2161..... News Service: AP, UP  
 Newspaper Affiliation..... Oklahoma Pub. Co.  
 Representative..... Katz  
 Membership..... NAB, RAB  
 President..... E. K. Gaylord  
 Exec. V.P..... P. A. Sugg  
 V.P., Mgr..... R. W. Welpott  
 Comm. Manager..... John Moler  
 Prog Dir..... W. J. Wheatley  
 Prom. Pub. Mgr..... Jim Willis  
 Chief Engineer..... Gene Lyons

**KHBC—Okmulgee—1937**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned Oper. By..... Okmulgee Bcstg. Corp.  
 Business Address..... Box 1350  
 Tel.: 3646..... News Service: AP  
 Representative..... Hil F. Best  
 President..... Don Reynolds  
 Station Manager..... Hal Cochran  
 Program Director..... Arline Milligan  
 Comm., Sales Prom. Mgr..... Marvin Hull  
 Publicity Director..... Betty Lee

**KVLH—Pauls Valley—1947**  
**KBS**

Frequency: 1470 Kc..... Power: 250 Watts  
 Owned Operated By..... Garvin Bcstg.  
 Business Trans. Address..... P. O. Box 610  
 Tel.: 1470..... News Service: UP  
 Transcription Service..... Thesaurus  
 Representative..... Hil F. Best  
 President..... Warren J. Fortier  
 Gen. Sta. Mgr..... David Crockett  
 Prog. Dir..... Mike Stephens  
 Chief Engineer..... W. O. Todd

**WBBZ—Ponca City—1928**  
**MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned Oper. By..... Ponca City Pub. Co.  
 Address..... 200 N. 3rd St.  
 Tel.: RO 5-6607..... News Service: AP  
 Newspaper Affiliation..... The News  
 Representative..... Pearson  
 Membership..... NAB, RAB  
 Gen. Mgr..... Leo R. Morris  
 Comm. Mgr..... Bill Platt  
 Prog. Dir..... Bill Maugans  
 Chief Engineer..... Gerald J. Overall

**KLCO—Poteau—1953—KBS**

Frequency: 1280 Kc..... Power: 1 Kw. d.  
 Owner..... R. B. & Bernice Bell  
 Address..... Box 511  
 Tel.: 660..... News Service: AP

**KOLS—Pryor—1950—KBS**

Frequency: 1570 Kc..... Power: 1000 Watts d.  
 Owned Oper. By..... Lakes Area Bcstg. Co.  
 Address..... 5th & S. Mill Sts.  
 Tel.: 1263..... News Service: AP  
 Transcription Service..... Capitol  
 Representative..... H. F. Best  
 Owner, Gen. Sta. Mgr..... L. L. Gaffaney  
 Commercial Manager..... Mrs. L. L. Gaffaney  
 Program Director..... Merle Caldwell

**KGFF—Shawnee—1930—MBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned Operated By..... KGFF Bcstg. Co., Inc.  
 Address..... P. O. Box 2059  
 Tel.: 4390..... News Service: AP  
 Newspaper Affiliation..... Stauffer Publ. Inc.  
 Transcription Service..... World  
 Representative..... Avery Knodel  
 Membership..... NAB  
 Gen., Sta. Manager..... William A. Weaver  
 Comm. Mgr..... Jeral C. Ziegler

**KSPI—Stillwater—1947—MBS**

Frequency: 780 Kc..... Power: 250 Watts d.  
 Owned Oper. By..... Stillwater Publishing Co.  
 Business Address..... 211 W. Ninth St.  
 News Service..... UP  
 Representative..... Clark  
 Membership..... NAB, RAB  
 General Mgr..... J. R. Bellatti

**KTLO—Tahlequah—1957**

Frequency: 1350 Kc..... Power: 500 W. d.  
 Owned..... Tahlequah Bcstg. Co.  
 Address..... First National Bank Bldg.  
 News Service..... UP  
 Membership..... NAB  
 Pres., Mgr..... Galen O. Gilbert

**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  
 Tel.: LU 7-2401..... News Service: AP  
 Rep..... Brown, H-R  
 Membership..... NAB, RAB  
 V.P., Gen. Mgr..... Robert J. Hoth  
 Prog. Dir..... Larry Monroe

**KFMJ—Tulsa—1946—CBS**

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned Operated By..... Fred Jones Bcstg. Co.  
 Business Studio Address..... 1242 S. Boston  
 Tel.: LU 5-5555..... News Service: UP  
 Representative..... Masla  
 General Manager..... Lawson Taylor

**KOME—Tulsa—1938**  
**ABN-MBS**

Freq.: 1300 Kc..... Power: 5 Kw. d., 1 Kw. n.





Owned.....Oil Capital Sales Corp.  
 Address.....8th & Main  
 Tel.: DI 3-4121.....News Service: UP  
 Representative.....Gill-Perna  
 Membership.....NAB, RAB  
 President.....John W. Klug  
 Gen., Sta. Mgr.....H. Ted Roney

**KRMG—Tulsa—1949**

Freq.: 740 Kc.....Power: 50 Kw. d., 25 Kw. n.  
 Owned-Operated By.....Meredith KRMG, Inc.  
 Business-Studio Address..311 So. Denver Ave.  
 Tel.: LU 4-4291.....News Service: AP  
 Representative.....John Blair  
 Membership.....NAB, RAB  
 President.....Fred Bohlen  
 Gen., Comm. Manager.....Frank S. Lane  
 Prog. 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  
 Tel.: FI 5-1311.....News Service: AP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NAB  
 Nat. Sales, Gen. Mgr.....James P. Walker  
 Prog. Dir.....Karl F. Janssen

**KVOO—Tulsa—1925—NBC**

Frequency: 1170 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Southwestern Sales Corp.  
 Bus.-Studio Address.....3701 S. Peoria  
 Tel.: RI 2-5561.....News Services: AP, UP  
 Trans. Service.....Standard, World, Thesaurus  
 Representative.....Edward Petry

Membership.....NAB, RAB  
 President.....H. C. Stuart  
 V.P., General Mgr.....G. K. Brandborg  
 Program Director.....J. O'Neill  
 Chief Engineer.....J. Bushnell

**KVIN—Vinita—1954—KBS**

Frequency: 1470 Kc.....Power: 500 Watts, d.  
 Owned-Oper. By.....Vinita Broadcasting Co.  
 Business Address.....Box 91  
 Tel.: 407.....News Service: UP  
 Station Manager.....F. E. Stone  
 Prog. Dir., Chief Eng.....Paul Gentry

**KWSH—Wewoka—1948  
ABN-KBS**

Frequency: 1260 Kc.....Power: 1,000 Watts  
 Owned-Operated By..Tri Cities Ecstg. Co., Inc.  
 Address.....Box 1260  
 Tel.: 1260.....News Service: AP  
 Transcription Service.....Standard  
 Representative..Venard, Rintoul & McConnell  
 Pres., General Manager.....Bill Hoover  
 Sec'y-Treas.....Brown Morris  
 Station Maanger.....Ray Judge

**KSIW—Woodward—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Woodward Bcstg. Co.  
 Address Trans. Loc.....22nd & Cedar Sts.  
 Tel.: 1450.....News Service: AP  
 Trans. Service.....Lang-Worth  
 Representative.....Pearson  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....Edward A. Ryan  
 Program Director.....Lenora W. Ryan  
 Chief Engineer.....Harry McFarland

**Oregon**

Pop. March 1 (Est.)—1,815,000; Families—576,000; Lic. Stations—65,  
 Sta. CP's—5; Radio Homes—568,000; TV Homes—396,000

**KWIL—Albany—1941  
MBS-DON LEE**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Albany Radio  
 Bus.-Studio-Trans. Loc.....Box 485  
 Tel.: WA 6-2233.....News Service: AP  
 Transcription Service.....World  
 Rep.....Art Moore, Ayres, Best  
 Membership.....NAB  
 General Mgr.....Larry Gordon  
 Commercial Mgr.....Warren Stoffer

**KWIN—Ashland—1946  
MBS-DON LEE-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rogue Valley Bcstg. Co.  
 Address.....1160 Helman Rd., Box 227  
 Tel.: MU 2-4381.....News Service: UP  
 Representative.....Art Moore  
 President.....Douglas D. Kahle  
 V.P., Sta. Mgr.....Elliot Molschenbacher

Prog. Pub. Dir.....Bill Lively  
 Commercial Manager.....D Reeter  
 Chief Engineer.....E. Feinstein

**KAST—Astoria—1925  
MBS-DON LEE-KBS**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned.....Astoria Broadcasting Co.  
 Address.....1006 W. Marine Drive  
 Tel.: FA 5-2911.....News Service: UP  
 Newspaper Affil.....Astorian Budget  
 Representative.....Art Moore  
 Membership.....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.  
 Tel.: FA 6-221..... News Service: UP  
 Rep.....Moore, Holman, Feltis, Jacobson  
 Membership.....RAB  
 Pres., Gen. Mgr.....W. T. Moore  
 Business Mgr.....T. R. Williams  
 Comm. Mgr.....Kent S. Freeman, Jr.

General Manager.....Glenn Nickell  
 Comm. Mgr.....Ted Thompson

**KBKR—Baker—1939—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Oregon Trail Bcstg. Co.  
 Bus. Studio Address.....2030 Auburn Ave.  
 Telephone.....JA 3-4431  
 Station Rep.....Grant, Art Moore  
 General Manager.....Kenneth B. Lockwood

**K-FLY—Corvallis—1954**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Midland Bcstg. Co.  
 Address.....Box 689  
 Tel.: PL 3-6633..... News Service: UP  
 Rep.....Everett-McKinney  
 Gen., Sta. Manager.....Frank Flynn

**KBND—Bend—1937**

**MBS-KBS-DON LEE**

Freq.: 1110 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Central Oregon Bcstg. Co.  
 Bus. Studio Address.....114 Oregon Ave.  
 Tel.: EV 2-4821..... News Service: UP  
 Transcription Service.....World  
 Representative.....McGavren-Quinn  
 Membership.....NAB  
 Pres., Gen. Mgr., Pub. Dir.....Frank H. Loggan  
 Comm. Mgr.....Doug Gaines  
 Pgm. Dir.....Kessler Cannon  
 Chief Engineer.....Robert Dickinson

**KLOO—Corvallis—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Benton Bcstrs.  
 Address.....Box 731  
 Tel.: PL 3-3322..... News Service: AP  
 Representative.....McGillvra  
 Trans.....Capital  
 Gen., Sta. Mgr.....Robert G. Beattie  
 Comm. Mgr.....G. Bob Roberts  
 Program Director.....Dale K. Allison  
 Chief Engineer.....Donald C. Wilkinson

**KRNS—Burns—1957—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Radio Burns—KRNS  
 Address.....544 N. B'way  
 Tel.....7300  
 Representative.....Art Moore  
 Partners.....H. McDonald, J. Ward  
 Prog. Dir.....Thomas Lewis

**KOMB—Cottage Grove—1953**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Orlo M. Bagley  
 Address.....P. O. Box 606  
 Tel.: WH 2-2468..... News Service: UP  
 General Manager.....Orlo Bagley  
 Sis. Prom. Manager.....Peter J. Ryan  
 Sta. Mgr., Prog., Pub. Dir.....Dick Williams  
 Commercial Manager.....Dorothy Grisham  
 Chief Engineer.....Milton Viken

**KODL—The Dalles—1940  
ABN-KBS**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owner.....Western Radio Corp.  
 Address.....Scenic Dr.  
 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

**KOOS—Coos Bay—1928—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KOOS, Inc.  
 Address.....Box 180  
 Tel.: CO 7-2121..... News Service: UP  
 Representative.....Art Moore  
 President.....Sheldon F. Sackett  
 General Manager.....Jack Irvine  
 Station Manager.....Robert Chopping  
 Comm. Mgr.....F. J. McDonough  
 Prog., Pub. Dir.....Margaret Chopping  
 Chief Engineer.....Bryce Johnston

**KRMW—The Dalles—1955**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Mid-Columbia, Inc.  
 Address.....Bank Hotel  
 Tel.: CY 6-9661..... News Service: UP  
 Transcription Service.....Lang-Worth  
 Representative.....Hill F. Best, Art Moore  
 President.....Harold L. Newhouse  
 Gen., Sta. Mgr.....Oliver B. Earl  
 Program Director.....Gerald K. Webb  
 Comm. Mgr., Chief Eng.....Don Ruse

**KYNG—Coos Bay—1956**

Frequency: 1420 Kc.....Power: 1 Kw., d.  
 Owned.....KYNG Radio  
 Address.....Tioga Hotel  
 News Service.....UP  
 Representative.....H. S. Jacobson  
 Gen. Mgr.....P. F. Waters

**KPLK—Dallas—1955—KBS**

Frequency: 1460 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Polk County Bcstgs., Inc.  
 Address.....P. O. Box 396  
 Tel.: MA 3-2342..... News Service: AP  
 Pres., Gen. Mgr.....Ray L. Kozak

**KWRO—Coquille—1948—KBS**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KWRO, Inc.  
 Address.....P. O. Box 396  
 Tel.: 3961..... News Service: UP  
 Rep.....Art Moore

Comm. Mgr. . . . . E. C. McElroy Jr.  
 Program Director . . . . . Emanuel Lukesh  
 Program Director . . . . . George B. Smith  
 Chief Engineer . . . . . George W. Morrison

**KASH—Eugene—1947**  
**ABN-KBS**

Frequency: 1690 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Radio Air Ways, Inc.  
 Address . . . . . P. O. Box 1600  
 Tel.: DI 5-3357 . . . . . News Service: UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Donald Cooke  
 President, Gen., Sta. Mgr. . . . . E. L. Kincaid  
 Commercial Manager . . . . . Paul Plank  
 Program Director . . . . . Patricia Madden  
 Publicity Director . . . . . Clare Kincaid  
 Chief Engineer . . . . . Ralph Cooke

**KEED—Eugene—1954**  
 (SEE SPRINGFIELD LISTING)

**KERC—Eugene—1949—CBS**

Freq.: 1280 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . Guard Pub. Co.  
 Address . . . . . P. O. Box 506  
 Tel.: DI 5-4304 . . . . . News Service: AP  
 Newspaper Affiliation . . . . . Register-Guard  
 Trans. Service . . . . . Columbia Masterwks., World  
 Representative . . . . . Weed & Co.  
 Membership . . . . . NAB, RAB  
 President . . . . . Alton F. Baker  
 Gen., Sta. Mgr. . . . . L. W. Trommlitz  
 Nat'l Sales Mgr. . . . . C. S. Shulda  
 Local Sales Mgr. . . . . Bill Karl  
 Publicity Director . . . . . Jack Craig  
 Prom. Mgr., Prog. Dir. . . . . Clifton Cole  
 Chief Engineer . . . . . Calvert Applegate

**KORE—Eugene—1927**  
**MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lane Bcstg. Co.  
 Business Address . . . . . P. O. Box 1032  
 Tel.: DI 4-4214 . . . . . News Service: UP  
 Trans. . . . . Lang-Worth  
 Rep. . . . . Everett-McKinney, Headley-Reed  
 Pres., Gen. Mgr. . . . . Lee Bishop  
 Comm. Mgr. . . . . Herb Olson

**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  
 Tel.: DI 4-6216 . . . . . News Service: AP  
 Representative . . . . . Meeker, Art Moore  
 Membership . . . . . NAB  
 Gen. Manager . . . . . C. O. Fisher  
 Comm. Mgr. . . . . John Tasnady

**KRWC—Forest Grove—1950**

Frequency: 1570 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By . . . . . Irving V. Schmidtke  
 Address . . . . . P. O. Box 345  
 Tel. . . . . 5791  
 Representative . . . . . Continental

Trans. Service . . . . . Standard, SESAC  
 Pres., Gen., Sta. Mgr., Eng. . . . . I. V. Schmidtke  
 Prog. Director . . . . . Fred Schmidtke

**KUIN—Grants Pass—1939**  
**MBS-DON LEE**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Southern Oregon Bcstg. Co.  
 Business Address . . . . . P. O. Box 148  
 Tel.: GR 6-4477 . . . . . News Service: AP  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NAB, RAB  
 President . . . . . A. E. Voorhies  
 Gen., Sta., Mgr. . . . . Myron Keith Ball  
 Comm. Mgr. . . . . Thomas Olsen  
 Pub. Dir. . . . . Jerry Kelly  
 Program Director . . . . . Lee Boner  
 Chief Engineer . . . . . N. L. Williams

**KGRO—Gresham—1956**

Frequency: 1230 Kc. . . . . Power: 100 Watts  
 Owned . . . . . Gresham Bcstg. Co.  
 Address . . . . . Box 32  
 Tel.: MO 5-4143 . . . . . News Service: AP  
 President . . . . . Tom B. Purcell  
 Gen. Mgr. . . . . Alex de Schweinitz

**KOHU—Hermiston—1956**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned . . . . . Carl F. and Sarah Knierim  
 Address . . . . . Box 1  
 Tel.: JO 7-6500 . . . . . News Service: UP  
 Membership . . . . . NAB  
 General Manager . . . . . Carl F. Knierim  
 Commercial Manager . . . . . Sarah Knierim  
 Program Director . . . . . Eleanor Davis

**KUIK—Hillsboro—1954—KBS**

Frequency: 1360 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Oper. By . . . . . Tuculatin Valley Bcstrs.  
 Address . . . . . 155 S. Second  
 Tel.: MI 8-4181 . . . . . News Service: AP  
 Representative . . . . . Art Moore  
 Sales Manager . . . . . Wally Cooper

**KIHR—Hood River—1950**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Ore-Wash. Bcstrs.  
 Address . . . . . P. O. Box 207  
 Tel.: 8561 . . . . . News Service: AP  
 Representative . . . . . Art Moore, Meeker  
 President . . . . . C. J. McCredle  
 Comm. Mgr. . . . . Hugh Garrabrant

**KFJI—Klamath Falls—1923**  
**MBS**

Freq.: 1150 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned . . . . . KFJI Broadcasters, Inc.  
 Address . . . . . P. O. Box 692  
 Tel.: TU 2-2551 . . . . . News Service: UP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NAB  
 Representative . . . . . Meeker, Art Moore  
 President . . . . . W. Don Miller  
 Gen., Comm. Mgr. . . . . Robert H. Bartlett

Prog. Director..... Gordon Bambrick  
 Pub. Director..... Larry Jones  
 Chief Engineer..... Wayne Loerke

**KFLW—Klamath Falls—1946**  
**ABN-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..... Everett-McKinney  
 Membership..... RAB  
 General Manager..... Bud Chandler  
 Commercial Manager..... Floyd Wynne

**KLAD—Klamath Falls—1955**  
**KBS**

Frequency: 900 Kc..... Power: 1000 Watts, d.  
 Owned-Operated By..... K-Lad Broadcasters  
 Address..... Midland Rd.  
 News Service..... AP, UP  
 Rep..... Jacobson, Headley-Reed  
 Membership..... NAB  
 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..... NAB  
 Gen., Sta., Comm. Manager..... Ken Lillard

**KQIK—Lakeview—1956—KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned..... Pacific Northwest Radio, Inc.  
 Address..... 411 1st St.  
 Tel.: WH 7-2164..... News Service: UP  
 Representative..... Art Moore  
 President..... A. E. Freeman  
 Station Mgr..... Don Anderson  
 Comm Mgr..... Dick Emery

**KCAL—Lebanon—1950—KBS**

Frequency: 920 Kc..... Power: 1000 Watts, d.  
 Owned-Oper. By..... Linn County Bcstrs., Inc.  
 Address..... P. O. Box 387  
 Tel.: AL 8-2134..... News Service: INS  
 Station Rep..... Holman, Grant  
 Membership..... RAB  
 Pres..... W. Gordon Allen  
 Prog. Director..... Jim Hughes  
 Pub. Director..... Ken Brooks  
 Sales Prom. Mgr..... Don Wellman  
 Gen., Comm. Mgr..... Nate Bridges  
 Chief Engineer..... Ken Vancil

**KMCM—McMinnville—1949**  
**KBS**

Frequency: 1260 Kc..... Power: 1000 Watts

Owned-Oper. By..... Yamhill Bcstrs.  
 Address..... P. O. Box 207  
 Tel.: 3811..... News Service: UP  
 Newspaper Affil..... Daily News-Register  
 Transcription Service..... Lang-Worth  
 Station Rep..... Continental, Art Moore  
 President..... Philip N. 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  
 Tel.: 3-5355..... News Services: AP, UP  
 Membership..... NAB  
 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  
 Tel.: SP 2-4000..... News Service: UP  
 Representative..... Meeker Assoc., Art Moore  
 Membership..... NAB  
 President..... Vern Robinson  
 General Manager..... Ray Johnson  
 Comm. Manager..... Gene Barlow  
 Prog. Dir..... John Williams  
 Chief Engineer..... Ellis Feinstein

**KYJC—Medford—1947**  
**ABN-CBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Medford Printing Co.  
 Trans. Address..... Barnett Rd.  
 Tel.: 2-5277..... News Service: UP  
 Newspaper Affiliation..... Mail Tribune  
 Representative..... Grant Webb, Q. Cox  
 Membership..... NAB  
 Gen. Mgr..... Tom MacLeod  
 Program Director..... Monte Morris

**KNPT—Newport—1948**

Frequency: 1310 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Yaquina Radlo, Inc.  
 Business Address..... 1940 N. Coast H'way  
 Tel.: 560..... News Service: UP  
 Rep..... Ayres, Art Moore, Continental  
 Membership..... NAB  
 President..... Tom R. Becker  
 Manager..... Bob Spangler  
 Chief Engineer..... Don Newman

**KFIR—North Bend—1951**  
**CBS**

Frequency: 1410 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bay Bcstg. Co.



Address ..... Box 905  
 Tel.: SK 9-7351 ..... News Service: UP  
 Representative ..... W. S. Grant, Cox  
 Trans. .... World  
 Membership ..... NAB  
 Owner, President ..... Josephine Edwards  
 Station Mgr. .... Jack Hampton  
 Prog. Dir. .... Spencer Snow

**KBCH—Oceanlake—1955**  
**KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned ..... Lincoln Electronics Inc.  
 Address ..... Box 368  
 Tel.: DE 3891 ..... News Service: UP  
 Transcription Service ..... World  
 Membership ..... NAB  
 Representative ..... Art Moore  
 President ..... Clayton S. Comer  
 General, Prom. Mgr. .... William B. Comer  
 Comm. Mgr. .... Walt Kerry  
 Chief Engineer ..... Ralph Keyser

**KSRV—Ontario—1946—KBS**

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Inland Radio, Inc.  
 Address ..... Box 540  
 Tel.: 212 ..... News Service: UP  
 Representative ..... Grant, Art Moore  
 Trans. .... Standard, World  
 Membership ..... NAB  
 General Manager ..... Gordon L. Capps  
 Comm. Mgr. .... John R. Humphreys

**KGON—Oregon City—1947**

Frequency: 1520 Kc. .... Power: 10,000 Watts  
 Owned-Operated By ..... Clackamas Bcstrs.  
 Business Address ..... Box 5711  
 Tel.: OL 4-5475 ..... News Service: UP  
 Representative ..... Weed  
 Trans. .... World, Standard  
 Membership ..... NAB  
 Gen., Sta., Comm. Mgr. .... Irwin S. Adams  
 Program Director ..... Sonora B. Hoffman

**KUBE—Pendleton**

Frequency: 1050 Kc. .... Power: 1 Kw., d.  
 Owned ..... Umatilla Bcstg.  
 Address ..... Box 301  
 Tel.: 5151 ..... News Service: AP  
 Representative ..... W. S. Grant  
 Membership ..... NAB  
 Owner ..... John M. Carroll  
 Sta. Mgr. .... R. E. Thomlinson  
 Comm. Mgr. .... Tom Warner

**KUMA—Pendleton—1955**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned ..... Pendleton Broadcasting Co.  
 Address ..... P. O. Box 278  
 Tel.: CR 6-1511 ..... News Service: UP  
 Membership ..... NAB  
 Transcription ..... Standard  
 Representative ..... Meeker, Art Moore  
 President ..... C. O. Fisher  
 General Mgr. .... Ted A. Smith  
 Commercial Mgr. .... Robert Rummion  
 Program Dir. .... Howard G. Rhoads  
 Chief Engineer ..... J. H. Platz

**KWRC—Pendleton—1941**  
**ABN-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Western Radio Corp.  
 Address: c/o KODL Radio Station, The Dallas  
 Tel.: 1425 ..... News Service: UP  
 Representative ..... Feltis, Cox, Ayres  
 President ..... V. B. Kenworthy  
 Sta. Mgr. .... Bob White  
 Prog. Director ..... Bob Maszk  
 Chief Engineer ..... Jim Bergman

**KEX—Portland—1926**

Frequency: 1190 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... Westinghouse Bcstg. Co.  
 Address ..... 1230 SW Main St.  
 Tel.: CA 2-1881 ..... News Services: UP, INS  
 Membership ..... RAB, NAB  
 Trans. .... Associated  
 Station Rep. .... Peters, Griffin, Woodward, Inc.  
 President ..... D. H. McGannon  
 Gen., Sta. Mgr. .... Herbert L. Bachman  
 Commercial Manager ..... R. E. Rudolph  
 Sls. Prom. Manager ..... Clark B. Kelsey, Jr.  
 Program Director ..... Mel Bailey  
 Pub. Director ..... David Strauss  
 Chief Engineer ..... Jack Erwin

**KGW—Portland—1922—ABN**

Frequency: 620 Kc. .... Power: 5000 Watts  
 Owned-Oper. .... Pioneer Bcstrs, Inc.  
 Bus.-Studio Address ..... 1139 S.W. 13th Ave.  
 Tel.: CA 3-6364 ..... News Service: UP  
 Representative ..... John Blair  
 Membership ..... NAB, RAB  
 President ..... George Orput  
 Sta. Mgr. .... John E. Eichhorn  
 Comm. Mgr. .... Jackson Fleming  
 Program Director ..... Bob Franklin  
 Prom., Publicity Dir. .... Wm. R. Nutt  
 Chief Engineer ..... Clare Hanawalt

**KLIQ—Portland—KBS**

Frequency: 1290 Kc. .... Power: 1 Kw., d.  
 Owned ..... KLIQ Radio  
 Address ..... Oaks Amusement Park  
 Tel.: BE 4-8448 ..... News Service: INS  
 Representative ..... Dore, O'Connell  
 Mgr. .... John B. Waitkus

**KOIN—Portland—1924—CBS**

Frequency: 970 Kc. .... Power: 5000 Watts  
 Owned ..... Mt. Hood Radio-TV Bcstg. Corp.  
 Business Address ..... 140 S.W. Columbia  
 Tel.: CA 8-3333 ..... News Services: AP, UP  
 Transcription Service ..... World, Standard  
 Representative ..... CBS Spot Sls.  
 Membership ..... NAB, RAB  
 Gen. Mgr. .... H. H. Buckendahl  
 Nat'l Adv. Mgr. .... Robert R. Whitely

**KPAM—Portland—1946**

Frequency: 1410 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Bcstrs. Oregon Ltd.  
 Address ..... P. O. Box 1230

Tel.: CA 8-0106 ..... News Service: AP  
 Membership ..... NAB  
 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.  
 Tel.: AT 2-3232 ..... News Service: AP  
 Membership ..... RAB  
 President ..... Jack W. Davis  
 Comm. Mgr. .... Jim Hartman  
 Program Director ..... Dan MacDonald  
 Chief Engineer ..... Al Charf

**KPOJ—Portland—1923**  
MBS-DON LEE

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... KPOJ, Inc.  
 Studio Address ..... Box 31  
 Tel.: CA 7-3484 ..... News Service: UP  
 Newspaper Affiliation ..... Oregon Journal  
 Representative ..... Avery-Knodel  
 Membership ..... NAB  
 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 ..... 931 S.W. King Ave.  
 Tel.: CA 8-4393 ..... News Service: INS  
 Representative ..... Forjoe  
 Pres., Gen. Manager ..... Rod F. Johnson  
 Comm. Mgr. .... Ben T. Crosby  
 Prog. Dir. .... Jerry Speerstra  
 Ch. Eng. .... Les Windes

**KXL—Portland—1926**

Frequency: 750 Kc. .... Power: 10,000 Watts  
 Owned-Oper. .... Mt. Ranier Radio & TV Bcstg. Co.  
 Business-Studio Address ..... Box 5886  
 Tel.: PR 4-3216 ..... News Service: UP  
 Rep. .... Branham, McGavren-Quinn  
 Membership ..... RAB  
 Pres., Gen. Mgr. .... Lester M. Smith  
 Sta. Mgr. .... Wally Rossman  
 Program Director ..... Bob McCarl  
 Chief Engineer ..... Ed Mundi

**KRCO—Prineville—1950**

Frequency: 690 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Radio Central Oregon  
 Address ..... P. O. Box 188  
 Tel.: 6239 ..... News Service: UP  
 Membership ..... RAB, NAB  
 Trans. Serv. .... Thesaurus  
 Representative ..... Best, Feltis  
 Pres., Co-Manager ..... Norbert A. Miksche

Comm. Mgr. .... William Gould  
 Program Manager ..... Bob Angel  
 Chief Engineer, Co-Mgr. .... C. R. Matheny

**KJUN—Redmond—1952**  
ABN

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Juniper Bcstrs., Inc.  
 Address ..... P. O. Box 1240  
 Tel.: 234 ..... News Service: AP  
 Representative ..... McGillvra  
 Pres., Gen. Comm. Mgr. .... F. G. Lieser  
 Business Manager ..... Patricia Riggs  
 Chief Engineer ..... Gene Johnsick

**KRRR—Roseburg—1935**  
CBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... James E. Doyle  
 Address ..... Box 997  
 Tel.: OR 3-5551 ..... News Service: AP  
 Representative ..... Art Moore, Meeker  
 Pres., Gen. Mgr. .... James E. Doyle  
 Comm., Sales Prom. Mgr. .... Doug Setterberg  
 Prog. Director ..... John Doyle  
 Chief Engineer ..... Milt Lindley

**KRXL—Roseburg—1950**  
MBS-Don Lee

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Umpqua Bcstrs., Inc.  
 Address ..... P. O. Box 847  
 Tel.: OR 3-4464 ..... News Service: UP  
 Trans. Service ..... World  
 Membership ..... NAB  
 Representative ..... Cox, Feltis, Tracy Moore  
 President ..... Donn W. Radabaugh  
 Gen. Sta. Mgr. .... Iris Rice Helliwell  
 Comm., Sales Prom. Mgr. .... Del McKay  
 Pub. Director ..... Kay Anderson  
 Chief Engineer ..... Lon Hunt

**KYES—Roseburg—1955**

Owned-Oper. By ..... Douglas Bcstrs., Inc.  
 Frequency: 950 Kc. .... Power: 1 Kw. d.  
 Address ..... P. O. Box 1138  
 Tel.: OR 3-6678 ..... News Service: AP  
 Representative ..... H. S. Jackson, Grant  
 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  
 Tel.: EM 3-7121 ..... News Service: UP  
 Station Rep. .... Holman, Grant, Feltis  
 Membership ..... RAB  
 President ..... W. Gordon Allen  
 Gen., Sta. Mgr. .... Arne G. Peterson  
 Program Director ..... Ralston Smith  
 Comm. Manager ..... Larry Ross  
 Chief Engineer ..... Ken Vancil

**KBZY—Salem—1957**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Salem Bcstg. Co.  
Address Trans. Loca.....369 High Northeast  
Tel.: EM 4-6748.....News Service: UP  
Representative.....Meeker, Art Moore  
Sta. Mgr.....Alvin D. Bauer  
Comm. Mgr.....Don M. McCutcheon  
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  
Tel.: EM 4-8433.....News Service: UP  
Representative ..Everett, McKinney, Art Moore  
Membership.....NAB  
President, Gen. Mgr.....Glenn McCormick  
Sta., Comm. Mgr.....Dave Hoss  
Sales Prom. Mgr.....Bill Ross  
Chief Engineer.....Clyde Carlton

**KEED—Springfield—1954**

Frequency: 1050 Kc.....Power: 1 Kw., d.

Owned.....KEED, Inc.  
Address.....P. O. Box 696  
News Service.....UP  
Station Rep.....Radio-TV Rep.  
Membership.....NAB  
Pres., Gen. Mgr.....Glen M. Stadler  
Mgr.....Rod Louden  
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  
Tel.: VI 2-4422.....News Service: UP  
Rep.....Continental, W. A. Ayres, Art Moore  
President.....F. H. Guyton  
Gen. Mgr.....Jack Webb  
Sales Mgr.....Creighton Sanders

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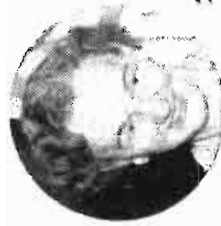
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It's a great group, Gene, and we are more than pleased to have you on the team. You'll find the people of each station ready, willing and capable in their respective positions to lend their time and talents to the progress of the group as a unit. I know you and your staff are going to be an asset to us. So, I say again . . . Welcome W T A L, Tallahassee.

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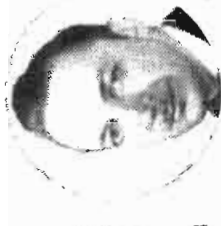
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1. HARRY L. MAGEE, Owner-Operator WHLM

2. KITTY KAHLER, Group Administrative Assistant, Headquarters, WAZL

3. CHARLES HELWIG, President WHOL

4. JIM CHAMBERS, Manager WHOL

5. BOB WILLIAMS, Manager WHLM

6. ART DETERS, Manager WIDE

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Independent

Biddeford-Saco, Me.  
MBS-Yankee

Tallahassee, Fla.  
Independent

# Pennsylvania

Pop. March 1 (Est.)—11,360,000; Families—3,682,000; Lic. Stations—140,  
Sta. CP's—7; Radio Homes—3,602,000; TV Homes—3,148,000

## WAEB—Allentown—1949

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By: WAEB, Inc.  
Address: 7th & Hamilton Sts.  
Tel.: HE 4-9364. News Service: UP  
Representative: Adam Young  
President: William F. Rust, Jr.  
Gen. Mgr.: Ralph Gottlieb  
Sta. Manager: S. Robert Ackley  
Comm. Manager: J. Riepensell  
Prog. Dir.: Steve Wade  
Chief Engineer: William Gottshall

## WHOL—Allentown—1948

Frequency: 1600 Kc. Power: 500 Watts  
Owned: Allentown Bcstg. Corp.  
Address: Colorado & Poplar Sts.  
Tel.: HE 4-4801. News Service: AP  
Representative: Raymer  
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  
Tel.: HE 3-3166. 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 CBS

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By: Lehigh Valley Bcstg. Co.  
Tel.: HE 4-9511. News Service: AP  
Bus. Studio Address: 39-41 N. Tenth St.  
Trans.: World  
Representative: H-R  
Membership: NAB, RAB  
Exec. Director: Olivia P. Barnes  
Comm. Mgr.: Charles R. Petrie  
Program Director: George Y. Snyder

## WFBC—Altoona—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Triangle Pubs.  
Address: 1320 11th Ave.  
Tel.: WI 4-2031. News Service: AP  
News. Affil.: Phila. Inquirer  
Rep.: Triangle Pub.  
Membership: NAB  
General Manager: Frank Palmer  
Station Manager: Jack Snyder  
Program Director: George Carroll  
Chief Engineer: K. R. Brubaker

## WRTA—Altoona—1947—ABN

Frequency: 1240 Kc. Power: 250 Watts  
Owned: Altoona Trans-Audio Corporation  
Address: Hotel Penn Alto  
Tel.: WI 3-6112. News Service: AP  
Transcription: Thesaurus  
Representative: Everett-McKinney, Inc.  
Membership: NAB  
President: Martin F. Malarkey, Jr.  
General Manager: Lou H. Murray  
Program Director: Rod Wolf  
Publicity Director: Thelma Albright  
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.  
Tel.: WI 4-8127. News Service: UP  
Membership: NAB  
Transcription Service: Standard  
Representative: Weed & Co.  
Gen. Mgr., Prog., Pub. Dir.: Will Ketter  
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.

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WWNR . . . Beckley, W. Va.  
WTSP . . . St. Petersburg, Fla.

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*"Oggie" Davies, Gen. Manager*



Address ..... Box 177  
 Tel.: GR 2-3921 ..... News Service: INS  
 Transcription Service ..... SESAC  
 Gen., Comm. Manager ..... Cecil F. Clifton  
 Business Manager ..... A. J. West  
 Ch. Eng. .... H. Edgar Smith

**WNCC—Barnsboro—1950**  
**KBS**

Frequency: 950 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... No. Cambria Bcstrs.  
 Address ..... Box 277  
 Tel.: 1010 ..... News Service: UP  
 Transcription Service ..... Thesaurus  
 News Service ..... UP  
 Membership ..... RAB  
 Sta. Mgr. .... William R. Rathall

**WBVP—Beaver Falls—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WBVP, Inc.  
 Business-Studio Address ..... 1216 Seventh Ave.  
 Tel.: BF 4100 ..... News Services: UP, AP  
 Transcription Service ..... Standard, Thesaurus  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... Frank R. Smith  
 Sta., Comm. Mgr. .... Thomas B. Price  
 Program Director ..... Charles H. Wilson  
 Sls. Prom., Pub. Dir. .... E. A. Sekeres  
 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.  
 Tel.: BE 863 ..... News Service: UP  
 President ..... John Biddle  
 General Manager ..... Hugo K. Frear  
 Station Manager ..... Robert S. Harrison, Jr.

**WBRX—Berwick—1957**  
**KBS**

Frequency: 1280 Kc. .... Power: 500 W., d.  
 Owned ..... Columbia County Bcstrs., Inc.  
 Address ..... Jackson Bldg.  
 Tel.: 4546 ..... News Service: UP  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... John S. Booth  
 Sta. Mgr. .... Robert Howard  
 Comm. Mgr. .... Morris Doty

**WGPA—Bethlehem—1946**

Frequency: 1100 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Bethlehems' Globe Pub. Co.  
 Bus.-Studio Address ..... 426 Brodhead Ave.  
 Tel.: UN 6-8074 ..... News Service: UP  
 Newspaper Affil ..... Bethelhem Globe Times  
 Transcription Service ..... Thesaurus  
 Membership ..... NAB  
 President ..... Rolland L. Adams  
 General Manager ..... Ellis Service  
 Station Manager ..... Arthur C. McCracken  
 Comm., Sales Prom. Mgr. .... Frank Colle  
 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.  
 Tel.: ST 4-1200 ..... News Service: AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NAB  
 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 ..... Square Bldg.  
 Tel.: ST 4-5500 ..... News Services: AP, UP  
 Transcription Service ..... World  
 Representative ..... Raymer  
 Membership ..... NAB, RAB  
 President ..... Harry L. Magee  
 Gen., Sta. Mgr. .... Robert R. Williams  
 Commercial Mgr. .... Pat Campbell  
 Sales Prom. Mgr. .... Ray Calabrese  
 Program Dir. .... Dale Fulmer  
 Chief Engineer ..... Anthony Hogg

**WLOA—Braddock—1947**  
**KBS**

Frequency: 1550 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Matta Bcstg. Co.  
 Business-Studio Address ..... 1233 Braddock Ave.  
 Tel.: EL 1-1100 ..... News Service: UP  
 Pres., Gen., Sta. Mgr. .... William G. Matta  
 Commercial Manager ..... George Matta  
 Sls. Prom. Mgr. .... William W. Martin  
 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.  
 Tel.: 2-4545 ..... News Service: AP  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 Gen., Sls. Prom. Mgr. .... J. M. Cleary  
 Comm. Mgr., Pub. Dir. .... Frederick P. Tascont.  
 Prog. Dir., Chief Eng. .... William Winn

**WBUT—Butler—1947**

Frequency: 1050 Kc. .... Power: 250 W., d.  
 Owned-Operated By ..... Beacon Bcstg.  
 Address ..... Box 1048  
 Tel.: 75-778 ..... News Service: AP  
 Station Representative ..... Gil-Perna, Inc.  
 Trans. .... Lang-Worth  
 Pres. .... J. Patrick Beacom  
 Sta. Mgr. .... Rick Hanna  
 Gen., Comm. Mgr. .... Harry Critchlow  
 Prog. Director ..... Dick Kutam

**WISR—Butler—1941—KBS**

Frequency: 680 Kc. Power: 250 Watts d.  
 Owned-Oper. By The Butler Bcstg. Co., Inc.  
 Business-Studio Address 357 N. Main St.  
 Tel.: 7-4701 News Service: UP  
 President Jcel W. Rosenblum  
 General Manager Robert Kaufman  
 Comm. Manager J. Victor O'Brien  
 Sales Prom. Mgr. Jerry Coleman  
 Pub. Dir. Mrs. Delores Long  
 Program Director Warren Ihlenfeld  
 Chief Engineer Paul Rex

**WCNG—Canonsburg—1957**

Freq.: 540 Kc. Power: 250 W. d.  
 Owned Douglas & Assoc., Inc.  
 Address Box 480  
 Tel.: SH 5-5400 News Service: UP  
 Trans. World  
 Pres., Gen. Mgr. W. W. McCoy  
 Comm. Mgr. Henry P. Schueler  
 Prog. Dir. Maurice Hesslegrave  
 Chief Engineer Floyd S. Bert

**WC DL—Carbondale—1950  
KBS**

Frequency: 1440 Kc. Power: 5 Kw., d.  
 Owned-Oper. By Carbondale Bdcstg., Co., Inc.  
 Address 127 Salem Rd.  
 Tel.: 1230 News Service: UP  
 Representative Donald Cooke, Inc.  
 Membership NAB  
 President William H. Ware  
 Gen., Sta. Manager A. P. Perry  
 Comm., Sls. Prom Mgr. P. J. Oles  
 Pub. Dir. Robert Meredith  
 Prog. Dir. Joe Martin  
 Chief Engineer William Yakely

**WHYL—Carlisle—1952—KBS**

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Oper. R. F. Lewis, Jr.  
 Business Address Box 345  
 Tel.: 1785 News Service: UP  
 President Marion P. Lewis  
 Gen., Sta. Mgr. James B. Holder  
 Prog. Dir. C. H. Morse

**WC BG—Chambersburg—1956**

Frequency: 1590 Kc. Power: 5 Kw., d.  
 Owned James R. Reese, Jr.  
 Address Lincolnway West  
 Tel.: CO 4-4515 News Service: UP  
 Representative Stars National  
 Gen. Mgr. Buddy E. Starcher  
 Sales Mgr. Bud Messner

**WCHA—Chambersburg—1946**

Frequency: 880 Kc. Power: 1000 Watts  
 Owned Chambersburg Bcstg. Co.  
 Address Craft Press Bldg.  
 Tel.: CO 4-7121 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 Earl Strine  
 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  
 Tel.: HU 3-6551 News Service: AP  
 Representative Clark  
 Transcription Service Thesaurus  
 Membership RAB  
 President Dr. A. S. Sickman  
 Gen. Mgr. C. R. Duvall  
 Program Dir. George Gailey

**WDRF—Chester—1954**

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Oper. By Eastern Bcstg. Co., Inc.  
 Business Address 3500 Edgmt Ave.  
 Tel.: CH 4-4321 News Service: UP  
 Trans. Thesaurus  
 President L. Kapelski  
 General Manager Cy Swingle  
 Comm., Prom. Mgr. John Talley  
 Prog., Pub. Dir. Del Parks  
 Chief Engineer Harry Simmington

**WVCH—Chester—1947**

Frequency: 740 Kc. Power: 1 Kw.  
 Owned-Operated By James M. Tisdale  
 Bus-Studio Address Wolf Bldg., Market Sq.  
 Tel.: CH 2-8861 News Service: UP  
 Station Rep. Webb  
 Membership NAB  
 General Manager James M. Tisdale  
 Station Mgr. Robert A. Hibbert Jr.  
 Comm. Manager Martin Peltzman

**WCPA—Clearfield—1947**

Frequency: 900 Kc. Power: 1000 Watts d  
 Owned-Oper. By Clearfield Bcstgers, Inc  
 Address 215 Church St.  
 Tel.: CL 5-5541 News Service: UP  
 Transcription Service Lang-Worth  
 Membership NAB  
 President W. K. Ulerich  
 General Manager W. J. Thomas  
 Sta. Mgr. Joseph Milsop  
 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  
 Tel.: 2100 News Service: UP  
 Transcription Service Standard  
 Membership NAB  
 President, Chief Eng. Louis N. Seltzer



General Manager ..... William S. Halpern  
Comm. Prom. Mgr. .... Donald Kimes

**WCOY—Columbia—1957**

Frequency: 1580 Kc. .... Power: 500 W., d.  
Owned ..... Radio Columbia  
Address ..... 343 Poplar St.  
Tel.: MU 4-2591 ..... News Service: AP  
Representative ..... Burn-Smith  
Trans. .... Thesaurus  
Gen. Mgr. .... M. Leonard Savage  
Comm. Mgr. .... John P. Weis

**WCVI—Connellsville—1947**  
**KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Connellsville Bcstrs., Inc.  
Business-Studio Address ..... WCVI Bldg.  
Tel.: MA 8-4600 ..... News Service: UP  
Transcription Service ..... Thesaurus  
President ..... Dr. C. T. Troilo  
General Mgr. .... Charles H. Underwood  
Comm. Dir. .... Charles T. Snowden  
Prog. Director ..... Esther Blasey  
Chief Engineer ..... Robert Ray

**WOTR—Corry—1955—KBS**

Frequency: 1370 Kc. .... Power: 500 Watts  
Address ..... Corry Savings & Loan Bldg  
Tel.: AT 1-1365 ..... 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.  
Tel.: 611 ..... News Service: AP  
Trans. .... World  
Membership ..... NAB  
President ..... C. H. Simpson  
General Manager ..... John A. Fay  
Sta. Mgr., Prog. Dir. .... R. F. Bennett  
Sales Manager ..... George Kuratomi  
Publicity Dir. .... Ed Easton  
Chief Engineer ..... Kenyon Reed

**WBUX—Doylestown—1948**

Frequency: 1570 Kc. .... Power: 1 Kw.  
Owned ..... WBUX Broadcasting Co.  
Address ..... 30 E. Oakland St.  
Tel.: FI 8-3583 ..... News Service: AP  
Transcription ..... World  
President ..... George Steiner  
General Mgr. .... James Stolcz  
Sta. Mgr. .... George Pleasants  
Prog. Dir. .... Jim Ort  
Chief Engineer ..... Dick Wright

**WCED—Dubois—1939—CBS**

Freq.: 1420 Kc. .... Power: 5 Kw. d., 500 W. n.  
Dwned ..... Tri County Broadcasting Co., Inc.  
Address ..... 80 N. Park Place  
News Service ..... UP  
Representative ..... McGillvra  
President ..... Harold T. Gray  
General Mgr. .... Jason S. Gray  
Sta., Comm. Mgr. .... George Williams  
Sales Prom. Mgr., Prog. Dir. .... Ken Johnston  
Publicity Dir. .... Dean Close  
Chief Engineer ..... George Donahue

**WEEF—Easton—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned ..... Easton Publishing Co.  
Address ..... Easton  
Tel.: 6155 ..... News Service: AP  
Newspaper Affiliation ..... Express  
Transcription ..... Thesaurus  
Representative ..... Headley-Reed  
President ..... J. L. Stackhouse  
General Mgr. .... Charles R. Thon  
Chief Engineer ..... Robert Francett

**WEST—Easton—1936—NBC**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Associated Bcstrs., Inc.  
Bus.-Studio Address ..... 516 Northampton St.  
Tel.: 6132 ..... News Service: UP  
Representative ..... Meeker Co.  
Membership ..... NAB  
Station Exec. .... Clair R. McCollough  
Station Manager ..... Theodore W. Pierce  
Gen. Sales Manager ..... J. Robert Gulick  
Nat'l Sls. Mgr. .... Thomas R. Nonan

**WEMR—Emporium—1954**

Frequency: 1340 Kc. .... Power: 100 Watts  
Owned ..... Kenneth E. Rennekamp  
Address ..... 225 E. Fourth St.  
News Service ..... AP  
Trans. .... Standard  
Gen. Mgr. .... Kenneth E. Rennekamp  
Prog. Dir. .... Oliva T. Rennekamp

**WGSA—Ephrata—1955**

Frequency: 1310 Kc. .... Power: 1030 Watts  
Owned ..... Garden Spot Broadcaster, Inc.  
Address ..... P. O. Box 419  
Tel.: RE 3-2226 ..... News Service: UP  
Representative ..... Broadcast Time Sales  
President ..... Lester Grenewalt  
Sta. Mgr., Ch. Eng. .... Samuel Youse  
Prog. Dir. .... Edward Loder  
Comm. Mgr. .... Frank Short

**WERC—Erie—1941—ABN**

Frequency: 1260 Kc. .... Power: 5 Kw.  
Owned By ..... WERC Bcstg. Co.  
Address ..... 121 West 10th St.  
Tel.: 4-6367 ..... News Service: UP  
Station Representative ..... Weed  
President ..... Joseph L. Brechner  
Gen. Mgr. .... Gene Conrad  
Prog. Dir. .... John Luther



Pub. Dir. .... Jim Dewart  
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.  
Tel.: 2-3248. .... News Service: AP  
Representative ..... Petry  
Trans. .... Lang-Worth  
President ..... Edward Lamb  
Gen., Sta. Manager. .... Ben McLaughlin  
Sls. Prom. Mgr. .... James Spence  
Program Director. .... Joseph Laconi  
Commercial Manager. .... Robert Lunquist

**WJET—Erie—1951**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned. .... Jet Broadcasting Co., Inc.  
Address ..... 18th & Ash Streets  
Tel.: 2-6741. .... News Service: AP  
Transcription Service ..... Standard  
Representative ..... For Joe  
Membership ..... NAB  
President, Gen. Mgr. .... Myron Jones  
Comm. Mgr. .... Peter Coticchia  
Sales Prom. Mgr. .... Ronald Thomas  
Chief Engineer. .... Richard Zahnizer

**WLEU—Erie—1935**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned ..... Leu Bcstg.  
Address ..... 212 Commerce Bldg.  
Tel.: 22-129. .... News Service: AP  
Station Rep. .... Radio TV Reps  
Pres., Mgr. .... J. Patt Wardlaw  
Gen. Mgr. .... Gene Kline  
Commercial Mgr. .... James D. Brownard

**WFAR—Farrell—1953—KBS**

Frequency: 1470 Kc. .... Power: 1000 Watts, d.  
Owned-Oper. By. .... Sanford A. Schafitz  
Address ..... P. O. Box 150  
Tel.: DI 6-4171. .... News Service: AP  
President, Gen. Mgr. .... Sanford A. Schafitz

**WFRA—Franklin—1957**

Frequency: 1430 Kc. .... Power: 500 Watts, d.  
Owned ..... N.W. Penna. Bcstg. Co.  
Address ..... Oil City Franklin Rd.  
Tel.: ID 2-2188. .... News Service: UP  
Membership ..... NAB  
Pres., Sta. Mgr. .... Robert H. Sauber

**WGET—Gettysburg—1950**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Times & News Pub. Co.  
Address ..... Gettysburg  
Tel.: GE 850. .... News Service: AP  
Newspaper Affil. .... Times & News Pub. Co.  
Transcription Service ..... World, Thesaurus  
Membership ..... NAB  
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.  
Tel.: 3740. .... News Service: UP  
Membership ..... NAB  
President ..... H. Kenneth Brennen  
Gen., Sta., Comm. Mgr. .... H. J. Brennan  
Prog. Mgr. .... Glenn Grayson  
Chief Engineer. .... L. L. Allen

**WHVR—Hanover—1949**

Freq.: 1280 Kc. .... Power: 5 Kw. d., 500 Watts n.  
Owned-Operated By. .... Radio Hanover, Inc.  
Address ..... Box 288  
Tel.: ME 7-3831. .... News Service: UP  
Transcription Service ..... Standard  
Membership ..... NAB, 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.  
Tel.: CE 4-3005. .... News Services: AP, INS  
Representative ..... Gill-Perna  
General Manager. .... Ed K. Smith  
Comm. Manager. .... Henry Traugh  
Program Director. .... Ed. Gonzales  
Chief Engineer. .... J. Howard Bair

**WHGB—Harrisburg—1945**

**ABN**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Kendrick Bcstg. Co., Inc.  
Bus.-Studio-Trans. Address. .... 112 Market St.  
Tel.: CE 4-4988. .... News Service: AP  
News. Affil. .... Triangle Pub.  
Membership ..... NAB  
Pres., Gen. Mgr. .... H. Kendrick  
Program Director. .... Jack Hooper  
Comm. Mgr. .... Ralph Hartman  
Chief Engineer. .... William Kuntz

**WHP—Harrisburg—1924**

Frequency: 580 Kc. .... Power: 5 Kw.  
Owned ..... WHP, Inc.  
Address ..... 216 Locust St.  
Tel.: CE 4-3211. .... News Services: AP, UP  
Trans. .... World  
Representative ..... Bolling  
Membership ..... NAB  
Sta. Prog. Mgr. .... Richard A. Redmond  
Comm., Bus. Mgr. .... Mrs. A. K. Redmond  
Pub., Prom. Dir. .... George Gottschalk, Jr.  
Chief Engineer. .... E. Dan Leibensperger

**WKBO—Harrisburg—1922**

**NBC**

Frequency: 1230 Kc. .... Power: 250 Watts

**Owned-Oper. By**.....Keystone Bcastg. Corp.  
**Bus.-Studio Address**.....31 N. Second St.  
**Tel.**: CE 4-0191.....**News Service**: AP  
**Representative**.....Robert Meeker  
**Membership**.....NAB  
**Station Executive**.....Clair R. McCollough  
**Gen. Sales Mgr.**.....J. Robert Gulick  
**Nat'l Sls. Mgr.**.....Thomas R. Nunan, Jr.  
**Promotion Dir.**.....Paul I. Woodland  
**Technical Director**.....J. E. Mathiot

**WAZL—Hazleton—1932**  
**NBC-MBS**

**Frequency**: 1490 Kc.....**Power**: 250 Watts  
**Owned-Operated By**.....Hazleton Bcastg. Co.  
**Address**.....Hazleton Natl. Bank Bldg.  
**Tel.**: GL 4-3531.....**News Service**: AP  
**Transcription Service**.....World  
**Representative**.....Raymer  
**Membership**.....NAB, RAB  
**Pres., Gen. Mgr.**.....Victor C. Diehm  
**Comm. Mgr.**.....Robert A. Sacco  
**Nat. Sales Mgr.**.....Thomas A. Tito  
**Pub. Director**.....Don Murray  
**Pub. Rel. Director**.....Paul Cerula  
**Chief Engineer**.....Elwood Tito

**WAMO—Homestead—1948**  
**Pittsburgh—1948**

**Frequency**: 860 Kc.....**Power**: 250 Watts d.  
**Owned-Operated By**.....Dynamic Bcastg.  
**Bus.-Studio Address**.....105 E. 7th Ave.  
**Tel.**: HO 2-6000.....**News Service**: UP  
**Representative**.....Forjoe  
**President, Gen. Mgr.**.....Leonard Walk  
**Chief Engineer**.....James Herbert

**WHUN—Huntingdon—1946**  
**KBS**

**Frequency**: 1150 Kc.....**Power**: 1000 Watts  
**Owned-Oper. By**.....Joseph F. Biddle Publ. Co.  
**Bus.-Studio Address**.....400 Washington St.  
**Tel.**: MI 3-3340.....**News Service**: UP  
**Trans. Ser.**.....SESAC  
**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.  
**Tel.**: 5-5511.....**News Service**: UP  
**Newspaper Affil.**.....The Progress  
**President**.....W. K. Ulerich  
**Station Manager**.....Jonas Termin  
**Program Director**.....C. C. Porter  
**Chief Engineer**.....Dyle Martin

**WARD—Johnstown—1946**  
**CBS**

**Frequency**: 1490 Kc.....**Power**: 250 Watts

**Owned-Oper. By**.....Central Bcastg. Co., Inc.  
**Address**.....235 Franklin St.  
**Tel.**: 8-1216.....**News Service**: UP  
**Transcription Service**.....World  
**Membership**.....NAB  
**Representative**.....Weed  
**V.P., Gen. Manager**.....G. D. Garlland  
**Station Manager**.....Steward W. Phillips

**WCRO—Johnstown—1947**  
**MBS**

**Frequency**: 1230 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Century Bcastg. Corp.  
**Bus.-Studio Address**.....Fort Stanwix Hotel  
**Tel.**: 9-1187.....**News Services**: INS, UP  
**Representative**.....Forjoe  
**President**.....John J. Keel  
**General Manager**.....John Pallottini  
**Chief Engineer**.....John Kersheskey

**WJAC—Johnstown—1925**  
**NBC**

**Frequency**: 1400 Kc.....**Power**: 250 Watts  
**Owned-Operated By**.....WJAC, Inc.  
**Bus.-Studio Address**.....329 Main St.  
**Tel.**: 5-1262.....**News Service**: AP  
**Newspaper Affil.**.....Tribune-Democrat  
**Representative**.....Young  
**Membership**.....NAB  
**President**.....W. W. Krebs  
**Station Mgr.**.....Park Claycomb  
**Prog. Dir.**.....Ronald I. Stephenson  
**Chief Engineer**.....Theodore E. Campbell

**WADP—Kane—1954—KBS**

**Frequency**: 960 Kc.....**Power**: 500 Watts, d.  
**Owned**.....Northern Allegheny Bcastg. Co.  
**Address**.....Penn-Kane Hotel  
**Tel.**: 1520.....**News Service**: AP  
**Transcription**.....Thesaurus  
**President, Gen. Mgr.**.....David Potter  
**Sta., Comm. Mgr.**.....Richard E. Feit  
**Prog. Director**.....Carol Jean Haulik  
**Chief Engineer**.....John Nordine

**WACB—Kittanning—1948**  
**KBS**

**Frequency**: 1380 Kc.....**Power**: 1000 Watts d.  
**Owned**.....Armstrong County Bcastg. Corp  
**Bus.-Studio Address**.....325 Market St.  
**Tel.**: 43-1381.....**News Service**: AP  
**Representative**.....Rambeau  
**Transcription Service**.....Thesaurus  
**President**.....S. W. Pruell  
**V.P., Gen. Mgr.**.....Charles M. Erhard, Jr.  
**Sta. Mgr., Prog. Director**.....H. H. Stoops  
**Pub. Director**.....William C. Frederick  
**Chief Engineer**.....Eugene Mick

**WGAL—Lancaster—1922**  
**NBC**

**Frequency**: 1490 Kc.....**Power**: 250 Watts  
**Owned-Operated By**.....WGAL, Inc.  
**Business-Studio Address**.....24 S. Queen St.





# PENNSYLVANIA



Tel.: EX 7-0333..... News Service: AP  
 Membership ..... NAB  
 Representative ..... Robert Meeker  
 President, Gen. Mgr..... Clair R. McCollough  
 Gen. Sls. Mgr..... J. Robert Gulick  
 Nat'l Sls. Mgr..... Thomas R. Nunan, Jr.  
 Station Mgr..... Kenneth Kreider  
 Program Dir..... Brian Kintzer  
 Promotion Dir..... Paul I. Woodland  
 Technical Director..... J. E. Mathiot

## WLAN—Lancaster—1946 ABN-MBS

Frequency: 1390 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... The Peoples Bcstg. Co.  
 Bus.-Studio Address..... 252 N. Queen St.  
 Tel.: EX 4-7261..... News Service: AP  
 Transcription Service ..... Capitol  
 Representative ..... Headley-Reed  
 Membership ..... NAB  
 President..... Frank H. Altdoerfer  
 Gen. Mgr..... S. M. Altdoerfer  
 Commercial Mgr..... Stanley Baker  
 Prog. Dir..... Dick Sherbahn  
 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  
 Tel.: 1440..... News Service: UP  
 Transcription ..... Thesaurus  
 Membership ..... NAB, RAB  
 President..... Joseph L. Maguire  
 Gen. Manager..... John W. Angst

## WAKU—Latrobe—1951—KBS

Frequency: 1570 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... WAKU, Inc.  
 Address..... 200 Depot St.  
 Tel.: KE 7-7744..... 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

## WTRA—Latrobe—1956

Frequency: 1480 Kc..... Power: 500 W., d.  
 Owned..... Latrobe Bcstrs.  
 Address..... 202 Main St.  
 Tel.: KE 7-3338..... News Service: INS  
 Representative ..... McGillvra  
 Trans..... Standard  
 Act. Gen. Mgr..... William Dymond

## WLBR—Lebanon—1946

Frequency: 1270 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Lebanon Bcstg. Co.  
 Bus.-Studio Address..... Box 222  
 Tel.: 2-7651..... News Service: UP  
 Transcription Service ..... World  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 President..... H. Raymond Stadiem  
 Managing Director..... Lester P. Etter

Comm. Manager..... Philip J. Reilly  
 Program Director..... H. P. Van Voorhis  
 Chief Engineer..... William Zehring

## WITT—Lewisburg—1957

Frequency: 1010 Kc..... Power: 250 Watts, d.  
 Owned..... Wireline Radio, Inc.  
 Address..... 34 South 8th St.  
 Tel.: JA 3-1222..... News Service: UP  
 Trans..... Thesaurus  
 Gen. Mgr..... William R. DeWire  
 Sta. Mgr..... Peter E. Farrell

## WBCB—Levittown-Fairless Hills—1957

Frequency: 1490 Kc..... Power: 250 W.  
 Owned..... O'Keefe Bcstg. Co.  
 Address..... 200 Magnolia Rd.  
 Tel. .... WI 9-0900  
 Pres., Gen. Mgr..... Jack J. Dash  
 Sec., Tech. Dir..... William F. Waterbury  
 Prog. Dir..... Tony Bourg

## WKVA—Lewistown—1949

Frequency: 920 Kc..... Power: 1000 Watts d.  
 Owned-Operated By... Central Pa. Bcstg. Co.  
 Address..... 19 S. Wayne St.  
 Tel.: 8-6771..... 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.  
 Tel.: 8-6757..... News Service: AP  
 Representative ..... Burn-Smith  
 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 ..... Devney  
 Membership ..... NAB, RAB  
 Gen., Comm. Manager..... Harris Lipetz

## WEDO—McKeesport—1945

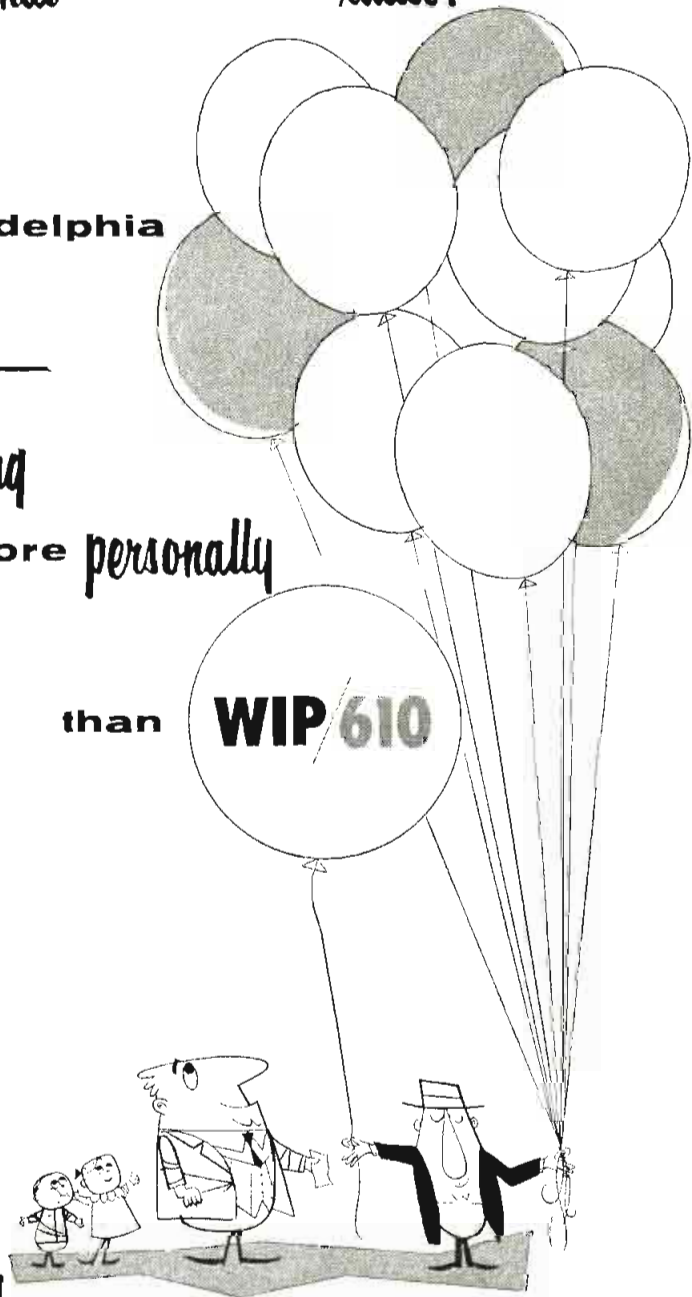
Frequency: 810 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Tri-City Bcstg. Co.

all selling is *personal*.  
the *personal* medium is *radio!*

**In Philadelphia**

**Nothing —  
but nothing  
sells more *personally***

**than *WIP/610***



**FOR *personal* INFORMATION—ASK PETRY!**



**Business-Studio Address**.....547 5th Ave.  
**Tel.** .....NO 4-5191  
**Membership** .....NAB, RAB  
**Pres., Gen. Mgr.**.....Edward J. Hirshberg  
**Sta. Mgr.**.....Robert E. Badger  
**Prog. Director**.....William Dowling  
**Comm., Mgr.**.....Earl Buncher  
**Publicity Director**.....Ruth Young  
**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.  
**Tel.:** OR 8-8888.....**News Service:** UP  
**Transcription Service** .....Standard  
**Representative** .....Cooke  
**Membership** .....NAB  
**President**.....Robert M. Cox  
**Gen. Mgr.**.....Sam Vidnovic  
**Sales Mgr.**.....Carl Y. Coriell  
**Program Director**.....Pat Haley  
**Chief Engineer**.....Charles White

**WMGW—Meadville—1947**  
KBS

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Regional Bcstrs.  
**Address** .....1st National Bank Bldg.  
**Tel.:** ME 6-1111.....**News Service:** AP  
**Membership** .....RAB  
**Comm. Mgr.**.....James F. McDonald, Jr.  
**Sta. Mgr., Prog. Dir.**.....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  
**Tel.:** 295.....**News Service:** AP  
**Representative** .....Burn-Smith  
**President**.....J. S. Woods  
**General Manager**.....Thomas W. Metzger  
**Comm Mgr.**.....Tim Palm  
**Chief Engineer**.....Kenneth Callahan

**WMLP—Milton—1955**

**Frequency:** 1570 Kc.....**Power:** 1 Kw., d.  
**Owned** .....WMLP, Inc.  
**Address** .....YMCA Bldg.  
**Tel.:** MI 1594.....**News Service:** AP  
**President**.....John S. Booth  
**General, Sta. Mgr.**.....John Foster  
**Sales Prom. Mgr.**.....John Yingling  
**Chief Engineer**.....Denzil Royer

**WHWL—Nanticoke—1946**

**Frequency:** 730 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Radio Anthracite, Inc.  
**Business-Studio Address**.....Woolworth Bldg.  
**Telephone** .....1332  
**Representative** .....Forjoe  
**Transcription** .....World, SESAC  
**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**.....1st Federal Plaza  
**Tel.:** OL 4-5501.....**News Service:** UP  
**Membership** .....RAB  
**President, General Mgr.**.....S. W. Townsend  
**V.P., Station Manager**.....Harry Reith  
**Comm. Mgr.**.....Byron McConnell  
**Chief Engineer**.....Ernest Retz

**WKPA—New Kensington**  
1940

**Frequency:** 1150 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Allegheny-Kiski Bcstg. Co.  
**Business-Studio Address**.....810 Fifth Ave.  
**Tel.:** ED 7-3588.....**News Service:** AP  
**Transcription Service** .....World  
**Membership** .....NAB  
**Representative** .....Continental Radio Sales  
**President**.....C. R. Cooper  
**General Manager**.....Melvin Goldberg  
**Sls. Prom. Manager**.....J. Hannan, 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.  
**Tel.:** BR 2-7600.....**News Service:** AP  
**Representative** .....Weed  
**President**.....N. Joe Rahall  
**Gen. Mgr.**.....Ogden R. Davles  
**Sta. Manager**.....John M. Banzhoff  
**Local Sales Mgr.**.....Donald L. Jones  
**Chief Engineer**.....Anthony De Sola

**WKRZ—Oil City—1946**  
KBS-NBC

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WKRZ, Inc.  
**Business-Studio Address**.....Broadcast Hill  
**Tel.:** 8-0355.....**News Service:** AP  
**Trans.** .....Thesaurus  
**President**.....Kenneth E. Rennekamp  
**Gen. Mgr.**.....R. E. Erickson  
**Comm. Mgr.**.....John Remus

**WIP—Philadelphia—1922**  
MBS

**Frequency:** 610 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Pennsylvania Bcstg. Co.  
**Business-Studio Address**.....35 S. 9th St.  
**Tel.:** WA 2-6800.....**News Services:** AP, UP  
**Transcription Service** .....World  
**Representative** .....Edward Petry  
**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

**WCAU—Philadelphia—1922**  
CBS

Frequency: 1210 Kc. Power: 50,000 Watts  
Owned-Oper. By WCAU, Inc.  
Address City & Monument Ave.  
Tel.: GR 7-8300  
Newspaper Affil. Bulletin  
Representative CBS Radio Spot Sales  
Membership NAB, RAB  
Pres., Gen. Mgr. Donald W. Thornburgh  
V.P., Sales Manager John S. DeRussy  
V.P., Prog. Mgr. Jos. T. Connolly  
V.P., Pub. Rel. Robert N. Pryer  
Exec. V.P. Joseph L. Tinney  
Radio Prom. Dir. Fred Birnbaum  
V.P., Director of Engr. John G. Leitch

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc. Power: 1 Kw.  
Owned-Oper. By Max M. Leon, Inc.  
Address Belmont Ave. & Edgely Rd.  
Tel.: TR 8-2000 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 Serv. Mgr. Alexander Klein  
Publicity Director Art Newsham  
Chief Engineer Frank W. Unterberger

**WFIL—Philadelphia—1922**  
ABN

Frequency: 560 Kc. Power: 5000 Watts  
Owned Triangle Publications, Inc.  
Business-Studio Address 46th & Market  
Tel.: EV 2-4700 News Service: UP  
Newspaper Affil. Inquirer  
Representative Blair  
Membership NAB  
General Manager Roger W. Clipp

**WHAT—Philadelphia—1925**  
KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Independence Bcstg. Co.  
Address Conshohocken & Windemere Aves.  
Tel.: TR 8-1500 News Service: AP  
Representative Stars National  
Pres., Gen. Comm. Mgr. William A. Banks  
Station Manager Dolly Banks  
Sales Prom. Manager Len Stevens  
Prog. Director Robert Ardrey  
Publicity Director M. Mason  
Chief Engineer Charles Lehmann

**WIBG—Philadelphia—1925**

Frequency: 920 Kc. Power: 10,000 W.  
Owned Storer Bcstg. Co.  
Address Suburban Sta. Bldg.  
Tel.: RI 6-2300 News Service: UP  
Representative Katz  
Membership NAB, RAB  
Man. Dir. Lionel F. Baxter

Sta., Sales Mgr. John R. Mahoney  
Prog. Mgr. Grady Edney  
Dir., Prog. Plans Doug Arthur  
Sales Prom. Mgr. William J. Conran  
Chief Engineer John H. Henninger  
Station Manager George A. Koehler  
Dir. Radio Sales Jack Stieci  
Gen. Sls. Manager K. W. Stowman  
Dir. Nat. Sales Ed. H. Benedict  
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.  
Tel.: LO 4-2300 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 Christopher McAteer

**WPEN—Philadelphia—1929**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By William Penn Bcstg. Co.  
Business-Studio Address 2212 Walnut St.  
Tel.: LO 4-6000 News Services: AP, UP  
Representative Gill-Perna  
Trans. World  
Membership RAB, NAB  
President William Sytk  
V.P., Gen. Mgr. William B. Caskey  
Asst. Sta. Mgr., Prog. Dir. Murray Arnold  
Comm. Manager Erwin Rosner  
Prom. Mgr., Pub. Director James M. Kiss  
Chief Engineer Charles W. Burtis

**WRCV—Philadelphia—1921**  
NBC

Frequency: 1080 Kc. Power: 50,000 Watts  
Owned-Oper. By National Bcstg. Company  
Business-Studio Address 1619 Walnut St.  
Tel. LO 4-3700  
Transcription Thesaurus  
Representative NBC Spot Sales  
Membership RAB, NAB  
President Robert W. Sarnoff  
Vice-Pres., Gen. Mgr. Lloyd E. Yoder  
Dir. of Operations Curtis D. Peck  
Station Mgr. Harold W. Waddell  
Dir. of Sales William S. Dallmann  
Adv. & Promotion Dir. John P. Wiley  
Program Director Bob Benson  
Publicity Director Gene E. Stout  
Tech. Oper. Mgr. William A. Howard

**WTEL—Philadelphia—1925**

Frequency: 860 Kc. Power: 250 Watts d.  
Owned Foulkrod Radio Engineering Co.  
Business-Studio Address 4312 N. Broad St.  
Telephone GL 5-1310  
Pres., Pgm. Dir. E. Douglass Hibbs  
Sec'y-Treas. Henry N. Cocker



### WAMP—Pittsburgh—1921 NBC

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....NBC  
 Address.....Chamber of Comm. Bldg.  
 Tel.: GR 1-8600.....News Service: UP  
 Representative.....NBC Spot Sales  
 Gen. Mgr.....H. W. Shepard  
 Sales Mgr.....Martin S. Pollins  
 Comm. Mgr.....John H. Buchheit  
 Program Director.....W. E. Babcock  
 Pub. Director.....Cal T. Mara

### WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCAE, Inc.  
 Bus-Studio Address.....Carlton House  
 Tel.: AT 1-6900.....News Service: AP, INS  
 Newspaper Afil.....Sun-Telegraph  
 Representative.....Katz  
 Membership.....NAB  
 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

### KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.  
 Business-Studio Address....1 Gateway Center  
 Tel.: EX 1-3000.....News Services: UP, AP

Representative Peters, Griffin, Woodward, Inc.  
 Membership.....NAB, RAB  
 President.....Donald H. McGannon  
 Gen., Station Mgr.....L. R. Rawlins  
 Comm. Manager.....Donald Trageser  
 Program Manager.....Guy Harris  
 Sales Prom. Mgr.....June L. Buzzelli  
 Publicity Manager.....Owen Simon  
 Chief Engineer.....Theodore C. Kenney

### WEEP—Pittsburgh—1957

Frequency: 1080 Kc.....Power: 1 Kw.  
 Owned By.....Pittsburgh Bcstg. Co.  
 Address.....220 N. Highland Ave.  
 Tel.: EM 1-5000.....News Service: AP  
 Station Representative.....Stars Nat.  
 Membership.....NAB, RAB  
 President.....John Kluge  
 Gen., Sta. Manager.....Ernie Tannen  
 Sales Prom. Mgr.....John Pieper  
 Prog. Dir.....William Powell  
 Chief Engineer.....Victor G. Klein

### WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WPIT, Inc.  
 Business-Studio Address....213 Smithfield St.  
 Tel.: AT 1-1900.....News Service: UP  
 Membership.....NAB  
 President.....John J. Laux  
 Gen., Comm. Mgr.....Don Ioset  
 Sales Mgr., Prog., Pub. Dir....Clifford Charles  
 Chief Engineer.....Michael Komichak

# KDKA Radio

50,000 watt clear channel

assures

- Top Audience
- Top Ratings
- Top Programs
- Top Power

In Allegheny County, Metropolitan **PITTSBURGH**, and 71 other counties in western Pennsylvania, eastern Ohio, and northern West Virginia. Call Don Trageser, KDKA Sales Manager, at EXpress 1-3000, for availabilities.

Only KDKA delivers the entire Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC radio station.

Represented by Peters, Griffin, Woodward, Inc.



**WESTINGHOUSE BROADCASTING COMPANY, INC.**



**KQV—Pittsburgh—1919—ABN**

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Oper. By Allegheny Bcstg. Corp.  
Address: 411 7th Ave.  
Tel.: AT 1-9100. News Service: UP  
Representative Raymer  
V.P., Gen. Mgr. Ralph Beaudin  
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  
Tel.: GR 1-5200. News Services: UP, AP  
Representative John Blair  
Membership NAB, RAB  
President, Gen. Mgr. O. M. Schloss  
Sta. Mgr., Prog. Dir. Ben W. Muros  
Sales Prom. Mgr., Pub. Dir. Phil Davis  
Chief Engineer Henry R. Kaiser

**WPTS—Pittston—1953**

Frequency: 1540 Kc. Power: 1 Kw. d.  
Owned-Oper. By Midway Bcstg. Co., Inc.  
Address: Main & Spring St.  
Tel.: OL 4-3388. News Service: UP  
Representative Cont. Radio Sales  
Transcription World  
Membership NAB  
Pres., Gen. Manager Angelo W. Fiorani  
Commercial Mgr. R. E. Florey  
Program Director Joseph Tipton  
Promotion Mgr. Rosemary Gallagher  
Chief Engineer John P. McGoldrick

**WPAZ—Pottstown—1951**

**KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By Pottstown Bcstg. Co.  
Address: 247 High St.  
Tel.: 5000. News Service: UP  
Representative Indie Sales  
Pres., Gen. Mgr. Herbert Scott

**WPAM—Pottsville—1947**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Miners Bcstg. Serv., Inc.  
Business-Studio Address: Box 629  
Tel.: MA 2-1450. News Service: UP  
Transcription Service World  
Membership NAB, RAB  
Gen. Manager John W. Angst  
Comm. Mgr. Frank L. Tamulonia

**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 NAB  
Owner, Gen. Mgr. A. V. Tidmore  
Commercial Manager Ralph L. Price, Jr.

**WPME—Punxsutawney—1953**

**KBS**

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By Punxsutawney Bcstg. Co.  
Address: 103 N. Gilpin St.  
Tel.: PU 1221. News Service: AP  
Trans. Service Thesaurus  
Representative Rambeau  
General Manager C. M. Erhard, Jr.  
Comm. Mgr. W. Clem Murray  
Chief Engineer Joseph A. Pelletier

**WEEU—Reading—1932—ABN**

Frequency: 850 Kc. Power: 1000 Watts  
Owned By Hawley Broadcasting Co.  
Business-Studio Address: 433 Penn St.  
Tel.: FR 6-7335. News Service: UP  
Newspaper Affiliation Eagle Times  
Representative Headley-Reed  
President William J. Rohn  
V.P., Gen. Mgr. K. Richard Creitz  
Asst. Dir. Tech. Harold E. Schearer

**WHUM—Reading—1946**

**CBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Eastern Radio Corp.  
Business-Studio Address: Berkshire Hotel  
Tel.: 6-3987. News Service: AP  
Representative WEED  
Membership NAB  
Gen., Sta. Mgr. Robt. G. Magee  
Prog. Dir. Alan Lane  
Comm., Sales Prom. Mgr. W. Rulfiner  
Chief Engineer Daniel Donahue

**WRAW—Reading—1922**

**NBC**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Reading Bcstg. Co., Inc.  
Business-Studio Address: 19 N. Fifth St.  
Tel.: FR 6-7173. News Service: AP  
Membership NAB  
Representative Robert Meeker  
Station Executive Clair R. McCollough  
Station Manager Robert S. Reider  
Gen. Sales Mgr. J. Robert Gulick  
Nat'l Sls. Mgr. Thomas Nunan, Jr.  
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  
President John M. Norris  
Gen., Sta. Mgr. John H. Norris  
Commercial Mgr. Vincent A. Freeman

**WKMC—Roaring Spring—1955**

**KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.



Owned-Oper. By.....Cove Bcstg. Co., Inc.  
 Address.....Woodbury Pike  
 Tel.: 690.....News Service: AP  
 President.....Carl Kensingler  
 Sls. & Prom. Mgr.....S. Horton

**WKBI—St. Marys—1950**  
**MBS—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elk Cameron Bcstg. Co.  
 Address.....41 Erie Ave.  
 Tel.: 4-2821.....News Service: AP  
 Transcription Service.....Standard  
 Representative.....Allegheny Mountain Network  
 Membership.....NAB  
 General Manager.....C. H. Simpson  
 Commercial Manager.....John J. Kain  
 Prog. Director.....Beatrice B. Smith  
 Nat. Sales Mgr.....W. Herbstritt  
 Pub. Dir.....A. Kuhn

**WATS—Sayre—1950—KBS**

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Susquehanna Val. Bcstg. Co.  
 Address.....110 N. Elmer St.  
 Tel.: TU 2-2401.....News Service: UP  
 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—1940**  
**ABN**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Union Bcst. Co.  
 Address.....333 Madison Ave.  
 Tel.: DI 3-1245.....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-Wilkes Barre**  
**1925—CBS**

Frequency: 910 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....WGBI Radio, Inc.  
 Address.....1000 Wyoming Ave., Scranton  
 Tel.: DI 2-7634.....News Serv.: AP, UP  
 Representative.....H-R Reps  
 Membership.....NAB  
 President.....Mrs. M. E. Megargee  
 Gen. Mgr.....Richard E. Nason  
 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.  
 Tel.: DI 6-1202.....News Service: AP  
 Station Rep.....Walker  
 Membership.....NAB  
 Pres., Gen. Mgr.....Joe Dobbs  
 Program Director.....Joe Silva  
 Chief Engineer.....James D. Pettinato

**WEJL—Scranton—1950**

Frequency: 630 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Edward & Elizabeth Lynett  
 Address.....Penn Ave. at Spruce  
 Tel.: DI 2-9151.....News Services: UP, AP  
 Newspaper Affil.....Times  
 Trans. Ser.....Standard, Lang-Worth  
 Membership.....RAB, NAB  
 Station Rep.....Meeker  
 Gen., Sta., Mgr.....Cecil Woodland  
 Program Director.....Hugh Connor  
 Pub. Dir.....Bill Pierce  
 Chief Eng.....Guy Rauer

**WSCR—Scranton—1947**  
**NBC**

Freq.: 1320 Kc... Power: 1 Kw. d., 500 Watts n.  
 Owned By...Lackawanna Valley Bcstg. Co.  
 Business-Studio Address...116 Adams Ave.  
 Tel.: DI 7-3388.....News Service: AP  
 Representative.....Headley-Reed  
 Pres., Gen., Mgr.....David M. Baltimore  
 Station Mgr.....Barry Sherman  
 Comm. Mgr.....Joseph P. Kimble  
 Sales Prom. Mgr.....Barry Sherman  
 Program Dir.....David L. Griffiths  
 Chief Engineer.....Willard Shimski

**WISL—Shamokin—1948**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Bus-Studio Address.....Rock & Sunbury Sts.  
 Tel.: 8-6831.....News Service: AP  
 Transcription Service.....World, Thesaurus  
 Representative.....Forjoe  
 President.....Henry W. Lark  
 Sta. Mgr.....Maurice E. Fidler  
 Chief Engineer.....Al Donovan

**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.....William J. Reilly  
 Pres., Gen., Sta. Mgr.....John Fahline, Jr.  
 Program Director.....Harold R. Smith  
 Chief Engineer.....A. C. Heck

**WVSC—Somerset—1950**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Somerset Bcstg. Co.  
 Address.....P. O. Box 231  
 Tel.: 4186.....News Service: UP  
 Membership.....RAB  
 Gen., Sta. Mgr.....T. H. Oppegard  
 Comm. Mgr.....C. R. Taylor  
 Prog. Dir., Chief Engineer.....R. L. French





**WMPT—South Williamsport**

Frequency: 1450 Kc. Power: 250 Watts  
Owned. Will-Mont Bcstg. Co.  
Address. W. Southern Ave.  
News Service UP  
Gen. Mgr. Galen D. Castlebury, Jr.

**WMAJ—State College—1945  
MBS—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned/Operated By Centre Bcstr., Inc.  
Bus. Studio Address E. Beaver Ave.  
Tel.: AD 7-4959 News Service: AP  
Transcription Service World  
General Manager M. J. Bergstein  
Sales Manager J. A. Dame

**WPPO—Stroudsburg—1947**

Frequency: 840 Kc. Power: 250 Watts d.  
Owned/Operated By Pocono Bcstg., Inc.  
Business Studio Address 578 Main St.  
Tel.: 1101 News Service: UP  
Newspaper Affil. Record  
Membership NAB, RAB  
Representative Radio-TV Reps.  
President James H. Ottaway  
Gen. Mgr. Chester B. Miller  
Sales Mgr. Edwards Somers  
Program Dir. John B. Whalen  
Chief Engineer Ernest Transue

**WKOK—Sunbury—1933—CBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned/Operated By Sunbury Bcstg. Corp.  
Bus. Studio/Transmitter 1150 N. Front St.  
Tel.: AT 6-5838 News Service: AP  
Membership NAB  
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  
Chief Engineer John W. Keller, Jr.

**WTIV—Titusville—1955**

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned/Oper. By Crawford Cty. Bcstg. Corp.  
Address P. O. Box 184  
Tel.: 7-2265 News Service: AP  
Transcription World  
Membership NAB, RAB  
Manager Robert H. Sauber  
Prog. Dir. Gene R. Karol

**WTRN—Tyrone—1954**

Frequency: 1290 Kc. Power: 1000 Watts, d.  
Owned Tyrone Bcstg. Co.  
Address 8 W. 10th St.  
Tel.: MU 4-3200 News Service: UP  
Trans. Ser. World  
President C. H. Simpson  
V.P., Gen. Mgr. John A. Fay  
Station Manager Lee C. Ray

**WMBS—Uniontown—1937  
CBS**

Frequency: 590 Kc. Power: 1000 Watts  
Owned/Oper. By Fayette Bdcstg. Corp.  
Address Fayette Nat. Bank Bldg.  
Tel.: GE 8-3900 News Service: UP  
Representative Meeker  
Sta. Mgr., Prog. Dir. James Gismondi  
Comm., Sls. Prom. Mgr. Frederick David  
Chief Engineer William Henzly

**WNAE—Warren—1947**

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned/Oper. By N. Allegheny Bdcstg. Co.  
Address 310 Second Ave.  
Tel.: 3032 News Service: AP  
Transcription Service Thesaurus  
Membership NAB, 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  
Tel.: BA 2-2110 News Service: UP  
Transcription Service Thesaurus  
Representative Joseph Hershey McGillvra  
Membership NAB  
Managing Director A. Boyd Siegel  
Gen., Prom. Mgr. John L. Merdian  
Chief Eng. James Berkeheimer

**WANB—Waynesburg—1956**

Frequency: 1580 Kc. Power: 250 W., d.  
Owned Commonwealth Bcstrs.  
Address First Federal Bldg.  
Tel.: 981 News Service: UP  
Sta. Mgr. George E. McGary  
Prog. Dir. Edward J. Keon

**WAYZ—Waynesboro—1953  
KBS**

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned/Oper. By Richard Field Lewis Jr.  
Address 21 W. Main St.  
Telephone WA 1900  
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.  
Tel.: 2113 News Service: UP  
Transcription World  
President C. H. Simpson  
V.P., Gen. Manager John A. Fay  
Prog. Dir. Carol Makin



Comm. Mgr. .... Ed Stevens  
Chief Engineer. .... Richard E. Roeder

**WBAX—Wilkes-Barre—1922**  
**MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Anna Stenger  
Business-Studio Address. .... 85 W. Union St.  
Tel.: VA 3-0196. .... News Service: UP  
Representative. .... Burn-Smith  
Gen. Mgr. .... John H. Stenger  
Program Director. .... Ed Kuzma  
Comm. Mgr. .... Luther R. Strittmatter  
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.  
Tel.: VA 3-3101. .... News Service: AP  
Representative. .... Headley-Reed  
Membership. .... NAB  
Pres., Gen. Mgr. .... David M. Baltimore  
Comm. Mgr. .... Barry Sherman  
Operations Director. .... F. D. Coslett  
Program Director. .... Robert Schumacher  
Chief Engineer. .... Charles Sakoski, Sr.

**WHWL—Wilkes-Barre—1946**  
(See Nanticoke Listing)

**WILK—Wilkes-Barre—1947**  
**ABN**

Frequency: 980 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. .... Wyoming Valley Bcastg. Co.  
Bus.-Studio Address. .... 88 No. Franklin St.  
Tel.: VA 4-4666. .... News Service: AP  
Transcription Service. .... Thesaurus  
Representative. .... Avery-Knodel  
Membership. .... NAB  
President. .... Mitchell Jenkins  
Exec. Vice President. .... Roy E. Morgan  
Sales Prom. Mgr., Pub. Dir. .... Louise Tillie  
Commercial Manager. .... Lee Vincent  
Program Director. .... Tom Bigler  
Chief Engineer. .... Theodore French

**WLYC—Williamsport—1949**  
**KBS**

Frequency: 1050 Kc. .... Power: 1 Kw., d.  
Owned By. .... Lycoming Bcastg. Co.  
Address. .... 331 Pine St., Box 389  
Tel.: 2-4676. .... 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 Kirchner  
Chief Engineer. .... Norman Briggs

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**WRAK—Williamsport—1929**  
NBC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By WRAK, Inc.  
 Address 1559 West 4th St.  
 Tel.: 2-6116 News Service: AP  
 Representative Meeker  
 Membership NAB  
 Sta. Exec. Clair R. McCullough  
 Gen. Sls. Mgr. J. Robert Gulick  
 Sta. Mgr. George Joy  
 Nat'l Sls. Mgr. Thomas R. Nunan

**WWPA—Williamsport—1949**  
CBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. Williamsport Radio Bcstg. Assoc., Inc.  
 Address 330 Government Pl  
 Tel.: 7119 News Service: UP  
 Representative Burn-Smith  
 News. Affil. Grit Publishing Co.  
 Transcription World  
 Membership NAB, RAB  
 President Harry J. W. Klesling  
 Gen. Sta. Manager Woodrow W. Ott  
 Program Director John H. Archer  
 Comm. Mgr. Phil Lane  
 Sales Prom. Mgr. Robert G. Schooley  
 Publicity Director Albert Decker  
 Chief Engineer Carl Steinbacher

**WNOW—York—1948**

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By WNOW, Inc.  
 Transcription Service Lang-Worth  
 Business-Studio Address 25 S. Duke St.  
 Tel.: 82-911 News Service: AP  
 Representative Adam Young  
 General Manager Ralph Gottlieb  
 Comm. Mgr. Richard E. Burgh  
 Sta. Mgr. Richard E. Burg

**WORK—York—1932—NBC**

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
 Owned-Oper. By Associated Bcstrs.  
 Business-Studio Address 13 S. Beaver St.  
 Tel.: 6629 News Service: AP  
 Transcription Thesaurus  
 Membership NAB  
 Representative Robert Meeker  
 Station Executive Clair R. McCollough  
 Station Manager Clare I. Miller  
 Nat'l Sls. Mgr. Thomas R. Nunan, Jr.  
 Gen. Sales Mgr. J. Robert Gulick

**WSBA—York—1942**  
ABN-MBS

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By Susquehanna Bcstg. Co.  
 Address Box 910  
 Tel.: 2-5521 News Service: AP  
 Transcription World  
 Membership NAB, RAB  
 Representative Headly-Reed  
 President Louis J. Appell  
 Comm. Sales Prom. Mgr. P. K. Eberly  
 Prog. Dir. Robert Shipley  
 Chief Engineer Arthur Hafer

**WPRO**



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FALL RIVER  
NEW BEDFORD

5000 WATTS 630 KC.

*Cherry & Webb Broadcasting Company*

**BASIC CBS RADIO**

PROVIDENCE R.I.

# Rhode Island

Pop. March 1 (Est.)—849,000; Families—256,000; Lic. Stations—12,  
Sta. CP's—1; Radio Homes—249,000; TV Homes—232,000

## WADK—Newport—1948

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By. The Aquidneck Bcstg. Corp.  
Address . . . . . Box 367  
Tel.: VI 6-1540. News Service: UP  
Transcription Service. World, Thesaurus  
Representative . . . . . Walker  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . Milton E. Mitter  
Comm. Mgr. . . . . Frank Booth  
Sales Prom. Mgr. . . . . George McNamara  
Chief Engineer. . . . . Allan Bowen

## WPAW—Pawtucket—1950 ABN

Frequency: 550 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . . Roger Williams Bcstg.  
Address . . . . . 55 Mill St.  
Tel.: PA 5-9000. News Service: UP  
Membership . . . . . NAB  
Gen. Manager. . . . . D. A. Hysko  
Sales Manager. . . . . Helen Hysko

## WEAN—Providence—1922 ABN-MBS-YANKEE

Frequency: 790 Kc. Power: 5 Kw. d.  
Owned . . . . . Providence Journal Co.  
Address . . . . . 75 Fountain St.  
Tel.: DE 1-0600. News Service: AP, UP  
News, Affil. . . . . Providence Journal-Bulletin  
Membership . . . . . NAB, RAB  
Station Rep. . . . . Venard, Borgatti  
President. . . . . Henry S. Chafee  
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.  
Tel.: PL 1-9776. News Services: AP, UP  
Representative . . . . . Blair  
Membership . . . . . NAB, RAB  
President. . . . . William S. Cherry, Jr.  
General Manager. . . . . Arnold F. Schoen, Jr.  
Commercial Mgr. . . . . F. J. Boynton  
Program Director. . . . . John A. Owen, Jr.  
Chief Engineer. . . . . John V. Ferril

## WRIB—Providence—1947

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . . R. I. Bcstg. Co.  
Address . . . . . Water St.  
Tel.: GE 4-2223. News Services: INS, UP  
Representative . . . . . Indie  
Commercial Mgr. . . . . Earl Castleman  
Gen. Manager. . . . . Antonio Pace

## WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts, d.  
Owned . . . . . Providence Radio, Inc.  
Address . . . . . Crown Hotel  
Tel.: JA 1-6565. News Service: AP  
Rep. . . . . Avery-Knodel  
President . . . . . Tim Elliot  
Gen. Mgr. . . . . John F. Crohan  
Program Director. . . . . Jim Holt  
Sales Prom. Mgr. . . . . Gus Parmet  
Chief Engineer. . . . . Paul Garver

## WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . . Buckley-Jaeger Bcstg.  
Business-Studio Address. 144 Westminister St.  
Tel.: UN 1-4211. News Service: UP  
Representative. . . . . Headley-Reed, Kettel-Carter  
President. . . . . John B. Jaeger  
General Mgr. . . . . Richard Gerken  
Business Mgr. . . . . John E. Metts  
Comm. Mgr. . . . . Harry L. Case  
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.  
Tel.: GA 1-8255. News Services: AP, UP  
Membership . . . . . NAB, RAB  
Trans. . . . . Sesac  
Representative . . . . . Pelry  
Vice Pres., Treas. . . . . George O. Griffith  
General Manager. . . . . David Shurtliff  
Comm. Manager. . . . . Randolph P. Goetze  
Sales Prim. Mgr. . . . . Richard Erlich  
Chief Engineer. . . . . Thomas C. J. Prior  
(See Page 276)

## WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. . . . . Radio Westerly  
Address . . . . . 34 Main St.  
Tel.: 2263. News Service: UP  
Representative . . . . . Walker  
Pres., Gen. Mgr. . . . . Ted Estabrook  
Comm. Mgr. . . . . Dot Kidder

## WWRI—West Warwick—1956

Frequency: 1450 Kc. Power: 250 W.  
Owned . . . . . Grelin Bcstg, Inc.  
Address . . . . . 1501 Main St.  
Tel.: VA 1-6200. News Service: AP, UP  
Trans. . . . . Thesaurus  
Membership . . . . . NAB, RAB  
President. . . . . Melvin C. Green  
Comm. Mgr. . . . . Robert McDonald  
Prog. Dir. . . . . Patrick Fallon

## WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts, d.  
Owner. . . . . Friendly Bcstg. Co., Inc.  
Address . . . . . 814 Diamond Hill Rd.

\* \* RHODE ISLAND-SOUTH CAROLINA \* \*

Tel.: PO 9-0600..... News Service: UP  
 President, Gen. Manager..... Joseph Britt  
 Comm. Manager..... John Thomas

**WVON—Woonsocket—1946**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Woonsocket Bcstg. Co.  
 Business-Studio Address..... 99 Main St.  
 Tel.: PO 2-1240..... News Service: AP

Transcription..... World  
 Membership..... NAB  
 Station Rep..... Nona Kirby  
 President..... Millicent S. Palmer  
 Sta. Mgr..... Zel Levin  
 Gen. Mgr..... Buell W. Hudson  
 Prog. Dir..... Frank E. Titus, Jr.  
 Sales Director..... Eugene Mailloux  
 Chief Engineer..... Harold M. Belknap

**South Carolina**

Pop. March 1 (Est.)—2,437,000; Families—601,000; Lic. Stations—66,  
 Sta. CP's—3; Radio Homes—584,000; TV Homes—417,000

**WABV—Abbeville—1957**  
 KBS

Frequency: 1590 Kc..... Power: 1 Kw., d.  
 Owned..... J. A. Gallimore  
 Address..... Hwy. 72  
 News Service..... UP  
 Representative..... Best  
 Trans..... Thesaurus  
 Gen. Mgr..... George W. Settles, Jr.

**WAKN—Aiken—1952—KBS**

Frequency: 990 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By Aiken Electronics Adv. Corp.  
 Address..... Box 811  
 Tel.: 8-5464..... News Service: AP  
 Transcription Service..... World  
 Membership..... RAB, NAB  
 President..... John Mare  
 General Manager..... W. Randall Davidson  
 Commercial Mgr..... Doyle Satterthwaite  
 Chief Engineer..... Allen Askins, Jr.

**WAIM—Anderson—1935**  
 CBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Wilton E. Hall  
 Address Trans. Loca..... 321 Kingsley Road  
 Tel.: CA 6-1511..... News Service: INS  
 Newspaper Affil..... Independent, Daily Mail  
 Transcription Service..... Lang-Worth  
 Representative..... Headley-Reed  
 Gen., Sta. Mgr..... Glenn P. Warnock  
 Commercial Mgr..... G. P. Browne  
 Sales Prom. Mgr..... V. Barath  
 Program Director..... Marshall Gailliard  
 Chief Engineer..... Earl Cosens

**WANS—Anderson—1949**  
 MBS-KBS

Frequency: 1280 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Radio Anderson, Inc.  
 Address..... Box 211  
 Tel.: CA 4-3424..... News Service: UP  
 Transcription Service..... Standard  
 Representative..... Devney  
 Pres., Gen. Mgr..... W. Ennis Bray  
 Program Director..... C. W. Martin  
 Comm. Mgr..... A. R. Robinson  
 Chief Engineer..... Alfred W. Pratt

**WWBD—Bamberg—1957**

Frequency: 790 Kc..... Power: 1 Kw., d.  
 Owned..... Bamberg County Bcstg.  
 Address..... Rt. 601 South  
 Tel.: BA 2311..... News Service: AP  
 Representative..... Walker, Dora-Clayton  
 President..... Albert T. Fisher, Jr.  
 Gen. Mgr..... Frank B. Estes, Jr.

**WBAW—Barnwell—1953**  
 KBS

Frequency: 740 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... WBAW, Inc.  
 Address..... Jackson St.  
 Tel.: 3507..... News Service: UP  
 Representative..... Hil F. Best  
 Transcription Service..... World  
 President..... J. A. Gallimore  
 General Mgr..... Joe Wilder  
 Comm. Mgr..... Al Dunbar

**WBLR—Batesburg—1956**  
 KBS

Frequency: 1430 Kc..... Power: 5 Kw., d.  
 Owned..... Ridge Bcstg. Corp.  
 Address..... Batesburg  
 Tel.: KE 2-4001..... News Service: UP  
 Gen. Mgr..... James Olim Tice, Sr.  
 Comm. Mgr..... Red Reynolds

**WBEU—Beaufort—1954**  
 KBS

Frequency: 960 Kc..... Power: 1 Kw., d.  
 Owned..... Beaufort Bcstg. Co.  
 Tel.: 812..... News Service: UP  
 News Service..... UP  
 Trans. Service..... World  
 General Manager..... Louis M. Neale  
 Program Director..... Hugh Ward

**WHPB—Belton—1955**

Frequency: 1390 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Community Bcstg. Co.  
 Address..... P. O. Box 426  
 Tel.: 2511..... News Service: UP  
 Transcription..... Sesac  
 General Mgr..... Clyde W. Laughler  
 Comm. Mgr..... 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

**WAGS—Bishopville—1954**  
**KBS**

Frequency: 1380 Kc. Power: 1 Kw., d.  
Owned Lee County Bcstg. Co.  
Address P. O. Box 168  
Tel.: HU 4-5415 News Service: AP  
Membership RAB  
Gen. Mgr. John Martin  
Program Director William Fields  
Chief Engineer George Michaels

**WACA—Camden—1948**  
**KBS**

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By Station WACA  
Address Camden  
Tel.: 80 News Service: UP  
Transcription Service Thesaurus  
Rep. Continental  
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.  
Tel.: 2-7611 News Service: UP  
Transcription Service World  
Rep. Peters, Griffin, Woodward, Inc.  
Membership NAB, 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 John Broughton

**WHAN—Charleston—1946**  
**ABN-MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Charleston Bcstg. Co.  
Business Address P. O. Box 183  
Tel.: RA 3-1643 News Service: UP  
Representative Dixieland Sales  
Membership NAB  
Pres., Gen. Manager H. C. Weaver  
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.  
Tel. 3-6428  
Representative Forjoe, Dora-Clayton  
Pres., Gen. Mgr. Albert T. Fisher, Jr.  
Sta., Comm. Mgr. Bob Christie  
Program Director Louise Withrock  
Chief Engineer Joe Sarko

**WTMA—Charleston—1939**  
**NBC**

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. By Atlantic Coast Bcstg. Co.  
Business Address 133 Church St.  
Tel.: RA 2-2961 News Service: AP  
Representative Hollingbery  
Pres., Gen. Mgr. Charles E. Smith  
Sta. Mgr. Ralph J. Shade  
Sales Prom. Mgr. B. Spencer  
Program Dir. Bill Walton

**WQSN—Charleston—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Low Country Bcstg. Co.  
Address 42 10th Ave.  
Tel.: 2-2652 News Service: UP  
Representative Radio-TV Reps.  
President Sol Panitz  
Gen., Sta. Manager E. H. Keown  
Dir. Nat'l Sls. Barry Winton

**WCRE—Cheraw—1953—KBS**

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Oper. By Pee Dee Bcstg.  
Address Box 631  
Tel.: 7500 News Service: UP  
Representative Best, Dora Clayton  
Gen. Mgr. William R. Wagner  
Comm. Mgr. James E. Ward  
Chief Engineer Dewey Gardner

**WGCD—Chester—1948**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Dispatch Pub. Co.  
Address Box 302  
Newspaper Aifil. Dispatch Publ. Co.  
Trans. Ser. SESAC  
President C. V. Sink  
Gen., Sta., Comm. Mgr. John T. Cashion  
Sec'y-Treas. Joe Sink

**WCOS—Columbia—1939**  
**ABN**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By WCOS, Inc.  
Address Cornel Arms Bldg.  
Tel.: AL 2-2177 News Service: AP  
Transcription Service World  
Representative Headley-Reed  
Membership NAB  
Pres., Gen. Mgr. George H. Buck, Jr.  
Sales Manager Hub Terry  
Prog. Dir. Bob Truere  
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.  
 Tel.: AL 3-6431..... News Service: AP  
 Transcription Service..... Thesaurus  
 Representative Peters. Griffin, Woodward, Inc.  
 Membership ..... NAB  
 President ..... B. Calhoun Hipp  
 Ex. V.P..... G. Richard Shatto  
 Managing Director..... W. Frank Harden  
 Dir. Admin. Services..... J. D. Saumenig  
 Promotion Director..... Lillian Davis  
 Prog. Dir..... John Wrisley  
 Chief Engineer..... John W. Watts

**WMSC—Columbia—1945**

Frequency: 1320 Kc..... Power: 1000 Watts  
 Owned-Oper. By ..... WMSC Radio, Inc.  
 Business-Studio Address ..... 1127 Lady St.  
 Tel.: AL 2-8659..... News Service: UP  
 Transcription Service..... Standard. SESAC  
 Representative ..... H.R. Ayer  
 Membership ..... NAB  
 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.  
 Tel.: AL 3-9401..... News Service: AP  
 Representative ..... Raymer  
 Trans. .... Standard  
 Membership ..... NAB  
 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..... Speidel Fisher Bcstg. Co.  
 Address ..... Box 565  
 Telephone ..... AL 6-1551  
 Representative ..... Walker, Dora-Clayton  
 Membership ..... NAB, 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, d.  
 Owned..... Coastal Broadcasting Co.  
 Tel.: 340..... News Service: AP  
 Representative ..... McGillvra  
 Pres., Gen. Mgr..... L. M. Hawley  
 Business Mgr..... H. L. Hanks  
 Ch. Eng. .... Jack E. Hawley

**WPFD—Darlington—1955**

Frequency: 1350 Kc..... Power: 1 Kw., d.  
 Owned ..... Community Bcstrs.

Address ..... Box 277  
 Tel.: 1398..... News Service: UP  
 Representatives ..... Hil F. Best  
 Gen. Mgr..... Ralph W. Hoffman  
 Sta. Mgr..... Emily G. Hoffman

**WDSB—Dillon—1946—ABN**  
KBS

Frequency: 800 Kc..... Power: 1000 Watts a.  
 Owned-Oper. By ..... Border Bcstg. Co., Inc.  
 Address ..... U. S. Highway 301  
 Tel.: 470..... News Service: UP  
 Pres., Gen. Mgr..... Joseph Martin  
 Comm. Mgr..... Jim Murff  
 Program Mgr..... Lee Lumpkin  
 Sales Prom. Mgr..... John 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  
 Tel.: 9388..... News Service: UP  
 Representative ..... Indie Sales  
 Pres., Gen. Mgr..... Cleatus Brazzell  
 Comm. Mgr..... Jack Moore

**WJMX—Florence—1947**  
ABN

Frequency: 970 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Atlantic Bcstg. Co., Inc.  
 Business Address ..... P. O. Box 1211  
 Tel.: MO 9-6351..... News Service: AP  
 Membership ..... NAB  
 Representative ..... Walker, Dora-Clayton  
 President ..... Eugene E. Stone  
 Gen., Sta. Mgr..... Paul H. Benson, Jr.  
 Chief Engineer..... Frank Jenne

**WOLS—Florence—1937—KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By ..... Florence Bcstg. Co., Inc.  
 Business-Studio Address ..... 151 S. Dargan St.  
 Tel.: 2-3271..... News Service: UP  
 Representative ..... Bob Dore  
 Pres. .... Melvin Purvis  
 Gen. Mgr..... A. P. Skinner

**WFIS—Fountain Inn—1956**

Frequency: 1600 Kc..... Power: 1 Kw., d.  
 Owned..... Fountain Inn-Simpsonville Entp.  
 Address ..... Box 271  
 Tel.: WO 3-5991..... News Service: AP  
 Representative ..... Best  
 President ..... D. L. Bramlett  
 Gen., Comm. Mgr..... James L. Brownell, Jr.

**WFGN—Gaffney—1948—KBS**

Frequency: 1570 Kc..... Power: 250 Watts d.  
 Owned-Oper. By ..... Cherokee Radio Co., Inc.  
 Address ..... P. O. Box 759  
 Tel.: 4795..... News Service: UP  
 Representative ..... Radio-TV Prcmotion Synd.  
 President ..... A. Ray Godshall  
 Gen., Sta. Mgr..... Morton E. Green



**WGTV—Georgetown—1949**  
MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By...Georgetown Bcstg. Co.  
Address, Trans. Loc.....216 Fraser St.  
Tel.: 3-3421.....News Service: UP  
Station Rep.....Donald Cooke  
Transcription.....Lang-Worth  
Pres., Gen. Manager.....J. B. Delzell  
Commercial Manager.....Allen Wester  
Program Director.....M. A. Delzell

**WQOK—Greenville—1950**

Frequency: 1440 Kc. Power: 5 Kw.  
Owned-Oper. By.....Dick Bcstg.  
Address.....Box 298  
Transcription Service.....Thesaurus  
Representative.....Walker, Dora-Clayton  
Membership.....NAB, RAB  
President.....James A. Dick  
General Manager.....T. C. Hooper

**WESC—Greenville—1947**

Frequency: 660 Kc. Power: 5000 Watts d.  
Owned-Operated By...Greenville Bcstg. Co.  
Business-Studio Address.....1 College St.  
Tel.: 2-8241.....News Service: AP  
Representative.....Rambau, Brown  
Membership.....NAB, RAB  
President.....(Mrs.) W. E. Mitchell  
General Mgr.....J. Davenport  
Commercial Manager.....William Ingram  
Program Director.....B. A. Krieger  
Publicity Director.....Betty Jo McGuire  
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.  
Tel.: CE 9-1321.....News Service: AP  
Newspaper Affil.....News-Piedmont  
Transcription.....SESAC  
Representative.....Avery-Knode  
Membership.....NAB, RAB  
President.....R. A. Jolley  
Sta. Mgr.....Bruce Buchanan  
Comm. Mgr.....Keener Garett  
Pub. Dir., Prom. Mgr.....Julie Ferguson  
Chief Engineer.....Bill Garrison

**WMRB—Greenville—1954**  
ABN-MBS-CBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Paramount Bcstg. Co. Inc.  
Address.....400 Mayberry St.  
Tel.: CE 3-2751.....News Service: AP  
Station Representative.....Cooke  
Trans.....World  
Pres., Gen. Mgr.....C. F. Cope  
Comm. Mgr.....Ted Outlaw  
Prog. Dir.....William Arrington  
Chief Eng.....Burt Anderson

**WMUU—Greenville—1949**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Bob Jones Univ.  
Address.....Greenville  
Tel.: CE 9-9001.....News Service: AP  
Trans. Service. SESAC, Lang-Worth Standard  
Station Rep.....Continental  
Membership.....RAB  
President.....Dr. Bob Jones, Jr.  
General Manager.....R. K. Johnson  
Station Manager.....Jim Ryerson  
Comm. Manager.....David Yearick  
Chief Engineer.....William Greaves

**WCRS—Greenwood—1941—NBC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Grenco, Inc.  
Address.....P. O. Box 868  
Tel.: 9-1300.....News Service: AP  
Representative.....Clark  
President.....Douglas Featherstone  
Gen., Sta. Mgr.....Dam 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., d.  
Owned.....Vernon T. Fox  
Address.....Box 431  
Tel.....7-4451  
Gen. Mgr.....Vernon T. Fox  
Comm. Mgr.....James L. Massey  
Chief Engineer.....Clyde McClure

**WEAB—Greer—1949—KBS**

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Greer Bcstg. Co.  
Address.....Jones Rd.  
Tel.: TR 7-3141.....News Service: UP  
Transcription Service.....World  
Pres., Gen. Mgr.....E. A. Burch  
Sales Mgr.....John Salter  
Program Director.....Betty Beers  
Chief Engineer.....Leon Southerland

**WBHC—Hampton—1957—KBS**

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned.....Hampton County Bcstg. Co.  
Address.....Hwy. 601  
Owner.....J. A. Gollimore  
Manager.....Bill Hollingsworth

**WHSC—Hartsville—1946**  
MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts



Owned.....Hartsville Bcstg. Co., Inc.  
 Address.....1306 College Ave.  
 Tel.: ED 2-8101.....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

Pres.....J. M. Soles, Jr.  
 Gen. Mgr.....Harry Hyman  
 Comm. Mgr.....Phil Rice  
 Prog. Dir.....Russ Mellette

**WDKD—Kingstree—1949**  
**KBS**

Frequency: 1300 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Palmetto Bcstg. Co.  
 Address.....Kingstree  
 Tel.: 6761.....News Service: AP  
 Transcription Service.....Thesaurus  
 Membership.....RAB  
 Pres., Gen. Mgr.....E. G. Robinson, Jr.  
 Comm. Manager.....F. A. Graham  
 Program Director.....Carroll Godwin  
 Pub. Director.....Glenn French  
 Chief Engineer.....Walter Turner

**WJAY—Mullins—1949—KBS**  
 Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mullins & Marlon Bcstg. Co.  
 Address.....Highway 76, P. O. Box 41  
 Tel.: 3901.....News Service: UP  
 Transcription Service.....Lang-Worth, SESAC  
 President.....W. G. Smith  
 Gen. Mgr.....James F. Ramsey  
 Chief Engineer.....George Magera

**WJOT—Lake City—1953**

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned.....Lake Bcstg. Corp.  
 Address.....10 S. Acline Ave.  
 Tel.: 7631.....News Service: UP  
 Representative.....Donald Cooke, Inc.  
 President, Gen. Mgr.....J. Olin Tice, Jr.  
 Sta. Mgr.....Clarence Jackson  
 Comm. Mgr.....H. J. Palmer  
 Prog. Dir.....Frances M. Tice

**WMYB—Myrtle Beach—1954**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Coastal Carolina Bcstg. Corp.  
 Address.....Oak St. at 28th Ave.  
 Tel.: 7123.....News Service: UP  
 Representative.....Donald Cooke  
 Membersehip.....NAB  
 President.....James Olin Tice, Jr.  
 Gen., Sta., Sls. Mgr.....J. G. Kenworthy  
 Program Director.....Robert Thompson  
 Chief Engineer.....Marvin Rivenburgh

**WLCM—Lancaster—1951**  
**KBS**

Frequency: 1360 Kc.....Power: 1000 Wtts d.  
 Owned-Operated By.....Royal Bcstg. Co.  
 Address.....103 N. Catawba St.  
 Tel.: 2051.....News Service: AP  
 Station Rep.....Media Sales  
 Transcription Service.....Thesaurus  
 President.....Charles Connelly  
 General Manager.....Faris Giles

**WKDK—Newberry—1946**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.  
 Address, Trans.....11 Radio Dr.  
 News Service.....AP  
 Representative.....Interstate United Newspapers  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 President.....James F. Coggins

**WLBG—Laurens—1948**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Laurens-Clinton Bcstg. Co.  
 Business Address.....Radio Center  
 Tel.: 2-5212.....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

**WDIX—Orangeburg—1946**  
**ABN**

Freq.: 1150 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....WDIX, Inc.  
 Address.....Whitman St. Ext.  
 Tel.: JE 4-4461.....News Service: AP  
 Station Rep.....Devney, Forjoe  
 Membership.....NAB  
 President.....Charles S. Henerey  
 General Manager.....Frank B. Best  
 Comm., Sls. Prom. Mgr.....Norman M. Matthews  
 Program Director.....Mrs. J. C. Hydrick, Jr.  
 Chief Engineer.....William D. Sneed

**WYMB—Manning—1957**  
**KBS**

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned.....Clarendon County Bcstg. Co.  
 Address.....Box 262  
 Tel.: 7880.....News Service: AP  
 Trans.....SESAC

**WTND—Orangeburg—1948**  
**KBS**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WTND, Inc.  
 Address.....1 Memorial Plaza  
 Tel.: JE 4-1301.....News Service: UP  
 Representative.....Thos. F. Clark  
 Membership.....RAB  
 Pres., Gen. Manager.....J. I. Sims  
 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.  
Tel.: 2085.....News Service: AP  
Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.  
Sta. Mgr., Prog. Dir.....Wm. C. Beaty  
Sls. Mgr., Pub. Dir.....H. S. Gaul

**WTYC—Rock Hill—1949**

Frequency: 1150 Kc.....Power: 1 Kw. d.  
Owned.....Tri-County Bcstg. Corp.  
Address.....P. O. Box 1091  
Tel.: 3175.....News Service: UP  
Representative.....Indie Sales  
President.....T. Lamar Simmons  
Gen., Sta. Mgr., Prog. Dir.....E. L. Burwell  
Comm. Mgr.....R. F. Adams  
Sls. Prom. Mgr.....Gene Apperson  
Pub. Dir.....Jack Howe  
Chief Engineer.....Ed Roberts

**WSNW—Seneca—1949—KBS**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Blue Ridge Bcstg. Co., Inc.  
Address.....P. O. Box 443  
Representative.....Best  
Membership.....NAB, RAB  
Pres., Gen. Mgr.....J. A. Gallimore  
Treasurer.....Virginia Gallimore

**WTHE—Spartanburg—1953**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Spartanburg Bcstg. Co.  
Address.....101 Schuyler Bldg.  
Tel.: 3-2727.....News Service: AP  
Trans. Ser.....World  
Membership.....NAB  
Pres., Gen. Mgr.....John K. L. Peterson  
Sta. Mgr., Prog. Dir.....Raymond C Starr  
Commercial Manager.....Ralph Sklar  
Publicity Director.....Lanny Layton  
Sales Prom. Mgr.....Rik Rogers  
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.  
Tel.: 3-2711.....News Service: AP  
Representative.....Paul H. Raymer  
President.....Irwin Kahn  
Gen. Manager.....W. C. Bochman  
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.  
Tel.: 3-3621.....News Service: UP  
Transcription Service.....World  
Membership.....NAB, RAB  
Representative.....Hollingbery  
President.....Walter J. Brown  
Gen. 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.....20 N. Main St.  
Tel.: SP 3-7305.....News Service: AP  
Representative.....Joseph Hershey McGillvra  
President.....F. B. Creech, Sr.  
General Manager.....T. Doug Youngblood  
Comm. Manager.....Fulton B. Creech, Jr.  
Program Director.....Kathryn Gaillard  
Chief Engineer.....Richard Elam

**WSSC—Sumter—1953—ABN**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Sumter Inc.  
Address.....East Calhoun St.  
Representative.....Best  
Trans.....World  
Membership.....NAB  
President.....J. A. Gallimore  
General Manager.....Ed Damron  
Comm. Manager.....H. W. Fowler  
Prog., Pub. Director.....Lillian Davis

**WBCU—Union—1949—KBS**

Frequency: 1460 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Bcstg. Co. of Union, Inc.  
Address.....210 East Main St.  
Tel.: 1200.....News Service: AP  
Transcription Service.....World  
Pres., Gen. Mgr.....Edward L. B. Osborne  
V.P., Sec'y.....James F. Coggins  
Program Director.....Ernest Johnson  
Chief Engineer.....Walker Carver

**WALD—Walterboro—1947**

Frequency: 1220 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Walterboro Bcstg. Co.  
Studio Address.....Ft. Benson St.  
Tel.: 3861.....News Service: AP  
Representative.....Don Cook  
General Manager.....Klein B. Beach, Jr.

**WYCL—York—1956**

Frequency: 1580 Kc.....Power: 250 Watts  
Owned.....York-Clover Broadcasting Co.  
Address.....U. S. 321 By Pass  
Tel.: MU 4-4241.....News Service: AP  
President.....C. B. Sigmon  
General Manager.....Harvey Laughter  
Commercial Manager.....Archie Warren  
Prog. Dir.....Larry Bumgardner

# South Dakota

Pop. March 1 (Est.)—715,000; Families—201,000; Lic. Stations—19, Sta. CP's—0; Radio Homes—194,000; TV Homes—119,000

## KABR—Aberdeen—1952 KBS

Frequency: 1220 Kc. Power: 250 Watts a.  
Owned-Operated By: Yankton Bcstg. Co.  
Address: Box 527  
Tel.: 4959 News Service: UP  
Membership: NAB  
Trans. Standard  
Representative: Bob Dore  
General Manager: Bill Johnson  
Sta. Mgr.: Neal Edwards

## KSDN—Aberdeen—1948 ABN

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By: Aberdeen News Co.  
Tel.: 4573  
Newspaper Affil.: American-News  
Representative: Weed  
Membership: NAB  
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.  
Tel.: 477 News Service: AP  
Transcription Service: World  
Gen., Comm. Mgr.: E. C. Stangland  
Prog. Dir., Chief Eng.: Robert Reimers

## KDSJ—Deadwood—1946

Frequency: 980 Kc. Power: 1000 Watts  
Owned-Oper. By: John, Eli & Harry Daniels  
Address: 745 Main  
Tel.: 186 News Service: UP  
Membership: NAB  
Gen., Bus. Manager: Harry Daniels

## KIJV—Huron—1947 NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: James Valley Bcstg. Co., Inc.  
Bus. Studio Address: 1726 Dakota St.  
Tel.: 765 News Service: UP  
Transcription Service: Thesaurus  
Membership: NAB  
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  
Tel.: 621 News Service: UP  
Transcription Service: Lang-Worth

Membership: NAB  
Pres., Gen., Sta. Mgr., Prog. Dir.: R. V. Eppel  
Comm., Sales Prom. Mgr.: M. Johnson  
Chief Engineer: J. R. Doherty

## KOLY—Mobridge—1956—KBS

Frequency: 1300 Kc. Power: 1 Kw., d.  
Owned: Mobridge Bcstg. Corp.  
Address: 114 Third St. East  
Tel.: 654 News Service: UP  
Trans.: World  
Pres., Mgr.: L. L. Coleman

## 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.  
Tel.: 2351 News Service: UP  
Pres., Gen. Mgr.: Ida A. McNeil  
Chief Engineer: Hugo Conrath, Jr.

## KOTA—Rapid City—1936 CBS

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By: Duhamel Ent., Inc.  
Business Address: 524½ 6th St.  
Tel.: FI 2-2000 News Services: UP, AP  
Representative: Headley-Reed  
Transcription Service: Capitol  
Membership: NAB, RAB  
President, Gen. Mgr.: Helen S. Duhamel  
Sales Prom. Mgr.: Arthur L. Jones  
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  
Tel.: FI 2-6050 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.  
Tel.: 4-5841 News Services: UP, AP  
Transcription Service: Standard  
Representative: H.R. Repp, Bulmer & Johnson  
Membership: NAB, RAB  
President: Joe Floyd  
Gen., Comm. Manager: Evans Nord  
Sales Prom. Mgr.: Jack Townsend  
Chief Engineer: Lester Froke

## KIHO—Sioux Falls—1948 MBS

Frequency: 1270 Kc. Power: 1000 Watts



Owned.....Ware Bcstg. Corp.  
 Address.....218 South Main Ave.  
 Tel.: 4-7736.....News Service: UP  
 Representative.....Pearson  
 Trans. Ser.....World  
 Gen. Mgr.....Robert J. Flynn  
 Comm. Mgr.....Vince Casey  
 Chief Eng.....Roman A. Kramer

News Service.....AP  
 Transc. Service.....Standard, World  
 Representative.....Gill-Perna  
 Membership.....NAB, RAB  
 President.....H. Smith Hagen  
 Gen., Sta., Comm. Mgr.....Ross E. Case  
 Program Director.....Gene Branter  
 Sales Prom. Mgr.....B. J. Kinney

**KISD—Sioux Falls—1948**  
**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KISD, Inc.  
 Bus-Studio Address.....3631 W. 12 St.  
 Tel.: 4-5571.....News Service: AP  
 Station Representative.....Cooke  
 Pres., Gen. Mgr., Prog. Dir.....Verl Thompson  
 Comm. Manager.....Roland Phillip  
 Sls. Prom. Manager.....Shirli Adams  
 Chief Engineer.....Dick Perry

**KWYR—Winner—1957**

Frequency: 1260 Kc.....Power: 5 Kw., d.  
 Owned.....Midwest Radio Corp.  
 Address.....333 W. Second St.  
 News Services.....UP, AP  
 Manager.....Earl Williams  
 Prog. Dir.....Cliff Pike

**KSOO—Sioux Falls—1927**  
**ABN**

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....Sioux Falls Bcstg. Asso., Inc.  
 Address.....317 S. Phillips Ave.  
 Tel.: 4-5601.....News Service: AP  
 Membership.....NAB  
 Station Representative.....Avery-Knodel, Inc.  
 President.....Morton Henkin  
 V.P., Gen. Mgr.....George R. Hahn  
 Comm. Mgr.....Orrin Melton  
 Prog. Dir.....Ray Lottesness  
 Chief Engineer.....Max E. Pierce

**KYNT—Yankton—1955—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Yankton Bcstg. Co.  
 Address.....Box 105  
 Tel.: 3623.....News Service: UP  
 Transcription Service.....Thesaurus  
 Representative.....Bob Dore  
 Membership.....NAB, RAB  
 President.....William M. Smith  
 Gen. Mgr., Exec. V.P.....William E. Johnson  
 Chief Engineer.....John C. Briggs

**KWAT—Watertown—1926**  
**MBS-KBS**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Midland Natl. Life Ins. Co.  
 Address.....Box 74

**WNAX—Yankton—1922—CBS**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Peoples Bcstg.  
 Bus-Studio Address.....3rd & Mulberry Sts.  
 Tel.: 442.....News Services: AP, UP  
 Representative.....Katz  
 Membership.....NAB, RAB  
 V.P., General Manager.....Donald D. Sullivan  
 Resident Manager.....Clair W. Giles  
 Commercial Manager.....Nick Bolton  
 Prom. Mgr., Pub. Dir.....Roland Peterson  
 Program Director.....Jack Vaughn  
 Chief Engineer.....Clifton M. Todd

**Tennessee**

Pop. March 1 (Est.)—3,562,000; Families—974,000; Lic. Stations—107,  
 Sta. CP's—3; Radio Homes—942,000; TV Homes—689,000

**WLAR—Athens—1947**  
**KBS-MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Athens Bcstg. Co.  
 Business-Studio Address.....N. Jackson St.  
 Tel.: 1450.....News Service: UP  
 Newspaper Affil.....Daily Post-Athenian  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 Gen. Mgr.....William P. Atkins  
 President.....Lowell F. Arterburn  
 Gen., Comm. Mgr.....Buell J. Charles  
 Chief Engineer.....Andrew Bates

Owned. Radiophone Bcstg. Station, WOPI, Inc.  
 Address.....Easley-Wright Bldg., 310 State St.  
 Tel.: SO 3730.....News Service: UP  
 Transcription Service.....Lang-Worth  
 Representative.....Burn-Smith  
 Membership.....NAB, RAB  
 Pres., Gen. Manager.....W. A. Wilson  
 Commercial Mgr.....James C. Wilson

**WHLP—Centerville—1955**

Frequency: 1570 Kc.....Power: 1000 Watts, d.  
 Owned.....Tri-County Broadcasting Corp.  
 News Service.....UP  
 Representative.....Hil F. Best  
 Membership.....NAB, RAB

**WOPI—Bristol—1929—NBC**

Frequency: 1490 Kc.....Power: 250 Watts



President.....J. Gil Thompson  
 Gen., Sta., Prom. Mgr.....Earl Carney  
 Comm. Mgr., Prog. Dir.....John C. Kerr  
 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  
 Tel.: AM 7-1128.....News Service: UP  
 Representative.....Dora-Clayton  
 Pres.....P. F. Furlow  
 Gen., Sta. Mgr.....John Sanders  
 Prog. Dir.....Gaylord A. McPherson  
 Chief Engineer.....George McMurtrie

**WAPO—Chattanooga—1934**  
**ABN**

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....WAPO Bcstg. Service  
 Business-Studio Address.....New Read House  
 Tel.: AM 6-6141.....News Service: UP  
 Membership.....NAB  
 Representative.....H.R. Reps.  
 Pres.....Gordon Gambill  
 Comm. Mgr.....Waller Stamper

**WDEF—Chattanooga—1941**  
**NBC**

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WDEF Bcstg. Co.  
 Bus. Studio Address.....Volunteer Bldg.  
 Tel.: AM 7-3393.....News Service: UP  
 Transcription Service.....Capitol  
 Representative.....Branham  
 Membership.....NAB, 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.  
 Tel.: AM 6-5117.....News Service: AP  
 Transcription Service.....Standard, World  
 Representative.....Paul H. Rayment  
 Gen. Mgr.....H. F. Wehrmann  
 Comm. Mgr.....Bryan J. Bush  
 Program Director.....Earnest Feagans  
 Chief Engineer.....Edward Walker

**WDXB—Chattanooga—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....French, Inc.  
 Address.....Dome Bldg.  
 Tel.: AM 6-1114.....News Service: AP  
 Representative.....ForJoe  
 Pres.....Stephen C. French  
 Comm. Mgr.....Luther Wilson

**WMFS—Chattanooga—1951**  
**KBS**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WMFS, Inc.  
 Address.....835 McCallie Ave.  
 Telephone.....6-4146  
 Representative.....Pearson  
 Pres., Gen. Mgr.....B. F. J. Timm  
 Sta., Comm. Mgr., Prog., Pub. Dir.....F. Webb

**WMCH—Church Hill—1954**  
**KBS**

Frequency: 1260.....Power: 1000 Watts  
 Owned-Oper. By.....Thales E. Wallace  
 Address.....P. O. Box 148  
 Tel.: EL 7-2601.....News Service: AP  
 President.....Thales E. Wallace  
 Comm. Manager.....James M. Smith

**WDXN—Clarksville—1954**

Frequency: 540 Kc.....Power: 250 Watts, d.  
 Owned.....Clarksville Bcstg. Co., Inc.  
 Address.....Bailey Bldg.  
 Tel.: MI 5-2411.....News Service: UP  
 Membership.....NAB  
 Representative.....Venard, Rintoul & McConnell  
 Gen. Manager.....J. M. Cecil  
 Comm. Mgr.....Charles Malone

**WJZM—Clarksville—1941**  
**KBS-MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Campbell & Shaftall  
 Business-Studio Address.....411 Madison St.  
 Tel.: MI 5-6414.....News Service: AP  
 Membership.....NAB, RAB  
 Representative.....Jack Masla  
 Pres., Gen. Manager.....J. Parry Sheftall  
 Sta. Mgr., Chief Eng.....John Bailey  
 Program Director.....Ernest Simmons  
 Publicity Director.....Richard McCullough  
 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.  
 Tel.: GR 6-7593.....News Service: UP  
 Pres., Gen., Sta. Mgr.....Thod E. Fitch  
 Prog., Pub. Director.....Paul Kirksey  
 Chief Engineer.....William D. Stuart

**WCLE—Cleveland—1957**  
**KBS**

Frequency: 1570 Kc.....Power: 1 Kw., d.  
 Owned.....Southeastern Entp.  
 Address.....33 Ocoee St.  
 Telephone.....GR 2-6511  
 Sta., Sls. Mgr.....Bill Stamps

**WKRM—Columbia—1946**  
**KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned. Middle Tenn. Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address. P. O. Box 71  
Tel.: EV 8-3636. News Service: AP  
Transcription Service World, Thesaurus  
Representative Walker  
Membership NAB, RAB  
Pres., Gen.-Sta. Mgr. R. M. McKay, Jr.  
Prog. Dir. Dick Davis  
Sls. Prom., Comm. Mgr. Mel Dugger  
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. 315½ E. Spring  
Tel.: 789. News Service: UP  
Membership NAB, RAB  
Pres., General Manager M. L. Medley  
Sta. Mgr. Stacey Mott  
Chief Engineer Claude Haston

**WKBL—Covington—1954**  
**KBS**

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned. Tipton County Broadcasting Co., Inc.  
Address Covington  
Tel.: GR 6-9635. News Service: AP  
Trans. Lang-Worth  
Membership NAB  
Pres., Gen. Mgr. Bob Whiteley  
Comm., Sales Prom. Mgr. Jack Whitehorn  
Program Director Dave Stewart  
Publicity Director Tim Daniels

**WZYX—Cowan—1957**

Frequency: 1440 Kc. Power: 1 Kw., d.  
Owned. Cumberland Bcstg. Co.  
Address Cowan  
Gen. Mgr. A. D. Smith, Jr.  
Sta. Mgr. James F. Spencer

**WAEW—Crossville—1952**  
**KBS**

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Oper. By WAEW, Inc.  
Address P. O. Box 278  
News Service UP  
Membership NAB  
President, Gen. Mgr. Arthur Wilkerson  
V.P., Secretary Evelyn Wynn  
Comm., Sta. Manager Clarence Stinnett

**WDNT—Dayton—1957—KBS**

Frequency: 1280 Kc. Power: 1 Kw., d.  
Owned. Norman A. Thomas  
Address Box 294  
Tel.: 1540. News Service: AP  
Trans. Standard

Gen. Mgr. Jack S. Pullin  
Comm. Mgr. Vance A. Travis

**WDKN—Dickson—1955—KBS**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By Dickson Co. Bcstg. Inc.  
Address Box 71  
Tel.: HI 6-2852. News Service: AP  
Membership RAB, NAB  
Pres., Gen., Sta. Mgr. W. Potts  
Comm., Sls. Prom. Mgr. Warren Medley  
Program Director William Phillips  
Chief Engineer Richard D. Essner

**WDSG—Dyersburg—1946**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned. State Gazette Bcstg.  
Address Box 58  
Tel.: AT 5-1294. News Service: AP  
V.P., Gen. Mgr. Robert W. Ward

**WTRO—Dyersburg—1957**

Frequency: 1330 Kc. Power: 500 W., d.  
Owned. Southern Gen. Bcstg. Co.  
Address Cordell Hull Hotel  
Tel.: AT 5-4173. News Service: UP  
Trans. Lang-Worth  
Representative Best  
Membership NAB, RAB  
President Hamilton Parks  
Gen. Mgr. Gene G. Williams  
Comm. Mgr. Mahlon Greene

**WBEJ—Elizabethton—1946**

Frequency: 1240 Kc. Power: 250 Watts  
Owned. WBEJ, Inc.  
Business-Studio Address Box 829  
Representative Dora-Clayton, Gill-Perna  
News Service UP  
Pres. R. W. Turrentine, Jr.  
Gen., Sta. Mgr. William E. Hale  
Comm. Mgr. James P. Austin

**WEMB—Erwin—1956—KBS**

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned. Max M. Blakemore  
Address Snyder Bldg.  
Tel.: 2-2011. News Service: UP  
Trans. Thesaurus  
Gen. Mgr. Max M. Blakemore  
Prog. Dir. W. B. Early

**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  
**Tel.**: 1240.....**News Service**: AP  
**Trans. Ser.**.....Thesaurus  
**Membership**.....NARTB, RAB  
**President**.....John R. Crowder  
**General Manager**.....James Porter Clark  
**Station Manager**.....Jim Tate  
**Program Director**.....Charles W. Shewry  
**Chief Engineer**.....Ernest Tucker

### WAGG—Franklin—1953

**Frequency**: 950 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Williamson County Bcstg.  
**Address**.....Mallory Rd.  
**Tel.**: 982.....**News Service**: AP  
**President**.....William Ormes  
**Gen. Mgr., Ch. Engineer**.....Ellis F. Jones, Jr.

### WHIN—Gallatin—1948—KBS

**Frequency**: 1010 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Sumner County Bcstg. Co.  
**Address**.....Box 811  
**Tel.**: 1010.....**News Service**: AP  
**Transcription**.....World  
**Membership**.....NAB  
**Gen. Mgr.**.....Charles W. Brewer  
**Asst. Manager**.....Lottie Shaw

### WGRV—Greeneville—1947

#### MBS-KBS

**Frequency**: 1340 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Radio Greenville, Inc.  
**Address**.....Radio Bldg.  
**News Service**.....UP  
**Manager**.....Paul Metcalfe  
**Commercial Manager**.....Hugh Pickel

### WHBT—Harriman—1947

#### KBS

**Frequency**: 1230 Kc.....**Power**: 250 Watts  
**Owned**.....Folkways Bcstg. Co., Inc.  
**Address**.....Devonia & Crescent  
**Tel.**: 661.....**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.  
**Tel.**: SU 4-1740.....**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**.....Gerald Hicks

### WDXI—Jackson—1948—KBS

**Freq.**: 1310 Kc.....**Power**: 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**.....Dixie Bcstg. Co.

**Business-Studio Address**.....Williams Bldg.  
**Tel.**: 7-9611.....**News Service**: UP  
**Transcription Service**.....World  
**Representative**.....Venard  
**Membership**.....NAB  
**Pres.**.....Aaron B. Robinson  
**Gen. Mgr.**.....Jack Cecil

### WJAK—Jackson—1954

**Frequency**: 1460 Kc.....**Power**: 1000 Watts, d.  
**Owned-Oper. By**.....Jackson Broadcasting Co.  
**Address**.....416 Poplar St.  
**Tel.**: 7-7436.....**News Service**: UP  
**Rep.**.....Dora-Clayton  
**Trans.**.....Lang-Worth  
**Membership**.....NAB  
**Pres.**.....Dr. Alexander Leech  
**Gen. Mgr.**.....Robert Blow  
**Comm. Mgr.**.....Bill Winslett  
**Chief Eng.**.....Henry S. Lesh

### WTJS—Jackson—1931—ABN

**Frequency**: 1390 Kc.....**Power**: 1000 Watts  
**Owned-Oper. By**.....The Sun Publishing Co.  
**Bus.-Studio Address**.....Jackson  
**Tel.**: 7-3316.....**News Service**: AP  
**Newspaper Affil.**.....Jackson Sun  
**Transcription Service**.....Thesaurus  
**Representative**.....Branham  
**Membership**.....NAB, RAB  
**V.P., Gen. Mgr.**.....A. A. Stone  
**Manager**.....Frank S. Proctor  
**Asst. Mgr.**.....L. R. Brooks  
**Program Director**.....Vince Taylor  
**Chief Engineer**.....James Ellzey

### WCLC—Jamestown—1957

#### KBS

**Frequency**: 1260 Kc.....**Power**: 1 Kw., d.  
**Owned**.....Jamestown Bcstg. Co.  
**Address**.....Box 415  
**Tel.**: TR 9-2825.....**News Service**: UP  
**Gen. Mgr.**.....Clarence Stinnett  
**Comm. Mgr.**.....James Hamby

### WETB—Johnson City—1947

**Frequency**: 790 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Press, Inc.  
**Business Address**.....Press Bldg.  
**News Service**.....AP  
**Representative**.....McGillvra  
**Transcription Service**.....World  
**Membership**.....NAB, RAB  
**President**.....Carl A. Jones  
**Manager**.....Arthur Keisey

### WJHL—Johnson City—1939

#### CBS

**Freq.**: 910 Kc.....**Power**: 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**.....WJHL, Inc.  
**Business-Studio Address**.....145 W. Main St.  
**News Service**.....AP, UP  
**Representative**.....John E. Pearson  
**Membership**.....NAB  
**Pres., Gen. Mgr.**.....W. H. Lancaster, Jr.  
**Sta., Comm. Mgr.**.....K. Marsh



**WKIN—Kingsport—1951**

Frequency: 1320 Kc. Power: 5000 Watts, d.  
Owned & Operated. WKIN, Inc.  
Address. Market & Wexler Sts.  
Tel.: CI 6-8131. News Service: AP  
Transcription Service. World  
Representative. Thomas F. Clark  
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.  
Tel.: CI 5-4161. News Service: AP  
Transcription Service. Thesaurus  
Representative. Burn-Smith  
Membership. NAB  
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**  
ABN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Radio Station WBIR, Inc.  
Business-Studio Address. 1513 Hutchison Ave.  
Tel.: 5-8101. News Service: UP  
Transcription. Thesaurus  
Membership. NAB, RAB  
President, Manager. John P. Hart  
Comm. Mgr. Leon Ridings  
Program Director. Robert Agee  
Publicity Director. Robert Wilson  
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  
Tel.: 4-3693. News Service: AP  
Trans. Lang-Worth  
Membership. NAB, RAB  
Representative. Walker  
Pres., Gen., Sta., Sls. Prom. Mgr. J. A. Dick

**WKGN—Knoxville—1946**  
MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By. WKGN Inc.  
Bus-Studio Address. Box 1750  
Tel.: 4-0766. News Service: AP  
Station Representative. World  
Gen., Sta., Prog. Dir. Guy L. Smith, III  
Comm. Manager. Charles Kuhn  
Chief Engineer. Robert Goodman

**WKXV—Knoxville—1953**  
KBS

Frequency: 900 Kc. Power: 1000 Watts, d.

Owner. Knoxville Ra-Tel  
Address. 411½ W. Main St.  
Telephone. 4-9866  
Membership. RAB  
President. B. L. Boring  
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.  
Tel.: 3-3171. News Service: UP  
Newspaper Affiliation. News Sentinel  
Transcription Service. Standard  
Representative. John Blair  
Membership. NAB, RAB  
President. Jack R. Howard  
Gen., Sta. Manager. R. B. Westergaard  
Publicity Director. Gene Miller  
Comm., Sls. 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.  
Tel.: 2-7111. News Service: UP  
Representative. Avery-Knodel  
Membership. NAB, RAB  
V.P., Gen. Mgr. W. H. Linebaugh  
Manager. David H. Carpenter  
Commercial Manager. J. T. McCloud  
Program Dir. Wayne Hudson  
Sales Prom. Mgr., Pub. Dir. Carl Huster  
Chief Engineer. Fred Andrews

**WLAF—Lafollette—1953**  
KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owner. LaFollette Bcstg. Co.  
Address. Piedmont Hotel  
Tel.: 1060. News Service: AP  
Membership. RAB  
Transcription Service. World, Capitol  
Gen. Mgr., Chief Eng. Marvin L. Paul  
Commercial Manager. John H. Farmer

**WDXE—Lawrenceburg—1951**  
KBS

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Lawrenceburg Bcstg. Co.  
Address. Locke Bldg.  
Tel.: SO 2-4411. News Service: UP  
Trans. Ser. World  
Membership. NAB  
Representative. Ayers  
President. Aaron B. Robinson  
V.P., Gen. Mgr. Jack Cecil  
Sta. Mgr. Ken Marston  
Comm. Mgr. Bud Sawyer  
Chief Engineer. Phil Kemper

**WCOR—Lebanon—1949—KBS**

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Operated By: Lebanon Bcstg. Co., Inc.  
Address: Lebanon  
Tel.: 1540. News Service: AP  
Pres., Sta. Mgr.: Theo. F. Ezell, Jr.  
Commercial Manager: Jack Hendrickson

**WLIL—Lenoir City—1950  
KBS**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owner: WLIL, Inc.  
Address: P. O. Box 151  
Tel.: 1095. News Service: UP  
Representative: Best  
Membership: NAB, RAB  
Pres., Gen. Sta. Mgr.: Arthur Wilkerson  
V.P., Office Mgr.: Mrs. Evelyn Wynn  
Commercial Manager: Lester DeLong

**WJJM—Lewisburg—1947  
MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Louis D. Lingner  
Address: East Hill  
Tel.: 780. News Service: AP  
Trans. Ser.: World  
Representative: Hil F. Best  
Membership: NAB  
Station Manager: Bob Davidson  
Prog. Dir.: Barbara Matthews  
Chief Engineer: R. C. Wiley

**WDXL—Lexington—1954  
KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned: Lexington Bcstg. Co.  
Address: Broad & Church  
Tel.: WO 8-3500. News Service, UP  
Station Representative: Headley-Reed  
Membership: NAB  
General Manager: Ben Enochs  
Comm. Mgr.: Ann Flagg  
Prog. Dir.: Ev Flagg

**WMSR—Manchester—1956**

Frequency: 1580 Kc. Power: 1 Kw., d.  
Owned: Manchester Bcstg. Co.  
Address: 611 McArthur St.  
Tel.: PA 8-3526. News Service: UP  
Trans.: SESAC  
Representative: Best  
Gen. Mgr.: L. Murray Chumley  
Comm. Mgr.: Jim Webb

**WCMT—Martin—1957**

Frequency: 1410 Kc. Power: 1 Kw.  
Owned: J. T. Sudbury  
Address: Blytheville, Ark.  
Tel.: PO 2-2093. News Service: AP  
Membership: NAB  
Gen. Mgr.: J. T. Sudbury  
Sta. Mgr.: Fred Walker

**WGAP—Maryville—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Aluminum Cities Bcstg. Co.  
Address: 918 Court St.  
Tel.: YU 3-4310. News Service: AP  
Membership: NAB, RAB  
Transcription Service: Thesaurus, World  
Representative: Hil F. Best  
Pres., General Manager: F. H. Corbett  
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, d.  
Owned: Tri-County Bcstg. Co., Inc.  
Address: Hotel McKenzie  
Tel.: EL 2-3371. News Service: AP  
Trans. Ser.: Thesaurus  
Station Rep.: Best  
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 W., d.  
Owned-Oper.: Cumberland Valley Bcstg. Co.  
Address: Box 270  
Tel.: 2104. News Service: AP  
Transcription Service: Thesaurus  
President: Harold Laws  
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 Brdg. 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, d.  
Owned-Operated By: KWEM, Inc.  
Address: Box 142  
Telephone: GL 8-3311  
Representative: Bernard  
Chairman, Board: E. D. Rivers, Jr.  
Gen. Mgr.: John R. Barlett  
Comm. Manager: Kurt Alexander

**WLOK—Memphis—1951**

Frequency: 1480 Kc. Power: 5000 Watts d.  
Owned-Oper. By: WLOK, Inc.  
Address: 378 Beale St.  
Tel.: JA 5-7545. News Service: UP  
Rep.: Dora-Clayton, Stars National  
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.....WDIA, Inc.  
Business-Studio Address.....2074 Union Ave.  
Tel.: BR 6-2703.....News Service: UP  
Representative.....Pearson  
Membership.....RAB  
General Manager.....Bert Ferguson  
Commercial Manager.....Harold F. Walker

**WHBQ—Memphis—1925  
MBS-ABN**

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....RKO Teleradio Pictures  
Bus.-Studio Address.....Hotel Chisca  
Tel.: JA 5-6306.....News Service: UP  
Representative.....H-R  
Membership.....NAB, RAB  
President.....Thomas F. O'Neil  
Gen. Sta. Mgr.....William H. Grumbles  
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.  
Tel.: JA 5-6831.....News Service: UP  
Representative.....Dove & Pancoast  
President.....Sam C. Phillips  
Gen., Comm. Manager.....William S. Decker, Jr.

**WHHM—Memphis—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Mid-South Bcstg. Corp.  
Business-Studio Address.....930 Madison Ave.  
Tel.: JA 7-4422.....News Service: UP  
Reps.....Everett-McKinney  
Membership.....RAB, NAB  
President.....P. E. Furlow  
General Manager.....C. K. Beaver  
Program Director.....John Carr  
Commercial Manager.....Allan Avery  
Chief Engineer.....Ronnie Goss

**WMC—Memphis—1923—NBC**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By.....Memphis Publishing Co.  
Business-Studio Address.....Third & Madison  
Tel.: JA 6-7464.....News Service: UP  
News. Affil.....Memphis Pub. Co.  
Representative.....John Blair  
Membership.....NAB, RAB  
President.....Enoch Brown  
General Manager.....H. W. Slavick  
Station Manager.....Stan Torgerson  
Sales Mgr.....Ray Gill  
Prod. Mgr.....John McIntosh  
Comm. Mgr.....Ray Gill  
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.  
Tel.: JA 5-2663.....News Service: UP  
Trans. Service.....Standard, World, Sesac  
Representative.....Radio-TV Representatives  
Membership.....NAB, RAB  
Pres.....Harold R. Krelstein  
V.P., Gen. Mgr.....Charles De Vois  
Program Dir.....W. E. Crump  
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, World  
Membership.....NAB  
Representative.....Katz  
Owner, General Manager.....Hoyt B. Wooten  
Commercial Manager.....Hollis R. Wooten  
Program Director.....Jack Michael  
Chief Engineer.....Wilson Roney

**WKBJ—Milan—1955**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned.....West Tennessee Bcstg. Co.  
Address.....Milan Hotel  
Tel: MU 6-2481.....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: 1150 Kc. 1 Kw., d.; 500 W., n.  
Owned-Oper. By.....Cherokee Bcstg. Corp.  
Bus.-Studio-Transmitter Address.....Radio Center  
Tel.: 1450.....News Service: AP  
Trans. Ser.....World  
Representative.....Hal Holman  
Membership.....RAB  
General Manager.....Howell Ashford

**WMTN—Morristown—1957**

Frequency: 1300 Kc. Power: 5 Kw., d.  
Address.....So. Cumberland-Radio Center  
Tel.: 856.....News Service: UP  
Pres., Gen. Mgr.....George Guertin  
Comm. Mgr.....Keith Huxley

**WGNS—Murfreesboro—1946  
KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Murfreesboro Bcstg.  
Address.....Elrod Bldg.  
News Service.....AP  
Representative.....Holman  
Trans. Ser.....Thesaurus  
Membership.....NAB



President, Gen. Mgr. Cecil Elrod, Jr.  
 Sta. Mgr. William O. Barry  
 Comm. Mgr. Joe Clayton

Comm. Mgr. Jim Cooke  
 Chief Eng. Homer Cole

### WMTS—Murfreesboro—1953

Frequency: 860 Kc. Power: 250 Watts  
 Owned. Arthur D. Smith, Jr.  
 Address. 112 N. W. Broad St.  
 Tel.: TW 3-6611 News Service: UP  
 Trans. Service. Standard, World  
 Representative. Best  
 Membership. NAB, RAB  
 President, Gen. Mgr. A. D. Smith, Jr.  
 Gen., Sta. Mgr. Virgil Trimm  
 Commercial Mgr. Charles Snoddy  
 Sales Prom. Mgr. Ray Duffy  
 Prog. Dir. John Hood  
 Pub. Dir. Mabel Brock  
 Chief Eng. Harry Height

### WNAH—Nashville—1949 MBS-KBS

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Hermitage Bcstg. Corp.  
 Address. James Robertson Hotel  
 Tel.: AL 4-7611 News Service: UP  
 Representative. Continental  
 Pres., Gen. Mgr. Van T. Irwin, Jr.  
 Comm. Manager. Herman Rippey  
 Program Director. Jim Williams  
 Pub Dir. Wink Willoughby  
 Chief Engineer. Harold Woodard

### WENO—Nashville—1957

Frequency: 1430 Kc. Power: 1 Kw., d.  
 Owned. Central Bcstg. Corp.  
 Address. Box 5236  
 Tel.: 7-5401 News Service: UP  
 Representative. Grant  
 Pres., Gen. Mgr. H. C. Young, Jr.

### WSIX—Nashville—1927 ABN

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By. WSIX, Inc.  
 Address. Nashville Trust Building  
 Tel.: AL 5-5431 News Service: AP  
 Station Representative. H.R. Clarke-Brown  
 Membership. NAB  
 Sta., Gen. Mgr. E. S. Tanner  
 Comm Mgr. Clarence L. Waggoner  
 Program Director. Bob Larimer  
 Chief Engineer. Charles R. Duke

### WKDA—Nashville—1947

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. Capitol Bcstg. Co.  
 Address. American Natl. Bank Bldg.  
 Tel.: AL 4-0511 News Service: AP  
 Representative. Stars National, Inc.  
 Membership. NAB, RAB  
 President. John W. Kluge  
 Gen., Comm. Mgr. Harvey L. Glascock  
 Prog. Director. Charles F. Walker  
 Chief Engineer. Oscar C. Griffin

### WSM—Nashville—1925—NBC

Frequency: 650 Kc. Power: 50,000 Watts  
 Owned-Operated By. WSM, Inc.  
 Bus.-Studio Address. 7th & Union  
 Tel.: AL 4-5656 News Services: AP, INS, UP  
 Representative. John Blair  
 Membership. RAB, NAB  
 President. John H. DeWitt, Jr.  
 Gen. Mgr. Bob Cooper  
 Chief Engineer. Carl Jenkins  
 Prom. Mgr. Royal McCullough

### WLAC—Nashville—1926 CBS

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned. Life & Casualty Insurance Co., Tenn.  
 Bus-Studio Address. 159 4th Ave. N.  
 Tel.: AL 6-0161  
 Transcription Service. Thesaurus  
 Representative. Katz  
 Membership. NAB, RAB  
 V. P., Gen. Mgr. F. C. Sowell  
 Commercial Manager. E. G. Blackman  
 Promotion Manager. Thrace Warren  
 Program Director. Paul Oilphant  
 Chief Engineer. F. D. Blane

### WSOK—Nashville—1951

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned. Rounsaville of Nashville  
 Address. 400 Davidson St.  
 Tel.: CH 2-0489 News Service: AP  
 Trans. Lang-Worth  
 Representative. Gill-Perna, Dora-Clayton  
 Pres., Gen. Mgr. Robert W. Rounsaville  
 Comm. Mgr. W. D. Salmon

### WMAK—Nashville—1948

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By. Volunteer State Bcstg. Co.  
 Address. Maxwell House Hotel  
 Tel.: AL 4-3411 News Service: UP  
 Station Rep. Broadcast Time Sales, Ayers  
 Membership. NAB  
 President. Howard D. Steere  
 Gen. Mgr. Emil J. Popke, Jr.  
 Sta. Mgr. Robert Hamilton

### WLK—Newport—1954—KBS

Frequency: 1270 Kc. Power: 5 Kw., d.  
 Owned. WLK, Inc.  
 Address. P. O. Box 270  
 Tel.: 3095 News Service: UP  
 Membership. RAB, NAB  
 President, Gen. Mgr. Arthur Wilkerson  
 V.P., Sta., Comm. Mgr. Ira B. Crisp

### WATO—Oak Ridge—1948 MBS

Frequency: 1490 Kc. Power: 250 Watts



**Owned-Operated By**.....WATO, Inc.  
**Address**.....253 E. Main St.  
**Tel:** 5-3535.....**News Service:** AP  
**Transcription Service**.....World  
**Representative**.....Bob Dore  
**General Manager**.....Sam Thrower  
**Program Director**.....William E. Sorrell  
**Comm. Manager**.....Leonard M. McCoig

**Tel:** 347.....**News Service:** UP  
**Trans.**.....Thesaurus  
**President**.....Herman Spivey  
**Gen., Sta. Mgr.**.....Willard W. Wilson  
**Prog. Dir.**.....Hugh L. Allen

**WOKE—Oak Ridge—1951**  
**KBS**

**Freq.:** 1290 Kc...**Power:** 1000 W. d., 500 W. n.  
**Owned-Oper. By**.....WOKE, Inc.  
**Address**.....Box 2027  
**Tel:** 5-1333.....**News Service:** AP  
**Representative**.....Hil F. Best  
**Membership**.....RAB  
**General Manager**.....Virgil Trimm  
**Comm. Mgr.**.....Joe Brewer  
**Program Director**.....Wayne Hannah  
**Chief Engineer**.....Edward Troupe

**WRGS—Rogersville—1954**

**Frequency:** 1370 Kc...**Power:** 1000 Watts, d.  
**Owned-Oper. By**.....Rogersville Bcstg. Co.  
**Address**.....Burem Pike  
**Tel:** 6491.....**News Service:** UP  
**Transcription Service**.....Thesaurus  
**Rep.**.....Hil F. Best  
**General Manager**.....John E. Beal  
**Commercial Manager**.....Charles W. Beal  
**Sta., Sls. Prom. Mgr.**.....George Beal  
**Pub. Dir., Prog. Dir., Chief Eng.**.....F. A. Berry

**WORM—Savannah—1956**  
**KBS**

**Frequency:** 1010 Kc...**Power:** 250 W. d.  
**Owned**.....Savannah Bcstg. Service, Inc.  
**Address**.....Savannah, Tenn.  
**Tel:** 4088.....**News Service:** UP  
**Trans.**.....SESAC  
**President**.....W. L. Barry  
**Gen. Mgr.**.....Neal B. Bunn  
**Comm. Mgr.**.....Paul Rice

**WTPR—Paris—1947—KBS**

**Frequency:** 710 Kc...**Power:** 250 Watts d.  
**Owner**.....Paris Bcstg. Co.  
**Address**.....No. Poplar St.  
**Tel:** 1700.....**News Service:** UP  
**Trans. Service**.....World  
**Representative**.....Venard, Rintoul & McConnell  
**Membership**.....NAB  
**President, Gen. Mgr.**.....A. B. Robinson  
**Sta. Mgr.**.....Joe P. Van Dyke  
**Commercial Manager**.....D. A. Drumm  
**Prog., Pub. Dir.**.....Verne A. Brooks  
**Chief Engineer**.....Don Somerville

**WSEV—Sevierville—1955**

**Frequency:** 930 Kc...**Power:** 5 Kw., d.  
**Owned-Oper. By**.....Smoky Mountain Bcstg. Co.  
**Address**.....Box 192  
**Tel:** 2844.....**News Service:** UP  
**Membership**.....RAB, NAB  
**President**.....James McAfee  
**Gen., Sta., Comm. Mgr.**.....Hugh Trotter  
**Sales Promotion Mgr.**.....Frank Prater  
**Traffic Manager**.....Malcolm Hodges  
**Publicity Director**.....Peggy Shanton  
**Chief Engineer**.....Jim Price

**WKSJ—Pulaski—1947—ABN**

**Frequency:** 1420 Kc...**Power:** 1000 Watts  
**Owned**.....Richland Broadcasting Co.  
**Address**.....Jones Bldg.  
**Tel:** 1066.....**News Service:** UP  
**Transcription**.....Thesaurus  
**Representative**.....John M. Clarke Co.  
**Pres., Gen., Sta. Mgr.**.....John R. Stephens  
**Commercial Manager**.....Mrs. Alene Cane  
**Sales Prom. Mgr.**.....Norris Hammond  
**Program Director**.....George Martin  
**Publicity Director**.....Jack Melby  
**Chief Engineer**.....N. G. Morgan

**WHAL—Shelbyville—1946**  
**MBS**

**Frequency:** 1400 Kc...**Power:** 250 Watts  
**Owned-Oper. By**.....Shelbyville Bcstg. Co., Inc.  
**Address**.....P. O. Box 241  
**Tel:** 1400.....**News Service:** UP  
**V.P., Gen. Mgr.**.....Charles Christian

**WTRB—Ripley—1954—KBS**

**Frequency:** 1570 Kc...**Power:** 250 Watts  
**Owned**.....Lauderdale Bcstg.  
**Address**.....113 E. Washington St.  
**Tel:** 1060.....**News Service:** UP  
**Rep.**.....Hil F. Best  
**Gen. Mgr.**.....Colonel L. B. Fuqua  
**Comm. Mgr.**.....Charles Thompson  
**Program Director**.....Virginia Harrison  
**Chief Engr.**.....Jim Edwards

**WEPG—South Pittsburgh**  
**1954—KBS**

**Frequency:** 910 Kc...**Power:** 500 Watts, d.  
**Owned**.....Marion County Broadcasting Service  
**Address**.....Box 8  
**Tel:** TE 7-6185.....**News Service:** UP  
**Transcription**.....World  
**President, Gen., Sta. Mgr.**.....Eaton P. Govan, Jr.  
**Comm., Sales Prom. Mgr.**.....Vinette B. Govan  
**Chief Engineer**.....William H. Dunn

**WRKH—Rockwood—1957**

**Frequency:** 580 Kc...**Power:** 500 W., d.  
**Owned**.....Roane Bcstg. Co.  
**Address**.....Rockwood

**WSMT—Sparta—1953**

**Frequency:** 1050 Kc...**Power:** 1000 Watts d.

Owned-Oper. By..... Sparta Bcstg. Co. Inc.  
 Address ..... Highway 42  
 Tel.: 3751 ..... News Service: UP  
 Transcription ..... World  
 President ..... Sam J. Albritton  
 Gen., Comm. Mgr. .... Van L. Slack

**WDBL—Springfield—1950**  
**KBS**

Frequency: 1590 Kc. .... Power: 1000 Watts, d.  
 Owned-Oper. By.... Springfield Bcstg. Co., Inc.  
 Address ..... P. O. Box 464  
 Tel.: 1287 ..... News Service: UP  
 Transcription Service ..... World, Thesaurus  
 Membership ..... NAB  
 Gen. Mgr. .... W. N. Locke

**WDEH—Sweetwater—1955**  
**KBS**

Frequency: 800 Kcs. .... Power: 1 Kw., d.  
 Owned-Oper. By..... WDEH, Inc.  
 Address ..... Highway 11  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Owners ..... A. D. Smith, Jr., & F. Mullinax  
 Manager ..... Lewis Penuel

**WJIG—Tullahoma—1947**  
**KBS**

Frequency: 740 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By..... Radio Tullahoma  
 Business Address ..... West Side Drive  
 Tel.: GL 5-2607 ..... News Service: UP  
 Transcription Service ..... World  
 Membership ..... NAB  
 President ..... M. Davidson Smith III

Gen. Comm. Mgr. .... Henry Beam  
 Prog. Dir. .... Joe Hathcock  
 Chief. Eng. .... W. C. Spraggins

**WENK—Union City—1946**  
**KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By... Union City Bcstg. Co.  
 Address ..... Wenk Bldg.  
 Tel.: 1240 ..... News Service: UP  
 Transcription Service ..... World  
 Membership ..... NAB  
 Representative ..... Vernard  
 President., Gen. Mgr. .... Aaron B. Robinson  
 Sta. Mgr., Comm. Mgr. .... E. B. Fritts  
 Prog. Pub. Dir. .... William King  
 Chief Engineer. .... Charles Holland

**WTUC—Union City—1956**

Frequency: 1580 Kc. .... Power: 250 W., d.  
 Owned ..... Obion County Bcstg. Co.  
 Address ..... 227 S. 2nd St.  
 News Service ..... AP  
 Trans. .... Lang-Worth  
 Representative ..... Bes  
 Gen. Mgr. .... Louis C. Wrather  
 Comm. Mgr. .... David J. Capps

**WCDT—Winchester—1948**  
**ABN-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned ..... Franklin County Radio & Bcstg. Co.  
 Address ..... P. O. Box 1193  
 Tel.: WO 2-2201 ..... News Service: UP  
 Membership ..... NAB  
 Man. .... Harry W. Sullivan

**Texas**

Pop. March 1 (Est.)—9,258,000; Families—2,668,000; Lic. Stations—232.  
 Sta. CP's—9; Radio Homes—2,602,000; TV Homes—2,030,000

**KNIT—Abilene—1957**

Frequency: 1280 Kc. .... Power: 500 W., d.  
 Owned ..... Key City Bcstrs.  
 Address ..... Box 383  
 Tel.: OR 4-7211 ..... News Service: AP  
 Gen. Mgr. .... Howard Barrett  
 Sls. Mgr. .... Forest Lane

**KRBC—Abilene—1936—ABN**

Freq.: 1470 ..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Abilene Radio & TV  
 Business Address ..... 4510 S. 14th St.  
 Tel.: 2-8491 ..... News Service: AP  
 Representative ..... Paul H. Raymer  
 Membership ..... NAB, RAB  
 President, Gen. Mgr. .... Dale Ackers  
 Station Manager ..... Carroll Lee

**KWKC—Abilene—1948—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... Citizens Bcstg. Co.  
 Bus. Studio Address ..... 2500 Butternut

Tel. OR 3-2545 ..... News Services: AP, UP  
 Transcription Service ..... World  
 Rep. .... Venard, Rintoul & McConnell, Melville  
 Membership ..... NAB  
 General Manager ..... A. C. Etter

**KOPY—Alice—1947**

Frequency: 1070 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... Alice Bcstg. Co.  
 Business Address ..... Box 731  
 Tel.: MO 4-4324 ..... News Service: AP  
 Representative ..... Stars National  
 Membership ..... RAB  
 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  
 Tel.: TE 7-2144 ..... News Service: UP  
 Representative ..... Hil F. Best





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  
 Tel: DR 2-6543 News Service: AP  
 Trans. Thesaurus  
 Representative Venard, Rintoul & McConnell  
 President Hoyt Houck  
 General Manager Robert Houck  
 Sta., Comm., Prom. Mgr. George Oliver  
 Prog. Webster Smith  
 Chief Engineer Richard Hedgecock

**KFDA—Amarillo—1933**  
**ABN**

Fre.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.

Owned-Oper. By Lone Star Bcstg. Corp.  
 Bus. Studio Address 3500 Tee-Anchord Blvd.  
 Tel: DR 4-1637 News Service: AP  
 Representative Raymer  
 President Charlie Jordan  
 Gen. Manager Bob Zellermyer  
 Prog. Dir. Bill Rogers

**KLYN—Amarillo—1947**

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Oper. By Nichols-Whitney Bcstg. Co.  
 Address Box 2387  
 Tel: DR 2-6773 News Service: AP  
 Station Director Joe S. Ramay  
 Chief Engineer Eugene Fennimore

**KGNC—Amarillo—1922—NBC**

Frequency: 710 Kc. Power: 10,000 Watts  
 Owned-Oper. By Plains Radio Bcstg. Co.  
 Address 2000 N. Polk St.  
 Tel: DR 4-4601 News Services: UP, AP, INS  
 Newspaper Affil. Globe-News  
 Transcription Service World  
 Representative Katz  
 Membership NAB, RAB  
 President B. E. Walker  
 General Manager Wes Izzard  
 Comm. Manager Leon Krupp  
 Station Mgr. Jack D. Liston  
 Prog. Dir. Bill Lane  
 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.  
 Tel: DR 4-5235 News Service: AP  
 Representative Melville  
 President R. D. Hollingsworth  
 Comm. Man. Don Hodges

**KZIP—Amarillo—1955—KBS**

Frequency: 1310 Kc. Power: 1 Kw. d.

Owned-Oper. By Panhandle Bcstg. Co.  
 Address 808 Charlotte St.  
 News Service AP  
 Reprs. Broadcast Time Sales, Dora-Clayton  
 General Manager Ray Winkler

**KACT—Andrews—1955**  
**KBS**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned-Oper. By Joseph E. Young  
 Address P. O. Box 638  
 Tel: LA 3-2845 News Service: AP  
 Transcriptions World  
 Co.-Oner, Gen. Mgr., Ch. Eng. J. E. Young  
 Promotion Manager Jacqueline Young  
 Sales Promotion Manager Weldon Kidd

**KBUD—Athens—1948—KBS**

Frequency: 1410 Kc. Power: 250 Watts  
 Owned Henderson Cty. Bcstg. Co.  
 Address Box 309  
 Tel: 2277 News Service: UP  
 Gen. Mgr., Chief Eng. J. B. McNutt, Jr.

**KALT—Atlanta—1950—KBS**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Ark-La-Tex Bcstg. Co.  
 Address Box 289  
 Transcription Service World  
 Tel: 900 News Service: AP  
 Representative Hil F. Best  
 Membership NAB  
 President Herman H. Wommack, Jr.  
 Gen., Sta. Mgr., Chief Eng. David A. Wommack  
 Commercial Manager A. N. Dowd  
 Program Director George D. Wommack  
 Publicity Director Jeane Wommack

**KNOW—Austin—1927—ABN**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Pioneer Bcstg. Co., Inc.  
 Address 520 Capital Nat. Bank Bldg.  
 Tel: GR 2-6213 News Service: AP  
 Station Rep. Pearson  
 Membership NAB  
 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 1155  
 Tel: GR 2-2424 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 Austin, Inc.  
 Address 1211 E. 6th St.  
 Tel.: GR 7-4476 News Service: UP  
 Representative National Time Sales  
 President Robert Pinkerton  
 V. P. Ed Pool  
 Gen. Mgr. Joe A. Roddy, Jr.  
 Chief Engineer Ed Pool

**KVET—Austin—1946—MBS**

Frequency: 1300 Kc. Power: 1 Kw.  
 Owned Austin Bcstg. Corp.  
 Address Box 1116  
 Tel.: GR 8-8521 News Service: UP  
 Representative Forjoe, Clarke Brown  
 Membership NAB  
 Pres., Gen., Sta. Mgr. Willard Deason  
 Commercial Mgr. H. W. Dunlop  
 Nat. Reg. Sales Dave Smith  
 Chief Engineer Willis Morter

**KRUN—Ballinger—1947**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Central West Bcstg.  
 Address Box 351  
 Tel.: 3151 News Service: AP  
 Representative Best, Melville  
 General Manager R. F. McGarvey  
 Comm. Mgr. Clayton Jay

**KIOX—Bay City—1947**  
**MBS-KBS**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Oper. By Bay City Bcstg. Co.  
 Business Address Box 1391  
 Tel.: CI 5-4642 News Service: UP  
 President J. G. Long  
 Gen., Station Manager Harry L. Becker  
 Comm. Mgr. Don Rhea  
 Chief Eng. Robert H. Hemphill

**KREL—Baytown—1947**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By E. O. Roden & Assoc.  
 Business Address Box 419  
 Tel.: 8211 News Service: UP  
 Representative Hil F. Best  
 President E. O. Roden  
 Vice President W. I. Dove  
 Gen. Man. Zane D. Roden

**KFDM—Beaumont—1924**  
**ABN**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By Beaumont Bcstg. Corp.  
 Address P. O. Box 2950  
 Tel.: TE 8-4731 News Service: UP  
 Transcription Service Lang-Worth  
 Representative Peters, Griffin, Woodward, Inc.  
 Membership NAB  
 President D. A. Cannan

Gen. Mgr. C. B. Locke  
 Comm. Mgr. Ed E. Carroll  
 Program Director Dick McAdoo  
 Publicity Director H. F. Caldwell  
 Chief Eng. Harold W. Bartlett

**KJET—Beaumont—1947**

Frequency: 1380 Kc. Power: 1 Kw., d.  
 Owned KPBX Bcstg. Corp.  
 Address P. O. Box 2673  
 Tel.: TE 2-0201 News Service: UP  
 Station Rep. Forjoe  
 Membership NAB  
 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  
 Tel.: TE 3-9421 News Service: AP  
 Newspaper Affiliation "Enterprise", "Journal"  
 Representative Branham  
 Transcription World  
 President E. C. Davis  
 General Manager Frank Dusenbury  
 Sls. Prom. Mgr. Tom Vaccarello  
 Prog. Dir. Neal Merritt

**KTRM—Beaumont—1947**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By KTRM, Inc.  
 Business-Studio Address 230 Orleans St.  
 Tel.: TE 2-8478 News Service: AP  
 Rep. Adam Young, Clarke Brown  
 Pres., Gen. Mgr. Jack Neil  
 Sta., Comm. Manager Roy D. Shotte

**KIBL—Beeville—1949**

Frequency: 1480 Kc. Power: 250 Wts.  
 Owned-Oper. By Bee Bcstg. Co.  
 Address P. O. Box 650  
 Tel.: FL 8-2197 News Service: AP  
 Membership TAB  
 General Manager John D. Rossi  
 Comm. Manager James M. Goodman  
 Chief Engineer H. E. Bertram

**KBST—Big Spring—1936**  
**ABN**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Big Spring Bcstg. Co.  
 Bus. Studio Address 702 Johnson St.  
 Tel.: 4-6391 News Service: AP  
 Representative Pearson  
 President William J. Wallace  
 Sls. Prom., Pgr. Dir., Pub. Dir. J. N. Young, Jr.  
 Chief Engineer Andrew M. Jones

**KHEM—Big Spring—1956**

Frequency: 1270 Kc. Power: 1 Kw., d.  
 Owned Elm Bcstg. Corp.  
 Address Settles Hotel  
 Tel.: AM 4-2524 News Service: AP  
 Representative Thomas F. Clark



Membership .....NAB  
Gen. Mgr. ....Walt Lawson

### **KTXC—Big Spring—1949** MBS-KBS

Frequency: 1400 Kc.....Power: 100 Watts  
Owned-Oper. By .....Big State Bdcstg. Co.  
Address.....Big Spring City Park  
Tel.: AM 4-4201.....News Service: AP  
Rep. ....Hil F. Best  
Membership .....NAB  
President, Gen. Mgr.....V. T. Anderson  
Exec. V.P.....E. W. Anderson

### **KFYN—Bonham—1948—KBS**

Frequency: 1420 Kc.....Power: 250 Watts d.  
Owned-Oper.....Charles L. & Jessie Mae Cain  
Bus.Studio Address.....903 E. Fourth St.  
Tel.: JU 3-3151.....News Service: UP  
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.  
Tel.: BR 3-3744.....News Service: UP  
Transcription Service.....SESAC, World  
Membership .....NAB  
President.....R. G. Hughes  
Sta. Mgr., Prog., Pub. Dir.....Jack Roberts  
Comm., Sls. Prom. Mgr.....Louis W. Roberts  
Chief Engineer.....Herman Kreiger

### **KNEL—Brady—1933—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By .....Ruth Burns  
Business-Studio Address.....Gibbons Bldg.  
Telephone .....77  
Representative.....Hil F. Best  
President.....Gene M. Burns  
Commercial Manager.....J. S. Sloane

### **KSTB—Breckenridge—1947** KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned-Oper. By .....Hugh M. McBeath  
Business-Studio Address.....1301 West Wheeler  
Tel.: HI 9-4355.....News Service: UP  
Station Rep. ....Best  
Gen. Mgr.....Hugh M. McBeath  
Comm. Mgr.....Sid Foster  
Prog. Dir.....Lon Williams

### **KWHI—Brenham—1947** KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned-Oper. By .....Tom S. Whitehead  
Business Address.....108½ Main St.  
Membership .....NAB  
Manager.....Tom S. Whitehead  
Commercial Manager.....J. C. Price

### **KTFY—Brownfield—1949**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned-Oper. By .....Terry Cty. Bdcstg. Co.  
Address .....Drawer 1032  
Tel.: 2111.....News Service: AP  
Trans. Service.....Standard, Thesaurus  
Membership .....NAB  
Representative .....Hil F. Best  
Pres., Sta., Gen., Comm. Mgr., Mike A. Barrett  
Assistant Manager.....E. Crawford Taylor

### **KBOR—Brownsville—1949** ABN-KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Brownsville Bcstg. Co.  
Address.....Box 472  
Tel.: LI 2-5677.....News Service: AP  
Trans. Service .....World  
Representative .....Best  
Pres., Gen., Sta. Mgr.....M. J. Wilson  
Commercial Manager.....Vance C. Wilson  
Prog., Pub. Dir.....Lula Ward  
Chief Engineer.....Willis A. Wilson

### **KBWD—Brownwood—1941** MBS-KBS

Freq.: 1380 Kc....Power: 1 Kw., d.; 500 W., n.  
Owned-Oper. By.....Brown County Bcstg. Co.  
Business-Studio Address...800 Hawkins St.  
Tel.: 2401.....News Service: AP  
Representative .....Avery-Knodel  
Transcription .....Lang-Worth  
Membership .....NAB  
Pres., Gen. Manager.....Wendell Mayes  
Commercial Manager.....Fred Perry

### **KEAN—Brownwood—1953**

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Oper. By.....KEAN Radio Corp.  
Address.....2220 Fisk Ave.  
Tel.: 4372.....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.  
Tel.: TA 3-1240.....News Service: UP  
Station Rep. ....Best  
Trans.....World, SESAC  
Membership .....NAB  
President.....David C. Jones, Jr.  
Sta., Comm. Manager.....Roy Greer  
Chief Eng.....James L. Harvey

### **WTAW—Bryan—1922—KBS**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....WTAW Bcstg.  
Bus.-Studio Address.....3307 College Ave.  
Tel.: VI 6-4012.....News Service: AP



Gen. Mgr. . . . . Elsie Patranella  
 Prog. Mgr. . . . . Art Holt  
 Chief Engineer. . . . . Kenneth Young

### KMIL—Cameron—1955

Frequency: 1330 Kc. . . . . Power: 500 W., d.  
 Owned. . . . . Milam Bcstg. Ltd.  
 Address . . . . . Box 832  
 Tel.: 456 . . . . . News Service: AP  
 Trans. . . . . World  
 Gen. Mgr. . . . . Milton F. Brown  
 Sta. Mgr. . . . . Esther Belle White

### KBEN—Carrizo Springs—1955

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Walter and Roy Herbort  
 Address. . . . . 104 S. 5th St.  
 Tel.: TR 6-2210 . . . . . News Service: AP  
 General Manager. . . . . Walter Herbort  
 Commercial Manager. . . . . Roy W. Herbort

### KGAS—Carthage—1955

Frequency: 1590 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . T. F. Alford, et al  
 Address . . . . . 107 1/2 North St. Mary  
 Tel.: 876. . . . . News Service: AP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NAB  
 General Manager. . . . . Bev E. Brown  
 Prog. Dir. . . . . J. C. Kelly  
 Chief Engineer. . . . . J. W. Hancock

### KDET—Center—1949

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Center Bcstg. Co., Inc.  
 Address . . . . . 205 Austin St.  
 Tel.: LY 8-3305. . . . . News Service: UP  
 Transcription Service . . . . . Sesac  
 Representative. . . . . Gill-Perna, Clarke Brown  
 Gen. Mgr. . . . . Tom E. Foster  
 Prog. Dir. . . . . Charles Hancock  
 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.  
 Tel.: WE 7-2563. . . . . News Service: AP  
 Transcription Service . . . . . World  
 Representative. . . . . Hil F. Best  
 President . . . . . R. Malone Hagan  
 General Manager. . . . . George E. Morey

### KCAR—Clarksville—1955 KBS

Frequency: 1350 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By. . . . . KCAR, Inc.  
 Address . . . . . Box 609  
 Tel.: 58. . . . . News Service: AP  
 Representative . . . . . Best  
 Manager. . . . . Paul H. Daniels  
 Program Manager. . . . . Jerry MacVarley

### KCLE—Cleburne—1947

Frequency: 1120 Kc. . . . . Power: 250 Watts d.

Owned-Oper. By. . . . . Martl, Inc.  
 Address. . . . . 919 N. Main  
 Tel.: 5-6643. . . . . News Service: AP  
 Representative. . . . . Hil F. Best  
 Membership . . . . . NAB, RAB  
 Pres., Gen., Sta. Mgr. . . . . George W. Martl  
 Commercial Mgr. . . . . John Martl  
 Sales Prom. Mgr. . . . . Frank H. Hardgrove  
 Program Director. . . . . D'Voe Lee Smith  
 Pub. Dir. . . . . John S. Butner  
 Chief Engineer. . . . . George W. Martl

### KVLB—Cleveland—1954 KBS

Frequency: 1410 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By. . . . . Cleveland Bcstg. Co.  
 Address . . . . . Box 487  
 Transcription . . . . . World  
 Tel.: 692. . . . . News Service: AP  
 General Manager. . . . . Harvard C. Bailes  
 Program Director. . . . . Glen Dodson  
 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  
 Tel.: 8406. . . . . News Service: UP  
 Transcription Service . . . . . World  
 Representative . . . . . Melville  
 Manager . . . . . Floyd Shelton  
 Comm. Manager. . . . . Paul Johnson

### KVMC—Colorado City—1950 KBS

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
 Owned. . . . . Colo. City Bcstg. Co.  
 Address . . . . . Box 990  
 News Service . . . . . AP  
 Trans. Ser. . . . . World  
 Representative . . . . . Best  
 Pres., General Manager. . . . . Eldon Mahon  
 Comm. Mgr. . . . . Lyle Shuman  
 Sta. Mgr., Chief Eng. . . . . P. A. Richardson

### KMCO—Conroe—1951

Frequency: 900 Kc. . . . . Power: 500 Watts d.  
 Owned. . . . . Montgomery County Bcstg. Co.  
 Address. . . . . 324 1/2 N. Main  
 Tel.: PL 6-4466. . . . . News Service: AP  
 Transcription . . . . . Standard  
 Rep. . . . . Hil F. Best  
 Membership . . . . . NAB  
 President . . . . . Reagan Smith  
 Gen., Sta., Comm. Mgr. . . . . David L. Oglesby  
 Sls. Prom. Mgr. . . . . J. R. Johnson  
 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  
 Tel.: TU 4-5258 . . . . . News Service: AP  
 Representative . . . . . Weed  
 Pres. . . . . Glenn E. Alexander

Gen., Sales Prom. Mgr. .... Harry H. Hayes  
 Sta. Mgr., Program Dir. .... Edward W. Dunn  
 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  
 Tel.: TU 4-2426. .... News Service: AP  
 Representative. .... O'Connell, Tracy Moore  
 Membership ..... RAB  
 President. .... Dr. H. P. Garcia  
 Gen. Mgr., Chief Eng. .... Mike Ferdin

**KEYS—Corpus Christi—1941**

Freq.: 1440 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By. .... Nueces Bcstg. Co.  
 Address. .... P. O. Box 1460  
 Tel.: TU 2-7411. .... News Service: UP  
 Representative ..... Avery Knodel  
 General Manager ..... E. C. Hughes  
 Sta., Mgr. .... Allan Dale  
 Comm. Mgr. .... Marion B. Keck  
 Chief Engineer. .... Harold Griffith

**KRYS—Corpus Christi—1927**  
 NBC

Frequency: 1360 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... South Texas Broadcasting  
 Address. .... P. O. Box 6218  
 Telephone ..... UL 2-7341  
 Representative. Peters, Griffin, Woodward, Inc.  
 Transcription ..... Standard  
 Membership ..... RAB  
 Gen. Man. .... A. C. Lloyd, Jr.  
 Program Director. .... Bob Plase

**KSIX—Corpus Christi—1947**  
 ABN-CBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Corpus Christi Bdstg. Co., Inc.  
 Address ..... Show Room Bldg.  
 Tel.: TU 4-1616. .... News Service: AP  
 Representative. .... Forjoe, Clarke Brown  
 Membership ..... NAB, RAB  
 Pres., Gen., Sta. Mgr. .... Vann M. Kennedy  
 Commercial Mgr. .... Charles R. Manning  
 Program Director. .... Eugene M. Looper  
 Pub. Dir. .... M. L. Kennedy  
 Chief Eng. .... Eric Beals

**KUNO—Corpus Christi—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... KUNO Radio  
 Address-Trans. Loca. .... 406 19th St.  
 Tel.: TU 4-5203. .... News Service: AP  
 Representative ..... Everett-McKinney, Inc.  
 Pres., Gen. Man. .... L. C. Smith  
 Commercial Mgr. .... Herb Garrett

**KAND—Corsicana—1937**  
 KBS

Owned-Operated By. .... Alto, Inc.

Frequency: 1340 Kc. .... Power: 250 Watts  
 Bus. Studio Address. .... 609 W. 7th Ave.  
 Tel.: TR 4-7421. .... News Service: AP  
 Representative ..... Branham  
 Membership ..... NAB  
 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  
 Tel.: 222. .... News Service: AP  
 Pres. Gen., Sta. Mgr., Prog. Dir. .... J. H. Gibbs  
 Comm., Prom. Mgr., Chief Eng. .... Bill Carter

**KCFH—Cuero—1949**

Frequency: 1600 Kc. .... Power: 500 Watts d  
 Owned-Oper. By. .... DeWitt Cty. Bcstg. Co.  
 Tel.: CU 5-3430. .... News Service: UP  
 Rep. .... Best  
 General Manager. .... A. M. Respondek

**KXIT—Dalhart—1948—KBS**

Frequency: 1410 Kc. .... Power: 500 Watts, d.  
 Owned-Oper. By. .... Dalhart Broadcasters  
 Address ..... Box 1350  
 Tel.: 740. .... News Service: UP  
 Representative ..... Best  
 Transcription Service ..... World  
 Manager. .... R. J. Beller

To Broadcasters

**AP**

Means

**Added Profits**

**Added Prestige**

The Associated Press

50 Rockefeller Plaza  
 New York 20, N. Y.



### WFAA—Dallas—1922 NBC-ABN

Frequency ..... 820 Kc., 570 Kc.  
 Power ..... 50,000 W., 5000 W.  
 Owned-Oper. By ..... A. H. Belo Corp.  
 Business-Studio Address .. Young & Houston Sts.  
 Tel.: RI 1-9631 ..... News Services: AP, UP  
 Newspaper Affil. .... Morning News  
 Representative ..... Edward M. Petry  
 Membership ..... NAB, RAB  
 President ..... E. M. Dealey  
 Director ..... Alex Keese  
 Manager ..... Karl Lambertz  
 Comm. Mgr. .... George K. Utley  
 Sales Prom. Mgr. .... Nancy Cook  
 Publicity Director ..... Barbara Elam  
 Prog. Dir. .... William Crowds  
 Chief Engineer ..... Jim Webb Cooper

### KGKO—Dallas—1953

Freq.: 1480 Kc. Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By ..... Lakewood Bcstg. Co.  
 Address ..... P. O. Box 11747  
 Tel.: DA 1-6441 ..... News Service: UP  
 Representative ..... Forjoe  
 President ..... W. L. Pickens  
 General Manager ..... T. A. (Buddy) Harris  
 Prog. Dir. .... Marion Hunter

### KIXL—Dallas—1947

Frequency: 1040 Kc. Power: 1000 Watts d.  
 Owned-Operated By .... Variety Bcstg. Co., Inc.  
 Business-Studio Address .... 1401 S. Akard St.  
 Tel.: RI 1-5016 ..... News Service: AP  
 Transcription Service ..... Standard, Capitol.  
 Membership ..... NAB, RAB  
 Rep. .... H.R. Clarke Brown  
 President ..... Lee Segall  
 General Mgr. .... Bill Morgan  
 Prog. Dir. .... Don Robinson  
 Chief Engineer ..... Bob E. Trlpp

### 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.  
 Tel.: RI 2-7121 ..... News Services: INS, UP  
 Membership ..... NAB, RAB  
 President ..... B. R. McLendon  
 Station Mgr. .... Dale Drake  
 Program Director ..... Ken Knox  
 Chief Engineer ..... Glenn Callison

### WRR—Dallas—1920—MBS

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By ..... City of Dallas  
 Business Address ..... Fair Park  
 Tel.: TA 3-6101 ..... News Service: UP  
 Representative ..... Avery-Knodel

# When You Look To The Fabulous North Texas Market

.....Look To The Leaders!

## WFAA RADIO 820 KC & 570 KC WFAA-TV CHANNEL 8 BASIC ABC

Dallas

Represented by Edward Petry & Company



**Membership** ..... NAB, RAB  
**Gen., Mgr., Chief Engr.** ..... Durward Tucker  
**Comm. Mgr.** ..... Patricia Chandler  
**Sales Prom. Mgr.** ..... Charles Frauman  
**Program Director** ..... Richard Weeks

### KRLD—Dallas—1926—CBS

**Frequency:** 1080 Kc. .... **Power:** 50,000 Watts  
**Owned** ..... Dallas Times Herald Radio  
**Address** ..... Heraid Square  
**Tel.:** RI 2-6811 .... **News Services:** AP, UP, INS.  
**Trans. Service** ..... Standard, Thesaurus  
**Representative** ..... Branham  
**Membership** ..... NAB  
**President** ..... Clyde W. Rembert  
**Sta. Mgr., Gen., Comm. Mgr.** ..... W. A. Roberts  
**Sales Prom. Mgr.** ..... Lloyd Price  
**Program Director** ..... Ted Parrino  
**Chief Engineer** ..... B. B. Honeycutt

### KSKY—Dallas—1941

**Frequency:** 660 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... SKY Bcastg. Service  
**Address** ..... Hotel Stoneleigh  
**Tel.:** RI 2-6193. .... **News Service:** UP  
**General Manager** ..... A. L. Chilton  
**Comm., Prom. Manager** ..... R. G. Terrill  
**Prog. Dir.** ..... Andy Bell  
**Chief Engineer** ..... Morris M. Ming

### KDLK—Del Rio—1946—KBS

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Del Rio Bcastg. Co.  
**Business Address** ..... P. O. Box 1162  
**Tel.:** 5-2431. .... **News Service:** UP  
**Station Manager** ..... Don R. Howard, Jr.

### KDSX—Denison-Sherman 1948

**Frequency:** 950 Kc. .... **Power:** 500 Watts  
**Owned-Oper. By** ..... KDSX, Inc.  
**Address** ..... P. O. Box 263, Denison  
**Tel.:** HO 5-1600. .... **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

### KDNT—Denton—1938—KBS

**Freq.:** 1440 Kc. .... **Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By** ..... Harwell V. Shepard  
**Address** ..... Radio Center Bldg.  
**Tel.:** DU 2-4144. .... **News Service:** UP  
**Membership** ..... NAB, RAB  
**Trans.** ..... Thesaurus  
**Owner & Manager** ..... Harwell V. Shepard

### KSPL—Diboll—1957

**Frequency:** 1260 Kc. .... **Power:** 1 Kw.  
**Owned** ..... Arthur Temple, Jr.  
**Address** ..... Box 336  
**Tel.:** DI 4551. .... **News Service:** UP  
**Trans.** ..... Thesaurus  
**Prod. Dir.** ..... Don Weir

### KDDD—Dumas—1947—KBS

**Frequency:** 800 Kc. .... **Power:** 250 Watts d.

**MORE LISTENERS ARE TUNED TO**



**KRLD Radio... CBS... Dallas**

**MAXIMUM  
IMPACT**  
*At Less Cost  
Per 1000*

*than to any other full-time  
radio station in Texas*

N.C.S. No. 2

KRLD, 50,000 watts, is the radio service of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from atop Texas' tallest tower.  
 John W. Runyan, Chairman of the Board      Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



Owned-Oper. By...North Plains Bcstg. Corp.  
 Address .....Box 337  
 Tel.: WE 3-4141..... News Service: AP  
 Representative .....Hil F. Best  
 Gen., Sta. Mgr. ....Ken Duke  
 Comm. Manager.....John James

**KEPS—Eagle Pass—1957**  
**KBS**

Frequency: 1270 Kc.....Power: 1 Kw. d.  
 Owned. ....E. J. & W. J. Harpole  
 Address.....209 Adams St.  
 Tel.: 966..... News Service: AP  
 Gen. Mgr.....E. J. Harpole  
 Comm. Mgr.....John D. Costello

**KERC—Eastland—1953**  
**KBS**

Frequency: 1590 Kc.....Power: 500 Watts d.  
 Owned. ....Tri-Cities Bcstg. Co., Eastland  
 Address .....P. O. Box 590  
 Tel.: 102..... News Service: AP  
 Trans. Ser.....Capitol, Thesaurus  
 Representative.....Hil F. Best  
 General Manager.....Hugh Neeld  
 Commercial Manager.....Ralph Ross  
 Chief Engineer.....Dale Chick

**KURV—Edinburg—1947**

Frequency: 710 Kc.....Power: 250 Watts  
 Owned-Oper. By .....KURV, Inc.  
 Address.....2 Miles N. Hwy.  
 Tel.: DU 3-2777..... News Service: UP  
 Rep. ....William G. Rambeau  
 President .....Rogers Kelley  
 Gen. Mgr., Comm. Mgr. ....J. M. McDonald  
 Chief Engineer.....Edgar McBurney

**KULP—El Campo—1948**

Frequency: 1390 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Wharton County Bcstg. Co.  
 Business Address.....Box 1390  
 Tel.: LI 3-3303..... News Service: UP  
 Transcription Service .....Thesaurus  
 President .....Culp Krueger  
 Station, Comm. Manager.....V. Frank Jones  
 Sales Prom. Mgr.....Bob Harris  
 Chief Engineer.....Joe H. Miller

**KELP—El Paso—1947**

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....KELP Radio Corp.  
 Address.....4530 Delta St.  
 Tel.: KE 3-3658..... News Service: UP  
 Representative .....Adam Young  
 President .....Joseph Harris  
 Sta. Mgr.....Herb Golombeck  
 Comm. Manager.....Donald W. Ripley  
 Program Director.....Jack Reynolds  
 Chief Eng.....Bill Bowen

**KHEY—El Paso—1957**  
**ABN-MBS**

Frequency: 690 Kc.....Power: 10,000 Watts

Owned-Oper. By.....KEPO, Inc.  
 Address .....2419 N. Piedras St.  
 Tel.: LO 5-6231..... News Service: UP  
 Representative .....Bolling  
 General Manager.....Joe Thompson  
 Prog. Dir. ....Ron Chrisco

**KROD—El Paso—1940—CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned. ....El Paso Times, Inc.  
 Address .....2201 Wyoming St.  
 Tel.: KE 2-6551..... News Service: AP  
 Membership .....NAB, RAB  
 Trans. ....Lang-Worth  
 Representative .....Bramham  
 Pres. ....D. D. Roderick  
 General Manager.....Val Lawrence  
 Station Mgr.....Bruce Barnard  
 Comm. Manager.....Tom Wiseheart  
 Program Director.....Marlin Haines  
 Chief Eng. ....Ed Talbott

**KSET—El Paso—1949—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rio Grande Bcstg. Co.  
 Address .....904 Magoffin  
 Tel.: KE 2-4974..... News Service: AP  
 Representative .....Melville, McGavren-Quinn  
 Transcription Service .....Capitol, World  
 Membership .....RAB  
 President .....Fred Hervey  
 General Manager .....Tom R. McKenna  
 Sta. Mgr., C.E., Prog. Dir.....Ed Sullivan

**KTSM—El Paso—1929—NBC**

Frequency: 1380 Kc.....Power: 1000 d., 500 n.  
 Owned-Oper. By.....Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address.....801 N. Oregon St.  
 Tel.: KE 2-5423..... News Service: UP  
 Transcription Service .....Thesaurus  
 Rep. ....George P. Hollingsbery  
 Membership .....NAB, RAB  
 Pres., Gen. Mgr.....Karl O. Wyler  
 Sta. Mgr.....Jack B. Chapman  
 Publicity Director.....Jack Elliott  
 Prog. Dir. ....Rudy Tellez

**KPSO—Falfurrias—1953**  
**KBS**

Frequency: 1260 Kc.....Power: 500 Watts d.  
 Owned & Oper. By.....KPSO, Ltd.  
 Address .....Box 307  
 Tel.: 555..... News Service: AP  
 Transcription .....Lang-Worth  
 General Manager.....Bob Hicks  
 Comm. Manager.....Jack La Vrier

**KFLD—Floydada—1951**  
**KBS**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Operated By...West Texas Bcstrs. Inc.  
 Address.....P. O. Box 1006  
 Tel.: YU 3-2841..... News Service: AP  
 Transcription Service .....Standard  
 Representative .....Continental



President.....B. A. Robertson  
Gen. Man.....Glen Amburn  
Program Director.....Pauline Webb

### KFST—Ft. Stockton—1954 KBS

Frequency: 860 Kc.....Power: 250 Watts  
Owned.....KFST, Inc.  
Address.....Box 651  
Tel.: ED 6-2228.....News Service: AP  
Representative.....Hil F. Best  
Pres.....George Baker  
Gen., Sta. Mgr.....H. Dennis Fisher  
Prog. Dir.....James Fromme, Jr.  
Chief Eng.....Martin Baze, Jr.

### KCUL—Fort Worth—1949

Frequency: 1540 Kc: Power: 10 Kw. d., 1 Kw. n.  
Owned.....Dalworth Broadcasting Co.  
Address.....3607 Camp Bowie Blvd.  
Tel.: ED 6-5641.....News Service: AP  
Representative.....Charles Bernard  
President.....Kurt A. Meer  
Comm. Mgr.....S. J. Spiegel  
Program Director.....S. S. Baroness  
Publicity Director.....Ron Hall  
Chief Engineer.....Jack Lemons

### KFJZ—Fort Worth

Frequency: 1270 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Tarrant Bcstg. Co.  
Business-Studio Address...4801 W. Freeway  
Tel.: PE 7-6631.....News Service: AP  
Representative.....John Blair  
Membership.....RAB, NAB  
Pres., Gen. Mgr.....Gene L. Cagle  
V. P., Sta. Mgr.....Charles B. Jordan  
Comm. Mgr., Prom. Mgr...Clyde D. Pemberton  
Program Director.....Dave Naugle  
Chief Engineer.....James T. Peterson

### KJIM—Fort Worth—1947

Frequency: 870 Kc.....Power: 250 Watts d.  
Owned-Oper. By...Blue Bonnet Bcstg. Corp.  
Bus.-Studio Address.....2212 East 4th St.  
Tel.: ED 6-7175.....News Service: INS  
Membership.....NAB  
Pres., Gen., Sta. Mgr., Comm. Mgr.. J. H. Speck  
Sales Prom. Mgr.....Dave Schribner  
Prog. Dir.....Walt Jones  
Chief Engineer.....Chester Grubbs

### KNOK—Fort Worth—1946

Frequency: 970 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Assoc. Broadcasters  
Business-Studio Address.....P. O. Box 7116  
Telephone.....TE 1-1278  
Representative.....Stars National  
President.....John W. Kluge  
Gen. Man.....Stewart J. Hepburn

### 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.  
Tel.: ED 5-9511.....News Service: AP  
Representative.....Avery-Knodel  
Membership.....NAB, RAB  
President.....Wendell Mayes  
Gen., Sta. Mgr.....E. Fletcher  
Comm. Mgr.....Hewel Jones  
Prom. Mgr., Pub. Dir.....Jerry Hahn  
Prog. Dir.....Bill Enis  
Chief Eng.....J. R. Crouse

### WBAP—Fort Worth—1922 NBC-ABN

Frequency.....820 Kc., 570 Kc.  
Power.....50,000 W., 5,000 W.  
Owned-Oper. By..Carter Publications, Inc.  
Business Address.....Fort Worth  
Tel.: JE 6-1981.....News Service: AP  
Newspaper Affiliation.....Star Telegram  
Trans. Service.....World  
Representative.Peters, Griffin, Woodward, Inc.  
Membership.....NAB  
President.....Amon Carter, Jr.  
Gen., Sta. Manager.....George Cranston  
Commercial Manager.....Roy Bacus  
Program Director.....A. M. Woodford  
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  
Tel.....311  
Representative.....Hil F. Best  
Membership.....NAB  
President.....Arthur Stehling  
Gen. Mgr.....Norbert A. Fritz  
Program Director.....Alene Fritz

### KBRZ—Freeport—1952—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Sta. KBRZ, Inc.  
Address.....Box 1077  
Tel.: 3-2655.....News Service: AP  
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  
Tel.: HO 5-5546.....News Service: AP  
Representative.....Clyde Melville  
President.....Joe M. Leonard, Sr.  
General Manager.....Joe M. Leonard, Jr.  
Comm. Mgr.....Earl Leonard  
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.  
 Tel.: SO 3-4329... News Service: AP  
 Station Representative... John E. Pearson  
 Membership... NAB, RAB  
 Owner, Manager... James W. Bradner, Jr.  
 Comm. Mgr. ... Louis F. Johnson  
 Prog. Dir. ... Louis Jay  
 Chief Engineer... Luke Stripling

**KLIE—Galveston—1922**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned... Island Bcstg. Co.  
 Address... 6002 Broadway  
 Tel. ... 5-6676  
 Gen. Mgr. ... Robert L. McClellan  
 Sales Mgr. ... M. E. Griffin

**KSII—Gladewater—1949**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Gladewater Bcstg. Co.  
 Address... T. W. Lee Bldg.  
 Tel.: 2181... News Service: UP  
 Representative... Hil F. Best  
 Manager... C. A. Lee  
 Program Director... Ted Williford  
 Chief Engineer... Lloyd Johnson

**KCTI—Gonzales—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Gonzales Bcstg. Co.  
 Business Address... Box 158  
 Tel.: 770... News Service: AP  
 Representative... Cooke  
 Gen. Mgr. ... Lawrence M. Walshak  
 Comm. Mgr. ... Frank Wilson, Jr.

**KSWA—Graham—1948—KBS**

Frequency: 1330 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Webb Enterprises  
 Address... Box 1050  
 Tel.: LI 9-1330... News Service: UP  
 Trans. ... SESAC  
 Station Rep. ... Clyde Melville  
 General Manager... Gilbert Webb  
 Comm. Mgr. ... James Cates

**KBCS—Grand Prairie—1957**

Frequency: 730 Kc. Power: 500 W., d.  
 Owned... Three Cities Radio, Inc.  
 Address... 109 W. Main St.  
 Tel.: AN 4-1515... News Services: AP, INS  
 Membership... NAB, RAB  
 Pres., Gen. Mgr. ... E. N. Bodine  
 Comm. Mgr. ... C. R. Sargent  
 Prog. Dir. ... Byron Harrison  
 Chief Engineer... Carl W. Bell

**KGVL—Greenville—1946**  
 KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... KGVL, Inc.  
 Address... 1400 Wolfe City Drive  
 Tel.: GL 5-1400... News Service: AP  
 Representative... Pearson

Pres., Gen. Manager... Leo Hackney  
 Program Director... James D. Jones  
 Chief Engineer... Homer Huddleston

**KCLW—Hamilton—1946**

Frequency: 900 Kc. Power: 250 Watts, d.  
 Owned... Coy Perry  
 Address... Box 592  
 Tel.: 500... News Service: UP  
 Transcription... World  
 Representative... Keystone  
 Membership... NARTB  
 Owners... Coy Perry, C. M. Hatch  
 Gen., Comm. Mgr. ... Dick Meehan  
 Prog. Dir., Chief Eng. ... Carl Knelly

**KGBT—Harlingen—1941**  
 CBS

Freq.: 1530 Kc. Power: 50 Kw d., 10 Kw. n.  
 Owned-Oper. By... Harbenito Radio Co., Inc.  
 Address... P. O. Box 711  
 Representative... H.R. Clarke Browne  
 President... McHenry Tichenor  
 Gen. Mgr. ... Troy McDaniel  
 Sta. Mgr. ... Otis Shumate

**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

**KWRD—Henderson—1956**

Frequency: 1470 Kc. Power: 500 W., d.  
 Owned... Wes Dean & Co.  
 Address... Box 219  
 Tel.: 2324... News Service: UP  
 Representative... Continental  
 Manager... Wes Dean

**KPAN—Hereford—1948**  
 KBS

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Oper. By... KPAN Bcstrs.  
 Address... Box 868  
 Tel.: 860... News Service: AP  
 Representative... Best  
 President... Marshall Formby  
 General Manager... Clint Formby  
 Commercial Manager... Chris Clark

**KHBR—Hillsboro—1948**  
 KBS

Frequency: 1560 Kc. Power: 250 Watts d.  
 Owned-Operated By... Hill County Bcstg. Co.  
 Station Rep. ... Best, Melville  
 Tel.: 2-3431... News Service: UP  
 Transcription... World  
 General Manager... Nelson W. Galle



### KCOH—Houston—1948

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Call of Houston Inc.  
 Business-Studio Address 1 Main St.  
 Tel.: CA 4-1888 News Service: UP  
 Representative John E. Pearson  
 Membership NAB  
 Owner, Gen. Manager Robert C. Meeker  
 Comm. Manager Hal Wallace

### KILT—Houston—1948

Frequency: 610 Kc. Power: 5 Kw.  
 Owned-Oper. By McLendon Corp.  
 Address 902 Texas Ave.  
 Tel.: CA 7-1161 News Service: UP  
 Representative Blair  
 Membership RAB  
 Gen. Mgr. Bill Weaver  
 Comm. Mgr. Jack Lee  
 Prog. Dir. Bob Stevens  
 Pub. Dir. Elliot Field  
 Chief Engineer Glenn Cook

### KNUZ—Houston—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Veterans Bstg. Co.  
 Address 4701 Caroline St., Box 2135  
 Tel. JA 3-2581  
 Representative Forjoe  
 Trans. World  
 Membership NAB, RAB  
 President Max H. Jacobs  
 Gen., Sta. Mgr. David Morris  
 Commercial Manager Forrest Patton  
 Sls. Prom. Mgr., Prog. Dir. Ken Grant  
 Publicity Director Doris D. McCall  
 Chief Engineer J. E. Martin

### KPRC—Houston—1925—NBC

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By The Houston Post Co.  
 Address P. O. Box 1234  
 Telephone MA 9271  
 Newspaper Affil. Post  
 Membership NAB, RAB  
 Representative Edw. Petry & Co.  
 Gen. Mgr. Jack Harris  
 Sta. Mgr. Jack McGraw

### KTHT—Houston—1944—MBS

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By Texas Radio Corp.  
 Business Address 4005 Travis St., Box 3011  
 Tel.: JA 3-5535 News Service: AP  
 Membership RAB  
 Representative Adam Young  
 V.P., Gen. Mgr. Sam H. Bennett  
 Commercial Mgr. Frank Stewart

### KTRH—Houston—1930—CBS

Frequency: 740 Kc. Power: 50,000 Watts  
 Owned-Operated By KTRH Bdcstg. Co.  
 Address Rice Hotel  
 Tel.: CA 7-4361 News Services: AP, INS  
 News. Affil. The Chronicle  
 Transcription Service SESAC

Representative Peters, Griffin, Woodward  
 Membership NAB, RAB  
 President B. F. Orr  
 General Manager W. C. Bryan  
 Bus. Mgr. Tom Jacobs  
 Sales Manager Larry Rasco  
 Sls. Prom. Mgr. Byron Beasley  
 Program Director Tim Osborne  
 Engineer Lester Mullan

### KXYZ—Houston—1930—ABN

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By Houston Bdcstg.  
 Address Gulf Bldg.  
 Tel.: CA 2-6151 News Services: UP, AP  
 Representative Avery-Knodel  
 Membership NAB, RAB  
 Pres., General Manager Fred Nahas  
 Station Manager Ted Hills  
 Program Director Ken Duran  
 Prom., Pub. Director Ken Collins  
 Comm. Mgr. Dick Morrison  
 Chief Engineer Gerald R. Chinski

### KYOK—Houston—1947

Frequency: 1590 Kc. Power: 5 Kw.  
 Owned KYOK, Inc.  
 Address 613 Preston St.  
 Tel.: CA 7-3108 News Service: UP  
 Rep. Stars National, Dora-Clayton, Melville  
 President Jules J. Paglin  
 General Manager Stanley W. Ray, Jr.  
 Station Manager Bruno Leonardt

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● the new **KTHT**

5000 watts 790 kc

now represented by

**ADAM YOUNG INC.**

New York • Chicago • St. Louis  
 Atlanta • Los Angeles • San Francisco

**KSAM—Huntsville—1938**  
KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Huntsville Bcstg. Co.  
Address Box 312  
Tel.: GA 5-2651 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.  
Address Box 1071  
News Service UP  
President, Gen. Mgr. Mrs. Leita M. Laurie  
Commercial Manager Jerry D. Spencer  
Prog., Pub. Dir. Ben Erle Laurie

**KTXJ—Jasper—1948**  
KBS

Frequency: 1350 Kc. Power: 1000 Watts  
Owned-Oper. By Jasper Bcstg. Co.  
Address P. O. Box 6090  
Tel.: 580 News Service: AP  
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  
Tel. General 70  
General Mgr. Farrell M. Brooks

**KAML—Kenedy-Karnes City**  
1954—KBS

Frequency: 990 Kc. Power: 250 W., d.  
Owned The Camel Co.  
Address Box 990, Kenedy  
Tel.: OL 9-2990 News Service: AP  
Representative Avery-Knodel  
Membership NAB  
President Charles W. Balthrope  
Station Manager Ed C. Balthrope  
Sales Manager J. Harold Ray  
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  
Telephone 3481  
Transcription Service Thesaurus, SESAC  
Representative Best, Melville  
Membership NAB  
President E. S. Walden  
Sales Manager Ernie Allen

**KERV—Kerrville—1948**  
KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned Kerrville Bcstg. Co.  
Address P. O. Box 791  
Tel.: CL 7-4003 News Service: AP  
Transcription Service World  
Station Rep. Best  
Mgr. Albert F. Mason  
Sls. Mgr. C. L. McClish  
Prom. Mgr. C. L. McClish  
Chief Eng. Clyde Jones

**KOCA—Kilgore—1936—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Radio Sta. KOCA, Inc.  
Address 102½ E. North St.  
Telephone 2001  
President Roy G. Terry  
Gen. Manager H. A. Degner  
Commercial Manager Joe Mainz

**KLEN—Killeen—1955**  
MBS-KBS

Frequency: 1050 Kc. Power: 250 W., d.  
Owned-Operated By Highlite Bcstg Co.  
Address Box 935  
Tel.: ME 4-3181 News Service: AP  
Pres., Gen. Mgr. A. W. Stewart  
Program Director Doris Crowe  
Comm. Mgr. Ladelle Drake  
Ch. Eng. Billy Francis

**KINE—Kingsville—1948**

Frequency: 1330 Kc. Power: 1000 Watts d.  
Owned-Oper. By KINE, Inc.  
Address 205 E. King Ave.  
Tel.: 2-2822 News Service: UP  
Representative Hil F. Best  
Membership NAB  
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 502 S. First  
Telephone 690  
Membership NAB  
President R. O. Parker  
General Manager Bob Bradbury

**KCYL—Lampasas—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Lampasas Bcstg. Co.  
Address H'way 281  
Tel.: CH 2-3671 News Service: UP  
Trans. Ser. Lang-Worth  
Representative Best  
Pres., Gen. Mgr. V. Dean Turner



**KVOZ—Laredo—1952**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Border Broadcasters, Inc.  
Address.....P. O. Box 1498  
Tel.: 3-4396.....News Service: AP  
Rep.....Pearson  
General Manager.....Burney Jones  
Comm. Mgr.....Neil Gilligan, Jr.  
Chief Engineer.....Frank Manuel

**KLVT—Levelland—1949**  
**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Herald Broadcasting Co.  
Address.....Box 866  
Tel.: TW 4-3134.....News Service: AP  
Transcription.....Thesaurus  
Membership.....NAB  
Gen. Mgr.....Gil. W. Patschke  
Commercial Manager.....Barney Chadwick  
Program Director.....M. Dwayne Grimes

**KVOW—Littlefield—1947**  
**KBS**

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

**KETX—Livingston—1957**

Frequency: 1440 Kc.....Power: 1 Kw., d.  
Owned.....Polk County Bcstng. Co.  
Address.....Box 1118  
Tel.: 789.....News Service: AP  
Trans.....Thesaurus  
Pres., Gen. Mgr.....Harold J. Haley  
Sta., Sales Prom. Mgr.....Wiley K. Poston  
Comm. Mgr.....Eugene Hanson

**KFRO—Longview—1934**  
**ABN-KBS**

Frequency: 1370 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Voice of Longview  
Address.....Curtis Bldg., P. O. Box 792  
Tel.: PL 3-4461.....News Service: AP  
Transcription Service.....Lang-Worth  
Representative.....Donald Cooke  
Membership.....NAB, 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  
Tel.: PL 8-4496.....News Service: AP  
Trans. Ser.....World

Representative.....Pearson  
President.....R. G. LeTourneau  
Gen., Comm. Mgr.....Bob Geerdes  
Chief Eng.....Brad Redfearn

**KDAV—Lubbock—1953**

Frequency: 580 Kc.....Power: 500 Watts  
Owned.....Western Bcstg.  
Address.....Box 270  
Tel.: SH 4-4567.....News Service: UP  
Sta. Rep...Broadcast Time Sales, Clarke Brown  
Membership.....NAB  
Gen. Manager.....D. P. Pinkston  
Nat'l Sls. Mgr.....Paul C. Turpen  
Comm. Mgr.....Hal Ragan  
Prog. Dir., Chief Engineer...Wes Youngblood

**KDUB—Lubbock—1954**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned & Oper. By.....Texas Telecasting Inc.  
Address.....7400 College Avenue  
Tel.: SH 4-2345.....News Services: AP, INS  
Representative.....Branham  
Membership.....NAB, RAB  
Transcription.....Standard  
Pres., Gen. Manager.....W. D. Rogers  
Station Manager.....John Kreiger  
Nat. Sales Mgr.....E. A. Hasset  
Program Director.....Eddie Gale  
Publicity Director.....Duncan Ellison  
Chief Engineer.....Rudy Starnes

**KCBD—Lubbock—1946—NBC**

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned.....Bryant Radio & Television, Inc.  
Address.....P. O. Box 1507  
Tel.: SH 4-1414.....News Services: UP, AP  
Transcription Service.....Standard  
Representative.....Raymer  
Membership.....NAB, RAB  
President.....Joe H. Bryant  
Gen. Mgr.....Gerald H. Sanders  
Comm. Mgr.....George L. Tarter  
Program Director.....Al Goodnight  
Sales Prom. Mgr.....Ray Poindexter  
Chief Engineer.....Frank Lee

**KFYO—Lubbock—1927—CBS**

Frequency: 790 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Plains Radio Bcstg. Co., Inc.  
Business-Studio Address.....914 Ave. J  
Tel.: PO 5-5567.....News Services: AP, UP  
Newspaper Affil.....Avalanche Journal  
Representative.....Katz  
Membership.....NAB, RAB  
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—ABN**

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Lubbock Bcstg. Co.

Business Address.....1916 Avenue Q  
 Tel.: PO 3-0484.....News Service: AP  
 Representative.....Rambeau, Melville  
 President.....Walter G. Russell  
 Gen., Sta. Mgr., Pub. Dir.....M M. Rochester  
 Comm., Sales Manager.....R. C. Hughes  
 Prog. Director.....D. G. Opheim  
 Chief Engineer.....Roger V. Hively

**KLLL—Lubbock—1953**  
**KBS-MBS**

Frequency: 1460 Kc.....Power 1000 Watts d.  
 Owned-Oper. By.....R. B. McAllister, G. F. Mapes  
 Address.....2001 Great Plains Life Bldg.  
 Tel.: PE 3-1911.....News Service: UP  
 Representative.....Indie  
 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**  
**ABN-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Darrell E. Yates  
 Address.....Lufkin  
 Representative.....Continental Radio Sales  
 Membership.....NAB  
 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  
 Tel.: NE 4-7771.....News Service: AP  
 Transcription Service.....World  
 Rep.....Venard, Rintoul & McConnel, Melville  
 Membership.....NAB  
 President.....R. W. Worham, Jr.  
 Gen., Sta. Mgr.....Richman G. Lewin  
 Commercial Manager.....Royce Christenson  
 Prog. Dir.....Boyd Porter, Jr.  
 Chief Engineer.....Fred C. Hill

**KMLW—Marlin—1953**

Frequency: 1010 Kc.....Power: 250 W., d.  
 Owned.....KMLW, Inc.  
 Address.....P. O. Box 335  
 Tel.: WE 6-2551.....News Service: AP  
 President.....Lewis F. Leurig  
 Sta. Mgr., Chief Engineer.....Wes Ninemire

**KADO—Marshall—1957**

Frequency: 1410 Kc.....Power: 500 W., d.  
 Owned.....Caddo Bcstg. Co.  
 Address.....Box 961  
 Tel.: WE 5-6789.....News Service: UP  
 Gen. Mgr.....Virgil E. Stone

**KMHT—Marshall—1947**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts

Owned.....Harrison County Broadcasting Co.  
 Address.....408 Marshall National Bank Building  
 Tel.: WE 5-7826.....News Service: AP  
 Representative.....Melville  
 Trans.....Lang-Worth  
 Membership.....RAB  
 President.....E. W. Mahone, Jr.  
 Gen., Sta. Mgr.....H. A. Bridge, Jr.  
 Comm. Mgr.....Vinson Stevens  
 Prog. Dir.....Sam Stringfellow  
 Chief Engineer.....Fred Dahmer

**KIRT—McAllen-Mission**  
**1957—KBS**

Frequency: 1580 Kc.....Power: 1 Kw., d.  
 Owned.....Pool Bcstg. Co.  
 Address.....Box 708 (Mission)  
 Tel.: JU 5-1629.....News Service: UP  
 Trans.....Thesaurus  
 Representative.....Melville  
 Gen. Mgr.....Robert F. Pool  
 Comm. Mgr.....Jim Chandler

**KRIO—McAllen—1947—MBS**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Valley Bcstg Co.  
 Business Address.....500 E. Beaumont St.  
 Tel.: MU 6-5454.....News Service: AP  
 Membership.....RAB  
 Representative.....Best  
 President.....Gene L. Cagle  
 VP.....Charles B. Jordan  
 Manager.....Chuck McKasson  
 Comm. Mgr.....Charles Morrill

**KCMR—McCamey—1954**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....McCamey Bcstg. Co., Inc.  
 Address.....Box 1175  
 Tel.: OL 2-4693.....News Service: UP  
 Representative.....Hil F. Best  
 Membership.....NAB  
 Gen., Comm. Mgr.....Donald Boston  
 Sta. Manager.....Buz Hudskins  
 Prog. Dir., Chief Eng.....Claud Barnett

**KMAE—McKinney—1946**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned.....McKinney Air Enterprises, Inc.  
 Bus. Studio Address.....210 E. Virginia St.  
 Tel.: LI 2-2651.....News Service: AP  
 Transcription.....World  
 Owner.....George W. Smith, Jr.  
 Comm. Manager.....Melvin Below  
 Prog. Dir.....Mrs. Denise Smith

**KBUS—Mexia—1956**

Frequency: 1590 Kc.....Power: 500 Watts, d.  
 Owned.....Bi-Stone Broadcasting Company  
 Address.....215 E. Commerce  
 News Service.....UP  
 Owner, Gen. Mgr.....J. B. McNutt, Jr.  
 Station Manager.....Ralph Weedon  
 Chief Engineer.....William F. Jones



**KCRS—Midland—1935**  
**ABN**

Freq.: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned ..... Midland Bcstg.  
Business-Studio Address ..... Box 1072  
Tel.: MU 2-4393 ..... News Service: UP  
Representative ..... William G. Rambeau  
Membership ..... NAB  
President ..... Wendell Mayes  
Gen., Sta. Mgr. .... Wendell Mayes, Jr.  
Comm. Mgr. .... Eleanor McDonald  
Program Director ..... Dean Orton  
Chief Engineer ..... Tom Yates

**KJBC—Midland—1950—KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By ..... Jack Cecil  
Address ..... S. Lamesa Rd.  
Tel.: MU 4-5152 ..... News Service: UP  
Trans. Serv. .... Standard  
Representative ..... Best  
Membership ..... RAB  
Pres., Gen. Mgr., Chief Engr. .... Jack Cecil  
Commercial Mgr. .... Naomi Boswell  
Program Director ..... Richard Reynolds

**KWEL—Midland—1957**

Frequency: 1580 Kc. Power: 1 Kw., d.  
Owned ..... Great Western Radio Co.  
Address ..... Petroleum Life Bldg.  
Tel.: MU 2-4331 ..... News Service: AP  
Trans. .... Lang-Worth, Standard  
Gen. Mgr. .... Paul B. Greenwood  
Comm. Mgr. .... Wynn Alby

**KORC—Mineral Wells—1946**  
**KBS**

Frequency: 1140 Kc. Power: 250 Watts d.  
Owned-Operated By ..... Action Bcstg.  
Address ..... Baker Hotel  
Tel.: FA 5-3384 ..... News Service: AP  
Transcription Service ..... World  
Representative ..... Melville  
General Manager ..... Bill Stinson  
Sales Manager ..... R. B. Dill

**KVKM—Monahans—1947**  
**MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By ..... Monahans Bcstrs., Inc.  
Address ..... Box 1118  
Tel.: WI 3-4347 ..... News Service: AP  
Membership ..... NAB  
Pres., Gen. Manager ..... J. R. Rucker  
Sta. Manager ..... Ken Welch  
Sales Prom. Mgr ..... Bill Mitchell

**KIMP—Mount Pleasant—1948**  
**KBS**

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Oper. By ..... Mt. Pleasant Bcstg. Co.

Business Address ..... Box 990  
Tel.: PA 4-4726 ..... News Service: AP  
Transcription Service ..... Lang-Worth  
Membership ..... NAB  
Owner, Gen., Sta. Mgr. .... Winston O. Ward  
Commercial Manager ..... Derral Tucker  
Program Director ..... Ruby Stanley

**KOSF—Nacogdoches—1947**  
**ABN-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned ..... K. Bell & J. C. Stallings  
Address ..... 300 E. Main St.  
Tel.: 4-4633 ..... 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.  
Tel.: LO 4-3723 ..... 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 ..... Radio Sta. KGNB  
Address ..... 184 Castell  
Tel.: MA 5-3443 ..... News Service: AP  
Newspaper Affiliation ..... Herald  
Gen., Comm. Mgr. .... F. T. Wilson  
Chief Eng. .... Bob Stewart

**KECK—Odessa—1946**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By ..... Ector County Bcstg. Co.  
Business Address ..... 120 W. 3d  
Tel.: FE 2-5791 ..... News Service: AP  
Transcription Service ..... Standard  
Representative ..... ForJew  
General Manager ..... Ben Nedow  
Comm. Manager ..... Roy Elsner  
Program Director ..... Mike Edwards

**KOSA—Odessa—1947**  
**CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By ..... Odessa Bcstg. Corp.  
Business-Studio Address ..... 1300 South Crane  
Tel.: FE 2-4301 ..... News Service: AP  
Transcription Service ..... World  
Representative ..... Bolling  
Membership ..... RAB  
President, Gen. Mgr. .... Cecil L. Trigg  
Station Manager ..... Brunel Horney  
Program Director ..... Tom Looney  
Comm., Prom. Mgr. .... Lou Lindsay  
Chief Engineer ..... James Simpson

**KRIG—Odessa—1946**  
**MBS-KBS**

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Oper. By Radio Odessa, Inc.  
Address Box 231  
Tel.: FE 2-6871. News Service: UP  
Representative Hil F. Best  
Membership NAB  
Pres., Gen. Mgr. Carl S. Goodwin  
Station Manager Marguerite LaRue  
Program Director John Logan  
Chief Engineer Robert Mettler

**KOGT—Orange—1947—KBS**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By Sabine Area Brcstg. Corp.  
Address Orange  
Tel.: TU 3-4381. News Service: UP  
Station Rep. Best  
Membership NAB, RAB  
Trans. Lang-Worth, World  
President M. L. Jacobs  
Exec. V.P., Gen. Manager Ed Lovelace  
Comm. Mgr. John Derrick  
Prog. Dir. Betty Klein  
Chief Engineer Hulan Smith

**KNET—Palestine—1936**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Palestine Bcstg. Corp.  
Business-Studio Address 319 W. Main St.  
Tel.: 8686. News Service: UP  
Trans. World  
Pres., Gen., Sta. Mgr. Allen E. Vinson  
Comm. Mgr. Milton M. Evans  
Sales Prom. Mgr. Patricia Still  
Program Director Marvin Crain  
Publicity Director Tad Dunbar, Jr.  
Chief Engineer James K. Richardson

**KPAT—Pampa—1951—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned Gray County Bcstg. Co.  
Address P. O. Box 1779  
Tel.: MO 4-2551. News Service: AP  
Trans. Standard  
Representative Continental  
Gen., Sta. Mgr. Jim Wilkes  
Comm. Mgr. Walter Roush  
Prog. Dir. Betty Ditmore  
Chief Engineer C. L. Sweet

**KPDN—Pampa—1936—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Top O' Texas Bcstg. Co.  
Address Hughes Bldg.  
Tel.: MO 4-7461. News Service: UP  
Transcription Service World  
Station Rep. Best  
Membership NAB  
General Manager, Pub. Dir. Coy Paimer  
Sta. Mgr., Prog. Dir. Warren Hasse  
Chief Engineer Dennis Dehn

**KFTV—Paris—1950—KBS**

Frequency: 1250 Kc. Power: 500 Watts d.  
Owned-Operated By Lamar Bcstg. Co., Inc.  
Tel.: SU 4-6676. News Service: UP  
Station Rep. Best  
General Manager James F. Hendrix  
Ch. Eng. Ross Babigian

**KPLT—Paris—1936**

Frequency: 1490 Kc. Power: 250 Watts  
Owned North Star Broadcasting Co., Inc.  
Address Box 235  
Tel.: SU 4-3311. News Service: AP  
Representative John E. Pearson  
President, Gen., Sta. Mgr. Fred Kincaid  
Comm. Mgr. Willard Marshall  
Program Director John Kunsak  
Publicity Director Margie Lou Hubbard  
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

**KRCT—Pasadena—1947**

Frequency: 650 Kc. Power: 250 Watts d.  
Address Box 1009  
News Service AP  
Station Rep. Bernard  
Membership NAB  
V. P., General Manager J. H. Touchstone  
Comm. Mgr. George I. Weinman, Jr.

**KIUN—Pecos—1935**  
**MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Jack Hawkins, Barney Hubbs  
Business-Studio Address Kiun Bldg.  
Tel.: HI 5-2497. News Service: UP  
Representative Hil F. Best  
Membership NAB  
General Manager Jack Hawkins  
Station Manager David Martin  
Program Director Frank Cummings  
Commercial Manager Bill Hubbs  
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  
Tel.: 5771. News Service: AP  
Transcription Service Lang-Worth  
Membership NAB  
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.  
 Tel.: 4-2771.....News Service: AP  
 Membership.....NAB  
 Gen., Sta. Manager.....Kermit Ashby  
 Comm. Manager.....Tut Tawwater

## KBOP—Pleasanton—1951

### MBS-KBS

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Atascosa Broadcasting Co.  
 Address.....P. O. Box 247  
 Tel.: 4871.....News Service: AP  
 Representative.....Best  
 General Manager.....Ben L. Parker  
 Comm., Prom. Mgr.....Tom Everitt  
 Chief Eng.....Mona Parker

## KOLE—Port Arthur—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Port Arthur Bcstg. Co.  
 Address.....Box 1126  
 Tel.: YU 2-9436.....News Services: UP, AP  
 Trans. Ser.....Lang-Worth  
 Membership.....RAB  
 General Manager.....Socs Vratris  
 Sales Manager.....Bob Tucker

## KPAC—Port Arthur—1932

### MBS

Freq... 1250 Kc. Power: 5 Kw. d, 1 Kw. n.  
 Owned-Oper. By.....Port Arthur College  
 Business-Studio Address.....P. O. Box 511  
 Tel.: YU 5-7458.....News Service: AP  
 Representative.....Pearson  
 Membership.....NAB  
 Sta., Gen. Manager.....Marjorie R. Vickers  
 Commercial Manager.....George Crouchet  
 Prom. Mgr.....Judy Propp  
 Pub., Program Director.....Corinne Enos

## KRWS—Post—1955—KBS

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned.....Wallace Simpson  
 Address.....206 E. Main St.  
 News Service.....UP  
 Membership.....NAB  
 General Manager.....H. J. Porter

## KOLJ—Quanoh—1952—KBS

Frequency: 1150 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Orville L. Jenkins  
 Address.....Quanoh  
 Tel.: MO 3-2572.....News Service: AP  
 Station Rep.....Best  
 Transcription Service.....World  
 Owner.....Orville L. Jenkins

## KSOX—Raymondville—1957

Frequency: 1240 Kc. Power: 250 Watts

Owned.....H. Schalaben & V. Culpepper  
 Address.....Box 1238  
 Tel.: MU 9-3333.....News Service: AP  
 Gen. Mgr.....James Parr  
 Prog. Dir.....Bob Dodson

## KFRD—Rosenberg—1948

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Ford Bend Bcstg. Co.  
 Business Address.....1501 Radio Lane  
 Tel.: NO 2-3776.....News Service: UP  
 Membership.....NAB  
 Gen., Sta. Mgr.....Jim Hairgrove

## KGKL—San Angelo—1928

### ABN

Freq.: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Angelo Bcstg. Tcstg.  
 Business-Studio Address.....Box 1878  
 Tel.: 6715.....News Service: AP  
 Membership.....NAB  
 Representative.....John E. Pearson  
 Pres. Gen. Mgr.....Lewi. s O. Seibert  
 Comm. Mgr.....Tom Campbell  
 Chief Engineer.....Bill Poteet

## KTLU—Rusk—1955

Frequency: 1580 Kc. Power: 500 W., d.  
 Owned.....E. H. Whitehead  
 Address.....Box 316  
 Tel.: 533.....News Service: UP  
 General Manager.....E. H. Whitehead

## KTXL—San Angelo—1947

### MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned.....San Angelo Bcstg. Co.  
 Address.....Box 52  
 Tel.: 3131.....News Service: UP  
 Trans. Service.....Thesaurus  
 Representative.....Indie  
 Membership.....NAB  
 General Manager.....Neil R. Baird

## KWFR—San Angelo—1954

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By...Solar Broadcasting Co., Inc.  
 Address.....421 W. 26th St.  
 Tel.: 2-3388.....News Service: AP  
 Rep.....Thomas F. Clark  
 President.....Arthur Foster  
 General Manager.....Walton Foster  
 Comm. Mgr.....John Shearin  
 Program Director.....Dee Wooten  
 Chief Eng.....Arthur Henderson

## KPEP—San Angelo—1953

Frequency: 1420 Kc. Power: 1000 Watts, d.  
 Owned.....Concho Bcstg. Co.  
 Address.....Box 1350  
 Tel.: 8116.....News Service: UP  
 Representative.....Broadcast Time Sales  
 General Manager.....Joe Treadway  
 Comm., Sales Prom. Mgr.....Richard Dean  
 Chief Engineer.....Jerry Jackson

**KCOR—San Antonio—1945**

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned . . . . . KCOR, Inc.  
 Address . . . . . 111 Martinez St.  
 Tel.: CA 5-2751 . . . . . News Service: UP  
 Rep. . . . . O'Connell  
 Membership . . . . . NAB  
 President . . . . . Raoul A. Cortez, Sr.  
 General Mgr. . . . . Nathan Saffir  
 Sls. Prom. Mgr. . . . . Raoul A. Cortez, Jr.  
 Commercial Manager . . . . . Ben Tamborello  
 Program Dir. . . . . Guillermo Lozano

**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.  
 Tel.: CA 5-7411 . . . . . News Services: AP, UP  
 Newspaper Affil. . . . . Express, News  
 Representative . . . . . Peters, Griffin, Woodward, Inc.  
 Membership . . . . . NAB, RAB  
 President . . . . . Frank Huntress, Jr.  
 General Mgr. . . . . Albert D. Johnson  
 Commercial Manager . . . . . Bill Joekel  
 Program Director . . . . . Harold Carr

**KEXX—San Antonio—1953**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Oper. By . . . . . Leal Bcstg. Co., Inc.  
 Address . . . . . 501 W. Quincy  
 Telephone . . . . . CA 7-6373  
 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  
 Tel.: CA 6-0335 . . . . . News Services: AP, UP  
 Representative . . . . . Avery Knodel  
 Membership . . . . . NAB, RAB  
 Pres., Gen. Mgr. . . . . Charles W. Balthrope  
 Station Manager . . . . . Alex A. Coe  
 Commercial Mgr. . . . . Kelly Wofford  
 Prog. Mgr. . . . . Stanley Nelson  
 Chief Engineer . . . . . John Stercovich

**KIWW—San Antonio—1948**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By . . . . . Radio KIWW, Inc.  
 Address . . . . . 518 W. Houston St.  
 Tel.: CA 6-5254 . . . . . News Service: UP  
 Representative . . . . . Nat'l Time Sales  
 President . . . . . Robert N. Pinkerton  
 General Manager . . . . . W. M. (Bill) Simpson  
 Prog. Dir. . . . . Juan Gattas  
 Chief Eng. . . . . William Ellis

**KMAC—San Antonio—1926**  
**MBS**

Frequency: 630 Kc. Power: 5,000 Watts

Owned-Oper. By . . . . . Walmac Co.  
 Address . . . . . 222 1/2 W. Commerce  
 Telephone . . . . . CA 3-6211  
 Membership . . . . . NAB, RAB  
 Representative . . . . . Broadcast Times Sales  
 Pres., Gen. Sta. Mgr. . . . . Howard W. Davis  
 Comm. Mgr. . . . . Peggy McWorter  
 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  
 Tel.: CA 6-5171 . . . . . News Services: AP, UP  
 Representative . . . . . H-R. Clarke-Brown  
 Membership . . . . . NAB, RAB  
 Pres., Owner . . . . . Eugene J. Roth  
 General Manager . . . . . James M. Brown  
 Commercial Manager . . . . . Bob Roth  
 Sales Prom. Mgr. . . . . Howard Edwards  
 Dir. Engineering . . . . . George Ing

**KTSA—San Antonio—1928**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By . . . . . Sunshine Bcstg. Co.  
 Business-Studio Address . . . . . 1130 Broadway  
 Tel.: CA 7-1251 . . . . . News Service: UP  
 Representative . . . . . Blair  
 Membership . . . . . RAB  
 General Manager . . . . . Al Lurie  
 Program Director . . . . . Don French  
 Chief Engineer . . . . . Ken Hyman

**WOAI—San Antonio—1944**  
**ABN-NBC**

Frequency: 1200 Kc. Power: 50,000 Watts d.n.  
 Owned-Oper. By . . . . . Southland Industries, Inc.  
 Address . . . . . 1031 Navarro St.  
 Tel.: CA 7-4221 . . . . . News Services: AP, INS, UP  
 Representative . . . . . Edward Pety & Co., Inc.  
 Membership . . . . . NAB, RAB  
 Pres., Gen. Mgr. . . . . 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 . . . . . Box 32  
 Tel.: EX 2-3545 . . . . . News Service: AP  
 Representative . . . . . Hil F. Best  
 Trans. . . . . World  
 President . . . . . Dr. Forest L. Whaw  
 Gen., Sta. Mgr. . . . . William Veidt  
 Program Director . . . . . Buddy Blasingame



**KWED—Seguin—1948**

Frequency: 1580 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Seguin Bdcstg. Co.  
Business-Studio Address.....609 E. Court St.  
Tel.: FR 9-2234.....News Service: UP  
Representative.....Hil F. Best  
Membership.....NAB  
President, Gen. Mgr.....Garfield Kiel  
Com., Sca. Mgr., Prom. Mgr.....Stan McKenzie  
Prog. Dir.....Henry Lehnhoff

**KSML—Seminole—1955—KBS**

Frequency: 1250 Kc. Power: 1000 Watts d  
Owned-Oper. By.....Seminole Bcstrs.  
Address.....402 South Main St.  
News Service.....UP  
Owner.....Marshall Formby  
General Manager.....Hal Blymiller

**KSEY—Seymour—1950  
KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....W. C. Moss, Jr.  
Address.....Lubbock Hy.  
News Service.....AP  
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  
Tel.: 620.....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)  
Tel.....201 (Sherman)  
Representative.....Pearson  
General Manager.....Tom E. Spellman

**KTAN—Sherman—1947  
KBS**

Frequency: 1500 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Resort Bcstrs.  
Address.....P. O. Box 661  
Tel.: TW 2-8188.....News Service: AP  
Representative.....Hil F. Best  
General Mgr.....Randall McCarrell

**KANN—Sinton-Corpus Christi  
1954**

Frequency: 1590 Kc. Power: 1 Kw. d.  
Owned.....San Patricio Bcstg. Co.  
Address.....Box 7207, Corpus Cristi  
Tel.: TU 4-1590.....News Service: AP  
Representative.....Melville, Best

President.....Tom C. Fleet  
Prog. Dir.....Princess J. Fleet  
Ch. Eng.....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-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned.....David W. Ratliff  
Address.....Box 1123  
Tel.: PR 3-3401.....News Service: UP  
Pres., Gen., Sta. Mgr.....David Ratliff  
Comm., Sales Prom. Mgr.....Phil Keener  
Chief Engineer.....Charles Fade

**KSTV—Stephenville—1947  
KBS**

Frequency: 1510 Kc. Power: 250 Watts d.  
Owned.....Dixie Bcstrs.  
Address.....P. O. Box 102  
Tel.: LI 3141.....News Service: UP  
Representative.....Best  
Membership.....NAB  
Comm. Mgr.....Mel Bennett

**KSST—Sulphur Springs—1947  
KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Hopkins County Bcstg. Co.  
Business-Studio Address.....P. O. Box 284  
Tel.: TU 5-3111.....News Service: AP  
Membership.....NAB  
Pres., Gen., Sta. Mgr.....William E. Bradford  
Comm. Mgr.....Clovis Pinion  
Sales Prom. Mgr.....Buddy Funderburk  
Program Director.....Jean Johnson  
Chief Engineer.....Bill Bradford

**KXOX—Sweetwater—1939  
KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....KXOX  
Bus.-Studio-Transmitter Address.....Box 570  
News Service.....AP  
Representative.....Hil F. Best, Melville  
Membership.....NAB  
President.....F. L. Ledbetter  
Gen. Mgr.....Myrl Stein  
Comm. Manager.....Elwood Fritsch  
Program Director.....Faye Broadwell  
Chief Engineer.....Walter D. Tabler

**KTAE—Taylor—1948—KBS**  
Frequency: 1260 Kc. Power: 1000 Watts d.



**Owned-Oper. By**.....KTAE, Inc.  
**Business Address**.....121 E. 2nd St.  
**Tel.:** EL 2-3631.....**News Service:** UP  
**Representative**.....Clarke Brown  
**General Manager**.....Gillis Conoley  
**Prog. Dir.**.....Fred Switzer  
**Commercial Manager**.....John Wehby  
**Chief Engineer**.....Robert Sitman

### KTEM—Temple—1936

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned**.....Bell Broadcasting Co., Inc.  
**Address**.....17 South Third  
**Tel.:** PR 3-5252.....**News Service:** UP  
**Newspaper Affiliation**.....Daily Telegram  
**Trans.**.....World  
**Representative**.....Clarke Brown  
**President**.....Frank W. Mayborn  
**General Manager**.....Harry O'Connor  
**Program Director**.....Tom Matts  
**Chief Engineer**.....Edwin Roberts

### KTER—Terrell—1950

**Frequency:** 1570 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Terrell Bcstg. Corp.  
**Address**.....Walnut & State Sts.  
**News Service**.....AP  
**Transcription Service**.....Thesaurus  
**Pres., Gen. Mgr.**.....Paul A. Wnorowski  
**Commercial Manager**.....Bill Collins

### KCMC—Texarkana—1932 ABN

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....KCMC, Inc.  
**Business-Studio Address**.....317 Pine St.  
**News Service**.....AP  
**Representative**.....Venard, Melville  
**Membership**.....NAB, RAB  
**General Manager**.....Frank O. Myers  
**Chief Engineer**.....Harvey Robertson

### KTFS—Texarkana—1947 KBS

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....KTFS, Inc.  
**Business-Studio Address**.....4305 N. State Line  
**Tel.:** 3-5123.....**News Service:** UP  
**Transcription Service**.....World  
**Reps.**.....Walker  
**Pres., Gen. Manager**.....R. S. Bieloh  
**Comm. Mgr.**.....Sam Ball  
**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.**.....Roy E. Hanson  
**Comm. Mgr.**.....Robert E. Tisdale

### KTUE—Tulia—1954—KBS

**Frequency:** 1260 Kc.....**Power:** 1 Kw. d.  
**Owned-Operated By**.....KTUE Bcstg. Co.  
**Address**.....110 N. Armstrong  
**News Service**.....UP  
**Representative**.....Best  
**Owners**.....Clint and Marshall Formby  
**Manager**.....D. L. McKinney

### KDOK—Tyler—1956

**Frequency:** 1330 Kc.....**Power:** 1 Kw.  
**Owned**.....KOOK Bcstg. Co.  
**Address**.....808 Peoples Bank Building  
**Tel.:** 3-2519.....**News Service:** AP  
**Representative**.....McGilvra  
**President, General Manager**.....Dana W. Adams  
**Commercial Manager**.....Sam Matthews  
**Chief Engineer**.....Robie Morgan

### KGKB—Tyler—1930—MBS

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Ron Litteral Ent.  
**Address**.....Box 957  
**Tel.:** 2-3873.....**News Service:** AP  
**Representative**.....O'Connell, Brown  
**Trans.**.....World  
**Membership**.....NAB  
**President**.....Ron C. Litteral  
**Comm. Manager**.....J. Edwin Smith

### KTBB—Tyler—1947—KBS

**Freq.:** 600 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Blackstone Bcstg. Co.  
**Business-Studio Address**.....Blackstone Hotel  
**Tel.:** 4-7278.....**News Service:** UP  
**News. Affil.**.....Courier Times Telegraph  
**Representative**.....Venard, Melville  
**Membership**.....NAB, RAB  
**President**.....Mrs. C. N. Clyde  
**Gen. Sta. Mgr.**.....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  
**Owned**.....E. J. & W. J. Harpole  
**Address**.....Box 758  
**Tel.:** BR 8-555.....**News Service:** AP  
**Gen. Mgr.**.....Edward J. Harpole  
**Commercial Manager**.....Sidney King  
**Program Director**.....Keith Lloyd  
**Chief Engineer, Sta. Mgr.**.....Frank Manuel

### KVWC—Vernon—1939 KBS

**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: P. O. Box 718  
Tel.: HI 3-9176 News Service: AP  
Representative: Hill F. Best  
Gen., Sta. Manager: James A. Traber  
Commercial Mgr.: Warren Dentler

**KVIC—Victoria—1939**  
KBS-MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: KVIC Bcstg. Co.  
Business Address: P. O. Box 725  
Tel.: 3-9171 News Service: UP  
President: J. G. Long  
Gen., Sta., Comm. Mgr.: William C. Burks  
Commercial Manager: Vernon L. Townsend

**KWTX—Waco—1946**

Frequency: 1230 Kc. Power: 250 Watts, d.  
Owned-Operated By: KWTX Bcstg. Co.  
Business Studio Address: P. O. Box 3128  
Tel.: PL 6-4451 News Service: AP  
Representative: Raymer  
Membership: NAB  
Gen. Mgr.: M. N. Bostick  
Commercial Manager: C. L. Hinkle  
Prog. Dir.: Frank Fallon  
Pub. Dir.: Joe Saragusa  
Chief Engineer: William Moore

**WACO—Waco—1922—ABN**

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By: Waco Bcstg. Co.  
Business Address: 3620 Franklin Ave.  
Tel.: PL 2-6571 News Service: AP  
Representative: Weed, Brown  
Membership: NAB, RAB  
President: Wendell Mayes  
V. P., Gen. Mgr.: R. Lee Glasgow  
Prog. Dir.: Homer H. Odum  
Chief Engineer: Jack Vinson

**KBEC—Waxahachie—1955**  
KBS

Frequency: 1390 Kc. Power: 500 W., d  
Owned-Operated By: Richard Tuck Enterprises  
Address: Box 731  
Telephone: WE 7-2710  
Representative: Melville  
Pres., Gen. Mgr.: Richard Tuck  
Commercial Manager: Leon Joslin

**KZEE—Weatherford—1956**

Frequency: 1220 Kc. Power: 250 W., d.

Owned: G-M Bcstg. Co.  
Address: Box 306  
News Service: AP  
President: R. Thomas Gibson  
Sta. Mgr.: Gene Stanley

**KRGV—Weslaco—1927**  
NBC

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By: KRGV Television, Inc.  
Bus. Studio: 309 Missouri St.  
Tel.: WO 8-3131 News Service: AP  
Transcription Service: World, SESAC  
Representative: Raymer  
Exec. Gen. Manager: O. L. (Ted) Taylor

**KSYD—Wichita Falls—1947**  
MBS

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By: Grayson Enterprises  
Address: 825 Indiana Ave.  
Tel.: 723-0111 News Service: UP  
Trans. Ser.: World  
Rep.: Venard, Rintoul & McConnell  
Membership: NAB  
President: Sydney A. Grayson  
Sta. Mgr.: Bill Richie  
Prog. Dir.: Bailey Hutchins  
Chief Engineer: Herb Wiley

**KTRN—Wichita Falls—1948**

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: Texoma Bcstg. Co.  
Address: 917 1/2 Scott St.  
Tel.: 2-5214 News Service: AP  
Representative: Burke-Stuart  
Membership: NAB  
General Manager: Boyd Kelley  
Program Director: Roger Stoner

**KWFT—Wichita Falls—1939**  
CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned: North Texas Radio, Inc.  
Address: P. O. Box 420  
Tel.: 72-3-4181 News Services: UP, AP  
Transcription: Standard, Lang-Worth  
Representative: H-R  
Membership: NAB, RAB  
Pres., Sta. Mgr.: Ben Ludy  
Prog. Dir.: Homer Cunningham  
Sales Manager: A. L. Pierce  
Publicity Director: Mrs. Owanah Shelton  
Chief Engineer: Melvin O. Harrison



# Utah

Pop. March 1 (Est.)—833,000; Families—231,020; Lic. Stations—26,  
Sta. CP's—0; Radio Homes—224,000; TV Homes—184,000

## **KBUH**—Brigham City—1948 KBS

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By Ravella M. Bone  
Address 948 W. Forest Rd.  
Telephone 948  
General Manager Wade M. Ebeling  
Comm. Mgr. Arthur Fishler

## **KSUB**—Cedar City—1937 CBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By So. Utah Bcstg. Co.  
Address 189 N. Main St.  
Tel.: 590 News Service: UP  
Rep. Western Bcs ng. Sales  
Membership NAB, RAB  
President Durham Morris  
Gen., Sta. Mgr. Louis T. Sayre  
Sales Manager W. V. Lowe  
Prog. Dir. Donald Cartwright  
Chief Engineer Richard Gunn

## **KLGN**—Logan—1954

Frequency: 1390 Kc. Power: 1,000 Watts d.  
Owned-Oper. By Atlas Engineering, Inc.  
Address R.R. #1, Box 352A  
Tel.: 2600 News Service: AP  
Representative Weed, Inc.  
Membership NAB  
President, Gen. Mgr. Prof. O. C. Haycock  
Station Manager Bruce R. Hymas  
Commercial Manager Dee F. Jensen  
Program Director Evan Hale

## **KVNU**—Logan—1938 MBS-KBS-IMN

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By Cache Valley Bcstg. Co.  
Address 1393 N. Main St.  
Tel.: 1400 News Service: UP  
Representative Avery-Knodel  
President Herschel Bullen  
Gen., Sta. Mgr. Reed Bullen  
Commercial Manager W. W. Kirkland  
Program Fred Critchfield  
Chief Engineer W. B. Jones

## **KMUR**—Murray—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By O. J. Wilkinson  
Address 4646 S. State St.  
Tel.: AM 6-4419 News Service: UP  
Membership NAB  
Owner O. J. Wilkinson  
Gen., Sta. Mgr. D. R. Stringfellow  
Sales Mgr. Wes Bowen

## **KLO**—Ogden—1927 MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts

Owned-Oper. By Interstate Bcstg. Corp.  
Address Hotel Ben Lomond  
Tel.: EX 4-5721 News Service: AP  
Representative Avery-Knodel  
Membership NAB, RAB  
President Edris Glosmann  
Gen. Mgr. Cecil Heftel  
Comm. Mgr. Kim Ward  
Prog. Dir. Rex Wallgren  
Chief Eng. Wayne Moss

## **KKOG**—Ogden—1956—KBS

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By KOPP, Inc.  
Address W. 12th St.  
Tel.: EX 4-3476 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 Kettis  
Chief Engineer Hirshel Urie

## **KVOG**—Ogden—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By United Bcstg. Co.  
Business Address 1538 Gibson Ave.  
Tel.: EX 2-7535 News Service: AP  
Representative Webb  
Pres., Gen. Mgr. Arch G. Webb  
Comm. Mgr. D. B. Affleck

## **KOAL**—Price—1936 MBS-KBS-IMN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Eastern Utah Bcstg. Co.  
Address Price  
Telephone ME 7-0407  
Representative Avery-Knodel  
Commercial Manager Jack Richards

## **KEYY**—Provo—1952—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Mid Utah Bcstg. Co.  
Address Box 205  
Tel.: FR 3-2174 News Service: AP  
President D. Spencer Grow  
Gen. Mgr. E. A. Niehay

## **KIXX**—Provo—1947—ABN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. Central & Utah Bcstg. Co.  
Address P. O. Box 550  
Tel.: FR 3-3336 News Service: UP  
Representative Hollingbery, Webb  
Transcription Standard, Capitol  
Gen. Manager Harold E. Van Wagenen



**KOVO—Provo—1939—MBS  
IMN**

Freq.: 960 Kc. . . . . Power: 5 Kw., d.; 1 Kw. n.  
Owned-Operated By . . . . . KOVO Bcstg. Co.  
Business-Studio Address . . . 651 W. 1600 S. St.  
Tel.: FR 3-8550. . . . . News Service: UP  
President . . . . . Ashley L. Robison  
Gen. Mgr. . . . . Glenn Shaw  
Comm. Mgr. . . . . L. H. Curtis  
Publicity Dir. . . . . Wayne Carle  
Ch. Eng. . . . . Elbert Brown

**KSVC—Richfield—1947  
INTERMOUNTAIN**

Frequency: 980 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . Sevier Valley Bcstg. Co.  
Tel.: TW 6-4456 . . . . . News Service: UP  
Transcription Service . . . . . SESAC  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB  
President . . . . . Homer Bandle  
General Manager . . . . . Arthur Tucker  
Sales Manager . . . . . Ralph Ross  
Prog. Dir. . . . . Bill King

**KDXU—St. George—1957  
KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned . . . . . Jeanette B. Arment  
Address . . . . . Box 1-79  
Tel.: 800 . . . . . News Service: UP  
Gen. Mgr. . . . . Robert L. Kable  
Sales Mgr. . . . . Norman Covington

**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.  
Tel.: EM 4-3561. . . . . News Service: AP  
Newspaper Affil. . . . . Ogden Standard-Examiner  
Representative . . . . . Avery-Knodel, Inc.  
Membership . . . . . NAB, RAB  
Pres., Gen. Mgr. . . . . George C. Hatch  
Sta., Comm. Mgr. . . . . Homer K. Peterson  
Sls. Prom. Mgr. . . . . Grahame Richards  
Program Director . . . . . Ed Kemp  
Chief Engineer . . . . . W. D'Orr Cozzens

**KDYL—Salt Lake City—1922  
NBC**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
Owned . . . . . Intermountain Bcstg & Telev. Corp.  
Bus.-Studio Address . . . . . 130 Social Hall Ave.  
Tel.: DA 2-5681. . . . . News Service: UP  
Representative . . . . . Katz  
Membership . . . . . NAB, RAB  
President, Gen. Mgr. . . . . G. Bennett Larson  
Sta. Mgr. . . . . Del Leeson  
Pub. Dir. . . . . Tim Monroe  
Chief Engineer . . . . . A. L. Gunderson

**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.  
Tel.: EM 4-3685. . . . . News Service: UP  
Representative . . . . . Forjoe  
President, Chief Eng. . . . . Howard D. Johnson  
Gen., Comm. Mgr. . . . . William Wright  
Program Director . . . . . Mildred Baker

**KSOP—Salt Lake City—1955  
KBS**

Frequency: 1370 Kc. . . . . Power: 1 Kw., d.  
Owned-Oper. By . . . . . Seagull Broadcasting Co.  
Address . . . . . 2320 S. 13th W.  
Tel.: HU4-4435. . . . . News Service: UP  
Representative . . . . . Bernard  
Membership . . . . . NAB, RAB  
Gen. Manager . . . . . M. H. Hilton  
Commercial Manager . . . . . Gil Hilton  
Sta. Mgr. . . . . Sam Moll  
Prog. Director . . . . . Wayne Cody, Jr.  
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.  
Tel.: EL 5-4641. . . . . News Services: AP, UP  
Transcription Service . . . . . World  
Representative . . . . . CBS Radio Spot Sales  
Membership . . . . . NAB, RAB  
President . . . . . J. Reuben Clark  
Exec. V.P. . . . . Jay W. Wright  
Commercial Manager . . . . . Joseph A. Kjar  
Pub. Dir. . . . . Robert O. Pusey  
Prom. Manager . . . . . Robert G. Murdock  
Chief Engineer . . . . . Vincent Clayton

**KLUB—Salt Lake City—1938**

Frequency: 570 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . KLUB Bcstg. Co.  
Business-Studio Address . . . . 165 Social Hall Ave.  
Tel.: EL 9-7794. . . . . News Service: UP  
Representative . . . . . Hollingbery  
Trans. . . . . Thesaurus  
Membership . . . . . NAB  
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 . . . . . 343 S. State St.  
Tel.: DA 2-5819. . . . . News Service: UP  
Trans. . . . . SESAC  
Pres., Gen. Mgr. . . . . Reese C. Anderson  
Prog. Dir. . . . . Cherie Johnsen  
Comm. Mgr. . . . . Vaude E. Raines  
Chief Engineer . . . . . W. J. C. Fahey

**KTUT—Tooele City—1956  
KBS**

Frequency: 990 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Tooele County Radio & TV Bcstg.  
Address . . . . . Ritz Theatre Bldg.



Tel.: 990.....News Service: UP  
Sta. Mgr. .... Clair G. Halverson

Owned-Oper. By..... Uintah Bcstg. Co.  
Address ..... 120 E. Main St.  
Tel.: 494.....News Service UP  
Trans..... Standard, Capitol, MacGregor, Cole  
Manager ..... Lee Walker

**KVEL—Vernal—1947—KBS**

Frequency: 1250 Kc..... Power: 1 Kw., d.



**Vermont**

Pop. March 1 (Est.)—376,000; Families—109,000; Lic. Stations—14,  
Sta. CP's—1; Radio Homes—105,000; TV Homes—82,000



**WBTN—Bennington—1953**

Frequency: 1370 Kc..... Power: 500 Watts d.  
Owned-Oper. By..... Catamount Bcstrs. Inc.  
Address ..... Harwood Hill  
Tel.: 6321..... News Service: UP  
Representative ..... McGillvra, Kirby  
Membership ..... NAB, RAB  
Sta., Comm. Mgr..... Benjamin A. Hubley

**WSKI—Montpelier—1947  
ABN**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned By..... Green Mt. Bcstg. Co.  
Bus. Address..... Union Mutual Bldg.  
News Service..... AP  
Representative ..... Walker  
Membership ..... NAB  
President..... E. E. Erdman  
Gen. Mgr..... Fred Haggerty  
Prog. Dir..... John Brunnel  
Ch. Eng..... Gerald Marcott

**WTSA—Brattleboro—1950**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Tri-State Area-Bcstg. Corp.  
Address..... Box 819  
Tel.: AL 4-4567..... News Service: UP  
Trans..... Lang-Warth  
Representative ..... Walker  
President ..... Theodore Feinstein  
Gen., Sta., Comm. Mgr..... Phillips Terhune

**WIKE—Newport—1952**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... Memphremagog Bcstg. Co.  
Address ..... Farrant St.  
Tel.: 832..... News Service: UP  
Transcription Service..... World  
Membership ..... NAB  
Rep. .... McGillvra  
President ..... E. Dean Finney  
Manager ..... D. Thurston  
Commercial Manager..... Helen Bowman  
Sales Promotion Manager..... Melvin Carter

**WCAX—Burlington—1931  
CBS**

Frequency: 620 Kc..... Power: 5000 Watts  
Owned-Oper. By..... WCAX Radio, Inc.  
Business-Studio Address..... 135 Main St.  
Tel.: UN 2-5761..... News Service: UP  
Representative ..... Weed  
Membership ..... NAB, RAB  
President, Sta. Mgr..... C. P. Hasbrook  
Gen. Mgr..... Stuart T. Martin

**WHWB—Rutland—1949**

Frequency: 1000 Kc..... Power: 1000 Watts  
Owned..... Central Vermont Broadcasting Corp.  
Address ..... Box 591  
Tel.: PR 3-3200..... News Service: AP  
Representative ..... Gill-Perna  
Membership ..... NAB  
General Manager..... John H. Bennett  
Commercial Manager..... Francis McCormack  
Chief Engineer..... Clair Castor

**WDOT—Burlington—1954**

Frequency: 1400 Kc..... Power: 250 Watts  
Owned..... WDOT, Corp.  
Address..... 109 S. Winooski Ave.  
Membership ..... NAB, RAB  
Station Representatives..... Walker  
President, Gen., Sta..... Val Carter  
Comm. Mgr., Prom. Mgr..... V. J. D'Acuti  
Chief Engineer..... Glendon Fleury

**WSYB—Rutland—1930  
KBS-MBS-YANKEE**

Frequency: 1380 Kc. Power: 5 Kw., d., 1 Kw. n.  
Owned-Oper. By..... Phillip Weiss Music Co.  
Bus.-Studio Address..... 35 Washington St.  
Telephone ..... PR 3-8140  
Representative ..... McGillvra  
Gen., Comm. Manager..... Phillip Weiss  
Business Manager..... J. H. Weiss

**WJOY—Burlington—1946  
ABN**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By..... Vermont Bcstg. Corp.  
Bus.-Studio-Transmitter Location..... 633 Main St.  
Tel.: UN 4-5774..... News Service: AP  
Trans..... World  
Representative Everett-McKinney, Kettel Carter  
Membership ..... RAB, NAB  
Station Manager..... Frank A. Balch  
Prog. Dir..... Ted Barker  
Chief Eng..... Don Wheatley

**WWSR—St. Albans—1941  
YANKEE**

Frequency: 1420 Kc..... Power: 1 Kw., d.  
Owned..... Vermont Radio Corp.



# VERMONT-VIRGINIA



Address.....75 North Main Street  
 Tel.: 1390.....News Service: UP  
 Transcription.....World  
 Representative.....Walker  
 President, General Manager...Lloyd S. Squier  
 Comm. Manager.....Ceci Fahl  
 Chief Engineer.....Ted Boisvert

Owned.....C. F. & E. L. Zezza  
 Address.....106 Park St.  
 Tel.: TU 5-4514.....News Service: UP  
 Trans. Ser.....World  
 Membership.....NAB  
 Station Rep.....McGillvra, Walker  
 President, Gen. Mgr.....E. Dean Finney  
 Sta. Mgr.....Wayne H. Odell  
 Program Director.....Alan Herbert  
 Chief Eng.....D. W. Churchill

## WTWN—St. Johnsbury—1949

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Twin State Bcstrs, Inc.  
 Address.....Concord Ave.  
 Tel.: Pl 8-2344.....News Service: UP  
 Transcription Service.....World  
 Membership.....NAB  
 Representative.....McGillvra  
 Pres., Gen. Mgr.....E. Dean Finney  
 Commercial Manager.....John Byrne  
 Prog. Dir.....Donald Mullally  
 Ch. Eng.....Ken Lare

## WDEV—Waterbury—1931 MBS-YANKEE

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lloyd E. Squier  
 Address.....9 Stowe St.  
 Tel.: CH 4-7321.....News Service: UP  
 Transcription Service.....World  
 Representative.....McKinney, Carter  
 Membership.....NAB  
 General Manager.....Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir.....Craig S. Parker  
 Chief Engineer.....Warren Chase

## WNIX—Springfield—1954

Frequency: 1480 Kc.....Power: 1 Kw., d.

# Virginia

Pop. March 1 (Est.)—3,765,000; Families—976,000; Lic. Stations—87,  
 Sta. CP's—8; Radio Homes—927,000; TV Homes—640,000

## WPIK—Alexandria—1945

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Potomac Bcstg. Corp.  
 Address.....Virginia Theatre Bldg.  
 Tel.: OV 3-3000.....News Service: UP  
 Representative.....Rambeau  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....Carl L. Lindberg  
 Comm. Mgr., Prog. Dir.....John C. Moran  
 Ch. Eng.....Charles E. Roudabush

Nat. Sales Mgr.....George I. Norman, Jr.  
 Chief Eng.....Donald Holt

## WBLT—Bedford—1950

Frequency: 1350 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Bedford Bcstg. Corp.  
 Address.....P. O. Box 406  
 Tel.: 8245.....News Service: AP  
 Transcription Service.....SESAC  
 Membership.....NAB, RAB  
 Pres., Gen., Sta. Mgr.....J. E. Synan  
 Commercial Manager.....Douglas E. Catlin  
 Program Director.....Robert A. Scott, Jr.  
 Chief Engineer.....J. P. Loughlin

## WARL—Arlington—1946

Frequency: 780 Kc.....Power: 1000 W., d.  
 Owned.....Northern Virginia Broadcasters, Inc.  
 Address.....5232 Lee Highway  
 Tel.: KE 6-9000.....News Service: UP  
 Representative.....Charles Bernard  
 President.....Cy Blumenthal  
 General Manager.....Ray Armand  
 Station Manager.....George Crump  
 Commercial Manager.....Robert Cobbins  
 Sales Promotion Manager. George A. Henning  
 Program Director.....John Galloway  
 Publicity Director.....Margaret Radford  
 Chief Engineer.....James Petty

## WLSD—Big Stone Gap—1953

Frequency: 1220 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Gap Bcstg. Co.  
 Address.....Box 244  
 Tel.: 960.....News Service: AP  
 Trans. Ser.....World  
 Membership.....NAB  
 Commercial Manager.....Larry Dean  
 Prog. Dir.....Alvin Cash  
 Chief Engineer.....Robert W. Ford

## WEAM—Arlington—1947

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Arlington Fairfax Bcstg. Co.  
 Address.....2041 Wilson Blvd.  
 Tel.: JA 7-7100.....News Service: AP  
 Trans.....Standard, Major  
 Rep.....Bcst. Time Sales  
 President.....Harold H. Thoms  
 Gen., Sta., Comm. Mgr.....Kenneth L. Wood  
 Prog. Dir.....Frank Pipes

## WKLV—Blackstone—1947 MBS-KBS

Frequency: 1440 Kc.....Power: 5 Kw., d.  
 Owned-Oper. By.....Blackstone Bdcstg. Corp.  
 Address.....Drawer 192  
 Tel.: 478.....News Service: AP  
 Representative.....Hopewell  
 President, Gen. Mgr.....H. L. Umstead  
 Prog. Dir.....Johnny Clement

**WCYB—Bristol—1946—ABN**

Frequency: 690 Kc. Power: 10,000 Watts d.  
 Owned-Oper. By... Appalachian Bcstg. Corp.  
 Address... Cumberland St.  
 Tel.: NO 3560. News Service: AP  
 Station Rep. ... Weed  
 Membership ... NAB  
 President, Gen. Mgr. ... Robert H. Smith  
 Sales Mgr. ... J. Fey Rogers  
 Prog., Pub. Dir. ... Barnes H. Nash  
 Chief Engineer ... R. V. Robinson

**WFHG—Bristol—1946  
 MBS-KBS**

Freq.: 980 Kc. Power: 5 Kw. d.; 1 Kw., n.  
 Owned-Oper. By... Bristol Bcstg. Co.  
 Address... Valley Drive  
 Tel.: 3620. News Service: UP  
 Trans. Ser. ... Thesaurus. Standard  
 Station Rep. ... Walker  
 Pres. ... W. C. Nininger  
 Gen. Sta. Mgr. ... W. L. Nininger  
 Chief Eng. ... John Hughlett, Jr.  
 Comm. Mgr., Sales Prom. Mgr. ... Jack Martin

**WCHV—Charlottesville—1933  
 ABN**

Frequency: 1260 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By... Barham & Barham  
 Bus. Studio-Transmitter Address... Rose Hill Dr.  
 Tel.: 2-5121. 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 ... Dan Spitzer

**WELK—Charlottesville—1957**

Frequency: 1010 Kc. Power: 1 Kw., d.  
 Owned ... WELK  
 Address ... Harris Rd.  
 Tel.: 2-8080. News Service: UP  
 President ... Lawrence Kennedy

**WINA—Charlottesville—1949  
 ABN-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... Charlottesville Bcstg. Corp.  
 Address... P. O. Box 1230  
 Tel.: 2-6177. News Service: UP  
 Transcription Service ... 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  
 Tel.: EV 2-4063. News Service: AP  
 Representative ... Indie Sales  
 Transcription Service ... Lang-Worth  
 President ... Dr. Vernon H. Baker  
 Gen., Comm. Mgr., Sta. Mgr. ... Durwood Powell

**WCFV—Clifton Forge—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Clifton Forge Bcstg. Corp.  
 Address... Box 48  
 Tel.: 2147. News Service: AP  
 Transcription Service ... Standard  
 General Manager ... Claude F. Jones  
 Comm. Mgr. ... T. V. Stevens

**WKEY—Covington—1941  
 ABN-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned ... Earl M. Key  
 Address ... P. O. Box 710  
 Tel.: 8351. News Service: UP  
 Representative ... Devney  
 Membership ... NAB  
 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... 800 Melody Lane  
 Tel.: 7811. News Service: AP  
 Membership ... NAB  
 Representative ... Jack Masla  
 President ... Calvin S. Willis  
 Gen. Manager ... Freeman H. Stewart  
 Prog. Director ... Tom Roland

**WCVA—Culpeper—1949  
 KBS-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Culpeper Bcstg. Co.  
 Address... Radio Bldg.  
 Tel.: 8338. News Service: UP  
 Trans. Ser. ... Standard, Lang-Worth  
 Representative ... Indie  
 President ... Leonard T. Preston  
 Gen. Mgr. ... John T. Rogers  
 Commercial Manager ... Philip T. Butler

**WBTM—Danville—1930  
 ABN**

Freq.: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By... Piedmont Bcstg. Corp.  
 Bus. Studio Address... 710 Grove St.  
 Tel.: SW 3-4411. News Service: AP  
 Representative ... Gill-Perna  
 Membership ... NAB, 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**

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Va. Carolina Bcstg. Corp.  
 Address ..... Lexington Ave.  
 Tel.: SW 2-9311.....News Service: UP  
 Transcription Service.....Thesaurus, Sesac  
 Representative ..... Robert S. Keller  
 Membership ..... NAB, RAB  
 President.....J. D. Pruitt  
 VP & Gen. Mgr.....Emerson J. Pryor  
 Commercial Mgr.....Stover Morris, Jr.  
 Sales Prom. Mgr.....Jeff Waugh  
 Program Director.....Richard Campbell  
 Chief Engineer.....Howard Clendenon

**WEVA—Emporia—1952**  
**KBS**

Frequency: 860 Kc.....Power: 1000 Watts, d.  
 Owned.....Stone Broadcasting Corp.  
 Address ..... Box 792  
 Tel.: 2133.....News Service: AP  
 Transcription ..... Standard  
 Membership ..... NAB  
 Pres., Gen. Sta. Mgr.....Maxey E. Stone  
 Comm., Sales Prom. Mgr.....Sallie J. Whitlock  
 Program Dir.....Will Stone  
 Chief Engineer.....Elton A. Short

**WFCR—Fairfax—1955**

Frequency: 1310 Kc.....Power: 500 Watts  
 Owned.....OK Broadcasting Corp.  
 Address.....2nd & Oak Sts.  
 Tel.: CR 3-4000.....News Service: AP  
 Representative.....Hil F. Best  
 Membership ..... NAB  
 Pres., Prom. Mgr.....George E. Oleson  
 Gen., Comm. Mgr.....Arthur Kellar  
 Program Director.....Doug Bailey  
 Chief Engineer.....Joe Terrien

**WFAZ—Falls Church—1948**  
**KBS**

Frequency: 1220 Kc.....Power: 1 Kw., d.  
 Owned-Operated By.....Lamar A. Newcomb  
 Address ..... Tower Square  
 Tel.: JE 2-1220.....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.....Farmville, Va.  
 Tel.: 870.....News Service: UP  
 Transcription ..... Thesaurus  
 Membership ..... NAB, RAB  
 General Manager.....Carla B. Keys  
 Station Manager.....John D. Wilson

**WYSR—Franklin—1956—KBS**

Frequency: 1250 Kc.....Power: 1 Kw., d.  
 Address.....104 E. Fourth Ave.  
 Tel.: LO 2-3135.....News Service: AP  
 V. P., Gen. Mgr.....Howard H. Keller  
 Sales Mgr.....A. L. Drew

**WFVA—Fredericksburg**  
**1939—ABN-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Fredericksburg Bcstg. Corp.  
 Business Address.....P. O. Drawer 269  
 Tel.: ES 3-7721.....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  
 Tel.: 750.....News Service: AP  
 Transcription ..... World  
 Membership ..... NAB  
 General Manager.....Kenneth Gordon

**WBOB—Galax—1946**  
**MBS-KBS**

Frequency: 1360 Kc...Power: 1000 Watts, d.  
 Owned...Carroll-Grayson Broadcasting Corp.  
 Address.....Poplar Knob Road  
 Telephone ..... BE 6-2921  
 Representative.....Continental Radio Sales  
 Membership ..... NAB  
 President.....Robert V. Morris  
 Gen., Sta. Mgr.....Joe P. Crockett  
 Comm., Prom. Mgr.....Brice Parks

**WDDY—Gloucester—1957**  
**KBS**

Frequency: 1420 Kc.....Power: 1 Kw., d.  
 Owned ..... WDDY, Inc.  
 Address ..... Gloucester  
 Tel.: GL 3-4302.....News Service: AP  
 Representative ..... Best  
 Membership ..... NAB  
 Gen. Mgr.....Charles E. Springer  
 Comm. Mgr.....Hollis L. Imes  
 Ch. Eng.....Kenneth S. Bradby

**WMNA—Gretna—1956—KBS**

Frequency: 730 Kc.....Power: 1 Kw., d.  
 Owned.....Central Virginia Bcstg. Co.  
 Address ..... Box 730  
 News Service ..... AP  
 V.P., Gen. Mgr.....G. W. Sandefur  
 Adv. Mgr.....R. C. Via

**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., Chief Eng., Sta. Mgr. . . . D. B. Jordan  
 Asst. Mgr. . . . . Aubry Garber

Representative . . . . . Indie Sales  
 Membership . . . . . NAB  
 Gen., Comm. Manager. . . . Milton B. Henson  
 Program Director . . . . . Joseph E. Lynn, Jr.

**WVEC—Hampton—1948**  
**NBC**

Frequency: 1490 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By. . . . . Peninsula Bcstg. Co.  
 Studio-Trans. Address. . . . . 1930 Pembroke  
 Tel.: 6332 . . . . . News Service: AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, RAB  
 Pres., Gen. Mgr. . . . . Thomas P. Chisman  
 V.P. & Dir. Sls. . . . . Harrol A. Brauer, Jr.  
 Oper. Mgr. . . . . L. W. Kliever

**WBRG—Lynchburg—1956**  
**KBS**

Frequency: 1050 Kc. . . . . Power: 1 Kw., d.  
 Owned. . . . . Harry A. Eppson, Sr.  
 Address . . . . . Box 1079  
 Telephone . . . . . 3-6451 (Madison Hts.)  
 News Service . . . . . UP  
 Representative . . . . . Thomas F. Clark  
 Gen., Comm. Mgr. . . . . Tom Buckley

**WLVA—Lynchburg—1930**  
**ABN**

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Lynchburg Bcstg. Corp.  
 Address . . . . . 2320 Langhorne Rd.  
 Tel.: 2-1242 . . . . . News Service: AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB  
 Gen. Manager. . . . . Philip P. Allen  
 Sls. Prom., Prog. Dir. . . . . Warren Uttal  
 Comm. Mgr. . . . . Thomas L. Turner  
 Chief Engineer. . . . . John T. Orth

**WHBC—Harrisonburg—1956**

Frequency: 1360 Kc. . . . . Power: 5 Kw. d.  
 Owned . . . . . Valley Bcstrs.  
 Address . . . . . 75 East Market St.  
 Tel.: 4-7394 . . . . . News Service: AP  
 Trans. . . . . Thesaurus  
 Representative . . . . . Pearson  
 Membership . . . . . NAB  
 Owner, Mgr. . R. C. Currie, Jr., F. R. Griffiths  
 Sta. Mgr. . . . . Larry O'Toole

**WWOD—Lynchburg—1948**  
**MBS**

Freq.: 1390 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned. . . . . Lynchburg Independent Bcstrs., Inc.  
 Address . . . . . P. O. Box 1300  
 Tel.: LY 2-3441 . . . . . News Service: UP  
 Representative . . . . . Walker  
 Trans. . . . . Thesaurus  
 Pres. . . . . Cy N. Bahakel  
 Sta. Mgr., Chief Eng. . . . . F. J. Pinkerton  
 General Manager. . . . . Henry Hughes

**WSVA—Harrisonburg—1935**  
**NBC**

Frequency: 550 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned . . . . . Shenandoah Valley Broadcasting, Inc.  
 Address . . . . . Rawley Pike  
 Tel.: 4-4431 . . . . . News Service: AP  
 Transcription . . . . . Standard  
 Rep. . . . . Peters, Griffin, Woodward, Inc.  
 Membership . . . . . NAB, RAB  
 Pres., Gen., Sta. Mgr. . . . . Hamilton Shea  
 Comm. Mgr. . . . . Richard Johnson  
 Prom. Mgr., Pub. Director. . . . . N. L. Royster  
 Program Director. . . . . Andy McCaskey  
 Chief Engineer. . . . . Tom Jones

**WPRW—Manassas—1957**  
**KBS**

Frequency: 1460 Kc. . . . . Power: 500 W., d.  
 Owned. . . . . Prince William Bcstg. Corp.  
 Address . . . . . Box 151  
 Tel.: 931 . . . . . News Service: AP  
 Pres., Gen. Mgr. . . . . Harold H. Hersch  
 Sls. Mgr. . . . . "Woody" Merchant

**WHAP—Hopewell—1948**  
**KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . The Hopewell Bcstg. Co.  
 Bus. Address. . . . . City Point Rd. & Old River Rd.  
 Tel.: CE 9-7301 . . . . . News Service: AP  
 Membership . . . . . NAB  
 Pres. . . . . C. S. Willis  
 Sta. Mgr. . . . . William R. Craig  
 Comm. Manager. . . . . Sally Lowry  
 Chief Engineer. . . . . Everett Wilson

**WMEV—Marion—1948**  
**ABN-KBS**

Frequency: 1010 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Mountain Empire Bcstg. Corp.  
 Address . . . . . Park Boulevard & Rt. 737  
 Tel.: ST 3-9001 . . . . . News Service: AP  
 Transcription Service . . . . . World  
 Representative . . . . . Indie Sales  
 Membership . . . . . NAB, RAB  
 Pres., Gen. Mgr. . . . . Robert C. Wolfenden  
 Sales Prom. Mgr., Pub. Dir. . . . . Bob Wolfenden  
 Pgm. Dir. . . . . Stella D. Wolfenden  
 Chief Engineer. . . . . Edward Surface

**WREL—Lexington—1948**  
**NBC-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Rockbridge Bcstg. Co.  
 News Service . . . . . AP





**WMBG—Richmond—1946**  
**ABN**

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By. Havens & Martin, Inc.  
Bus.-Studio Address. 3301 W. Broad St.,  
Tel.: 5-8611 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. Frank Wilson  
Chief Engineer James Kyle

**WRNL—Richmond—1937**  
**MBS**

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By. Richmond Newspapers, Inc.  
Business-Studio Address. 111 N. Fourth St.  
Tel.: RI 3-3436 News Service: AP  
Newspaper Affil. News Leader; Times Dispatch  
Trans. Serv. Standard, Thesaurus, SESAC  
Representative Edward Petry  
Membership NAB  
President D. Tennant Bryan  
Station Manager E. S. Whitlock  
Sales Manager Frank Soden  
Prog. Dir. William Morrison  
Pub. Prom. Director Lucy Pope  
Chief Engineer E. V. Wolstenholme

**WRVA—Richmond—1925**  
**CBS**

Frequency: 1140 Kc. Power: 50,000 Watts  
Owned-Oper. By. Larus & Brother Co.  
Business Address. 22nd & Cary Sts.  
Tel.: 3-3511 News Services: UP, AP  
Transcription Service Lang-Worth  
Representative CBS Radio Spot Sales  
Membership NAB, 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. 300 German School Rd.  
Tel.: BE 3-7666 News Service: UP  
Representative Burn-Smith  
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. 201 Campbell Ave., S.W.  
Tel.: DI 3-8031 News Service: AP

News. Affil. Times, World News  
Transcription Service World  
Representative. Peters, Griffin, Woodward, Inc.  
Membership NAB, RAB  
President M. W. Armistead, III  
V.P., Managing Dir. Ray P. Jordan  
V.P., Comm. Mgr. John Harkrader  
Program Director Paul E. Reynolds  
Sales Director Frank E. Koehler  
Promotion Director Katherine Griffey  
Chief Engineer J. Edward Newman

**WHYE—Roanoke—1957—KBS**

Frequency: 910 Kc. Power: 1 Kw. d.  
Owned. Jefferson Bcstg. Corp.  
Address Box 1187  
Tel.: DI 5-0988 News Service: AP  
Representative Simmons  
Exec. V.P., Gen. Mgr. Allan W. Roberts  
Comm. Mgr. Dorothy Hanley

**WRIS—Roanoke—1953**

Frequency: 1410 Kc. Power: 5000 Watts d.  
Owned. Roanoke Independent Bcstrs. Inc.  
Address Box 702  
Tel.: 2-3131 News Service: UP  
Representative Walker  
Membership NAB  
General Mgr. Cy Bahakel  
Asst. Gen. Mgr. Frank Tirico

**WROV—Roanoke—1946**  
**ABN**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. WROV Bcstrs., Inc.  
Bus.-Studio Address. 15th & Cleveland Ave.  
Tel.: 3-4444 News Service: UP  
Representative Burn-Smith  
Trans. Standard  
Membership RAB  
Pres., Gen. Mgr., Comm. Mgr. Burton Levine  
Prog. Dir. Barbara Felton  
Pub. Dir. Jim Gearhart  
Chief Engineer A. T. Beckley

**WLSL—Roanoke—1940—NBC**

Frequency: 610 Kc. Power: 5 Kw. d, 1 Kw. n.  
Owned. Shenandoah Life Stations, Inc.  
Business-Studio Address. Radio-TV Center  
Tel.: DI 4-9226 News Service: AP  
Transcription Service Thesaurus  
Representative Avery-Knodel  
Membership NAB, RAB  
President Blake T. Newton, Jr.  
Exec. Vice President James H. Moore  
Prom. Mgr. F. L. Corstaphney  
Asst. Manager Horace Fitzpatrick  
Sls. Prom. Dir. C. R. Garrison  
Program Manager G. W. Chernault, Jr.  
Chief Engineer J. P. Briggs

**WYTI—Rocky Mount—1956**  
**KBS**

Frequency: 1570 Kc. Power: 500 Watts



VIRGINIA



Owned ..... WYTI, Inc.
Address ..... Drawer 471 (Main St.)
Tel.: HU 3-9955 ..... News Service: AP
Trans. .... Standard
Representative ..... Hi. F. Best
Membership ..... NAB
President ..... S. L. Goodman
Gen., Sta. Mgr. .... Lester L. William
Comm., Sales Prom. Mgr. .... William E. Jefferson
Chief Engineer ..... William A. Farley

Prog. Dir. .... Ted Potter
Chief Eng. .... Veryl W. Rupp

WESR—Tasley—1957—KBS

Frequency: 1330 Kc. .... Power: 1 Kw.
Owned ..... Accomack-Northampton Bcstg. Co.
Address ..... Box 1330
Telephone ..... SU 7-3200
Membership ..... NAB
President ..... Vernon H. Baker
Gen. Mgr. .... Brooks Russell
Ch. Eng. .... Glenn Kellam

WHLF—South Boston—1947
ABN-KBS

Frequency: 1400 Kc. .... Power: 250 Watts
Owned-Operated By ..... Hallfax Bcstg. Co.
Address ..... Webster St
Tel.: 2-9988 ..... News Service: AP
Membership ..... NAB
Transcription Service ..... Lang-Worth
Gen., Comm. Mgr. .... John L. Cole, Jr.
Sta. Mgr. .... H. Preston Young, Jr.

WBOF—Virginia Beach—1954
KBS

Frequency: 1600 Kc. .... Power: 1 Kw. d.
Owned ..... Va. Beach Bcstg. Corp.
Address ..... Box 36
Tel.: 1217 ..... News Service: AP
Membership ..... NAB, RAB
Pres., Gen., Sta. Mgr., Prom. Mgr. .... Leo Hoarty
Prog. Dir. .... Tom McNamara
Comm. Mgr. .... Ron Phillips
Prom. Mgr. .... Bill Ryan

WJWS—South Hill—1953

Frequency: 1370 Kc. .... Power: 1000 Watts d.
Owned-Operated By ..... Old Belt Bcstg. Corp.
Address ..... P. O. Box 216
Tel.: HI 7-4007 ..... News Service: AP
President ..... C. D. Pennington, Jr.
Gen., Sta., Comm. Mgr. .... W. Holler
Publicity, Program Director ..... A. W. Walthall
Chief Engineer ..... Charles E. Brown

WNNT—Warsaw—1949—KBS

Frequency: 690 Kc. .... Power: 250 Watts d.
Owned ..... Grayson Headley
Address ..... Warsaw
Tel. .... ED 3-6900
Transcription Service ..... Standard
Pres., Gen. Mgr. .... Grayson Headley
Commercial Mgr. .... Ruth R. Rouzie
Sales Prom. Mgr. .... Bill Allison
Prog. Dir. .... Chris Naumann
Chief Engineer ..... W. Dean Loudy

WAFC—Staunton—1954

Frequency: 900 Kc. .... Power: 1 Kw. d.
Owned ..... Am. Home Bcstg. Corp.
Address ..... P. O. Box 448
Tel.: TU 6-0100 ..... News Service: UP
Membership ..... NAB
Station Rep. .... Clark
General Manager ..... Lloyd Gochenour
Chief Engineer ..... J. L. McFarland

WEER—Warrenton—1957

Frequency: 1570 Kc. .... Power: 500 W., d.
Owned ..... OK Bcstg. Co.
Address ..... Rts. 29-211
Telephone ..... 1500
Representative ..... Best
Membership ..... NAB
Gen. Mgr. .... Arthur Kellar
Sta. Mgr. .... Jules Henry

WTON—Staunton—1946
ABN

Frequency: 1240 Kc. .... Power: 250 Watts
Owned-Operated By ..... Charles P. Blackley
Business-Studio Address ..... Morrison Bldg.
Tel.: TU 6-6666 ..... News Service: AP
Transcription Service ..... Lang-Worth
Membership ..... NAB
Pres., Gen. Mgr. .... Charles P. Blackley
Sta., Comm. Mgr. .... Charles F. Seebeck
Program Director ..... Ray H. Honaker, Jr.
Chief Engineer ..... Rex C. Houser

WAYB—Waynesboro—1947
MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts
Owned-Oper. By ..... Waynesboro Bcstg. Corp.
Tel.: WH 3-6066 ..... News Service: AP
Rep. .... Donald Cooke
Membership ..... NAB
Transcription ..... World
Pres., Gen., Sta. Mgr. .... N. Wilbur Kidd
Sales Manager ..... Al Charles
Prog. Dir. .... Gene Daugherty
Chief Engineer ..... Donald D. Curtis

WLPM—Suffolk—1940
ABN-KBS

Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By ..... Suffolk Bcstg. Corp.
Business-Studio Address ..... Radio Bldg.
Tel.: 2394 ..... News Service: AP
Pres., General Mgr. .... Fred L. Hart
Comm. Mgr. .... L. Earl Hundley

WINC—Winchester—1941
ABN-KBS

Frequency: 1400 Kc. .... Power: 250 Watts



**WHEE—Martinsville—1954**

Frequency: 1370 Kc. Power: 1000 Watts, d.  
Owned. Mechlenburg Bcstg. Corp.  
Address. Box 1284  
Tel.: ME 2-9811 News Service: UP  
Membership NAB  
Pres., Sta., Gen. Mgr. John W. Shultz  
Comm. Mgr. Charles F. Adams  
Promotion Manager. Thomas W. Patterson

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

**WMVA—Martinsville—1941  
NBC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. Martinsville Bcstg. Co., Inc.  
Address. Chatham Heights  
Tel.: 2152 News Service: AP  
Representative Bob Dore  
Membership NAB  
Exec. V.P. & Gen. Mgr. Maynard E. Dillaber  
Commercial Mgr. Charles Cooper

**WCMS—Norfolk—1954**

Frequency: 1050 Kc. Power: 1000 W. d.  
Owned-Oper. By. Cy Blumenthal  
Address. Helena Building  
Telephone. MA 5-0525  
Rep. Charles Bernard  
President. Cy Blumenthal  
General Manager. Roy LaMere  
Asst. Manager. Charles Bentz  
Commercial Manager. Al Lynn  
Program Director. Joe Huppel

**WSIG—Mount Jackson—1954  
KBS**

Frequency: 790 Kc. Power: 1 Kw. d.  
Owned. Richard F. Lewis, Jr., Estate  
Address. WSIG Bldg.  
Tel.: MO 790 News Service: UP  
President. Marion P. Lewis  
Gen., Sta., Philip J. Potter  
Program Director. Edward Madden

**WLOW—Norfolk—1947—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. James Bcstg.  
Bus.-Studio Addr. 731 Boush St.  
Tel.: MA 7-5677 News Service: UP  
Representative Jack Masla  
Pres., General Manager. Michael Henry  
Sta., Comm. Mgr. Paul M. Enright  
Prog. Dir. Bruce M. Miller  
Sales Prom. Mgr. Nancy Fentress  
Chief Eng. Howard Hatcher

**WNRV—Narrows—1953**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Giles Bcstg. Co.  
Address. Route 100  
Tel.: PA 6-2211 News Service: AP  
Transcription World  
Representative Hopewell  
President. H. J. Romanus  
General Manager. Tom Hicks  
Commercial Mgr. John Holland

**WNOR—Norfolk—1949**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. Norfolk Bcstg. Co.  
Address. 1019 Boissevain Ave.  
News Service AP  
Representative Weed  
Transcription Service Lung-Worth  
President. Louis H. Peterson  
Gen. Manager. Earl Harper

**WYOU—Newport News—1947**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By. United Bcstg. Co. of E. Va.  
Business-Studio Address. 114 W. 24th St.  
Tel.: 6-1664 News Service: UP  
Trans. Capitol  
Representative Dora Clayton  
President. Richard Eaton  
Station Manager. Joseph Gathings  
Commercial Manager. Peter Giordano  
Chief Engineer. Ernest C. Hooper

**WRAP—Norfolk—1952**

Frequency: 850 Kc. Power: 5 Kw., d.; 1 Kw., n.  
Owned-Operated By. Rollins Bcstg., Inc.  
Address. 300 Portlock Bldg.  
Tel. MA 7-8307  
Representative Rollins  
Membership RAB  
President. O. Wayne Rollins  
Gen. Mgr. Paul von Hagel  
Dir. of Sales. A. R. Lanphear  
Prog. Dir. Libby Taylor  
Chief Eng. Glen Frazier

**WGH—Norfolk-Newport News  
1928—ABN**

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By. Hampton Roads Bcstg. Corp.  
Bus.-Studio Address. 739 Boush St., Norfolk  
Tel.: MA 2-3353 News Service: AP  
News. Affil. Daily Press, Times-Herald  
Representative Forjoe  
Membership NAB, RAB

**WTAR—Norfolk—1923—CBS**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By. WTAR Radio Corp.  
Bus.-Studio Address. 720 Boush St.  
Tel.: MA 5-6711 News Service: AP  
News Affil. Norfolk Newspapers, Inc.  
Membership NAB, RAB  
Trans. Standard, World  
Representative Edward Petry  
Pres., Gen. Mgr. Campbell Arnoux

V.P., Operations.....John C. Peffer  
 V.P., Sales.....Robert M. Lambe  
 Radio Sls. Mgr.....Jack Black  
 Prog. Dir.....William Johnson  
 Pub. Dir.....Hal Powell  
 Chief Eng.....R. L. Lindell

**WNVA—Norton—1946—KBS**

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned.....Radio-Wise, Inc.  
 Address.....Progress Bldg.  
 Tel.: 700.....News Service: UP  
 Membership.....RAB  
 President.....R. B. Helms  
 Gen. Mgr.....Jack Helms  
 Comm. Mgr.....Jack Darnell  
 Chief Engineer.....Gene Tommerdahl

**WJMA—Orange—1949—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Charlottesville Bcstg. Co.  
 Address.....Box 271  
 Tel.: 7263.....News Service: UP  
 Membership.....NAB  
 Transcription Service.....World  
 President.....Donald G. Heyne  
 General Manager.....Bob C. Wagner  
 Commercial Manager.....John C. Mahaney, Jr.  
 Chief Engineer.....E. V. Bossieux, Jr.

**WPVA—Petersburg—1955**

Frequency: 1290 Kc.....Power: 1000 Watts, d.  
 Owned-Operated By.....Harry A. Epperson, Jr.  
 Address.....Archer Ave., Colonial Hts., Va.  
 Tel.: RE 2-3478.....News Service: UP  
 Transcription Service.....Lang-Worth  
 Representative.....Thomas F. Clark  
 Mgr., Owner.....Harry A. Epperson, Jr.  
 Sls. Mgr.....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.  
 Tel.: RE 3-4567.....News Service: AP  
 Representative.....Weed  
 Membership.....NAB  
 President.....Louis H. Peterson  
 Comm. Mgr.....Jerome J. Droracher

**WAVY—Portsmouth—1943  
 NBC**

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Tidewater Teleradio, Inc.  
 Address.....709 Boush St., Norfolk  
 Tel.: MA 7-2345.....News Service: AP  
 Representative.....H-R Reprs., Inc.  
 Membership.....NAB, RAB  
 President.....Hunter C. Phelan  
 Gen. Mgr.....Carl J. Burkland  
 Sta., Comm. Mgr.....H. Stanley  
 Prog., Pub. Dir.....Ned Sheridan  
 Chief Engineer.....William Manrow

**WPUV—Pulaski—1946  
 KBS**

Frequency: 1580 Kc.....Power: 5000 Watts, d.  
 Owned-Oper. By.....WPUV, Inc.  
 Address.....Box 351  
 Tel.: 3-3931.....News Service: AP  
 Transcription Service.....World  
 Representative.....Dora-Clayton  
 Pres., Gen. Mgr.....J. A. Columbus  
 Commercial Manager.....Larry Schoenfeld

**WRAD—Radford—1950**

Frequency: 1460 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....WRAD Bcstg.  
 Address.....Radford & Christiansburg  
 Tel.: 2461.....News Service: AP  
 Representative.....Robert S. Keller, Inc.  
 President.....Dr. Perry E. Gresham  
 Manager.....Dave Milligan

**WRIC—Richlands—1951  
 KBS**

Frequency: 540 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Clinch Valley Bcstg. Corp.  
 Address.....P. O. Box 218  
 Tel.: 450.....News Service: AP  
 Transc. Service.....World  
 Representative.....Hopewell  
 President.....J. Powell Royall, Jr.  
 Comm. Mgr.....Jack T. Bundy

**WANT—Richmond—1951**

Frequency: 990 Kc.....Power: 1000 Watts, d.  
 Owned.....United Broadcasting Co.  
 Address.....513 East Main Street  
 Tel.: 3-8368.....News Service: UP  
 Rep.....Oakes, United Broadcasting Co.  
 President.....Richard Eaton  
 General Manager, Chief Eng.....S. J. Bell

**WLEE—Richmond—1945  
 NBC**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Bcstg. Corp.  
 Business-Studio Address.....6200 Broad St. Road  
 Tel.: 88-2835.....News Service: AP  
 Representative.....Brown, McGavern  
 President.....Thomas G. Tinsley, Jr.  
 Gen. Mgr.....H. L. Hudson  
 Commercial Mgr.....Joseph S. Mason  
 Sales Prom. Mgr.....Thomas J. McCollum, Jr.  
 Program Director.....Robert DeBardelaben  
 Chief Engineer.....Thomas J. Kita

**WLLY—Richmond—1955**

Frequency: 1320 Kc.....Power: 1000 Watts, d.  
 Owned.....WLLY, Inc.  
 Address.....Broad-Grace Arcade  
 Tel.: MI 9-1223.....News Service: AP  
 Representative.....John E. Pearson  
 President.....Louis Adelman  
 Gen., Sta., Comm. Mgr.....Melvin E. Whitmire  
 Program Dir.....Gene Creasy  
 Chief Engineer.....Kenith Shelton



Owned-Oper. By. Richard Field Lewis, Jr., Inc.  
 Business Address.....Kerr St.  
 Tel.: MO 2-4855.....News Service: AP  
 Membership.....NAB  
 Pub. Dir.....Gordon Walsh  
 Sales Prom. Mgr.....Wally Hankin  
 Program Director.....Roy Nester  
 Sta. Mgr., Chief Engineer.....Phil Whitney

**WYVE—Wytheville—1949**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wythe County Bcstg. Co.  
 Address.....195 S. 1st St.  
 Tel.: CA 8-3185.....News Service: UP  
 Membership.....NAB  
 General Manager.....A. M. Gates, Jr.  
 Chief Engineer.....W. Jack Fleming

**Washington**

Pop. March 1 (Est.)—2,767,000; Families—857,000; Lic. Stations—73,  
 Sta. CP's—7; Radio Homes—836,000; TV Homes—627,000

**KBKW—Aberdeen—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KBKW, Inc.  
 Address.....701 E. Heron St.  
 Tel.: 1015.....News Service: AP  
 Transcription.....World  
 Representative.....Feltis, McGillvra  
 President.....Archie Taft, Jr.  
 Manager.....Mahlon R. Taft

Business Address.....2340 E. Sunset Dr.  
 Tel.: 1170.....News Service: UP  
 Newspaper Affil.....Othello (Wa.) Outlook  
 Rep.....Headley Reed; Hunt; Day  
 Membership.....NAB  
 President.....Jessica L. Longston  
 Ex. V.P.....Robert E. Pollock  
 Gen. Manager.....John DiMeno  
 Comm. Mgr.....Oscar Lundgren  
 Publicity Dir.....Dorothy Jacobson  
 Sis. Prom. Mgr.....James Tincker  
 Program Director.....John K. Munroe  
 Chief Engineer.....Donald R. Pinney

**KXRO—Aberdeen—1927  
MBS-KBS**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KXRO, Inc.  
 Address.....207½ E. Market St.  
 Tel.: AB 4098.....News Service: UP  
 Rep.....Walker, Ayres, Art Moore  
 Membership.....NAB, RAB  
 President.....Harry R. Spence  
 General Manager.....Fred G. Goddard  
 Comm. Mgr.....Roy Johnson  
 Sales Prom. Manager.....Monte Cook  
 Chief Engineer.....Robert J. McNamara

**KVOS—Bellingham—1927  
ABN**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KVOS, Inc.  
 Bus-Studio Address.....1155 Ellis St.  
 Tel.: 790.....News Service: UP  
 Representative.....Forjoe, Art Moore  
 President.....Rogan Jones  
 Gen. Mgr.....Hamilton Brosious  
 Prog. Dir.....John Sherman  
 Nat. Sales Manager.....Fred Elsethagen

**KAGT—Anacortes—1956  
KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Fidalgo Brcstg. Inc.  
 Address.....2920 Commercial Ave.  
 Tel.: CY 4-2345.....News Service: UP  
 Representative.....Art Moore  
 Membership.....RAB  
 Pres., Gen. Mgr.....James C. Frits  
 Sales Prom. Mgr.....James W. Bailey  
 Chief Engineer.....Donald Knutson

**KBRO—Bremerton—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Bruce Bartley  
 Address.....2218 E. Prospect  
 Tel.: CA 3370.....News Service: UP  
 Transcription.....Standard  
 Representative.....Hugh Feltis  
 Membership.....RAB, NAB  
 General Manager.....Linc Perry  
 Office Manager.....Shirley Seid  
 Sales Prom. Mgr.....Bruce Perry  
 Program Director.....Bill Luckhurst  
 Chief Engineer.....Dick McCabe

**KFKF—Bellevue-Seattle  
1958**

Frequency: 1330 Kc.....Power: 1 Kw., d.  
 Owned.....Bellevue Bcstrs.  
 Address.....602 Colman Bldg. (Seattle)  
 Tel.: MA 0695.....News Service: AP  
 Representative.....Pearson  
 Gen. Mgr.....King Mitchell

**KRIV—Camas—1956**

Frequency: 1480 Kc.....Power: 1 Kw., d.  
 Owned.....Camas-Washougal Radio  
 Address.....Box 1025  
 Tel.: 6431.....News Service: UP  
 Representative.....Art Moore  
 Gen. Mgr.....John A. Luetjen

**KPUG—Bellingham—1947  
MBS-KBS**

Frequency: 1170 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KPUG, Inc.

**KELA—Centralia-Chehalis  
1937—MBS-DON LEE-KBS**

Frequency: 1470 Kc..Power: 5 Kw. d., 1 Kw. n.



**Owned-Oper. By**.....Central Bcstg. Corp.  
**Business Address**.....P.O. Box 720, Centralia  
**Tel.:** PE 6-3321.....**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 Chytill  
**Asst. Mgr.**.....Lee Stottlemyre  
**Sales Prom. Mgr.**.....William Tilton  
**Program Director**.....Donald Youngbans  
**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.  
**Tel.:** SH 8-3379.....**News Service:** UP  
**Newspaper Affil.**.....Daily Chronicle  
**Transcription**.....World  
**Representative**.....Feltis, Grant  
**Membership**.....NAB, RAB  
**Pres., Gen., Sls. Prom. Mgr.**.....D. Whitman  
**Sta., Comm.**.....Phil Roewe  
**Chief Engineer**.....Harold C. Singleton

**KOZI—Chelan—1957**

**Frequency:** 1220 Kc.....**Power:** 1 Kw., d.  
**Owned**.....Lake Chelan Bcstg. Corp.  
**Address**.....Morse Bldg.  
**Tel.:** 440.....**News Service:** AP  
**Representative**.....McGillvra  
**Gen. Mgr.**.....E. F. "Bill" Denton  
**Comm. Mgr.**.....Mark Sorley

**KCLX—Colfax—1950—KBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Adrian De Vries  
**Address**.....Box 710  
**Tel.:** 780.....**News Service:** UP  
**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  
**Tel.**.....CO 990  
**Representative**.....Best, Art Moore  
**Gen. Mgr., Chief Eng.**.....Merle B. Peterson  
**Commercial Manager**.....Jerry V. Fountain

**KGDN—Edmonds—1954**

**Frequency:** 630 Kc.....**Power:** 1000 Watts  
**Owned**.....King's Garden, Inc.  
**Address**.....190th & Fremont  
**Tel.:** LI 3131.....**News Service:** UP  
**Transcription**.....SESAC  
**President**.....A. B. Martin  
**Manager**.....A. Orville Helgeson  
**Program Director**.....Gerald Swanson  
**Chief Eng.**.....Walter Jamison

**KXLE—Ellensburg—1946**  
**KBS**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Central Washington Bcstrs.  
**Bus. Add. Trans. Loc.**.....Box 600  
**Representative**.....McGillvra  
**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.  
**Tel.:** SK 4-4686.....**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  
**Tel.:** CE 1144.....**News Service:** AP  
**Membership**.....NAB, RAB  
**General Manager**.....William R. Taft  
**Sales Manager**.....Charles E. Sullivan  
**Chief Engineer**.....Dave Foley

**KQTY—Everett—1957**

**Frequency:** 1230 Kc.....**Power:** 250 W.  
**Owned**.....W. Nelskog, P. Crain, A. Baker  
**Address**.....3021 Rockefeller  
**Tel.:** CE 6111.....**News Service:** UP  
**Representative**.....Grant  
**President**.....Wally Nelskog  
**Gen. Mgr.**.....Paul Crain  
**Sta. Mgr.**.....Earle Gerdon  
**Prog. Dir.**.....Ray Courtmanch

**KFDR—Grand Coulee—1950**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Ralph A. Nachtmann  
**Address**.....Box 395  
**Tel.:** 140.....**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**.....KLOG, Inc.  
**Address**.....P. O. Box 90  
**Tel.:** EX 3-4900.....**News Service:** UP  
**Representative**.....Hollingbery  
**Trans.**.....Thesaurus  
**President**.....J. J. Flanigan  
**General Manager**.....John Carlson  
**Chief Engineer**.....Robert Meers

**KEPR—Kennewick—1949**  
CBS

Frequency: 610.....Power: 5000 Watts  
Owned-Oper. By.....KWIE, Inc.  
Address.....11 S. Cascade St.  
Tel.: JU 2-5151.....News Service: AP  
Representative.....Art Moore, Robert Meeker  
Membership.....NARTB  
President.....Thomas C. Bostic  
Sta., Comm. Mgr.....Monte Strohl  
Program Director.....Bill Moody

**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.....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  
Tel.: HA 3-1210.....News Service: INS  
Rep.....Holman, Grant  
Membership.....RAB  
President.....John Truhan  
Gen., Sta. Mgr.....William Hoftzyer  
Program Director.....Charles Nelson  
Chief Engineer.....Kenneth Vancil

**KWLK—Longview—1938**  
DON LEE-MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Triad Bcstg. Corp.  
Bus.-Studio Add. Natl. Bank of Commerce Bldg.  
Tel.: HA 5-1500.....News Service: UP  
Transcription Service.....World  
Representative.....Everett-McKinney  
Pres.....Merton Glant  
Sta. Mgr.....Marvin E. Johnston  
Prog. Dir.....Betty Trinneer

**KSEM—Moses Lake—1947**  
KBS

Freq.: 1470 Kc.....Power: 5 Kw., d.; 1 Kw., n.  
Owned-Operated By.....KSEM, Inc.  
Address.....W. 2240 St.  
Tel.: RO 5-3441.....News Service: UP  
Representative.....Headley-Reed  
Gen. Manager.....John R. DiMeo  
Comm. Mgr.....Ray Robinson

**KWIQ—Moses Lake—1956**

Frequency: 1260 Kc.....Power: 1000 Watts, d.  
Owned.....Central Basin Broadcasting Co.  
Address.....Box 1696  
Tel.: RO 5-4501.....News Service: AP  
Representative.....Walker, Feltis  
Manager.....C. Nat Harris

**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.....NAB, RAB  
Pres., Gen., Sta. Mgr.....Leo H. Beckley  
Commercial Mgr.....Frank Snyder  
Prog. Dir.....Joe Armyey  
Pub. Dir.....Dick Buffum  
Chief Engineer.....Walt Bierke

**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  
Tel.: FL 6-6636.....News Service: AP  
Representative.....Art Moore, Walker  
Membership.....RAB, NAB  
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  
Tel.: FL 7-7718.....News Service: UP  
Representative.....Feltis, Grant  
Trans.....World  
Pres., Gen. Mgr.....D. Whitman  
Sta. Commercial Manager.....Herb W. Hall  
Prog., Pub. Dir.....Ken Stuart

**KOMW—Omak—1947**

Frequency: 680 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KOMW, Inc.  
Business-Studio Address.....Box 151  
Tel.: 20.....News Service: UP  
Representative.....Feltis; Ayres  
Membership.....NAB  
President.....R. L. McNett  
General Manager.....Dean Nichols  
Comm. Mgr.....Jerry Weaver  
Prog. Dir.....Marilyn Moomaw

**KORD—Pasco—1956**

Frequency: 910 Kc.....Power: 1 Kw., d.  
Owned.....Music Bcstrs.  
Address.....Box 485  
Tel.: LI 7-9791.....News Service: UP  
Representative.....W. S. Grant  
Gen. Mgr.....Wally Reid

**KPKW—Pasco—1945—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Western Radio Corp.  
Address.....Pasco  
News Service.....UP  
Representative.....Feltis  
Pres., Gen. Mgr.....V. B. Kenworthy





Comm. Mgr. Shirley Wallen  
Prog. Dir., Chief Engineer. Robert Rockne

### KONP—Port Angeles—1945 KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. Radio Pacific Inc.  
Address: 313 West First Street  
Tel.: GL 7-4200. News Service: UP  
Transcription World  
Representative Art Moore  
Membership RAB  
Gen. Mgr. George Buck  
Commercial Manager Jack K. Proctor  
Chief Engineer Frederick F. Fields

### KOFE—Pullman—1950

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. Bayton & Hicks  
Address: Pullman-Colloy Hy.  
Tel.: 1-5251. News Service: UP  
Representative Ayres, Best  
Station Mgr. J. Ronald Bayton  
Promotion Mgr. B. J. Bayton

### KAYE—Puyallup—1952 KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. Radio "K" Inc.  
Address: P. O. Box 271  
Tel.: 5-7711. News Service: UP  
Gen. Mgr. E. L. O'Hearn  
Comm. Mgr. W. R. Bauer  
Local Sls. Mgr. Bob Rogers

### KPOR—Quincy—1957

Frequency: 1370 Kc. Power: 1 Kw., d.  
Owned-Oper. Quincy Valley Bcstrs.  
Address: Box 1378  
News Service AP  
Representative Best  
Manager Don Nelson  
Comm. Mgr. Charles Nelson

### KAPA—Raymond—1950 KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. Willapa Bcstg. Corp.  
Address: P. O. Box 626  
Tel.: 1010. News Service: AP  
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. Interlake Bdcstg. Corp.  
Address Trans. Loca. 615 Third Ave.  
Tel.: OL 8245. News Service: UP  
President Ralph Sander  
General Mgr. Clifford H. Hansen  
Sales Mgr. Tom Kelly  
Pub. Dir. Fred Grant  
Chief Engineer I. E. Gustafson

### KALE—Richland—1950

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By KALE, Inc.  
Address: P. O. Box 367  
Telephone 4-3180  
Representative Walker  
President R. S. McCaw  
Gen., Comm. Mgr. Don Huber

### 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.  
Tel.: EL 2480. News Service: UP  
Rep. Headley-Reed, Art Moore  
Trans. World  
President Jessica L. Longston  
Gen. Mgr. R. E. Pollock  
Sta. Mgr. Jim Hamstreet  
Comm. Mgr. Gilbert C. Bond  
Sales Prom. Mgr. Ted Bell  
Pub. Dir. Bob Engler  
Prog. Dir. Ted Bell  
Chief Engineer Verle Jones Jr.

### KING—Seattle—1927—ABN

Frequency: 1090 Kc. Power: 50,000 Watts  
Owned-Oper. By KING Bcstg. Co.  
Address: 320 Aurora Ave.  
Tel.: MU 3555. News Services: UP, INS  
Membership NAB, RAB  
President Mrs. A. Scott Bullitt  
V.P., Gen. Mgr. Otto P. Brandt  
Sales Mgr. Gibbs Lincoln  
Program Mgr. Jack Link  
Pub. & Prom. Mgr. Mel Anderson  
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.  
Tel.: AL 9800. News Service: UP  
Representative Peters, Griffin, Woodward, Inc.  
Membership NAB  
President Saul Haas  
Comm. Manager William F. Tucker  
Station Manager Lincoln W. Miller  
Program Director Clair Weidenaar

### KJR—Seattle—1923

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. Mt. Rainier Radio & TV Bcstg.  
Business-Studio Address: 2600 26 Ave. S.W.  
Tel.: HO 5100. News Service: UP  
Transcription Service Standard  
Representative Branham, McGavren, Jacobson  
Membership RAB  
Pres., Gen. Mgr. Lester M. Smith  
Commercial Manager Gaylen S. Blackford  
Pam. Director Homer Pope  
Chief Engineer George Newton

### KOL—Seattle—1922

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By Seattle Bcstg. Co.



Bus.-Studio Address.....1100 W. Florida St.  
 Tel.: MA 2312.....News Services: UP, INS  
 Representative.....Bolling  
 Membership.....RAB  
 President.....Marie S. Taft  
 General Manager.....Archie Taft, Jr.  
 Commercial Manager.....W. L. Simpson  
 Program Director.....Phyllis O. Miller  
 Chief Engineer.....Perry Lind

Owned-Operated By.....KXA, Inc.  
 Bus.-Studio Address.....320 Second Ave., W.  
 Tel.: AL 8600.....News Service: AP  
 Representative.....Meeker  
 Membership.....NAB, RAB  
 President.....Wesley I. Dumm  
 Comm. Mgr.....G. A. Wellington  
 Gen. Mgr., Chief Eng.....John Dubuque

**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.  
 Tel.: SE 6000.....News Service: UP  
 Transcription Service.....Associated  
 Representative.....NBC Spot Sales  
 Membership.....NAB, RAB  
 President.....O. W. Fisher  
 Gen. Mgr., Exec. V. P.....W. W. Warren  
 Comm. Manager.....James McLoughlin  
 Sls. Prom. Mgr.....Bob Ryan  
 Program Manager.....F. J. Patterson  
 Pub. Rel. Mgr.....Arthru Gerbel  
 Chief Engineer.....C. E. Miller

**KGA—Spokane—1926—ABN**

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Bankers Life & Casualty  
 Bus.-Studio Address...Moran Prairie, Box 141  
 Tel.: KE 4-0631.....News Service: UP  
 Transcription.....World  
 Representative...Everett-McKinney, O'Connell  
 General Manager.....Len Greenwood  
 Managing Director.....John P. Cannaven, Jr.

**KTIX—Seattle—1956**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned.....Tele-Bcstrs. of Wash.  
 Tel.: CA 1590.....News Service: INS  
 Representative.....Weed  
 Membership.....NAB, RAB  
 President.....H. Scott Killgore  
 Gen. Mgr.....Tom Kelly  
 Comm. Mgr.....Bill Rickard  
 Program Dir.....Keith M. Samples  
 Publicity Director.....Jerry Holzinger

**KHQ—Spokane—1922—NBC**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KHQ, Inc.  
 Bus.-Studio Address...700 Radio Central Bldg.  
 Tel.: MA 4-5131.....News Service: AP  
 Representative.....Katz  
 Membership.....NAB, RAB  
 Pres., Gen. Sta. Mgr.....Richard O. Dunning  
 Comm. Mgr.....William Merrill  
 Prog. Dir.....John Fahey  
 Sls. Prom., Pub. Dir.....Rex Gerlach  
 Chief Engineer.....Dee Waymire

**KTW—Seattle—1920**

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned.....The First Presbyterian Church  
 Address.....7th Ave. & Spring St.  
 Tel.: MU 1250.....News Service: AP  
 Pres.....Glenn T. Whitney  
 Sta. Mgr.....Don Bevilacqua  
 Comm. Mgr.....George Boucher  
 Ch. Eng.....James S. Ross

**KNEW—Spokane—1947**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Mt. Ranier Radio & TV  
 Address.....57th & Helena  
 Tel.: KE 4-9363.....News Service: UP  
 Representative.....Branham, McGovern  
 Membership.....NAB, RAB  
 Pres., Gen. Mgr.....Lester M. Smith  
 Station Manager.....William G. Rhodes

**KVI—Seattle—1929  
MBS-DON LEE**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Puget Sound Bcstg. Co., Inc.  
 Business Address.....Camlin Hotel  
 Tel.: SE 4848.....News Service: AP  
 Transcription Service.....Thesaurus  
 Representative.....H-R Reps.  
 Membership.....NAB  
 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

**KPEG—Spokane—1957**

Frequency: 1380 Kc.....Power: 5 Kw. d.  
 Owned.....Bellevue Bcstrs.  
 Address.....Box 838, Bellevue  
 Representative.....Pearson  
 President.....H. Kemper Freeman  
 Gen. Mgr.....King Mitchell  
 Sales Prom. Mgr.....Larry Lester  
 Prog. Dir.....Jo Warner

**KREM—Spokane—1946**

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KREM Bcstg. Co.  
 Address.....4103 South Regal  
 Tel.: KE 4-0466.....News Service: AP  
 Membership.....RAB  
 Representative.....Forjoe  
 Gen., Sta., Sales Prom. Mgr.....Robert H. Temple  
 Program Director.....E. A. Moseley  
 Pub. Dir.....Richard Hoover  
 Chief Engineer.....Hommer W. Mead

**KXA—Seattle—1926**

Frequency: 770 Kc.....Power: 1000 Watts d.

**KLYK—Spokane—1922**

Frequency: 1230 Kc.....Power: 250 Watts

Owned Oper. By.....Williams and Cody  
 Address, Trans. Loca.....Realty Bldg.  
 Telephone.....8033  
 Membership.....NAB  
 Representative.....Grant Webb  
 General Manager.....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.  
 Tel.: MA 4-1218.....News Services: AP, UP  
 Rep.....Avery Knodel, Art Moore  
 Pres.....Norman Alexander  
 General Manager.....Richard E. Jones  
 Sales Mgr.....James Agostino  
 Program Director.....George Anthony  
 Prom. Mgr.....Richard P. Jones

**KZUN—Spokane—1955**

Frequency: 630 Kc.....Power: 500 Watts, d.  
 Owned.....Voice of Spokane Valley  
 Address.....Box 123  
 Tel.: WA 4-2400.....News Service: AP  
 Representative.....W. S. Grant  
 General Manager.....Robert L. Swartz  
 Co-Manager.....Arthur R. MacKelvie  
 Sales Manager.....Richard White

**KREW—Sunnyside—1950**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cole E. Wylie  
 Address.....7th & Decatur  
 Tel.: 7-2277.....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  
 Tel.: WA 2-8733.....News Service: UP  
 Representative.....Avery Knodel  
 Membership.....RAB  
 Pres., Gen. Sta. Mgr.....J. Archie Morton  
 Comm., Prom. Mgr.....Herb Pollock  
 Pub. Dir.....Doris Finholm  
 Chief Engineer.....Duane White

**KTAC—Tacoma—1942**

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Tacoma Bcstrs., Inc.  
 Address.....Winthrop Hotel  
 Tel.: BR 2-2241.....News Service: UP  
 Transcription Service.....World  
 Representative.....Gill-Perna, Duncan A. Scott  
 Membership.....NAB  
 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.  
 Tel.: FU 3-2561.....News Services: AP, UP  
 Transcription Service.....Lang-Worth  
 Newspaper Affil.....News Tribune  
 Membership.....NAB,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  
 Tel.: TO 5-7272.....News Service: UP  
 Representative.....Hil F. Best  
 President.....Jack R. Woodroofe  
 General Manager.....Harold Z. Bagley  
 Program Director.....Charles Peterson  
 Comm. Mgr.....H. W. Fleming

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**KKEY—Vancouver—1954**  
KBS

Frequency: 1150 Kc. Power: 1,000 Watts d.  
Owned-Oper. By Western Bcstg. Co.  
Address: 5500 Fourth Plain Road  
Tel.: OX 3-2565 News Service: UP  
Representative Grant  
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 Mgr. Larry H. Lau  
Gen. Sales Mgr. Jim Green  
Nat. Sales Mgr. Isabelle Hoyt  
Chief Engineer Leo Erickson

**KTEL—Walla Walla—1946**  
ABN-KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Walla Walla Bdcstg. Co.  
Address Box 1028  
Tel.: JA 5-4103 News Service: AP  
Transcription Service World  
Representatives Grant, Feltis  
Pres., Gen. Mgr. Jack Keating  
Sales Prom. Manager Everett Skubinna

**KUJ—Walla Walla—1928**  
MBS

Frequency: 1420 Kc. Power: 5000 Watts  
Owned-Operated By KUJ, Inc.  
Business-Studio Address 55 E. Main St.  
Tel.: JA 9-1230 News Service: UP  
Representative Forjoe, Art Moore  
President, Gen. Mgr. H. E. Studebaker  
Comm. Mgr. Norval Armes  
Prog. Dir. LaVerne Russell  
Chief Eng. Glenn Dubbee

**KPQ—Wenatchee—1929**  
ABN-NBC-CBS

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By Westcoast Bcstg. Co., Inc.  
Bus.-Studio Address 32 N. Mission  
Phone: NO 3-5121 News Service: UP  
Representative Forjoe  
Trans. World  
Pres., Sta., Gen. Mgr. James W. Wallace  
V. P., Comm. Mgr. Pat O'Halloran  
Program Director Marc Bowman  
Chief Engineer Doug Whipple

**KMEL—Wenatchee—1948**  
MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By Wenatchee Broadcasters  
Address P. O. Box 1510  
Tel.: NO 2-7135 News Service: AP  
Representatives McGillvra, Feltis, Cox  
Transcription Standard  
Co-Owners S. Maus, M. Sorley  
Sales Manager Mark Sorley

**KUEN—Wenatchee—1956**  
KBS

Frequency: 1410 Kc. Power: 1 Kw., d.  
Owned Queens Bcstg. Co.  
Address 209 Orondo Ave.  
Tel.: NO 3-5168 News Service: AP  
Transcription Service Thesaurus  
Gen., Sta. Mgr. Dale R. Woods  
Comm. Mgr. W. G. Cannon  
Sales Prom. Mgr. James Johnson  
Prog. Dir. William Moeller  
Chief Engineer George Frese

**KIMA—Yakima—1944—CBS**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By Cascade Bdcstg. Co.  
Address P. O. Box 702  
Tel.: GL 2-9111 News Service: AP  
Membership NAB, RAB  
Rep. Weed & Co., Art Moore  
President A. W. Talbot  
Gen. Manager Thomas C. Bostic  
Station Mgr. W. B. Hansen



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VANCOUVER MARKETS  
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 Program Director..... Gene Grischow

**KIT—Yakima—1929**

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KIT, Inc.  
 Bus.-Studio Address .... 414½ E. Yakima Ave.  
 Tel.: GL 7-8115.....News Service: UP  
 Representative ..... Branham  
 President ..... Carl E. Haymond  
 Gen., Sta., Comm. Prom. Mgr..... Jack H. Goetz  
 Prog. Dir..... John Puckett  
 Pub. Dir..... Peder Wick  
 Chief Engineer..... H. B. Murphy

**KUTI—Yakima—1954**

Frequency: 980 Kc.....Power: 1000 Watts d.

Owned-Oper. By..... H. A. Roddick  
 Address ..... 316 Butterfield Rd.  
 Tel.: GL 2-6900.....News Service: UP  
 Representative ..... Forjoe  
 President ..... W. N. Nelskog  
 Gen., Sta. Mgr..... P. M. Crain  
 Comm. Mgr..... R. R. Fleming

**KLOQ—Yakima—1947**

**MBS-DON LEE**

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By..... Yakima Bcastg. Co.  
 Address ..... P. O. Box 172  
 Telephone ..... GL 2-7143  
 Representative ..... Headley-Reed, Walker  
 President..... Robert S. McCaw  
 Gen., Sta., Comm. Mgr. .... Warren J. Durham

**West Virginia**

Pop. March 1 (Est.)—2,020,000; Families—544,000; Lic. Stations—47,  
 Sta. CP's—1; Radio Homes—514,000; TV Homes—384,000

**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  
 Tel.: CL 3-7311.....News Service: UP  
 Representative ..... Burke—Stuart  
 Membership ..... NAB  
 President, Gen. Mgr..... Joe L. Smith, Jr.

**WWNR—Beckley—1946**

Freq.: 620 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By..... Rahall Bcastg. Co.  
 Business-Studio Address..... 1565 Harper Rd.  
 Tel.: CL 3-6145.....News Service: AP  
 Representative ..... Weed  
 President..... N. Joe Rahall  
 Gen., Sta. Mgr..... R. H. Booth  
 Comm. Mgr..... Margaret A. Jenkins  
 Sls. Prom. Mgr..... Paul Harless  
 Prog. Dir..... William G. Dancy  
 Chief Eng..... Anthony P. Gonzalez

**WHIS—Bluefield—1929**

**NBC-KBS**

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By..... Daily Telegraph Ptg. Co.  
 Business-Studio Address..... Box 10  
 Tel.: DA 7-7115.....News Service: AP  
 Representative ..... Katz  
 Gen. Mgr..... Hugh I. Shott  
 Sta. Mgr..... Melvin Barnett  
 Comm. Mgr..... George Hendrick  
 Pub. Director ..... Janie Marie Lambert  
 Chief Engineer..... P. T. Flanagan

**WKOY—Bluefield—1948**

**MBS**

Frequency: 1240 Kc. ....Power: 250 Watts

Owned-Oper. By ..... WKOY, Inc.  
 Address ..... Box 248  
 Tel.: DA 7-6124.....News Service: UP  
 Rep..... Devney & Co., Holman, Dora-Clayton  
 Pres., Gen. Mgr., Comm. Mgr. J. Lindsley Alley  
 Sta. Mgr., Prog. Dir ..... Ed Erb

**WCW—Charleston—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Capitol Bcastg. Corp.  
 Address ..... Kanawha Hotel  
 Tel.: DI 3-7503.....News Service: UP  
 Representative ..... Headley-Reed  
 Membership ..... NAB  
 Pres., Gen., Sta. Mgr..... E. M. Johnson  
 Comm. Mgr..... Elaine Johnson  
 Local Sales Mgr..... Bert Files  
 Chief Engineer ..... Frank Allender

**WCHS—Charleston—1927**

**CBS**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... The Tierney Co.  
 Address ..... 1111 Virginia St.  
 Tel.: DI 2-8131.....News Services: AP, UP  
 Represent'ative ..... Branham  
 Membership ..... NAB, RAB  
 President..... Hawthorne D. Battle  
 V.P., Gen. Mgr..... John T. Gelder, Jr.  
 Prom. Mgr..... William Cooke, Jr.  
 Comm. Mgr..... Robert M. Sinclair  
 Program Director ..... Joe Farris  
 Chief Engineer..... William E. Dixon

**WGKV—Charleston—1939**

**ABN**

Frequency: 1490 Kc.....Power: 250 W.



Owned..... Joseph L. Brechner  
 Address ..... Professional Bldg.  
 Tel.: DI 3-9544..... News Service: AP  
 Representative... Venard, Rintoul & McConnell  
 Gen. Mgr..... James K. Stock  
 Comm. Mgr..... Lee J. Molleson  
 Prog. Dir..... Harv Morgan  
 Chief Engineer..... Vernon Hutchinson

News Service .....UP  
 Transcription Service .....World  
 Membership .....NAB, RAB  
 Pres., Gen. Mgr..... John Carr  
 Vice-Pres..... Howard A. Donahoe  
 Program Director..... John O'Brien  
 Comm. Manager..... Grady F. Guye

**WTIP—Charleston—1946**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By... Chemical City Bcstg. Co.  
 Bus-Studio Address..... Capitol & Fife  
 Tel.: DI 2-3136..... News Service: UP  
 Membership .....NAB, RAB  
 Representative ..... Forjoe, Dora-Clayton  
 President ..... Gus Zaharis  
 Gen. Mgr..... Berton Sonis  
 Sta. Comm. Mgr..... Mel S. Burka  
 Sls. Prom., Prog. Dir., Pub. Dir..... Bob Bower  
 Chief Engineer..... Paul Sullivan

**WMMN—Fairmont—1928**  
**CBS**

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Peoples Bcstg. Co.  
 Address ..... Columbus, Ohio  
 Tel.: 3100..... News Service: AP  
 Representative ..... Hollingbery  
 Trans. .... Standard  
 Membership ..... NAB, RAB  
 Vice President, Gen. Mgr..... Herbert Evans  
 Station Manager..... A. G. Ferrise

**WBOY—Clarksburg—1937**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..... WSTV, Inc.  
 Address ..... Steubenville, Ohio  
 Tel.: MA 4-7571..... News Service: UP  
 Representative ..... Branham  
 Membership ..... RAB, NAB  
 Gen. Mgr..... George H. Clinton  
 Comm. Manager..... Richard Hustead  
 Sta. Manager..... Carl Loose  
 Sales Prom. Mgr..... Gene Panetta  
 Program Manager..... Don McWhorter  
 Chief Engineer..... V. G. Brooks

**WTCS—Fairmont—1947**  
**ABN-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned..... Fairmont Broadcasting Co.  
 Address ..... Box 1549  
 Tel.: 5000..... News Service: UP  
 Representative ..... Gill-Perna, Keystone  
 President ..... Paul Pitrolo  
 V.P., Gen. Mgr..... Nick Fantasia  
 Comm. Mgr..... Nuna Fabre, Jr.  
 Program Director..... Josephine Trotta  
 Chief Engineer..... Richard L. McBride

**WHAR—Clarksburg—1946**  
**MBS-ABN-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Harrison Corp.  
 Address Trans. Loca..... 1200 E. Pike St.  
 Tel.: MA 4-5525..... News Service: UP  
 Transcription ..... World  
 Rep. .... Burn-Smith  
 Gen. Mgr..... Mason C. Deaver  
 Prom. Mgr..... Charles Gaylord  
 Commercial Manager..... F. T. Gregg  
 Program Director..... Harold McWhorter  
 Chief Engineer..... Beryl Snyder

**WELD—Fisher—1956—ABN**

Frequency: 690 Kc.....Power: 500 W., d.  
 Owned..... Richard F. Lewis, Jr.  
 Address ..... Fisher  
 Telephone ..... LE 8-6062  
 President..... Richard F. Lewis, Jr.  
 Gen. Mgr..... Kimberley Johnson

**WPDX—Clarksburg—1947**

Frequency: 750 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Clarksburg Bcstg. Corp.  
 Business-Studio Address..... 339 W. Main St.  
 Tel.: MA 4-6425..... News Service: AP  
 Gen. Mgr..... Joe M. Larosa  
 Sta. Mgr..... De Witt Wyatt

**WVWV—Grafton-Fairmont**  
**1947—MBS**

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned..... Beacom Bcstg. Enterprises  
 Address ..... 400 Quincy Street  
 Tel.: GR 2000..... News Services: INS, UP  
 Trans. .... Standard  
 Representative ..... Gill-Perna, Inc.  
 Membership .....NAB  
 President..... J. Patrick Beacom  
 Sta. Mgr..... Robert B. Frazier  
 Comm. Mgr..... William Cotrell

**WDNE—Elkins—1948—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Marja Bcstg. Corp.  
 Address ..... Davis & Wash. Sts.

**WHTN—Huntington—1947**  
**MBS**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper..... Cowles Bcstg. Co.  
 Business-Studio Address..... 625 Fourth Ave.  
 Tel.: JA 5-7661..... News Service: UP  
 Transcription Service .....Thesaurus  
 Rep. .... Moecker  
 Membership .....NAB, RAB

General Manager..... Robert A. Tincher  
 Station Manager..... John S. Phillips

**WPLH—Huntington—1946**  
**KBS**

Frequency: 1470 Kc..... Power: 5000 Watts, d.  
 Owned-Oper. By..... Huntington Bcstg. Corp.  
 Business-Studio Address..... 1105 Fourth Ave.  
 Tel.: JA 3-3421..... News Service: AP  
 Transcription Service..... Capitol  
 Representative..... Walker  
 Membership..... NAB  
 President..... Cy N. Bahakel  
 Gen. Manager..... Les J. Tackett

**WSAZ—Huntington—1923**  
**ABN-NBC**

Freq.: 930 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... WSAZ, Inc.  
 Business-Studio Address..... 201 Ninth St.  
 Tel.: JA 3-8401..... News Service: AP  
 Representative..... Katz  
 Membership..... NAB, RAB  
 President..... Lawrence H. Rogers  
 Gen., Station Manager..... C. T. Garten  
 Prom., Merchandising..... George Greenwood  
 Comm. Manager..... George Andrick  
 Program Director..... C. Bosworth Johnson  
 Chief Engineer..... Carroll Kessell

**WKYR—Keyser—1953—KBS**

Freq.: 1270 Kc..... Power: 5000 Kw. d.

Owned..... WKYR Inc.  
 Address..... Keyser  
 Tel.: KE 3011..... News Service: UP  
 Station Rep..... Burn-Smith  
 Transcription..... World  
 Membership..... NAB  
 President..... Walter Patterson  
 Gen. Mgr..... William W. Robinson  
 Chief Engineer..... Wes Allen

**WLOG—Logan—1940—MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... C. H. Frey, R. O. Greever  
 Address..... 445 Stratton St.  
 Tel.: 540..... News Service: AP  
 Newspaper Affil..... Banner  
 Partner..... Clarence H. Frey  
 Partner..... Robert O. Greever  
 Comm. Mgr..... C. H. Murphey

**WVOW—Logan—1952—KBS**

Freq.: 1290 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Logan Bcstg. Co.  
 Address..... Box 1921  
 Tel.: 2356..... News Service: UP  
 Commercial Manager..... Martha J. Becker  
 Program Director..... Audie Albright  
 Chief Engineer..... John Lamont

**WEPM—Martinsburg—1946**  
**MBS-KBS**

Frequency: 1340 Kc..... Power: 250 Watts

To Broadcasters

**AP**

Means

**Added P**rofits

**Added P**restige

**The Associated Press**

50 Rockefeller Plaza  
 New York 20, N. Y.



**Owned-Oper. By**.....Martinsburg Bcstg. Co.  
**Business Address**.....Peoples Trust Co. Bldg.  
**Tel.:** AM 3-5252.....**News Service:** AP  
**Transcription Service**.....Thesaurus  
**Representative**.....McGillvra  
**Membership**.....NAB  
**Co-Owner, Gen. Mgr.**.....C. Leslie Golliday  
**Program Director**.....John E. Taylor  
**Sta., Comm. Manager**.....George N. O'Brien  
**Chief Engineer**.....Sheridan Campbell

**Tel.:** TI 5-1230.....**News Service:** UP  
**Representative**.....Thomas Clark  
**Pres., Gen., Prom. Mgr.**.....John T. Taylor  
**Program Director**.....John Corrigan  
**Comm., Sales Prom. Mgr.**.....Nick Petersen, Jr.  
**Chief Engineer**.....J. W. Jones

**WHJC—Matewan—1951**  
**KBS**

**WETZ—New Martinsville**  
**1952—MBS-KBS**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**...Three States Bcstg. Co.  
**Tel.:** 4771.....**News Service:** UP  
**Transcription Service**.....SESAC, Standard  
**Representative**.....Continental  
**President, Gen. Mgr.**.....Fred Morningstar

**Frequency:** 1330 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**...Magnolia Broadcasting Co.  
**Address**.....3rd St., N.  
**Tel.:** GL 5-3030.....**News Service:** AP  
**Representative**.....Gill-Perna  
**Membership**.....NAB  
**Trans. Service**.....Standard, Sesac  
**President, Gen. Mgr.**.....Harry G. Bright  
**Comm. Manager**.....George K. Eubanks  
**Sales Prom. Mgr.**.....Lorraine Espy  
**Prog. Director**.....Terence M. Anderson  
**Chief Engineer**.....J. W. Jones

**WMON—Montgomery—1946**  
**MBS**

**WOAY—Oak Hill—1947**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned**.....Fayette Associates, Inc.  
**Address**.....1028 First Ave.  
**Tel.:** HI 2-2191.....**News Service:** AP  
**Transcription**.....Thesaurus  
**President**.....Arnold M. Vickers  
**General Manager**.....Andrew W. Vickers  
**Program Director**.....Richard A. Rhodes  
**Chief Engineer**.....J. C. Craver

**Frequency:** 860 Kc.....**Power:** 10 Kw. d.  
**Owned-Oper. By**.....Robert R. Thomas, Jr.  
**Business Address**.....Box 251  
**Tel.:** HO 9-3361.....**News Service:** AP  
**Transcription Service**.....Capital, Thesaurus  
**Representative**.....Pearson  
**Membership**.....NAB  
**Pres., Gen. Mgr.**.....Robert R. Thomas, Jr.  
**Chief Engineer**.....Curtis Horton

**WAJR—Morgantown—1940**  
**KBS-MBS**

**WCEF—Parkersburg—1954**  
**KBS**

**Freq.:** 1440 Kc.....**Power:** 5 Kw. d., 500 Watts, n.  
**Owned-Oper. By**...West Virginia Radio Corp.  
**Business-Studio Address**.....446 Spruce St.  
**Tel.:** 9488.....**News Service:** UP  
**Newspaper Affil.**...W. Va. Newspaper Pub. Co.  
**Transcription Service**.....World, Thesaurus  
**Rep.**.....Tom C. Clark  
**Membership**.....NAB  
**President**.....Agnes J. Reeves Greer  
**General Manager**.....M. A. Campbell, Jr.  
**Comm. Manager**.....James Redmond  
**Prog. Director**.....Adrian Jack Belt  
**Chief Engineer**.....Al Novak

**Frequency:** 1050 Kc.....**Power:** 1000 Watts  
**Owned**.....Franklin Broadcasting Co.  
**Address**.....P. O. Box 228  
**Tel.:** GA 2-1844.....**News Service:** UP  
**Transcription**.....Standard  
**Representative**.....Bcst. Time Sales  
**Membership**.....NAB  
**Gen. Mgr., Ch. Eng.**.....C. E. Franklin  
**Commercial Mgr.**.....Mike Morris  
**Sales Prom. Mgr.**.....Dorothy Leon  
**Publicity Director**.....Harvey Kaye

**WCLG—Morgantown—1954**

**WCOM—Parkersburg—1947**  
**ABN**

**Frequency:** 1300 Kc.....**Power:** 1000 Watts, d.  
**Owned**.....Morgantown Broadcasting Co.  
**Address**.....P. O. Box 885  
**Tel.:** 2-2222.....**News Service:** AP  
**Transcription Service**.....Lang-Worth  
**Representative**.....McGillvra  
**Owner, Gen. Mgr.**.....C. Leslie Golliday  
**Station Manager**.....Carl J. Raymond  
**Program Director**.....John Floyd

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Valley Broadcasters Inc.  
**Address**.....317 Ninth St.  
**Tel.:** HU 5-4491.....**News Service:** AP  
**Membership**.....NAB, RAB  
**Transcription Service**.....World  
**Representative**.....McGillvra  
**President**.....Joseph M. Handlan  
**Gen., Sta., Comm. Mgr.**.....A. N. Archer  
**Chief Eng., Prog. Dir.**.....William Collins

**WMOD—Moundsville—1950**  
**KBS**

**WPAR—Parkersburg—1935**  
**CBS**

**Frequency:** 1370 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Miracle Valley Bcstg. Co.  
**Address**.....505 Seventh St.

**Frequency:** 1450 Kc.....**Power:** 250 Watts

Owned-Oper. By.....WSTV, Inc.  
 Business-Studio Address.....211 5th St.  
 Tel.: HU 5-5475.....News Service: UP  
 Transcription Service.....Thesaurus  
 Representative.....Branham  
 Membership.....NAB, RAB  
 President.....Jack N. Berkman  
 V.P., Gen. Mgr.....George H. Clinton  
 Sta., Comm. Mgr.....Bert L. Walter  
 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  
 Tel.: 2711.....News Service: UP  
 President.....R. D. Bailey  
 Gen., Sta., Comm. Mgr.....Edward Hawley  
 Program Director.....Elaine Taylor  
 Chief Engineer.....William D. Stone

**WLOH—Princeton—1947**  
**ABN-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mountain Bcstg. Co.  
 Tel.: GA 5-2151.....News Service: AP  
 Representative.....Hopewell  
 Membership.....NAB  
 Gen., Sta. Mgr.....Robert Harrison  
 Commercial Manager.....Bill Waldorf  
 Prog. Dir.....Bob Woodburn  
 Chief Engineer.....Earle Graham

**WRON—Ronceverte—1947**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Blake Bcstg. Co.  
 Address.....Fairlea  
 Tel.: RO 300.....News Service: AP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB  
 General Mgr.....William E. Blake  
 Comm. Mgr.....Gladys Livesay

**WKLC—St. Albans—1956**

Frequency: 1300 Kc.....Power: 1 Kw., d.  
 Address.....105 6th Ave.  
 Tel.: PA 7-1300.....News Service: AP  
 Representative.....Bernard  
 Transcription Service.....Thesaurus  
 General Manager.....Raymond I. Kandel  
 Prog. Dir.....Bob Entley  
 Chief Engineer.....Harry Bowen

**WEIR—Weirton—1950**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Tri-State Bcstg. Co.  
 Address.....3992 Main St.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....RAB  
 Representative.....Rambau

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  
 Tel.: 1140.....News Service: UP  
 Representative.....McGillvra  
 Transcription Service.....World  
 Membership.....NAB  
 President, General Manager.....Sam Sidote  
 Comm., Prom. Mgr.....James French, Jr.  
 Program Director.....Marilyn Sturgill  
 Chief Engineer.....Howard R. King

**WMCD—Welch—1955—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Williamson Broadcasting Corp.  
 Address.....Rhodes Realty Building  
 News Service.....AP  
 Membership.....NAB  
 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  
 Tel.: 1555.....News Service: UP  
 Trans. Service.....World, 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  
 Tel.: CE 3-1300.....News Service: UP  
 Representative.....Gill-Perna  
 Transcription Service.....Standard  
 Nat. Sales Mgr.....Paul Miles

**WKWK—Wheeling—1941**  
**ABN**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Community Bcstg., Inc.  
 Trans. Add.....Pythian Bldg. 16th & Market Sts.  
 Tel.: CE 2-2250.....News Service: AP  
 Station Representative.....Walker  
 Membership.....NAB  
 Pres., Gen. Manager.....John B. Reynolds  
 Comm., Prom. Mgr.....Elsie M. Cook  
 Program Director.....Dale M. Schussler  
 Chief Engineer.....James Jones

**WWVA—Wheeling—1926**  
**CBS**

Frequency: 1170 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Storer Broadcasting Co.  
 Address.....Hawley Bldg.



Tel.: CE 2-1170..... News Service: AP  
 Representative ..... John Blair  
 Membership ..... NAB, 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  
 Telephone ..... 1241  
 Representative..... Gene Grant & Co.  
 Membership ..... NAB  
 Manager ..... Alice Shein

**Wisconsin**

Pop. March 1 (Est.)—3,882,000; Families—1,119,000; Lic. Stations—74,  
 Sta. CP's—1; Radio Homes—1,104,000; TV Homes—924,000

**WATK—Antigo—1947**

Frequency: 900 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Antigo Bcstg. Co.  
 Address ..... Journal Bldg.  
 Telephone ..... 90  
 President, Gen. Mgr..... A. F. Berner

Transcription ..... Thesaurus  
 Representative ..... Hal Holman  
 Membership ..... NAB  
 President..... W. E. Walker  
 Exec. V.P., Gen. Mgr..... Charles R. Dickoff  
 Sta. Mgr..... Roy Ambrose

**WAPL—Appleton—1952**

Frequency: 1570 Kw..... Power: 1000 Watts d.  
 Owned-Oper. By..... WAPL Radio  
 Address..... Balliet Hotel, 124 W. Wash. St.  
 Tel.: RE 4-9226..... News Service: UP  
 Rep..... Young Rep., Inc.  
 Membership ..... NAB, RAB  
 Pres., General Manager..... Connie Forster  
 Reg. & Nat. Sales Manager..... Bob Culp  
 Program Director..... Rex Munger

**WBEL—Beloit—1948—KBS**

Frequency: 1380 Kc..... Power: 5000 Watts d.  
 Owned-Oper. By..... Beloit Bcstrs., Inc.  
 Business-Studio Address..... 430 State St.  
 Tel.: EM 5-5525..... News Service: UP  
 Representative ..... Gill-Perna  
 Membership ..... RAB  
 President ..... Russ Salter  
 General Mgr..... Robert O. Moran  
 Sta., Comm. Mgr..... Joe Moen  
 Sales Prom. Mgr..... Irv Andreoni  
 Chief Engineer..... Leo Wilcox

**WHBY—Appleton—1924**  
**MBS-KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... WHBY, Inc.  
 Bus-Studio Address..... 600 So. Law St.  
 Tel.: 3-6639..... News Service: AP  
 Trans..... Lang-Worth  
 Gen., Comm. Mgr..... Lewis J. Process  
 Program Director..... Raymond Brock  
 Chief Engineer..... George Merkl

**WGEZ—Beloit—1948—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Beloit Bcstg. Co.  
 Business-Studio Address..... Hotel Hilton  
 Tel.: EM 5-8865..... 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

**WATW—Ashland—1950—KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... WATW, Inc.  
 Address..... 321 W. 3rd St.  
 Tel.: 1680..... News Service: UP  
 Representative ..... Thomas F. Clark  
 Trans..... Thesaurus  
 President, Gen. Mgr..... Gene Halker  
 Comm. Mgr..... J. E. Huber  
 Sales Prom. Mgr..... Robert Murphy

**WCHF—Chippewa Falls—1954**

Frequency: 1150 Kc..... Power: 5 Kw. d.  
 Owned ..... Chipewa Bcstg. Co.  
 Address ..... Box 41  
 Tel.: PA 3-4476..... News Service: UP  
 Representative ..... Grant Webb  
 Transcription ..... World  
 Pres., Gen. Mgr..... W. F. Kean  
 Sales Prom. Mgr..... Bob Bailly  
 Comm. Station Manager..... John Phillips

**WBEV—Beaver Dam—1951**

Frequency: 1430 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Beaver Dam Bcstg. Co.  
 Address..... 109½ Front St.  
 Tel.: TU 5-4442..... News Service: UP

**WBIZ—Eau Claire—1947**  
**MBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... WBIZ, Inc.

Address.....609 Cameron St.  
 Tel.: TE 5-5111.....News Services: UP  
 Representative.....Pearson  
 Membership.....RAB  
 President, General Mgr.....Howard G. Bill  
 Chief Eng., Prog. Dir.....Harold Jahnke

**WEAU—Eau Claire—1937**  
**NBC**

Frequency: 780 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Central Bcastg. Co.  
 Business-Studio Address: 2415 Hastings Way  
 Tel.: 2-3474.....News Service: UP  
 Trans. Serv.....Thesaurus  
 Representative.....Hollingberry  
 Membership.....NAB, RAB  
 President.....W. C. Bridges  
 General Mgr.....Leo Howard  
 Commercial Mgr.....Norm Haagenon

**WRFW—Eau Claire—1948**  
**KBS**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned...Chippewa Valley Radio & TV Corp.  
 Bus.-Studio-Transmitter Address: P. O. Box 23  
 Tel.: 2-1620.....News Service: AP  
 Transcription Service.....Capitol, Standard  
 Rep.....Sears & Ayer  
 President.....Thomas K. Werner

**KFIZ—Fond Du Lac—1922**  
**MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KFIZ Bcastg. Co.  
 Bus.-Studio-Transmitter Address: 18 W. First St.  
 Telephone.....WA 1-3770  
 Representative.....Holman  
 Membership.....NAB  
 Exec. Vice Pres.....Emery W. Martin

**WBAY—Green Bay—1922**  
**CBS**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Norbertine Fathers  
 Address.....115 South Jefferson  
 Telephone.....HE 2-3333  
 Representative.....Weed  
 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**  
**ABN-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Green Bay Bcastg. Co.  
 Business-Studio Address: 225 N. Adams St.  
 Tel.: HE 5-5331.....News Service: UP  
 Rep.....Grant Webb  
 Trans.....Lang-Worth  
 Membership.....NAB

Pres., Gen. Mgr.....Ben A. Laird  
 Sta., Prom. Mgr.....Allen H. Embury  
 Comm. Mgr.....Kenneth Sorensen  
 Prog. Dir.....Dee Richards  
 Chief Engineer.....Leo Westerman

**WJPG—Green Bay—1947**

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....Green Bay Newspaper Co.  
 Business Address.....Box 766  
 Tel.: HE 5-7575.....News Service: AP  
 Trans. Ser.....World  
 Representative.....Burn-Smith  
 Membership.....NAB  
 General Manager.....Joseph Horner, Jr.  
 Station Manager.....John M. Walter  
 Commercial Manager.....Glen R. Holznecht  
 Program Director.....Clair Stone  
 Chief Engineer.....Elmo Reed

**WTKM—Hartford—1954**  
**KBS**

Frequency: 1540 Kc.....Power: 500 Watts d.  
 Owned-Operated By: Kettle Moraine Bcastg. Co.  
 Address.....Town of Erin, Hartford  
 Tel.: 600.....News Service: UP  
 Transcription Service.....World  
 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.  
 Tel.: PL 4-3316.....News Service: AP  
 Newspaper Affiliation.....Daily Gazette  
 Representative.....Everett-McKinney  
 Membership.....NAB  
 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.....Kenosha Bcastg., Inc.  
 Address.....Kenosha Nat. Bank Bldg.  
 Tel.: OL 7-6162.....News Service: AP  
 Transcription Service.....Lang-Worth  
 Representative.....Everett-McKinney  
 Membership.....RAB, NAB  
 Pres., Gen. Mgr.....William L. Lipman  
 Sta., Comm. Manager.....Hugh Gately  
 Program Director.....Steve Kelly  
 Pub. Dir.....Virginia Taylor  
 Chief Engineer.....Casimir Lubinsky

**WKBH—La Crosse—1923**  
**NBC**

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WKBH, Inc.  
 Business-Studio Address: 141 So. 6th St.



Tel.: 2-4678.....News Service: AP  
 Transcription Service.....Thesaurus  
 Representative.....H-R  
 Membership.....RAB, NAB  
 President, Station Mgr.....Howard Dahl  
 Program Director.....Berneice Callaway  
 Sales Manager.....Robert Z. Morrison, Jr.  
 Chief Engineer.....Al Leeman

Representative, Peters, Griffin, Woodward, Inc.  
 Membership.....RAB, NAB  
 President.....Ralph M. Immell  
 General Manager.....Ralph O'Connor  
 Comm., Sls. Prom. Mgr.....Lews J. Bassett  
 Prog., Pub. Dir.....Phebe Rogers  
 Chief Engineer.....Walter Hariu

**WKTY—La Crosse—1948**  
 ABN

**WKOW—Madison—1948**  
 CBS

Frequency: 580 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lee & Associates, Inc.  
 Business-Studio Address.....Box 751  
 Tel.: 2-6042.....News Service: UP  
 Rep.....Everett-McKinney, Bulmer-Johnson  
 President, Gen. Mgr.....Herbert H. Lee  
 Prog. Dir.....Marilyn J. Bahwell  
 Comm. Mgr.....Philip A. Dyer  
 Office Mgr.....George G. Sauer

Freq.: 1070 Kc...Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....Monona Bcastg. Co.  
 Address.....215 W. Washington Ave.  
 Tel.: AL 7-2261.....News Service: AP  
 Representative.....Headley-Reed  
 Membership.....NAB  
 President.....Stewart Watson  
 General Manager.....Ben Hovel  
 Sales Prom. Mgr.....John Shambow  
 Program Director.....Selma Parker  
 Tech. Supervisor.....Bob Wickhem

**WLC—La Crosse—1948**  
 KBS

**WOMT—Manitowoc—1926**  
 MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....La Crosse Radio Inc.  
 Address.....Rivoli Theatre Bldg.  
 Tel.: 4-4521.....News Service: UP  
 Trans.....World  
 Representative.....Masla  
 President.....Joseph H. Rohrer  
 Comm. Mgr.....Burdett W. Wakeman

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Francis M. Kadow  
 Business-Studio Address.....1118 Washington St.  
 Tel.: MU 4-6015.....News Service: UP  
 Membership.....NAB  
 Representative.....Hal Holman  
 General Mgr.....Francis M. Kadow  
 Comm. Mgr.....Kent Olson  
 Program Director.....George H. Erdman  
 Chief Eng.....H. E. Willis

**WLDY—Ladysmith—1948**  
 MBS-KBS

**WCUB—Manitowoc—1951**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Flambeau Bcastg. Co.  
 Address.....Hwy. 8  
 Tel.: 585.....News Service: AP  
 Representative.....Thomas Clark  
 President.....Ruth B. Nelson  
 Sec'y Treas., Gen. Mgr.....Chas. H. Nelson

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Business Mgt., Inc.  
 Address.....2500 N. Mirro Drive  
 Tel.: MU 2-7763.....News Service: AP  
 Transcription Service.....World  
 Representative.....Radio-TV Reps.  
 Gen. Mgr.....Christian Schneider  
 Comm. Mgr.....Bob Rathman  
 Program Director.....Dick Thomas  
 Chief Eng.....Bob Robinson

**WIBA—Madison—1925—NBC**

**WMAM—Marinette—1939**  
 NBC

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Badger Bcastg. Co.  
 Business-Studio Address.....3800 Regent St.  
 Tel.: CE 3-5311.....News Service: AP  
 News. Affil.....Capital Times  
 Trans.....Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NAB  
 President.....William T. Evjue  
 General Manager.....Kenneth F. Schmitt  
 Commercial Manager.....Howard A. Johnson  
 Chief Engineer.....Norman Hahn

Freq.: 570 Kc...Power: 250 W. d., 100 W. n.  
 Owned-Oper. By.....M. & M. Bcastg. Co., Inc.  
 Bus. Studio Address.....400 Wells St.  
 Tel.: RE 5-6631.....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.....Addlee Gray  
 Chief Engineer.....Al Alexander

**WISC—Madison—1948**  
 MBS-ABN

**WDLB—Marshfield—1946**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Wisconsin, Inc.  
 Address.....4801 W. Beltline Hwy.  
 Tel.: CE 3-9791.....News Service: UP

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Clarkwood Broadcasting Corp.



Address ..... Box 512  
 Tel.: 1450 ..... News Service: UP  
 Transcription ..... World  
 Representative ..... Grant-Webb  
 Membership ..... RAB  
 President, Gen. Mgr. .... Hartley L. Samuels  
 Commercial Manager ..... John R. Thornton  
 Program Director ..... Charles Lilligren  
 Publicity Director ..... Glenn Brown  
 Chief Engineer ..... Richard Hanneman

Tel.: DI 2-3000. News Services: AP, UP, INS  
 Representative ..... Petry  
 Membership ..... NAB  
 President ..... D. L. Provost  
 Gen. Mgr. .... John B. Soell  
 Prom. Mgr., Pub. Dir. .... Arthur H. Barnes  
 Chief Eng. .... Donald Weller

**WIGM—Medford—1941**  
 KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... WIGM, Inc.  
 Address ..... Hy. 13  
 Telephone ..... 5147  
 Representative ..... Clark  
 Pres., Gen. Mgr. .... Paul Allman  
 V.P., Sls. Mgr. .... Joe Dalvig

**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.  
 Tel.: WE 3-1290. .... News Service: UP  
 Membership ..... NAB  
 Representative ..... Forjoe  
 President ..... Gene Posner  
 Station Mgr. .... Paul DeChan'  
 Sales Prom. Mgr. .... Oliver West  
 Program Co-ord. .... Norman Marggraff  
 Chief Engineer ..... Gino Monaco

**WMNE—Menomonie—1951**  
 KBS

Frequency: 1360 Kc. .... Power: 1 Kw. d.  
 Owned-Oper. By. .... Menomonie Bcastg. Co.  
 Address ..... 603½ Broadway  
 Tel.: 1156. .... News Service: UP  
 Transcription ..... Lang-Worth, World  
 General Manager ..... Don Mortwedt  
 Sales Mgr. .... Thor Edgeberg

**WOKY—Milwaukee—1947**

Frequency: 920 Kc. .... Power: 1 Kw.  
 Owned ..... Bartell Broadcasters, Inc.  
 Address ..... 522 W. Wisc. Ave.  
 Tel.: BR 1-8480. .... News Service: UP  
 Representative ..... Katz  
 Membership ..... RAB, NAB  
 General Mgr., V.P. .... Melvin Bartell  
 Program Dir. .... J. A. Reddy  
 Chief Engineer ..... Ralph Evans

**WEMP—Milwaukee—1935**

Frequency: 1250 Kc. .... Power: 5 Kw.  
 Owned-Oper. By. .... Milwaukee Bcastg. Co.  
 Bus. Address. .... 1701 W. Wisconsin Ave.  
 Tel.: DI 2-4040. .... News Service: UP  
 Representative ..... Headley-Reed  
 Membership ..... NAB, RAB  
 President ..... A. M. Sphaeris  
 V.P., Gen. Mgr. .... Hugh K. Boice, Jr.  
 Sales Manager ..... John C. Gagliano  
 Publicity Director ..... Elise Rosenblum  
 Program Director ..... Tom Shanahan  
 Chief Engineer ..... Roland Paske

**WRIT—Milwaukee—1955**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Radio Milwaukee, Inc.  
 Address ..... 5407 W. Martin Dr.  
 Tel.: BL 8-9321. .... News Services: AP, INS  
 Representative ..... John Pearson  
 Membership ..... NAB  
 President ..... Elmer Balaban  
 Gen., Sta. Mgr. .... James G. Haig  
 Chief Engineer ..... Ralph Ingraham

**WFOX—Milwaukee—1946**  
 MBS-KBS

Frequency: 860 Kc. .... Power: 250 Watts  
 Owned ..... Business Management Inc.  
 Address ..... 208 E. Wisconsin Ave.  
 Tel.: BR 2-1272. .... News Service: AP  
 Representative ..... Radio-TV Rep., Inc.  
 Trans. .... World  
 President ..... Joseph A. Clark  
 General Manager ..... Neil K. Searles  
 Program Director ..... Jo Boyd  
 Chief Engineer ..... Robert Mayer

**WTMJ—Milwaukee—1927**  
 NBC

Frequency: 620 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... The Journal Co.  
 Business Address. .... 333 W. State  
 Tel.: BR 1-6000. .... News Service: AP  
 Newspaper Affil. .... Journal  
 Membership ..... RAB  
 Representative ..... Christal  
 V.P., General Mgr. .... Walter J. Damm  
 Asst. Mgr. .... R. J. Heiss  
 Station Manager ..... George Comie  
 Sales Mgr. .... Joseph Killeen  
 Prog. Mgr. .... Don Loose  
 Mgr., Engineering ..... Phillip B. Laesser  
 Prom. Mgr. .... R. Bruce Wallace

**WISN—Milwaukee—1922**  
 ABN

Frequency: 1150 Kc. .... Power: 5,000 Watts  
 Owned-Oper. By. .... Hearst Corporation  
 Address ..... 759 N. 19th St.

**WEKZ—Monroe—1951**

Frequency: 1260 Kc. .... Power: 1 Kw. d.  
 Owned-Operated By. .... Green County Bcastg. Co.  
 Address ..... Box 640  
 Tel.: 1260. .... News Service: AP

Representative.....W. D. Roberts  
 Program Director.....Stan Neuberger  
 General Manager.....Joseph Urban  
 Chief Engineer.....Rex Eyler

President.....R. Bunker Rogoski  
 Sta. Mgr., Prog. Dir.....Milton Maltz  
 Gen., Comm. Mgr.....Robert G. Wright  
 Chief Eng.....Chris P. Markworth

### WNAM—Neenah—1947

Frequency: 1280 Kc.....Power: 1 Kw.  
 Owned.....Neenah-Menasha Bcstg. Co.  
 Address.....Radio & Television Park  
 Tel.: PA 2-6471.....News Service: UP  
 Station Rep.....Everett-McKinney  
 Transcription.....Thesaurus  
 Membership.....NAB, RAB  
 V.P., Gen. Mgr.....Don C. Wirth  
 Commercial Mgr.....Don Harrington  
 Program Dir.....Tom Collins  
 Chief Engineer.....Gordon Daily

### WPDR—Portage—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Portage Bcstg. Co.  
 Address.....Box 142  
 Tel.: RI 2-2350.....News Service: UP  
 President.....W. T. Comstock  
 Manager.....Robert D. Hutchings  
 Comm. Mgr.....Carol Mork

### WIBU—Poynette—1925 KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....William C. Forrest  
 Bus.-Transmitter Address.....Poynette  
 Pres., Gen. Mgr.....William C. Forrest

### WCCN—Neillsville—1957

Frequency: 1370 Kc.....Power: 1 Kw., d.  
 Owned.....Central Wisconsin Bcstg.  
 Address.....Box 87  
 Tel.: 333.....News Service: UP  
 Trans.....Standard  
 V.P., Gen. Mgr.....Howard Sturtz, Jr.  
 Prog. Dir.....Robert Lulloff

### WPRE—Prarie Du Chien—1952

Frequency: 980 Kc.....Power: 500 Watts, d.  
 Owned.....Prarie Bcstg. Co., Inc.  
 Address.....P. O. Box 36  
 Tel.: 637.....News Service: UP  
 Transcription.....Capitol, World  
 Representative.....Holman  
 Gen., Sta. Mgr.....W. C. Schlaugat, Jr.  
 Comm., Sales Prom. Mgr.....Thomas Multerer

### WOSH—Oshkosh—1941 ABN-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Oshkosh Bcstg. Co.  
 Transmitter Location.....1235 Bowen St.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 General Manager.....Wm. L. McDonald

### WRAC—Racine—1951

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....WRAC, Inc.  
 Address.....Arcade Bldg.  
 Tel.: ME 2-1627.....News Service: UP  
 Trans. Service.....RCA  
 Representative.....McGillvra  
 Membership.....NAB  
 Vice-Pres., Gen. Mgr.....William J. Prialux  
 Comm. Mgr.....Raymond J. Pawzun

### WFPF—Park Falls—1953 KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Northland Bcstg. Co., Inc.  
 Address.....Hwy. 13  
 Tel.: 369.....News Service: UP  
 Representative.....Clark  
 Pres., Gen., Comm. Mgr.....Gordon Schluter

### WRJN—Racine—1926—ABN

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Racine Bcstg. Corp.  
 Business Address.....4201 Victory Ave.  
 Tel.: ME 4-3311.....News Service: AP  
 Representative.....Walker  
 Newspaper Affiliation.....Journal-Times  
 Membership.....NAB  
 Station Manager.....Harold J. Newcomb

### WSWW—Platteville—1955 KBS

Frequency: 1590 Kc.....Power: 1 Kw. d.  
 Owned-Operated By.....Southwest Wisc. Co.  
 Address.....P. O. Box 1  
 Tel.: 2775.....News Service: AP  
 Membership.....NAB  
 General, Comm. Mgr.....R. J. Bodden  
 Chief Engineer.....Lloyd Nowak

### WRDB—Reedsburg—1953 KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....William C. Forrest  
 Address.....Box 207, Reedsburg  
 Tel.: 400.....News Service: UP  
 President.....William C. Forrest  
 General Manager.....Mike Flaherty  
 Comm. Mgr.....Leo Olson  
 Prog. Dir.....Robert Sands  
 Chief Engineer.....Fred Scheam

### WPLY—Plymouth—1954 KBS

Frequencies: 1420 Kc...Power: 500 Watts d.  
 Owned-Oper. By.....WPLY, Inc.  
 Address.....Box 222  
 Tel.: TW 3-2661.....News Service: AP





**WOBT—Rhineland—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Onelda Bcstg. Co.  
Business Address.....Route 2  
Tel.: FO 2-6140.....News Service: UP  
Trans.....Thesaurus  
Membership.....NAB, RAB  
Representative.....McGillvra  
President.....James Cleary  
Gen. Mgr., Sta. Mgr.....George F. Thoma  
Comm. Manager.....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.....Box 352  
Tel.: 550.....News Service: UP  
Transcription Service.....World  
Representative.....Hollingbery  
Membership.....RAB  
President.....W. C. Bridges  
Station Manager.....Russell J. Brown

**WRCO—Richland Center—1949**  
KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Richland Bcstg. Co.  
Address.....P. O. Box 192  
Tel.: MI 7-2111.....News Service: UP  
Transcription Service.....Thesaurus, World  
Membership.....NAB, RAB  
Gen., Sta. Mgr.....Hala D. Peebles  
Comm. Manager.....Gerald W. Cook  
Prog. Dir.....Robert M. Kame  
Chief Engineer.....Pete Athanas

**WCWC—Ripon—1957**

Frequency: 1600 Kc. Power: 5 Kw. d.  
Owned.....Central Wisconsin Co., Inc.  
Address.....Radio Road  
Tel.: BL 818.....News Service: AP  
Representative.....Walker  
President.....Miriam Montoe  
Gen., Sta. Mgr.....Francis J. Stratman  
Sales Prom. Mgr.....James Densmoor  
Prog. Dir.....Charles Heath

**WTCH—Shawano—1948**  
KBS

Frequency: 960 Kc. Power: 1,000 Watts d.  
Owner.....Shawano County Leader Pub. Co.  
Business-Studio Address.....107 E. Green Bay St.  
Tel.: 668.....News Service: UP  
Representative.....Hil F. Best  
Transcription Service.....World  
General Manager.....J. P. Donald  
Station Manager.....Ray Gruetzmacher

**WHBL—Sheboygan—1926**  
ABN

Freq.: 1330 Kc. Power: 1 Kw. d., 250 W. n.

Owned-Operated By.....WHBL, Inc.  
Bus.-Studio Address.....Box 27  
Tel.: GL 8-2107.....News Service: AP  
Membership.....NAB  
Sta. Rep.....Burn-Smith  
Pres., General Manager.....Paul F. Skinner  
Comm. Manager.....Ray Witthuhn  
Comm. Traffic Mgr.....Doris Donnie  
Chief Engineer.....Christ Bauer

**WSHE—Sheboygan—1956**

Frequency: 950 Kc. Power 500 Watts, d.  
Owned-Oper. By.....Lake Shore Bcstg. Co.  
Address.....1210 North 8th St.  
Tel.: GL 2-4671.....News Service: UP  
Rep.....Walker  
Membership.....NAB  
Pres., Gen. Manager.....David A. Bensman  
Sales Mgr.....Al Stern, Jr.  
Program Director.....Stu Olson

**WCOW—Sparta—1951—KBS**

Frequency: 1290 Kc. Power: 1000 Watts  
Owned.....Sparta-Tomah Broadcasting Co.  
Address.....124 1/2 S. Water Street  
Tel.: 3307.....News Service: UP  
Rep.....William Rambeau, Bulmer & Johnson  
Pres., Gen., Sta. Mgr.....John D. Rice  
Prog. Dir.....Larry Wayman  
Commercial Manager.....Charles Sullivan

**WSPT—Stevens Point—1948**  
KBS

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Stevens Pt. Bcstg. Co.  
Business-Studio Address.....414 Main St.  
Tel.: DI 4-9778.....News Service: UP  
Representative.....Hal Holman  
General Manager.....P. A. Barnard  
Program Director.....Jere Smith, Jr.  
Sls. Mgr.....David Silverman

**WDOR—Sturgeon Bay—1947**  
KBS

Frequency: 910 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Door County Bcstg. Co., Inc.  
Address.....15th & Utah St.  
Tel.: 593.....News Service: AP  
Pres., Gen., Comm. Mgr.....Edward Allen, Jr.  
Sales Prom. Mgr.....Frank K. Ullsperger  
Prog. Director.....Jack Schaefer

**WDSM—Superior—1937**  
ABN-MBS

Frequency: 710 Kc. Power: 5000 Watts  
Owned-Oper. By.....Northwest Pub., Inc.  
Business Address.....230 E. Superior St.  
Tel.: RA 7-6875.....News Service: AP  
News, Affil.....Herald & News Tribune  
Representative.....Peters, Griffin, Woodward, Inc.  
Trans.....World  
Membership.....NAB



**President** ..... Robert Ridder  
**General Manager**..... Tom Gavin  
**Sales Prom. Mgr.**..... Gilbert Amundson  
**Program Director**..... James T. Payton  
**Chief Engineer**..... George Carlson

**President** .....Hilding V. Forseen  
**General Mgr.** .....R. Topinka

**WTRW—Two Rivers—1951**  
**KBS**

**Frequency:** 1590 Kc.....**Power:** 1000 W. d.  
**Owned-Operated By**.....Two Rivers Bcstg. Co.  
**Address** .....1817 Washington  
**Tel:** 324.....**News Service:** UP  
**General Manager**.....Francis Schmitt  
**Manager** .....Stanley Greene

**WOSA—Wausau—1948**  
**ABN-KBS**

**Frequency:** 550 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Alvin E. O'Konski  
**Address**.....4th & Scott Sts.  
**Tel:** 2-2111.....**News Services:** AP, UP  
**Rep.**.....H-R, Bulmer & Johnson  
**Trans. Ser.**.....Capitol, Standard, Cole, SESAC  
**Owner** .....Alvin O'Konski  
**Mgr.**.....Art N. Lynn  
**Comm. Mgr.**.....Dan Turner

**WTTN—Watertown—1950**  
**KBS**

**Frequency:** 1580 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Watertown Radio, Inc.  
**Address**.....104 W. Main St.  
**Tel:** 2215.....**News Service:** AP  
**Transcription Service** .....Thesaurus  
**Membership** .....NAB  
**Pres., Gen. Mgr.**.....Carl V. Kolata  
**Sta. Mgr.**.....Willard James  
**Comm. Mgr.**.....Clifford Scott

**WSAU—Wausau—1937—NBC**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Wisc. Valley TV Corp.  
**Business-Studio Address**.....714 Fifth St.  
**Tel:** 2-1021.....**News Services:** AP, UP  
**Newspaper Affil.**.....Record Herald  
**Trans.** .....Thesaurus  
**Membership** .....NAB  
**Representative** .....Meeker  
**Gen. Mgr.**.....George T. Fricchette  
**Richard D. Dudley**  
**Sta. Mgr.**.....George Bundener  
**Prog. Dir.**.....Don De Hyle  
**Pub. Dir.**.....Tom Bolger  
**Chief Engineer**.....Roland W. Richardt

**WAUX—Waukesha—1947**

**Frequency:** 1510 Kc.....**Power:** 250 Watts d.  
**Owned-Operated By**.....Waukesha Bcstg. Co.  
**Business-Studio Address**.....319 W. Main St.  
**Tel:** 6636.....**News Service:** AP  
**Transcription Service** .....Standard  
**Representative** .....Holman  
**Pres., Sls. Mgr.**.....Charles E. Williams  
**V.P., Gen. Mgr.**.....Mig Figi

**WBKV—West Bend—1950**

**Frequency:** 1470 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....West Bend Bcstg. Co.  
**Address**.....Box 60, Decorah Rd.  
**Tel:** FE 4-2344.....**News Service:** UP  
**Representative** .....Clark  
**Membership** .....RAB  
**Pres., Gen. Mgr.**.....August C. Berkholtz  
**Sta., Prom. Mgr.**.....Harold H. Berkholtz  
**Comm. Mgr., Chief Eng.**.....Paul J. Mueller

**WDUX—Waupaca—1956**  
**KBS**

**Frequency:** 800 Kc.....**Power:** 1000 Watts d.  
**Owned**.....Laird Broadcasting Co.  
**Address**.....204½ S. Main  
**Tel:** 83.....**News Service:** UP  
**Representative** .....Grant Webb  
**President**.....Ben A. Laird  
**General Mgr.**.....Garfield L. Fox  
**Comm. Mgr.**.....Tom Karavakis

**WFHR—Wisconsin Rapids**  
**1940—MBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....William F. Huffman Radio  
**Business Address** .....143 W. Grand Ave.  
**Tel:** 1340.....**News Service:** AP  
**Newspaper Affil.**.....Daily Tribune  
**Representative** .....Devney & Co.  
**Trans.** .....Thesaurus  
**Membership** .....NAB, RAB  
**President**.....Louise F. Huffman  
**Gen., Sta., Prom. Mgr.**.....Geo. T. Frechette  
**Comm., Prom. Mgr.**.....L. J. Zurawski  
**Prog. Dir.**.....James Tighe  
**Chief Engineer** .....Gordon Miller

**WHVF—Wausau—1953**

**Freq:** 1230 Kc.....**Power:** 250 Watts  
**Owned** .....Lakeland Bcstg. Corp.  
**Address** .....1110 Wausau Ave.  
**News Service** .....UP  
**Representative** .....Indie  
**Trans. Service** .....World, Standard  
**Membership** .....NAB

# Wyoming

Pop. March 1 (Est.)—329,000; Families—96,000; Lic. Stations—22,  
Sta. CP's—0; Radio Homes—92,000; TV Homes—48,000

## KBBS—Buffalo—1956—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned. Northern Wyoming Bcstg. Corp.  
Address. 98 S. Main Street  
Tel.: MU 4-7169. News Service: AP  
Membership NAB  
Gen. Mgr. Jack Rosenthal  
Comm. Mgr. Lance W. Vanderhoef

## KATI—Casper—1956—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned. KATI Corp.  
Address. P. O. Box 2006  
Tel.: 2-2200. News Service: AP  
Representative Continental  
Pres., Comm. Mgr. Kenneth G. Prather  
Prog. Dir. Misha S. Prather

## KSPR—Casper—1930—CBS

Freq.: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. Donald L. Hathaway  
Business Address. Box 930  
Tel.: 3-5777. News Service: UP  
Trans. Service. Thesaurus  
Representative. Walker  
Membership NAB  
Gen. Mgr. Donald L. Hathaway  
Chief Eng. C. L. Brandt

## KVOC—Casper—1946 ABN-MBS-IMN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. KVOC Bcstg. Co.  
Bus.-Studio-Transmitter Address. Box 2090  
Tel.: 2-4511. News Service: AP  
Membership NAB, RAB  
Representative McGillvra  
Co-Owner, Comm. Mgr. Duane Simons  
Co-Owner, Sta. Mgr. William F. Shutts  
Program Director. Robert P. Turner

## KFBC—Cheyenne—1940 ABN-CBS-NBC

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By. Frontier Bcstg. Co.  
Bus.-Studio Address. 2923 East Lincoln Way  
Tel.: 4-4461. News Service: UP  
Representative Avery Knodel  
News, Affil. Wyoming Eagle, State Tribune  
Membership NAB  
President Robert S. McCracken  
Gen., Sta. Mgr., Chief Eng. William C. Grove  
Commercial Manager Charles Cahill  
Sales Prom. Mgr. Eddie Bogen  
Program Director. Rose Anne Riggs  
Publicity Director. Margaret O'Brien

## KVWO—Cheyenne—1952 MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts d.

Owned-Operated By. Great West Co.  
Address. Box 926  
Tel.: 2-6433. News Service: AP  
Rep. McGillvra  
President. W. T. Wright  
Gen. Mgr. A. C. Etter  
Commercial Mgr. William T. Brack  
Sales Prom. Mgr. R. Dorr Aubuchon  
Program Director J. Cameron Shustar  
Chief Engineer. Harold M. Roberts

## KODI—Cody—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By. Park Broadcasters  
Address. P. O. Box 762  
Tel.: 1400. News Service: UP  
Transcription Service World  
Representative McGillvra  
President. R. B. Croft  
General Manager. R. B. Beall  
Comm. Manager. W. E. Killmer  
Chief Engineer. Phil Barnhart

## KLUK—Evanston—1953 MBS-IMN-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. BBH Enterprises  
Address. P. O. Box 198  
Tel.: 700. 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. Fremont Bcstg.  
Business Address. P. O. Box 436  
Tel.: 488. News Service: AP  
Membership NAB  
Representative Continental  
Sta., Gen. Mgr. Dan Breece  
Comm. Manager. Dorothy L. Reed  
Sales Prom. Mgr. James Fitzgerald

## KOWB—Laramie—1948 MBS-KBS-IMN

Frequency: 1340 Kc. Power: 250 Watts d.  
Own.-Oper. By. Cowboy Bcstg.  
Address. Box 972  
Tel.: 4888. News Service: UP  
Representative Gill-Perna  
Transcription World  
President. Richard P. McKee  
Pgm. Dir. L. O. Smith

## KASL—Newcastle—1953 KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned .....Northeast Wyoming Bcstrs. Inc.  
 Address .....Masonic Bldg.  
 Tel.: SH 6-2721.....News Service: AP  
 Representative ..... McGillvra  
 Trans. ....World  
 General Manager..... Ray Marsh  
 Prog. Dir.....Dorothy Accola

**KPOW—Powell—1941**  
**MBS-KBS-IMN**

Freq... 1260 Kc....Power: 5 Kw. d.. 1 Kw. n.  
 Owned-Operated By.....A. J. Meyer  
 Tel.: 222.....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**  
**KBS**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Operated By..... Rawlins Bostg. Co.  
 Address .....West Rawlins  
 Tel.: EA 4-2711.....News Service: AP  
 Membership .....NAB  
 Gen. Mgr.....W. C. Grove  
 Sta. Manager.....Donald D. Stanczyk  
 Program Director.....Joanne Nuhn

**KWRL—Riverton—1948**  
**MBS-IMN**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned.....Joseph P. Ernst  
 Address .....Riverton  
 News Service .....AP  
 General Manager.....Bill Ross  
 Prog. Dir.....Betty Conrad  
 Commercial Manager.....Ray Rostron

**KVRS—Rock Springs—1938**  
**MBS-IMN-KBS**

Freq.: 1360 Kc....Power: 1 Kw. d., 500 Watts n.  
 Owned.....Wyoming Broadcasting Co.  
 Address .....Box 1067  
 Tel.: 93-94.....News Service: AP  
 Representative ..... Avery-Knodel  
 Membership .....NAB  
 President .....D. G. Richardson  
 Gen., Sta. Mgr.....Dwight A. Fisher  
 Comm., Sales Prom. Mgr...Laurel H. Mosbey

**KWYO—Sheridan—1934**  
**MBS-IMN-KBS**

Frequency: 1410 Kc....Power: 1000 d., 500 n.  
 Owned-Operated By.....Bighorn Bcstg. Co.  
 Business-Studio Address.....21 N. Main  
 Tel.: OR 4-4461.....News Service: UP  
 Transcription Service .....Thesaurus  
 Representative ..... Avery-Knodel  
 Membership .....NAB  
 Pres., Gen. Mgr.....Jim Carroll  
 Commercial Mgr.....Zeke Taggart  
 Sales Prom. Mgr.....Don Tannehill  
 Program Director.....Bill Thompson  
 Pub. Dir.....Bob Wilson  
 Chief Engineer.....Bob Crosthwaite

**KRTR—Thermopolis—1955**  
**MBS-IMN-KBS**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned .....Mildred V. Ernst  
 Address .....500 Broadway  
 Tel.: 500.....News Service: AP  
 Membership .....NAB  
 Gen., Comm. Mgr.....Mildred V. Ernst  
 Sta. Mgr.....Karl V. Kerstan  
 Chief Engineer.....Joseph P. 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 .....NAB  
 Pres., Gen., Sta. Mgr., Chief Eng.. Joe C. Henry  
 Commercial Manager.....Olin Pike  
 Program Director.....Patricia Hudson

**KGOS—Torrington—1950**  
**KBS**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned.....Kermit G. Kath  
 Address .....Box 271  
 Tel.: JE 2-2158.....News Service: UP  
 Transcription .....Lang-Worth  
 Gen., Comm. Mgr.....Kerm Kath  
 Prog. Dir., Chief Eng.....Frank Allen  
 Sales Prom. Mgr.....Jack Jolly

**KWOR—Worland—1946**  
**KBS**

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  
Tel.: 5-8211..... News Services: AP, UP  
Trans..... Thesaurus  
Representative..... Pan-American Bcstg. Co.  
President..... J. C. Gordon  
General Manager..... E. Pournelle

### **KENI**—Anchorage—1948 MBS-ABN-NBC

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By..... Midnight Sun Bcstg. Co.  
Address..... Box 1160  
Tel.: 2-0301..... News Service: AP  
Representative..... James Fletcher, Del Day  
President..... Harry J. Hill  
General Manager..... Alvin Bramstedt  
Comm. Mgr..... Jim Lawson  
Program Dir..... Ty Clark  
Chief Engineer..... Charles Gray

### **KFQD**—Anchorage—1924 CBS

Frequency: 730 Kc. Power: 10,000 Watts  
Owned..... Anchorage Broadcasters, Inc.  
Address..... Box 1040  
Tel.: 2-4101..... News Service: AP  
Transcription Service..... Lang-Worth  
Representative..... Alaska Radio-TV Sales  
Pres..... Claude M. Bentz  
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 Corp.  
Address..... Box 278  
Representative..... Del Day  
Pres., Gen., Sta..... Charles L. Buck  
Program Director..... Dona Buck

### **KFAR**—Fairbanks—1939 MBS-NBC-ABN

Frequency: 660 Kc. Power: 10,000 Watts  
Owned-Operated By..... Midnight Sun Bcstg. Co.  
Business-Studio Address..... Box 910  
Tel.: 2125..... News Service: AP  
Representative..... Fletcher, Del Day  
President..... Harry J. Hill  
Manager..... Alvin O. Bramstedt  
Comm. Mgr..... Ralph L. Crider

### **KFRB**—Fairbanks—1948 CBS

Frequency: 900 Kc. Power: 10,000 Watts  
Owned-Oper. By..... Fairbanks Radio Bcstrs, Inc.  
Address..... P. O. Box 950  
Tel.: 2155..... News Service: AP  
Representative..... Alaska Radio-TV Sales  
Trans..... Lang-Worth & Thesaurus  
Station Mgr..... Richard H. Garvin

### **KINY**—Juneau—1935—CBS

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Oper. By..... William J. Wagner  
Address..... 831 Securities Bldg., Seattle  
Tel.: SE 6333..... News Service: AP  
Representative..... Alaska Radio-TV Sales  
Trans..... Lang-Worth  
Station Manager..... Jerry McKinley

### **KJNO**—Juneau—1952 ABN-MBS-NBC-DON LEE

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.  
Owned-Oper. By..... Midnight Sun Bcstg. Co.  
Address..... Box 2231  
Tel.: 508..... News Service: AP  
Representative..... Day, Fletcher  
President..... Harry Hill  
Comm. Manager..... Joseph B. Mangan

### **KABI**—Ketchikan—1952 ABN-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..... Harry J. Hill  
Manager..... George Placentia

### **KTKN**—Ketchikan—1942 CBS

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By..... Robert C. Mehan  
Address..... Box 1308  
Tel.: 2191..... News Service: AP  
Representative..... Alaska Radio-TV Sales  
Gen. Mgr..... Robert C. Mehan

### **KIBH**—Seward—1949—CBS

Frequency: 1340 Kc. Power: 250 watts  
Owned-Operated By..... Seward Bcstg. Corp.  
Address..... Box 575  
Representative..... Alaska Radio-TV Sales  
Pres..... Robert Baumgartner  
Sta. Mgr..... Donald Lowell  
Comm. Mgr..... M. Gilliland



**KIFW—Sitka—1949—CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....William J. Wagner  
Address.....831 Securities Bldg., Seattle  
Tel.: SE 6333.....News Service: AP  
Representative.....Alaska Radio-TV Sales  
Trans.....Lang-Worth  
Sta. Mgr.....Harry C. Lanz

**KSEW—Sitka—1954**

Frequency: 1400 Kc.....Power: 260 Watts  
Owned-Oper....Voice of Sheldon Jackson, Inc.  
Address.....Box 258  
Tel.: 67.....News Service: AP  
Trans.....Standard  
Rep.....Midnight Sun Bcstg. Co.  
Membership.....NAB  
President.....Brian Cleworth

**Guam**

**KUAM—Agana—1954  
NBC-CBS-ABC-MBS**

Frequency: 610 Kc.....Power: 1000 Watts  
Owned.....Radio Guam, Inc.  
Address.....Box 68, Agana  
Tel.: 7961.....News Service: AP  
Transcription.....Sound Recorders, Inc.

Representative.....Intercont. Services, Ltd.  
Membership.....NAB  
President.....Harry M. Engel Jr.  
General Mgr.....John P. Barton  
Commercial Manager.....Mary Chapelle  
Sales Promotion Manager.....Robert Green  
Program Director.....Madeleine Bordallo  
Chief Engineer.....Stuart Rider

**Hawaii**

**KHBC—Hilo—1936—CBS**

Frequency: 970 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Hawaiian Bcstg. System, Ltd.  
Address.....Pihooua, Hilo  
Newspaper Affiliation.....Honolulu Star Bulletin  
Representative.....Peters, Griffin, Woodward, Inc.  
President.....J. Howard Worrall  
Sta., Sales Rep.....Melvin B. Wright

News Service.....UP  
Representative.....Best, Moore  
President.....Robert C. Loveless  
Gen. Mgr.....Cornelius Keur  
Comm. Mgr.....E. Henry Fallert

**KILA—Hilo—1951—KBS**

Frequency: 850 Kc.....Power: 1000 Watts  
Owned-Oper. By.....James E. Jaeger  
Address.....Box 1497  
Tel.....5-4913  
Representative.....Duncan Scott  
President.....James E. Jaeger  
Gen. Mgr.....Martin Sebastian

**KGMB—Honolulu—1929—CBS**

Frequency: 590 Kc.....Power: 5000 Watts  
Owned.....Hawaiian Bcstg. System, Ltd.  
Address.....1534 Kapiolani Blvd.  
Tel.: 9-2011.....News Service: UP  
Newspaper Affiliation.....Star-Bulletin  
Trans.....MJM  
Representative.....Peters, Griffin, Woodward, Inc.  
President.....J. Howard Worrall  
Sta. Mgr.....Melvin B. Wright

**KIPA—Hilo—1947  
MBS-DON LEE**

Frequency: 1110 Kc.....Power: 1,000 Watts  
Owned-Oper. By.....Big Island Bcstg. Co., Ltd.  
Business-Studio Address.....P. O. Box 1602  
Tel.: 2177.....News Service: UP  
Representative.....Hollingbery  
Manager.....Carlos E. Rivas  
Sls. Mgr.....Fin Hollinger  
Program Dir.....James Miyanshi  
Chief Engineer.....R. W. Jaderstrom

**KGU—Honolulu—1922—NBC**

Frequency: 760 Kc.....Power: 10,000 Watts  
Owned-Operated By.....Advertiser Pub. Co., Ltd.  
Address.....Advertisers Bldg.  
Tel.: 5-2977.....News Service: UP  
Representative.....NBC Spot Sales  
Newspaper Affil.....Advertiser  
President.....Lorin P. Thurston  
General Mgr.....William O. Paine  
Comm. Mgr.....George C. Mansfield

**KAIM—Honolulu—1956—KBS**

Frequency: 870 Kc.....Power: 1 Kw.  
Owned.....Christian Bcstg. Assoc.  
Address.....1136 12th Avenue

**KHON—Honolulu—1946**

Frequency: 1380 Kc.....Power: 5,000 Watts  
Owned-Operated By.....South Pacific Bcstrs.  
Business Address.....1701 Ala Wai Blvd.  
Tel.: 99-5395.....News Service: UP  
Membership.....NAB  
Gen. Mgr.....Richard H. Lee  
Sls. Prom. Mgr.....Donald Wesler

**KHVV—Honolulu—1957**

Frequency: 1040 Kc. Power: 5 Kw.  
 Owned.....Kaiser-Burns Development Corp.  
 Address.....2005 Kalia Road  
 Tel.: 991-041.....News Service: AP  
 Representative.....Duncan A. Scott  
 President.....Henry J. Kaiser  
 Gen. Mgr.....Robert Carson  
 Prog. Dir.....Vince Priore

**KIKI—Honolulu—1957**

Frequency: 830 Kc. Power: 250 Watts  
 Owned-Oper. By.....KIKI, Ltd.  
 Address.....320 Ward Ave.  
 Tel.: 6-3456.....News Service: AP  
 Representative.....Grant  
 Pres., Chief Eng.....Royal V. Howard

**KPOA—Honolulu—1946**  
**MBS**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Founders Corp.  
 Address.....420 Lexington Ave.  
 Tel.: MU 6-4686.....News Service: UP  
 Sta. Add.: 575 Kamoku St. Tel.: 9-5236  
 Representative.....George P. Hollingbery  
 President.....John M. Shaheen  
 Exec. V.P., Gen. Mgr.....Fin Hollinger  
 Comm. Mgr.....Perry W. Carle  
 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.  
 Tel.: 6-3666.....News Service: AP  
 Representative.....Young TV Corp.  
 Membership.....RAB  
 General Manager.....Jack A. Burnett  
 Sta. Manager.....Ted R. Scott  
 Comm. 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  
 Tel.: 24-2576.....News Service: INS  
 President.....Merril K. Riley  
 Manager.....Don Carter

**KTOH—Lihue, Kauai—1940**  
**NBC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Garden Island Publ. Ltd.  
 Address.....Box 1748  
 Tel.: LI 2061.....News Service: UP  
 Rep.....NBC Spot Sales  
 General Mgr.....Charles J. Fern  
 Station Mgr.....Tadashi Eto

**KPOA**  
**RADIO**

**DOMINATES!**

**HONOLULU, HAWAII**

**1<sup>st</sup>** of Honolulu's 10 Stations  
**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.







**KMVI—Wailuku-Maui—1947**  
NBC

Frequency: 550 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Maui Publ. Co., Ltd.  
Address Trans. Loca.....Wailuku-Maui  
Tel.: 33-981.....News Service: UP  
Newspaper Affil.....Maui News  
Transcription Service.....Thesaurus  
Representative.....Thomas A. Clarke  
Membership.....NAB  
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.....Neil F. Arveschoug

**KAHU—Honolulu—1950**

Frequency: 920 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Rural Bcstg. Co., Ltd.  
Address.....P. O. Box 1007, Waipahu, T. H.  
Tel.: 273121.....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  
Telephone.....241  
General Manager.....F. Bonnet Velez

**WMDD—Fajardo—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....WMDD, Inc.  
Address.....Box 387  
General Manager.....Agustin B. Camunas

**WCMN—Arecibo—1947**

Frequency: 1280 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Caribbean Bdcstg Corp.  
Address.....P. O. Box 7  
Membership.....NAB  
President.....Antonio E. Vidal  
General Manager.....Nabal Barreto

**WRRF—Guayama—1948**

Frequency: 1590 Kc.....Power: 1,000 Watts  
Owned-Operated By.....Rafael Fuster  
Business-Studio Address.....42 Hostos St.  
Telephone.....243  
General Mgr.....G. Cordero, Jr.

**WMIA—Arecibo—1957**

Frequency: 1070 Kc.....Power: 500 Watts  
Owned.....Abacoa Radio Corp.  
Address.....Box 126  
President.....Jose Donate  
Sec., Gen. Mgr.....Carlos Pirallo-Lopez

**WAEL—Mayaguez—1948**

Frequency: 600 Kc.....Power: 1000 Watts  
Owned-Operated By.....Mario Acosta  
Business Address.....12 Iglesia St.  
Telephone.....600  
Rep.....Pan-American Bcstg.  
Gen. Manager.....Mario Acosta  
Comm. Mgr.....Manuel Pirallo

**WENA—Bayamon—1947**

Frequency: 1560 Kc.....Power: 250 Watts  
Owned-Operated By.....Gustavo Diaz Atiles  
Address.....Canto-Bayamon Rd.  
Telephone.....161  
Comm. Mgr.....R. A. Rodriguez

**WKJB—Mayaguez—1946**

Frequency: 710 Kc.....Power: 1000 Watts  
Owned-Operated By.....Jose A. Bechara, Jr.  
Address.....Box 1293  
Telephone.....983  
Pres., Gen. Mgr.....Jose A. Bechara, Jr.  
Manager.....Arturo Cortes

**WNEL—Caguas—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
Owner.....Inter-American Radio Corp.  
Address.....Box 487  
Tel.....677  
Pres., Gen. Mgr., C. E. Eduardo Biascochea  
Station Mgr.....Emilia P. Biascochea  
Program Director.....Charles Miner  
Comm. Mgr.....Alberto Flores-Blandino

**WORA—Mayaguez—1947**

Frequency: 1150 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Americas Corp.  
Studio Address.....P. O. Box 43  
Tel.: 1150.....News Service: AP  
Representative.....Adam Young, Int'l., Ltd.  
Pres., Gen. Mgr.....Alfredo R. DeArellano, Jr.  
Sta., Comm. Mgr.....Reinaldo M. Dupont

**WVJP—Caguas—1947**

Frequency: 1110 Kc.....Power: 250 Watts  
Owned-Oper. By.....Borinquen Bdcstg. Co.  
Address.....P. O. Box 207  
Telephone.....789  
General Manager.....Hector Pereira  
Station Manager.....Federico E. Virella  
Commercial Manager.....Jorge L. Arzuaga  
Program Director.....J. Colon Santiago

**WPRA—Mayaguez—1937**

Frequency: 990 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....WPRA, Inc.  
Address.....Box 869  
President.....Andres Camara  
Gen. Mgr.....E. Camara de Ramos

**WTIL—Mayaguez—1950**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By: Mayaguez Radio Corp.  
 Address: Box 1346  
 Telephone: 1290  
 President: William G. Mamary  
 Comm. Nat'l. Sales Mgr.: Gilbert Mamary  
 Gen. Mgr.: Patricio Fremantini

**WISO—Ponce—1953**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By: South P. R. Bcstg. Corp.  
 Tel.: 137. Box 2023  
 President: Andres Grillasca  
 Gen. Comm. Mgr., Chief Eng.: Luis E. Freyre  
 Program Dir.: A. L. Ramos  
 Sta. Manager: Nilda P. Freyre  
 Sls. Prom. Mgr.: Manuel Pirallo

**WPAB—Ponce—1939**

Frequency: 550 Kc. Power: 5 kw.; 1 Kw n.  
 Owned By: Portorican Am. Bcstg. Co., Inc.  
 Bus. Studio Address: 164 Villa St.  
 Tel.: 783. News Service: AP  
 Representative: Inter-American Publ., Inc.  
 Membership: NAB  
 Pres., Gen. Mgr.: A. Gimenez-Aguayo

**WPRP—Ponce—1936**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned: Voice of Porto Rico, Inc.  
 Address: P. O. Box 430  
 Telephone: 1015  
 Representative: Inter-Amer. Pub.  
 President, Gen. Mgr.: Alfredo R. de Arellano  
 Station, Comm. Mgr.: Antonio Miro  
 Chief Engineer: Pedro M. Conesa

**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  
 Telephone: 6-2450  
 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 Quiñones  
 Bus. Address: 357 Ponce De Leon Ave.  
 Tel.: 3-3000  
 Membership: NAB  
 Representative: Caribbean Network, Inc.  
 Owner, Gen. Mgr.: Jose Ramon Quinones  
 Sta., Comm. Mgr.: Segismundo Quinones  
 Program Dir.: Francisco Aranzamendi, Jr.  
 Chief Engineer: Jose Arzuaga

**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

**WFOA—San Juan—1954**  
KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Continental Broadcasting Corp.  
Address.....Box 5323  
Tel.: 2-3187.....News Service: AP  
Transcription.....Lang-Worth  
Representative.....Pan-American Broadcasting  
Membership.....NAB, RAB  
Pres., Gen. Mgr.....William R. Anthony

**WIAC—San Juan—1947**

Frequency: 740 Kc.....Power: 10 Kw.  
Owned-Oper. By....Radio Station WIBS, Inc.  
Address.....Box 4504  
General Manager.....Tomas Muniz  
Asst. Mgr.....B. P. Rios

**WITA—San Juan—1947**

Frequency: 1140 Kc.....Power: 500 Watts  
Owned-Oper. By....Electronic Enterprises, Inc.  
Address.....P. O. Box 2792  
Newspaper Affiliation.....El Imparcial  
General Manager.....Jose L. Nunez

**WKAQ—Santurce—1922—CBS**  
CBS

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Oper. By.....El Mundo Bcstg. Corp.  
Business Address...Box 9007, Santurce, P. R.  
Tel.: 2-2023.....News Service: UP  
Newspaper Affiliation.....El Mundo  
Transcription Service.....ASCAP, BMI  
Representatives....Inter-American Pub'l., Inc.  
Membership.....NAB  
President.....Angel Ramos  
General Mgr.....V. Lamas, Jr.  
Comm. Mgr.....Carlos Vizcarrondo  
Program Director.....Esther Pales  
Chief Eng.....Jose A. Fernandez

**WKVM—San Juan—1945**

Frequency: 810 Kc.....Power: 5000 Watts  
Owned-Oper....American Colonial Bcstg. Corp.  
Address.....1000 Ponce de Leon Ave.  
Telephone.....3-0840  
Representative.....Pan American Bcstg. Co.  
Pres., Gen. Mgr.....R. P. Perry

**Virgin Islands**

**WSTA—St. Thomas—1950**

Frequency: 1340 Kc.....Power: 250 Kc.  
Owned-Oper. By.....William N. Greer  
Address.....Box 538  
Tel.: 489.....News Service: AP  
Representative.....Young  
Gen. Mgr., Chief Eng.....William N. Greer  
Commercial Mgr.....Nellie Greer

**WIVI—Christiansted-  
Frederiksted—1952—ABN-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper....Radio American West Indies, Inc.  
Address.....Christiansted, St. Croix, V. I.  
Tel.: 28.....News Service: AP  
Transcription.....Standard, Associated  
Representative.....Pan American Bcstg. Co.  
Pres., Gen., Sta., Comm. Mgr., Hazel M. Vickers  
Chief Engineer.....Raymond E. Highton

To Broadcasters

**AP**

Means

**Added Profits**

**Added Prestige**

**The Associated Press**

50 Rockefeller Plaza  
New York 20, N. Y.

# Canadian Broadcasting Hit New Peak in Operation During 1957



By T. J. ALLARD  
Executive  
Vice President  
CARTB

**NINETEEN-FIFTY-SEVEN** was a boom year for Canada. More babies were born—475,000 of them—than in any previous year in our history. More immigrants arrived—282,164 of them—than in any post-war year. There were more marriages—136,000—than in any year since 1946, when thousands of postponed weddings took place between second world war veterans and their brides.

Not only was Canada's population up, so was our gross national product; our consumer spending; consumer price index, wage index and real income. And the Canadian broadcasting business expanded along with population and production.

Canada's 177 non-government radio stations now provide service for all but a handful of the Dominion's 17,000,000 people, and about 90 per cent of the population is also served by one of the 49 TV stations, 41 of which are non-government. What makes the Canadian television industry different from the U.S. industry, however, is that there are only two networks, one English-language network and one serving the 30 per cent of Canada's population who are French speaking.



But while both networks are owned and operated by the government-owned Canadian Broadcasting Corporation, most of the network shows reach their audience through private stations. Only eight TV stations in six Canadian cities are owned by the CBC. The rest of the stations (41) in the network are privately-owned stations who are required to make a minimum of 10-12 hours per week available for CBC programming.

Another unique feature of the Canadian industry is that one out of two Canadian TV areas are captive markets, serviced by only one station. U.S. residents can visualize the Canadian picture if they imagine Dallas or Kansas City or San Diego serviced by only one TV station. Moreover, perhaps because Canadians are a home-staying race or because they were prepared for TV by the U.S. experience, set saturation has been reached remarkably quickly. Canadian TV stations range in age from four years to

six months but many areas (London, Ontario, for example or Regina, Saskatchewan) have already achieved set saturation of over 80 per cent, and set saturation in other areas, e.g. Quebec City and Sydney, N.S. is over 90 per cent.

The radio picture is also a bright one. While TV has been backing up into daytime (a process especially encouraged by the fact that "network option time" falls in the Class "A," 8 to 11 p.m., time slot), nighttime radio has been firming up. Whereas advertisers last year were prime time happy with 7:00 to 9:00 a.m.; 12:00 to 1:30 (a good many Canadians still go home for lunch) and 4:30 to 7:00 p.m., virtually sold out on every station.

Now advertisers—national and local—are going into nighttime, sometimes reluctantly—because there isn't enough daytime to buy and sometimes with the feeling that nighttime can deliver a good general audience—at less than daytime rates.



On the political front, the Canadian radio news of 1957 was the report of the Fowler Commission.

The two major policy recommendations of the Commission—the creation of a new broadcast governing body, and licensing of competitive television stations—were welcomed by Canada's private broadcasters since both had been major points in the CARTB brief to the Commission. Due to the unsettled political situation in Canada, however, (Canadian voters go to the polls at the end of March, 1958, for the second time within nine months to elect a new federal parliament) no action has been taken on the Fowler Commission Report.

All Canadian radio and television conventions—regional and national—had their best attendance records in their history last year.

**RADIO**

**CANADA**



**CBC**

**CARTB**

**AM STATIONS LISTED  
BY PROVINCES — CITIES**

**KEY PERSONNEL**

**ANNUAL**

**1958**

CBC-TV network coverage

*grows* every day



**CBC-TV networks—English and French—  
Serve 2 out of every 3  
homes in Canada...**

with more selling impact, more coverage than ever. Call, 'phone or  
write today for more information about Canada's greatest advertising  
medium... the CBC-TV networks—still growing

**CBC TELEVISION**

commercial division

Halifax    Ottawa    Winnipeg  
Montreal    Toronto    Vancouver

# CANADIAN BROADCASTING CORP.

## OFFICES

Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

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Regional Program Dir., J. B. Nixon

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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

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Director, William F. Galgay  
Area Engineer, E. D. Witherstone

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Charles Jennings, Cont. of Bcstg.  
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Marcel Carter, Controller, Mgt. Planning  
A. M. Henderson, Comptroller  
J. P. Gilmore, Cont. of Operations  
G. W. Richardson, Executive Ass't

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Charles Jennings, Director of Programs  
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W. E. Powell, Commercial Manager  
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C. E. Stiles, Dir. of Personnel and Admin. Serv.  
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# Canada's Buyers Are Tryers!

**Canadian buyers** are eager—and easy to reach with a sales message. With a total of 4,055,000 households, Canada has over 7 million radio sets and 2,860,000 TV sets. Experienced broadcasting salesmen carry the story of your product's benefits to the farthest reaches of the Dominion.

And the rapid expansion of the Canadian market make it well worth considering:

- In 1956 Canada received 164,857 immigrants—one every three minutes.
- Total postwar immigration stands at more than 1.5 million.
- Annual retail sales have advanced from \$4,573,126,000 in 1945 to \$14,297,557,000 in 1956.
- Construction in Canada reached a record level in 1957—\$6.9 billion.

**NEEDED:** More cars—more clothes—more food—more of everything!

Whatever the sales message you want to get across, we suggest that you investigate the possibilities of using some of the 146 independent radio stations and 32 independent TV stations represented by the Association. Learn for *yourself* the selling power of the broadcast word in Canada!

## CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada • 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



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## Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 146 privately owned (independent) radio broadcasting stations, and 31 television stations in Canada.

# CBC Extending Its Network TV Links To Span Across The Entire Dominion



By **A. D. DUNTON**  
Chairman  
Canadian  
Broadcasting Corp.

**T**HE Canadian Broadcasting Corporation expects to be operating the world's longest television microwave network by the end of this year.

It will stretch some 4,200 miles from St. John's, Newfoundland, in the east to Victoria, B.C., in the west. The microwave system, since the completion on February 2nd this year of the length between Quebec City and the Maritimes, now reaches from Sydney, Nova Scotia, in the east to Calgary, in Alberta, in the west.

Forty-eight television stations are now in operation across the country. Eight are owned and operated by the CBC, six English-language network stations at Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver, and two French-language network stations at Montreal and Ottawa. In addition, two stations licensed to and managed by the CBC are located at Goose Bay, Labrador, and Harmon Field, Newfoundland. These outlets, using U.S. facilities, serve Canadian and American military personnel and civilians in the two areas.

The country's forty privately-owned television stations include thirty-four English-language outlets and six French-language. Five satellite stations are also operated by private interests.

The growth of Canadian television, which started little more than five and one-half years ago, has been at the fastest rate of any country in the world. Television service is now available to about 87 per cent of the population.

Canadians, during the past five and a half years, have spent more than \$1.2 billion on the purchase and maintenance of TV receivers, or more per capita than anybody else in the world. An estimated 2.9 million sets are now in use.

Possibly the most distinctive achievement of Canadian television has been the development of two separate program services, each complete in itself, one in French and one in English. The CBC's French-language production constitutes the world's major French television service. In hours per day, the combined program output in English and French of all CBC production centres, is greater than that of any other television organization in the world.

Last year more than 11,000 television

programs were seen in Canadian homes.

In terms of live television production Canada ranks next to the United States and Britain, while the CBC production centers at Montreal and Toronto rank next to New York and Hollywood as North America's leading TV centers.

All Canadian television stations, public and private, are part of the national system. The privately-owned stations serve as outlets for a good share of the national network programs produced by or provided through the CBC. When television first began in Canada, the CBC agreed to provide not less than ten and a half hours of network programming a week to the private stations—actually, in the past year, the affiliated stations have been carrying on the average about forty hours a week of such network programming, or some fifty-five per cent of their schedule.

The privately-owned and CBC stations, working together within the national broadcasting system as established by act of Parliament, co-operate to mutual benefit and to a degree greater than is generally thought. The CBC provides the national program service free to the private stations and they, in turn, give it free distribution, while at the same time earning revenue for themselves in the case of sponsored programs on the national service.

We look forward with unbounded confidence and optimism in the future of Canadian television. Specific steps, however, on such things as color TV, extension of TV broadcast hours, and broadening of coverage to areas not now served must await Parliamentary action on the recommendations of the Fowler Royal Commission, which, after an exhaustive public investigation of national broadcasting, submitted its report last spring. One of the main conclusions of the report was that the present system—the uniquely Canadian system of private and public co-operation—be continued.

# CANADIAN AM STATIONS

## LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page
CBA . . . .	Sackville, N. B.	688
CBAF . . . .	Moncton, N. B.	688
CBE . . . .	Windsor, Ont.	695
CBF . . . .	Montreal, Que.	697
CBG . . . .	Gander, Nfld.	688
CBH . . . .	Halifax, N. S.	689
CBI . . . .	Sydney, N. S.	690
CBJ . . . .	Chicoutimi, Que.	696
CBK . . . .	Regina, Sask.	700
CBL . . . .	Toronto, Ont.	695
CBM . . . .	Montreal, Que.	697
CBN . . . .	St. John's, Nfld.	688
CBO . . . .	Ottawa, Ont.	693
CBT . . . .	Grand Falls, Nfld.	688
CBU . . . .	Vancouver, B. C.	685
CBV . . . .	Quebec City, Que.	698
CBW . . . .	Winnipeg, Man.	687
CBX . . . .	Edmonton, Alta.	683
CBY . . . .	Corner Brook, Nfld.	688
CFAB . . . .	Windsor, N. S.	690
CFAC . . . .	Calgary, Alta.	683
CFAM . . . .	Altona, Man.	686
CFAR . . . .	Flin Flon, Man.	686
CFBC . . . .	Saint John, N. B.	688
CFBR . . . .	Sudbury, Ont.	694
CFCF . . . .	Montreal, Que.	697
CFCH . . . .	North Bay, Ont.	692
CFCL . . . .	Timmins, Ont.	695
CFCN . . . .	Calgary, Alta.	683
CFCO . . . .	Chatham, Ont.	691
CFCW . . . .	Camrose, Alta.	683
CFCY . . . .	Charlottetown, P. E. I.	696
CFDA . . . .	Victoriaville, Que.	699
CFGP . . . .	Grande Prairie, Alta.	683
CFGT . . . .	Alma, Que.	696
CFJB . . . .	Brampton, Ont.	690
CFJC . . . .	Kamloops, B. C.	684
CFJR . . . .	Brockville, Ont.	691
CFNB . . . .	Fredericton, N. B.	687
CFNS . . . .	Saskatoon, Sask.	700
CFOB . . . .	Fort Frances, Ont.	691
CFOR . . . .	Orillia, Ont.	693
CFOS . . . .	Owen Sound, Ont.	693
CFPA . . . .	Port Arthur, Ont.	693
CFPL . . . .	London, Ont.	692
CFPR . . . .	Prince Rupert, B. C.	685

Call Letters	City	Page
CFQC . . . .	Saskatoon, Sask.	701
CFRA . . . .	Ottawa, Ont.	693
CFRB . . . .	Toronto, Ont.	695
CFRG . . . .	Gravelbourg, Sask.	700
CFRN . . . .	Edmonton, Alta.	683
CFRS . . . .	Simcoe, Ont.	694
CFRY . . . .	Portage La Prairie, Man.	686
CFSL . . . .	Weyburn, Sask.	701
CFTJ . . . .	Galt, Ont.	691
CFUN . . . .	Vancouver, B. C.	686
CHAB . . . .	Moose Jaw, Sask.	700
CHAD . . . .	Amos, Que.	696
CHAT . . . .	Medicine Hat, Alta.	684
CHED . . . .	Edmonton, Alta.	683
CHEF . . . .	Granby, Que.	696
CHEX . . . .	Peterborough, Ont.	693
CHFA . . . .	Edmonton, Alta.	683
CHGB . . . .	St. Anne de La Poc, Que.	698
CHLN . . . .	Three Rivers, Que.	699
CHLO . . . .	St. Thomas-London, Ont.	694
CHLT . . . .	Sherbrooke, Que.	699
CHML . . . .	Hamilton, Ont.	691
CHNC . . . .	New Carlisle, Que.	698
CHNO . . . .	Sudbury, Ont.	694
CHNS . . . .	Halifax, N. S.	689
CHOK . . . .	Sarnia, Ont.	694
CHOV . . . .	Pembroke, Ont.	693
CHRC . . . .	Quebec City, Que.	698
CHRD . . . .	Drummondville, Que.	696
CHRL . . . .	Roberval, Que.	698
CHSJ . . . .	Saint John, N. B.	688
CHUB . . . .	Nanaimo, B. C.	684
CHUM . . . .	Toronto, Ont.	695
CHVC . . . .	Niagara Falls-Welland, Ont.	692
CHWK . . . .	Chilliwack, B. C.	684
CHWO . . . .	Oakville, Ont.	693
CJAD . . . .	Montreal, Que.	697
CJAT . . . .	Trail, B. C.	685
CJAV . . . .	Port Alberni, B. C.	685
CJBC . . . .	Toronto, Ont.	695
CJBQ . . . .	Belleville, Ont.	690
CJBR . . . .	Rimouski, Que.	698
CJCA . . . .	Edmonton, Alta.	683



# CANADIAN AM STATIONS



Call Letters	City	Freq.	Call Letters	City	Freq.
CJCB . . . .	Sydney, N. S. . . . .	690	CKGB . . . .	Timmins, Ont. . . . .	695
CJCH . . . .	Halifax, N. S. . . . .	689	CKJL . . . .	St. Jerome, Que. . . . .	699
CJCS . . . .	Stratford, Ont. . . . .	694	CKLB . . . .	Oshawa, Ont. . . . .	693
CJDC . . . .	Dawson Creek, B. C. . . . .	684	CKLC . . . .	Kingston, Ont. . . . .	691
CJEM . . . .	Edmundston, N. B. . . . .	687	CKLD . . . .	Thetford Mines, Que. . . . .	699
CJET . . . .	Smith Falls, Ont. . . . .	694	CKLG . . . .	North Vancouver, B. C. . . . .	685
CJFP . . . .	Riviere-Du-Loup, Que. . . . .	698	CKLN . . . .	Nelson, B. C. . . . .	685
CJFX . . . .	Antigonish, N. S. . . . .	689	CKLS . . . .	La Sarre, Que. . . . .	697
CJGX . . . .	Yorkton, Sask. . . . .	701	CKLW . . . .	Windsor, Ont. . . . .	695
CJIB . . . .	Vernon, B. C. . . . .	686	CKLY . . . .	Lindsay, Ont. . . . .	692
CJIC . . . .	Sault Ste. Marie, Ont. . . . .	694	CKMR . . . .	New Castle, N. B. . . . .	688
CJKL . . . .	Kirkland Lake, Ont. . . . .	692	CKNB . . . .	Campbellton, N. B. . . . .	687
CJLS . . . .	Yarmouth, N. S. . . . .	690	CKNW . . . .	New Westminster, B. C. . . . .	685
CJMS . . . .	Montreal, Que. . . . .	697	CKNX . . . .	Wingham, Ont. . . . .	695
CJMT . . . .	Chicoulimi, Que. . . . .	696	CKOC . . . .	Hamilton, Ont. . . . .	691
CJNB . . . .	North Battleford, Sask. . . . .	700	CKOK . . . .	Penticton, B. C. . . . .	685
CJOB . . . .	Winnipeg, Man. . . . .	687	CKOM . . . .	Saskatoon, Sask. . . . .	701
CJOC . . . .	Lethbridge, Alta. . . . .	683	CKOT . . . .	Tillsonburg, Ont. . . . .	695
CJON . . . .	St. John's, Nfld. . . . .	689	CKOV . . . .	Kelowna, B. C. . . . .	684
CJOR . . . .	Vancouver, B. C. . . . .	685	CKOX . . . .	Woodstock, Ont. . . . .	696
CJOY . . . .	Guelph, Ont. . . . .	631	CKOY . . . .	Ottawa, Ont. . . . .	693
CJQC . . . .	Quebec City, Que. . . . .	698	CKPC . . . .	Brantford, Ont. . . . .	690
CJRH . . . .	Richmond Hill, Ont. . . . .	693	CKPG . . . .	Prince George, B. C. . . . .	685
CJRL . . . .	Kenora, Ont. . . . .	691	CKPR . . . .	Fort William, Ont. . . . .	691
CJRW . . . .	Summerside, P. E. I. . . . .	696	CKRB . . . .	St. George De Beauce, Que. . . . .	699
CJSO . . . .	Sorel, Que. . . . .	699	CKRC . . . .	Winnipeg, Man. . . . .	687
CJSP . . . .	Leamington, Ont. . . . .	692	CKRD . . . .	Red Deer, Alta. . . . .	684
CJVI . . . .	Victoria, B. C. . . . .	686	CKRM . . . .	Regina, Sask. . . . .	700
CKAC . . . .	Montreal, Que. . . . .	697	CKRN . . . .	Rouyn, Que. . . . .	698
CKBB . . . .	Barrie, Ont. . . . .	690	CKRS . . . .	Jonquiere, Que. . . . .	697
CKBC . . . .	Bathurst, N. B. . . . .	687	CKSB . . . .	St. Boniface, Man. . . . .	687
CKBI . . . .	Prince Albert, Sask. . . . .	700	CKSF . . . .	Cornwall, Ont. . . . .	691
CKBL . . . .	Matame, Que. . . . .	697	CKSL . . . .	London, Ont. . . . .	692
CKBM . . . .	Montmagny, Que. . . . .	697	CKSM . . . .	Shawinigan Falls, Que. . . . .	699
CKBW . . . .	Bridgewater, N. S. . . . .	689	CKSO . . . .	Sudbury, Ont. . . . .	694
CKCH . . . .	Hull, Que. . . . .	696	CKSW . . . .	Swift Current, Sask. . . . .	701
CKCK . . . .	Regina, Sask. . . . .	700	CKTB . . . .	Ste. Catharines, Ont. . . . .	694
CKCL . . . .	Truro, N. S. . . . .	690	CKTR . . . .	Trois-Rivieres, Que. . . . .	699
CKCQ . . . .	Quesnel, B. C. . . . .	685	CKTS . . . .	Sherbrooke, Que. . . . .	699
CKCR . . . .	Kitchener, Ont. . . . .	692	CKVD . . . .	Val D'Or, Que. . . . .	699
CKCV . . . .	Quebec City, Que. . . . .	698	CKVL . . . .	Montreal, Que. . . . .	697
CKCW . . . .	Moncton, N. B. . . . .	688	CKVM . . . .	Ville-Marie, Que. . . . .	700
CKCY . . . .	Sault Ste. Marie, Ont. . . . .	694	CKWS . . . .	Kingston, Ont. . . . .	692
CKDA . . . .	Victoria, B. C. . . . .	686	CKWX . . . .	Vancouver, B. C. . . . .	686
CKDM . . . .	Dauphin, Man. . . . .	686	CKX . . . .	Brandon, Man. . . . .	686
CKEC . . . .	New Glasgow, N. S. . . . .	689	CKXL . . . .	Calgary, Alta. . . . .	683
CKEN . . . .	Kentville, N. S. . . . .	689	CKY . . . .	Winnipeg, Man. . . . .	687
CKEY . . . .	Toronto, Ont. . . . .	695	CKYL . . . .	Peace River, Alta. . . . .	684
CKFH . . . .	Toronto, Ont. . . . .	695	VOAR . . . .	St. John's, Nfld. . . . .	689
			VOCM . . . .	St. John's, Nfld. . . . .	689

# Alberta

## CFAC—Calgary—1922—CBC

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By.... Calgary Bcstg. Co., Ltd.  
Bus.-Studio Address.... 1000 Greyhound Bldg.  
Tel.: AM 6-1036.. News Services: BN, PUB, CP  
Transcription... Theaurus, World, Associated  
Representative..... All-Canada, Weed  
Sta. Manager..... A. M. Cairns  
Commercial Manager..... D. H. Hartford  
Chief Engineer..... E. C. Connor

## CFCN—Calgary—1922—CBC

Frequency: 1080 Kc. Power: 10,000 Watts  
Owned-Oper. By. The Voice of the Prairies, Ltd.  
Bus.-Studio Address.... 712 Twelfth Ave., E.  
Tel.: AM 2-1161..... News Services: 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  
Chief Engineer..... Robert W. Lamb

## CKXL—Calgary—1950

Frequency: 1140 Kc. Power: 1000 Watts  
Owned-Oper. By..... CKXL Ltd.  
Address..... 210 9th Ave. S.W.  
Tel.: AM 6-3026..... News Services: BUP, PN  
Representative..... H. C. Stovin, Forjoe  
President, 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.  
Tel.: 3044..... News Service: BN  
Representative..... Lorrie Potts  
Membership..... CARTB  
Pres., Gen. Mgr..... H. J. Yerxa  
Sta. Mgr., 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  
General Manager..... J. Alphonse Oulmet  
Sta. Mgr..... D. C. Claringbull  
Commercial Manager..... W. E. Powell

## CFRN—Edmonton—1934 CBC

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By.... Sunwapta Bcstg. Co., Ltd.  
Business-Studio Address.... 109 CPR Bldg.  
Tel.: 2-2101..... News Services: BUP, BN  
Transcription Service..... Lang-Worth  
Representative.... R.R., Can. Sta. Reps., Oakes  
Membership..... CARTB

Pres., Gen. Sta. Mgr..... G. R. A. Rice  
Commercial Mgr..... A. J. Hopps  
Program Director..... Tony Biamonte  
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.  
Tel.: 4-2111..... News Service: BUP, BN  
Representative..... Stephens & Towndrow  
Membership..... CARTB, B.B.M.  
Gen. 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.  
Tel.: 4-2157..... News Service: AP  
Rep..... Hunt, McGillvra  
President..... Andre M. Dechene  
Sta. Mgr..... B. J. Gagnon  
Prog. Dir..... Jean Caron  
Chief Engineer..... Charles Ferland

## CJCA—Edmonton—1922

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By.... Edmonton Bcstg. Co., Ltd.  
Bus.-Studio Address..... Birks Bldg.  
Tel.: 4-4131..... News Service: BN  
Newspaper Affil..... Journal  
Trans. Serv..... World  
Representative..... All-Canada, Weed  
Membership..... CARTB, RAB  
Sta. Manager..... Gerry Gaetz  
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: 10 Kw.  
Owned By..... Northern Bcstg. Corp., Ltd.  
Address..... Grande Prairie  
Tel.: 2311..... News Service: AP  
Representative..... All-Canada, Weed  
Membership..... CAB  
Gen. Manager..... Arthur J. Balfour  
Ass't Mgr..... Jack E. Soars  
Local Comm. Mgr..... G. Pearcy  
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.  
**Tel.:** FA 7-3161.....**News Service:** CP  
**Trans. Service**.....**Assoc.** Thesaurus, World  
**Representative**.....Weed, ACRF  
**Membership**.....CAB, BBM, WAB  
**President**.....H. R. Carson  
**Station Manager**.....N. Botterill  
**Comm. Manager**.....J. Budd  
**Program Director**.....Wally Stambuck  
**Chief Engineer**.....Doug Card

## CHAT—Medicine Hat—1946 CBC

**Frequency:** 1270 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Monarch Bcstg. Co., Ltd.  
**Address**.....520 First St.  
**Tel.:** 6-2821.....**News Service:** BN  
**Representative**.....Weed, All-Canada  
**Membership**.....CARTB, WAB  
**Transcription Library**.....World  
**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**.....BN  
**Transcription**.....SESAC  
**Representative**.....Hunt, Lorrie Potts  
**Manager**.....W. C. Gliege  
**Sls. Prom. Mgr.**.....Dave Lilwall  
**Engineer**.....Bob Guy

## CKRD—Red Deer—1949—CBC

**Freq.:** 850 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Central Alberta Bcstg. Co.  
**Business Address**.....Foster Block  
**Telephone**.....2083  
**Representative**.....Radio Reps., Young  
**Membership**.....CARTB  
**President**.....Gordon S. Henry  
**Comm. Mgr.**.....W. R. Scott  
**Prom., Pub. Mgr.**.....J. M. Younie  
**Program Director**.....Ron Henry  
**Chief Engineer**.....Bob Sears

# British Columbia

## CHWK—Chilliwack—1927 CBC

**Frequency:** 1270 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Fraser Valley Bcstrs., Ltd.  
**Address**.....50 Yale Rd., E.  
**Tel.:** 3200.....**News Service:** BN  
**Representative**.....All-Canada, Weed  
**Trans.**.....World  
**Membership**.....CARTB  
**Gen. Mgr., Pres.**.....Jack Pilling  
**Comm. Mgr., Prom. Mgr.**.....W. G. Teetzel  
**Prod. Mgr.**.....J. M. MacLachlan  
**Chief Eng.**.....R. Cartmell

## CJDC—Dawson Creek—1947

**Frequency:** 1350 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Radio Station CJDC, Ltd.  
**Business Address**.....2nd Ave. & 9th St.  
**News Services**.....BN, PN  
**Transcription Service**.....World  
**Representative**.....Radio Representative, Cooke  
**President**.....H. Michaud  
**Manager**.....M. Lavern

## CFJC—Kamloops—1926—CBC

**Frequency:** 910 Kc.....**Power:** 1 Kw.  
**Owned**.....Inland Bcstrs., Ltd.  
**Address**.....387—Fourth Ave.  
**Tel.:** 1021.....**News Service:** BN  
**Newspaper Affil.**.....Sentinel  
**Trans. Service**.....Thesaurus  
**Sta. Rep.**.....All-Canada, Weed  
**Membership**.....CARTB

**Station Mgr.**.....Ian G. Clark  
**Comm. Mgr.**.....Frank Bond  
**Chief Engineer**.....Fred Webber

## CKOV—Kelowna—1931 CBC

**Frequency:** 630 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Okanagan Bcstrs., Ltd.  
**Address**.....Box 1481  
**Tel.:** 3331.....**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**.....J. D. Bews  
**Promotion Manager**.....Ed Boyd  
**Program Director**.....A. G. Hall  
**Chief Engineer**.....A. Vipond

## CHUB—Nanaimo—1949

**Frequency:** 1570 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Standard Bcstg. Co.  
**Business Address**.....Malaspina Hotel  
**Tel.:** 2630.....**News Services:** BUP, BN  
**Newspaper Affil.**.....Vancouver Sun  
**Transcription Service**.....World, Standard  
**Representative**.....Stephens & Towndrow  
**Sta. Mgr., Prog. Dir.**.....C. J. Rudd  
**Nat. Sales Dir.**.....Sheila Hassell  
**Prom., Pub. Mgr.**.....Stan Moncrieff  
**Chief Engineer**.....Ross MacIntyre



**CKLN—Nelson—1939—CBC**

Frequency: 1240 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. News Publishing Co., Ltd.  
 Address . . . . . P. O. Box 250  
 Tel.: 19 . . . . . News Service: BN  
 Newspaper Affiliation . . . Nelson Daily News  
 Representative . . . . . Stovin & Byles  
 Membership . . . . . CARTB, 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 . . . . . Radio NW, Ltd.  
 Business-Studio Address . . . . . 227 Columbia St.  
 Tel.: LA 2-2711 . . . . . News Services: BUP, BN  
 Transcription . . . . . Associated, Standard  
 Representative . . . . . Forjoe, R-Reps., B'cast. Reps.  
 President . . . . . Frank A. Griffiths  
 Gen., Station Mgr. . . . . W. J. Hughes  
 Prog. Dir. . . . . Hal Davis  
 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.  
 Tel.: 2800 . . . . . News Services: BUP, CP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Mulvihill, Forjoe  
 Membership . . . . . BCARTB, WAB, CARTB  
 Pres., Gen., Mgr. . . . . Maurice P. Finnerly  
 Comm., Pub. Manager . . . . . Ralph J. Robinson  
 Sales Prom. Mgr. . . . . Dave L. Roeegele  
 Program Director . . . . . Leland H. Faebish  
 Chief Engr. . . . . George Cameron

**CJAV—Port Alberni—1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . CJAV, Ltd.  
 Address . . . . . 735 Third Ave., N.  
 Tel.: 604 . . . . . News Service: BN  
 Transcription . . . . . Lang-Worth, Capitol, World  
 Membership . . . . . CARTB  
 Rep. . . . . Hunt, Cooke, Stephens & Towndrow  
 President . . . . . Harold E. Warren  
 Managing Dir. . . . . Kenneth Hutcheson

**CKPG—Prince George—1954  
CBC**

Frequency: 550 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Radio Station CKPG, Ltd.  
 Address . . . . . 1220 Sixth Ave.  
 Tel.: 140 . . . . . News Service: BN  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CARTB  
 President . . . . . Frank H. Elphicke  
 Managing Dir. . . . . Cecil G. Elphicke  
 Comm. Manager . . . . . R. T. Harkins  
 Prog. Director . . . . . Ronald E. East  
 Chief Engineer . . . . . Stan Davies

**CKCQ—Quesnel—1957**

Frequency: 570 Kc. . . . . Power: 1 Kw.  
 Owned . . . . . Cariboo Bcstrs.  
 Address . . . . . Box 699  
 News Service . . . . . BN  
 Representative . . . . . Radio Rep., Cooke  
 Managing Director . . . . . J. Fred Weber  
 Sta. Mgr. . . . . Dennis Reid

**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  
 Sls. Rep. . . . . H. W. Paulson (Vancouver)

**CJAT—Trail—1931—CBC**

Frequency: 610 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Kootenay Bcstg. Co., Ltd.  
 Business-Studio Address . . . . . Radio Centre  
 Tel.: 1840 . . . . . News Service: BN  
 Trans. . . . . World  
 Rep. . . . . Weed, All-Canada Radio Facilities  
 Membership . . . . . RAB  
 President . . . . . A. S. Mawdsley  
 General Manager . . . . . John W. Loader  
 Comm. Mgr. . . . . J. P. Kobluk  
 Prog. Dir. . . . . Ken Hughes  
 Chief Engineer . . . . . Jack Molyneux

**CBU—Vancouver—1947—CBC**

Frequency: 690 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By. . . . . Canadian Bcstg. Corp.  
 Address . . . . . 701 Hornby St.  
 Telephone . . . . . MA 6121  
 Dir. for Brit. Col. . . . . Kenneth Caples  
 Comm. Mgr. (Toronto) . . . . . Walter E. Powell

**CJOR—Vancouver—1926  
CBC-DOMINION**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . CJOR, Ltd.  
 Business-Studio Address . . . . . 848 Howe St.  
 Tel.: MA 6464 . . . . . News Services: AP, UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Stovin & Byles, Ltd.  
 Membership . . . . . CARTB, BCARTB  
 Pres., Sta. Mgr., Gen. Mgr. . . . . George C. Chandler  
 Prom. Mgr., Pub. Dir. . . . . Hudson W. Olson  
 Prog. Director . . . . . Vic Waters  
 Commercial Mgr. . . . . Don Laws  
 Chief Engineer . . . . . Art Chandler

**CKLG—North Vancouver  
1955**

Frequency: 1070 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By. . . . . Lions Gate B'casting, Ltd.  
 Address . . . . . 143 E. 11th, North Vancouver  
 Tel.: YO 1101 . . . . . News Service: AP  
 Transcription Service . . . . . SESAC, Muzak  
 Reps. . . . . Don Cooke, Lorrie Potts  
 President . . . . . W. Clarke Gibson



Station Mgr. John N. Hunt
Comm. Manager James Crawford
Prog. Director Rudy Hartman
Prom., Pub. Mgr. Lyndon Grove

CFUN-Vancouver-1922

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By Radio CFUN Ltd.
Address 812 Robson St.
Tel.: MA 1271 News Service: UP
Representative Nat. Broadcast Sales
Membership CARTB
President R. R. Keay
Gen. Mgr. J. L. Sayers
Comm. Manager Fin Anthony
Pub., Prom. Mgr. Al Macnab
Prog. Director Jim Thom
Chief Engineer Dave Rogers

CKWX-Vancouver-1923
MBS

Frequency: 1130 Kc. Power: 50,000 Watts
Owned-Oper. By CKWX Radio, Ltd.
Business-Studio Address 1275 Burrard St.
Tel.: TA 5131 News Services: CP, BUP
Transcription Service World
Representative All-Canada, Weed
Membership RAB, CARTB
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
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.
Tel. 3900
Rep. Radio Representatives, Forjoe
Trans. Langworth
Pres. C. H. Pitt
Sta. Manager A. G. Seabrook
Commercial Mgr. Ann Gaustin
Program Director Jack Pollard
Chief Engineer Laurie Wright

CJVI-Victoria-1941-CBC

Frequency: 900 Kc. Power: 10,000 Watts
Owned-Oper. By Island Bcstg. Co., Ltd.
Business-Studio Address 817 Fort Street
Tel: 2-8221 News Services: 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. Walter Cownden
Chief Engineer Joe Sommers

CKDA-Victoria-1950-CBC

Frequency: 1280 Kc. Power: 10 Kw.
Owned-Oper. By Capital Bcstg. System
Address 1450 Douglas St.
Tel.: 4-9311 News Services: BUP, CP
Representative Radio Reps.
Membership CAB, CARTB
Pres., Gen. Mgr. David M. Armstrong
Mgr., Nat'l Sls. David G. Hill

Manitoba

CFAM-Altona-1957

Frequency: 1290 Kc. Power: 1000 Watts
Owned Southern Manitoba Bcstg. Co.
Address Altona
Tel.: 285 News Service: CP
Representative Donald Cooke, Inc.
Membership CARTB
Pres., Gen. Mgr. A. J. Thiessen
Comm. Mgr., Prog. Dir. Dennis Barkman
Chief Engineer John J. Pauls

CKX-Brandon-1928-CBC

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By Western Manitoba Bcstrs.
Address 2940 Victoria Ave.
Tel.: 5393 News Service: BN
Transcription Service SESAC
Representative Hunt, Messner
Membership CARTB, WAB
Pres., Gen. Manager J. B. Craig
Commercial Manager E. D. Holland
Prog. Dir. Frank Bird
Chief Engineer E. Humphrey Davies

CKDM-Dauphin-1950-CBC

Frequency: 730 Kc. Power: 1000 d.; 250 n.

Owned Dauphin Bcstg. Co., Ltd.
Address 3rd Ave., N. E.
Tel.: 3230 News Service: BN
Trans. Service World Library
Representative Radio-Rep., Young, Messner
Membership CARTB
President A. T. Warnock
Gen., Sta. Manager Michael Hopkins
Comm. Manager J. M. Henderson
Prom. Dir. Brian Skinner
Chief Engineer G. O. Woodward

CFAR-Flin Flon-1937-CBC

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By Arctic Radio Corp., Ltd.
Address 75 Hill St.
Tel.: 4422 News Service: BN
Representative Young Can., Laurie Potts
Membership CARTB
Station Manager C. H. Winney
Program Director E. Smallwood

CFRY-Portage La Prairie
1956

Frequency: 1570 Kc. Power: 250 Watts



Owned.....Portage-Delta Bcstg. Co.  
 Address.....Hotel Portage  
 News Service.....BN  
 Representative.....Lorrie Potts  
 Pres., Mgr.....R. D. Hughes  
 Comm. Mgr.....Dolores Kustra

**CKSB—St. Boniface—1946**  
**CBC**

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned.....Radio-St. Boniface Ltd.  
 Address.....607 Langevin St.  
 Tel.: CH 7-4865.....News Service: BN  
 Trans. Service.....SESAC  
 Representative.....McGillvra, Hunt  
 Membership.....CARTB  
 President.....Celestin Champagne  
 Gen., 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.  
 Tel.: SP 4-2541.....News Services: 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**

Freq.: 680 Kc.....Power: 5 Kw., d.; 2500 W., n.

Business-Studio Address.....Lindsay Bldg.  
 Tel.: WH 2-3674.....News Services: CP, BUP  
 Transcription Service.....Thesaurus  
 Membership.....CARTB, WAB  
 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. Durie

**CKRC—Winnipeg—1934**  
**CBC-DOMINION**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned.....Transcanada Communications, Ltd.  
 Bus-Studio Address.....300 Carlton St.  
 Tel.: WH 2-2201.....News Services: BUP, BN, CP  
 Representative.....Weed, All-Canada  
 Gen. Sta. Mgr.....William A. Speers  
 Commercial Manager.....R. F. Tait  
 Program Director.....Robert Bye

**CKY—Winnipeg—1949—CBC**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Station CKY, Ltd.  
 Business Address.....432 Main St., N.  
 Tel. ....WH 31-531  
 Transcription.....Associated  
 Representative.....Stovin, Forjoe  
 Membership.....RAB, CARTB  
 President, Sta. Mgr.....Lloyd E. Moffatt  
 Comm. Manager.....D. McDermid  
 Program Director.....Jack R. Stewart  
 Chief Engineer.....Andy Malowanchak

←←←←←  
**New Brunswick**  
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**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.....110 Water St.  
 Tel.: 3-4415.....News Service: BN  
 Representative.....Hardy, Weed  
 Membership.....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.  
 Tel.: RE 5-3351.....News Service: BN  
 Transcription Service.....SESAC  
 Representative.....Stovin, Young  
 Gen. Mgr.....Jack Brilliant  
 Station, Comm. Mgr.....Georges Guerrette

**CFNB—Fredericton—1923**  
**CBC**

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned.....James S. Neill & Son, Ltd.  
 Address.....York St.  
 Tel.: GR 5-5501.....News Services: UP, R.P.  
 Transcription Service.....Standard  
 Representative.....All-Canada, Weed  
 Membership.....CARTB  
 President.....J. Stewart Neill  
 General Manager.....D. Malcolm Neill

Prog. Director.....H. L. McFee  
 Sales Prom. Mgr.....A. H. Fisher  
 Sta., Comm. Manager.....J. T. H. Fenely  
 Chief Engineer.....Glenn D. Love

**CBAF—Moncton—1953—CBC**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....Georges & Archibald Sts.  
 General Manager.....Alphonse Ouimet  
 Sta. Mgr.....J. E. R. Teasdale  
 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.  
 Tel.: EV 4-9111.....News Services: BUP, CP  
 Transcription Service.....Lang-Worth  
 Rep.....Canadian Station Reps., Stovin  
 Membership.....RAB  
 Pres., Gen. Mgr.....F. A. Lynds  
 Sta. Mgr.....T. Tonner  
 Program Director.....Robert Reid  
 Prom. Mgr., Pub. Dir.....Gene Allton  
 Chief Engineer.....Keith MacConnell

**CKMR—New Castle—1949  
 CBC**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned.....Miramichi Bcstg. Co., Ltd.  
 Address.....Castle St.  
 Tel.: 690.....News Services: BUP, CP  
 Representative.....J. Hunt  
 Membership.....CARTB  
 President.....L. W. Flett  
 Sta. Mgr., Chief Eng.....R. J. Wallace  
 Publicity Director.....Fred Haining

**CBA—Sackville—1939—CBC**

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....100 Sackville St., Halifax, N. S.  
 Regional Director.....W. E. S. Briggs  
 Regional Prog. Dir.....S. R. Kennedy  
 Comm. Rep.....Don LeBlanc  
 Press & Info. Rep.....A. W. Wilson

**CFBC—Saint John—1946  
 CBC-DOMINION**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Fundy Bcstg. Co., Ltd.  
 Address.....Carleton St.  
 Tel.: OX 2-3301.....News Services: BUP, RP  
 Representative.....Young, Nat'l Bcst. Sales  
 Trans.....Thesaurus  
 Membership.....CARTB  
 President.....A. M. A. McLean  
 General Manager.....Hugh T. Trueman  
 Sales Manager.....Vincent Saunders  
 Program Supervisor.....D. H. Armstrong  
 Prom. Mgr.....Marita McNulty  
 Chief Engineer.....H. M. Stout

**CHSJ—Saint John—1947  
 CBC**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....New Brunswick Bcstg. Co.  
 Business-Studio Address.....14 Church St.  
 Trans.....World  
 Membership.....CARTB  
 Newspaper Affil.....Journal, Globe  
 Representative.....All Canada, Weed & Co.  
 General Manager.....George A. Cromwell  
 Comm. Mgr.....James Morrow  
 Station Manager.....Earl McCarron

**←←←←← Newfoundland →→→→→**

**CBY—Corner Brook—1949  
 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

**CBT—Grand Falls—1949  
 CBC**

Frequency: 990 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Canadian Bcstg. Corp.  
 Address.....Grand Falls  
 Tel.: 2102.....News Services: 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

**CBG—Gander—1949—CBC**

Frequency: 1450 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Canadian Bcstg. Corp.  
 Address.....Gander  
 General Manager.....J. A. Ouimet  
 Sta. Mgr.....A. W. Barrett  
 Comm. Mgr.....W. E. Powell  
 Prog. Dir.....Charles Jennings

**CBN—St. John's—1949—CBC**

Frequency: 640 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Canadian Bcstg. Corp.  
 Address.....Box E 5372

Telephone .....7181  
 General Manager (CBC)...J. Alphonse Ouimet  
 Commercial Mgr. (CBC).....W. E. Powell  
 Dir. for NFLD.....W. F. Galgay  
 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.  
 Tel.: 7105.....News Services: AP, CP  
 Reprs.....Weed  
 Membership.....CARTB  
 Pres.....Geoffrey W. Stirling  
 General Manager.....Don Jamieson  
 Sta. Mgr.....George MacDonald  
 Commercial Manager.....Hal Duffitt  
 Sales Prom. Mgr.....Mary Myler  
 Publicity Director.....Ada Meyers  
 Chief Engineer.....Oscar Hierlihy

**VOAR—St. John's—1929**

Frequency: 1230 Kc.....Power: 100 Watts d.  
 Owned.....Seventh-day Adventists Corp.  
 Address.....106 Freshwater Rd.  
 Tel.....6760  
 President.....W. A. Nelson  
 General Manager.....G. O. Adams  
 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.....BN  
 Transcription Service.....Thesaurus  
 Membership.....CARTB  
 Representative.....Young-Canadian  
 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.....St. Ninian St.  
 Tel.....580  
 Rep.....Mulvihill, Canadian Sta. Reprs.  
 Membership.....CARTB  
 Gen., Sta. Mgr.....J. Clyde Nunn  
 Sales Prom. Mgr.....Charles O'Brien  
 Program Dir.....Bruce Rafuse  
 Chief Eng.....Gordon MacDougall

**CKBW—Bridgewater—1947**  
**CBC**

Frequency: 1000 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Acadia Bcstg. Co., Ltd.  
 Address.....Bridgewater  
 Tel.: Ll 3-2401.....News Services: BN, CP  
 Representative.....Radio Reprs., Don Cooke  
 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  
 Chief Engineer.....Douglas B. Hirtle

**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.....J. A. MacEwen  
 Comm. Rep.....Don LeBlanc  
 Press & Infor. Rep.....A. W. Wilson

**CHNS—Halifax—1926—CBC**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Maritime Bcstg. Corp., Ltd.  
 Bus-Studio Address.....10 Tobin St.  
 Tel.: 3-8318.....News Services: CP, BUP  
 Transcription Service...Thesaurus, Lang-Worth  
 Representative.....All-Canada, Weed  
 Gen., Station Manager.....Gerald Redmond  
 Commercial Manager.....Douglas Grant  
 Program Manager.....John A. Funston  
 Chief Engineer.....Arthur H. Grelg

**CJCH—Halifax—1944**

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CJCH, Ltd.  
 Bus-Studio Address.....741 Robie St.  
 Tel.: 5-5443.....News Service: BN  
 Transcription Service.....World, SESAC  
 Representative.....Mulvihill, Young Can.  
 Station Manager.....E. Finlay MacDonald  
 Comm. Manager.....Howard E. Gerard  
 Sis. Prom. Manager.....Clair Chambers  
 Prod. Director.....Len J. Chapple  
 Chief Engineer.....A. Reginald MacWilliams

**CKEN—Kentville—1947**

Frequency: 1350 Kc.....Power 1000 Watts  
 (See CFAB, Windsor)

**CKEC—New Glasgow—1953**  
**CBC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hector Bcstg. Co.  
 Address.....130 George St.  
 Tel.: 2-4200.....News Service: CP  
 Transcription.....Lang-Worth

Representative ..... Donald Cooke  
 Membership ..... CARTB  
 Pres., Gen. Mgr. .... James M. Cameron  
 Prog. Dir. .... W. Ellis  
 Chief Engineer ..... Lew Wright

**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  
 Comm. Mgr. .... Don LeBlanc  
 Press & Info. Rep. .... A. W. Wilson

**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.  
 Tel.: 5596 ..... News Service: PN  
 Transcription Service ..... Thesaurus, Lang-Worth  
**Representative** ..... All-Canada, Weed  
 Membership ..... RAB  
 Pres. .... J. Marven Nathanson  
 Gen., Sta. Mgr. .... Norris L. Nathanson  
 Commercial Manager ..... M. Grant  
 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.

Tel.: 4491 ..... News Service: BUP  
 Transcription Service ..... World, Library  
 Representative ..... Radio Time Sales  
 Membership ..... CARTB, BBM  
 President, General Mgr. .... J. Arthur Manning  
 Comm. Mgr., Pub. Dir. .... H. C. Deryk Upton  
 Program Director ..... Jack Armstrong  
 Chief Engineer ..... E. S. Bernasconi

**CFAB—Windsor—1944**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Evangeline Bcstg. Co., Ltd.  
 Address ..... Radio Centre  
 Tel.: 2111 ..... News Service: BN  
 Transcription Service ..... World  
 Representative ..... Lorrie Polls  
 Membership ..... CARTB, BBM, AAB  
 President ..... F. J. Burns  
 General Manager ..... J. A. C. Lewis  
 Comm. Mgr. .... Mrs. E. J. MacMillan  
 Promotion Mgr. .... J. F. Crossan  
 Program Director ..... Willard Bishop  
 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.  
 Tel.: 500 ..... 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  
 Tel.: PA 6-6466 ..... News Service: BN  
 Membership ..... CARTB  
 Representative ..... Young, Mulvihill  
 Pres. .... Ralph T. Snelgrove  
 Sta. Mgr. .... Robert Hunter  
 Comm. Mgr. .... Edward Delaney  
 Program Director ..... Jack Ruttle  
 Chief Engr. .... Jack Mattenley

**CFJB—Brampton—1953**

Frequency: 1090 Kc. .... Power: 250 W. d.  
 Owned-Oper. By ..... CFJB, Ltd.  
 Address ..... 2 Ellen St.  
 Tel.: BU 6-2137 ..... News Services: BN, BUP  
 Trans. Service ..... World, Lang-Worth  
 Membership ..... CARTB  
 Rep. .... Radio Time Sales  
 President ..... D. M. Dickson  
 Sta. Mgr. .... John Fox  
 Chief Eng. .... Robert McBean

**CJBQ—Belleville—1946—CBC**

Frequency: 800 Kc. .... Power: 1000 Watts  
 Owned-Operated By .... Quinte Bcstg. Co., Ltd.  
 Address ..... Box 399  
 News Service ..... BN  
 Transcription Service ..... World, SESAC  
 Representative ..... Young, Stovin  
 Membership ..... CARTB  
 President ..... A. MacLean Haig  
 Station Manager ..... W. H. Stovin  
 Commercial Manager ..... J. H. MacDonald  
 Program Director ..... L. Jourard  
 Sls. Prom. Manager ..... T. Hookings  
 Chief Engineer ..... J. B. Buchanan

**CKPC—Brantford—1923—CBC**

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By .... Telephone City Bcst., Ltd.  
 Address ..... 525 Colborne St.  
 Tel.: 3-2664 ..... News Service: BUP  
 Transcription Service ..... World  
 Membership ..... CARTB  
 Representative ..... Lorrie Polls  
 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—1926**  
**CBC-NBC-CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned By... Eastern Ontario Bcastg. Co., Ltd.  
Business-Studio Address... Revere Hotel Bldg.  
Tel.: DI 2-4628... News Service: PN  
Representative... Stoven, Canadian Reprs.  
Trans. Langworth  
Pres., Gen. Mgr., Pub. Dir. Jack R. Radford  
Asst. Sta. Mgr. Thomas Statham  
Comm. Mgr. Keith Pelton  
Program Director Jim Chapman  
Chief Engineer Sid Penstone

**CFCO—Chatham—1926**  
**CBC—DOMINION**

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By... John Beardall  
Business Address... Box 550  
Tel.: EL 2-3000... 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.  
Telephone... 4800  
Representative Stovin, McGillivra  
Membership... CARTB  
Station Manager Fred H. Pemberton  
Prod. Director Carl Fisher

**CFOB—Fort Frances—1944**  
**CBC-DOMINION**

Frequency: 800 Kc. Power: 1000 Watts  
Owned By... Border Bcastg., Ltd.  
Business-Studio Address... 242 Scott St.  
Tel.: 200... News Services: BUP, CP  
Transcription Service World  
Rep. Cooke, Radio Reprs., Bcast. Reprs.  
Manager Don Fawcett

**CKPR—Fort William—1931**  
**CBC**

Freq.: 580 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... H. F. Dougall Co., Ltd.  
Bus.-Studio Address... Radio Hall, Victoria Ave.  
Tel.: 3-3477... 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

**CFTJ—Galt—1954**

Frequency: 1110 Kc. Power: 250 Watts  
Owned-Oper. By... Galt B'casting Co., Ltd.

Address... 3 Ainslie St.  
Tel.: 4318... News Service: BN  
Representative... Radio Time Sales  
Membership... CARTB, CCBA  
Pres., Gen. Mgr. John V. Evans  
Chief Eng. Paul Kemper

**CJOY—Guelph—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... CJOY, Ltd.  
Business Address... Bond Bldg.  
Tel.: TA 4-0670... 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  
Chief Engineer J. Milligan

**CHML—Hamilton—1926**  
**CBC**

Frequency: 900 Kc. Power: 5000 Watts  
Owned-Oper. By... Maple Leaf Bcastg. Co., Ltd.  
Business-Studio Address... 848 Main St., E.  
Tel.: LI 9-2411... News Service: BN  
Program Director William E. Hall  
Membership... CARTB, RAB  
Rep. Stephens & Towndrow  
President Kenneth D. Soble  
General Manager Tom Darling  
Commercial Manager W. D. Whitaker  
Prog. Dir. William E. Hall  
Sales Prom. Mgr., Pub. Dir. Babs Corbett  
Chief Engineer Hugh Potter

**CKOC—Hamilton—1922—CBC**

Frequency: 1150 Kc. Power: 5000 Watts  
Owned... Wentworth Radio Bcastg. Co., Ltd.  
Business-Studio Address... 32 John St., N.  
Tel.: JA 7-4483... News Services: BUP, BN  
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  
Tel.: 8936... News Service: BN  
Representative Stovin, Byle  
Membership... RAB  
President Stuart King  
Station Manager William Wylie  
Program Director M. Cooke

**CKLC—Kingston—1953**  
**CBC-DOMINION**

Frequency: 1380 Kc. Power: 5 Kw.





Owned-Oper. By... St. Lawrence Bcstg. Co., Ltd.  
 Address..... 99 Brock St.  
 Tel.: LI 2-4927..... News Service: AP  
 Transcription Service ..... World  
 Membership ..... CARTB  
 Representative ..... Stovin, Forjoe  
 Sta., Gen. Manager..... T. D. French  
 Comm. Manager..... J. F. French  
 Prog. Director..... C. J. Birmingham  
 Chief Engineer..... Barry M. Ogden

Trans. .... Lang-Worth  
 Pres., Comm. Mgr..... A. A. Bruner  
 Sales Manager..... J. L. Moore

**CKWS—Kingston—1942—CBC**

Frequency: 960 Kc..... Power: 5000 Watts  
 Owned-Oper. By... Frontenac Bcstg. Co., Ltd.  
 Address..... 170 Queen St.  
 Tel.: LI 2-4977..... News Service: BN  
 Newspaper Affil..... Kingston Whig Standard  
 Trans. .... Langworth  
 Rep..... Natl. Bcst. Sales, Weed  
 Membership ..... CARTB  
 President..... Senator W. R. Davies  
 Gen. Manager..... Harvey Freeman  
 Station Manager..... Wally Rewegan  
 Prog. Director..... Allan Brooks  
 Pub. Director..... Ross Evans  
 Chief Engineer..... Bert Cobb

**CKLY—Lindsay—1955**

Frequency: 910 Kc..... Power: 1 Kw.  
 Owned-Operated By... Greg-May Bcstg. Ltd.  
 Address..... 249 Kent St. W.  
 Tel.: FA 4-3585..... News Service: BN  
 Transcription ..... Lang-Worth  
 Membership ..... CARTB  
 Representative ..... Lorrrie Potts  
 Gen. Mgr..... E. Neill Gregory  
 Comm. Mgr..... C. A. Gregory  
 Sta. Mgr..... Lucile Birchard

**CJKL—Kirkland Lake—1934  
CBC**

Frequency: 560 Kc..... Power: 5000 Watts  
 Owned..... Kirkland Lake Bcstg., Ltd.  
 Address..... 22 Govt. Rd. West  
 Tel.: 27..... News Service: BN  
 Trans..... World. All Canada  
 Representative..... Natl. Bcst. Sales, Weed  
 Membership ..... CARTB  
 President..... Irma Brydson  
 Station Manager..... K. C. Billings  
 Comm. Mgr., Prom. Mgr..... Dave O'Neil  
 Prog. Dir..... Don O'Neil  
 Chief Engineer..... C. L. Spence

**CFPL—London—1933—CBC**

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Oper..... London Free Press Printing Co.  
 Address..... 442 Richmond St.  
 Tel.: 2-5201..... News Services: AP, BN  
 Newspaper Affil..... London Free Press  
 Transcription ..... Lang-Worth. World  
 Representative ..... Weed, All-Canada  
 Membership ..... CARTB, RAB, BPA  
 President..... Walter J. Blackburn  
 Gen. Mgr..... Murray T. Brown  
 Comm., Station Mgr..... Douglas C. Trowell  
 Prog. Dir..... Ward M. Cornell  
 Sls. Prom. Mgr., Pub. Dir..... Harvey M. Clarke  
 Chief Engineer..... Glen A. Robtaille

**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.  
 Tel.: SH 3-3628..... News Service: AP  
 Transcription Service..... SESAC, World  
 Rep..... McGillvra  
 Membership ..... CARTB, CCBA  
 Pres., Gen. Mgr..... James C. Mitchell  
 Comm. Mgr..... Jack G. Liddle  
 Sales Prom. Mgr..... G. J. Schus  
 Sta. Mgr..... Ken W. Mackinnon  
 Publicity Dir..... Jim Shearon  
 Chief Engineer..... Ion Hartman

**CKSL—London—1956**

Frequency: 1290 Kc..... Power: 5 Kw.  
 Owned ..... London Bcstrs.  
 Address..... 343 Richmond St.  
 Tel.: 2-4181..... News Service: BN  
 Representative ..... Young Canadian  
 Gen. Mgr..... J. Lyman Potts  
 Comm. Mgr..... Fred Ursel

**CHVC—Niagara Falls-Welland  
1947**

Frequency: 1600 Kc..... Power: 5,000 Watts  
 Owned-Oper. By..... Radio Station CHVC, Ltd.  
 Business Address..... Rainbow Bridge  
 Tel.: EL 8-7151..... News Service: BUP  
 Representative ..... Cooke, Lorrrie Potts  
 President..... B. Howard Bedford  
 Prog. Director..... A. W. Blakely  
 Sales Prom. Mgr..... Dan Ford  
 Chief Engineer..... T. E. Amls

**CJSP—Leamington—1954**

Frequency: 710 Kc..... Power: 250 W., d.  
 Owned-Operated By... Sun Parlor Bdctrs., Ltd.  
 Address..... 23 Erie St., N.  
 Tel.: 2780..... News Services: CP, BN  
 Representative ..... Best

**CFCH—North Bay—1931  
CBC**

Frequency: 600 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Northern Bcstg.  
 Address..... Frazer Ave. & 1st St.  
 Tel.: 240..... News Service: BN  
 Transcription Service..... World  
 Rep..... Natl. Bcst. Sales, Weed  
 Membership ..... CARTB

President..... P. A. Campbell  
 Station Manager..... Keith Packer

**CHWO—Oakville—1956**

Freq.: 1250 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned..... CHWO Radio  
 Address..... Radio Bldg.  
 Tel.: VI 5-2821..... News Service: BN  
 Representative..... Radio & TV Sales Inc.  
 Pres., Gen. Mgr..... Howard C. Caine

**CFOR—Orillia—1945—CBC**

Freq.: 1570 Kc..... Power: 10 Kw. d.; 1 Kw. n.  
 Owned-Oper. By..... Radio Station CFOR  
 Bus. Studio Address..... 241 West St., N.  
 Tel.: FA 4-3511..... News Service: BN  
 Transcription Service..... World  
 Rep..... Stephens & Towndrow  
 Owner, Sta. Mgr..... Gordon E. Smith  
 Comm. Manager..... William Pratt  
 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.  
 Tel..... RA 3-3415  
 Transcription Service..... World  
 Rep..... Lorrie Potts, John N. Hunt, McGillivra  
 Membership..... CARTB, BBM, CCBA  
 Pres., Gen. Mgr., Prom. Mgr... Alfred H. Collins  
 Comm., Sta. Mgr..... Gordon G. Garrison  
 Program Director..... Fred M. Oliver  
 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  
 Telephone..... (Toronto) WA 3-5461  
 Gen. Mgr..... J. O. Ouimet  
 Station Manager..... Charles P. Wright  
 Comm. Mgr..... W. E. Powell  
 Prog. Dir..... Charles Jennings

**CFRA—Ottawa—1947**

Frequency: 560 Kc..... Power: 5000 Watts  
 Owned..... CFRA, Ltd.  
 Address..... 150 Isabella St.  
 Tel.: CE 3-6241..... News Services: BUP, BN  
 Transcription Service..... Lang-Worth  
 Representative... Stephens & Towndrow, Weed  
 Pres., Gen., Sta. Mgr..... Frank Ryan  
 Comm. Mgr..... George M. Gowling  
 Program Director..... Terry Kielty  
 Program Manager..... Tom Foley  
 Publicity Director..... Don MacKinnon  
 Chief Engineer..... Harold Peerenboom

**CKOY—Ottawa—1924—CBC**

Freq.: 1310 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... CKOY, Ltd.  
 Address..... 635 Richmond Rd.  
 Tel.: PA 2-2650..... News Services: BUP, CP

Transcription Service..... Capitol, Thesaurus  
 Representative..... Cooke, Natl. Bcst. Sales  
 President..... Irving Cameron  
 Station Mgr..... Jack Daly  
 Commercial Manager..... Don Hamilton  
 Prog. Dir..... Keith Sterling  
 Pub. Dir..... Ann Hammell  
 Chief Engineer..... Ken Puttock

**CFOS—Owen Sound—1940  
 CBC**

Frequency: 560 Kc..... Power: 1000 Watts  
 Owned..... Grey & Bruce Bcstg. Co., Ltd.  
 Address..... 270 9th St. E.  
 Tel.: 1940..... 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..... D. Danard  
 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.  
 Tel.: RE 2-3657..... News Services: BUP, CP  
 Transcription Service..... Thesaurus, SESAC  
 Representative..... Stovin  
 Pres., Gen. Mgr..... E. G. Archibald  
 Program Director..... William K. Kutschke  
 Comm., Prom. Manager... Ramsay F. Garrow

**CHEX—Peterborough—1942  
 CBC-DOMINION**

Frequency: 980..... Power: 5000 Watts  
 Owned..... Kawartha Bcstg. Co., Ltd.  
 Business-Studio Address..... Box 627  
 Tel.: RI 2-7708..... News Service: BN  
 News. Affil..... The Examiner  
 Representative..... Natl. Bcst. Sales, Weed  
 Membership..... CARTB  
 Transcription..... Lang-Worth  
 President..... W. R. Davies  
 Gen. Mgr..... H. C. Freeman  
 Station Manager..... N. J. Weatherwax  
 Chief Engineer..... A. Crump

**CFPA—Port Arthur—1944  
 CBC**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Ralph H. Parker  
 Address..... 87 N. Hill St.  
 Tel.: 4-2404..... News Service: BN  
 Trans. Service..... Standard, SESAC  
 Rep..... Lorrie Potts, A. J. Messner, Weed, Hunt  
 Membership..... CARTB  
 President, Gen. Mgr..... Ralph H. Parker

**CJRH—Richmond Hill—1957**

Frequency: 1300 Kc..... Power: 500 W., d.



Owned..... Radio Richmond Hill  
 Address..... 50 Yonge St.  
 Tel.: EM 3-8986..... News Service: BN  
 Pres., Comm. Mgr..... John O. Graham  
 V.P., Sta. Mgr..... Stewart H. Coxford

**CKTB—Ste. Catharines—1930**  
**CBC**

Frequency: 620 Kc..... Power: 1000 Watts  
 Owned..... Niagara District Bcstg. Co., Ltd.  
 Business-Studio Address..... 12 Yates St.  
 Tel.: MU 4-1174..... News Service: CP  
 Transcription Service..... Standard, World  
 Representative..... McGillvra, P. Mulvihill  
 Membership..... CARTB  
 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 Dawson  
 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  
 Tel.: 3696 (S.T.)..... News Service: BUP  
 Representative..... Stephens & Towndrow  
 Membership..... CARTB, CCBA, BBM  
 President..... G. C. Nichols  
 General Manager..... E. M. Smith  
 Comm. Mgr..... George Harper  
 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.  
 Tel.: DI 4-1121..... 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..... George Ludgate  
 Chief Engineer..... Robert F. Cooke

**CJIC—Sault Ste. Marie—1934**  
**CBC**

Frequency: 1050 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Hyland Radio-TV Ltd.  
 Address..... 119 East St.  
 Tel.: 3-1121..... News Service: PN  
 Representative..... Lorrie Potts, McGillvra  
 Membership..... CARTB  
 President..... J. G. Hyland  
 Gen. Manager..... E. Vance  
 Comm. Mgr..... Will Belec

**CKCY—Sault Ste. Marie—1955**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned..... Algonquin Radio & TV  
 Address..... 254 Queen St., E.  
 Tel.: AL 3-2393..... News Service: BUP  
 Representative..... Young Canadian  
 Trans..... World  
 President..... C. P. Greco  
 Manager..... F. A. Bestall

**CFRS—Simcoe—1956**

Frequency: 1560 Kc..... Power: 250 W., d.  
 Owned..... Simcoe Bcstg. Co.  
 Address..... John & Grove Sts.  
 Tel.: GA 6-3240..... News Service: BN  
 Representative..... Radio & TV Sales  
 Pres., Gen. Mgr..... Ted M. Fielder  
 Comm. Mgr..... Richard T. Maxwell

**CJET—Smith Falls—1955**

Frequency: 1070 Kc..... Power: 1000 Watts  
 Owned..... Rideau Broadcasting Ltd.  
 Address..... Box 1070  
 Tel.: 1070..... News Service: BN  
 Representative..... Lorrie Potts, McGillvra  
 Membership..... CARTB  
 President, Gen. Mgr..... Jark Pollie  
 Comm. Mgr..... Don Slater  
 Chief Engineer..... Fred Roney

**CJCS—Stratford—1924**

**CBC-DOMINION**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... CJCS, Ltd.  
 Address..... 125 Ontario St.  
 Tel.: 1675..... News Service: BN  
 Representative..... All Canada, Wood  
 Membership..... CARTB  
 Pres., Gen. Manager..... Frank M. Squires  
 Sta., Comm. Mgr..... S. E. Tapley  
 Prog., Pub. Director..... William Inkol  
 Chief Engineer..... John Grigg

**CFBR—Sudbury—1957**

**CBC**

Owned..... Sudbury Bcstg. Co.  
 Address..... 166 Elm St. W.  
 Tel.: OS 5-6416..... News Service: BN  
 Representatives..... Hunt, Young  
 President..... F. Baxter Ricard  
 General Manager..... Rene Riel  
 Chief Engineer..... Henry Albert

**CHNO—Sudbury—1947—CBC**

Frequency: 900 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Sudbury Bcstg. Co., Ltd.  
 Business Address..... 166 Elm St., W.  
 Tel.: OS 5-6416..... News Service: BN  
 Rep..... Renaud, Hunt, Ccn. Sta. Reps.  
 President, General Mgr..... F. B. Ricard  
 Station, Commercial Manager..... Peter Scott  
 Chief Engineer..... Henry Albert

**CKSO—Sudbury—1935—CBC**

Frequency: 790 Kc..... Power: 5000 Watts



**Owned-Operated By**.....CKSO, Radio, Ltd.  
**Bus.-Studio Address**.....Box 400  
**Tel.** OS 4-0711.....**News Services:** PN, BUP  
**Representative**.....All-Canada, Weed  
**President**.....G. M. Miller, Q.C.  
**General Manager**.....W. J. Woodill  
**Nat. Comm. Mgr.**.....Ralph Connor

**CKOT—Tillsonburg—1955**

**Frequency:** 1510 Kc.....**Power:** 1 Kw., d.  
**Owned-Oper. By**.....Tillsonburg Bcstg. Co., Ltd.  
**Address**.....20 Baldwin St.  
**Tel.:** 1500.....**News Service:** BN  
**Representative**.....Radio Reps.  
**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  
**Tel.:** 577.....**News Service:** BN  
**Trans. Service**.....SESAC  
**Representative**.....Interprov. Bcstg.  
**Membership**.....CARTB  
**President**.....J. Conrad Lavigne  
**Gen. Mgr.**.....Rene Barrette  
**Comm. Mgr.**.....Ted Meunier  
**Program Dir.**.....Raymond Lemay  
**Chief Engineer**.....Roch Demers

**CKGB—Timmins—1933—CBC**

**Freq.:** 680 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**.....Timmins Bcstg. Ltd.  
**Bus.-Studio Address**.....Cedar St., South  
**Tel.:** 680.....**News Service:** BN  
**Transcription Service**.....World  
**Rep.**.....Natl. Bcst. Sales, Weed, All-Canada  
**Membership**.....CARTB  
**President**.....K. R. Thomson  
**Dir. of Bcstg.**.....H. C. Freeman  
**Comm. Mgr.**.....Gino Cicci

**CBL—Toronto—1927—CBC**

**Frequency:** 740 Kc.....**Power:** 50,000 Watts  
**Owned-Oper. By**.....Canadian Bcstg. Corp.  
**Business-Studio Address**.....354 Jarvis St.  
**Telephone**.....WA 3-5461  
**General Manager (CBC)**.....J. Alphonse Oulmet  
**Dir. of Radio**.....J. M. Kannawin  
**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.  
**Tel.:** WA 4-5711.....**News Services:** BUP, BN  
**Transcription Service**.....Thesaurus  
**Representative**.....All-Canada  
**President**.....Harry Sedgwick  
**Station Manager**.....Lloyd Moore  
**Commercial Manager**.....Waldo Holden  
**Program Director**.....Wes McKnight  
**Sls. Prom. Mgr., Pub. Dir.**.....Ken Marsden

**CU—Toronto—1945**

**Frequency:** 1050 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....York Bcstrs., Ltd.  
**Address**.....250 Adelaide St. W.  
**Tel.**.....UN 1-4441  
**Representative**.....R. & TV Sales  
**Membership**.....RAB  
**President, Gen. Mgr.**.....Allan F. Waters  
**Pub. Dir.**.....Phil Stone  
**Comm. Mgr.**.....Wes Armstrong  
**Prog. Dir.**.....Phil Ladd  
**Chief Engineer**.....George Jones

**CJBC—Toronto—1943—CBC**

**Frequency:** 860 Kc.....**Power:** 50 Kw.  
**Owned**.....Canadian Broadcasting Corp.  
**Address**.....354 Jarvis Street  
**Telephone**.....WA 3-5461  
**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**.....Radio Sta. CKEY  
**Bus.-Studio Address**.....444 University Ave.  
**Tel.:** EM 8-3881.. **News Services:** BUP, INS, AP  
**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.  
**Tel.:** WA 3-0921.....**News Service:** CP  
**Transcription Service**.....Associated, SESAC  
**President**.....Foster Hewitt  
**Sales Manager**.....Keith Davey  
**Sales Prom. Mgr.**.....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  
**Owned-Oper. By**.....Canadian Bcstg. Corp.  
**Address**.....Security Bldg.  
**Telephone**.....CL 4-5116  
**Manager**.....K. A. Murray  
**General Mgr. (CBC)**.....J. Alphonse Oulmet  
**Commercial Manager (CBC)**.....W. E. Powell  
**Sta. Mgr. (CBC)**.....K. A. Murray

**CKLW—Windsor—CBC**

(See U. S. Listing, Detroit, Mich.)

**CKNX—Wingham—1926**

**Frequency:** 920 Kc.....**Power:** 1000 Watts

Owned .....CKNX, Ltd.  
 Address .....Carling Terrace  
 Tel.: WI 158.....News Service: CP  
 Representative...Lorrie Potts, Can. Sta. Reps.  
 Membership .....CARTB  
 Pres.....W. T. Cruickshank  
 Sta. Manager.....J. J. Cruickshank  
 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.  
 Tel.: LE 7-3414.....News Service: BUP  
 Transcription Service .....SESAC  
 Representative.....Lorrie Potts, Hunt  
 President, Gen.-Station Mgr....Monty J. Werry  
 Program Director.....William Tonner  
 Chief Engineer.....Paul Hunter

## Prince Edward Island

### CFCY—Charlottetown—1924 CBC

Frequency: 630 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Island Radio Bcstg. Co.  
 Business-Studio Address.....85 Kent St.  
 Tel.: 7347.....News Service: BN  
 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

### CJRW—Summerside—1948

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gulf Bcstg. Co., Ltd.  
 Business-Studio Address.....218 Water St.  
 Tel.: 2201.....News Service: UP  
 Representative .....Radio Reps.  
 Transcription Service .....World  
 Membership .....CARTB  
 Pres., General Manager .....R. C. Schurman  
 Program Director.....L. E. Huestis  
 Chief Engineer.....Angus MacKie

## Quebec

### CFGT—Alma—1953—CBC

Frequency: 1270 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....Radio Lac. St. Jean, Ltee.  
 Address.....112 St. Joseph St.  
 News Service .....CP  
 Transcription .....SESAC  
 Membership .....CARTB  
 General Manager.....Jean Jacques Fortin  
 Commercial Mgr.....Eric Gagnon  
 Program Dir.....France Fortin

### CJMT—Chicoutimi—1954

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned .....CJMT Ltd.  
 Address .....365 Racine Street, E.  
 News Service .....CP  
 Representative .....Renaud  
 Membership .....CARTB  
 Sta. Mgr.....J. Marcel Houle

### CHAD—Amos—1942—CBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northern Radio Inc.  
 Business Address.....P. O. Box 70  
 Tel.: RO 2-7741.....News Service: BUP  
 Rep.....Weed  
 Membership .....CARTB-ACRTF  
 Pres., Gen. Mgr.....David A. Gourd  
 Sta. Mgr.....Jean Perreault  
 Comm., Prom., Pub. Mgr., George A. Chartrand  
 Chief Eng.....Jean G. Langevin

### CHR—Drummondville—1954

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Drummond Ltee.  
 Address.....248 Lindsay St.  
 Tel.: 2-5458.....News Service: CP  
 Representative .....Renaud  
 Mgr., Comm. Dir.....Benoit Vanier

### CBJ—Chicoutimi—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address .....Ottawa  
 General Manager.....J. A. Ouimet  
 Station Manager.....V. Fortin  
 Chief Engineer.....J. Roberts

### CHEF—Granby—1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Granby Bcstg. Co., Ltd.  
 Address .....13 Centre  
 Tel.: FR 2-3301.....News Service: CP  
 Representative .....Radio Time Sales  
 Membership .....CARTB  
 Gen., Sta. Mgr.....Marcel Provost  
 Prog. Dir.....Ray-Marc Dube

### CKCH—Hull—1933—CBC

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned .....Syndicat D'Oeuvres Soc. Limit.  
 Business Studio Address...121 Notre-Dame St.

Tel. .... PR 7-2771  
 News. Affil. .... Le Droit  
 Transcription ..... SESAC  
 Representative ..... Weed  
 President ..... Wilfrid Carr  
 Sta. Manager ..... J. P. Lemire  
 Comm. Manager ..... Henry Allard  
 Publicity Dir. .... S. Lanctot  
 Chief Engineer ..... J. L. Guerette

**CKRS—Jonquiere—1947**

Frequency: 590 Kc. .... Power: 1000 Watts  
 Owned ..... Radio-Saguenay Ltd.  
 Address ..... 735 St. Hubert St.  
 Tel.: LI 2-4551. .... News Service: BN  
 Representative ..... Hardy, Young  
 General Manager ..... Tom Burham  
 Station Manager ..... Guy Boivin

**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 ..... 144 St. Jerome Ave.  
 Tel.: 355. .... News Service: CP  
 Representative ..... Hardy, Young  
 Transcription ..... Associated  
 Pres., Gen., Sta. Mgr. .... Rene Lapointe  
 Vice President ..... Octave Lapointe

**CKBM—Montmagny—1954**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. Radio Alleghansys, Inc.  
 Address ..... 8, Rue St. Thomas  
 Tel.: 801. .... 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-ABN-MBS-NBC**

Frequency: 690 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. Canadian Bcstg. Corp.  
 Address ..... 1425 Dorchester St., W.  
 Telephone ..... UN 6-2571  
 General Mgr. .... J. A. Ouimet  
 Dir., Sound Bcstng. .... Benoit Lafleur  
 Commercial Mgr. .... W. E. Powell  
 Program Dir. .... Jean-Marie Dugas

**CBM—Montreal—1936—CBC**

Frequency: 940 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. Canadian Bcstg. Corp.  
 Bus-Studio Address ..... 1425 Dorchester St.  
 Tel. .... UN 6-2571

Gen. Mgr. .... J. Alphonse Ouimet  
 Dir., Sound Bcstng. .... Benoit Lafleur  
 Comm. Mgr. .... W. E. Powell  
 Prog. Dir. .... D. E. McGill

**CFCF—Montreal—1919**  
**ABN-CBC**

Frequency: 800 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Canadian Marconi Co.  
 Bus-Studio Address. 4824 Cote des Neiges Rd.  
 Tel.: RE 1-1101. .... News Services: BUC, CP, UP  
 Transcription Service ..... Standard  
 Representative ..... Weed, All-Canada  
 Membership ..... RAB  
 General Manager ..... R. E. Misener  
 Comm. Mgr. .... Keith Dancy  
 Program Director ..... Vin Dittmer  
 Chief Engineer ..... J. Creighton Douglas

**CJAD—Montreal—1945—CBS**

Frequency: 800 Kc. .... Power: 10,000 Watts  
 Owned-Operated By. .... CJAD, Ltd.  
 Business-Studio Address. .... 1191 Mountain St.  
 Tel.: UN 6-8821. .... News Services: BUP, CP  
 Trans. Service. .... SESAC, Thesaurus, Capitol  
 Rep. .... Can. Sta. Reps., Radio Time Sales  
 Membership ..... CARTB  
 Pres., Gen. Mgr. .... J. Art Dupont  
 Sta. Mgr. .... H. T. McCurdy  
 Comm. Mgr. .... Berthe Poulet  
 Prog. Dir. .... Ned Conlon  
 Sales Prom. Manager. .... R. L. Laurion  
 Chief Engineer ..... Aurele Boisvert

**CJMS—Montreal—1954**

Frequency: 1280 Kc. .... Power: 5000 Watts  
 Owned ..... CJMS Radio, Inc.  
 Address ..... 188 Dorchester St., E.  
 Tel.: UN 1-3456. .... News Service: BN  
 Rep. .... Horace N. Stovin, Moricelli & Co.  
 Membership ..... CARTB  
 Pres., Gen. Mgr. .... Fernand Guay  
 Sta. Manager ..... W. Morielli  
 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.  
 Tel.: UN 6-7301. .... News Service: BN  
 Representative ..... Weed, I.B.S. Canada  
 News. Affil. .... La Presse  
 Membership ..... CARTB  
 Pres. .... Mrs. A. Du Tremblay  
 Sta. Manager. .... Phil Lafonde  
 Program Director ..... Ferdinand Biondi  
 Comm. Mgr. .... G. Bourassa  
 Pub. Dir. .... Paul Gelinac  
 Chief Engineer ..... Leonard Spencer

**CKVL—Montreal—1946**

Frequency: 850 Kc. .... Power: 10,000 Watts  
 Address ..... 211 Gordon Ave.  
 Tel.: PO 6-2311. .... News Services: BUP, PN  
 Newspaper Affil. .... Radiomonde Ltd.



Rep. . . . . Radio & TV Sls., Inc., Cooke  
 Transcription . . . . . Lang-Worth, United  
 President . . . . . Jack Tietolman  
 Station Manager . . . . . Corey Thomson

**CHNC—New Carlisle—1933**  
**CBC**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Gaspesia Radlo Bcstg. Co.  
 Tel.: 63 & 64. . . . . News Service: BN  
 Membership . . . . . CARTB, ACRTF, BBM  
 Representative . . . . . Hardy, Young  
 President . . . . . Dr. Charles A. Dumont  
 General Mgr. . . . . Dr. Charles Houde  
 Sta., Comm. Manager . . . . . J. R. Peloquin  
 Chief Engineer . . . . . Bruce MacDonald

**CBV—Quebec City—1934**  
**CBC**

Frequency: 980 Kc. . . . . Power: 5,000 Watts  
 Owned . . . . . Canadian Bcstg. Corp.  
 Address . . . . . Palais Montcliam  
 Telephone . . . . . LA 5-8155  
 Manager . . . . . Rene Dussault  
 Commercial Mgr. . . . . Maurice Valiquette

**CHRC—Quebec City—1926**

Frequency: 800 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By. . . . . CHRC, Limitée  
 Business-Studio Address . . . . . 39 St. John St.  
 Tel.: LA 2-8177. . . . . News Services: UP, BN  
 Transcription Service . . . . . Standard  
 Representative . . . . . Can. Sta. Reps., Hardy  
 Membership . . . . . CARTB-BBM  
 President . . . . . Herve Baribeau  
 General Manager . . . . . Henri Lepage  
 Comm. Mgr. . . . . Aurele Pelletier  
 Program Director . . . . . Magella Alain  
 Chief Engineer . . . . . Arsene Nadreau

**CJQC—Quebec City—1949**  
**CBC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned . . . . . The Goodwill Bcstrs. of Quebec  
 Address . . . . . 405 Blvd. Hamel  
 News Service . . . . . BN  
 Transcription Service . . . . . World, Lang-Worth  
 Representative . . . . . Radio Time Sales  
 Gen., Sta. Mgr. . . . . H. Burnside

**CKCV—Quebec City—1926**  
**CBC-Dominion**

Frequency: 1280 Kc. . . . . Power: 5 Kw.  
 Owned-Operated By. . . . . CKCV, Ltd.  
 Bus.-Studio Address . . . . . 978 St. John St.  
 Tel.: LA 2-1585. . . . . News Service: BN  
 Membership . . . . . CAB  
 Rep. . . . . Weed, Interprov.  
 President . . . . . Gaston Pratte  
 Gen. Mgr. . . . . Paul Lepage  
 Comm. Sales Prom. Mgr. . . . . J. G. Bernier  
 Prog. Dir. . . . . Michel Gariépy  
 Chief Engineer . . . . . Lucien Gobell

**CJBR—Rimouski—1937**  
**CBC**

Frequency: 900 Kc. . . . . Power: 10,000 Watts  
 Owned . . . . . Gen. Pub. Service Corp., Ltd.  
 Address . . . . . 6 St. John St.  
 Tel.: RA 3-2217. . . . . News Service: BN  
 Transcription Service . . . . . SESAC  
 Membership . . . . . CARTB, BBM  
 Newspaper Affil. . . . . Le Progres Du Golfe  
 Rep. . . . . IBS, Ltd.  
 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

**CJFP—Riviere-Du-Loup**  
**1947—CBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Radio-Temiscouata Ltee  
 Address . . . . . 322 rue Lafontaine  
 Tel.: 2727. . . . . News Service: BN  
 Representative . . . . . IBS, Young  
 Membership . . . . . ACRTF  
 Pres., Gen. Mgr. . . . . Armand Belle  
 Sta. Mgr., Pub. Dir. . . . . Henri Bourdeau

**CHRL—Roberval—1949**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . Radio Roberval Inc.  
 Address . . . . . C. P. 930  
 Tel.: 450. . . . . News Service: BN  
 Representative . . . . . Jos. A. Hardy  
 Membership . . . . . CAB  
 President . . . . . Georges Gagnon  
 Station Mgr. . . . . J. Wilfrid Mondoux

**CKRN—Rouyn—1937—CBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Northern Radio Nord, Inc.  
 Address . . . . . P. O. Box 70  
 Tel.: RO 2-7741. . . . . News Service: BUP  
 Representative . . . . . Weed  
 Membership . . . . . CARTB-ACRTF  
 Pres., Gen. Mgr. . . . . David A. Gourd  
 Station Mgr. . . . . Guy Lauzon  
 Comm. Mgr. . . . . G. Chartrand  
 Chief Engineer . . . . . Guy Langevin

**CHGB—Ste. Anne de La Poc**  
**1938—CBC**

Freq.: 1350 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned . . . . . CHGB, Ltd.  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Lang-Worth  
 Representative . . . . . Renaud, McGillivra  
 Membership . . . . . CAB, BBM  
 General Mgr. . . . . G. Thomas Desjardins  
 Station Mgr. . . . . P. E. Hudon  
 Sales Prom. Mgr. . . . . A. Freve



**CKRB—St. George De Beauce  
1953**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Radio-Beauce, Inc.  
 Representative Renaud  
 Tel.: 751 News Service: BN  
 Representative IBS, Ltd.  
 Membership CARTB, ACRTF  
 Managing, Comm. Dir. Charles A. Thibaudeau

**CKJL—St. Jerome—1956**

Frequency: 900 Kc. Power: 1 Kw.  
 Owned Radio Laurentides  
 Address Hotel Lapointe  
 Tel.: JE 8-8383 News Service: BN  
 Representative Lorrie Polts  
 Manager Jean Lalonde

**CKSM—Shawinigan Falls  
1951**

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned Shawinigan Falls Bcstg.  
 Address Box 69  
 Tel.: LE 6-4494 News Service: BN  
 Representative Hardy  
 Gen. Mgr., Pub. Dir. Allen Rogerson  
 Comm. 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 Ltée.  
 Business-Studio Address 221 Dufferin St.  
 Tel.: LO 9-2525 News Service: CP  
 Representative Hardy, Young  
 President Paul Desruisseaux  
 General Manager J. Alphee Gauthier  
 Sta. Mgr., Comm. Mgr. Jean Louis Gauthier  
 Prog. Dir. Viateur Bernard  
 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.  
 Tel.: LO 9-2525 News Service: CP  
 Representative Hardy, Young  
 President C. B. Howard  
 Commercial Mgr. Morris C. Austin  
 General Manager J. L. Gauthier  
 Prog. Dir. Dick Varney  
 Pub. Dir. Gordon Beerworth  
 Chief Eng. Marcel Girard

**CJSO—Sorel—1945**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Richelieu, Ltée  
 Business Studio Address 72 du Roi St.  
 Tel.: 3318 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 Ltée.  
 Address Ave Labbe  
 Tel. FE 5-7533  
 Representative Hardy  
 Newspaper Affil. Canadian Press  
 Pres., Sta. Manager Henri Lagueux  
 Comm. Mgr. Will Dugre  
 Sls. Prom. Manager Lise Cote  
 Prog. Director R. Buri  
 Chief Eng. Georges Lord

**CHLN—Three Rivers—1927**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By Radio Trois-Rivieres, Inc.  
 Bus.-Studio Address 522 Bonaventure St.  
 Tel.: FR 4-3556 News Service: BUP  
 Representative IBS, Young  
 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.  
 Tel.: FR 5-4855 News Service: CP  
 Representative Cooke, Radio & TV Sales  
 Pres., Gen., Sta. Mgr. J. Fernand Rufange  
 Commercial Manager Charles Couture

**CKVD—Val D'Or—1939—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. G. Chartrand  
 Chief Engineer Jean Guy Langevin

**CFDA—Victoriaville—1951**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Victoriaville Limitee  
 Address Victoriaville  
 Tel.: PL 2-5545 News Service: BN  
 Representative Radio & TV Sales  
 Membership CARTB  
 President Dr. C. A. Gilbert



Gen., Sta., Comm. Mgr. . . . . Roger Gilbert  
Sales Prom. Mgr. . . . . Real Vaudrevil  
Prog. Dir. . . . . J. Maurice Bilodeau

**CKVM—Ville-Marie—1950**  
CBC

Frequency: 710 Kc. . . . . Power: 1000 Watts

Owned-Oper. By . . . Radio-Temiscaminque, Inc.  
Address . . . . . Ste. Anne St.  
News Service . . . . . CP  
Representative . . . . . Young Canadian, Hardy  
Membership . . . . . CARTB  
President . . . . . Herve LeBlanc  
Sta. Mgr., Pub. Dir. . . . . Guy Burelle  
Comm. Mgr. . . . . G. Trepanier

**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  
Tel.: 155 . . . . . News Service: BUP  
Representative . . . . . Hunt  
Gen., Sta., Comm. Mgr. . . . . Dumont LePage  
Sales Prom. Mgr. . . . . Joseph E. DeGaagne  
Chief Engineer . . . . . Marc Riou

Commercial Manager . . . . . Gerald Prest  
Prog. Dir. . . . . J. J. Cennon

**CBK—Regina—1939**

Frequency: 540 Kc. . . . . Power: 50 Kw.  
Owned . . . . . Canadian Bcstg. Corp.  
Address . . . . . 1840 McIntyre St.  
Tel.: LA 3-6641 . . . . . News Service: CP, BUP  
Sta. Mgr. . . . . R. H. Roberts

**CHAB—Moose Jaw—1922**  
CBC-DOMINION

Frequency: 800 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . CHAB, Ltd.  
Bus. Studio Address . . . . . 127 Main N.  
Tel.: OX 2-6464 . . . . . News Service: BUP  
Representative . . . . . Stovin, Weed  
Membership . . . . . CARTB  
Pres., General Manager . . . . . Sid Boyling  
Business Dir. . . . . Jack Johnson  
Prog. Dir. . . . . Martha Fidler  
Asst. Mgr., Sls. Mgr. . . . . Nev Skingle  
Chief Engineer . . . . . M. Pickford

**CKCK—Regina—1922—CBC**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned . . . . . Trans Canada Communications Ltd.  
Address . . . . . 1853 Hamilton St.  
Tel.: LA 2-8525 . . . . . News Services: BUP, BN  
Transcription Service . . . . . World  
Representative . . . . . Weed, All-Canadian  
Membership . . . . . CARTB, RAB  
Representative . . . . . All-Canada, Weed  
President . . . . . Clifford Sifton  
General Manager . . . . . Harold A. Crittenden  
Asst. Mgr. . . . . Don Dawson  
Commercial Manager . . . . . Roy Malone  
Program Dir. . . . . Jim Grisenthwaite  
Chief Engineer . . . . . E. A. Strong

**CJNB—North Battleford**  
1946

Frequency: 1460 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Northwestern Bcstg. Co., Ltd.  
Address . . . . . Box 484  
News Service . . . . . BN  
Transcription Service . . . . . Standard  
Representative . . . . . Stovin  
Membership . . . . . CARTB  
Gen., Sta. Mgr. . . . . Harry Dekker

**CKRM—Regina—1926—CBC**

Frequency: 980 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . Western Communications Ltd.  
Business-Studio Address . . . . . 2060 Halifax St.  
Tel.: LA 3-5661 . . . . . News Services: BUP, CP  
Membership . . . . . CARTB  
Representative . . . . . Radio Reps. Ltd.  
President . . . . . Dr. E. A. McCusker  
Gen. Manager . . . . . W. E. Collier  
Commercial Manager . . . . . H. C. Dane  
Prom. Mgr. . . . . Joyce Gillillian  
Program Director . . . . . B. R. Hill  
Merchandising Mgr. . . . . D. Beisel  
Chief Eng. . . . . L. Cozine

**CKBI—Prince Albert—1934**  
CBC

Frequency: 900 Kc. . . . . Power: 10,000 Watts  
Owned-Oper. By . . . Central Bcstg. Co., Ltd.  
Address . . . . . 10th St. West  
Tel. . . . . 7421  
Transcription Service . . . . . Thesaurus  
Representative . . . . . All-Canada, Weed  
General Manager . . . . . E. A. Rawlinson  
Asst. Mgr. . . . . F. F. Rawlinson

**CFNS—Saskatoon—1952**  
CBC

Frequency: 1170 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Radio-Prairies-Nord, Ltd.  
Address . . . . . 1902 Broadway  
Tel.: 93-776 . . . . . News Service: BN  
Rep. . . . . Hunt, McGillvra  
Membership . . . . . CARTB  
Sta. Mgr. . . . . Charles Papen  
Comm. Mgr. . . . . J. DeGagne

Prog. Dir.....M. A. Papen  
Chief Engineer.....J. Lacroix

## CFQC—Saskatoon—1923 CBC-DOMINION

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By...A. A. Murphy & Sons, Ltd.  
Bus.-Studio Address.....216 1st Ave., N.  
Tel.: 2-6611.....News Services: BUP, PN  
Trans. Service.....Lang-Worth, World  
Representative.....Young, Oakes  
President.....A. A. Murphy  
Gen. Manager.....Vernon Dollin  
Comm. Mgr.....E. C. Bourassa  
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  
Telephone.....CH 2-1271  
Transcription Service.....Thesaurus, Capitol  
Representative.....Stovin, Weed  
Membership.....CARTB  
Pres., Gen. Mgr.....R. A. Hosie  
Sls. Prom. Manager.....K. Burgess  
Commercial Mgr.....G. D. Tunnicliffe  
Sls. Prom. Manager.....Pat Murphy  
Program Director.....G. E. Walburn  
Publicity Director.....Patricia Baudru  
Chief Engineer.....Maynard Greer

## CKSW—Swift Current—1956

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Frontier City Bcstg.  
Address.....134 Central Ave.  
News Service.....BN  
Trans.....Thesaurus  
Representative.....Radio Reps.  
Pres., Gen. Mgr.....Douglas Scott  
Sta. Mgr.....Wilf Gilbey  
Comm. Mgr.....Bill Friest

## CFSL—Weyburn—1957

Frequency: 1340 Kc.....Power: 250 Watts  
Owned.....Soo Line Bcstg. Co.  
Address.....Co-op Block  
News Service.....BUP  
Representative.....Nat'l Bcst. Sls.  
Gen. Mgr.....Keith D. Baker  
Comm. Rep.....W. W. Barber

## CJGX—Yorkton—1927—CBC

Freq.: 940 Kc....Power: 1000 W. d., 10 Kw. n.  
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.  
Address.....171 McDermot Ave., Winnipeg  
Tel.: 3-2258.....News Service: BN  
Rep.....Stovin, Adam Young  
Membership.....CARTB  
President.....Dawson Richardson  
Gen. Mgr.....F. K. Tully  
Sta. Mgr.....J. M. Shortreed  
Comm. Mgr.....G. G. Gallagher  
Prom. Mgr., Pub. Dir.....J. C. Goodman  
Prog. Dir.....M. G. Phillips

To Broadcasters

# AP

Means

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The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

# New Factors Loom To Strengthen All Foreign Language Broadcasting



By **RALPH N. WEIL**  
General Manager  
WOV

**F**OREIGN language radio has new reasons each year to forge ahead and intensify service. The reasons? The steady number of emigres from non-English speaking lands to the United States. When you add steady immigration, year by year, to an already definable segment of population you certainly have something worthy of note, and in many cases really BIG.

It is an odd corollary, however, that except for the newer groups (which often are not the largest) the growth goes on relatively unheralded. In fact it's apt to take a splashing of ice cold statistics and facts to make otherwise informed business minds aware of the value of some foreign language markets.

I'd like to be able to table here figures on some of the major foreign language groups across the nation, but current figures on this scale are not presently available. So I can't do that. But I can give an excellent example, with current figures, of the language situation I know best, having dealt happily with it for years; that is Italian in New York City and its environs.

If you were asked to guess how many people from Italy have settled in New York in the past 10 years would you come close? Well, the 10 year figure is 118,330 with 47,600 of them arriving during the last two years!

Very few would have pegged it. Perhaps it is because it is a characteristic of recent and current Italian immigration that it requires no new social adjustments for the overall community. Italians arriving to become new Americans routinely become part of the largest single foreign language group in the country's largest city. They are not pioneering. They are expanding a community segment that has long numbered over 2,000,000 and has long enjoyed relative prosperity. These figures were revealed by a Pulse study released this winter. It also showed the New York City Italian population gain to be definitely net, with the immigration rate outweighing the death rate.

What does this steady immigration mean to radio? To the economic life of the community?

Well, metaphorically speaking, one of the first things the new arrival does is turn

on the radio. When he finds the station that speaks his language and speaks it properly he settles his dial right there. Literally he then stays tuned to "his" station the rest of his life! He'll work at learning the language of the land, and good for him, I say. But . . . he continues to need your language broadcasting. The economic health of the community needs your language broadcasting.

Well handled foreign language radio broadcasting is vital to a region where recent and future immigration is part of the population pattern. This is a case where service offered is service utilized . . . and appreciated. Properly coordinated language broadcasting becomes the voice of ultimate authority as far as its listeners are concerned.

One old rule for successful language operation holds perpetually true. Don't translate, transpose.

An obvious example of where mere translation would fall far short of doing the whole job is news. Your language audience has the normal hunger for news. The listener craves the usual domestic news, world affairs. But he has an additional yearning, word of the original homeland. Now, I'm sure we all agree that the stress of keeping up with the content of this era's news is tough enough in itself. Your recent newcomer would be sunk if he had to try to cope with it in the language of the land. Even your long resident, foreign-born listener is grateful daily to "his" station for eliminating the extra strain he'd experience trying to cope with the import of the news and the nuances of idiom in his newer language.

Day by day service to groups that grow year by year, through the use of the mother tongue that hit the ears and mind of the language listener as emotionally right—that is foreign language radio's strength. That is how it does its job of serving and entertaining effectively. And that too is how it peps up the economic health of the community.

**RADIO**

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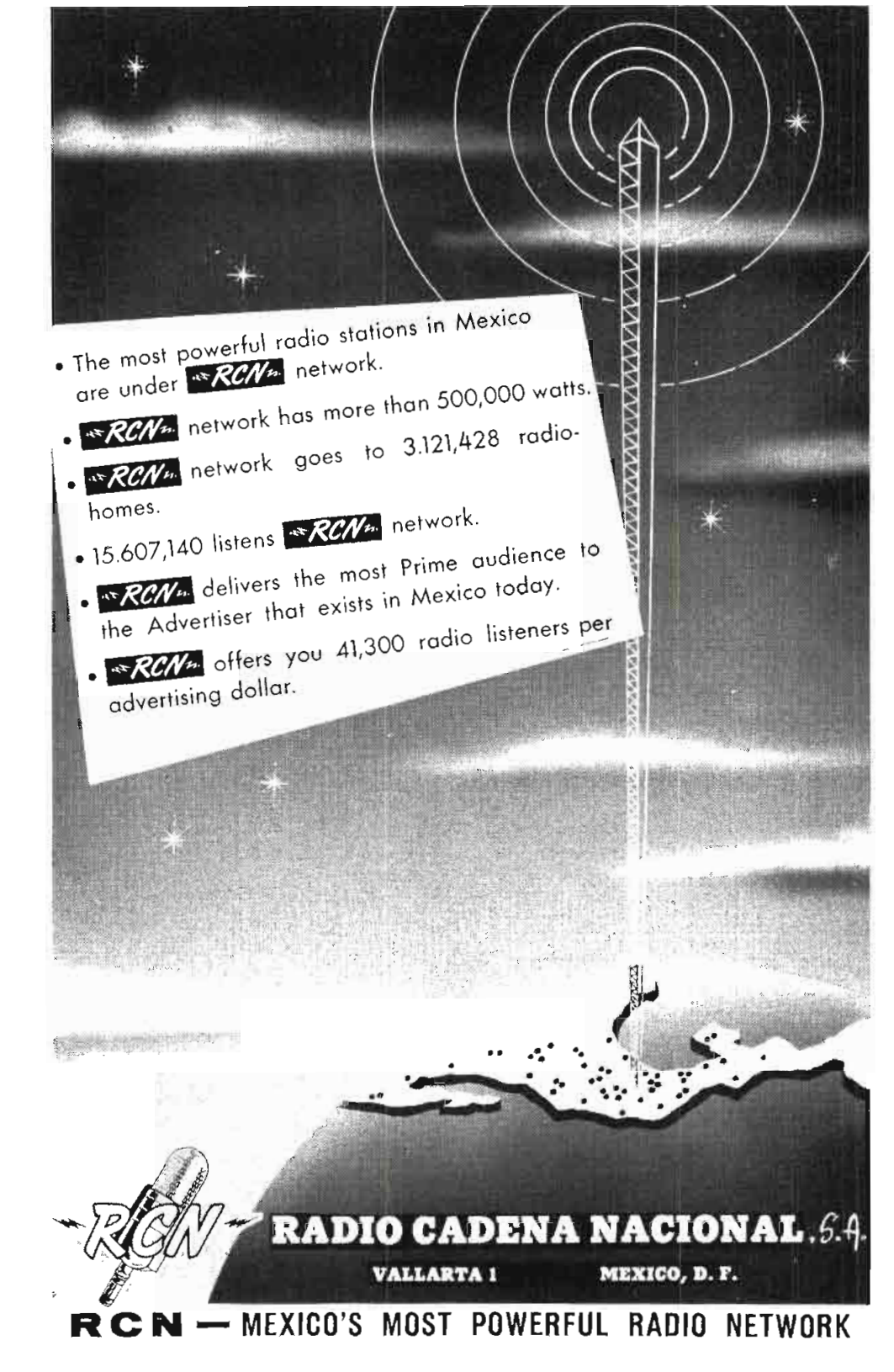
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VALLARTA I

MEXICO, D. F.

**RCN — MEXICO'S MOST POWERFUL RADIO NETWORK**

# STATIONS OF MEXICO

Location	Cuil Letters	Frequency	Owner
Acapulco, 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.	XEFG	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEJY	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidroterropolitana
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 Herald del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	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 Ixtepepec, 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 Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	



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50 Rockefeller Plaza  
New York 20, N. Y.



# STATIONS OF MEXICO



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepec, Ver.	(New)	700	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1280	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cordoba, Ver.	XEJD	320	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	
Ensendada, 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 Francisco 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.	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 Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauchinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
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	XEQI	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 Emisors de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEUV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEA1	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.	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.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde

# STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Mexico, D.F. ....	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F. ....	XEOF	560	
Mexico, D.F. ....	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F. ....	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F. ....	XEQK	1350	Guillermo Morales B.
Mexico, D.F. ....	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F. ....	XESM	1470	Salvador San Martin
Mexico, D.F. ....	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F. ....	XERCN	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. ....	XEUN	860	Universidad National de Mexico
Mexico, D.F. ....	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver. ....	XEDW	1260	Oucrs 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. ....	XEA W	1280	Jesus D. Gonzalez
Monterrey, N.L. ....	XEDD	1560	
Monterrey, N.L. ....	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L. ....	XEFZ	1140	
Monterrey, N.L. ....	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L. ....	XEGQ	1590	
Monterrey, N.L. ....	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L. ....	XERR	570	
Monterrey, N.L. ....	XEJM	1450	
Monterrey, N.L. ....	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L. ....	XENL	860	
Monterrey, N.L. ....	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L. ....	XET	990	El Pregonere del Norte
Monterrey, N.L. ....	XEEO	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 Carranza
Nuevo Laredo, Tam. ....	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam. ....	XENU	1370	
Nuevo Rosita, Coah. ....	XEJF	1400	
Nueva Rosita, Coah. ....	XELF	1380	
Nueva Rosita, Coah. ....	XERN	980	
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	850	Sucrs de Francisco Campos H.

## STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Freq. mcy</i>	<i>Owner</i>
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. ....	XEEJ	650	
Queretaro, Qro. ....	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro. ....	XENA	1520	Ramon Rodriguez Familiar
Queretaro, Que. ....	XEDI	1570	
Reynosa, Tam. ....	XEFP	1240	
Reynosa, Tam. ....	XEGH	620	
Reynosa, Tam. ....	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam. ....	XERT	590	Ignacio Magallon
Rio Bravo, Tam. ....	XEFD	1170	
Rio Bravo, Tam. ....	XEFL	1110	
Rio Verde, S.L.P. ....	XEFM	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. ....	XEFQ	750	
San Luis Rio Colorado, Son. ....	XECB	1450	Carlos Plando
San Pedro Tlaquepaque, Jal. ....	XESP	1400	Herminio Macias Alonso
Santa Ana, Son. ....	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih. ....	XEHB	770	
Santa Barbara, Chih. ....	XESB	1400	Donningo Salayandia Najera
Santa Barbara, Chih. ....	XEES	620	
Santa Rosalia, B.C. ....	XEAH	560	
Santa Rosalia, B.C. ....	XESR	1320	
Tala, Jal. ....	XEAF	550	
Tampico, Tam. ....	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam. ....	XEFW	810	Flores y Martinez
Tampico, Tam. ....	XES	1240	Radio Televisora de Tampico
Tampico, Tam. ....	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam. ....	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam. ....	XELE	1300	
Teapa, Tab. ....	XEUI	1320	



# STATIONS OF MEXICO



Location	Call Letters	Frequency	Owner
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	.XETS	630	Napolean Correa
Tecate, B.C.	.XEAK	560	
Tecate, B.C.	.XEKT	1590	
Tecuala, Nay.	.XEFG	1450	
Tehuacan, Pue.	.XEDB	1520	
Tehuacan, Pue.	.XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	.XEGY	1080	
Tehuantepec, Oax.	.XEDS	600	
Tepic, Nay.	.XERK	1450	Dario Mondragon
Tepic, Nay.	.XEXT	980	State Government
Tepic, Nay.	.XEEF	620	
Tepic, Nay.	.XEEU	810	
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. Ferrer
Toluca, Mex.	.XECH	1490	Rodolfo Llamas
Tonala, Jal.	.XEHJ	760	
Torreon, Coah.	.XEBP	1310	La Voz de la Laguna, S.A.
Torreon, Coah.	.XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	.XETB	1350	Radio Laguna, S.A.
Torreon, Leon	.XEOB	1490	
Torreon, 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
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	
Caibaiquan	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	OMJN	960	
Camaguey	CMJG	1000	Cadena Oriental de 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	CMJP	580	
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHN	680	
Cienfuegos	CMHF	1040	
Cienfuegos	CMHJ	1350	Union Radio S.A.
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Fomerito	CMHX	1480	Eugenio Perez Mena
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKI	1400	Union Radio S.A.
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. UIloa y Cia.
Havana	CMCY	590	
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMBC	690	
Havana	CMCD	760	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.



# STATIONS OF CUBA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
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	Cirquito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A
Jabotibonico	CMJJ	540	
Jobellanos	CMGN	960	
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Matanzas	CMGU	1340	
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAF	680	
Pinar del Rio	CMAB	740	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar del Rio	CMAQ	920	Cirquito CMQ S.A.
Pinar del Rio	CMAR	1170	Manual Diaz Autran
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. Santana 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	OMKN	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	Justiniano Valdes Aguado
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 last 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	H13A	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	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H11J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H16T	1380	J. Arismendi Trujillo
Santiago	H18B	1050	Jacinto L. Sanchez
Santiago	H19Z	820	Luis F. Moseoso C.
Santiago	H11N	1220	Expedi Pou

## STATIONS OF BAHAMAS & JAMAICA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
<b>BAHAMAS</b>			
Nassau	ZNS	1540	Bahamas Government
<b>JAMAICA</b>			
Kingston	ZQI	720	Jamaica Bestg. Co.
Mandeville		580	
Montego Bay		1180	
Point Galina		560	

# 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  
 Manager..... Lic. Pedro De Koster  
 Public Relations..... Luis Gurza y Villarreal  
 Traffic Dept. .... Enrique Bernal Servín  
 Publicity Dept..... Hector Ramirez Diaz

# 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  
 Asst. to Pres., Gen. Manager..... Homero Rios D.  
 Audio & Recording Supervisor..... Ing. Dario Mondragon

# RADIO CADENA NACIONAL, S.A. MEMBER STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>
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. del Carmen, Camp . . . . .	XECC	1340	Monterrey, N. L. . . . .	XET	990
Cd. Juarez, Chih. . . . .	XEJ	970	Monterrey, N. L. . . . .	XEJM	1450
Cd. Juarez, Chih. . . . .	XEFV	1240	Monterrey, N. L. . . . .	XEG	1050
Cd. Juarez, Chih. . . . .	XEWG	1490	Morelia, Mich. . . . .	XESF	1300
Cd. Obregon, Son. . . . .	XEAP	1290	Nogales, Son. . . . .	XECG	1240
Cd. Valles, S.L.P. . . . .	XECV	610	Nvo. Laredo, Tamps. . . . .	XEK	960
Cd. Victoria, Tamps. . . . .	XEHP	580	Nva. Rosita, Coah. . . . .	XENR	980
Culiacan, Sin. . . . .	XECQ	1300	Oaxaca, Oax. . . . .	XEOA	570
Chihuahua, Chih. . . . .	XEM	1390	Pachuca, Hgo. . . . .	XEPK	1420
Durango, Dgo. . . . .	XEDU	860	Parral, Chih. . . . .	XEJS	1150
Ensenada, B. C. . . . .	XEDX	1010	Puebla, Pue. . . . .	XECD	1170
El Mante, Tamps. . . . .	XECM	1450	Reynosa, Tamps. . . . .	XEOR	1390
Guadalajara, Jal. . . . .	XEHL	1010	Saltillo, Coah. . . . .	XEKS	1330
Guadalajara, Jal. . . . .	XEBA	840	Sabuayo, Mich. . . . .	XEGC	1450
Guadalajara, Jal. . . . .	XEAD	1150	San Luis Potosi, S.L.P. . . . .	XEPO	1310
Hermosillo, Son. . . . .	XEDL	1250	Tampico, Tamps. . . . .	XEFW	810
Jalapa, Ver. . . . .	XEJJ	1550	Tapachula, Chis. . . . .	XEKQ	670
Jimenez, Chih. . . . .	XEJZ	1320	Tehuantepec, Oax. . . . .	XEKZ	600
Leon, Gto. . . . .	XELG	680	Tepic, Nay. . . . .	XEXT	980
Leon, Gto. . . . .	XERZ	1240	Tijuana, B. C. . . . .	XEBG	1550
Los Mochis, Sin. . . . .	XECU	1470	Toluca, Mex. . . . .	XECH	1490
Manzanillo, Col. . . . .	XECS	960	Torreon, Coah. . . . .	XEBP	1310
Matamoros, Tamps. . . . .	XEO	970	Torreon, Coah. . . . .	XETJ	570
Matamoros, Tamps. . . . .	XEMT	1340	Tuxtla Gutierrez, Chis. . . . .	XEUE	1360
Mazatlan, Sin. . . . .	XERJ	1320	Veraacruz, Ver. . . . .	XETF	1250
			Zacatecas, Zac. . . . .	XEXZ	1150

# U. S. AND CANADIAN INTERNATIONAL STATIONS

<i>Station Operator and Location</i>	<i>Call Letters</i>	<i>Power</i>
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Mason, Ohio.....	WLWO-1	150 kw.
	-2	150 kw.
	-3	150 kw.
	-4	150 kw.
	-5	150 kw.
	-6	150 kw.
General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.....	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.....	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	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 BROADCASTING CORP. INTERNATIONAL SERVICE

Two transmitters at Sackville, N. B. of 50 kw. each, operating under the following call letters:

<i>Call Letters</i>	<i>Frequency (kc.)</i>	<i>Call Letters</i>	<i>Frequency (kc.)</i>
CHAC .....	6160	CKLX .....	15090
CHLA .....	21710	CKNA .....	5970
CHLS .....	9610	CKNC .....	17820
CHOL .....	11720	CKNK .....	11945
CKCS .....	15220	CKOB .....	6090
CKCX .....	15190	CKRA .....	11760
CKEX .....	11900	CKRP .....	21600
CKLO .....	9630	CKRZ .....	6060
CKLP .....	9585	CKXA .....	11705

# Radio Markets Ranked by Spot Volume, 1956 In Groups of Ten Markets:

		<i>Total</i>	<i>%</i>	<i>Cumulative Total</i>	<i>Cumulative %</i>
1. New York	\$18,161,000				
2. Chicago	9,826,000				
3. Los Angeles	5,847,000				
4. Detroit	5,511,000				
5. Philadelphia	5,045,000				
6. Boston	3,308,000				
7. San Francisco	3,264,000				
8. St. Louis	2,929,000				
9. Pittsburgh	2,773,000				
10. Cincinnati	2,553,000	\$59,250,000	40.75	\$59,250,000	40.75
11. Washington	2,180,000				
12. Cleveland	2,076,000				
13. Minneapolis-St. Paul	2,058,000				
14. Kansas City	1,864,000				
15. Dallas-Ft. Worth	1,765,000				
16. Buffalo	1,508,000				
17. Houston	1,489,000				
18. Atlanta	1,479,000				
19. Baltimore	1,428,000				
20. Des Moines	1,357,000	17,204,000	11.83	76,454,000	52.58
21. Seattle	1,257,000				
22. Denver	1,231,000				
23. Hartford	1,195,000				
24. Milwaukee	1,148,000				
25. Albany	1,117,000				
26. New Orleans	1,112,000				
27. Indianapolis	1,111,000				
28. Louisville	1,060,000				
29. San Antonio	1,011,000				
30. Portland, Ore.	984,000	11,226,000	7.72	87,680,000	60.30
31. Columbus, O.	979,000				
32. Memphis	965,000				
33. Omaha	908,000				
34. Charlotte	903,000				
35. Nashville	817,000				
36. Providence	813,000				
37. Rochester	776,000				
38. Miami	745,000				
39. Richmond	722,000				
40. San Diego	683,000	8,311,000	5.72	95,991,000	66.02



# SPOT RADIO MARKET RANKINGS



		Total	%	Cumulative Total	Cumulative %
41. Toledo .....	\$644,000				
42. Birmingham .....	624,000				
43. Tulsa .....	603,000				
44. Oklahoma City .....	576,000				
45. Sacramento .....	548,000				
46. Syracuse .....	525,000				
47. Spokane .....	488,000				
48. Fresno .....	484,000				
49. Norfolk .....	457,000				
50. Wheeling .....	456,000	\$5,405,000	3.75	\$101,396,000	69.74
51. Shreveport .....	454,000				
52. Ft. Wayne .....	435,000				
53. Honolulu .....	421,000				
54. Wichita .....	416,000				
55. Worcester .....	410,000				
56. Tampa-St. Petersburg .	400,000				
57. Akron .....	391,000				
58. Grand Rapids .....	379,000				
59. Youngstown .....	377,000				
60. Dayton .....	376,000	4,059,000	2.79	105,455,000	72.53
61. Salt Lake City.....	368,000				
62. Peoria .....	336,000				
63. Phoenix .....	323,000				
64. Flint .....	306,000				
65. Davenport-Rock Island .	289,000				
66. Jacksonville .....	285,000				
67. New Haven .....	277,000				
68. Allentown .....	271,000				
69. Knoxville .....	268,000				
70. Canton .....	266,000	2,989,000	2.05	108,444,000	74.58
71. Albuquerque .....	260,000				
72. Harrisburg .....	246,000				
73. Springfield, Mass. ....	238,000				
74. Scranton .....	236,000				
75. Charleston, W. Va.....	220,000				
<b>76. Duluth .....</b>	<b>215,000</b>				
77. Little Rock .....	214,000				
78. Stockton .....	213,000				
79. El Paso .....	189,000				
80. Wilmington, Del. ....	184,000	2,215,000	1.52	110,659,000	76.10
81. Chattanooga .....	183,000				
82. Wilkes-Barre .....	170,000				
83. Beaumont .....	169,000				
84. Baton Rouge .....	168,000				
85. South Bend .....	159,000				
86. Bakersfield .....	158,000				
87. Huntington .....	154,000				
88. Mason City .....	145,000				
89. Mobile .....	145,000				
90. Utica-Rome .....	144,000	1,595,000	1.10	112,254,000	77.20





# Today's Community Service Radio Uses Creative Transcription Aids



By  
**DICK LAWRENCE**  
General Manager  
World Broadcasting  
System

**R**ADIO, today, has been through a major creative crisis, and has won its battle. Now, the emphasis has shifted from a sort of detached, "national" approach to high-rated radio programming to one that has its roots in the community, and its emphasis on "community service."

The radio outlets which have been coming to the fore today are those which have been building a unique identity for themselves, both in the way they serve their listeners and their advertisers of all types.

Basically, of course, the shift has been in the direction of the music-and-news format. This would be the simple answer—provided there was only one station in each market. But, a glance through this Annual will show you this is far from the case.

Consequently, stations come to us with a problem which we have now heard repeated many, many times. "What can we do," they ask, "to create something different, something that will give us a style of our own that will attract our share of the audience? And what can we do to help our growing number of local advertisers?"



Since we have been in the radio business for many years now, we saw the trend to localized programming developing, even before it became the dominant factor in national radio advertising.

Our first major step was in the direction of the service which we of World Broadcasting furnish to our station affiliates.

From the ground up, we completely re-designed our "music library" thinking, gradually building it into a creative programming and sales tool. The emphasis then, as it is now, was on selling and production services.

One good example of this is our growing list of open-end jingles, designed to give local advertisers and stations top-quality musical commercials — the kind of unique jingles usually associated only with giant national advertisers who have the full resources of composing, vocal, arranging and lyric talent to draw upon.

These jingles, with sponsor or product names inserted by the local announcer in the jingle lyrics, make for effective, hard-

hitting radio selling. And, we have jingles for literally hundreds of products and classifications of advertisers which can be transformed into revenue producers for our station affiliates.



Then there is the realm of "program aids," and other production tools with which a station can add the touch of "big production" to locally produced radio programs. We have developed, and continue to develop, special musical signatures and program lead-ins which deliver production values of the highest calibre. In short, there is not a type of local show you can name — news, weather, sports, music, farm information—for which we cannot deliver a custom-designed series of recorded aids — materials to give a station a special "personality" and identity in its community.

We have created service-type features, ranging from weather jingles to tune-in builders. We have packaged special programs for the seasonal (and sales) highlights of the year, featuring top-name personalities.



And, we've launched — with tremendous response—such sparkling merchandising innovations as our "Sound-O" game, based on radio sound effects and their identification by listeners to win prizes supplied by local merchants.

On top of all this, we continue to provide top-flight musical artists in outstanding transcriptions for local use, including such names as Peggy Lee, Doris Day, David Rose, Harry James, the Sauter-Finegan and Victor Young Orchestras, and scores of others. Here, again, we are not just delivering "records." We are building production values to add to stations' prestige and personality, providing stations with the tools with which they can build audiences, and attract more and more advertisers.

**RADIO**

**REGIONAL  
NETWORKS**

—————  
**GROUP STATION OPERATIONS**  
—————

**PERSONNEL  
BRANCH OFFICES  
STATIONS**

**ANNUAL**

**1958**

# REGIONAL NETWORKS AND GROUP STATION OPERATIONS

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.  
Phone: NOrmandy 3-3311

V. P. West Div. . . . . Earl Hudson  
Sales Manager . . . . . Vince Francis

### 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.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, 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; KBTV, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KERP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska; KOVR-TV, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWQ-TV, Casper, Wyo.

## ABN Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.  
Phone: NOrmandie 3-3311

Dir., Western Div. . . . . Harry Woodworth  
Sales Service Mgr. . . . . Sheila Manes  
Program Director . . . . . Dresser Dahlstead  
Publicity &

Promotion . . . . . Robert Palmer, Virginia West  
Chief Engineer . . . . . Ralph Denechaud

### STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBC, Sacramento; KSYC, Yreka; KITO, San Bernardino; KWTC, Barstow; KYOR, Blythe; KREO, Indio; KBAB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KING, Seattle; KGA, Spokane; KPW, Pasco; KIEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KWRC, Pendleton; KODL, The Dalles, all Oregon; KBAR, Burley; KIFL, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KCNA, Tucson, both Ariz.; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRNT, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne, Wyo.;

KSID, Sidney, Neb.; KIXX, Provo, Utah; KVOD, Denver; KGHF, Pueblo, both Colo.; KULA, Honolulu, T. H.; KENI, Anchorage; KFAR, Fairbanks; KJNO, Juneau; KABL, Ketchikan, all Alaska stations available as a group only.

## Air Trails Network

121 N. Main St., Dayton 2, Ohio  
Phone: Baldwin 2-3773

President . . . . . Charles Sawyer  
Exec. V.P., Gen. Mgr. . . . . J. P. Williams  
Vice Pres. . . . . Alex Buchan  
WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.

## Alabama Community Network

Station WAVU, Albertville, Ala.  
General Manager . . . . . Pat M. Courlington  
STATIONS

WCRI, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

## Alaska Broadcasting System

831 Securities Building, Seattle 1, Wash.  
Phone: SEneca 6333

General Manager . . . . . Wm. J. Wagner  
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 2911, Tucson, Ariz.  
Phone: Main 3-2555

President . . . . . Clinton McKinnon  
520 Main St., Safford, Ariz.

Phone: 15

General Manager . . . . . Paul Merrill  
Box 1677, 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. .... Chuck Mizner  
Box 352, Yuma, Ariz.  
Phone: Sunset 3-3305

Gen. Mgr. .... M. R. Lower  
Hwy. 60-70, Globe, Ariz.  
Phone: 41

Mgr. .... Willard Shoecraft  
STATIONS

KVOA, Tucson; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

**Arizona Network**

840 N. Central Ave., Phoenix, Ariz.  
Phone: Alpine 8-8181

Pres., Gen. Mgr. .... John L. Hogg  
Comm. Mgr. .... James W. Ross  
STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas; KVOY, Yuma; KNOT, Prescott.

**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. .... Walter C. Bridges  
STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

**The Bartell Group**

Box 105, Madison 1, Wisconsin  
Phone: Cedar 3-0733

President. .... Gerald A. Bartell  
Managing Dir. .... Lee Bartell  
Comm. Mgr. .... Morton J. Wagner  
STATIONS

WYDE, Birmingham, Ala.; KRUX, Phoenix, Ariz.; KCBQ, San Diego, Calif.; WAKE, Atlanta, Ga.; WILD, Boston, Mass.; WOKY, Milwaukee, Wis.

**Bernard Country-Western Group**

730 Fifth Ave. (Suite 1901), New York 19, N. Y.  
Phone: Circle 6-7242

President. .... Charles "Chuck" Bernard  
Asst. to President. .... Rita Hughes  
Sales Prom. Mgr. .... Joseph Antelo  
Art Director. .... Leonard Kessler  
BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.  
Baltimore 1, Md.  
Phone: LE 9-1680

Exec. in Chg. .... Miss L. Wentworth  
601 Merchandise Mart, 2201 Grand Ave.  
Kansas City 6, Mo.  
Phone: BA 1-5175

Exec. in Chg. .... Miss M. Marian  
Room 624, 1000 Main St., Dallas, Texas  
Phone: RI 2-3605

Exec. in Chg. .... Stu Barondess

STATIONS

KVSM, San Francisco; KPIK, Colorado Springs; KLAK, Denver; WARL, Washington, D. C.; WOOO, DeLand-Daytona Beach; WMIE, Miami; WHBO, Tampa; KCKN, Kansas City; WBMD, Baltimore; KEVE, Minneapolis-St. Paul; KWEM, Memphis; KCUL, Fort Worth-Dallas; KRCT, Houston; KSOP, Salt Lake City; WCMS, Norfolk, Va.; WEXL, Detroit; WHFC, Chicago; WQJK, Jacksonville; WPPA, Pensacola.

**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.

**Broadcast Advertising, Inc.**

8 Newbury Street, Boston 16, Mass.  
Phone: Kenmore 6-0854

President. .... James Murley  
Manager. .... J. J. Manning  
Program Director. .... E. P. Gieringer  
Merchandising 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 Bunyan Bldg., Traverse City, Mich.  
Phone: Windsor 7-7675

PERSONNEL

Pres., Gen. Mgr. .... Les Biederman  
Comm. Mgr. .... Robert Detwiler

**STATIONS**

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord; WTCM, Traverse City; WPBN-TV, Traverse City, all Mich.

**Cactus State Network**

President ..... Jack Hawkins  
National Rep. .... Hil F. Best Co.

**STATIONS**

KIUN, Pecos; KRIG, Odessa; KCMR, Mc Camey; KVLF, Alpine, all Tex.

**California Farm Network**

Headquarters: 2223 Fulton St., Berkeley, Calif.  
Phone: TH 3-9600

Manager ..... Milton L. Levy  
Radio Dir. .... Bill Adams

KFL, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KHUB, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo; KWG, Stockton, all Calif.

**California Northern Group**

c/o Station KSYC, Yreka, Calif.  
Phone: Victor 2-4158

President ..... 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**

EPRO 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; KAPP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

**California-Oregon TV Trio**

Box 1021, Eureka, Calif.  
Phone: Hillside 3-3123

President ..... William B. Smullin  
Manager ..... Donald H. Telford

**STATIONS**

KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KIEM-TV, Eureka, 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.

**Cascade Broadcasting Co.**

P.O. Box 702, Yakima, Washington

Phone: GLencourt 2-9111

President ..... A. W. Talbot  
General Manager ..... Thomas C. Bostic  
Gen. Sales Mgr. .... Herchel R. Cary  
Promotion Mgr. .... Ed Morrissey

**STATIONS**

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR, Kennewick-Pasco-Richland; KEPR-TV, Pasco; KIMA, KIMA-TV, Yakima, all Wash.

**CBS Television Pacific Network**

1313 North Vine St., Los Angeles 28, Calif.  
Phone: WEbster 8-3000

General Manager ..... Clark B. George  
Comm. Mgr. .... Robert D. Wood  
Prog. Director ..... Donald M. Hine  
Dir. Sls., Prom. & Pub. .... Austin Heywood  
Ch. Eng. .... Herbert W. Pangborn

**STATIONS**

KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KOOL-TV, Phoenix, Ariz.; KOLO-TV, Tucson, Ariz.; KIVA, Yuma, Ariz.; KBAK-TV, Bakersfield, Calif.; KHSI-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno, Calif.; KXNT, Los Angeles, Calif.; KBET-TV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KREX-TV, Grand Junction, Colo.; KGMB-TV, Honolulu, Hawaii; KBOL, Boise, Idaho; KID-TV, Idaho Falls, Idaho; KLIX-TV, Twin Falls, Idaho; KLEW-TV, Lewiston, Idaho; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KSMO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KGGM-TV, Albuquerque, N. M.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KR0D-TV, El Paso, Tex.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KFBC-TV, Cheyenne, Wyo.; KSL-TV, Salt Lake City, Utah.

**CBS Radio Pacific Network**

6121 Sunset Blvd., Hollywood 28, California  
Phone: Hollywood 9-1212

Gen. Manager ..... Fred Ruegg  
Commercial Mgr. .... Maurie Webster  
Sales Promotion Mgr. .... Phil Hillman  
Program Director ..... Robert P. Sutton  
Chief Engineer ..... Ted Denton  
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.; 932 Fisher Bldg., Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000, Thomas H. Peterson, Sales



Mgr.; 805 Peachtree St. N.E., Atlanta 5, Ga., EL 0727, George Swearingen, Sales Mgr.; Ninth & Sidney Sts., St. Louis 2, Mo.; PR 3-1120, Eugene R. Mqers, Sales Mgr.; Columbia Square, Los Angeles 28, HO 9-1212, Roland McClure, 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.; 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.; KEPR, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

**Columbia New England Radio Network**

c/o WEEL, 182 Tremont St., Boston 11, Mass. Phone: HUBbard 2-2323

Gen. Mgr. .... Thomas Y. Gorman  
Comm. Mgr. .... Robert Sinnott  
National Rep. .... CBS Radio Spot Sales

**STATIONS**

WEEL, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WKNE, Keene; WGIR, 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  
Net. Dir., Sales Mgr. .... LeRoy Okerlund  
Sales Coordinator. .... Gerry Case

**SALES OFFICE**

1022 Midland Savings Bldg., Denver 2, Colo. Phone: TAbor 5-2291

Net. Dir., Sales Mgr. .... LeRoy Okerlund

**STATIONS**

KRAL, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KVOD, Denver, Colo.

**The Connecticut State Network**

440 Meadow St., Waterbury, Conn. Phone: Plaza 5-1121

President. .... Samuel R. Elman  
Vice-President .... Charles Bell  
Directors .... Ed Waller,  
Julian Schwartz, John Ellinger, Donald Lasser, Edward Taddie.

**STATIONS**

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich.

**Corinthian Broadcasting Corporation**

630 Fifth Avenue, New York 20, N. Y. Phone: PLaza 7-0630

President. .... C. Wrede Petersmeyer  
Sec. Treas. .... Robert F. Bryan  
Asst. to Pres. .... Johnston F. Northrop  
Dir. Programming. .... Robert H. Salk  
Dir. Research. .... Charles H. Smith  
Dir. Engineering. .... George G. Jacobs

**STATIONS**

WISH-AM-TV, Indianapolis, Ind.; WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.; KGUL-TV, Galveston, Tex.

**James M. Cox Stations**

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

**Crosley Broadcasting Corp.**

140 W. Ninth St., Cincinnati 2, Ohio Phone: CHerry 1-1822

Chrmn. of Board. .... James D. Shouse  
Pres., Gen. Mgr. .... Robert E. Dunville  
V.P., Television. .... John T. Murphy  
V.P., Sales. .... H. P. Lasker

**BRANCH OFFICES**

3 E. 54th St., New York 22, N. Y., Phone Plaza 1-5353, H. P. Lasker, V.P. Sales; 360 N. Michigan Ave., Chicago 1, Ill., State 2-6693, H. Albrecht, V.P. Central Div.

**STATIONS**

WLW-A (TV), Atlanta, Ga.; WLW-I (TV), Indianapolis, Ind.; WWT-T (TV), WLW (Radio), Cincinnati; WLW-D (TV), Dayton; WLW-C (TV), Columbus, all Ohio.

**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.

**Vic Diehm Assoc. Stations**

WVDA, Boston, WAZL-AM-FM, Hazelton, WIDE, Biddeford, Maine; WHOL, Allentown Pa., WHLM, Bloomsburg Pa.

**Dixie Broadcasting System**

P. O. Box 1008, Hattiesburg, Miss. Phone: JUner 3-1741

President. .... Charles W. Holt  
Gen. Mgr. .... Bob Robinson  
Commercial Mgr. .... Bill Tyler  
Program Director. .... Connie Holt  
Sales Prom. Mgr. .... Carl Welch  
Chief Engineer. .... Charles Sharpling

**STATIONS**

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.

lusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.

**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 Lexing-  
ton; WDXN Clarksville, all Tennessee;  
WCMA Corinth, Miss.; WDXE Lawrenceburg  
Tenn.; WDXL Lexington, Tenn.

**Don Lee Broadcasting**

1313 North Vine Street, Hollywood 28, Calif  
Phone: HOLLYwood 22133

President ..... Willet H. Brown  
General Manager ..... Norman Boggs  
Sec.-Treas. .... A. M. Quinn  
Vice-Pres. Station Relations. .... Norman Ostby  
Program Dir. .... Tony LaFrano  
KHJ Sales Manager ..... Terry Mann  
Dir. Public Relations ..... Bud Coulson  
Promotion Director ..... Robert Light  
News & Special Events ..... Les Mawhinney  
Chief Engineer ..... Robert Bullock

**BRANCH OFFICES**

1000 Van Ness Avenue, San Francisco, Calif.,  
Wendell Campbell, V.P., Phone: PR 6-0500;  
380 Madison Ave., New York, N. Y., James  
McNamara, Eastern Sales Mgr., Phone: OX  
7-3120; National Reprs., H.R. Representatives:  
New York, Chicago, San Francisco.

**STATIONS**

KAFY, Bakersfield, Calif.; KXOC, Chico,  
Calif.; KXO, El Centro, Calif.; KIEM, Eureka,  
Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles,  
Calif.; KMYC, Marysville, Calif.; KYOS, Mer-  
ced, Calif.; KPRL, Paso Robles, Calif.; KXOA,  
Sacramento, Calif.; KSBW, Salinas-Monterey,  
Calif.; KFXM, San Bernardino, Calif.; KGB, San  
Diego, Calif.; KFRC, San Francisco, Calif.;  
KVEC, San Luis Obispo, Calif.; KTMS, Santa  
Barbara, Calif.; KVEN, Ventura, Calif.; KCOK,  
Tulare-Visalia, Calif.; KVNI, Coeur D'Alene,  
Idaho; KRLC, Lewiston, Idaho; KWAL, Wal-  
lace, 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; KFJJ,  
Klamath Falls, Oregon; KPOJ, Portland,  
Oregon; KRXL, Roseburg, Oregon; KSLM,  
Salem, Oregon; KKRO, Alberdeen, Wash.;  
KPUG, Bellingham, Wash.; KELA, Centralia-  
Chelhalis, Wash.; KRKO, Everett, Wash.;  
KWLK, Longview, Wash.; KGY, Olympic,  
Wash.; KVL, Seattle-Tacoma, Wash.; KNEW,  
Spokane, Wash.; KUJ, 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, Ari-

zona; KVNA, Flagstaff, Arizona; CKWX, Van-  
couver, Canada; KFAR, Fairbanks, Alaska;  
KENI, Anchorage, Alaska; KJNO, Juneau,  
Alaska; KABL, Ketchikan, Alaska; KPOA,  
Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT,  
Douglas, Arizona; KVNC, Winslow, Arizona.  
National Representative

H.R. Reprs. N. Y. C., Chicago, San Francisco,  
Atlanta, Houston, Dallas, New Orleans.

**Downeast Network**

c o WPOR, Casco Bank Bldg., Portland, Me.  
Phone: SPruce 3-8111

President ..... Horace A. Hildreth  
Gen. Manager ..... Leon P. Gorman, Jr.  
Commercial Mgr. .... William J. Mullen  
**BRANCH OFFICES**

27 State St., Bangor, Me., Phone: 6446, Lee  
Gorman, Exec. V.P.; 489 Main St., Presque  
Isle, Me., Phone: 9-2481, Ted Coffin, Mgr.

**STATIONS**

WABI, Bangor; WABM, Houlton; WAGM,  
Presque Isle; WIDE, Biddeford; WPOR, Port-  
land, all Maine.

**DuMont Broadcasting Corp.**

205 E. 67 St., N. Y., N. Y.

Phone: LE 5-1000

President ..... Bernard L. Goodwin  
Vice President ..... Richard D. Buckley  
V.P., WABD Sales ..... Bennet Korn  
Treasurer ..... Paul Raibourn  
Asst. Treas. .... R. L. Geismar  
Secretary ..... Arthur Israel  
Sta. Mgr. WTTG ..... James Bonfils  
Dir. Pub. Rel. .... David Yarnell  
Dir. Advertising ..... Kenneth Klein  
Chief Engineer ..... William D. Kelly  
Gen. Counsel, Asst. Sec'y. .... Robert Dreyer  
Directors: Dr. Allen B. DuMont, Paul Raibourn,  
Barney Balaban, Armand Erpf, Dr. Thomas T.  
Goldsmith, Jr., Percy M. Stewart, Bernard Good-  
win, Richard Buckley, Edwin Weisl, Col. Rob-  
ert C. Jones.

DuMont Broadcasting Corporation owns and  
operates radio station WNEW and TV stations  
WABD, New York City, and WTTG, Wash-  
ington, 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

Gen. Mgr. .... Tom E. Foster  
KRBA Lufkin; KDET Center; KSIJ Glade-  
water; KOSF Nacogdoches; KTXJ Jasper;  
KIVY Crockett; KNET Palestine; KEBE Jack-  
sonville; KWRD, Henderson; KOGT, Orange,  
all Texas.





**Farm & Home Radio**

Station KMMJ, Grand Island, Nebr.  
Phone: DU 2-2800

President .....Don Searle  
Exec. V.P. ....Bill Martin  
V.P., Sales.....Ken Titus

**STATIONS**

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

**John E. Fetzer Stations**

590 W. Maple St., 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. ....

**Five-Star Group**

c/o Station WREN, Topeka, Kans.  
Phone: Central 2-0505

President .....Max Falkenstien  
Secy.-Treas. ....Bob Pratt

**STATIONS**

KOAM, Pittsburg, Kans.; KWBB, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

**NATIONAL REPRESENTATIVE**

George P. Hollingbery Co.

**Flambeau Network**

Station WLDY, Ladysmith, Wis.

President .....Charles H. Nelson  
Secy.-Treas. ....Harold R. Murphy

**STATIONS**

WLDY, Ladysmith; WIGM, Medford; WFPF, Park Falls; WCHF, Chippewa Falls, Wis.

**Florida Select List**

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

**Friendly Group**

428 Market St., Steubenville, Ohio  
Phone: Atlantic 2-6265

President .....Jack N. Berkman  
Exec. V.P., Gen. Mgr.....John J. Laux  
National Sales-TV.....Rod Gibson  
National Sales-Radio.....Robert Troup

**BRANCH OFFICES**

52 Vanderbilt Ave., New York 17, N. Y., Phone: MU 3-6977, Rod Gibson, Exec. in Charge; 211 Smithfield St., Pittsburgh 22, Pa., Phone: GR 1-3288, William G. Rhodes, Exec. in Charge.

**STATIONS**

KMLB-AM-FM, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WPAR-AM-FM, Parkersburg, 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.

**Gannett Stations**

40 Franklin St., Rochester, New York  
Phone: Baker 5-6740

Exec. Vice-President .....Paul Miller  
Gen. Business Mgr.....L. N. Bitner  
Managing Dir., Radio Group..C. G. Delaney

**STATIONS**

WHEC AM TV, Rochester, N. Y.; 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: National 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  
8331 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, Berlin; WJWG, Conway, all in New Hampshire.

**Great Northern Bestg. System**

107 First Ave., N.W., Mandan, North Dakota  
Phone: 3584  
PERSONNEL

President..... M. M. Marget  
Sec. Treas..... M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KEYJ, Jamestown, N. D.; KBOM, Mandan-Bismarck, N. D.; KBMW, Wahpeton, N. D.

**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

General Manager..... G. Bennett Larson  
Comm. Mgr..... Del Leeson

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFL, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

NATIONAL REPRESENTATIVES

Weed and Company

**The Griffin Stations**

Box 1618, Muskogee, Oklahoma  
Phone: MU 7-6311

President..... James C. Leake  
STATIONS

KATV, Pine Bluff, Ark.; KFPW, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTW, Oklahoma City.

**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 Milwaukee; WCAE Pittsburgh; WTAE (TV), McKeesport, Pa. (50% ownership).

**Imperial Broadcasting System, Inc.**

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, Brawley; KYOR, Blythe, Calif.

**Intermountain Network**

146 S. Main St., Salt Lake City 1, Utah  
Phone: Empire 4-3561

President..... Lynn L. Meyer

Exec. Vice-Pres..... Jack S. Paige  
Eng. Director..... W. D'Orr Cozzens  
Chairman of Board..... George C. Hatch

BRANCH OFFICE

5350 W. 20th Ave., Denver, Colo.  
Phone: Belmont 7-2734

Vice Pres..... Kenneth E. Palmer  
STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; KAFA, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KVRH, Salida, Colo.; KFKA, Greeley, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KBAR, Burley, Idaho; KGEM, Boise, Idaho; KBYM, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO, Lewistown, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KGEZ, Kalispell, Mont.; KBTK, Missoula, Mont.; KLCB, Libby, Mont.; KNEB, Scottsbluff, Neb.; KSID, Sidney, Neb.; KORK, Las Vegas, Nev.; KRLE, Elko, Nev.; KTNM, Tucumcari, N. M.; KGFL, Roswell, N. M.; KALG, Alamogordo, N. M.; KGRT, Las Cruces, N. M.; KQUE, Albuquerque, N. M.; KSET, El Paso, Texas; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Price, Utah; KSVC, Richfield, Utah; KVLE, Vernal, Utah; KURA, Moab, Utah; KLUK, Evanston, Wyo.; KQRS, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.; KWRL, Riverton, Wyo.; KWOR, Worland, Wyo.; KRTR, Thermopolis, Wyo.; KRAL, Rawlins, Wyo.

**Jefferson Standard Broadcasting Company**

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.

**Knorr Broadcasting Group**

15001 Michigan Ave., Dearborn, Mich.  
Phone: Tiffany 6-8500

Pres., Gen. Mgr..... Fred A. Knorr  
Comm Mgr..... John O. Gilbert, II  
STATIONS

WKMH, Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Flint; WELL, Battle Creek, all Mich.

**The Linder Group**

Box 393, Willmar, Minn.  
Phone: BELmont 5-1340

President..... H. W. Linder  
STATIONS

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

**Loxter Network of Maine**

212 Middle St., Portland, Maine  
SPruce 5-2336

President ..... Faust Couture  
Gen. Mgr. .... Melvin L. Stone

**STATIONS**

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Waterville; WGUY, Bangor; WFST, Caribou; WSME, Sanford, 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

Managing Dir. .... William H. Rines  
Manager ..... Raymond Mercier  
Technical Director ..... Charles R. Brown

**STATIONS**

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta; WLAM, Lewiston, all Maine.

**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 Centralia, 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.

**McClatchy Beeline Stations**

21st & Q, Sacramento 4, Calif.

Phone: Gilbert 2-5011

President ..... Eleanor McClatchy  
Dir. of Sales ..... Keith Collins

**STATIONS**

KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

**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.

**Michigan-Indiana-Ohio Group**

700 Buhl Bldg., Detroit 26, Mich.

Phone: Woodward 2-0220

**STATIONS**

WBBC, Flint; WSWG, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend; WIOU, Kokomo, both Ind.; WTOD, Toledo, Ohio.

**Midnight Sun Broadcasting Co.**

c/o K FAR, Fairbanks, Alaska

Comprises K FAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KABL, Ketchikan, all Alaska.

**The Mid-South Network**

WCBI, Columbus, Mississippi

Phone: Fairfax 8-7271

General Manager ..... Bob McRaney

**STATIONS**

WCBL, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; 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 Martinsville; WCEF, Parkersburg, all W. Va.

**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.

**National Negro Network, Inc.**

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

**STATIONS**

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHL, Little Rock, Ark.; KWKW, Pasadena; K SAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBK, Jacksonville; WMBM, Miami Beach; WEBK, Tampa, Fla.; WERD, Atlanta; WAUG, Augusta; WPNK, 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.; WLJB, 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, Bing-

hamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFVR, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WENS, 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.; WAPI, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WTAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.; Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, Okla.; KWFT, Wichita Falls, Tex.; KTRH, Houston, 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.

**National Spanish Language Network**

Station KWKW, Pasadena, Calif.  
PERSONNEL (KWKW)

President..... Marshall S. Neal  
General Mgr..... William J. Beaton  
Commercial Mgr..... Dan Curtin

**STATIONS**

XEO-XEOR, Lower River-Grand Valley; KIWW, San Antonio; XEJ, El Paso; KTXN, Austin; KLVL, Houston, all Texas; KIFN, Phoenix; KEVT, Tucson, both Ariz.; KABQ, Albuquerque, N. M.; KWKW, Pasadena; XEXX, San Diego; KGST, Fresno; KED, Calexico, all Calif.

**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.  
Phone: Jackson 5-0801

Chairman..... Paul W. Morency

**STATIONS**

WTIC, Hartford; 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, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

**New Jersey Network**

Station WVNJ, Newark, N. J.

National Rep..... Broadcast Time Sales  
**STATIONS**

WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

**North Country Stations of Vermont**

Concord Ave., St. Johnsbury, Vt.

General Manager..... E. Dean Finney  
Assistant Manager..... Donald Thurston

**STATIONS**

WTWN, St. Johnsbury; WIKE, Newport; WNIX, Springfield, Vt.

**Northern New England Network, Inc.**

17 Dunbar St., Keene, N. H.  
Phone: Elmwood 2-9230

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.  
Phone: TU 5363

President..... Jules J. Paglin  
Exec. V.P., Gen. Mgr..... Stanley Ray Jr.

WBOOK New Orleans; KYOK, Houston; KAOK, Lake Charles; WXOK, Baton Rouge; WLOK, Memphis; KOPY, Alice, Texas.

**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; KLRS, 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., Los Angeles 28, Calif.  
Phone: HOLlywood 3-3205

President.....John H. Poole  
Gen. Mgr.....David T. Harris  
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).

**The Rahall Group**

Box 689, Allentown, Pa.  
Phone: HEMlock 3-3166

President.....Joe Rahall  
General Manager.....Ogden R. Davies

**STATIONS**

WKAP, Allentown, Pa.; WFEA, Manchester,  
N. H.; WTSP, St. Petersburg, Fla.; WWNR,  
Beckley, W. Va.; WNAR, Norristown, Pa.

**RKO Teleradio Pictures, Inc.**

(General Teleradio Div.)  
1440 Broadway, New York 18, N. Y.  
Phone: LONgacre 4-8800

Pres., Board Chrmn., Treas...Thomas F. O'Neil  
Vice-Presidents.....Wilket H. Brown,  
Gordon Gray, George N. Steffy, Norman S.  
Knight, Robert Leder, John B. Poor, Robert  
Manby, Arnold Kaufman, Walter Branson,  
Wendell B. Campbell, William Dozier, Ray-  
mond Klune, Edward L. Walton  
Asst. Secretary.....Patrick J. Winkler

**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;  
CKLW-TV, Detroit-Windsor. Also owns and  
operates Don Lee & Yankee Networks.

**Rhode Island Coastal Group**

c/o WADK, Newport, R. I.

National Rep.....Walker Representation Co.

**STATIONS**

WADK, Newport; WERI, Westerly, R. I.

**Rollins Broadcasting, Inc.**

414 French St., Wilmington 1, Del.  
Phone: OLYmpia 4-8881

President.....O. Wayne Rollins  
Dir. of Sales.....Albert R. Lanphear  
Dir. Public Rel.....Tim Crow

**BRANCH OFFICES**

565 Fifth Ave., New York, N. Y.  
Phone: OX 7-7040

National Sales.....Graeme Zimmer  
6205 S. Cottage Grove, Chicago, Ill.  
Phone: NO 7-4124

Midwest Sales.....Wm. Smith  
Arcade Bldg., St. Louis, Mo.  
Phone: CH 1-6000

Midwest Sales.....Robt. Hetherington

**STATIONS**

WJWL, Georgetown, Del.; WAMS, Wilming-  
ton, Del.; WBEE, Chicago, Ill.; WGEE, Indi-  
anapolis, Ind.; KATZ, St. Louis, Mo.; WNJR,  
Newark, N. J.; WPTZ-TV, Plattsburgh, N. Y.;  
WRAP, Norfolk, Va.

**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**

Terrace Hill, Ithaca, N. Y.  
Phone: 4-6357  
**PERSONNEL**

Pres.....R. B. Gervan  
V.P., Net. Mgr.....H. S. Brown

**STATIONS**

WRRE-FM, Bristol Center; WRRC-FM, Cherry  
Valley; WRRD-FM, DeRuyter; WRRR-FM,  
Ithaca; WFLY-FM, Troy; WRRL-FM, Weathers-  
field; WNBK, Binghamton; WKBW, Buffalo;  
WELM, Elmira; WWHG, Hornell; WHCU,  
Ithaca; WJTN, Jamestown; WMSA, Massena;  
WACK, Newark; WHLD-AM-FM, Niagara  
Falls; WHDL-AM-FM, Olean; WEAV, Platts-  
burgh; WVET, Rochester; WGY, Schenectady;

WHEN, Syracuse; WRUN, Utica; WDLA, Walton; WWNV, Watertown, all New York; WEJL, Scranton, Pa.

**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.

**Sooner State Network**

Box 1588, Muskogee, Okla.  
Phone: MU 2-2488

President..... George Overton  
STATIONS

KCRC, Enid; WBBZ, Ponca City; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward; KASA, Elk City, all Oklahoma.

**Southeastern Key Market Network**

P.O. Box 634, Florence, Alabama  
Phone: AT 2-7711

President..... Richard B. Biddle  
General Manager..... Bill Mapes  
STATIONS

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WCTA, Andalusia; WHMA, Anniston; WJMW, Athens; WATM, Atmore; WAUD, Auburn; WYDE, Birmingham; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWW, Fayette; WTBC, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WPBB, Jackson; WWWB, Jasper; WRLD, Lanett; WJAM, Marion; WABB, Mobile; WMFC, Monroeville; WAPX, Montgomery; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZK, Ozark; WFHK, Pell City; WPNX, Phenix City; WPID, Piedmont; WELR, Roanoke; WWWW, Russellville; WCRI, Scottsboro; WHBB, Selma; WMLS, Sylacauga; WHTB, Talladega; WJDB, Thomasville; WTBK, Troy; WTBC, Tuscaloosa; WTUS, Tuskegee; WETU, Wetumpka.

ARKANSAS: KBBA, Benton; KAGH, Crossett; KXJK, Forrest City; KFFA, Helena; KBLO, Hot Springs; KVSA, McGhee; KVMA, Magnolia; KENA, Mena; KIBM, Monticello; KVOM, Morrilton; KOSE, Osceola; KAMO, Rogers; KWAK, Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRF, Warren.

FLORIDA: WBAR, Bartow; WTRL, Bradenton; WONU, Crestview; WDCF, Dade City; WDAT, Daytona; WFNM, De Funiak Springs; WMEG, Eau Gallie; WLCO, Eustis; WFBF, Fernandina Beach; WINK, Fort Myers; WARM, Fort Pierce; WFTW, Fort Walton; WGGG, Gainesville; WQIK, Jacksonville; WZRO, Jack-

sonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WMMB, Melbourne; WSBB, New Smyrna Beach; WMOP, Ocala; WKIS-WORZ, Orlando; WWPF, Palatka; WPFA, Pensacola; WPRY, Perry; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WSTN, St. Augustine; WRGR, Starke; WMEN, Tallahassee; WALT, Tampa; WNTM, Vero Beach; WIRK, West Palm Beach; WSIR, Winter Haven.

GEORGIA: WAAG, Adel; WJAZ, Albany; WDEC, Americus; WRFC, Athens; WAOK, Atlanta; WAUG, Augusta; WMGR, Bainbridge; WMOG, Brunswick; WCGA, Calhoun; WCLB, Camilla; WLBB, Carrollton; WPNX, Columbus; WCON, Cornelia; WGFS, Covington; WRCD, Dalton; WEAS, Decatur; WMLT, Dublin; WTJH, East Point; WEHB, Fitzgerald; WDUK, Gainesville; WKLU, Griffin; WCEH, Hawkinsville; WBGR, Jesup; WLFA, Lafayette; WTRP, LaGrange; WIBB, Macon; WMGE, Madison; WBIE, Marietta; WMVG, Milledgeville; WMRE, Monroe; WMTM, Moultrie; WBBN, Perry; WLAQ, Rome; WSNT, Sandersville; WFRP, Savannah; WWNS, Statesboro; WSYL, Sylvania; WKTG, Thomasville; WTWA, Thomson; WLET, Toccoa; WJEM, Valdosta; WRPB, Warner Robins; WACL, Waycross; WBRO, Waynesboro; WRLD, West Point.

KENTUCKY: WFLW, Monticello.

LOUISIANA: KTRY, Bastrop; WCLS, Baton Rouge; WHXY, Bogalusa; WARB, Covington; KSIG, Crowley; KDLA, De Ridder; KEUN, Eunice; KFNV, Ferriday; KLFT, Golden Meadow; KDCC, Mansfield; KNOC, Natchitoches; KREH, Oakdale; KRUS, Ruston; KVPI, Ville Platte; KVCL, Winnfield.

NORTH CAROLINA: WABZ, Albemarle; WGWR, Asheboro; WCGC, Belmont; WPNF, Brevard; WBBB, Burlington; WWIT, Canton; WEGO, Concord; WCKB, Dunn; WTIK, Durham; WCDJ, Edenton; WIFM, Elkin; WBBO, Forest City; WFBG, Fuquay Springs; WLTC, Gastonia; WKDX, Hamlet; WHKP, Hendersonville; WKMT, Kings Mountain; WAGR, Lumberton; WMBL, Morehead; WNNC, Newton; WMSN, Raleigh; WREV, Reidsville; WAYN, Rockingham; WSAT, Salisbury; WEYE, Sanford; WTAB, Tabor City; WADE, Wadesboro; WLSE, Wallace; WHCC, Waynesville; WENC, Whitesville.

SOUTH CAROLINA: WABV, Abbeville; WAKN, Aiken; WANS, Anderson; WBAW, Barnwell; WBEU, Beaufort; WHPB, Belton; WAGS, Bishopville; WHAN, Charleston; WGCD, Chester; WFPD, Darlington; WDSC, Dillon; WELP, Easley; WFIS, Fountain Inn; WGTN, Georgetown; WHSC, Hartsville; WDKD, Kingstree; WLCM, Lancaster; WJAY, Mullins; WMYB, Myrtle Beach; WTND, Orangeburg; WTYC, Rock Hill; WSNW, Seneca; WJAN, Spartanburg; WSSC, Sumpter; WBCU, Union; WALD, Walterboro; WCYL, York.

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TEXAS: KREL, Baytown.

**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, Inc.**

Box 1799, El Paso, Tex.

Phone: KEystone 2-6551

President.....Dorrance D. Roderick

Gen. Mgr.....Val Lawrence

Comm. Mgr.....Tom Wiseheart

**STATIONS**

KROD, El Paso, Tex.; KAVE, Carlsbad; KWEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.

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Phone: UNion 6-0211

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Exec. Vice Pres.....Lee B. Wadles

Vice Pres. Ops.....Stanton P. Kettler

Treasurer.....Harry A. Steensen

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V.P. Eng.....Glenn Boundy

V.P. Radio Ops.....William E. Rine

V.P. TV Ops.....George B. Storer, Jr.  
V.P., Natl. Pgm. Dir.....Ewald Kockritz  
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V.P. Advertising & Sls. Prom.....A. C. Schofield  
Asst Secretary.....Bertha C. Prestler

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Phone: Plaza 1-3940

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Merchandising Mgr.....James P. Storer  
230 N. Michigan Ave., Chicago, Ill.

Radio Sales Mgr.....Robert M. Flanigan

TV Sales Mgr.....Floyde E. Beaton  
111 Sutter Bldg., San Francisco, Calif.

V.P., Sales.....Gayle V. Grubb

**STATIONS**

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WJW and WJW TV Cleveland; WWVA AM FM, Wheeling, W. Va.; WGBS, Miami, Fla.; WIBG, Philadelphia; WVUE, Wilmington, Del.

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Phone: RI 2-6811

General Manager.....Clyde W. Renbert



**STATIONS**

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Office Mgr. . . . . Nina Livingston

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Exec. Asst. to Gen. Mgr. . . . . David J. Bennett  
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**Tri-Mart Radio Network**

P. O. Box 631, Salem, Ore.  
Phone: EM 4-8433

Sales Manager . . . . . Dave Hoss

**STATIONS**

KSLM, Salem; KFLY, 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**

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KDLM, Detroit Lakes; KROX, Crookston; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLB, 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, Poyntette; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCNL, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLKB, 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**

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 President .....Richard Eaton

**STATIONS**

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**Vermont State Network**

c/o WBTV, Bennington, Vt.

National Rep...Joseph Hershey McGillvra, Inc.  
**STATIONS**

WBTV, Bennington; WIKE, Newport; WSYD, Rutland; WTVN, St. Johnsbury; WNIK, Springfield, Vt.

**West Texas Television Network**

7400 College Ave., Lubbock, Texas

Phone: SHerwood 4-2345

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**STATIONS**

KDUB-TV, Lubbock; KPAR-TV, Abilene-Sweetwater; KEDY-TV, Big Spring, all Texas.

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**BRANCH OFFICES**

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land, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.

**Wisconsin Network, Inc.**

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

**PERSONNEL**

President.....John M. Walter  
 Sec.-Treas., Mgr. Dir.....George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WPG, Green Bay; WFHR, Wisconsin Rapids; WWCW, 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; KVOC, Casper; KSID, Sidney; KASL, Newcastle.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

President.....Norman Knight  
 Exec. V.P.....George W. Steffy  
 V.P.....Thomas H. Bateson

**STATIONS**

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WNLC, New London, Conn.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.

**Z-Bar-Net**

1003 S. Montana, Butte, Mont.

Phone: 29-111

Managing Director.....Ed Craney  
 Comm. Mgr.....Arne Anzjon

**BRANCH OFFICES**

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

Phone: MU 3-5830

Eastern Sales Mgr.....Wythe Walker  
 6381 Hollywood Blvd., Hollywood, Calif.

Phone: HO 9-5408

Western Sales Mgr.....Tracy Moore  
**STATIONS**

KXLK, Great Falls; KXLL, Missoula, Mont.; KXLF-TV, Butte; KXLJ-TV, Helena, Mont.; KXLF, Butte; KXLJ, Helena.

**TELEVISION**

**RADIO DAILY**  
TELEVISION DAILY

presents the

**1958**

**TWENTY-FIRST ANNUAL EDITION**

**YEARBOOK**

**CHAS. A. ALICOATE**

Editor-in-Chief

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**1501 Broadway, N. Y. 36, N. Y.**



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# The Top 100 TV Advertisers of 1957 And Estimated Expenditures

— GROSS TIME COST ONLY: NETWORK AND SPOT —

<i>Advertiser</i>	<i>Total TV</i>	<i>Network TV</i>	<i>Spot TV</i>
1. Procter & Gamble Company.....	\$72,962,855	\$47,046,015	\$25,916,840
2. Colgate-Palmolive Company .....	27,114,793	19,375,713	7,739,080
3. General Foods Corporation.....	21,604,501	16,156,601	8,447,900
4. Lever Brothers Company.....	23,940,269	16,297,289	7,642,980
5. American Home Products.....	22,125,188	18,535,808	3,589,680
6. Brown & Williamson Tobacco Co.....	20,082,882	7,093,962	12,988,920
7. Chrysler Corporation .....	19,526,146	18,915,776	610,370
8. Gillette Company .....	17,679,627	15,790,837	1,888,790
9. Ford Motor Company.....	16,459,254	13,023,204	3,436,050
10. R. J. Reynolds Tobacco Co.....	16,089,214	13,201,584	2,887,630
11. Bristol-Myers Company .....	14,620,964	12,489,951	2,131,010
12. General Motors Corporation.....	14,286,067	12,733,437	1,552,630
13. Sterling Drug, Inc.....	13,347,211	4,711,351	8,635,890
14. American Tobacco Company.....	12,492,559	9,316,629	3,145,930
15. Liggett & Myers Tobacco Co.....	12,183,213	8,181,373	4,001,840
16. Miles Laboratories, Inc.....	11,440,941	5,048,301	6,392,640
17. Continental Baking Company.....	10,867,609	677,549	10,190,060
18. Kellogg Company .....	10,807,295	7,977,785	2,829,510
19. Pharmaceuticals, Inc. ....	9,525,785	8,585,635	940,150
20. General Mills, Inc.....	9,507,062	8,605,872	901,190
21. Philip Morris & Company.....	8,884,374	3,942,904	4,941,470
22. National Dairy Products.....	8,388,097	6,644,647	1,743,450
23. Carter Products, Inc.....	8,257,725	1,262,465	6,995,260
24. Warner-Lambert Pharma. Co.....	8,223,263	2,532,393	5,690,870
25. P. Lorillard & Company.....	8,212,782	5,194,122	3,018,660
26. National Biscuit Company.....	8,070,254	2,247,934	5,822,320
27. Revlon, Inc. ....	7,186,882	7,019,012	167,840
28. Nestle Company .....	6,660,121	4,130,101	2,530,320
29. American Chicle Company.....	6,344,167	2,617,367	3,726,800
30. General Electric Company.....	6,277,085	5,714,855	562,230
31. Quaker Oats Company.....	5,829,971	4,706,501	1,123,470
32. Standard Brands, Inc.....	5,821,096	4,512,346	1,308,750
33. Hazel Bishop, Inc.....	5,496,593	5,192,193	304,400
34. Swift & Company.....	5,482,705	5,196,425	286,280
35. Corn Products Refining Co.....	5,408,711	2,930,851	2,477,860
36. Bulova Watch Company.....	5,281,323	1,233,923	4,050,400
37. Helene Curtis Industries.....	5,251,312	4,667,982	583,330
38. Coca-Cola Co./Bottlers.....	5,219,180	1,041,290	4,207,890
39. Campbell-Soup Company .....	5,210,512	4,965,382	245,130
40. Max Factor & Company.....	5,177,114	2,886,264	2,290,850
41. Robert Hall Clothes.....	4,928,930	.....	4,928,930
42. Jos. E. Schlitz Brewing Company.....	4,757,764	3,005,514	1,752,250
43. International Latex Corp.....	4,722,660	.....	4,722,660
44. Westinghouse Electric Corp.....	4,580,335	4,501,985	78,350
45. Pillsbury Mills, Inc.....	4,351,106	3,805,646	545,460

(Continued on page 739)



*the best in Monday evening  
entertainment*

**NBC-TV 9:30-10 P.M. EST**

*Aluminum Company of America  
presenting*



*Fuller & Smith & Ross, Inc.*  
ADVERTISING





# TOP 100 TV ADVERTISERS OF 1957



(Continued from page 737)

<i>Advertiser</i>	<i>Total TV</i>	<i>Network TV</i>	<i>Spot TV</i>
46. Armour & Company.....	\$4,296,612	\$2,853,642	\$ 442,970
47. Sperry Rand Corporation.....	4,257,142	4,257,142	.....
18. Adell Chemical Company.....	4,109,800	.....	4,109,800
49. Scott Paper Company.....	3,972,447	3,342,257	630,190
50. S. C. Johnson & Son, Inc.....	3,927,928	3,889,778	38,150
51. Chesebrough-Ponds, Inc.....	3,878,159	3,164,839	713,320
52. The Borden Company.....	3,859,899	2,810,739	1,049,160
53. Ralston-Purina Co.....	3,782,699	2,723,689	1,059,010
54. Best Foods, Inc.....	3,766,905	2,641,965	1,124,910
55. Eastman Kodak Company.....	3,630,185	3,194,715	435,470
56. American Telephone & Telegraph.....	3,311,329	3,277,929	63,400
57. Pepsi Cola Co./Bottlers.....	3,250,204	211,554	3,038,650
58. Wesson Oil & Snow Drift.....	3,223,067	1,604,997	1,618,070
59. Prudential Insurance Co. of America.....	3,201,944	3,201,984	.....
60. Radio Corp. of America.....	3,111,236	2,344,036	767,200
61. Standard Oil of New Jersey.....	3,106,520	173,460	2,933,060
62. The Mennen Company.....	3,082,078	2,997,518	84,530
63. Charles Antell, Inc.....	3,066,630	.....	3,066,630
64. Singer Sewing Machine Co.....	3,001,213	1,521,153	1,480,060
65. Shell Oil Company.....	2,993,100	.....	2,993,100
66. Kimberly-Clark Corporation.....	2,988,137	2,346,917	641,220
67. H. J. Heinz Company.....	2,971,863	1,350,973	1,621,790
68. Falstaff Brewing Corporation.....	2,823,447	627,267	2,196,180
69. Johnson & Johnson.....	2,819,585	2,526,955	292,630
70. Anheuser-Busch, Inc.....	2,792,410	.....	2,792,410
71. Food Manufacturers, Inc.....	2,781,640	.....	2,781,640
72. Wildroot Company, Inc.....	2,658,810	1,806,230	852,580
73. Carnation Company.....	2,560,650	2,054,120	506,530
74. Sylvania Electric Products, Inc.....	2,551,569	2,501,769	49,800
75. Mutual Benefit Health & Accident Association.....	2,531,891	937,431	1,597,460
76. United States Steel Corporation.....	2,514,090	2,514,090	.....
77. E. I. du Pont de Nemours & Co.....	2,374,910	1,738,960	635,950
78. Pet Milk Company.....	2,370,851	2,322,881	47,970
79. Schick, Inc.....	2,358,922	2,187,732	171,190
80. Block Drug Company, Inc.....	2,358,490	11,090	2,347,400
81. Reynolds Metals Company.....	2,324,721	2,324,721	.....
82. Purex Corporation, Ltd.....	2,291,194	2,062,504	228,690
83. Avon Products, Inc.....	2,287,750	.....	2,287,750
84. Seven-Up Co./Bottlers.....	2,226,353	514,083	1,712,270
85. The Texas Company.....	2,225,170	233,140	1,992,030
86. Armstrong Cork Company.....	2,194,989	2,194,989	.....
87. J. A. Folger & Company.....	2,194,020	.....	2,194,020
88. Sweets Company of America.....	2,184,366	2,160,936	23,430
89. Beech-Nut Life Savers, Inc.....	2,180,520	.....	2,180,520
90. Aluminum Company of America.....	2,163,673	2,070,723	92,950
91. Nehi Corporation/Bottlers.....	2,154,430	.....	2,154,430
92. Time, Inc.....	2,152,011	2,012,991	139,020
93. Associated Products, Inc.....	2,136,093	1,216,863	919,230
94. Goodyear Tire & Rubber Company.....	2,089,048	2,060,788	28,260
95. Grove Laboratories, Inc.....	2,088,979	400,519	1,688,460
96. General Cigar Company, Inc.....	2,080,588	1,023,828	1,056,760
97. Gold Seal Company.....	1,973,719	1,105,479	868,240
98. William Wrigley Jr., Company.....	1,968,000	.....	1,968,000
99. Harold F. Ritchie, Inc.....	1,885,110	.....	1,885,110
100. Florida Citrus Commission.....	1,876,948	1,099,048	777,900

Source: TvB, quoting Publishers Information Bureau (Network) and N. C. Rorabagh (Spot).

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# Local in management . . .

## Interrelated in service

The Corinthian stations are first and foremost local in character . . . for *great* stations must be responsive to the needs and tastes of their individual communities. The Corinthian stations each have their own independent *local* management teams in Tulsa, Houston, Fort Wayne and Indianapolis.

The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting . . . each outstandingly qualified in his field . . . Corinthian's Director of Programming, *Robert H. Salk*; Director of Sales, *Don L. Kearney*; Director of Engineering, *George G. Jacobs*; and Director of Research, *Charles H. Smith*.

Clearly, you get something *extra* when you buy a Corinthian station.



### THE CORINTHIAN STATIONS

*Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

# A Lift for Daytime Televiewing Spear-Headed by Strip Schedules

**S**TRONG assists toward revamping and strengthening *local daytime* programming will be made this year, by new uses of syndicated film programs.

Good quality mystery strips, until now used only in the evening times, will furnish a strip of tangy seasoning between the conventional strips of daytime personality shows, panels, giveaways, and soap operas.

Conversations with key people at networks, agencies, advertising departments, and local stations have fortified our belief that the time is ripe for daytime stripping of good mysteries (preferably with an attractive male star).



MCA TV is backing this belief by making available 82 half-hour films starring Ralph Bellamy in a series called "Follow That Man" (originally titled "Man Against Crime") in its network run.

WCBS-TV in New York will strip "Follow That Man" at 5:00 p.m. daily. Stations in the Storer group will also strip the show in the daytime. These spearheading arrangements have just been set during the first days the show has been offered. The stations, of course, are free to play the show in evening periods as well.



MCA TV has had some enlightening experiences during the past year with mystery strips in *early evening* times. In the 6:00-7:00 p.m. times (almost always reserved for kid-shows), we assisted in replacing long-standing kid shows in a great many markets with good mystery shows. Ratings were unbelievably good, and in every instance well balanced family audiences, consisting of more than 60 per cent adults, were achieved. The notorious shortage of sponsors for kid products was not a factor here, for there was no shortage of sponsors of adult type products for the early evening mysteries.



Why are mystery shows attractive to viewers in the daytime hours? Because daytime viewers, largely women, are surely sur-

By  
**DAVID V. SUTTON**  
Vice President in  
Charge  
MCA-TV Film  
Syndication Division



feited by now with the same monotonous fare of television standbys. They have given dramatic evidence of their desire for programs with more excitement, more suspense. The good mystery show provides just the change of pace they seem to appreciate. We need not go into the psychological backgrounds of this preference; the universal appeal of mystery-suspense-adventure stories is well known in every field of story-telling—in popular novels, on the screen, on the radio, the stage and of course on television.



The importance of the daytime hours in the rating picture is also not to be overlooked. During this time of day the TV advertiser can reach a selective audience—the woman of the household who traditionally controls the family purse-strings. Too, in many TV homes, the female viewer who turns on her television set for a brief respite from her chores is being exposed to the advertiser's message at a more propitious time, from a marketing point of view. She is very likely to complete her viewing, turn off the set, and go out to the stores. Thus the sponsor's message is fresher in her mind than during evening viewing.



Strong adult audience acceptance of mystery strips in early evening times, concurrence of opinion amongst key people, and immediate action to strip "Follow That Man" in the daytime by WCBS-TV (New York) and Storer stations, convince us that mystery strips will provide a much needed lift in daytime fare. We will do what we can to furnish what is needed.

*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.

# The Top 100 Network TV Advertisers Of 1957 and Estimated Expenditures

## — GROSS TIME COST —

<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co., The.....	\$17,046,015
2. Colgate-Palmolive Co. ....	19,375,713
3. Chrysler Corp. ....	18,915,776
4. American Home Products Corp..	18,535,808
5. Lever Brothers Co.....	16,297,289
6. General Foods Corp.....	16,156,601
7. Gillette Co. ....	15,790,837
8. Reynolds, R. J., Tobacco Co....	13,201,584
9. Ford Motor Co. ....	13,023,201
10. General Motors Corp.....	12,733,437
11. Bristol-Myers Co. ....	12,489,954
12. American Tobacco Co., The....	9,346,629
13. General Mills, Inc.....	8,605,872
14. Pharmaceuticals, Inc. ....	8,585,635
15. Liggett & Myers Tobacco Co....	8,181,373
16. Kellogg Co. ....	7,977,785
17. Brown & Williamson Tobacco Corp.	7,093,962
18. Revlon, Inc. ....	7,019,042
19. National Dairy Products Corp...	6,644,647
20. General Electric Co.....	5,714,855
21. Swift & Co.....	5,196,425
22. Lorillard, P., & Co.....	5,194,122
23. Bishop, Hazel, Inc.....	5,192,193
24. Miles Labs., Inc.....	5,048,301
25. Campbell Soup Co.....	4,965,382
26. Sterling Drug, Inc.....	4,711,351
27. Quaker Oats Co.....	4,706,501
28. Helene Curtis Industries, Inc....	4,667,982
29. Standard Brands, Inc.....	4,512,316
30. Westinghouse Electric Corp.....	4,501,985
31. Sperry Rand Corp.....	4,257,142
32. Nestle Co., Inc., The.....	4,130,101
33. Philip Morris, Inc.....	3,942,901
34. Johnson, S. C., & Son, Inc.....	3,889,778
35. Arnour & Co.....	3,853,612
36. Pillsbury Mills, Inc.....	3,805,646
37. Scott Paper Co.....	3,342,257
38. American Telephone & Telegraph Co.	3,277,929
39. Prudential Insurance Co. of America	3,201,984
40. Eastman Kodak Co.....	3,194,715
41. Chesebrough-Ponds Inc. ....	3,164,839
42. Schlitz, Joseph, Brewing Co....	3,005,514
43. Mennen Co., The.....	2,997,548
44. Corn Products Refining Co....	2,930,851
45. Ector, Max, & Co.....	2,886,261
46. Borden Co., The.....	2,810,739
47. Ralston Purina Co.....	2,723,689
48. Best Foods, Inc.....	2,641,965
49. American Chicle Co.....	2,617,367
50. Warner Lambert Pharmaceutical Co.	2,532,393

<i>Advertiser</i>	<i>Estimated Expenditure</i>
51. Johnson & Johnson.....	\$ 2,526,955
52. U. S. Steel Corp.....	2,514,090
53. Sylvania Electric Products, Inc..	2,501,769
54. Kimberly Clark Corp.....	2,346,917
55. Radio Corp. of America.....	2,344,036
56. Reynolds Metals Co.....	2,324,721
57. Pet Milk Co.....	2,322,881
58. National Biscuit Co.....	2,247,934
59. Armstrong Cork Co.....	2,194,989
60. Schick, Inc.....	2,187,732
61. Sweets of America, Inc.....	2,160,936
62. Aluminum Co. of America.....	2,070,723
63. Purex Corp. Ltd.....	2,062,504
64. Goodyear Tire & Rubber Co....	2,060,788
65. Carnation Co. ....	2,054,120
66. Time, Inc.....	2,012,991
67. Wildroot Co., Inc.....	1,806,230
68. Du Pont de Nemours, E. I. & Co.	1,738,960
69. Gerber Products Co.....	1,675,361
70. Wesson Oil & Snowdrift Co., Inc.	1,604,997
71. Speidel Corp. ....	1,587,018
72. Firestone Tire & Rubber Co....	1,549,073
73. Mogen David Wine Corp.....	1,545,590
74. State Farm Mutual Auto. Ins. Co.	1,543,358
75. Whirlpool Corp. ....	1,538,454
76. Pabst Brewing Co.....	1,521,153
77. Singer Manufacturing Co.....	1,481,866
78. American Gas Assn.....	1,462,692
79. Simoniz Co. ....	1,409,646
80. S. O. S. Co., The.....	1,368,149
81. Heinz, H. J., Co.....	1,350,073
82. American Dairy Assn.....	1,276,135
83. Goodrich, B. F., Co., The.....	1,276,110
84. Carter Products, Inc.....	1,262,465
85. Bulova Watch Co.....	1,233,923
86. Brillo Manufacturing Co., Inc....	1,227,195
87. Associated Products, Inc.....	1,216,863
88. Kaiser Aluminum & Chemical Corp.	1,210,015
89. Union Carbide Corp.....	1,191,864
90. American Can Co.....	1,150,499
91. Drackett Co. ....	1,137,130
92. Sunbeam Corp.....	1,129,882
93. Greyhound Corp.....	1,113,933
94. Gold Seal Co.....	1,105,479
95. Gulf Oil Corp.....	1,100,304
96. Florida Citrus Commission....	1,099,048
97. U. S. Rubber Co.....	1,085,449
98. Ronson Corp. ....	1,082,036
99. Minnesota Mining & Mfg. Co...	1,055,479
100. Coca-Cola Co., The.....	1,041,290

Source: TvB, quoting Publishers Information Bureau.





When you come home tired,  
and want to watch TV...



*it's the getting up ...that gets you down*

Now...tune TV from your easy chair with "Silent Sound"

# ZENITH

original and exclusive

# SPACE COMMAND

REMOTE CONTROL TELEVISION TUNING

JUST TOUCH A BUTTON

ON THE UNIT IN YOUR HAND

**AND SEND THROUGH SPACE YOUR SILENT COMMAND**



This "electronic ear" hears your silent command from across the room  
And, magically, your set does exactly what you've told it to do.

THIS BUTTON TELLS YOUR SET TO TURN ON, OR OFF

THIS BUTTON TELLS YOUR SET TO SWITCH CHANNELS TO THE LEFT

THIS BUTTON TELLS YOUR SET TO SWITCH CHANNELS TO THE RIGHT

THIS BUTTON TELLS YOUR SET TO SHUT OFF THE SOUND OF LONG, ANNOYING COMMERCIALS WHILE THE PICTURE STAYS ON

With Zenith Space Command, you can shop all the shows, switch back and forth between programs, "de-voice" a long-winded announcer . . . right from your easy chair. No need to get up even to fuss with fine-tuning. On a Zenith, each channel comes in *precision-tuned automatically* . . . brighter, more sparkling, with Zenith's new "Sunshine" Picture Tube. Space Command is not an extra cost accessory, it's built right into the set.



The quality goes in before the Zenith name goes on.

Backed by 39 years of leadership in radionics exclusively  
Also makers of Radio, High Fidelity Instruments  
and fine Hearing Aids

ZENITH RADIO CORPORATION  
CHICAGO 39, ILLINOIS

QUALITY BY

# Zenith

SPACE COMMAND TV

# Wide Variety Of Advertisers Find Film Adaptable To Needs

**O**NE of the most dramatic developments in the growth of the TV film industry has been the extension of film sponsorship ranks to include every conceivable type of advertiser, representing every category of business enterprise and every size of organization.

At Ziv, we have seen such giants as Bristol-Myers, Procter & Gamble and Reynolds Tobacco, steadily increase their purchases of film series. At the same time, our regional and local clients have been continually expanding their use of film. Each year, we see new advertisers turning to half-hour films. We find advertisers enlarging their TV activities from the use of between-program announcements to alternate sponsorship and then to full, weekly identification with a program series.

As part of this impressive growth of sponsorship, there has been a phenomenon that has developed so naturally that I think many of us have failed to note its significance. We have found that a potent program with universal audience appeal can work equally well for advertisers with vastly different products and problems. The program that seems ideally suited to a baker in the south can be just as effective for an oil company on the West Coast. Our roster of "Sea Hunt" sponsors, for example, includes such widely different advertisers as such major national corporations as Bristol-Myers, Anheuser-Bnsch, R. J. Reynolds and Schlitz Brewing. It includes large regional companies with such diverse products as those of Heileman Brewing, Standard Oil of California and Dixie Club Coffee. Local advertisers are represented too—P. C. Food Markets in Syracuse; the Louis Shanks Furniture Co. in Austin, Texas; the San Antonio Savings and Loan Association, and so forth. As dissimilar as these companies are, they have one goal in common—to reach the largest number of viewers possible, in the most favorable possible context. And so they seek association with an outstanding program with great rating potential.



To broadcasters, this broad advertiser appeal has meant that the station can move swiftly to guarantee for itself the acquisition of a hot new property, with the assur-

**By M. J. RIFKIN**  
Vice President in  
Charge of Sales  
Ziv Television  
Programs



ance that many potential clients will be interested in it.

To advertisers, this has meant in effect a broader choice of quality programming. And for those clients who are interested in alternate sponsorship or the selection of a group of markets for their advertising campaign, this phenomenon of versatility has been of immeasurable benefit. As a result of the Ziv field organization's close contact with national, regional and local advertisers and their agencies, as well as with station programmers throughout the country, we have often been able to arrange a "marriage" between two compatible clients in the sponsorship of a Ziv teleseries. Last year alone, we "wedded" something like 1,200 clients of all types and budget sizes who came to us seeking a top-flight show for alternate-week sponsorship or for multi-market spreads.



In short, the show is the thing. If it has genuine audience appeal, and carefully wrought merchandising support, it will sell effectively for anybody, anyplace. Perhaps the best proof that this thesis works successfully is the tremendously high rate of renewals scored by our advertiser and station clients. We have had renewal rates as high as the 97 per cent earned by "Highway Patrol." We have had individual sponsors staying with a series for as long as seven years. Of all Ziv shows which have been in syndication for more than one season, 68 per cent have had the same sponsor through at least two years.

How can we profile the "typical" film sponsor? He might be someone with a nationally distributed product or he might be a hometown merchant; he might have a multi-million dollar budget or one that is a few thousand a year. The one thing he is sure to have in common with his fellow film users is a desire to reach a great number of people with the power and impact of association with an outstanding program.





LET  DO IT FOR YOU from  
COAST TO COAST

with their complete production  
service! For your next TV film . . .  
take it to NSS for storyboard  
to screen!



**NATIONAL SCREEN SERVICE CORPORATION**  
TELEVISION AND INDUSTRIAL FILMS DIVISION  
509 MADISON AVENUE, NEW YORK 22, N. Y. • CIRCLE 6-5700

STUDIOS IN

HOLLYWOOD  
7026 SANTA MONICA BLVD

NEW YORK  
1600 BROADWAY

**AS THEY HAVE FOR  
THESE CLIENTS...**

*DUTCH MASTERS  
CIGARS*

*WELCH GRAPE JUICE*

*BON AMI CLEANSER*

*RED CAP REFRESH-R*

*PONTIAC*

*BALLANTINE BEER*

*ABC-TV*

*DRISTAN*

*AEROWAX*

*GRIFFIN LIQUID WAX*

*WILLIAMS  
AQUA-VELVA*

*N. Y. MIRROR*

*ROBERT HALL*

*BARBASOL*

*ALCOA*

*AUTO-LITE*

*N. J. BUREAU OF  
TRAFFIC SAFETY*

## Motion Picture Theatres in the U. S. Equipped for TV

State	City	Seating Capacity	Theatre	Equip. Mfrs.
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
		—	Capitol	RCA
GEORGIA	Atlanta	2,476	Paramount	Trad
	ILLINOIS	Chicago	1,299	Crown
3,931		Marbro	RCA	
2,649		State Lake	RCA	
—		Loop	Trad	
INDIANA	Indianapolis	3,414	Tivoli	RCA
		4,320	Uptown	RCA
		3,313	Indiana	RCA
		1,708	Paramount	Trad
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
MASS.	Boston	1,500	Pilgrim	RCA
		3,583	State	RCA
MICHIGAN	Detroit	2,500	Eastown	RCA
		3,435	Hollywood	RCA
		4,029	Michigan	PT.
		2,967	Palms State	RCA
MINNESOTA	Minneapolis	4,013	Radio City	PT.
		2,362	Paramount	RCA
MISSOURI	St. Paul	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.

(Continued on Next Page)

(Intermediary)

(Continued from Preceding Page)

State	City	Seating Capacity	Theatre	Equip. Mfrs.
		2,282	Victoria	GPL
	N.Y.C.—Flushing	2,146	Prospect	RCA
NO. CAROLINA	Charlotte	1,405	Carolina	Trad
OHIO	Cincinnati	3,037	Albee	RCA
	Cleveland	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 9 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

# New Emphasis Is Now Given Showmanship In Broadcasting



By **ELLIOTT W. HENRY, JR.**  
President  
Broadcasters'  
Promotion Assn.  
Director — Press  
Information and  
Promotion, ABC,  
Central Div.,  
Chicago

**I**T can be heard or seen in Canton, Cairo or Chicago, but it is going to have a much more difficult time getting off the ground unless it is given a shot of showmanship.

We're talking about that favorite radio or television program which your management knows can succeed yet must have that extra bit of window dressing in order to gain its due audience.

The management turns to the Promotion Department (and this operation can and usually does enclose a lot of territory such as publicity, exploitation, merchandising, advertising, purchase of travel, theatre and track tickets, etc., etc.) and expects it—and rightfully so—to set forth some concrete ideas as to what can be done to secure additional viewers or listeners.

Let's take a quick glance at three basic principles that this department—whether it consists of one person or several individuals—can offer to spell out *SHOW MAN SHIP* in broadcasting.



**Advertise the Show.** As Ollie Treyz, ABC-TV President, has so aptly stated, "Today you have to advertise your advertising."

— Where do you advertise? In magazines, newspapers, trade journals, company house organs, on billboards, theatres, street cars, buses, subways, elevated railroads, in the sky, delivery trucks, commuter trains, window displays, and via direct mail. Naturally, any one or more of these outlets cost money. Your budget may be small. Most are. Think. Think of your best medium as it pertains to your program. Among these are one or more that you can use at a cost you can afford. Use it sensibly. Let all concerned know what you are doing. It won't be long before you will have injected the "SHOW" into *SHOW MAN SHIP*.



**Promote the Show.** A good Promotion Manager knows there is nothing like his own medium to promote his own product. — Where do you promote? On every dog-goned show that you have on your air. You have a ready-made audience. It's there ready to receive your message.

Here the budget is not a major factor such as it might be in advertising, but you still must think. You must think of the right type of on-the-air promotions. If you are doing the spot announcement type, you must make darn sure that your copy lends itself to the program you are trying to promote. Solid, sock, hard-hitting copy that will catch, interest and hold the listener. Coordinate all your on-the-air promotion ideas, and, as you did with your advertising, know in which direction you are going. You will soon find that you have gained the "MAN" in *SHOW MAN SHIP*.

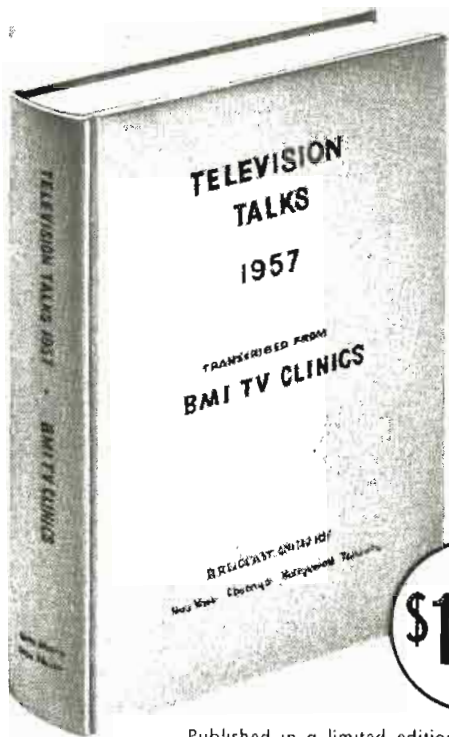


**Publicize the Show.** Be it the program, the personality or the policy you are attempting to publicize, don't irritate the people with whom you are attempting to gain favor.

— Where do you publicize? In every blessed medium that you honestly and sincerely feel that you have a chance to tell your story. Newspapers, magazines, wire services, syndicates, trade journals, house organs, and once again, your own medium through its news and program departments. Remember that you must always observe the rules of being a good publicist (this is another chapter), and chances are you will wind up in "SHIP" shape and you will be the proud master of proving not only to yourself but to your management and your client that *SHOW MAN SHIP* can be an important and well recognized facet of your organization's operation.

And your *SHOW MAN SHIP* techniques may be a darn important argument in your behalf the next time you hit the management for a raise!

"Can't Be Beat For Usefulness And Value," Says Variety



# Television Talks

THE COMPLETE REPORT  
OF THE FIVE  
TV PROGRAM CLINICS  
AS CONDUCTED  
IN 1957  
BY BMI

\$1250

Published in a limited edition of 1,200  
copies by Channel Press

Now in one single volume—the actual experiences of successful TV broadcasters as presented during the five BMI TV Clinics held last year in New York, Chicago, Fort Worth, Atlanta and San Francisco. Includes the question and answer periods following each TV talk as well as the Bull Sessions covering a variety of TV operations. The Governors of five states join the proceedings with pertinent remarks.

"Covering such subjects as the use of color, children's programs, local service programming, station promotion and management and many others, the book provides a report on television's day-to-day problems and also points up some answers to those of tomorrow.

"As a reference for anyone who attended the clinics, and more particularly for those who did not, the volume offers a storehouse of worthwhile information and at

the same time is eminently readable."

—*Broadcasting-Telecasting*

"... cover every key subject in connection with TV programming, and as such should prove of extreme interest to almost everyone connected with mass communications."

—*Radio-Television Daily*

"Here is a revealing TV forum with practical viewpoints from five major regions."

—*The Hollywood Reporter*

**BROADCAST MUSIC INC.**

589 Fifth Avenue  
New York 17, N. Y.



**TELEVISION**

**TELEVISION  
NETWORKS**



**U. S. A. NETWORK MAPS  
EXECUTIVE PERSONNEL  
OWNED AND OPERATED  
STATIONS  
EXECUTIVE BIOGRAPHIES**

**YEARBOOK**

**1958**

# Television Has Made America The World's Largest Living Room



By  
**OLIVER E. TREYZ**  
President  
ABC Television  
Network

TELEVISION has assumed the role of adviser, shopping guide and court-jester to King Consumer. The King is a man of many parts. He demands a varied, imaginative diet to sustain him. And each day his palate becomes more educated.

He makes his will known to us through ratings, but even the most carefully compounded statistics can be deceptive. Necessary and useful tools though they are, ratings at best are partial guides to a total picture. If ratings take on a life of their own and parade as the whole truth when actually they are only clues to the mystery of success or failure, then there is chaos and confusion.



As IQ scores tell us relatively little about the personal dynamics of an individual, so ratings leave much to be said about the dynamics of a particular television property as an effective agent to stimulate King Consumer to go out and buy a particular item. In a recent article in *Variety*, Walter Guild (of Guild, Bascom and Bonfigli) reminds us that circulation and sales effectiveness are sometimes separate entities. He points to medium-rated shows like *Bold Journey* (for Ralston-Purina, in its third year) and *You Asked For it* (for Skippy Peanut Butter, celebrating its 7th year) that have boosted sales figures consistently throughout their network lives. Judged by performance, in dollars and cents, *Bold Journey* and *You Asked For It* are winners.



We feel that understanding King Consumer's needs is the rule at ABC-TV. We insist on translating audience statistics into human terms, realizing that there is meaning behind numbers just as, in this Mardi-Gras business of ours, we must not forget to look behind the mask.

Ratings do not give us the final insight into King Consumer—so we must take a closer look at the television universe. At the start of 1958 there are 42,400,000 television homes in the United States. The figure is increasing by over 7,000 sets each day! We must realize that we are dealing with the most complex, heterogeneous group of human beings ever to assemble for one purpose—to be entertained and informed.

The audience that confronts us breaks down into innumerable gradations of tastes, preferences, prejudices and taboos. Not only must we appeal to the family unit in the world's largest living room, but we provide specialized shows like *Wednesday Night Fights* for the sports-minded and the *Voice of Firestone* for the music-minded.

Television is an old hand at working miracles. Not the least of these has been TV's ability to reconcile *mass* with *class*. TV can move soap and cigarettes from retail store counters, and cars off showroom floors—and more importantly, move the minds of men. Research shows us that the higher-income families, and the younger, *buying* families are television's greatest fans. Examine these daily television viewing figures:

The average home spent 5:39

The highest income homes spent 7:04

The lowest income homes spent 4:09

The youngest family units spent 6:50

The older family units spent 4:56

Here we have a set of numbers that unveil some useful truths. Where there is more money, there is more leisure, and more leisure means more time spent with television. Where there are young families, families in their acquisitive years (when baby needs new shoes and mom a new washing machine) there is more televising in the family circle. These are some of the reasons why TV is so effective a salesman: TV reaches everybody, the *mass*—but it reaches the higher-income and large-family groups *more often*.



ABC-TV has always taken the time to look behind the ratings at the human beings who make the numbers *live*. That an ever-expanding national audience has accepted us, and made us welcome, seems to endorse our formula for keeping King Consumer from calling his fiddlers three. He's chosen television for his Number 1 performer!



# ABC TELEVISION NETWORK

## **JAMES G. RIDDELL**

**Executive Vice President of American Broadcasting Company**

James G. Riddell was elected executive vice president of American Broadcasting Company in March, 1958, and will assume his new post July 1. In this capacity he will be in charge of the radio and television networks and the owned and operated stations, with their respective heads reporting to him. Riddell, a native of Glasgow, Scotland, came to the United States at an early age and entered broadcasting in 1931 at WXYZ, Detroit. After successive promotions he was named general manager of WXYZ when the station was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. He was instrumental in launching WXYZ-TV, which pioneered in daytime operations. Riddell is married and is the father of two daughters.



## **WILLIAM P. MULLEN**

**Vice President in Charge of Sales**



William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonald & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U.S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.

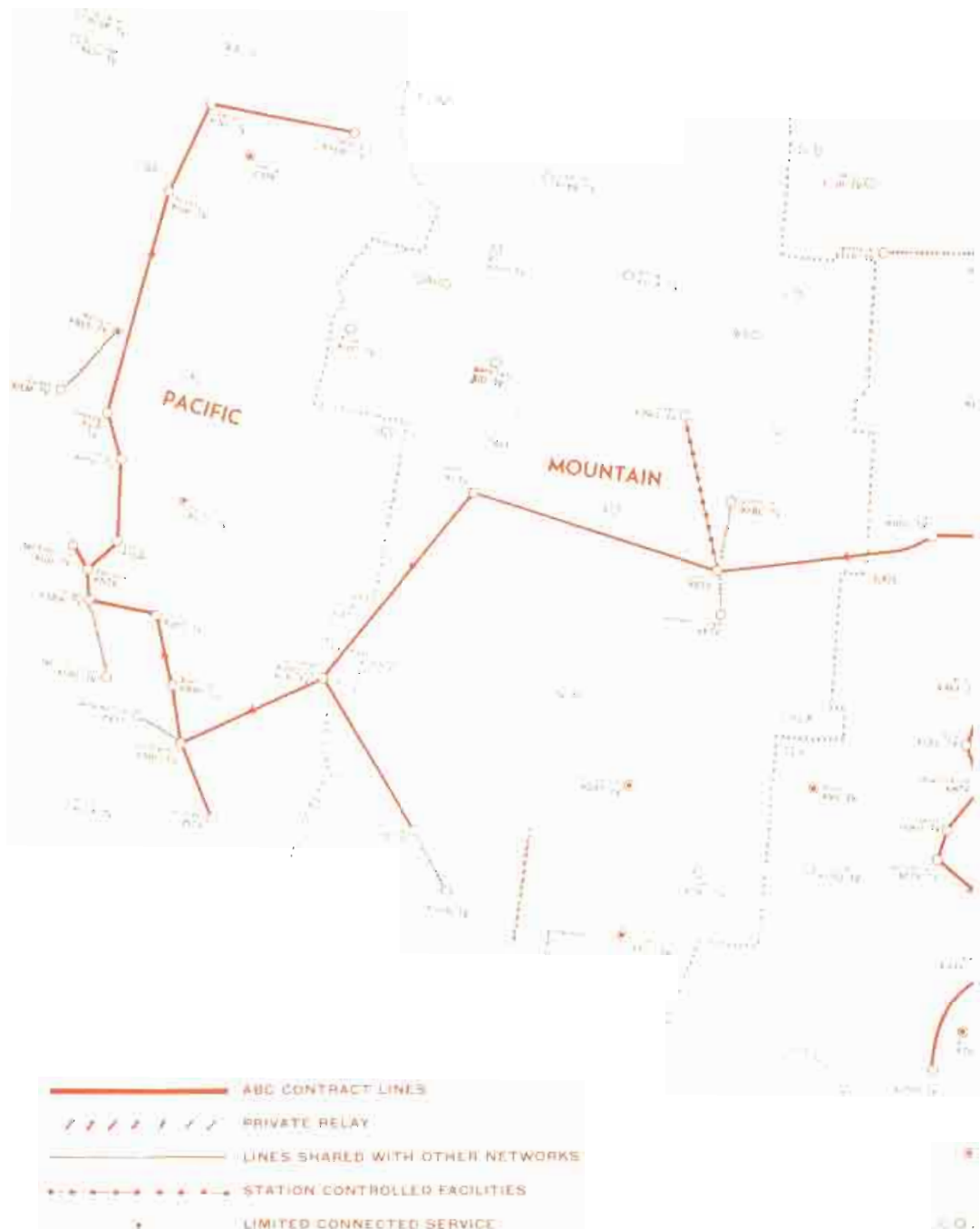
## **THOMAS W. MOORE**

**Vice President in Charge of Programming and Talent**

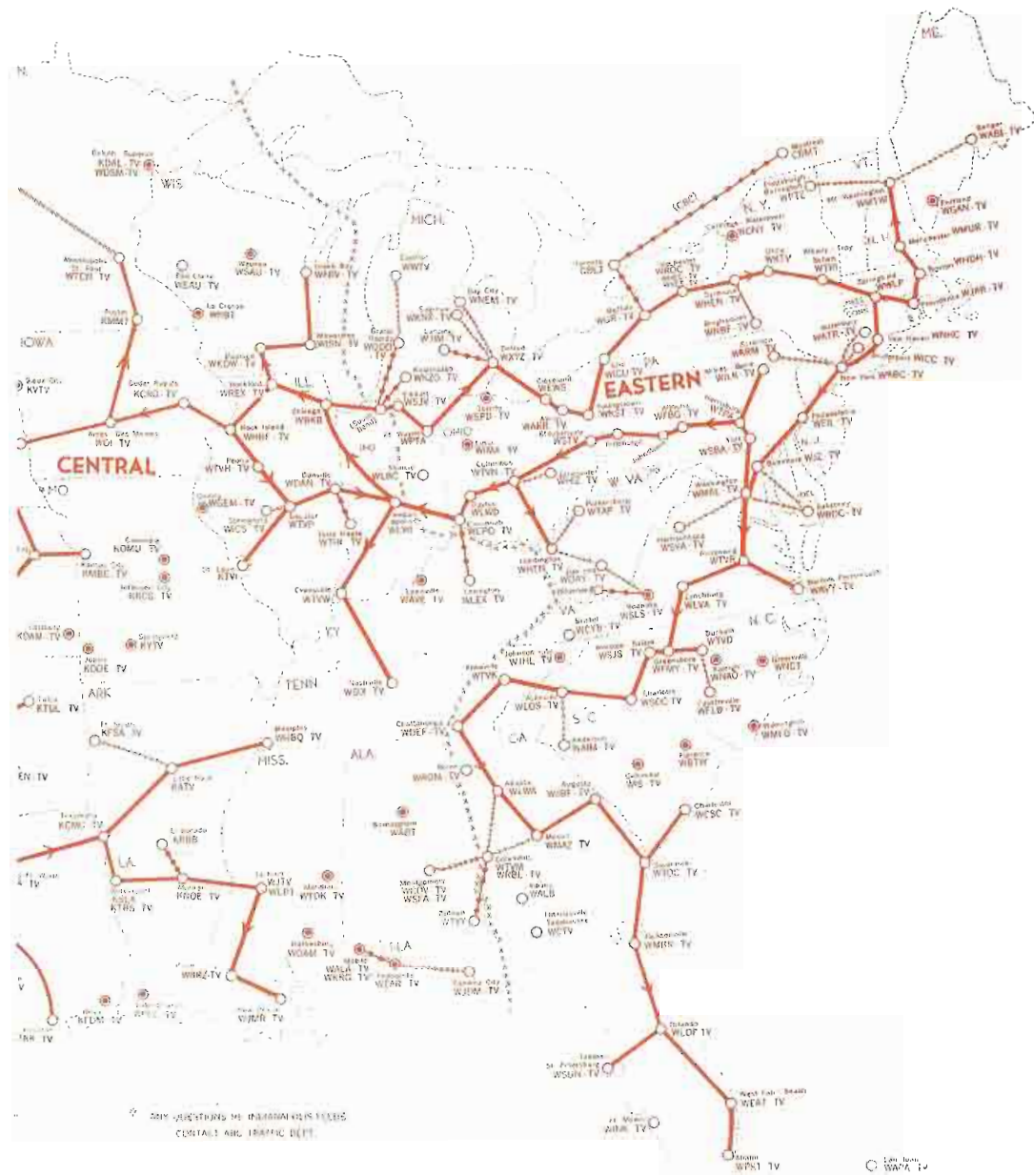
Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.



# ABC TELEVISION



# ION NETWORK



# 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

## OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & Acting President of American Broadcasting Company  
 Eugene Accas... Vice-President  
 James W. Beach... Vice-President  
 Alfred Beckman... Vice-President  
 Slocum Chapin... Vice-President  
 Donald Coyle... Vice-President  
 John Daly... Vice-President  
 Michael J. Foster... Vice-President  
 Robert H. Hinckley... Vice-President  
 Earl Hudson... Vice-President  
 Frank Marx... Vice-President  
 John H. Mitchell... Vice-President  
 Thomas Moore... Vice-President  
 Sterling C. Quinlan... Vice-President  
 Selig Seligman... Vice-President  
 Simon B. Siegel... Financial V.P. of AB-PT and Owned & Operated Station Coordinator  
 Robert L. Stone... Vice-President  
 Thomas Velotta... Vice-President  
 Mortimer Weinbach... Vice-President & General Counsel  
 Omar Elder... Secretary & Assistant General Counsel  
 Stephen Riddleberger... Asst. Treasurer of AB-PT & Comptroller of ABC  
 Michael P. Boland... Assistant Treasurer  
 J. Russell Gavin... Assistant Treasurer

## TELEVISION

James C. Riddell... Executive V.P., ABC  
 Oliver Treyz... President of ABC-TV Network

## Engineering

Frank Marx... Vice-President in Charge  
 Richard Hamilton... Supervisor of Communications  
 George Milne... Dir. of Traffic & Comm.  
 Clure Owen... Administrative Assistant  
 John Preston... Director of Engineering Facilities  
 Lawrence A. Ruddell... Recording Director  
 William Trevarthen... Director of Eng. Ops.  
 Reginald Willcocks... Traffic Manager  
 Merle Worster... Eastern Engineering Ops. Mgr.

## Finance, Personnel & General

### Services

Slocum Chapin... V.P. in Chge. Client Relations Owned & Operated Station Coordinator  
 Michael P. Boland... Assistant Treasurer  
 Joseph Fitzpatrick... Internal Auditor  
 J. Russell Gavin... Assistant Treasurer  
 Edward Graessle... Manager of Treasury Affairs  
 Marie McWilliams... Director of Personnel  
 Leslie Harris... Coord. of Nat. Spot Sales  
 OGO TV Stations  
 Stephen Riddleberger... Asst. Treasurer of AB-PT & Comptroller of ABC

Edmund Samuels... Purchasing Agent  
 Joseph Spagnola... Dir. of Office & Studio Services

## Legal

Mortimer Weinbach... Vice-President & General Counsel  
 Omar Elder... Secretary & Ass't. General Counsel  
 Richard L. Freund... Dir. of Labor Relations

## Programming

Thomas W. Moore... Vice-President in Charge of Programming and Talent  
 Ruth K. Blainey... Operations Manager  
 Thomas P. DeVito... Program Service Mgr.  
 Theodore H. Fetter... Program Director  
 Armand Grant... Exec. Producer for Daytime Programs  
 John B. Green... Mgr., Program Dept.  
 Frederick P. Laffey... Business Manager & Budget Officer

Daniel Melnick... Program Development Manager  
 William Seaman... Program Production Manager

## Services

Bernard Paulson... Mgr., Production Services  
 John Kneeshaw... Plant Services Supr.  
 Leonard Maskin... Business Manager  
 James McNaughton... Executive Art Director  
 Frederick J. Schuhman... Studio Services Coordinator

## News, Special Events, Sports & Public Affairs

John Daly... Vice-President in Charge of News, Special Events, Sport & Public Affairs  
 Donald G. Coe... Dir. of Special Events and Ops.  
 Catharine Lynch... Librarian  
 Francis N. Littlejohn... Dir. of News & Public Affairs  
 Wiley Hance... Mgr. of Public Affairs  
 William A. Whitehouse... Director of Radio & TV Sports

## Press Information

Michael J. Foster... Vice-President in Charge  
 Hank Warner... Director of Press Information  
 Sidney R. Mesibov... Dir. of Spec. Exploitation Projects

## Station Clearance

Donald S. Shaw Jr... Director of Station Clearance  
 Joseph Ciaquinto... Manager Station Clearance

## Continuity Acceptance

Grace Johnsen... Director

## Advertising

Dean Linger... Dir. of Advertising

## Sales

Slocum Chapin... V.P. in Chge. Client Relations  
 William P. Mullen... V.P. in Charge  
 Henry T. Hede... Administration Manager  
 Alice Stamatis... Dir. of Sales Service  
 Eugene C. Wyatt... Eastern Sales Mgr.



## Station Relations

Alfred R. Beckman.....V.P. in Charge  
Ralph S. Hatcher.....Mgr., Station Rel.

## Research and Sales Development

Donald Coyle.....V.P., Research  
& Sales Development  
Eugene Accas.....V.P. in Chge. Sales Dev.  
Julius Barnathan.....Dir. of Research  
Bert Briller.....Dir. of Sales Development  
Robert P. Engelke.....Mgr. of Sales Development

## ABC Film Syndication, Inc.

1501 Broadway

George T. Shupert.....President  
Richard P. Morgan.....V.P. in Chge. Operations  
Philip Williams.....V.P. in Chge. Synd. Sales  
John B. Burns.....Vice-President &  
Director of National Sales  
William L. Clark.....Vice-President &  
Director of Western Sales Division  
Lee Francis.....Advertising & Promotion Manager  
Joseph F. Greene.....Asst. to V.P., Synd. Sales  
Raymond Fox.....Comptroller

## CHICAGO

190 N. State St., Chicago, Ill.

Sterling C. Quinlan.....Vice-President in  
Charge of WBKB  
James W. Beach.....Vice-President and  
Director of Network TV  
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.....Dir. of Music for WBKB &  
ABC C. D.  
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

## DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

James Riddell.....President & General Manager  
Elizabeth Ashton.....Traffic Manager  
Joseph C. Cassel.....Comptroller  
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 Studio Manager  
John Pival.....Vice-President for Television  
Peter Strand.....TV Executive Producer  
Hal Gordon.....Musical Director

## 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  
Thomas Lufkin.....TV Network Program  
Service Mgr., Western Division  
Theodore Grenier.....Chief Engineer, Western  
Division

Allen E. Maynard.....Supr. of Gen. Services  
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 Director  
Frank G. Ralston, Jr.....Network Film Director  
Peter G. Robinson.....Program Director, KABC-TV  
Elton Rufe.....Sales Manager, KABC-TV  
Florence T. Schiro.....Personnel Director  
Selig Seligman.....V.P. of KABC-TV  
John C. Wagner.....Controller, Western Division  
Ernest Stern.....Dir. of Publicity  
Western Division  
Robert Adams.....Exec. Producer  
Elliott F. Alexander.....Mgr. of Adv. & Prom., W. D.  
Sanford Cummings.....Mgr. of TV Net. Prog. Dept.  
Mitchell L. Gamson.....ABC Coordinator-  
Warner Bros. TV  
Elizabeth Hartlane.....Guest Relations Supr.  
Howard H. Lipstone.....Film Director  
Norman Sloane.....Sales Serv. Mgr. &  
Office Mgr., KABC-TV

## SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell.....V. P. in Charge of  
San Francisco Office  
George Rice.....Program Manager  
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  
David Sacks.....Sales Manager, KGO-TV  
Henry Saroyan.....Comptroller & Purchasing Agent  
Edward Smith.....Production Manager  
Chandler R. Meloy.....TV Sales Oper. Mgr.  
Yale Roe.....Nat. Spot Sales Mgr.

## WASHINGTON

4461 Connecticut Ave., 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 Stampler.....Sales Mgr.  
Alvin Hollander, Jr.....Program Director  
Takashi Kako.....Film Director  
Lawrence Eisenberg.....Publicity Director  
Rosario Calabrese.....Art Director  
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.

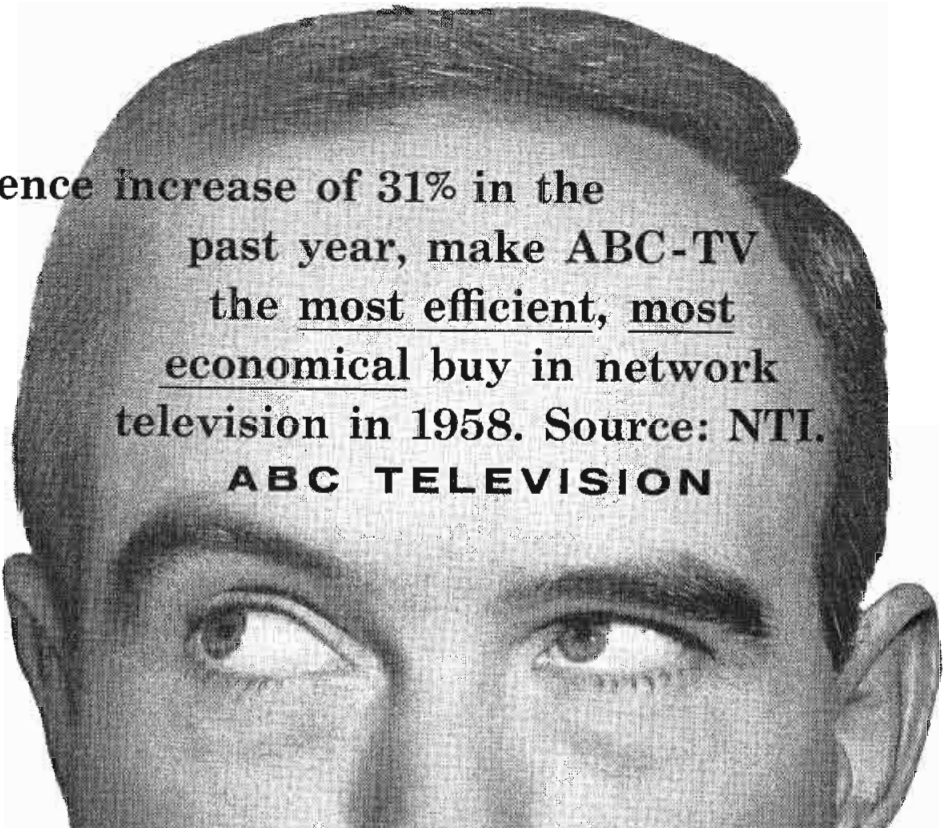
## BOARD OF GOVERNORS

Joseph Bernard.....KTVI, St. Louis, Mo.  
Donald Davis.....KMBC-TV, Kansas City, Mo.  
Joseph Herold.....KB-TV, Denver, Colo.  
William Walbridge.....KTRK-TV, Houston, Texas  
J. W. McGough.....WTVN-TV, Columbus, Ohio

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

COMMIT  
THIS  
**ONE FACT**  
TO  
MEMORY:

15 new primary markets, plus an average



audience increase of 31% in the  
past year, make ABC-TV  
the most efficient, most  
economical buy in network  
television in 1958. Source: NTI.

**ABC TELEVISION**



# TV: Ten Years Old — And Still The Most Powerful Mass Medium

**A**FTER ten years of explosive growth, television today is solidly entrenched as the nation's most popular and most powerful medium of mass communications.

This simple fact ought to lay to rest forever the predictions of those "doubting Thomases" who for years have etched a deep groove with their warning, "Wait until the novelty of television wears off, then see how popular the medium will be!"

After ten years, the novelty of television has worn off, and today the medium stands as the favorite dispenser of entertainment and information in 41,800,000 American homes and the focus of the average family's attention for a record-breaking five hours and 27 minutes a day. In fact, last year the total volume of nighttime network viewing increased more than it had in any of the past five years.



These are not the sudden-growth statistics of a product newly introduced on the market. These are the statistics of a communications medium settled in its tenth year of operation. And because television continues to hold this unparalleled fascination for the American people, each of the three nation-wide television networks today delivers larger average nighttime audiences than any of them ever did before. The network which delivers the largest of these audiences is CBS Television, which currently reaches an average of almost 10 million homes per average minute and which in 1957 broadcast the two most popular programs in television history: "Cinderella," seen by 75 million people; and the premiere of "The Lucille Ball-Desi Arnaz Show," watched by 60 million.

As the nation's foremost medium of communications, television has also taken over within the space of one decade, the primary responsibility to provide the clearest, most complete picture of the news developments throughout the world which so profoundly affect the well-being of every American today. At a time when the struggle between free and communist nations has grown so dangerous and so pervasive that it enters into every aspect of daily life, the need for a well-informed, interested and enlightened



By  
**MERLE S. JONES**  
President  
CBS-TV Stations  
Division

public opinion is more acute than ever before in history.



One small measure of how well television is discharging its responsibility in this area can be seen from the fact that last year CBS Television's weekday "Douglas Edwards With The News" program became the world's single most popular news vehicle—attaining a circulation larger than that of any newspaper, magazine or other news broadcast, daily or weekly.

Last year too, CBS News not only anticipated this unparalleled need for public enlightenment but it also responded to that need through the presentation of such notable television series as "Face The Nation," "See It Now," "Air Power," "Twentieth Century," "Conquest," and its many outstanding special news programs.

In the coming months, CBS Television's news and public affairs broadcasts will play an increasingly important role in the network's overall program schedule.



Also sparking the network's schedule this year are a generous number of special "one-time" entertainment programs of unusual diversity, interest and quality.

Basic to the success of all these special programs, of course, is the overwhelming popularity of CBS Television's regularly scheduled entertainment series which week in and week out continue to command a most loyal following in television. In the last analysis, it has been the outstanding appeal of television's programs, both regular and special, which accounts for the medium's continually increasing popularity as it enters its second decade. People are finding more to watch on their home screens. They are watching more network programs than ever before, and most of all, they are watching the programs on CBS Television.

# CBS TELEVISION NETWORK

## HUBBELL ROBINSON, JR.

### Executive Vice President in Charge of Network Programs

Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. 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.



## WILLIAM B. LODGE

### Vice President of Station Relations and Engineering



William B. Lodge, vice president of station relations and engineering, was appointed to his present post in February, 1957. Previously he had held the title of vice president in charge of engineering since 1951, having joined CBS in 1931 as an engineer. Earlier, in 1929 and 1930, he had engaged in vacuum tube research at the Bell Telephone Laboratories. From 1936 to 1942, Lodge was engineer-in-charge of the Radio Frequency Division of the CBS General Engineering Department. From 1942 to 1944 he was associate director of the Airborne Instruments Laboratory operated by Columbia University for the U. S. Office of Scientific Research and Development. Lodge was appointed director of general engineering for Columbia Broadcasting System in 1944, and in 1948 became vice president in charge of general engineering. A native of Whitmarsh, Pa., he is a Fellow of the IRE, a Fellow and former member of the Board of Governors of the SMPE, a member of the AFCCE, and a member of the Board of Directors of NAB.

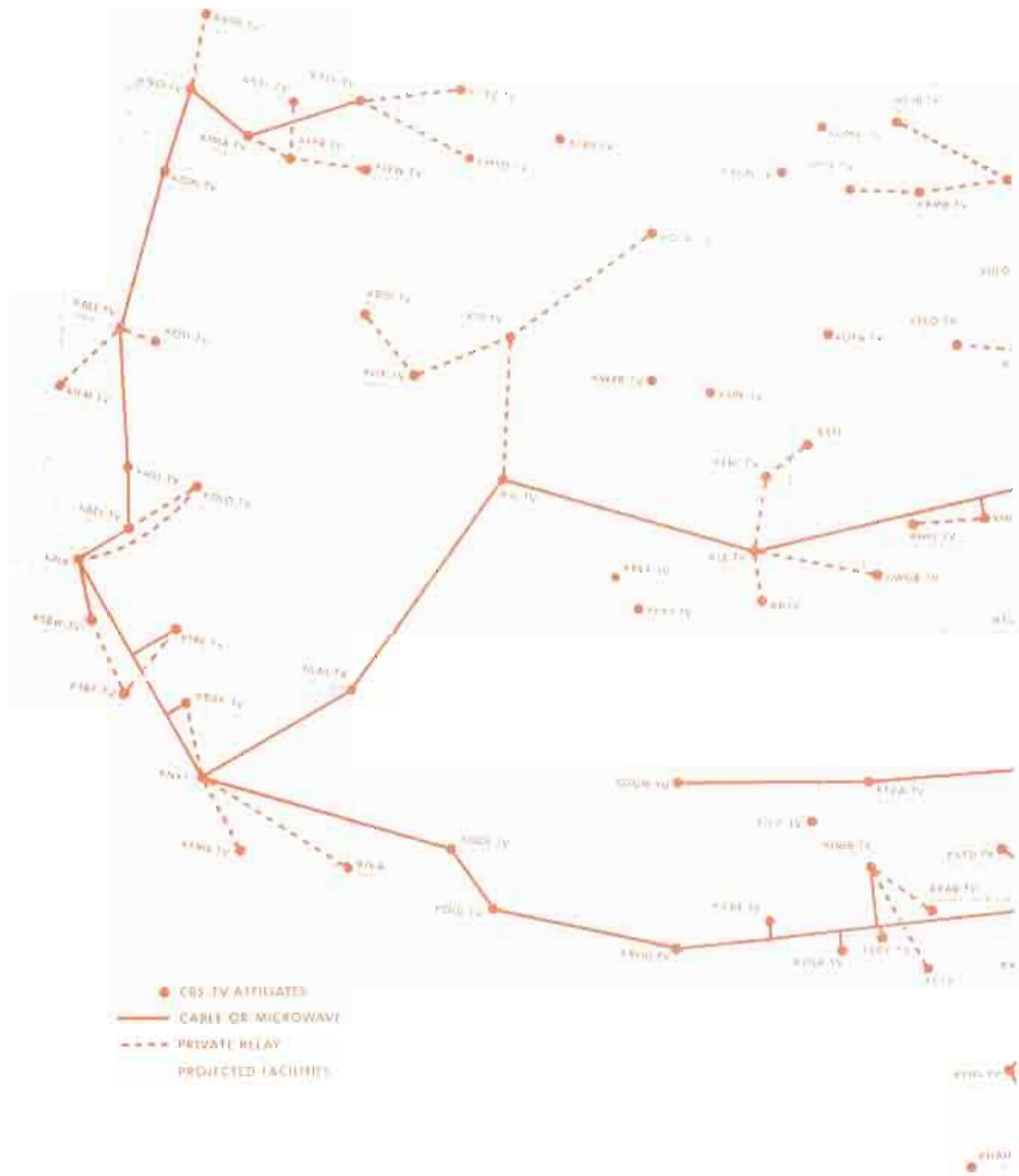
## WILLIAM H. HYLAN

### Vice President of Sales Administration

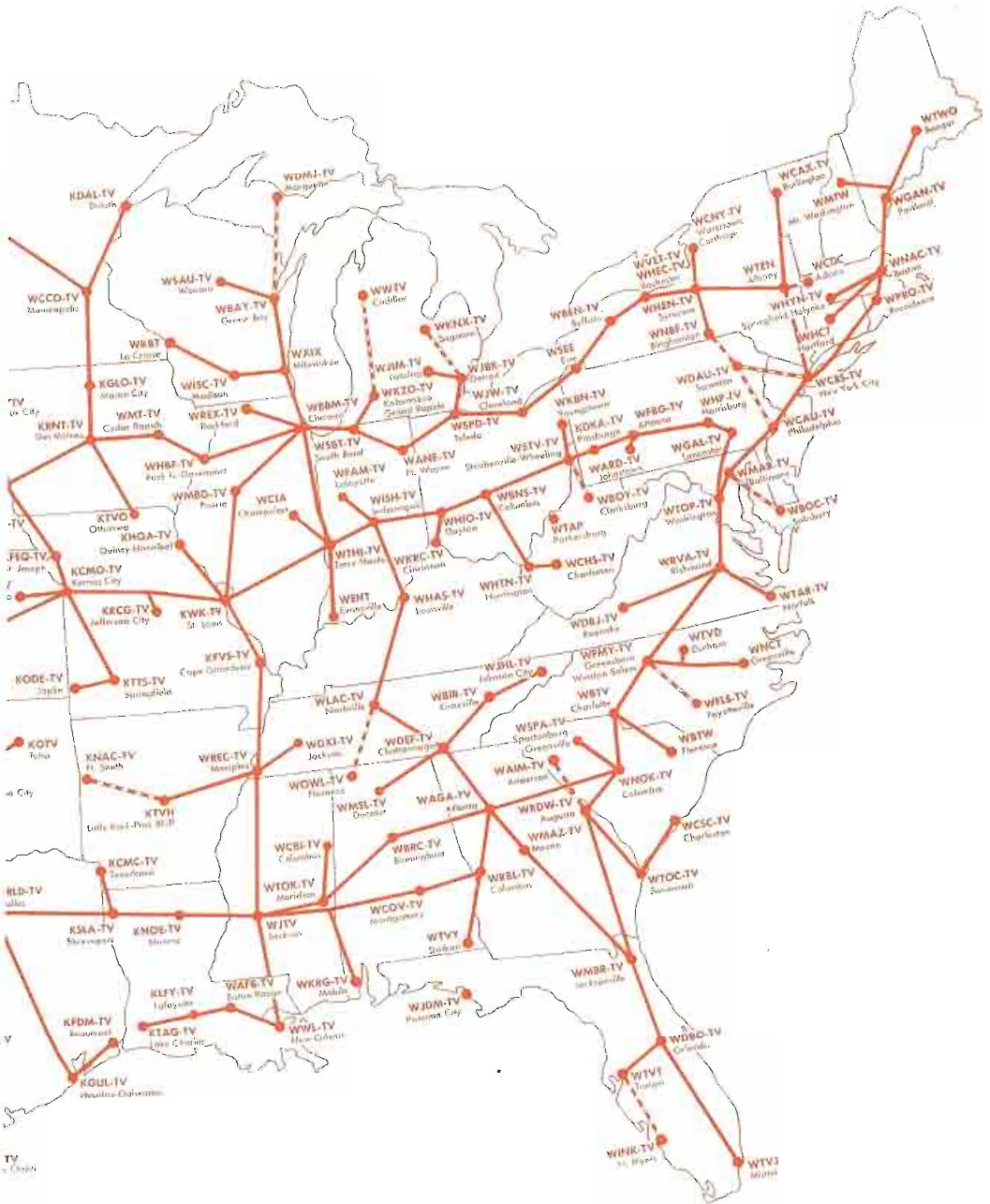
Associated with CBS for 20 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He entered military service with the Army after four years as an account executive with CBS Radio Sales from 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 TELEVISION



# ON NETWORK





# CBS TELEVISION

## A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUDson 6-6000

Registered Telegraphic Address—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

Louis G. Cowan ..... President  
 Hubbell Robinson Jr. .... Exec. V.P. in Charge  
 of Network Programs  
 Harry G. Ommerle .... Vice-President in Charge  
 of Network Programs, New York  
 Alfred J. Scalpone .... Vice-President in Charge  
 of Network Programs, Hollywood  
 R. M. Weitman ..... V.P. Prog. Devel.  
 Oscar Katz ..... V.P. in Chg. of Daytime Programs  
 H. Leslie Atlass ..... 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  
 Thomas Dawson, Vice-President—Network Sales  
 Herbert V. Akerberg, Vice-President in Charge  
 of Station Relations  
 Edmund C. Bunker, 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—Network  
 Sales  
 George E. Klayer, Network Sales Manager  
 Sam K. Maxwell, Eastern Sales Manager  
 Roland Blair, Mid-Western Sales Manager  
 Charles R. Sterritt, Detroit Sales Manager  
 William J. Fagan, Business Manager  
 Robert Hoag, Program Sales Mgr.  
 Edward F. Lethen, Jr., Manager of Network  
 Sales Development

Newell T. Schwin, Mgr., Special Projects  
 George Zurich, Sales Service Manager  
 Terrence McGuirk, Sales Manager, EMP  
 George A. Kolpin, Contract Manager

### Station Relations

Herbert V. Akerberg, Vice-President in Charge  
 of Station Relations  
 Edmund C. Bunker, Vice-President & Director  
 Carl Ward, National Manager  
 Robert Wood, Mgr., Contracts & Records  
 Bert Low, Western Manager  
 Ed Scovill, Midwest Manager  
 David R. Williams, Eastern Manager  
 Donald Clancy, Business Manager  
 Robert F. Jamieson, Mgr. of Station Contracts

### Network Programs

Hubbell Robinson, Jr., Executive Vice President  
 in Charge of Network Programs  
 Harry G. Ommerle, Vice-President in Charge  
 of Network Programs, New York  
 Alfred J. Scalpone, Vice-President in Charge  
 of Network Programs, Hollywood  
 R. M. Weitman, V.P. Prog. Devel.  
 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 Winckler, Production Manager  
 Michael Burke, Director of Network Programs,  
 England

### Operations

Edward L. Saxe, Vice-President in Charge  
 of Operations  
 Henry Grossman, Dir. of Facilities 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

### 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 Feeney.....Manager of Trade &  
Business News  
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.....Dir. of Engineering  
H. A. Chinn.....Chief Engineer  
J. D. Parker.....Chief Radio Engineer

### Business Affairs

W. Spencer Harrison..Vice-President and Busi-  
ness Mgr. of Talent & Contract Properties  
Philip Feldman.....V.P. & Bus. Mgr., Talent  
& Contracts, Hollywood  
Charles Woodward.....Senior Attorney  
Merritt H. Coleman..Director of Business Affairs  
Louis T. Stone....Dir. of Talent Commitments  
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 Newfilm  
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  
Theodore F. Koop.....Director of News and  
Public Affairs, Washington

### CBS-OWNED

### TELEVISION STATIONS

Merle S. Jones.....President  
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  
Norman E. Walt.....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.

Frank Shakespeare, Jr.....General Manager

### WHCT, Asylum Street

Hartford, Conn.

Harvey Struthers.....General Manager

### KMOX-TV, 9th & Sidney Sts.

St. Louis 4, Mo.

Gene Wilkey.....General Manager

### 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  
W. Thomas Dawson...Director Sales Promotion

### Branch Offices

Arthur C. Elliot....Midwestern Sales Manager  
630 N. McClurg Ct., Chicago  
H. H. Holtshouser.....Atlanta Manager  
805 Peachtree St., N.E., Atlanta, Ga.  
Richard R. Loftus.....Detroit Manager  
932 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  
John Howell.....General Sales Manager  
Fred Mahlstedt.....Dir. Oper. & Prod'n.  
Eugene Moss.....Sales Promotion Manager  
Walter Scanlon.....Merchandising Manager  
John C. Sebastian.....Publicity Director

### Terrytoons Division

Paul Terry, William Weiss

# The Question in TV Programming Is — Where Do We Go From Here?



By  
**ROBERT F. LEWINE**  
Vice President  
Television Network  
Programs, National  
Broadcasting Co.

**I**N the area of television programming, two facts stand out today: First, though there has always been a seller's market in top talent, there is a greater shortage of big name talent now than ever before. Second, the entertainment business has failed to develop box office names fast enough to meet this challenge.

As a result of this situation, we are faced with the serious problem: Where do we go from here?

Several factors are responsible for today's shortage of talent. One is the increased competition on television today. The networks are now finding that they must compete not only with each other but with individual stations whose programming is now bolstered by TV films and Hollywood features of steadily improving quality. With such a wide choice of entertainment the viewing public has become more selective, choosing programs and personalities with greater care than ever before. This has helped kill off many a marquee name.

Then there is the plight of those show-business names not primarily associated with TV but who appear as extra-special guest attractions. Even these entertainers, except for a few of the very top stage and screen stars, have found that after making their highly publicized television debuts and after continued guest appearances, that honeymoons don't last forever.

This growing shortage of talent has had a definite effect on our over-all program operation. The top performers of today usually insist on controlling their own shows, either by owning the package or by having the fullest say in what type of program they appear in. As a result, the network and the packagers have to come up with shows that will keep the stars happy.

The need for building special vehicles for top stars has given greater emphasis to the big talent agencies. To satisfy the particular needs of the talent they represent, they have developed strong programming operations of their own to produce these packages, geared precisely to the capabilities and the preferences of their talent.

I would like to add at this time that the programming these agencies produce is a reliable and saleable product, for these agencies have acquired a high degree of know-how in this field. Moreover, if the show gets into trouble, they move in quickly to put things right. Also, let's not overlook the important sales effort these agencies put behind their packages. They often come to the network with a program and a client all ready to sign for it.

Finally, the shortage of big names increases the fees those few can pick up for guest appearances. As a result, many of these artists refuse to undertake a regular series with all the confinement and risk this means when they can earn handsome fees with just a few guest appearances on big-budget shows. Therefore, we find fewer top names than usual associated with regular series while you find an increase in the number of regularly scheduled variety shows whose formats offer a ready market for guest shots.

Television has not stood idly by in the face of this challenge. It has met the problem head on and has attempted to build its own fresh, big-name entertainers. We haven't done too badly either, considering the great obstacles to developing home-grown talent, including the reluctance of advertisers to risk large outlays on new performers.

Today we are helping to meet the talent shortage by developing programs that depend more on format than on top talent. We also keep in mind talent development needs in casting shows. And we try to develop new performers by exposing them as much as possible on our programs.

The challenges that face our industry today do not discourage me. Rather, they put new emphasis on creativity and originality and this will help make new stars and improved programs.



# NBC TELEVISION NETWORK

## **ROBERT E. KINTNER** **Executive Vice President, Television Network**

Robert E. Kintner was elected to his present post of executive vice president, TV network, in February, 1958, having been executive VP, TV network programs and sales since February, 1957. 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.



## **DAVID C. ADAMS** **Executive Vice President, Corporate Relations**



David C. Adams was appointed to his present post as executive vice president, corporate relations in September, 1956. He was elected a staff vice president in March, 1954. Adams joined NBC in December, 1947 as assistant general counsel after six years of government service with the Federal Communications Commission. He served successively as chief of the International Legal Section of the Common Carrier Division, assistant chief of the Common Carrier Division and assistant to the general counsel. In 1943 he joined the Army, serving first with an anti-aircraft battalion and later with Military Intelligence. Adams was born in Buffalo and was graduated from the University of Buffalo and its law school (1937). He practiced law in Buffalo prior to joining the FCC. He and his wife live with their two sons in Croton-on-Hudson, N. Y.

## **WALTER D. SCOTT** **Vice President, Television Network Sales for NBC**

Walter D. Scott was placed in charge of sales for the NBC Television Network in January, 1958. Previously he was vice president and national sales manager. Scott joined the NBC Sales Department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager of NBC-TV in December, 1955. Before coming to NBC Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of The Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.



# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

*NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 277.*

## DEPARTMENTS

### EXECUTIVE

Robert W. Sarnoff . . . . . President  
Joseph V. Heffernan . . . . . Staff Vice President

### ADMINISTRATION

J. M. Clifford . . . . . Exec. V.P., Administration  
California National Productions, Inc.  
(Wholly-owned Subsidiary)  
Earl Rettig . . . . . President  
(For other personnel, see Film Producers section)

### PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.  
THornwald 5-7000  
John K. West . . . . . Vice-Pres., Pacific Division

Alan W. Livingston . . . V.P., TV Network Program  
Thomas W. Sarnoff . . . V.P., Prodn. & Bus. Affairs  
Richard Graham . . . . . Vice President, Law

### CORPORATE RELATIONS

David Adams . . . . . Exec. V.P., Corporate Rel.

### WASHINGTON OFFICE

1625 "K" St., N.W., Washington, D. C.  
ADams 4-5400—DIstrict 7-1260  
Frank M. Russell . . . . . Vice President, Washington

### NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg . . . . . V.P., NBC Owned Stations &  
NBC Spot Sales  
Donald E. Bishop . . . . . Dir., Community Services  
Thomas S. O'Brien . . . . . Dir., Business Affairs  
Anthony C. Krayer . . . . . Business Manager

#### NBC Spot Sales

Thomas B. McFadden . . . V.P., NBC Spot Sales  
Richard H. Close . . . . . Dir., Represented Stations  
Edwin T. Jameson . . . . . Dir., TV Spot Sales  
Walter B. Davison . . . . . Mgr., Western TV Spot Sales

John W. Mulholland . . . . . Mgr., TV Spot Sales,  
Central Office  
John J. Ryan . . . . . Mgr., Eastern TV Spot Sales  
Loren Surles . . . . . Mgr., New Business  
John C. Treacy . . . . . Mgr., TV Spot Sales, Detroit  
Morton Gaffin . . . . . Mgr., New Bus. & Prom.

### NBC Owned Stations

WRCA-TV, New York  
William N. Davidson . . . . . General Manager  
WBUF-TV, Buffalo  
Charles C. Bevis, Jr. . . . . General Manager  
WNBC, New Britain-Hartford  
Peter B. Kenney . . . . . V.P. & General Manager  
WRC-TV, Washington  
Carleton D. Smith . . . . . V.P. & General Manager  
WNBQ, Chicago  
Jules Herbeux . . . . . V.P. & General Manager  
WRCV-TV, Philadelphia  
Lloyd E. Yoder . . . . . V.P. & General Manager  
KRCA, Los Angeles  
Thomas C. McCray . . . . . V.P. & General Manager

### TELEVISION NETWORK

Robert E. Kintner . . . . . Exec. V.P., TV Network  
Howard L. Letts . . . . . V.P., Business Affairs,  
TV Network

### NEWS DEPARTMENT

William McAndrew . . . . . Vice President, News  
Joseph O. Meyers . . . . . Director, News  
Leonard Allen . . . . . Mgr., TV News Assignments  
Rex R. Goad . . . . . Manager, News  
Arthur H. Wakelee . . . . . Mgr., Spec. News Projects  
Eugene E. Juster . . . . . Manager, News Film  
Leslie C. Vaughan . . . . . Manager, Administration

### SPORTS DEPARTMENT

Thomas S. Gallery . . . . . Director, Sports

### PUBLIC AFFAIRS

Edward Stanley . . . . . Director

### TELEVISION NETWORK PROGRAMS

Robert F. Lewine . . . . . V.P., Network Programs  
Alan W. Livingston . . . . . V.P., TV Net.  
Programs, Pacific Division  
Jess Oppenheimer . . . . . Mgr., Creative Pgm. Unit  
Kirk H. Logie . . . . . Mgr., Pgms., Central Div.

## Special Projects

Donald B. Hyatt.....Acting Director,  
Special Projects Programs  
John W. Kiermaier.....Manager, Administration  
James H. Nelson.....Manager, Program Services

## Television Daytime Programs

Carl Lindemann, Jr.....Dir., Daytime Programs  
Robert F. Aaron.....Mgr., Daytime Pgm. Adm.  
Sidney Piermont.....Manager, Program Talent  
Frederick L. Wilson.....Mgr., Daytime Pgm. Ops.

## Special Programs

Thomas O. Loeb.....Director Special Programs  
David Tebet.....Manager, Special Programs

## Participating Programs

William V. Sargent.....Dir., Participating Pgms.  
Richard Jackson.....Mgr., Participating Pgms.

## Program Submissions

William Hammerstein.....Dir., Pgm. Submissions  
Ross Donaldson.....Mgr., Pgm. Submissions

## TV Nighttime Programs

Alan D. Courtney.....Dir., Nighttime Programs  
Julian Bercovici.....Mgr., Nighttime Pgm. Ops.  
Joseph P. Cunneff.....Mgr., Nighttime Pgm. Ops.  
Ernest V. Theiss.....Mgr., Nighttime Pgm. Adm.

## Music

Samuel Chotzinoff.....Gen. Music Director

## TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales  
Don Durgin.....V.P., National Sales Manager  
Charles R. Abry.....Manager, Eastern Sales  
Harry T. Floyd.....Mgr., TV Sales, Western Div.  
Walter W. Gross.....Mgr., TV Sales, Detroit  
Edward R. Hitz.....V.P., TV Sales, Central Div.  
Gerald A. Vernon.....Dir., Sales Services  
Ernest Fladell.....Mgr., Sales Promotion  
Richard L. Linkroum.....Dir., Spec. Pgm. Sales  
Morris Rittenberg.....Mgr., Spec. Pgm. Sales  
Dean Shaffner.....Dir., Sales Planning  
Stephen Flynn.....Dir., TV Sales, Traffic Ops.  
David Hedley.....Mgr., TV Sales Presentations  
Robert McFadyen.....Mgr., TV Sales Development  
Hamilton Robinson.....Mgr., Office Services

## FACILITIES OPERATIONS

Charles H. Colledge.....V.P., Facilities Ops.

### Station Facilities Operations

Sherman Hildreth.....Dir., Station Fac. Ops.

## Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.  
Paul Gallant.....Mgr., Radio Technical Ops.  
Henry P. Hayes.....Mgr., Reference Recording Sales

## Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,  
Art & Scenic Prodn.  
Richard Aimone.....Mgr., Special Effects  
Edward J. Bennett.....Mgr., Design & Art  
Curtis Blank.....Mgr., Prodn. Services  
Peter Bonardi.....Mgr., Scenic Const. & Painting

## General Services

William S. Hedges.....V.P., General Services  
Edwin L. Dunham.....Mgr., Music Library & Svcs.  
Mildred Joy.....Chief Librarian

## Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.  
Frank M. Lepore.....Mgr., Film Services  
Stanley Parlan.....Mgr., Film Coordination  
& Preparations

## TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.  
Frederick G. Knopfke.....Mgr., Sound Effects  
Thomas H. Phelan.....Mgr., Maint. & Plant Fac.  
Humbert Rodomista.....Mgr., Scheduling & Adm.  
John B. Rogers.....Mgr., Studio & Theatre Ops.  
Courtney A. Snell.....Mgr., N. Y. Field Ops.  
Van Woodward.....Mgr., Staff Script Writers

## Operations Control & Planning

Norman H. Grant.....Dir., Ops. Control & Planning  
Reid R. Davis.....Mgr., Color Control  
Richard H. Edmondson.....Mgr., Tech. &  
Ops. Planning  
Robert MacKichan.....Mgr., Show Requirements  
& Estimating  
George McElrath.....Mgr., Broadcast Central  
Vincent Mitchell.....Mgr., Facilities  
Planning & Utilization  
Henry Moss.....Mgr., Methods & Standards

## Business Affairs

Nicholas C. Gilles.....Director  
Donald Carswell.....Mgr., Oper. Reports & Analysis  
Malcolm MacGregor.....Mgr., Budgets & Cost  
Control  
Daniel W. Sullivan.....Mgr., Rates & Services  
Analysis  
James Chenard.....Bus. Mgr., Radio Net. Fac. Ops.  
Arthur Garbade.....Bus. Mgr., TV Net. Film Ops.  
Thomas Tart.....Bus. Mgr., TV Net. Live Ops.  
John P. Seibert.....Bus. Mgr., TV Net.  
Design, Art & Scenic Prodn.

# NBC TELEVISION





# ON NETWORK





Kalish



puppets  
or  
products—  
everything springs  
to life  
in  
living color  
on the  
NBC  
television  
network



## NTA Film Network Is Indication That Growth Is Keyword to Future

IT is difficult to go into the past history of something with which you have been intimately associated without finding yourself falling into "and then I wrote—" sort of format. Nevertheless, the NTA Film Network, which a relatively short time ago was somewhat of a revolutionary idea is now a recognized broadcasting entity with not only a future but what is probably more important, both a past and a present, since the Network has progressed from theoretical into actual status.

We did not pretend that the film network, as such, was an original thought. Film networking had been discussed, some brief attempts to get one off the ground had come a resounding cropper, but the fact remained that no such thing as an operating film network had ever been achieved.

We felt that there was a two-fold need for the NTA Film Network, a need on the part of broadcasters and advertisers. We do not quarrel with the principles of wired network operation and, indeed, are exploring coaxial cable facilities ourselves. We did, however, feel that there was a need for a method of networking which provided for a change in either the method or the amount of station compensation, and an abolition of the "must buy" premise which forced network minded TV advertisers to buy markets that they did not necessarily need, accompanied by the financial lost motion of servicing those markets.

When we contemplated the station field, we knew that the time scarcity problem would be our number one obstacle. To put together enough television coverage to interest a national advertiser was a complex problem, since in a great many markets there were too few stations to service the then existing networks without getting into the clearance problems of another. We saw, however, two distinct opportunities: one would involve upgrading the time of the independent station, which had been denied the strength of group programming of its wired network competitors, and in hyping audiences tuned to marginal time periods on wired network outlets. We saw in this two-fold opportunity a first step towards filling the broadcaster-advertiser need. Even the strongest stations had weak

### By **RAYMOND E. NELSON**

Vice President and  
General Manager  
NTA Film Network  
Inc.



time periods that could be upgraded, and we reasoned that, to the advertiser, audience would be audience regardless of station or time; that if we could deliver sufficient viewer tonnage at a reasonable cost we could more than adequately serve him.

Which brings us to the matter of history. By dint of thousands of miles of travel and extended consultations with stations, we were able to come up with a network that offered both flexibility and potential. To the advertiser who wanted to take advantage of the network's full lineup of 134 stations, we were able to offer potential coverage to over 95 per cent of the country's TV homes. To the advertiser who wanted less, we could tailor-make a station lineup that would directly serve his sales problems and be restricted purely and simply to the areas he wished to reach.

In market after market, the Network's *Premiere Performance* program has consistently received excellent ratings, showing dominance over such network shows as *Jackie Gleason*, *Laurence Welk*, *Disneyland*, *Steve Allen*, *Your Hit Parade*, *Playhouse '90* and others.

And so our brief past has been, we believe, a significant one, not only to ourselves and the stations we serve but to America's advertisers, for whom we have created what is to all intents and purposes a new advertising medium, or at the very least a valuable extension of a relatively circumspect one already in existence. Our first year has been a challenging one, and to us a very rewarding one.

We believe that our future is bright. The NTA Film Network, which was once a train in the blue-print stage, now is definitely on the track. We believe that it has a long and prosperous journey ahead. Based on a busy past and rushed present, we believe that we can expect an accelerated future.

# NTA FILM NETWORK, INC.

10 Columbus Circle, New York 19, N. Y.

Telephone: JUDson 2-7300

President.....Ely A. Landau  
Exec. V.P.....Oliver A. Unger  
Vice President.....Harold Goldman  
Vice President.....Edythe Rein  
V.P. & Gen. Mgr.....Raymond E. Nelson  
V.P., Station Relations.....Robert A. Schmid  
Board of Directors.....Ely A. Landau,  
Oliver A. Unger, Harold Goldman, Edythe Rein,  
Harold Kovner, Spyros Skouras, Joseph H. Mos-  
kowitz, Donald Henderson, William C. Michel,  
Otto Koegel  
Director of Sales.....William B. Koblenzer  
Dir. Station Relations.....Anthony Azzato  
Dir. Promotion.....Martin Roberts  
Dir. Advertising.....Kermit Kahn  
Dir. Publicity.....George Crandall

## BRANCH OFFICES

### Chicago

Jonny Graff  
612 N. Michigan Ave.  
Chicago, Ill.  
MI 2-5561

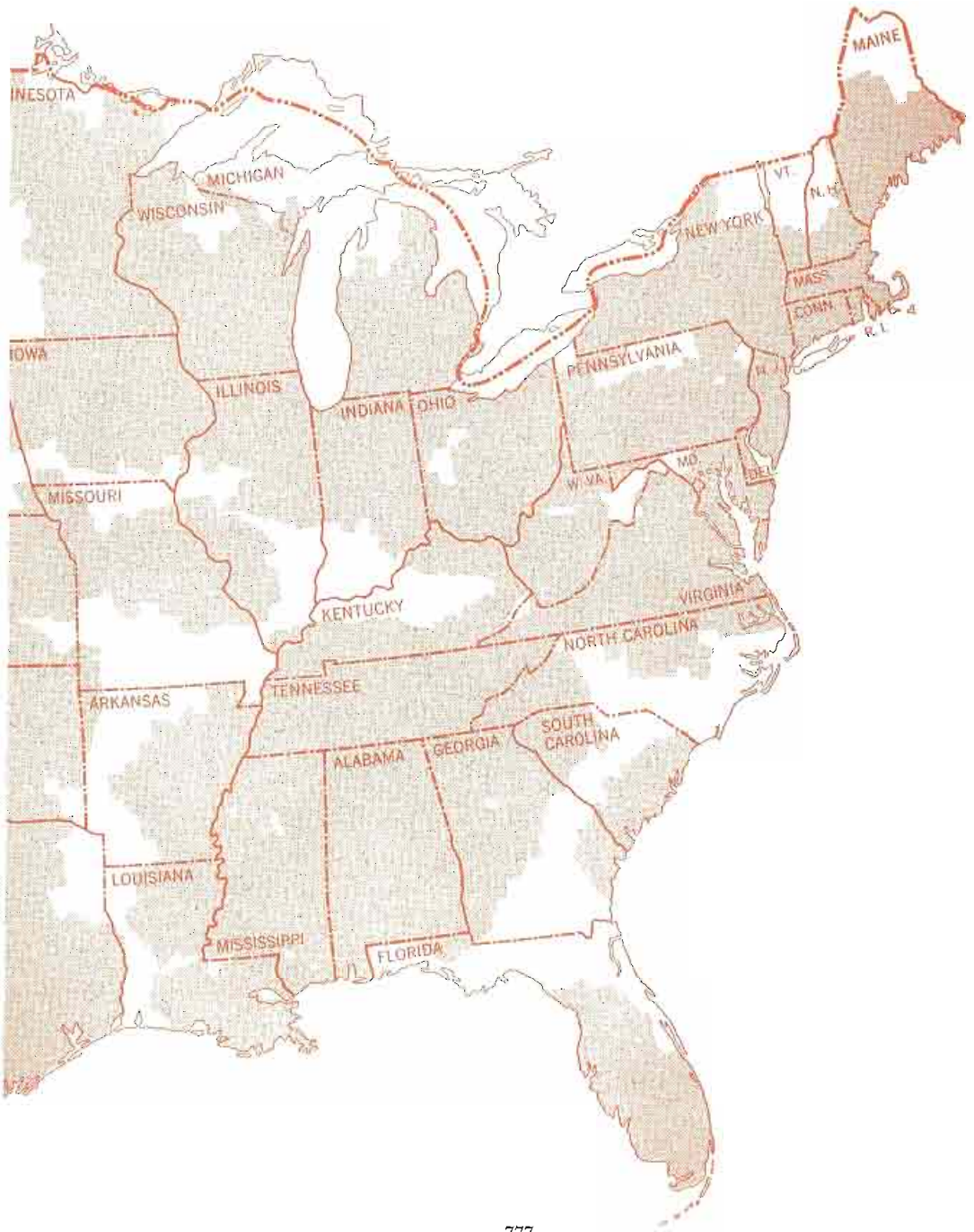
### Hollywood, Calif.

Berne Tabakin  
8721 Sunset Blvd.  
Hollywood, Calif.  
OL 2-7222

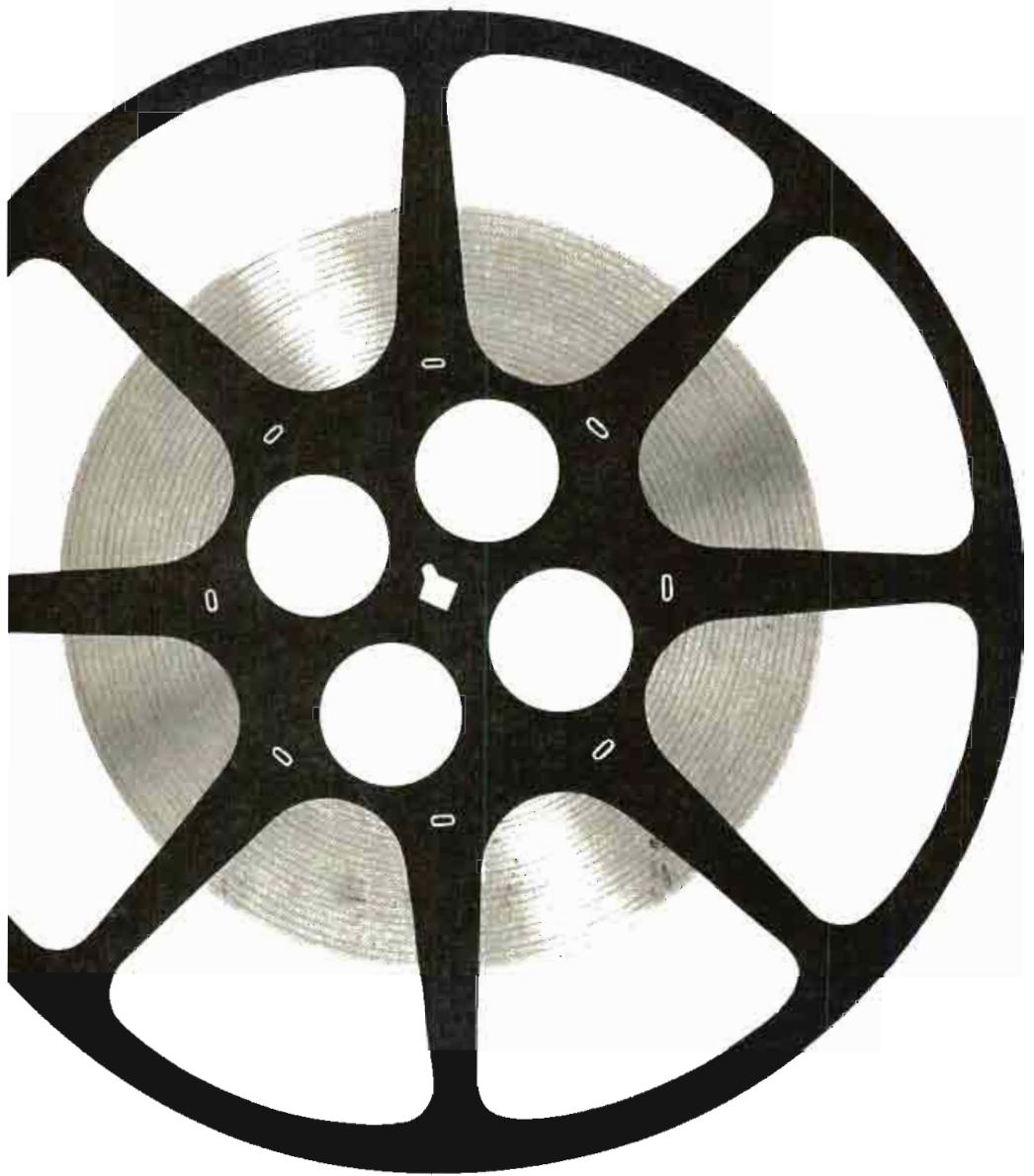
TA FILM



# NETWORK



# Unreeling for you...the story of the NTA Film Network



*America's dynamic new*



Top-Flight  
TV Programming

With Wider  
Flexibility

At Lower  
Cost

Than Wired  
TV Networks!

The story is simple.

Above are the elements.

Below is the place they can work for you.

The result: many TV stations, advertisers, and the agencies are discovering a profitable moral in . . .



FILM NETWORK, INC.

THE COLISEUM TOWER, 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y. JUDSON 2-7300



# 26 MEN

HAS BEEN MARKET TESTED!



## ✓ By AUDIENCES

Best in time period in:

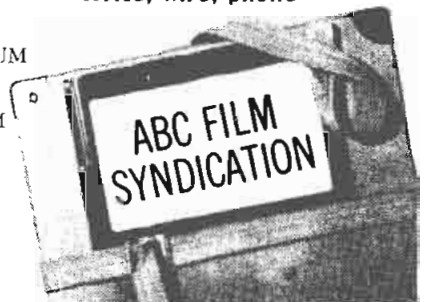
	Rating	Share of Audience
Cincinnati	20.1	46.5
Knoxville	30.3	52.7
Charlotte	34.4	61.9
San Diego	20.3	32.6
Rochester	26.0	67.2
New Orleans	24.0	77.2

Source: ARB Nov.

## ✓ By ADVERTISERS

- A & P SUPERMARKETS • STANDARD OIL OF TEXAS • HOOD DAIRY • KROGER COMPANY
- NATIONAL BOHEMIAN • GENERAL PETROLEUM
- COCA COLA • ADMIRAL • BARDAHL
- QUAKER OATS • SINCLAIR OIL • BRYLCREEM
- WHITE OWL CIGARS • FRIGIDAIRE
- FRITOS • CARLING'S

Write, wire, phone



*Some choice markets still available.*

1501 Broadway, New York, LA 4-5050



# TELEVISION

## TV STATIONS

ALPHABETICAL LISTING  
BY STATES - CITIES

STATE STATISTICS  
(POPULATION, FAMILIES,  
RADIO HOMES, TV HOMES,  
NUMBER OF STATIONS)

KEY PERSONNEL

# YEARBOOK

1958

# TELEVISION STATIONS

## Commercial Stations of the U.S., Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich./Ont.	821	KFBC-TV	— Cheyenne, Wyo.	880
KABC-TV	— Los Angeles, Calif.	791	KFDA-TV	— Amarillo, Tex.	859
KAKE-TV	— Wichita, Kan.	814	KFDM-TV	— Beaumont, Tex.	861
KALB-TV	— Alexandria, La.	815	KFDX-TV	— Wichita Falls, Tex.	871
KARD-TV	— Wichita, Kan.	814	KFEQ-TV	— St. Joseph, Mo.	825
KARK-TV	— Little Rock, Ark.	789	KFJZ-TV	— Fort Worth, Tex.	865
KATV	— Pine Bluff, Ark.	789	KFMB-TV	— San Diego, Calif.	792
KAWE-TV	— Carlsbad, N. M.	830	KFRE-TV	— Fresno, Calif.	790
KBAK-TV	— Bakersfield, Calif.	790	KFSA-TV	— Fort Smith, Ark.	789
KBAS-TV	— Ephrata, Wash.	874	KFSD-TV	— San Diego, Calif.	792
KBES-TV	— Medford, Ore.	845	KFVS-TV	— Cape Girardeau, Mo.	824
KBET-TV	— Sacramento, Calif.	791	KFXJ	— Montrose, Colo.	795
KBMB-TV	— Bismarck, N. D.	838	KFYR-TV	— Bismarck, N. D.	838
KBOI-TV	— Boise, Idaho	805	KGBT-TV	— Harlingen, Tex.	865
KBTW	— Denver, Colo.	794	KGEZ-TV	— Kalispell, Mont.	826
KBTX-TV	— Bryan, Tex.	861	KGGM-TV	— Albuquerque, N. M.	829
KCBD-TV	— Lubbock, Tex.	867	KGHL-TV	— Billings, Mont.	826
KCEN-TV	— Temple, Tex.	869	KGLO-TV	— Mason City, Iowa	812
KCJB-TV	— Minot, N. D.	839	KGMB-TV	— Honolulu, Hawaii	881
KCKT	— Great Bend, Kans.	813	KGNC-TV	— Amarillo, Tex.	861
KCMC-TV	— Texarkana, Tex.	869	KGO-TV	— San Francisco, Calif.	792
KCMO-TV	— Kansas City, Mo.	825	KGUL-TV	— Galveston-Houston, Tex.	865
KCOP-TV	— Hollywood, Calif.	790	KGUN	— Tucson, Ariz.	788
KCOR-TV	— San Antonio, Tex.	869	KGW-TV	— Portland, Ore.	845
KCRA-TV	— Sacramento, Calif.	792	KHAD-TV	— Laredo, Tex.	867
KCRG-TV	— Cedar Rapids, Iowa	812	KHAS-TV	— Hastings, Neb.	827
KCSJ-TV	— Pueblo, Colo.	795	KHBC-TV	— Hilo, Hawaii	881
KCTV	— San Angelo, Tex.	868	KHJ-TV	— Los Angeles, Calif.	791
KDAL-TV	— Duluth-Superior, Minn.	822	KHOL-TV	— Kearney, Neb.	827
KDIX-TV	— Dickinson, N. D.	839	KHPL-TV	— Hayes Center, Neb.	827
KDKA-TV	— Pittsburgh, Pa.	853	KHQ-TV	— Spokane, Wash.	875
KDLO-TV	— Florence, S. D.	857	KHQA-TV	— Hannibal, Mo.	824
KDRO-TV	— Sedalia, Mo.	825	KHSL-TV	— Chico, Calif.	790
KDUB-TV	— Lubbock, Tex.	867	KHUM-TV	— Eureka, Calif.	790
KDUH-TV	— Hay Springs, Neb.	827	KICA-TV	— Clovis, N. M.	830
KEDY-TV	— Big Spring, Tex.	861	KID-TV	— Idaho Falls, Idaho	805
KELO-TV	— Sioux Falls, S. D.	857	KIDO-TV	— Boise, Idaho	805
KELP-TV	— El Paso, Tex.	863	KIEM-TV	— Eureka, Calif.	790
KENI-TV	— Anchorage, Alaska	880	KIMA-TV	— Yakima, Wash.	875
KENS-TV	— San Antonio, Tex.	869	KING-TV	— Seattle, Wash.	874
KEPR-TV	— Pasco, Wash.	874	KINY-TV	— Juneau, Alaska	880
KERO-TV	— Bakersfield, Calif.	790	KIRO-TV	— Seattle, Wash.	874
KETV	— Omaha, Neb.	828	KIVA	— Yuma, Ariz.	789
KEY-TV	— Santa Barbara, Calif.	793	KJEO	— Fresno, Calif.	790
KFAR-TV	— Fairbanks, Alaska	880	KKTV	— Colorado Springs, Colo.	793
KFBB-TV	— Great Falls, Mont.	826			



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KLAS-TV	— Las Vegas, Nev.	828	KPTV	— Portland, Ore.	845
KLEW-TV	— Lewiston, Idaho	805	KQTV	— Fort Dodge, Iowa	812
KLFY-TV	— Lafayette, La.	816	KRBB	— El Dorado, Ark.	789
KLIX-TV	— Twin Falls, Idaho	805	KRBC-TV	— Abilene, Tex.	859
KLRJ-TV	— Las Vegas, Nev.	828	KRCA	— Los Angeles, Calif.	791
KLTV	— Tyler, Tex.	869	KRCG	— Jefferson City, Mo.	824
KLZ-TV	— Denver, Colo.	793	KRDO-TV	— Colorado Springs, Colo.	793
KMAU-TV	— Wailuku, Hawaii	881	KREM-TV	— Spokane, Wash.	875
KMBC-TV	— Kansas City, Mo.	825	KREX-TV	— Grand Junction, Colo.	794
KMGM-TV	— Minneapolis, Minn.	823	KRGV-TV	— Weslaco, Tex.	871
KMID-TV	— Midland, Tex.	868	KRIS-TV	— Corpus Christi, Tex.	861
KMJ-TV	— Fresno, Calif.	790	KRLD-TV	— Dallas, Tex.	863
KMMT	— Austin, Minn.	822	KRNT-TV	— Des Moines, Iowa	812
KMOT	— Minot, N. D.	839	KROC-TV	— Rochester, Minn.	823
KMOX-TV	— St. Louis, Mo.	825	KROD-TV	— El Paso, Tex.	863
KMSO-TV	— Missoula, Mont.	826	KRON-TV	— San Francisco, Calif.	792
KMTV	— Omaha, Neb.	828	KRSD-TV	— Rapid City, S. D.	857
KMVI	— Wailuku, Hawaii	881	KSAN-TV	— San Francisco, Calif.	792
KNAC-TV	— Fort Smith, Ark.	789	KSBW-TV	— Salinas, Calif.	792
KNOE-TV	— Monroe, La.	816	KSBY-TV	— San Luis Obispo, Calif.	793
KNOX-TV	— Grand Forks, N. D.	839	KSD-TV	— St. Louis, Mo.	825
KNTV	— San Jose, Calif.	793	KSHO-TV	— Las Vegas, Nev.	828
KNXT	— Los Angeles, Calif.	791	KSL-TV	— Salt Lake City, Utah	871
KOA-TV	— Denver, Colo.	794	KSLA	— Shreveport, La.	817
KOAM-TV	— Pittsburgh, Kan.	813	KSPR-TV	— Casper, Wyo.	879
KOAT-TV	— Albuquerque, N. M.	829	KSTF	— Scottsbluff, Neb.	828
KOB-TV	— Albuquerque, N. M.	830	KSTP-TV	— St. Paul—Minneapolis, Minn.	823
KOCO-TV	— Enid, Okla.	844	KSVO-TV	— Ardmore, Okla.	843
KODE-TV	— Joplin, Mo.	824	KSWO-TV	— Lawton, Okla.	844
KOIN-TV	— Portland, Ore.	845	KSWB-TV	— Roswell, N. M.	830
KOLD-TV	— Tucson, Ariz.	788	KSVD-TV	— Wichita Falls, Tex.	871
KOLN-TV	— Lincoln, Neb.	827	KTAG-TV	— Lake Charles, La.	816
KOLO-TV	— Reno, Nev.	828	KTBC-TV	— Austin, Tex.	861
KOMO-TV	— Seattle, Wash.	874	KTBS-TV	— Shreveport, La.	817
KOMU-TV	— Columbia, Mo.	824	KTEN	— Ada, Okla.	843
KONA-TV	— Honolulu, Hawaii	881	KTHV	— Little Rock, Ark.	789
KONO-TV	— San Antonio, Tex.	869	KTIV	— Sioux City, Iowa	813
KOOK-TV	— Billings, Mont.	826	KTLA	— Los Angeles, Calif.	791
KOOL-TV	— Phoenix, Ariz.	788	KTNT-TV	— Tacoma, Wash.	875
KOSA-TV	— Odessa, Tex.	868	KTRE-TV	— Lufkin, Tex.	868
KOTA-TV	— Rapid City, S. D.	857	KTRK-TV	— Houston, Tex.	865
KOTI-TV	— Klamath Falls, Ore.	845	KTRX	— Kennewick—Pasco, Wash.	874
KOTV	— Tulsa, Okla.	844	KTSM-TV	— El Paso, Tex.	863
KOVR-TV	— Stockton, Calif.	793	KTTS-TV	— Springfield, Mo.	825
KPAC-TV	— Port Arthur, Tex.	868	KTTV	— Los Angeles, Calif.	791
KPAR-TV	— Abilene—Sweetwater, Tex.	859	KTUL-TV	— Tulsa, Okla.	844
KPHO-TV	— Phoenix, Ariz.	788	KTVA	— Anchorage, Alaska	880
KPIC	— Roseburg, Ore.	845	KTVC	— Ensign, Kan.	813
KPIX	— San Francisco, Calif.	792	KTVF	— Fairbanks, Alaska	880
KPLC-TV	— Lake Charles, La.	816	KTVH	— Hutchinson, Kan.	813
KPLO	— Reliance, S. D.	857	KTVI	— St. Louis, Mo.	826
KPRC-TV	— Houston, Tex.	865	KTVK	— Phoenix, Ariz.	788



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KTVO	— Ottumwa, Iowa	813	WBBM-TV	— Chicago, Ill.	806
KTVR	— Denver, Colo.	794	WBEN-TV	— Buffalo, N. Y.	832
KTVT	— Salt Lake City, Utah	871	WBIR-TV	— Knoxville, Tenn.	858
KTVU	— San Francisco-Oakland, Calif.	793	WBKB	— Chicago, Ill.	806
KTVW	— Seattle-Tacoma, Wash.	875	WBLN	— Bloomington, Ill.	805
KTWO-TV	— Casper, Wyo.	879	WBNS-TV	— Columbus, Ohio	841
KUAM-TV	— Agana, Guam	882	WBOC-TV	— Salisbury, Md.	820
KULA-TV	— Honolulu, Hawaii	881	WBOY-TV	— Clarksburg, W. Va.	876
KUMV-TV	— Williston, N. D.	838	WPZ-TV	— Lock Haven, Pa.	849
KUTV	— Salt Lake City, Utah	871	WBRC-TV	— Birmingham, Ala.	787
KVAL-TV	— Eugene, Ore.	844	WBRE-TV	— Wilkes-Barre, Pa.	855
KVAR	— Mesa, Ariz.	788	WBRZ	— Baton Rouge, La.	816
KVII	— Amarillo, Tex.	861	WBTU	— Charlotte, N. C.	837
KVIP	— Redding, Calif.	791	WBTW	— Florence, S. C.	856
KVOA-TV	— Tucson, Ariz.	788	WBUF	— Buffalo, N. Y.	832
KVOO-TV	— Tulsa, Okla.	844	WBZ-TV	— Boston, Mass.	820
KVOS-TV	— Bellingham, Wash.	874	WCAU-TV	— Philadelphia, Pa.	853
KVTU	— Sioux City, Iowa	813	WCAX-TV	— Burlington, Vt.	871
KWRB-TV	— Riverton, Wyo.	880	WCBI-TV	— Columbus, Miss.	823
KWTU	— Oklahoma City, Okla.	844	WCBS-TV	— New York, N. Y.	833
KWTX-TV	— Waco, Tex.	869	WCCO-TV	— Minneapolis, Minn.	823
KWWL-TV	— Waterloo, Iowa	813	WCDB	— Hagaman, N. Y.	833
KXAB-TV	— Aberdeen, S. D.	857	WCDC	— Adams, Mass.	820
KXGN-TV	— Glendive, Mont.	826	WCHS-TV	— Charleston, W. Va.	876
KXJB-TV	— Valley City, N. D.	839	WCIA	— Champaign, Ill.	805
KXLF-TV	— Butte, Mont.	826	WCKT	— Miami, Fla.	800
KXLJ-TV	— Helena, Mont.	826	WCMB-TV	— Harrisburg, Pa.	847
KXLY-TV	— Spokane, Wash.	875	WCNY-TV	— Carthage, N. Y.	833
KYTV	— Springfield, Mo.	825	WCOV-TV	— Montgomery, Ala.	787
KYW-TV	— Cleveland, Ohio	840	WCPO-TV	— Cincinnati, Ohio	839
KZTV	— Corpus Christi, Tex.	861	WCSC-TV	— Charleston, S. C.	856
WABC-TV	— New York, N. Y.	833	WCSH-TV	— Portland, Me.	817
WABD	— New York, N. Y.	833	WCTV	— Thomasville, Ga.	805
WABI-TV	— Bangor, Maine	817	WCYB-TV	— Bristol, Va.	872
WABT	— Birmingham, Ala.	787	WDAF-TV	— Kansas City, Mo.	825
WAFB-TV	— Baton Rouge, La.	815	WDAM-TV	— Hattiesburg, Mass.	823
WAGA-TV	— Atlanta, Ga.	803	WDAN-TV	— Danville, Ill.	<b>808</b>
WAGM-TV	— Presque Isle, Maine	819	WDAU-TV	— Scranton, Pa.	853
WAIM-TV	— Anderson, S. C.	855	WDAY-TV	— Fargo, N. D.	839
WAKR-TV	— Akron, Ohio	839	WDBJ-TV	— Roanoke, Va.	874
WALA-TV	— Mobile, Ala.	787	WDBO-TV	— Orlando, Fla.	801
WALB-TV	— Albany, Ga.	804	WDEF-TV	— Chattanooga, Tenn.	857
WANE-TV	— Fort Wayne, Ind.	809	WDMJ-TV	— Marquette, Mich.	822
WAPA-TV	— San Juan, P. R.	881	WDSM-TV	— Duluth-Superior, Minn.	822
WARD-TV	— Johnstown, Pa.	849	WDSU-TV	— New Orleans, La.	816
WATE-TV	— Knoxville, Tenn.	858	WDXI-TV	— Jackson, Tenn.	857
WATR-TV	— Waterbury, Conn.	797	WEAR-TV	— Pensacola, Fla.	801
WATV	— Newark, N. J.	829	WEAT-TV	— West Palm Beach, Fla.	803
WAVE-TV	— Louisville, Ky.	815	WEAU-TV	— Eau Claire, Wis.	877
WAVY-TV	— Norfolk, Va.	873	WECT	— Wilmington, N. C.	837
WBAL-TV	— Baltimore, Md.	820	WEEK-TV	— Peoria, Ill.	807
WBAP-TV	— Fort Worth, Tex.	863	WEEQ-TV	— La Salle, Ill.	806
WBAY-TV	— Green Bay, Wis.	877	WEHT	— Evansville, Ind.	809



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
WESH-TV	Daytona Beach, Fla.	799	WJAR-TV	Providence, R. I.	855
WEWS	Cleveland, Ohio	840	WJBF-TV	Augusta, Ga.	804
WFAA-TV	Dallas, Tex.	861	WJBK-TV	Detroit, Mich.	821
WFAM-TV	Lafayette, Ind.	810	WJDM	Panama City, Fla.	801
WFBC-TV	Greenville, S. C.	856	WJHL-TV	Johnson City, Tenn.	858
WFBG-TV	Altoona, Pa.	845	WJIM-TV	Lansing, Mich.	822
WFBM-TV	Indianapolis, Ind.	809	WJMR-TV	New Orleans, La.	816
WFGA-TV	Jacksonville, Fla.	799	WJTV	Jackson, Miss.	823
WFIE-TV	Evansville, Ind.	809	WJW-TV	Cleveland, Ohio	841
WFIL-TV	Philadelphia, Pa.	851	WJZ-TV	Baltimore, Md.	819
WFLA-TV	Tampa, Fla.	801	WKAQ-TV	San Juan, P. R.	881
WFLB-TV	Fayetteville, N. C.	837	WKBN-TV	Youngstown, Ohio	843
WFMJ-TV	Youngstown, Ohio	843	WKBT	La Crosse, Wis.	877
WFMY-TV	Greensboro, N. C.	837	WKJG-TV	Fort Wayne, Ind.	809
WFRV-TV	Green Bay, Wis.	877	WKNX-TV	Saginaw, Mich.	822
WGAL-TV	Lancaster, Pa.	849	WKOW-TV	Madison, Wis.	877
WGAN-TV	Portland, Me.	817	WKRC-TV	Cincinnati, Ohio	839
WGEM-TV	Quincy, Ill.	807	WKRK-TV	Mobile, Ala.	787
WGN-TV	Chicago, Ill.	806	WKST-TV	New Castle, Pa.	849
WGR-TV	Buffalo, N. Y.	833	WKTU	Utica, N. Y.	835
WHAS-TV	Louisville, Ky.	815	WKXP	Lexington, Ky.	815
WHBF-TV	Rock Island, Ill.	807	WKY-TV	Oklahoma City, Okla.	844
WHBQ-TV	Memphis, Tenn.	858	WKZO-TV	Kalamazoo, Mich.	822
WHCT	Hartford, Conn.	797	WLAC-TV	Nashville, Tenn.	858
WHDH-TV	Boston, Mass.	820	WLBC-TV	Muncie, Ind.	810
WHEC-TV	Rochester, N. Y.	834	WLBR-TV	Lebanon, Pa.	849
WHEN-TV	Syracuse, N. Y.	834	WLBT	Jackson, Miss.	824
WHIO-TV	Dayton, Ohio	841	WLEX-TV	Lexington, Ky.	815
WHIS-TV	Bluefield, W. Va.	875	WLOF-TV	Orlando, Fla.	801
WHIZ-TV	Zanesville, Ohio	843	WLOS-TV	Asheville, N. C.	835
WHO-TV	Des Moines, Iowa	812	WLVA-TV	Lynchburg, Va.	872
WHP-TV	Harrisburg, Pa.	847	WLW-A	Atlanta, Ga.	804
WHTN-TV	Huntington, W. Va.	876	WLW-C	Columbus, Ohio	841
WHYN-TV	Springfield-Holyoke, Mass.	820	WLW-D	Dayton, Ohio	841
WIBW-TV	Topeka, Kan.	813	WLW-I	Indianapolis, Ind.	810
WICC-TV	Bridgeport, Conn.	797	WLW-T	Cincinnati, Ohio	840
WICS	Springfield, Ill.	807	WMAL-TV	Washington, D. C.	798
WICU-TV	Erie, Pa.	847	WMAR-TV	Baltimore, Md.	819
WIIC	Pittsburgh, Pa.	853	WMAZ-TV	Macon, Ga.	804
WILK-TV	Wilkes-Barre, Pa.	855	WMBD-TV	Peoria, Ill.	807
WIMA-TV	Limac, Ohio	841	WMBR-TV	Jacksonville, Fla.	800
WINK-TV	Fort Meyers, Fla.	799	WMBV-TV	Marinette, Wis.	879
WNRN-TV	Binghamton, N. Y.	830	WMCT	Memphis, Tenn.	858
WIS-TV	Columbia, S. C.	856	WMSL-TV	Decatur, Ala.	787
WISC-TV	Madison, Wis.	877	WMT-TV	Cedar Rapids, Iowa	812
WISE-TV	Asheville, N. C.	835	WMTV	Madison, Wis.	877
WISH-TV	Indianapolis, Ind.	810	WMTW	Poland Spring, Me.	817
WISN-TV	Milwaukee, Wis.	879	WMUR-TV	Manchester, N. H.	829
WITI-TV	Milwaukee, Wis.	879	WNAC-TV	Boston, Mass.	820
WITN	Washington, N. C.	837	WNBC	New Britain, Conn.	797
WITV	Ft. Lauderdale, Fla.	799	WNBK-TV	Binghamton, N. Y.	832
WJAC-TV	Johnstown, Pa.	849	WNBQ	Chicago, Ill.	806

# TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
WNCT	— Greenville, N. C.	837	WSM-TV	— Nashville, Tenn.	859
WNDU-TV	— South Bend, Ind.	810	WSOC-TV	— Charlotte, N. C.	837
WNEM-TV	— Bay City-Saginaw, Mich.	821	WSPA-TV	— Spartanburg, S. C.	856
WNEP-TV	— Scranton, Pa.	853	WSPD-TV	— Toledo, Ohio	843
WNHC-TV	— New Haven, Conn.	797	WSTV-TV	— Steubenville, Ohio	841
WNOK-TV	— Columbia, S. C.	856	WSUN-TV	— St. Petersburg, Fla.	801
WNOW-TV	— York, Pa.	855	WSUR-TV	— Ponce, P. R.	882
WOAI-TV	— San Antonio, Tex.	869	WSVA-TV	— Harrisonburg, Va.	872
WOAY-TV	— Oak Hill, W. Va.	876	WSYE-TV	— Elmira, N. Y.	833
WOC-TV	— Davenport, Iowa	812	WSYR-TV	— Syracuse, N. Y.	835
WOL-TV	— Ames, Iowa	812	WTAP-TV	— Parkersburg, W. Va.	876
WOOD-TV	— Grand Rapids, Mich.	821	WTAR-TV	— Norfolk, Va.	872
WOR-TV	— New York, N. Y.	834	WTCN-TV	— Minneapolis, Minn.	823
WORA-TV	— Mayaguez, P. R.	881	WTEN	— Albany, N. Y.	830
WOW-TV	— Omaha, Neb.	828	WTHI-TV	— Terre Haute, Ind.	810
WOWL-TV	— Florence, Ala.	787	WTIC-TV	— Hartford, Conn.	797
WPAG-TV	— Ann Arbor, Mich.	821	WTMJ-TV	— Milwaukee, Wis.	879
WPBN-TV	— Traverse City, Mich.	822	WTOG-TV	— Savannah, Ga.	805
WPIX	— New York, N. Y.	834	WTOK-TV	— Meridian, Miss.	824
WPRO-TV	— Providence, R. I.	855	WTOP-TV	— Washington, D. C.	798
WPSD-TV	— Paducah, Ky.	815	WTOV-TV	— Norfolk, Va.	873
WPST-TV	— Miami, Fla.	800	WTPA	— Harrisburg, Pa.	847
WPTA	— Fort Wayne, Ind.	809	WTRF-TV	— Wheeling, W. Va.	877
WPTV	— Palm Beach, Fla.	801	WTRI	— Albany, N. Y.	830
WPTZ	— Plattsburgh, N. Y.	834	WTTG	— Washington, D. C.	798
WRAL-TV	— Raleigh, N. C.	837	WTTV	— Bloomington, Ind.	809
WRBL-TV	— Columbus, Ga.	804	WTVC	— Chattanooga, Tenn.	857
WRC-TV	— Washington, D. C.	798	WTVD	— Durham, N. C.	837
WRCA-TV	— New York, N. Y.	834	WTVH	— Peoria, Ill.	807
WRCV-TV	— Philadelphia, Pa.	851	WTVJ	— Miami, Fla.	800
WRDW-TV	— Augusta, Ga.	804	WTVK	— Knoxville, Tenn.	858
WREC-TV	— Memphis, Tenn.	858	WTVM	— Columbus, Ga.	804
WREX-TV	— Rockford, Ill.	807	WTVN-TV	— Columbus, Ohio	841
WRGB	— Schenectady, N. Y.	834	WTVO	— Rockford, Ill.	807
WRGP-TV	— Chattanooga, Tenn.	857	WTVP	— Decatur, Ill.	806
WRIK-TV	— Ponce, P. R.	882	WTVR	— Richmond, Va.	874
WRLP	— Greenfield, Mass.	820	WTVT	— Tampa, Fla.	803
WROC-TV	— Rochester, N. Y.	834	WTVW	— Evansville, Ind.	809
WRVA-TV	— Richmond, Va.	873	WTVY	— Dotham, Ala.	787
WSAU-TV	— Wausau, Wis.	879	W-TWO	— Bangor, Me.	817
WSAV-TV	— Savannah, Ga.	804	WTWV	— Tupelo, Miss.	824
WSAZ-TV	— Huntington, W. Va.	876	WUSN-TV	— Charleston, S. C.	856
WSB-TV	— Atlanta, Ga.	803	WVEC-TV	— Hampton-Norfolk, Va.	872
WSBA-TV	— York, Pa.	855	WVET-TV	— Rochester, N. Y.	834
WSBT-TV	— South Bend, Ind.	810	WVUE	— Wilmington, Del.	797
WSEE	— Erie, Pa.	845	WWJ-TV	— Detroit, Mich.	821
WSFA-TV	— Montgomery, Ala.	788	WWL-TV	— New Orleans, La.	816
WSIL-TV	— Harrisburg, Ill.	806	WWLP	— Springfield, Mass.	820
WSIX-TV	— Nashville, Tenn.	859	WWTV	— Cadillac, Mich.	821
WSJS-TV	— Winston-Salem, N. C.	839	WXEX-TV	— Petersburg, Va.	873
WSJV	— South Bend-Elkhart, Ind.	810	WXIX	— Milwaukee, Wis.	879
WSLS-TV	— Roanoke, Va.	874	WXYZ-TV	— Detroit, Mich.	821

# Alabama

Pop. March 1 (Est.)—3,237,000; Families—832,000; Lic. Stations—7,  
Sta. CP's—3; Radio Homes—796,000; TV Homes—492,000

## WABT—Birmingham—1949 ABC-NBC

Channel: 13 VHF..AP: 178 Kw...VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
Newspaper Affiliation.....Birmingham News  
Tel.: FA 2-3506.....News Service: AP  
Representative.....Harrington, Righter &  
Parsons, Inc.  
Membership.....NAB; TvB  
Gen. Mgr.....Charles F. Grisham  
Sales Dir.....Thomas M. Percer  
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.....WBRC, Inc.  
Bus. Studio Address.....Atop Red Mountain  
Tel.: FA 2-4701.....News Service: AP  
Representative.....Katz  
Membership.....NAB, TvB  
President.....Hulbert Taft, Jr.  
Gen. Mgr.....R. T. Schlinkert  
Sales Mgr.....Oliver Naylor  
Program Director.....Keith E. Barze  
Prom. Dir.....Jerry Thompson  
News Dir.....Jim Atkins  
Film Mgr.....Robert Herron  
Chief Engineer.....R. L. DuPriest

## WMSL-TV—Decatur—1954 NBC-CBS

Channel: 23 UHF..AP: 8.52 Kw.....VP: 15.8  
Owned-Oper. By:Tenn. Valley Radio & TV Co.  
Address.....Mutual Savings Life Bldg.  
Tel.: 802.....News Service: AP  
Rep.....Masla  
President.....Frank Whisenant  
Program Director.....Alice A. Whisenant  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955 CBS

Channel: 9VHF..A.P.: 14.1 Kw...VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Cottonwood Rd.  
Tel.....5-2810  
Representative.....Young TV; Clarke Brown  
President.....Charles Woods  
VP., Gen. Sta. Mgr.....F. E. Busby  
Commercial Manager.....Arthur Creamer  
Program Director.....Daryl D. Griffin  
Prom., Pub. Dir.....Warren L. Jones, Jr.  
Film Manager.....Jerry Davis  
Chief Engineer.....Ellis N. Anderson

## WOWL-TV—Florence—1957 CBS-NBC

Channel: 15 UHF..AP: 600 Kw...VP: 20.9 Kw.  
Owned.....TV Muscle Shoals, Inc.  
Business Address.....840 Cypress Mill Rd.  
Tel.....AT 2-7711  
Representative.....Forjee-TV  
Pres., Gen. Mgr.....Richard B. Biddle  
Nat. Sales Mgr.....Bill Mapes  
Comm. Mgr.....Jack Worley  
Prog. Dir.....John Utley  
Prom. Dir.....Bill Wynne  
Pub. Dir.....Dick Biddle  
Film Mgr.....John Abbott  
Chief Engineer.....Larry Rohling

## WALA-TV—Mobile—1953 NBC

Channel: 10VHF..AP: 191 Kw...VP: 316 Kw.  
Owned-Oper. By.....Pape TV Co., Inc.  
Address.....210 Government St.  
Tel.: HE 3-3754.....News Service: AP  
Representative.....H-R  
Membership.....NAB, TvB  
V.P., Gen. Mgr.....W. B. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Dick McMullen  
Publicity Dir.....Chuck Thompson  
Film Manager.....Jack Prater  
Chief Engineer.....Raymond Hurley

## WKRQ-TV—Mobile—1955 CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100  
Owned-Operated By.....WKRQ-TV Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-5505.....News Service: AP  
Representative.....Avery Knodel  
Membership.....NAB  
President.....Kenneth R. Giddens  
V.P., Gen. Mgr.....C. P. Persons, Jr  
Program Dir.....George Layne  
Publicity Dir.....Betty Thorburn  
Chief Engineer.....James L. Evans

## 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  
Tel.: AM 5-3561.....News Service: UP  
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-ABC

Channel: 12 VHF...AP: 158 Kw...Vp: 316 Kw.  
Business Address..... 10 East Delano  
Tel.: AM 5-1251...News Services: AP, INS, UP  
Newspaper Affil..... Okla. Publishing Co.  
Membership..... NAB, TvB  
Representative..... Katz

President..... E. K. Gaylord  
Exec. VP..... P. A. Sugg  
Sta. Mgr..... Eugene B. Dodson  
Comm. Mgr..... Carter Hardwick  
Prod. Mgr..... Pascal Spivey  
News Dir..... Crawford Rice  
Sales Prom. Dir..... M. H. Yeoman  
Pub. Dir..... Rose Arnold  
Film Mgr..... Gene R. Jacobsen  
Chief Engineer..... Robert M. Hayward

Pop. March 1 (Est.)—1,163,000; Families—325,000; Lic. Stations—8,  
Sta. CP's—1; Radio Homes—316,000; TV Homes—198,000

## KVAR—Mesa—1953—NBC

Channel: 12 VHF...AP: 15.8 Kw...VP: 31.6 Kw.  
Owned-Oper. By.....KTAR Broadcasting Co.  
Address.....1101 No. Central Ave., Phoenix  
Tel.: AL 4-4161...News Service: AP  
Representative..... Avery-Knodel  
Pres., Gen. Mgr..... Richard O. Lewis  
Commercial Mgr..... E. W. Harvey  
Program Director..... Robert Vache  
Publicity Dir..... Carol Ackerman  
Film Director..... Betty Campbell  
Chief Engineer..... John Beck

Address..... 3435 No. 16th St.  
Tel.: AM 6-5691...News Service: AP  
Station Representative..... Weed TV  
General Manager..... Leon Nowell  
Sta., Comm. Manager..... Burton B. LaDow  
Program Director..... Don Tuckwood  
Prod. Mgr..... Lloyd Steinkamp  
Chief Engineer..... George McLouth

## KOOL-TV—Phoenix—1953 CBS

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....KOOL Radio-TV, Inc.  
Business Address..... 511 West Adams St.  
Representative..... Hollingbery  
Membership..... NAB  
Pres., Gen. Mgr..... Tom Chauncey  
V.P., Sta. Mgr..... Kenneth Morton  
Film Manager..... Helen Lane  
Program Dir..... Jack Murphy  
Publicity Dir..... Homer Lane  
Chief Engineer..... Nelson Nichols

## KGUN—Tucson—1956 ABC

Channel: 9 VHF...AP: 31.6 Kw...VP: 63.1 Kw.  
Owned-Oper. By..... Tucson Television Co.  
Business Address..... 2175 North 6th Ave.  
Tel.: MA 3-3633...News Service: UP  
Representative..... Headley-Reed  
Pres., Gen. Mgr..... Tolbert Foster  
Sta. Mgr., Prog. Mgr..... James Hays  
Comm. Mgr..... Ben L. Slack  
Film Mgr..... Dan Dellinger  
Chief Engineer..... James Cochrane

## KOLD-TV—Tucson—1953 CBS

Channel: 13 VHF...AP: 16.5 Kw...VP: 33 Kw.  
Owned-Oper. By..... Old Pueblo Bcstg. Co.  
Business Address..... 115 W. Drachman St.  
Tel.:..... MA 4-2511  
Representative..... Hollingbery  
Managing Dir..... Tom Chauncey  
General Manager..... E. S. Mitendorf  
Commercial Manager..... Bernie Perlin  
Program Director..... Budd Wiener  
Chief Eng..... Bob Shriner

## KPHO-TV—Phoenix—1949

Channel: 5 VHF...AP: 100 Kw...VP: 17.5 Kw.  
Owned-Oper. By..... Meredith Publishing Co.  
Business Address..... 17th & Locust St.  
Tel.: AT 8-8511...News Services: UP, INS  
Representative..... Katz  
Membership..... NAB, TvB  
President..... Fred Bohan  
General Manager..... Richard B. Rawls  
Ass't. Sta., Comm. Mgr..... Howard Stalaker  
Program Director..... Robert Martin  
Prom., Pub. Dir..... Stephen Q. Shannon  
Film Manager..... Thomas Sherlock  
Chief Engineer..... George McClanathan

## KVOA-TV—Tucson—1953 NBC

Channel: 4 VHF...AP: 2.69...VP: 5.37 Kw  
Owned-Oper. By..... Arizona Bcstg. Co.  
Business Address..... 209 West Elm St.  
Tel.:..... ME 3-2555  
Representative..... The Branham Co.  
Pres., Gen. Mgr..... Clinton D. McKinnon  
Commercial Manager..... W. R. Duvey DuBois  
Program Director..... Henry Hubbard  
Chief Engineer..... Raymond H. Holsclaw

(See Page 811)

## KTVK—Phoenix—1955—ABC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By..... Arizona TV Co.

**KIVA—Yuma—1953**  
**NBC-CBS-ABC**

Channel: 11 VHF... AP: 16 Kw... VP: 29 Kw.  
Owned-Oper. By... Valley Telecasting Co.  
Business Address... P. O. Bin 1671  
Tel.: ST 6-8311... News Service: AP  
Membership... NAB

President... Harry C. Butcher  
General Manager... Ray C. Smucker  
Sta., Prom. Mgr. ... Leavenworth Wheeler  
Publicity Director... Jean Van Cleef  
Program Director... Russ Siner  
Commercial Manager... Len Burkland  
Film Director... Aretta Crowell  
Chief Engineer... Blake Ramsey

**Arkansas**

Pop. March 1 (Est.)—1,849,000; Families—524,000; Lic. Stations—3,  
Sta. CP's—3; Radio Homes—516,000; TV Homes—278,000

**KRBB—El Dorado—1955**  
**NBC**

Channel: 10 VHF... AP: 12.3 Kw... VP: 24.5 Kw.  
Owned-Oper. By... S. Arkansas TV Co., Inc.  
Address... Box 791  
Tel.: UN 2-3488... News Service: AP  
Station Representative... O'Connell  
President... Joe F. Rushton  
General Manager... Bill Bigley  
Comm. Mgr... W. C. Womack  
Prog. Dir... John Turner  
Prom. Dir... Pat Molesbee  
Chief Engineer... Larry Self

**KARK - TV—Little Rock**  
**1954—NBC**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Arkansas Radio &  
Equipment Co.  
Business Address... 10th & Spring Streets  
News Service... UP  
Representative... Petry  
Membership... NAB, TvB  
President... T. H. Barton  
Exec. VP... T. K. Barton  
Sta. Mgr., VP... Douglas Romine  
Prog. Dir., Film Mgr. ... Fred Schmutz  
Promotion Dir... Shirley P. Kennedy  
Chief Engineer... Champ Smith

**KFSA-TV—Fort Smith—1953**  
**NBC-ABC**

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  
Tel.: SU 2-9125... News Service: UP  
Representative... Pearson  
Membership... NAB  
President... D. W. Reynolds  
Gen. Mgr., Sta. Mgr... William Slates  
Comm Mgr., Prom. Mgr... John D. Whitt  
Prog., 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... 8th & Izard Sts.  
Newspaper Affil... Arkansas Democrat  
Tel.: FR 4-3764... News Services: AP, UP  
Station Representative... Bramham  
Membership... NAB, TvB  
President... K. A. Engel  
Gen., Sta. Manager... B. G. Robertson  
Comm. Manager... W. V. Hutt  
Prom. Dir... John Pounders  
Prog. Dir., Film Manager... Jack Bomar  
Chief Engineer... Cecil Suitt

**KNAC - TV—Fort Smith**  
**1956—CBS**

Channel: 5 VHF... AP: 14.4 Kw... VP: 28.8 Kw.  
Owned-Oper. By... American TV Co., Inc.  
Business Address... 200 Kelly Bldg.  
Tel.: SU 3-3131... News Service: AP  
Representative... H-R  
Membership... NAB  
President... Jack Sobol  
Gen., Sta. Mgr... Glenn W. White  
Prom. Dir... Joy A. Mercurio  
Chief Engineer... Rubin L. Masters

**KATV—Pine Bluff—1953**  
**ABC**

Channel: 7 VHF... AP: 91.2 Kw... VP: 170 Kw.  
Owned-Oper. By... Central South Sales Co.  
Address... 100 William Rd.  
Tel.: JE 4-2051... News Service: AP, UP  
Representative... Avery-Knodel, Inc.  
Membership... NAB, TvB  
President... James C. Leake  
General Manager... John H. Fugate  
Prom., Pub. Director... Joe Myers  
Chief Engineer... A. R. Garrett

**KBAK-TV—Bakersfield**  
**1953—CBS-ABC**

Channel: 29 UHF. AP: 10.5 Kw. VP: 19 Kw.  
Owned-Oper. By... Bakersfield Bcstg. Co.  
Business Address... Box 1448  
Tel.: EX 9-1761. News Service: UP  
Newspaper Affil. San Francisco Chronicle  
Representative Weed  
Membership NAB, 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-ABC**

Channel: 10 VHF. AP: 55 Kw. VP: 110 Kw.  
Owned-Oper. By... Wrather-Alvarez Bcstg. Co.  
Business Address... 1420 Truxton Ave.  
Tel.: FA 7-1441. News Service: UP  
Representative Petry  
Membership NAB, TvB  
Sales Mgr. Roland T. Kay  
Program Manager Kenneth R. Cross  
Publicity Director Joe Henning  
Production Manager Bruce Fleming  
Film Manager K. R. Croes  
Chief Engineer Edwin Andress

**KHSL-TV—Chico—1953**  
**ABC-CBS**

Channel: 12 VHF. AP: 156 Kw. VP: 316 Kw.  
Owned-Oper. By... Golden Empire Bcstg. Co.  
Address... 180 E. 4th St.  
Tel.: FI 2-0141. News Service: UP  
Representative Avery-Knodel  
Membership NAB  
Pres., Gen. Mgr. Mrs. Hugh McClung  
Station Manager M. F. Woodling  
Nat'l Sales Mgr. George Ross  
Program Dir. Martin Jacobsen  
Pub. Dir. Doug Sundby

**KHUM-TV—Eureka—1958**

Channel: 6 VHF. AP: 7.4 Kw. VP: 14.8 Kw.  
Owned... Calif. Northwest Bcstg. Co.  
Address... Box 1015  
Tel.: HI 2-5744. News Service: AP  
Representative Hollingbery  
President Carroll R. Hause  
V.P., Gen. Mgr. Geo. Fleharty  
Chief Engineer Otto Becker

**KIEM-TV—Eureka—1953**  
**CBS-ABC-NBC**

Channel: 3 VHF. AP: 100 Kw. VP: 50 Kw.  
Owned-Oper. By... California-Oregon TV, Inc.  
Business Address... P. O. Box 1021  
Phone Number Hillside 3-3123

News Service... UP  
Rep. Blair Television Associates, Inc.  
Membership NAB  
President William B. Smullin  
VP-Manager Donald H. Telford  
Comm. Mgr. Robert Miller  
Sta. Mgr.-Prog. Dir. W. Edwin Smith  
Pub. Dir. Jack Mortimer  
Prom. Dir. Ben Randall  
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.  
Tel.: AM 8-6444. 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—Fresno—1953**  
**ABC**

Channel 47 UHF. AP: 222 Kw. VP: 444 Kw.  
Owned... O'Neill Broadcasting Co.  
Business Address... P. O. Box 1708  
Tel.: BA 2-2411. News Service: AP  
Representative Bramham  
V.P., General Manager Joseph C. Drilling  
Comm. Manager W. O. Edholm  
Production Manager Don Webster  
Promotion Director Phil McPherson  
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 Royner  
Membership NAB, TvB  
Station Mgr. John Edwards  
Nat'l Sls. & Ser. Mgr. W. Lester  
Comm. Manager Orbie Sullivan

**KCOP-TV—Hollywood—1953**

Channel: 13 VHF. AP: 83.2 Kw. VP: 170 Kw.  
Owned-Oper. By... KCOP-TV, Inc.  
Bus.-Studio Address... 1000 Cahuenga Blvd.  
Tel.: HO 2-7311. News Service: UP  
Representative Petry  
Gen. Mgr. Alvin G. Flanagan  
Commercial Manager Amos T. Baron  
Sales Prom Dir. Hal Bard  
Program Dir. Mary Warren  
Publicity Dir. Jerry Ross  
Chief Engineer Al Browdy

**KRCA—Los Angeles—1949**  
**NBC**

Channel: 4 VHF..AP: 23.5 Kw..VP: 47 Kw.  
Owned.....RCA  
Bus.-Studio Address.....Sunset & Vine St.  
Tel.: TH 5-7000...News Services, AP, INS, UP  
Membership.....NAB  
Representative.....NBC Spot Sales  
President.....Robert Sarnoff  
V.P., General Manager.....Thomas McCray  
Commercial Manager.....James Parks  
Exec. Prod.....Jim Patterson  
Pub. Dir.....Bob Pelgram  
Prom., 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  
Tel.: NO 3-3311..News Services: AP, INS, UP  
Representative.....Katz  
Membership.....NAB  
V.P., Gen. Mgr.....Selig J. Seligman  
Gen. Sales Mgr.....Elton Rule  
Program Director.....Peter Robinson  
Prom., Pub. Dir.....Jack Brembeck  
Prod. Mgr.....Jim Mandulay  
Film Manager.....Howard Lipstone  
Chief Engineer.....Theodore Grenier

**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  
Tel.: HO 2-2133.....News Services: 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.....Bob Nelson  
Production Manager.....Pat Marrinan  
Chief Engineer.....Robert Arne

**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  
Tel.: WE 8-3000...News Services: AP, UP  
Membership.....NAB, TvB  
President.....Merle S. Jones  
General Manager.....Clark B. George  
Business Manager.....Larry Lazarus  
Gen. Sls. Manager.....R. D. Wood  
Executive Prod.....Don Cook

Oper. & Traf. Manager...Henry J. Schaefer  
Program Director.....Donald M. Hine  
Prom., Publicity Director...Austin Heywood  
Production Manager.....Alberta Hackett  
Film Manager.....Bill Alcine  
Tech. Oper. Mgr.....H. W. Pangborn

**KTLA—Los Angeles—1947**

Channel: 5 VHF..AP: 15 Kw..VP: 30 Kw.  
Owned-Oper. .Paramount TV Production, Inc.  
Studio Address...5800 Sunset Blvd., H'wood  
Tel.: HO 9-3181...News Service: INS  
Representative.....PGW  
Membership.....NAB, TvB  
V.P., Gen. Mgr.....Lewise Arnold  
Ass't Gen. Mgr.....Henry Flynn  
Commercial Mgr.....Lela Regan  
Program Dir.....Ray Lukshis  
Promotion Dir.....James J. Rue  
Film Manager.....Jerry Rogers  
Publicity Dir.....Dick Robbins

**KTTV—Los Angeles—1949**

Channel: 11 VHF..AP: 83 Kw...VP: 165 Kw.  
Owned-Oper. By.....Times-Mirror Co.  
Business Address.....5746 Sunset Blvd.  
Newspaper Affil.....L.A. Times, Mirror  
Tel.: HO 2-7111...News Service: AP  
Representative.....Blair TV  
Membership.....NAB, TvB  
Pres., Gen. Mgr.....Richard A. Moore  
V.P.-Sales.....John R. Vrba  
V.P.-Programming.....Robert Breckner  
Dir. & Merch. & Prom.....Jack O'Mara  
Publicity Director.....Reavis Winkler  
Film Manager.....Richard Woollen  
Chief Engineer.....Edward Benham

**KVIP—Redding—1956**  
**NBC-ABC**

Channel: 7 VHF..AP: 58.5 Kw...VP: 316 Kw.  
Owned By.....Shasta Telecasting Corp.  
Business Address.....2770 Pioneer Drive  
Tel.: CH 1-1414...News Service: AP  
Representative.....Hollingbery  
Pres., Gen. Mgr.....George C. Fleharty  
Commercial Manager.....John Dadiw  
Program Director.....Lee Arnold  
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.  
Address.....601 7th Ave.  
Tel.: GI 1-4041...News Service: AP  
Rep.....H-R  
Membership.....NAB  
President.....William P. Wright  
Vice-Pres., Gen. Mgr.....John H. Schacht  
Station Mgr.....George Greaves  
Commercial Mgr.....George J. Kapel  
Film Mgr.....Nick Luppino  
Promotion Dir.....Harvey Tepfer  
Chief Eng.....Pete Onnigian



## KCRA-TV—Sacramento—1955 NBC

Channel: 3 VHF AP: 50 Kw. VP: 100 Kw.  
Owned-Operated By ..... KCRA, Inc.  
Address ..... 310 10th St.  
Tel.: GI 1-4631 ..... News Service: UP  
Representative ..... Petry  
Membership ..... NAB  
Pres., Gen. Mgr. .... Ewing C. Kelly  
Sta. Mgr. .... Robert E. Kelly  
Comm. Mgr. .... Jon S. Kelly  
Film Mgr., Prog. Dir. .... Tom Breen  
Prom. Dir. .... Ted F. Hardy  
Pub. Dir. .... Nona Hall  
Chief Engineer ..... W. Herbert Hartman

## KSBW-TV—Salinas—1935 ABC-CBS-NBC

Channel: 8 VHF AP: 120 Kw. VP: 240 Kw.  
Owned-Oper. By ..... Salinas Bcstg. Corp.  
Address ..... 238 John St.  
Tel.: HA 2-6422 ..... News Service: AP  
Representative ..... H.R. Television  
Membership ..... NAB, TvB  
Pres., Gen. Mgr. .... John C. Cohan  
Comm. Mgr. .... Graham H. Moore  
Prog. Dir. .... Gary Ferlisi  
Prom. Dir. .... Clark Bradley  
Dir. of Tech. Oper. .... Bill Hargan  
Chief Engineer ..... Wes Chaney

## KFSD-TV—San Diego—1953 NBC

Channel: 10 VHF AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By ..... KFSD, Inc.  
Business Address ..... 3642 Enterprise St.  
Tel. .... CY 8-7151  
Representative ..... Katz  
Membership ..... NAB  
President ..... James G. Rogers, Jr.  
V.P., General Manager ..... William E. Goette  
V.P., Dir. Sales ..... Jay Grill  
Merchandising Mgr. .... Harold K. Boone  
Adv., Prom. Dir. .... Bill Sunday  
Publicity Director ..... Grant Recksieck  
Film Manager ..... Fran Stecker  
Chief Engineer ..... LeRoy A. Bellwood

## KFMB-TV—San Diego—1949 CBS

Channel: 8 VHF AP: 158 Kw. VP: 316 Kw.  
Owned. .... Wrather-Alvarez Broadcasting, Inc.  
Business Address ..... 1405 Fifth Ave.  
Tel.: BE 2-2114 ..... News Services: AP, UP  
Representative ..... Petry  
Membership ..... NAB, TvB  
President ..... Jack D. Wrather  
V.P., Gen. Mgr. .... George Whitney  
Station Mgr. .... Bill Fox  
Prog. Mgr. .... George Stantiss  
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 ..... 929 Mission St.  
Tel.: GA 1-1100 ..... News Service: AP  
Newspaper Affiliation ..... Chronicle  
Representative. Peters, Griffin, Woodward Inc.  
Membership ..... NAB, TvB  
President ..... Charles Thieriot  
Gen. Manager ..... Harold P. See  
Sales Mgr. .... Norman Louvau  
Program Dir. .... Douglas Elleson  
Promotion Dir. .... Roland Irving  
Sls. Prom., Mdsq. Dir. .... Dick Block  
Film Buyer ..... Jim Bentley  
Chief Engineer ..... J. L. Berryhill

## KGO-TV—San Francisco 1949—ABC

Channel: 7 VHF AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. .... Amer. Bcstg. Paramount Thtrs.  
Address ..... 277 Golden Gate Ave.  
Tel.: UN 3-0077 ..... News Services: AP, INS  
Representative ..... Blair  
Membership ..... TvB, NAB  
President (ABC) ..... Leonard Goldenson  
V.P., Gen. Sta. Mgr. .... John H. Mitchell  
Sales Mgr. .... David Sacks  
Nat'l Spot Sls. Mgr. .... Yale Roe  
Pub., Promotion Director ..... George T. Rodman  
Production Manager ..... Edward Smith  
Program Director ..... George Rice  
Film Manager ..... Robert Mitchell  
Chief Engineer ..... Harry Jacobs

## 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.  
Tel.: PR 6-5100 ..... News Services: INS, UP  
Representative ..... Katz  
Membership ..... NAB, TvB  
Pres. .... Donald H. McGannon  
General Manager ..... Philip G. Lasky  
Asst. Gen. Manager ..... George Mathiesen  
Commercial Manager ..... Lou Simon  
Program Director.  
Film Mgr. .... William C. Dempsey  
Promotion Dir. .... George Goldman  
Publicity Dir. .... Al Baccari  
Film Mgr. .... William C. Dempsey  
Chief Engineer ..... Thomas T. Ely

## KSAN-TV—San Francisco 1954

Channel: 32 UHF AP: 100 Kw. VP: 200 Kw.  
Owned & Oper. By ..... S. H. Patterson

Address ..... 1111 Market Street  
 Tel.: ..... MA 1-8171  
 Representative ..... Stars National  
 Exec. Director ..... Norwood Patterson  
 Gen., Comm. Mgr. .... Richard P. Bott

Tel.: LI 3-0920..... News Service: AP  
 Representative ..... H-R  
 Membership ..... NAB, TvB  
 Pres., Gen. Mgr. .... John C. Cohan  
 Resident Mgr. .... Rowena Kimzey  
 Commercial Manager ..... Graham Moore  
 Program Director ..... Joe Ridgeway  
 Prom. Dir. .... Clarke Bradley  
 Chief Engineer ..... Charles Mitchell

**KTVU—San Francisco-Oakland  
 1958**

**KEY-T—Santa Barbara—1953  
 ABC-CBS-NBC**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned..... S. F.-Oakland TV, Inc.  
 Address..... 1 Washington St., Oakland  
 Tel.: TE 4-2000..... News Service: AP  
 Representative ..... H-R Television  
 Membership ..... NAB  
 President..... Ward D. Ingram  
 Gen. Mgr..... William D. Pabst  
 Prog. Dir..... Kenneth B. Craig  
 Prod. Mgr..... Walt Harris  
 Chief Engineer..... Robert Arne

Channel: 3 VHF... AP: 25 Kw... VP: 50 Kw.  
 Owned..... Key TV, Inc.  
 Business Address..... 730 Miramonte Dr.  
 Tel.: WO 5-8533..... News Service: UP  
 Representative ..... Headley-Reed  
 Membership ..... NAB  
 Pres., Gen. Mgr..... Richard C. Bell  
 Comm. Mgr..... Bob Burris  
 Prom. Dir..... Joe Constantino  
 Prog. Dir..... Mary Ann Casey  
 Film Mgr..... James Foulon  
 Chief Engineer..... Paul Williams

**KNTV—San Jose—1955**

**KOVR-TV—Stockton—1954  
 ABC**

Channel: 11VHF... AP: 123 Kw... VP: 60 Kw.  
 Owned-Oper. By... Standard Radio & TV Co.  
 Address..... 645 Park Avenue  
 Tel.: CY 7-5577..... News Service: INS  
 Membership ..... NAB, TvB  
 Representative ..... Weed  
 Pres., Gen. Mgr..... A. T. Gilliland  
 Sta. Mgr..... Roger Van Duzer  
 Comm. Mgr., Prom. Dir..... Fran Conrad  
 Film Manager..... Terry Simerly  
 Chief Engineer..... Bruce Joyner

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... The Gannett Co.  
 Address..... 25 East Miner Ave.  
 Tel.: HO 6-6981..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Hologbery Co.  
 Gen. Mgr..... Ned Smith  
 Operations Mgr..... Bel Lange  
 Prom., Pub. Dir..... Henry Freitas  
 Film Manager..... John Kearns  
 Chief Engineer..... Richard J. Anderson

**KSBY-TV—San Luis Obispo  
 1953—ABC-CBS-NBC**

Channel: 6 VHF... AP: 8.9 Kw... VP: 16 Kw.  
 Owned-Oper. By..... Salinas Valley Bcstg.  
 Business Address..... Box 286

**Colorado**

Pop. March 1 (Est.)—1,686,000; Families—510,000; Lic. Stations—9,  
 Sta. CP's—0; Radio Homes—473,000; TV Homes—310,000

**KKTV—Colorado Springs  
 1952—ABC-CBS**

Owned-Oper. By..... Pikes Peak Bcstg. Co.  
 Business Address..... 399 South Eighth St.  
 Tel.: ME 2-1515..... News Services: AP, UP  
 Membership ..... NAB, TvB  
 Representative ..... Pearson  
 President, Gen. Comm. Mgr. .... Harry Hoth  
 Program Dir..... Jay Cook  
 Film Manager ..... Joe Calahan  
 Chief Engineer..... Herb Schubarth

Channel: 11 VHF... AP: 54 Kw... VP: 107½ Kw.  
 Owned-Operated By..... TV Colorado, Inc.  
 Address ..... P. O. Box 1078  
 Tel.: ME 4-2844..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Bolling  
 President, Gen., Station Mgr.. James D. Russell  
 Commercial Manager..... Robert D. Ellis  
 Program Dir..... Carl Pehlman  
 Prom., Pub. Director ..... Jack East  
 Film Mgr..... Jerry Mahanke  
 Chief Engineer..... H. Strang

**KLZ-TV—Denver—1953  
 CBS**

**KRDO-TV—Colorado Springs  
 1953—NBC**

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned By..... Time, Inc.  
 Oper. By..... TLF Broadcasters  
 Business Address..... 131 Speer Blvd.  
 Tel.: MA 3-4271..... News Services: INS, UP  
 Representative ..... Katz  
 Membership ..... NAB, TvB

Channel: 13 VHF... AP: 5.65 Kw... VP: 11.31 Kw.

Pres., Gen. Mgr. . . . . Hugh B. Terry  
 Sta. Mgr., Sales Dir. . . . . Jack Tipton  
 Program Director . . . . . Paul Blue  
 Promotion Director . . . . . John Connors  
 Publicity Director . . . . . Al Shepard  
 Film Manager . . . . . William Witt  
 Chief Engineer . . . . . Eugene Jenkins

Pres., Gen. Manager . . . . . William Grant  
 Station Mgr. . . . . Ralph Radetsky  
 Gen. Sales Mgr. . . . . Richard Harris  
 Program Director . . . . . Heywood Siddons  
 Promotion Dir. . . . . Dean Faulkner

**KBTV—Denver—1952—ABC**

Channel: 9 VHF . AP: 141 Kw. . VP: 282Kw.  
 Owned-Operated By . . . . . TV Denver, Inc.  
 Address . . . . . 1089 Bannock St.  
 Tel.: TA 5-6386 . . . . . News Service: UP  
 Membership . . . . . NAB, TvB  
 Representative Peters, Griffin, Woodward, Inc.  
 President . . . . . John C. Mullins  
 Station Manager . . . . . Joseph Herold  
 Nat. Sls. Mgr. . . . . Robert L. Brown  
 Prog. Mgr. . . . . Mann Reed  
 Prom. Director . . . . . James Barker  
 Film Mgr. . . . . Don Mumford  
 Chief Engineer . . . . . Jim Butts

**KOA-TV—Denver—1953  
 NBC**

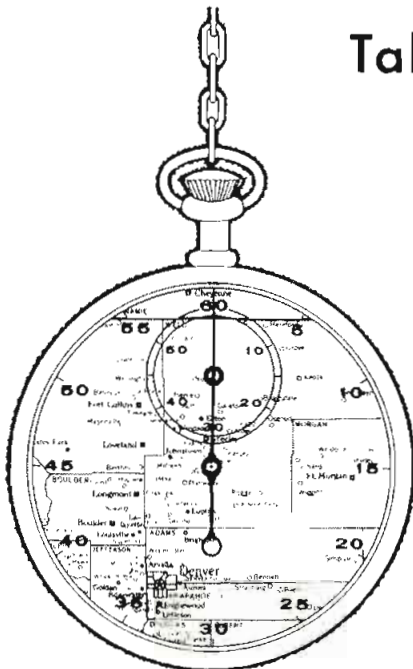
Channel: 4 VHF . AP: 50 Kw. . VP: 100 Kw.  
 Owned-Oper. By . . . . . KOA, Inc.  
 Business Address . . . . . 1625 California  
 Tel. . . . . MA 3-6211  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB, TvB

**KTVR—Denver—1951**

Channel: 2 VHF . AP: 100 Kw. . VP: 50. Kw.  
 Owned-Oper. By . . . . . KTVR, Inc.  
 Business Address . . . . . 550 Lincoln St.  
 Telephone . . . . . KEystone 4-8281  
 Membership . . . . . NAB  
 Representative . . . . . Blair  
 Exec. V.P., Gen. Mgr. . . . . Hugh B. La Rue  
 Asst. Gen. Mgr. . . . . Jack Miller  
 Commercial Manager . . . . . George Kirkpatrick  
 Sales Mgr. . . . . Ralph Davison, Jr.  
 Program Director . . . . . Dick McDaniel  
 Production Director . . . . . Ray Gallagher  
 Chief Engineer . . . . . Robert C. Artman

**KREX-TV—Grand Junction  
 1954—ABC-CBS-NBC**

Channel 5 VHF . AP: 6.46 Kw. . VP: 12.9 Kw.  
 Owned-Oper. By . . . . .  
 Western Slope Broadcasting Co., Inc.  
 Business Address . . . . . Box 30  
 Tel.: CH 2-5000 . . . . . News Service: UP  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB



**Take a Minute and Sell  
 The Denver Market**

Use minute spots on KBTV to sell the 324,571 television homes in Denver and the Rocky Mountain Region! Take a minute right now and call Tom Young, National Sales Manager, KBTV or Peters, Griffin, Woodward, Inc., for the highest rated one-minute availabilities, Daytime or Nighttime in Denver.

**KBTV** Denver's Family Station **channel 9**  
 DENVER, COLORADO  
 JOHN C. MULLINS, president      JOSEPH HEROLD, station manager







**2nd HIGHEST INDEPENDENT  
IN THE NATION**

*in less than two months!*

*In the ARB survey  
November, 1957, WTIC-TV had been  
casting less than  
months, this station  
already achieved  
second highest share  
audience in the nation  
an independent TV  
tion operating in a market  
where all major networks  
are represented.*

**WTIC-TV**  
HARTFORD, CONNECTICUT



Represented nationally by Harrington, Richter & Parsons, Inc.  
New York, Chicago, Boston, Atlanta, San Francisco

## Connecticut

Pop. March 1 (Est.)—2,329,000; Families—697,000; Lic. Stations—2,  
Sta. CP's—7; Radio Homes—680,000; TV Homes—608,000

### WICC-TV—Bridgeport—1952 ABC

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.  
Owned.....Bridgeport Broadcasting Co.  
Business Address.....Box 9140  
Tel.: .....AM 8-1601  
Representative.....Adam Young  
Pres., Gen., Sta. Mgr.....Philip Merryman  
Comm. Mgr.....Manning Slater  
Pgm. Dir.....Harry Downie  
Film Ed.....Irving Magilnick  
Chief Engineer.....Russell Adams

### WHCT—Hartford—1954—CBS

Channel: 18 UHF..AP: 186 Kw..VP: 197 Kw.  
Owned.....CBS  
Address.....555 Asylum Street  
Tel.: JA 5-2611.....News Service: AP  
Representative.....CBS Spot Sales  
Membership.....NAB, TvB  
President.....Merle Jones  
General Manager.....Harvey Struthers  
Gen. Sales Mgr.....Lamont Thompson  
Program Director.....John O. Downey  
Dir. Oper.....Harold Dorschug  
Prom. Mgr.....Joseph Dowling

### WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.  
Owned..Travelers Broadcasting Service Corp.  
Business Address.....26 Grove Street  
Tel.: JA 5-0801.....News Services: AP, INS  
Representative..Harrington, Righter & Parsons  
President.....Paul W. Morency  
VP & Gen. Mgr.....Walter C. Johnson  
V.P., Sales.....Irwin C. Cowper  
VP, Prog.....Leonard J. Patricelli  
Prom. Dir.....Eugene J. Muriaty  
VP, Pub. Rel.....Berard L. Mullins  
Chief Engineer.....Herman D. Taylor

### WNBC—New Britain 1952—NBC

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.  
Owned..New Britain Bcstg. Co. (Subs. of NBC)  
Address.....West Hartford 10  
Tel.: BA 3-3603.....News Service: AP, UP  
Representative.....NBC Spot Sales  
Membership.....NAB, TvB  
President.....Thomas B. McFadden  
Ex. V.P. & Gen. Mgr.....Peter B. Kenney  
Sales Dir.....Robert J. Reardon  
Mgr. Sls. Dev.....Gustave Nathan  
Film Manager.....Phillip B. Hale  
Program Manager.....Robert W. Bray  
Oper. Mgr., Chief Eng.....John Shipley  
Prom., Pub. Dir.....F. A. Wooding

### WNHC-TV—New Haven 1948—ABC

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By ..Triangle Publications, Inc.  
Business Address.....1110 Chapel St.  
News Service.....INS, AP  
Representative.....Katz  
Membership.....NAB, TvB  
Gen. Mgr.....D. Taddei  
Sales Mgr.....John F. Cundiff  
Prog. Mgr.....Chester R. Cooper  
Chief Engineer.....Howard W. Wessenberg

### WATR-TV—Waterbury 1953—ABC

Channel: 53 UHF..AP: 125 Kw..VP: 345 Kw.  
Owned-Operated By.....WATR, Inc.  
Business Address.....440 Meadow St.  
Tel.: PL 5-1121.....News Service: UP  
Representative.....Burke Stuart  
President.....Harold Thomas  
Gen., Sta., Commercial Mgr.....Samuel Elman  
Prog. Dir., Film Manager.....Astrid Curtis  
Promotion Director.....Joseph Tasker  
Chief Engineer.....Andrew Toross

## Delaware

Pop. March 1 (Est.)—429,000; Families—126,000; Lic. Stations—1,  
Sta. CP's—0; Radio Homes—118,000; TV Homes—112,000

### WVUE—Wilmington—1949

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.  
Owned-Oper. By.....Storer Broadcasting Co.  
Studio Address.....2809 Baynard Blvd.  
Tel.: .....OL 6-8171  
Representative.....Katz

Managing Dir.....J. Robert Kerns  
Commercial Mgr.....Glenn B. Lau  
Sales Mgr.....Lewis P. Johnson  
Station Mgr.....James S. McMurry  
Production Manager.....Marvin Fisher  
Promotion Manager.....Roy M. Schwartz  
Chief Engineer.....William J. Jackson

(See Page 849)

## Dist. of Columbia

Pop. March 1 (Est.)—887,000; Fam.—260,000; Lic. Stations—4,  
Sta. CP's—1; Radio Homes—256,000; TV Homes—237,000

### WMAL-TV—Washington 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.  
Tel.: EM 7-1100  
Newspaper Affiliation: **The Evening Star**  
Membership: **NAB, 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**

### WRC-TV—Washington 1947—NBC

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By: **National Bcstg. Co., Inc.**  
Business Address: 4001 Nebraska Avenue  
Tel.: EM 2-4000. News Service: **AP, UP, INS**  
Representative: **NBC Television Spot Sales**  
Membership: **NAB, TvB**  
President: **Robert W. Sarnoff**  
VP, Gen. Mgr.: **Carleton D. Smith**  
Dir. TV Sales, Adv., Prom. & P.R.: **Wm Coyle**  
Comm. Mgr.: **Peter B. James**  
Program Dir.: **Wes Harris**  
Prom. Mgr.: **Ralph R. McCawley**

Pub. Mgr.: **Edwin H. Peterson**  
Chief Engineer: **John Rogers**  
Dir. of Oper.: **Lefferts A. McClelland**

### WTOP-TV—Washington 1949—CBS

Channel: 9 VHF. AP: 174 Kw. VP: 316 Kw.  
Owned-Oper. By: **Washington Post**  
Business Address: 40th & Brandywine Sts.  
Tel.: EM 2-9300. News Service: **UP**  
Newspaper Affiliation: **Wash. Post, Br. Div.**  
Membership: **NAB, TvB**  
Representative: **CBS TV Spot Sales**  
President, Br. Div.: **John S. Hayes**  
Vice-Pres., TV: **George F. Hartford**  
Comm. Mgr.: **Robert A. J. Bordley**  
Pub. & Prom. Director: **Robert M. Adams**  
Program Dir.: **Thomas Bones**  
Film Mgr.: **William Hedgepeth**  
Vice President for Engineering: **Clyde Hunt**

### WTTG—Washington—1947

Channel: 5 VHF. AP: 25 Kw. VP: 50 Kw.  
Owned-Oper. By: **DuMont Bcstg. Corp.**  
Business Studio Address: **Hotel Raleigh**  
Tel.: ST 3-5300. News Service: **UP**  
Representative: **Weed and Co.**  
Membership: **NAB**  
President: **Bernard Goodwin**  
Gen. Manager: **James Bonifils**  
Program Dir.: **William S. Dodson**  
Prom., Pub. Director: **Charles Heaton**  
Film Director: **Esther Larkin**  
Chief Engineer: **Malcolm M. Burleson**

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## Added Prestige

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New York 20, N. Y.

**WESH-TV**—Daytona Beach  
1956

Channel: 2 VHF...AP: 60 Kw...VP: 100 Kw.  
Owned-Oper. By.....Telrad, Inc.  
Business Address.....P.O. Box 1712  
Tel.: CL 3-6591.....News Service: UP  
Rep. ....Avery Knodel  
President.....John H. Perry, Jr.  
General Manager....Thomas S. Gilchrist, Jr.  
Station Mgr.....Walter Stoussé  
Program Dir.....James B. Smith  
Gen. Sls. Mgr.....Thomas B. Newsom  
Chief Engineer.....A. O. Peck

**WINK-TV**—Fort Meyers  
1954—ABC-CBS

Channel: 11 VHF...AP: 6 Kw...VP: 12 Kw.  
Owned By....United Garage & Service Corp.  
Business Address.....Palm Beach Blvd.  
Tel.: ED 4-1331.....News Service: AP  
Membership.....NAB  
President.....Edward McBride  
Gen., Sales Mgr.....A. J. Bauer  
Technical Dir.....Bob Bachman  
Program Dir.....Frank Nodine  
Publicity Dir.....Dixie Howell  
Film Mgr.....Bill McHan

**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.  
Tel.: .....3-1566  
Representative.....Forjoe  
Pres., Gen. Mgr.....M. W. Loewi  
Sta. Mgr.....C. Azevedo  
Program Dir.....Jean Sceurman  
Nat. Sls. Mgr.....Lee Phillips  
Publicity Director.....Eleanor Walker  
Film Manager.....Henry Johnson  
Chief Engineer.....Bill Latham

**WFGA-TV**—Jacksonville  
1957—NBC

Channel: 12 VHF...AP: 200 Kw...VP: 316 Kw.  
Owned.....Florida-Georgia TV Co., Inc.  
Address.....1070 E. Adams St.  
Tel.: EL 6-3381.....News Service: AP  
Representative.....Peters, Griffin, Woodward  
Membership.....NAB  
President.....George H. Hodges  
General Manager.....Jesse H. Cripe  
Comm. Mgr.....Ralph Nimmons  
Program Dir.....Rusty Bruton  
Promotion Dir.....Wm. G. Walker  
Film Manager.....James Reidenbach  
Chief Engineer.....Harry Wingfield

- **WJHP** AM/FM/TV Jacksonville
- **WCOA** Pensacola
- **WDLP** Panama City
- **WTMC** Ocala
- **WESH-TV** Daytona Beach

*The* **PERRY STATIONS**

— *in fabulous Florida*



## 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  
Tel.: EX 8-0501..... News Service: UP  
Newspaper Affil..... Washington Post  
Representative..... CBS TV Spot Sales  
Membership..... NAB, 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 Vordermckz

## WCKT—Miami—1956—NBC

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By... Biscayne Television Corp.  
Business Address... Box M, Little River Sta.  
Tel.: PL 1-6692..... News Services: AP, INS  
Representative..... NBC Spot Sales  
Membership..... NAB  
President, Gen. Mgr..... Niles Trammell  
Station Manager..... James M. Le Gate  
Commercial Manager..... Robert L. Fidler  
Operations Manager..... Charles L. Kelly  
Production Manager..... Gene Walz

Pub. Promotion Director..... Jon Arden  
Film Editor..... Frank L. Struzzi  
Chief Engineer..... M. C. Scott, Jr.  
News Dir..... Gene Strul

## WPST-TV—Miami—1957 ABC

Channel: 10 VHF AP: 195 Kw.. VP: 316 Kw.  
Owned..... Public Service TV, Inc.  
Business Address..... 21st & Biscayne Blvd.  
Tel.: FR 1-6501..... News Service: UP  
Representative..... Petry  
Membership..... NAB  
President..... G. T. Baker  
Gen. Mgr..... Walter Koessler  
Nat. Sales Mgr..... Bob Hanna  
Prod. Mgr..... Jack Barry  
Prom., Pub. Dir..... Nat Tashman  
Film Mgr..... John Murphy  
Chief Engineer..... William R. Needs

## WTVJ—Miami—1949 CBS

Channel: 4 VHF.. AP: 70 Kw.. VP: 100 Kw.  
Owned-Oper. By..... WTVJ, Inc.  
Address..... 316 N. Miami Ave.  
Tel.: FR 4-6262..... News Service: UP  
Representative, Peters, Griffin, Woodward, Inc.  
Membership..... NAB, TvB

**FIRST IN RADIO & TELEVISION IN CENTRAL FLORIDA**

**WDBO STATIONS**

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**President**.....**Mitchell Wolfson**  
**Exec. V.P., Gen. Mgr.**.....**Lee Ruwitch**  
**Vice-Pres., Operations Mgr.**.....**John A. Shay**  
**Nat'l Sales Dir.**.....**William Brazzil**  
**Program Director**.....**Lee Waller**  
**Prom. Dir.**.....**Burt Tappan**  
**Pub. Dir.**.....**George Vickery**  
**Business Film Mgr.**.....**Louis Wolfson**  
**Chief Engineer**.....**Earl W. Lewis**

**General Manager**.....**Mel Wheeler**  
**Ass't. Gen., Nat'l. Sales Mgr.**...**Milt De Reyna**  
**Station Mgr.**.....**Harry C. Babb**  
**Chief Engineer**.....**Claude Maenza**

**WDBO-TV—Orlando—1954**  
**ABC-CBS**

**Channel:** 8 VHF...**AP:** 50 Kw...**VP:** 100 Kw.  
**Owned-Oper. By**.....**Cherry Bcstg.**  
**Business Address**.....**30 S. Ivanhoe Blvd.**  
**Tel.:** CH 1-1491.....**News Services:** AP, UP  
**Representative**.....**Blair-TV**  
**Membership**.....**NAB, TvB**  
**President, Gen. Mgr.**...**Harold P. Danforth, Sr.**  
**Sales Co-ordinator**.....**A. V. Carlson**  
**Prod. Dir.**.....**Mark V. Barker, Jr.**  
**Prog. Dir., Film Buyer**.....**Walter E. Sickles**  
**Publicity Director**.....**Donna Carter**  
**Prom. Dir.**.....**L. H. Patterson**  
**Film Manager**.....**Harold P. Danforth, Jr.**  
**Chief Engineer**.....**J. E. Yarbrough**

**WEAR-TV—Pensacola**  
**1953—ABC-CBS**

**Channel:** 3 VHF...**AP:** 33 Kw...**VP:** 55 Kw.  
**Owned-Oper. By**.....**Gulfport Bc'g, Corp.**  
**Business Address**.....**Highway 90**  
**Tel.**.....**GL 5-7311**  
**Representative**.....**Hollingbery**  
**Membership**.....**NAB, TvB**  
**President, Gen. Mgr.**.....**Mel Wheeler**  
**Asst. Gen. Mgr. & National**  
**Sales Manager**.....**Milt de Reyna, Jr.**  
**Comm. Mgr.**.....**Irv Welch**  
**Chief Engineer**.....**Gene Sudduth**

**WLOF-TV—Orlando—1958**  
**ABC**

**Channel:** 9 VHF...**AP:** 158 Kw...**VP:** 316 Kw.  
**Owned**.....**Mid Florida TV Corp.**  
**Address**.....**639 W. Central Ave.**  
**Tel.:** GA 2-8163.....**News Service:** UP  
**Representative**.....**Young TV, Inc.**  
**Membership**.....**NAB**  
**President**.....**Joseph L. Brechner**  
**V.P., Gen. Mgr.**.....**Donn Colee**  
**Commercial Mgr.**.....**Lee Hall**  
**Promotion Dir.**.....**Walter Baker**  
**Publicity Dir.**.....**Marion McClaran**  
**Chief Engineer**.....**Dodd Daniels**

**WSUN-TV—St. Petersburg**  
**1953—ABC**

**Channel:** 38 UHF...**AP:** 12 Kw...**VP:** 25 Kw.  
**Owned-Oper. By**.....**City of Petersburg**  
**Business Address**.....**Million Dollar Pier**  
**Representative**...**Venard, Rintoul & McConnell**  
**Tel.** 5-4121.....**News Service:** UP  
**Membership**.....**NAB**  
**General Manager**.....**Fred P. Shawn**  
**Sales, Prom., Advt. Mgr.**.....**Jerome Baker**  
**Commercial Manager**.....**Bernard L. Kobres**  
**Pub. Director**.....**Jean Miller**  
**Chief Engineer**.....**Louis J. Link**

**WPTV—Palm Beach**  
**1954—NBC-CBS**

**Channel:** 5 VHF...**AP:** 60.3 Kw...**VP:** 100 Kw.  
**Owned-Oper.**.....**John H. Phipps Bcstg.**  
**Business Address**.....**5 Coconut Row**  
**Tel.:** TE 3-2471.....**News Service:** AP  
**Representative**.....**Blair TV Assoc.**  
**Membership**.....**NAB, TvB**  
**Owner**.....**John H. Phipps**  
**General Manager**.....**Stephen P. Willis**  
**Commercial Manager**.....**W. L. Woods**  
**Prod. Mgr.**.....**Robert W. Murphy**  
**Film Mgr.**.....**Robert E. Abel**  
**Chief Engineer**.....**Lewis Evenden**

**WCTV—Tallahassee—1955**  
**ABC-CBS-NBC**

(See Thomasville, Ga.)

**WFLA-TV—Tampa—1955**  
**NBC**

**Channel:** 8 VHF...**AP:** 220 Kw...**VP:** 316 Kw.  
**Owned-Oper. By**.....**Tribune Company**  
**Address**.....**Box 1410**  
**Tel.:** 2-0131.....**News Service:** AP  
**Newspaper Affiliation**.....**Tampa Tribune**  
**Representative**.....**Blair-TV**  
**Membership**.....**NAB, TvB**  
**President**.....**J. C. Council**  
**V.P., General Manager**...**George W. Harvey**  
**Sales Mgr.**.....**William B. Faber**  
**Film Mgr.**.....**Joe E. Faraghan**  
**Prog. Oper. Mgr.**.....**Carl Bergquist**  
**Prom., Pub. Director**.....**Byron Taggart**  
**Production Manager**.....**L. George Geiger**  
**Chief Engineer**.....**J. H. Mitchell**

**WJDM—Panama City—1953**  
**NBC-ABC-CBS**

**Channel:** 7 VHF...**AP:** 5.36 Kw...**VP:** 10.7 Kw.  
**Owned-Oper. By**.....**WJOM-TV, Inc.**  
**Business Address**.....**Box 428**  
**Tel.:**.....**AD 4-2251**  
**Representative**.....**Hollingbery**



# FIRST

**-IN AUDIENCE** *Check share of total time-in, sign-on to sign-off, Sunday through Saturday, by any measuring authority. WSB Radio and WSB-TV are Atlanta's dominant firsts month after month.*

**-IN COVERAGE** *WSB-TV covers 25% more counties than Atlanta's 2nd tv station, 72% more than the third (NCS No. 2). No other Georgia radio station approaches the coverage pattern of 50,000 watt, clear channel WSB Radio.*

**-IN RETAIL SALES** *Hundreds of millions of dollars more than is delivered by any other radio or tv station in Georgia. Let your Petry man show you the cold cash facts.*

**-IN FACILITIES** *Local programming of nationally recognized caliber. Southern leader in broadcasting and telecasting in the public interest. Affiliated with The Atlanta Journal-Constitution, NBC affiliate. Represented by Edw. Petry & Co.*



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**WSB-TV**

Atlanta's first stations

*"White Columns" is the home of WSB-TV and WSB Radio*



### WTVT—Tampa—1955—CBS

Channel: 13 VHF.. AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By.....WKY Television  
 Address .....3213 Grand Central  
 Tel.: RE 6-1313..... News Services: AP, UP  
 Representative .....Katz  
 Membership .....NAB, TvB  
 Exec. V.P., Gen. Mgr..... P. A. Sugg  
 Commercial Mgr. .... John Haberlan  
 Promotion Dir..... Ned Jay  
 Film Mgr..... Jayne Boyd  
 Business Manager ..... Norman Bagwell  
 Operations Mgr..... Robert Olson  
 Program Dir..... Robert Doty  
 Chief Engineer ..... William Witt

### WEAT-TV—West Palm Beach 1955—ABC

Channel: 12 VHF.. AP: 63 Kw... VP: 112 Kw.  
 Owned-Oper. By..... WEAT TV, Inc.  
 Business Address..... P.O. Box 70  
 Tel.: TE 3-9668..... News Service: UP  
 Representative..... Venard Rintoul McConnell  
 President ..... Rex Rand  
 Gen. Mgr. .... Bertram Lehbar, 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

## Georgia

Pop. March 1 (Est.)—3,764,000; Families—984,000; Lic. Stations—12,  
 Sta. CP's—2; Radio Homes—972,000; TV Homes—696,000

### WAGA-TV—Atlanta—1949 CBS

Channel: 5.... AP: 50 Kw.... VP: 100 Kw.  
 Owned-Operated By.... Storer Bcastg. Co., Inc.  
 Business Address..... 1018 W. Peachtree St.  
 Tel.: TR 2-3553..... News Service: AP  
 Representative .....Katz  
 Membership .....NAB, TvB  
 President..... George B. Storer, Sr.  
 Managing Dir..... Glenn C. Jackson

Commercial Mgr. .... Jack Collins  
 Program Dir., Film Mgr..... Don Naylor  
 Prom., Pub. Director..... Louis O. Hertz, Jr.  
 Chief Engineer..... Hugo Bondy

### WSB-TV—Atlanta—1949 NBC

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... The Atlanta Newspapers  
 Address..... 10 Forsyth St., N. W.  
 Tel.: TR 2-7221..... News Services: AP, UP

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Newspaper Affiliations . . . Journal-Constitution  
**Representative** . . . . . **Petry**  
 Membership . . . . . NAB, TvB  
 President . . . . . James M. Cox  
 Exec. Dir. . . . . J. Leonard Reinsch  
 General Manager . . . . . Marcus Bartlett  
 Comm. Mgr. . . . . Don E. Heald  
 Promotion Dir. . . . . Walter Paschall  
 Film Director . . . . . Jean Hendrix  
 Chief Engineer . . . . . R. A. Holbrook

**WALB-TV—Albany—1954**  
**ABC-NBC**

Channel: 10 VHF . . . AP: 45.7 Kw. . . VP: 91.2 Kw.  
 Owned-Oper. By . . . . . Herald Publishing Co.  
 Address . . . . . Albany, Ga.  
 Tel.: HE 5-8386 . . . . . News Service: AP, UP  
 Representative . . . Venard, Rintoul & McConnell  
 President . . . . . James H. Gray  
 General Manager . . . . . Raymond E. Carow  
 Program Director . . . . . Reba Hill  
 Promotion Dir. . . . . Hal Suit  
 Chief Engineer . . . . . John Rivard

**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.  
 Tel.: TR 21141 . . . . . News Service: UP  
 Representative . . . . . Bomar-Lowrance  
 Membership . . . . . TvB, NAB  
 President . . . . . R. E. Dunville  
 V.P.-General Manager . . . . . H. A. LeBrun  
 V.P.-Business Manager . . . . . J. P. Dwyer  
 Comm. Sales Manager . . . . . James H. Burgess  
 Program Dir. . . . . Bob Hendrickson  
 Prom. Dir. . . . . Howard Rowe  
 Chief Engineer . . . . . Harvey Aderhold

**WJBF-TV—Augusta—1953**  
**NBC-ABC**

Channel: 6 . . . . . AP: 68 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . Georgia-Carolina Bcstg. Co.  
 Business Address . . . . . P.O. Box 490  
 Tel.: 2-6664 . . . . . News Service: AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . TvB  
 President, Gen. Mgr. . . . . J. B. Fuqua  
 V.P. . . . . Donald M. Kelly, Jr.  
 Program Director . . . . . John Radeck  
 Comm. Mgr., Prom. Dir. . . . . Thomas J. Hennesy  
 Chief Engineer . . . . . John Iopling

**WRDW-TV—Augusta—1954**  
**CBS**

Channel: 12 VHF . . . AP: 6 Kw. . . . VP: 10 Kw.  
 Owned-Oper. By . . . Southeastern Newspapers  
 Business Address . . . . . P.O. Box F, N. Augusta  
 Tel.: 7-5432 . . . . . News Service: AP  
 Newspaper Affiliation . . . . . Chronicle, Herald  
 Representative . . . . . Branham Company  
 President . . . . . Pat H. Rice, Jr.  
 Gen., Sta., Comm. Mgr. . . . . J. W. Hicks  
 Program Dir. . . . . Richard A. Fennel  
 Prom. Director . . . . . Don Shepherd  
 Chief Engineer . . . . . Joseph P. Gill, Jr.

**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.  
 Tel.: FA 2-0602 . . . . . News Service: UP  
 Newspaper Affil. . . . . Ledger Enquirer  
 Membership . . . . . NAB, TvB  
 Representative . . . . . Hollingbery  
 Pres., Gen. Manager . . . . . J. W. Woodruff, Jr.  
 Sta. Mgr., Film Buyer . . . . . Ridley Bell  
 Dir. of Sales & Prom. . . . . George Jenkins  
 Prod., Prog. Director . . . . . George A. Gingell  
 Pub. Dir. . . . . Doug Wallace  
 Film Mgr. . . . . Howard Shehane  
 Chief Engineer . . . . . Joe A. Gamble

**WTVM—Columbus—1953**  
**NBC-ABC**

Channel: 28 UHF . . . AP: 120 Kw. . . VP: 204 Kw.  
 Owned . . . . . Martin Thea. of Georgia, Inc.  
 Business Address . . . . . 1307 1st Ave.  
 Tel.: FA 2-8828 . . . . . News Services: AP, INS  
 Representative . . . . . Headley Reed  
 Membership . . . . . NAB  
 President . . . . . E. D. Martin  
 Gen. Mgr. . . . . Guy Tiller  
 Sta. Mgr. . . . . Jack Rathbun  
 Comm. Mgr. . . . . Joe Windsor  
 Prog. Dir. . . . . Clyde Allen  
 Prom. Dir. . . . . Jo Anne Chancellor  
 Pub. Dir. . . . . Ronnie Otwell  
 Film Mgr. . . . . James McKinney  
 Chief Engineer . . . . . Charles Parrott

**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.  
 Tel.: 2-7373 . . . . . 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

**WSAV-TV—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.  
 Tel.: AD 6-0303 . . . . . News Service: AP  
 Representative . . . . . Blair  
 Membership . . . . . NAB  
 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. . . . . Janet Cochran  
 Film Manager . . . . . Alyce Miller  
 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.  
Tel.: AD 2-0127..... News Service: UP  
Station Representative..... Avery-Knodel  
Membership..... NAB  
President & Gen. Mgr.. William T. Knight, Jr.  
Sta. Mgr..... F. Schley Knight  
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.  
Tel.: 3-3666..... News Service: AP  
Representative..... Meeker; Cummings  
Owner..... John H. Phipps  
Man. Dir..... L. Herschel Graves  
Nat'l Sales Mgr..... W. L. Woods  
Dir. Oper..... Jos. Hosford  
Program Director..... Harry R. Wagner  
Promotion Dir. .... Barbara Young  
Dir. Engineering..... Wm. A. Snowden

**Idaho**

Pop. March 1 (Est.)—643,000; Families—188,000; Lic. Stations—5,  
Sta. CP's—1; Radio Homes—182,000; TV Homes—108,000

**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.  
Tel.: 2-2222..... News Service: UP  
Representative. Peters, Griffin, Woodward, Inc.  
Membership..... NAB, TvB  
Pres., Gen. Mgr..... Westerman Whillock  
Sta., Comm. Mgr., Prog. Dir... Earl Glade, Jr.  
Production Manager..... Dale Randall  
Film Manager..... Robert Howell  
Prom.-Pub. Dir..... Vestal Baker  
Chief Eng. .... J. A. Johtnz, Jr.

Owned-Oper. By..... Idaho Radio Corp.  
Business Address..... Box 781  
Tel. .... JA 2-510)  
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  
Prom. Mgr..... Mel Richardson  
Prom., Pub. Dir..... John Wrigley  
Chief Engineer..... Carroll Secrist

**KIDO-TV—Boise—1953**  
ABC-NBC

Channel: 7 VHF.. AP: 200 Kw... VP: 100 Kw.  
Owned-Oper. By..... KIDO, Inc.  
Address..... 709 Idaho St.  
Tel.: 2-4611..... News Services: AP, INS  
Representative..... Blair  
Membership..... NAB, TvB  
Pres. and Gen. Mgr. .... Georgia M. Davidson  
Commercial Mgr. .... George Ganz, Jr.  
Prog. Director..... Del Lundbom  
Prom. Mgr..... Evelyn Winters  
Film Manager..... William Harvey  
Chief Engineer..... Harold Toedemeier

**KLEW-TV—Lewiston—1956**  
(Satellite of KIMA-TV, Yakima, Wash.)

**KLIX-TV—Twin Falls**  
1955—ABC-CBS-NBC

Channel: 11 VHF.. AP: 14.5 Kw... VP: 29.5 Kw.  
Owned-Oper. By ..So. Idaho Bcstg. & TV Co.  
Address..... Eastland Dr. & Elizabeth St.  
Tel. .... RE 3-5840  
Representative..... Gill-Perna; Moore  
Membership..... NAB  
V.P. & Gen. Manager..... Cecil L. Heftel  
Commercial Manager..... Joe Gibney  
Program Director..... Dave Fox  
Film Manager..... Vic Graybeal  
Chief Engineer..... C. W. Evans

**KID-TV—Idaho Falls—1952**  
CBS-NBC-ABC

Channel: 3 VHF.. AP: 60.3 Kw... VP: 100 Kw.

**Illinois**

Pop. March 1 (Est.)—9,729,000; Families—2,959,000; Lic. Stations—15,  
Sta. CP's—9; Radio Homes—2,908,000; TV Homes—2,542,000

**KTVI—Belleville-St. Louis**  
1953—ABC

(See St. Louis, Mo. Listing)

Tel.: 4-3031..... News Service: UP  
Representative..... Jack Masla  
Membership..... TvB  
Pres., Gen. Manager..... Worth S. Rough  
Sales Mgr..... Willard Nichols  
Chief Engineer..... Burl Dixon

**WBLN—Bloomington—1953**

Channel: 15 UHF.. AP: 8.51 Kw... VP: 15.8 Kw.  
Owned-Oper. By..... WBLN Television Inc.  
Business Address..... Box 646

**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.  
 Tel.: FL 6-8333... News Service: UP  
**Representative**..... Hollingbery  
**Membership**..... NAB, TvB  
**President**..... August C. Meyer  
**V.P., Sales Manager**..... Guy Main  
**National Sales Dir.**..... Leonard Davis  
**Production Manager**..... James Fielding  
**Chief Engineer**..... Bob Myers

**WBBM-TV—Chicago—1953**  
**CBS**

**Channel:** 2 VHF **AP:** 50 Kw. **VP:** 100 Kw.  
**Owned-Oper. By**..... CBS, Inc.  
**Bus. Studio Address**..... 630 N. McClurg Ct.  
 Tel.: WH 4-6000... News Services: AP, INS, UP  
**Representative**..... CBS TV Spot Sales  
**Membership**..... NAB, TvB  
**Vice-Pres., Gen. Mgr.**..... H. Leslie Atlas  
**Dir. Tech. Oper.**..... Luther Pierce  
**Sales Manager**..... George Arkedis  
**Promotion Dir.**..... Ralph Trierger  
**Publicity Dir.**..... George Condon  
**Film Mgr.**..... Elizabeth Bain  
**Program Director**..... Frank Atlas

**WBKB—Chicago—1948—ABC**

**Channel:** 7 VHF **AP:** 158 Kw. **VP:** 316 Kw.  
**Owned-Operated By**..... American Bcstg. Co.  
**Business Address**..... State-Lake Bldg.  
 Tel. .... AN 3-0800  
**Representative**..... Blair-TV  
**Membership**..... NAB, TvB  
**Gen. Sls. Mgr.**..... Sterling Quinlan  
**Natl Sls. Mgr.**..... Clar Heider  
**Film Dir.**..... Ralph Andrews  
**Prog. Dir.**..... Dan Schuffman  
**Pub. Dir.**..... Elliott Henry  
**Chief Engineer**..... Wm. Kussack

**WGN-TV—Chicago—1948**

**Channel:** 9 VHF **AP:** 158 Kw. **VP:** 316 Kw.  
**Owned-Oper. By**..... WGN, Inc.  
**Business Address**..... 441 N. Michigan Ave  
 Tel.: MI 2-7600... News Services: AP, INS, UP  
**Newspaper Affiliation**..... Chicago Tribune  
**Representative**..... Pety  
**Membership**..... TvB, NAB  
**President**..... J. Howard Wood  
**V.P., Gen. Mgr.**..... Ward L. Quaal  
**Program Director**..... Edward Roth  
**Sales Mgr.**..... Bradley R. Eidmann  
**Promotion Director**..... Charles A. Wilson  
**Publicity Director**..... James Hanlon  
**Film Director**..... Edward Warren  
**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  
 Tel. .... SU 7-8309  
**Representative**..... NBC Spot Sales  
**Membership**..... NAB, TvB

**President**..... Robert Sarnoff  
**V.P., General Manager**..... Jules Herbuveaux  
**Asst. Gen. Mgr.**..... Henry T. Sjogren  
**Sales Dir.**..... Russell Siebbins  
**Sales Mgr.**..... Richard C. Ricker  
**Mgr. Color Sales**..... Howard W. Coleman  
**Prom. Director**..... John Keys  
**Program Dir.**..... Harry D. Trieg  
**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  
 Tel.: 1700... News Service: AP  
**Representative**..... Everett-McKinney, Inc.  
**Membership**..... NAB  
**General Manager**..... Robert J. Burow  
**Station Manager**..... Max Shaffer  
**Commercial Manager**..... John Eckert  
**Program Director**..... Honore Ronan  
**Chief Engineer**..... Norlyn Dossey

**WTVP—Decatur—1953—ABC**

**Channel:** 17 UHF **AP:** 93.3 Kw. **VP:** 174 Kw.  
**Owned-Oper. By**..... Prairie-Television Co.  
**Business Address**..... Box 829-Southside Dr.  
 Tel. .... 8-4304  
**Representative**..... Gill-Perna  
**President**..... W. L. Shellabarger  
**Sta. Mgr.**..... Robert G. Wright  
**Comm. Mgr.**..... Ben K. West  
**Chief Engineer**..... Hubert F. Abfalter

**WSIL-TV—Harrisburg**  
**1953—ABC-NBC**

**Channel:** 22 UHF **AP:** 7.06 Kw. **VP:** 14.12 Kw.  
**Owned-Oper. By**..... Turner-Farrar Assn.  
**Business Address**..... 21 W. Poplar St.  
 Tel.: 373... News Service: UP  
**Representative**..... Walker  
**Pres.**..... Oscar L. Turner  
**Sta. Mgr.**..... O. L. Turner, Jr.  
**Chief Engineer**..... Charles Gilliam

**WEEQ-TV—La Salle—1957**  
**NBC**

**Channel:** 35 UHF **AP:** 7.15 Kw. **VP:** 14.3 Kw.  
**Owned**..... West Central Bcstg. Co.  
**Address**..... Tonica, Ill.  
 Tel.: Tonica 35... News Service: AP  
**Representative**..... Headley-Reed  
**Membership**..... NAB  
**General Manager**..... Fred C. Mueller  
**Station Manager**..... Edward G. Smith  
**Commercial Mgr.**..... Bill Carreras  
**Program Dir.**..... Bob Carter  
**Prom., Pub. Dir.**..... E. K. Buerke  
**Chief Engineer**..... Larry Caldwell

**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  
Tel.: 9-3961..... News Service: AP  
Membership..... NAB, TvB  
Representative..... Headley-Reed  
President..... Robert S. Kerr  
Gen., Sta. Manager..... Fred C. Mueller  
Comm. Manager..... John Leslie  
Program Director..... Victor Fletcher  
Prom., Pub. Dir..... David W. Meister, Jr.  
Film Manager..... Robert Kroepel  
Chief Engineer..... Wayne Lovely

**WREX-TV—Rockford—1953**  
ABC-CBS

Channel: 13 VHF. AP: 23.9 Kw. VP: 45.7 Kw.  
Owned-Oper. By... Greater Rockford TV, Inc.  
Business Address... Auburn & Winnebago Rds.  
Tel.: RO 8-1813..... News Service: UP  
Newspaper Affil..... Star & Republic  
Representative..... H-R Representatives  
Membership..... NAB, TvB  
President..... L. E. Caster  
General Manager..... Joe M. Baish  
Comm. Manager..... Rod MacDonald  
Program Director..... John Mazze  
Prom., Pub. Dir..... Charles Olson  
Film Manager..... Gene Hines  
Chief Engineer..... Dick Peck

**WBMD-TV—Peoria—1957**  
CBS

Channel: 31 VHF. AP: 581 Kw. VP: 1000 Kw.  
Owned..... WBMD, Inc.  
Business Address..... 212 SW Jefferson Ave.  
Tel.: 6-0711..... News Services: AP, UP  
Representative Peters, Griffin, Woodward, Inc.  
Membership..... NAB, TvB  
President..... Charles C. Caley  
V.P. & Mgr..... Robert O. Runnerstrom  
Nat'l Sales Mgr..... Robert M. Riley, Jr.  
Prom. Dir..... Clarence S. Muggle  
Prog. Dir..... Winthrop P. Baker  
Chief Engineer..... George Pyle

**WTVO—Rockford—1953**  
NBC-ABC

Channel: 39 UHF. AP: 98 Kw. VP: 195 Kw.  
Owned-Oper. By... Winnebago Television Corp.  
Business Address..... Meridian Rd.  
Tel.:..... 3-5413  
Representative..... Headley-Reed  
President..... Harry Balaban  
Manager..... Harold Froelich  
Sales Manager..... Gene Denari  
Production Mgr..... John W. Kelin  
Film Director..... Carl P. Stemler  
Chief Engineer..... Herbert Eckstein

**WTVH—Peoria—1953—ABC**

Channel: 19 UHF. AP: 280 Kw. VP: 490 Kw.  
Owned..... Hilltop Bcstg. Co.  
Business Address..... 234 N. Madison Ave.  
Tel.: 6-5561..... News Service: AP  
Representative..... Petry  
Membership..... NAB  
President..... Henry P. Slane  
Gen. Mgr..... Harold V. Phillips  
Controller..... Gerald W. Swank  
Comm. Mgr..... William Pipher  
Prog. Dir..... Robert Holben  
Prom., Pub. Dir..... Andy Amyx  
Chief Engineer..... Wallace Wurz

**WHBF-TV—Rock Island**  
1950—CBS

Channel: 4 VHF. AP: 70 Kw. VP: 100 Kw.  
Owned-Oper. By..... Rock Island Bcstg. Co.  
Bus.-Trans. Address..... Telco Bldg.  
Tel.: RI 6-5441..... News Services: UP, AP  
Newspaper Affil..... "The Argus"  
Representative..... Avery-Knodel, Hyett  
Membership..... NAB  
President..... Ben. H. Potter  
V.P., Sta., Gen. Manager... Leslie C. Johnson  
Sales Mgr..... Howard Duncan  
Merchandising Mgr..... H. E. Darton  
Prom. Director..... John Drum  
Film Manager..... Joseph Grea  
Chief Engineer..... Robert J. Sinnelt

**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  
Tel.: BA 2-6840..... News Service: AP  
Newspaper Affiliation... Quincy Herald Whig  
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 Heildreder  
Chief Engineer..... Frank E. Laughlin

**WICS—Springfield—1953**  
NBC-ABC

Channel: 20 UHF. AP: 182.5 Kw. VP: 406 Kw.  
Owned-Oper. By..... Plains Television Corp.  
Business Address..... 523 E. Capitol Ave.  
Tel.: 8-0465..... News Service: INS  
Representative..... Adam Young  
President..... Elmer Balaban  
Gen., Sta. Manager..... Milton D. Friedland  
Comm. Manager..... Warren King  
Program Director..... H. I. Hoskins  
Film Manager..... William Shaw  
Chief Engineer..... Jerrold Merritt



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**KATZ Agency**





# Indiana

Pop. March 1 (Est.)—4,471,000; Families—1,398,000; Lic. Stations—14,  
Sta. CP's—4; Radio Homes—1,348,030; TV Homes—1,242,000

## WTTV—Bloomington—1949 ABC

Channel: 4 VHF. AP: 26.7 Kw. VP: 44.5 Kw.  
Owned-Oper. By.....Sarkes Tarzian, Inc.  
Address.....East Hillside Dr.  
Tel.: 2-1407.....News Service: AP, UP  
Representative.....Meeker  
Membership.....NAB, TvB  
President.....Sarkes Tarzian  
Nat. Sls. Mgr.....Frank Willis  
Program Manager.....Tom Boyd  
Prom., Pub. Dir.....Keith Wilson  
Chief Engineer.....Carl Onken

## WEHT—Evansville— Henderson, Ky.—1953—CBS

Channel: 50 UHF. AP: 83.2 Kw. VP: 155 Kw.  
Owned-Oper. By.....WEHT, Inc.  
Business Address.....Box 395  
Tel.: HA 4-9215.....News Service: UP  
Representative.....Young  
Membership.....NAB  
Pres., Gen. Mgr.....Edwin G. Richter, Jr.  
Vice Pres.....Ernest Felix  
Comm. Mgr.....Howard Duncan  
Prom., Pub. Dir.....Lucille Gander  
Chief Engineer.....Robert M. Cleveland

## WFIE-TV—Evansville—1953 NBC

Channel: 14 UHF. AP: 104.8 Kw. VP: 200 Kw.  
Owned.....WAVE, Inc.  
Business Address.....1115 Mount Auburn Rd.  
Tel.: HA 5-6201.....News Service: UP  
Representative.....Raymer  
Membership.....NAB  
President.....Nathan Lord  
V.P., Gen. Mgr.....Berry Smith  
Comm. Manager.....Lee Browning  
Film Mgr.....Robert Kloopping  
Prog. Dir.....James R. Keen  
Prom., Pub Director.....Ed Yalowitz  
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.  
Tel.: H. 2-1121.....News Service: UP  
Representative.....Hollingbery  
Membership.....NAB  
President.....Ferris E. Traylor  
Gen. Mgr.....Dick Shively  
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

## WANE-TV—Fort Wayne 1954—CBS

Channel: 15 UHF. AP: 127 Kw. VP: 218 Kw.  
Owned-Oper. By.....Indiana Broadcasting Corp.  
Business Address.....2915 W. State Blvd.  
Tel.: AN 8475.....News Service: UP  
Representative.....Petry  
Membership.....NAB, TvB  
President.....C. Wrede Petersmeyer  
V.P., Gen. Mgr.....R. Morris Pierce  
Sales Dir.....John Keenan  
Prog. Dir.....Franklin C. Mitchell  
Promotion Director.....Robert J. Keefe  
Film Manager.....James Goheen  
Chief Engineer.....Charles E. Wallace

## WKJG-TV—Fort Wayne 1953—NBC

Channel: 33 UHF. AP: 144 Kw. VP: 63 Kw.  
Owned.....WKJG, Inc.  
Business Address.....220 E. Jefferson St.  
Tel.: AN 2295.....News Service: AP  
Representative.....Paul H. Raymer  
Membership.....NAB, TvB  
President.....John F. Dille, Jr.  
General Manager.....Edward G. Thoms  
Commercial Mgr.....Carleton B. Evans  
Promotion Director.....Wilson Schroeder  
Chief Engineer.....Eugene A. Chase

## WPTA—Fort Wayne—1957 ABC

Channel: 21 UHF. AP: 100 Kw. VP: 178 Kw.  
Owned.....Sarkes Tarzian, Inc.  
Address.....3333 Butler Rd.  
Tel.: A-7125.....News Service: UP  
Representative.....Meeker  
Membership.....NAB  
President.....Sarkes Tarzian  
General Manager.....Ronald R. Ross  
Commercial Mgr.....Richard D. Morgan  
Program Dir.....Arthur Hook  
Chief Engineer.....Fred Molchin

## WFBM-TV—Indianapolis 1949—NBC

Channel: 6.....AP: 50 Kw.....VP: 100 Kw.  
Owned By.....Time, Inc.  
Oper. By.....TLF Broadcasters  
Bus. Studio Address.....1330 N. Meridian St.  
News Service.....AP, INS  
Representative.....Katz  
Membership.....NAB, TvB  
V.P., Gen. Mgr.....Eldon Campbell  
Prog. Dir.....William Fall  
Comm. Manager.....A. J. Murtha  
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..... Indiana Bcstg. Corp.  
Business Address..... 1440 North Meridian  
Tel.: ME 4-6411..... News Services: AP, UP  
Representative..... Bolling  
Membership..... NAB, TvB  
President..... C. Wrede Petersmeyer  
Gen., Sta. Manager..... Robert B. McConnell  
Commercial Mgr..... Robert F. Ohlroyer  
Program Director..... Steve Briggs  
Prom., Pub. Director..... Jim Buck  
Chief Engineer..... Stokes Gresham, Jr.

## WLW-I—Indianapolis—1957 ABC

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned..... Crosley Bcstg. Corp.  
Address..... 714 Merchants Bank Bldg.  
Tel.: ME 4-5409..... News Service: UP  
Representative..... Crosley Bcstg.  
Membership..... NAB, TvB  
President..... Robert E. Dunville  
Asst. Gen. Mgr..... John B. Babcock  
Spec. Bcst. Serv. Dir..... Bruce B. Cox  
Sales Manager..... Bob Lamb  
Program Mgr..... Chuck Brodhead  
Prom., Pub. Dir..... Jack Highberger  
Film Buyer Dir..... John Traxler  
Chief Engineer..... Norman Nixon

## WFAM-TV—Lafayette 1953—CBS-NBC

Channel: 59 UHF.. AP: 51 Kw.. VP: 102 Kw.  
Owned..... Lafayette Bcstg., Inc.  
Business Address..... McCarthy Lane  
Tel.: 2-4300..... News Service: UP  
Membership..... NAB  
Representative..... Rambeau  
President..... E. J. Bannon  
Sta. Mgr..... Henry Rosenthal  
Comm. Mgr..... Dick Pittenger  
Prom., Prog. Dir..... James Mathis  
Film Mgr..... Ron Becker  
Chief Engineer..... Richard Cochran

## WLBC-TV—Muncie—1953 ABC-CBS-NBC

Channel: 49 UHF.. AP: 17 Kw.. VP: 8.5 Kw.  
Owned-Oper. By..... Tri-City Radio Corp.  
Business Address..... Box 271  
Tel.: AT 8-8235..... News Service: AP  
Representative..... Holman  
Pres., Gen., Sta. Mgr..... Don Burton  
Comm., Film Mgr..... Bill Craig  
Prom., Program Director..... Lee Allerton  
Chief Engineer..... Pat Finnegan

## WNDU-TV—South Bend 1955—NBC

Channel: 16 UHF.. AP: 125 Kw.. VP: 250 Kw.

Owned-Oper. By..... Michiana Telecasting  
Address..... Box 989  
Tel.: CE 3-7111..... News Service: AP  
Station Representative..... Pety  
Membership..... NAB, TvB  
President, Rev. Theodore M. Hesburgh, C.S.C.  
Gen. Mgr..... Bernard C. Barth  
Comm. Manager..... Wm. Thomas Hamilton  
Prod. Mgr..... Wm. MacKenzie  
Film Manager..... H. Allen Harvey  
Chief Engineer..... Bazil O'Hagan

## WSBT-TV—South Bend 1952—CBS

Channel: 22 UHF.. AP: 122 Kw.. VP: 204 Kw.  
Owned-Operated By..... South Bend Tribune  
Address..... 300 W. Jefferson Blvd.  
Tel.: CE 3-3141..... News Services: UP, INS  
Membership..... NAB  
Newspaper Affil..... Tribune  
Representative..... Raymer  
President..... Franklin D. Schurz  
Sta. Gen. Mgr..... Neal B. Welch  
National Sales Mgr..... Wilbur R. Darch  
Program Director..... Robert Drain  
Prom., Pub. Dir..... James Halpin  
Film Manager..... Walter A. Sweitzer, Jr.  
Chief Engineer..... Arthur R. O'Neill

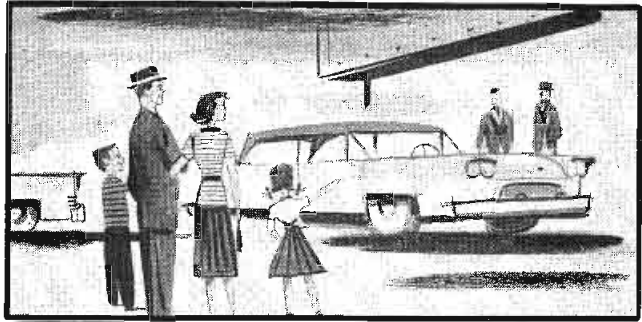
## WSJV—South Bend-Elkhart 1954—ABC

Channel: 52 UHF.. AP: 120 Kw.. VP: 224 Kw.  
Owned-Oper. By..... Truth Publishing Co.  
Business Address..... Box 403, Elkhart  
Tel.: EL 2-1518..... News Services: AP, UP  
Newspaper Affiliation..... Elkhart Truth  
Representatives..... H.R.  
Membership..... NAB  
President..... John F. Dille Jr.  
Gen., Sta., Comm. Mgr..... Paul C. Brines  
Program Director..... Edwin J. Lasko  
Nat. Sales Mgr..... Vince Doyle  
Prom., Pub. Dir..... Robert Barrett  
Prog. Production Mgr..... W. Forest Morrow  
Film Manager..... Arthur Whitaker  
Chief Engineer..... Lester E. Zellner

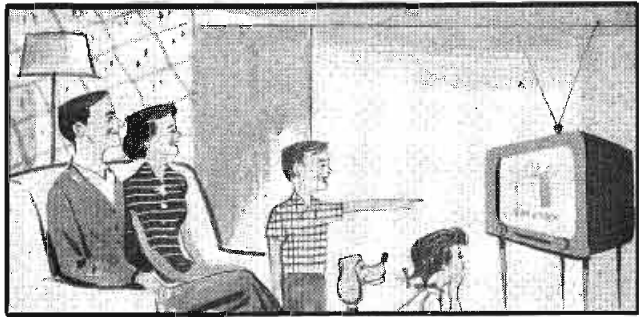
## WTHI-TV—Terre Haute 1954—CBS

Channel: 10 VHF.. AP: 191 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Wabash Valley Bcstg. Co.  
Business Address..... 918 Ohio Street  
Tel.: CR 9481..... News Service: UP  
Representative..... Bolling  
Membership..... NAB  
President..... Anton Hulman, Jr.  
General Manager..... J. M. Higgins  
Night Oper. Dir..... Ben Falber, Jr.  
Day Oper. Dir..... Pat Murphy  
Prom. Dir..... Charles Cogan  
Film Dir..... Nancy Langan  
Chief Engineer..... Don Pettit

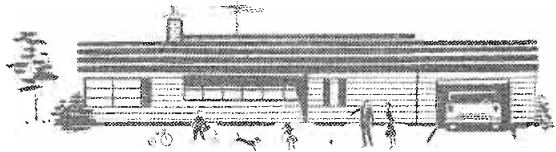
*They buy as a family . . .*



*because they were sold as a family . . .*



*by their local Meredith station!*



KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA  
ULSA

KCMO  
WHEN  
KPHO  
WOW  
KRMG

KCMO-TV  
WHEN-TV  
KPHO-TV  
WOW-TV

The Katz Agency  
The Katz Agency  
The Katz Agency  
John Blair & Co. — Blair-TV  
John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

# Iowa

Pop. March 1 (Est.)—2,772,000; Families—852,000; Lic. Stations—11,  
Sta. CP's—1; Radio Homes—836,000; TV Homes—786,000

## WOI-TV—Ames—1950—ABC

Channel: 5 VHF... AP: 50.1 Kw... VP: 100 Kw.  
Owned-Oper. By... Iowa State College  
Address... Service Bldg.  
Tel.: CE 2-3400... News Services: AP, INS  
Representative... Weed  
President... Dr. James Hilton  
Gen. Manger... Robert C. Mulhall  
Assoc. Gen. Manager... James H. Davis  
Commercial Mgr... Dan Norton  
Prom., Pub. Dir... Doris MacFarquhar  
Film Manager... Warren Royer  
Chief Engineer... Keith Ketcham

## KCRG-TV—Cedar Rapids 1953—ABC

Channel: 9 VHF... AP: 156 Kw... VP: 316 Kw.  
Owned-Oper. By... Cedar Rapids TV Co.  
Business Address... 1st Ave. & 1st St., SW.  
Tel.: EM 4-4149... News Services: AP, INS  
Representative... Weed TV Corp.  
Newspaper Affiliation... Cedar Rapids Gazette  
Membership... NAB  
President... Joseph F. Hladky, Jr.  
Gen. Mgr... Frank T. Nye  
Adm. Asst... Edna A. Herbst  
Comm. Mgr... Richard J. Butterfield  
Program Dir... Ralph D. Willey  
Prom., Pub. Dir... Ruthanna W. Ross  
Chief Engineer... Ira V. McDaniel

## 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.  
Tel.: EM 4-0171... News Services: AP, UP, INS  
Representative... Katz  
Membership... NAB, TvB  
President... William B. Dolph  
Exec. V.P., Gen. Mgr... William B. Quarton  
V.P., Sales... Lew Van Nostrand  
V.P., Operations... Douglas B. Grant  
Promotion Manager... Bob Kenney  
Film Mgr... Belle Warren  
Chief Engineer... George Hixenbaugh

## WOC-TV—Davenport—1949 NBC

Channel: 6 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By... Central Bcastg. Co.  
Business Address... 805 Brady St.  
Tel.: 3-3661... News Service: UP  
Representative... Peters, Griffin, Woodward, Inc.  
Membership... NAB, TvB  
President... Col. B. J. Palmer  
Resident Manager... Ernest Sanders  
Sales Manager... Mark L. Wodlinger  
Film Editor... Ken Wagner  
Program Director... Raymond Guth  
Chief Engineer... Paul Arvidson

## 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 St.  
Tel.: AT 8-6511... News Services: AP, INS, UP  
Representative... Peters, Griffin, Woodward, Inc.  
Membership... NAB, TvB  
President... Col. B. J. Palmer  
Exec. V.P... Ralph Evans  
V.P., Resident Manager... Paul A. Loyet  
Prom. Dir... Robert O. Link  
Sales Manager... Robert H. Harter  
Film Buyer, Prog. Director... Jack Kerrigan  
Production Manager... Kenneth Gfeller  
Film Editor... Robert P. Kress  
Chief Engineer... Roy W. Pratt

## 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.  
Tel.: CH 3-4141... News Service: AP, UP  
Representative... Katz  
Membership... NAB, 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  
Sls. Mgr... Bill Hippee  
Chief Engineer... Charles F. Quentin

## KQTV—Fort Dodge—1953 NBC—CBS

Channel: 21 UHF... AP: 160 Kw... VP: 330 Kw.  
Owned-Oper. By... Northwest Television Co.  
Business Address... Warden Bldg.  
Tel... 4-0351  
Representative... Pearson  
Membership... NAB  
Pres., Gen., Station Mgr... Edward Breen  
Comm. Manager... Rollie Camp  
Program Director... Richard Johnson  
Film Manager... Stanley McCurdy  
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  
Tel.: GA 3-2540... News Service: AP, UP  
Representative... Weed  
Membership... NAB  
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.  
Tel.: MU 2-4535 . . . . . News Service: AP  
Representative . . . . . Hollingbery  
President . . . . . James J. Conroy  
General Manager . . . . . Berg Allison  
Program Dir. . . . . James Bolen  
Prom., Pub. Dir. . . . . Kea Rea  
Film Manager . . . . . William Stevens  
Chief Engineer . . . . . James Riley

**KTIV—Sioux City—1954**  
NBC

Channel: 4 VHF . . . AP: 50 Kw . . . VP: 100 Kw.  
Owned-Oper. By . . . . . KTIV Television Corp.  
Address . . . . . Tenth & Grandview  
Tel.: 8-0545 . . . . . News Service: UP  
Newspaper Affil. . . . . Journal-Tribune  
Representative . . . . . Hollingbery  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . Dietrich Dirks  
Comm. Mgr. . . . . Eugene T. Flaherty  
Prog. Dir. . . . . Don Stone  
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 . . . . . Peoples Bcstg. Corp.  
Business Address . . . . . 7th & Douglas  
Tel.: 2-2711 . . . . . News Services: AP, UP  
Representative . . . . . Katz  
Membership . . . . . NAB, TvB  
V.P., Corp. Mgr. . . . . Herbert E. Evans  
General Manager . . . . . Donald D. Sullivan  
Comm. Manager . . . . . Robert B. Donovan  
Prog. Director . . . . . Clark Pollock  
Promotion Director . . . . . John Schambow  
Film Manager . . . . . Carl Morris  
Chief Eng. . . . . Robert G. Engelhardt

**KWWL-TV—Waterloo—1953**  
NBC-ABC

Channel: 7 VHF . . . AP: 214 Kw . . . VP: 316 Kw.  
Owned-Oper. By . . . . . Black Hawk Bcstg. Co.  
Business Address . . . . . Insurance Bldg.  
Tel.: AD 4-4404 . . . . . News Service: AP  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB  
Pres., Gen., Sta. Mgr. . . . . Ralph J. McElroy  
Commercial Mgr. . . . . James S. Dugan  
Prog. Dir., Film Mgr. . . . . Erma Dufel  
Prom., Pub. Dir. . . . . Sue Hanson  
Chief Engineer . . . . . T. W. Kirksey

**Kansas**

Pop. March 1 (Est.)—2,188,000; Families—693,000; Lic. Stations—6,  
Sta. Cps—4; Radio Homes—684,000; TV Homes—512,000

**KTVC—Ensign—1957**  
ABC-CBS

(Satellite of KAKE-TV, Wichita)

Channel: 6 VHF . . . AP: 14.1 Kw . . . VP: 28.2 Kw.  
Owned . . . . . S.W. Kansas TV Co., Inc.  
Address . . . . . 705 2nd St, Dodge City  
Tel. . . . . HU 3-6666, Dodge City  
Representative . . . . . Katz  
President . . . . . Leigh Warner  
General Manager . . . . . Wendell Elliott  
Program Dir. . . . . Hershel Holland  
Chief Engineer . . . . . Kenneth Karr

**KCKT—Great Bend—1954**  
NBC

Channel: 2 VHF . . . AP: 52 Kw . . . VP: 100 Kw.  
Owned-Oper. By . . . . . Central Kansas TV Co., Inc.  
Business Address . . . . . Box 182  
Tel.: GL 3-7868 . . . . . News Service: UP  
Representative . . . . . Bolling  
President . . . . . E. C. Wedell  
Oper. Mgr. . . . . E. L. Kuhlman  
Prom. Dir. . . . . Deanne Cromer  
Chief Eng. . . . . H. G. Haeftle

**KTVH—Hutchinson—1953**  
CBS

Channel: 12 VHF . . . AP: 158 Kw . . . VP: 316 Kw.

Owned-Oper. By . . . . . Wichita-Hutchinson Co., Inc.  
Business Address . . . . . 1800 North Plum  
Tel.: MO 5-5503 . . . . . News Services: AP, UP  
Representative . . . . . H-R  
Membership . . . . . NAB, TvB  
President . . . . . Joyce A. Swan  
General Mgr. . . . . Howard O. Peterson  
Gen. Sales Manager . . . . . Eugene C. Gray  
Prog. Dept. Super., Film Mgr. . . . . Robt. D. Snyder  
Asst. Gen. Mgr., Prom. Dir. . . . . M. Dale Larsen  
Chief Engineer . . . . . Ken H. Cook

**KOAM-TV—Pittsburgh**  
1953—NBC-ABC

Channel: 7 VHF . . . AP: 138 Kw . . . VP: 245 Kw.  
Owned-Oper. . . . . Mid-Continent Telecasting, Inc.  
Business Address . . . . . Box 659  
Tel.: . . . . . 2508  
Membership . . . . . NAB, TvB  
Representative . . . . . Katz  
General Manager . . . . . R. E. Wade  
Program Director . . . . . Louis R. Martin  
Chief Engineer . . . . . Jack Lawrence

**WIBW-TV—Topeka—1953**  
ABC-CBS

Channel: 13 VHF . . . AP: 158 Kw . . . VP: 316 Kw.



Owned . . . . . Stauffer Publications, Inc.  
 Business Address . . . . . Box 119  
 Tel.: CE 3-2377. . . . . News Services: AP, UP  
 Representative . . . . . Avery Knodel  
 Membership . . . . . NAB, TvB  
 President . . . . . O. S. Stauffer  
 Gen. Mgr. . . . . Thad M. Sandstrom  
 Sales Coordinator. . . . . Ray C. Senate  
 Prog. Dir., Film Mgr. . . . . Rush Evans  
 Chief Engineer. . . . . G. E. Voiles

President. . . . . G. M. Brown  
 V.P., Gen., Sta. Mgr. . . . . W. Moyer  
 Comm. Manager . . . . . Donald Sbarra  
 Program Director . . . . . Sam Worsham  
 Pub. Dir. . . . . Mary J. Phares  
 Chief Engineer. . . . . Russell V. Goyette

**KAKE-TV—Wichita—1953**  
 NBC

Channel: 10 VHF. AP: 219 Kw. VP: 316 Kw.  
 Owned-Oper. By . . . . . KAKE-TV, Inc.  
 Business Address . . . . . 1500 N. West St.  
 Tel.: . . . . . WH 3-4221  
 Representative . . . . . Katz  
 Membership . . . . . NAB  
 General Manager . . . . . Mariin Umansky  
 Nat'l. Sales Manager . . . . . Don Waldron  
 Prom., Pub. Dir. . . . . Robert C. Payne  
 Chief Engineer. . . . . Harold Newby

**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.  
 Tel.: AM 5-5633. . . . . News Service: AP  
 Representative . . . . . Petry  
 Membership . . . . . NAB, TvB

**To Broadcasters**

**AP**

Means

**Added Profits**

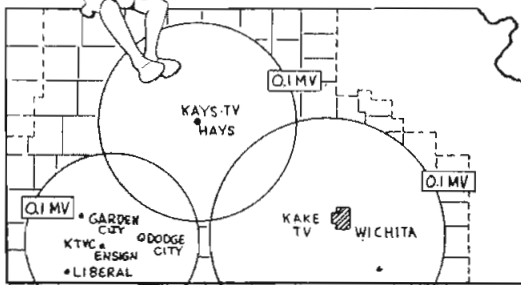
**Added Prestige**

The Associated Press  
 50 Rockefeller Plaza  
 New York 20, N. Y.

**THE kakeMAN COVERS**  
*almost ALL OF KANSAS*



KAKE-TV, Channel 10 . . . . . Top-Rated# in Wichita, Kansas, with Associate Station KTVC for Southwest Kansas proudly announces the addition of a **second** satellite station . . . . . KAYS-TV, Channel 7, Hays, Kansas, serving the North Central Northwest section of the state (on air June 1). Now . . . . . one **KAKE-TV** Combination Buy covers almost all of Kansas.



\*The February, 1958 ARB again showed KAKE-TV dominating the ratings in every category, as it has by almost the same margin for the last three preceding ratings, covering a full year of surveys.

1 of the top 10 Network Shows  
 5 of the top 10 Syndicated Film Shows  
 9 of the top 10 Multitweek Shows

Sign On-To-Sign-Off KAKE-TV leads in the Metropolitan Wichita State-of-Sets-In-Use Summary with 59.9 as compared to 28.0 and 28.0 for the other two stations.

**Kake-tv**  
 abc

*Channel 10*  
 WICHITA, KANSAS  
 Represented by KATZ

# Kentucky

Pop. March 1 (Est.)—3,104,000; Families—853,000; Lic. Stations—6, Sta. CP's—5; Radio Homes—836,000; TV Homes—543,000

## WKXP—Lexington—1957

Channel: 27 UHF..AP: 8.7 Kw..VP: 17.3 Kw.  
Owned.....Community Broadcasting Co.  
Business Address.....177 N. Upper St.  
Tel.: 3-2727.....News Services: AP, UP  
Representative.....John E. Pearson Co.  
Membership.....NAB, TvB  
President, Gen. Mgr.....Frederic Gregg, Jr.  
Oper. Mgr.....Zack Hill  
Comm. Mgr.....Miller Welch  
Prog. Dir.....Henry Allin  
Prom., Pub. Dir.....Wm. R. Lacker  
Film Mgr.....John Harvey, Jr.  
Chief Engineer.....Robert Austin

## WLEX-TV—Lexington 1955—ABC-CBS-NBC

Channel: 18 UHF..AP: 9.2 Kw..VP: 17 Kw.  
Owned-Oper. By.....WLEX-TV, Inc.  
Business Address.....Russell Cave Pike  
Tel.:.....4-8747  
Representatives.....Bolling; Dora-Clayton  
Exec. V.P., Gen. Mgr.....Earl Boyles  
Station Manager.....Harry C. Barfield  
Sales Manager.....J. M. Pennock  
Program Mgr.....Alex B. Maccaulay  
Chief Engineer.....Jim Robertson

## WAVE-TV—Louisville 1948—NBC-ABC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....WAVE, Inc.  
Address.....334 East Broadway  
Tel.: JU 5-2201.....News Service: AP  
Membership.....NAB, TvB  
Representative.....NBC Spot Sales

President.....George W. Norton, Jr.  
General Manager.....Nathan Lord  
Commercial Manager.....Ralph Jackson  
Prog., Film Dir.....George Patterson  
Prom., Pub. Dir.....Jas. Caldwell  
Chief Engineer.....Wilbur Hudson

## WHAS-TV—Louisville—1950 CBS

Channel: 11 VHF..AP: 128 Kw..VP: 316 Kw.  
Owned-Oper. By.....WHAS, Inc.  
Address.....525 W. Broadway  
Tel.: JU 5-2211.....News Service: AP  
Representative.....Harrington, Righter, Parsons  
Membership.....NAB, TvB  
President.....Barry Bingham  
Director.....Victor A. Sholis  
Program Director.....Sam Gifford  
Prom. Dir.....William Loader  
Film Manager.....Charles McDaniel  
Dir. Engineering.....O. W. Towner

## WPSD-TV—Paducah—1957 ABC-NBC

Channel: 6 VHF..AP: 34.7 Kw..VP: 58.9 Kw.  
Owned.....Paducah Newspapers, Inc.  
Business Address.....Box 1037  
Tel.: 2-8214.....News Service: AP  
Representative.....Pearson  
Membership.....NAB  
President.....Edwin J. Paxton, Sr.  
Gen. Mgr.....E. J. Paxton, Jr.  
Prog. Dir.....Fitz Hooton  
Prom., Pub. Dir.....Joe Mitchell  
Prod. Mgr.....Bill Turner  
Dir. of Tech. Oper.....Ernest Pell  
Chief Engineer.....William Mobley

# Louisiana

Pop. March 1 (Est.)—3,112,000; Families—859,000; Lic. Stations—7, Sta. CP's—9; Radio Homes—814,000; TV Homes—582,000

## KALB-TV—Alexandria 1954—NBC-CBS-ABC

Channel: 5 VHF..AP: 15.2 Kw..VP: 28.4 Kw.  
Owned.....Lanford Bcstg. Co., Inc.  
Business Address.....605-11 Washington  
Tel.: 52456-9.....News Services: AP, UP, INS  
Representative.....Weed  
Membership.....NAB  
President.....T. B. Lanford  
General Manager.....Willard L. Cobb  
Local Sales Manager.....Jesse Sexton  
Oper., Prog. Mgr.....Larry McHale  
Prom., Pub. Director.....Vivian Close  
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.....929 Government St.  
Tel.: DI 4-8571.....News Service: AP  
Membership.....NAB, TvB  
Reps.....Blair TV; Clarke Brown  
Pres., Gen. Mgr.....Tom E. Gihhens  
Comm. Mgr.....Mervyn E. Rhys  
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.  
 Tel.: DI 8-1491..... News Services: AP, INS  
 Newspaper Affiliation ..... State Times;  
 Representative ..... Hollingbery  
 Membership ..... NAB, TvB  
 President..... Douglas L. Manship  
 Gen. Mgr..... John H. Bone  
 Oper. Mgr..... Jules L. Mayeux  
 Sales Manager..... Guy Corley  
 Program Director..... John Ferguson  
 Promotion Director..... Edward F. Hessel, Jr.  
 Production Manager..... Aubrey L. Moore  
 Chief Engineer..... Pat Weathersby

### KNOE-TV—Monroe—1953 CBS-NBC-ABC

Channel: .8 VHF... AP: 115 Kw... VP: 230 Kw.  
 Owned-Oper. By..... Noe Enterprises, Inc.  
 Business Address ..... Box 1472  
 Tel.: FA 2-8155..... News Service: AP  
 Membership ..... NAB  
 Owner ..... James A. Noe  
 Vice-Pres., Gen. Mgr..... Paul H. Goldman  
 Sales & Prom. Mgr..... Jack Ansell, Jr.  
 Program Director, Film Mgr..... Harry Arthur  
 Operations Mgr..... Ansel Smith  
 Dir. Engineering..... Ray Boyd

### KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned..... Camelia Bcstg. Co., Inc.  
 Address..... 1301 Oak Avenue  
 Tel.: CE 5-9494..... News Service: AP  
 Representative..... Young TV Corp.  
 Membership ..... NAB  
 President..... Paul H. DeClouet  
 Gen. Mgr..... Dierrell Hamm  
 Comm. Mgr..... Sterling Zimmerman  
 Prog. Dir..... Jerry Christopher  
 Prom., Pub. Dir..... Avis Moore  
 Film Mgr..... LeRoy Guidry  
 Chief Engineer..... Maurice Wynn

### 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.  
 Tel.: TU 4376..... News Service: AP, UP  
 Representative ..... Blatz  
 Membership ..... NAB, TvB  
 President..... Edgar B. Stern, Jr.  
 Exec. V.P., Gen. Mgr..... Robert D. Swezey  
 V.P., Comm. Mgr..... A. Louis Read  
 Film Dir..... Elaine Phillips  
 Prog. Mgr..... Richard D. Cross  
 Prom., Pub. Dir..... Marion Annenberg  
 Operations Mgr..... Stanley Holiday  
 Chief Engineer..... Lindsey Riddle

### KPLC-TV—Lake Charles 1954—NBC-ABC

Channel: 7 VHF... AP: 316 Kw... VP: 158 Kw.  
 Owned-Oper. By..... Calcasieu Bcstg. Co.  
 Business Address ..... 320 Division St.  
 Tel.: HE 6-3631..... News Service: UP  
 Representative ..... Weed  
 President..... T. B. Lanford  
 Gen., Sta. Manager ..... P. E. Mills, Jr.  
 Comm. Manager ..... Art Reuben  
 Prom. Dir..... Gay St. Cyr  
 Prog. Director ..... A. B. Craft, Jr.  
 Chief Engineer..... Ed Barton

### WJMR-TV—New Orleans 1953—ABC

Channel: 20 UHF... AP: 108 Kw... VP: 216 Kw.  
 Owned-Oper. By..... Supreme Bcstg. Co. Inc.  
 Business Address ..... Jung Hotel  
 Tel.: EX 3131..... News Service: INS  
 Representative ..... Weed  
 Membership ..... NAB  
 Pres..... Chester F. Owens  
 V.P., Gen. Mgr..... John R. Porterfield  
 V.P., Secy.-Treas ..... Robert E. Jeffers  
 Commercial Mgr..... Paul Beville  
 Program Director ..... Tom Abbott

### KTAG-TV—Lake Charles 1953—CBS

Channel: 25 UHF... AP: 11 Kw... VP: 20.4 Kw.  
 Owned-Oper. By..... KTAG-TV Associates  
 Business Address ..... 645 15th St.  
 Tel.: HE 9-9413..... News Service: UP  
 Representative ..... Raymer  
 Membership ..... NAB  
 President..... Warren Berwick  
 Vice Pres..... Kevin Reilly  
 Station Mgr..... Harper Clark  
 Program Dir..... William Smith  
 Chief Engineer..... Lawrence Vicknair

### WWL-TV—New Orleans—1957 CBS

Channel 4..... AP: 50 Kw..... VP: 100 Kw.  
 Owned ..... Loyola University  
 Address..... 1024 N. Rampart St.  
 Tel.: EX 4444..... News Service: UP, AP  
 Representative ..... Katz  
 Membership ..... NAB  
 President..... Rev. Patrick Donnelly  
 General Manager..... W. H. Summerville  
 Sls. Manager..... Bill Flynn  
 Sales Prom., Pub. Mgr..... Harry Hildebrand  
 Program Director..... E. M. Hoerner  
 Chief Engineer..... J. D. Bloom, Jr.



**KSLA—Shreveport—1953**  
CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By ..... Shreveport TV Corp.  
Business Address ..... Box 92  
Tel: 3-6151..... News Service: AP  
Membership ..... NAB, TvB  
Representative ..... Paul H. Raymer  
Gen. Mgr. .... Ben Beckham, Jr.  
Station Mgr. .... Winston B. Linam  
Comm. Mgr. .... Deane R. Flett  
Prom., Pub. Dir. .... Carol Vinson  
Film Mgr. .... Ralph Oliveri  
Chief Engineer. .... Morris C. Barton

**KTBS-TV—Shreveport**  
1955—NBC-ABC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....KTBS, Inc.  
Address..... 312 E. Kings Hwy.  
Tel: 7-3644..... News Service: AP  
Representative ..... Edward Petry  
Membership ..... NAB  
Pres., Gen. Mgr..... E. Newton Wray  
Station Manager ..... Patrick J. White  
Commercial Manager ..... Joe B. Foster  
Prog. Dir. .... Vlada Dimac  
Prom. .... R. Douglas Dupperault  
Film Manager ..... Marvin Perry  
Chief Engineer. .... Claude R. Scott

**Maine**

Pop. March 1 (Est.)—920,000; Families—268,000; Lic. Stations—5,  
Sta. CP's—2; Radio Homes—259,003; TV Homes—207,000

**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.  
Tel: 6446..... News Service: UP  
Reps. .... Hollingbery, Kettel-Carter  
Membership ..... NAB  
President ..... Horace Hildreth  
Exec. V.P. .... Leon P. Gorman, Jr.  
V.P.-Operations. .... Walter L. Dickson  
Comm. Mgr. .... Robert C. McCausland  
Program Director. .... Leon H. Nelson  
Station Mgr., Prom. Dir. .... Richard B. Bronson  
Film Manager ..... Ralph Libby  
V.P. Chg. Oper. .... Walter L. Dickson

Pres. & Gen. Mgr..... John W. Guider  
Program Director..... John T. Madigan  
Production Mgr..... Claus Wiese  
Film Dir. .... Brian Higgins  
Chief Engineer..... Parker H. Vincent

**WCSH-TV—Portland—1953**  
ABC-NBC

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By..... Maine Radio & TV Co.  
Business Office..... 157 High Street  
Tel: SP 2-0181..... News Service: UP  
Representative ..... Weed  
Membership ..... NAB, TvB  
President. .... Adeline B. Rines  
V.P., Managing Dir. .... William H. Rines  
Station Manager. .... Jack S. Atwood  
Comm. Manager. .... Bruce McGorrell  
Program Director. .... Burnell Poole, Jr.  
Promotion Director. .... Linwood T. Pitman  
Film Manager. .... William Kerkos  
Chief Engineer. .... Chas. Brown

**W-TWO—Bangor—1954—CBS**

Channel: 2 VHF..AP: 18 Kw...VP: 36 Kw.  
Owned-Oper. .... Murray Carpenter & Assoc.  
Business Address..... 7 Main St.  
Tel: 2-4822..... News Service: UP  
Representative. Venard, Rintoul & McConnell,  
Louis Borgatti  
President, Gen., Sta. Mgr. Murray Carpenter  
V.P., Bus. Mgr. .... Rudy Marcoux  
Prog. Dir., Prod. Mgr. .... James Robinson  
Film Manager ..... Don Deakin  
V.P., Chief Engineer. .... William Clark

**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.  
Tel: SP 2-4661..... News Services: AP, UP  
Newspaper Affil. .... Gannett Publ. Co.  
News Service..... AP  
Membership ..... NAB, TvB  
Representative ..... Avery-Knodel  
President. .... Jean Gannett Williams  
V.P., Gen. Mgr. .... Creighton E. Gatchell  
Prog. Dir. .... William G. Wadman  
Comm. Manager. .... Richard E. Bates  
Sta. Manager. .... Samuel G. Henderson  
Prom, Pub. Dir. .... G. H. Cummings  
Film Manager. .... Earl Fenderson  
Chief Engineer. .... Roger W. Hodgkins

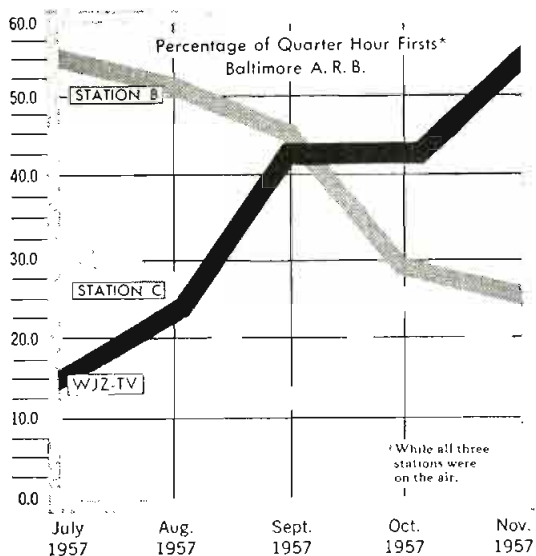
**WMTW—Poland Spring**  
1954—CBS-ABC

Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.  
Owned-Oper. By... Mt. Washington TV Inc.  
Business Address ..... Poland Spring  
Telephone ..... 51  
Representatives ..... Harrington, Righter &  
Parsons  
Membership ..... NAB

# in Baltimore

# WJZ-TV

# dominates



A fast picture of the big change in Baltimore TV shows that WJZ-TV, under Westinghouse Broadcasting Company ownership, has moved from 3rd to a dominant 1st place in less than four months!

Like November, the *December* ARB report on quarter hours shows that WJZ-TV is first in more quarter hours than the other two Baltimore stations COMBINED!

WJZ-TV	(ABC)	233 firsts
Station B	(CBS)	155 "
Station C	(NBC)	75 "

### WJZ-TV DOMINATES IN SHARE OF SETS-IN-USE TOO!

Confirming WJZ-TV's dominance in the Baltimore TV picture, the December ARB figures for share of sets-in-use are:

WJZ-TV	(ABC)	39.0
Station B	(CBS)	33.1
Station C	(NBC)	26.8

Now . . . in Baltimore, WJZ-TV dominates. In Baltimore, more and more, *no selling campaign is complete without the WBC station.* Your Blair-TV man is ready to talk business, and so is Joe Dougherty, WJZ-TV Sales Manager (MOhawk 4-7600, Baltimore).

WESTINGHOUSE  
**WJZ**  
BALTIMORE





# WAGM-TV—Presque Isle 1956—NBC

Channel: 8 VHF..AP: 25 Kw..VP: 50 Kw.  
Owned-Oper. By.....Aroostook Bcstg. Corp.  
Business Address.....489 Main St.  
Tel.:.....9-2461

Reps. ....Hollingbery  
Exec. V.P.....Lee Gorman  
Sls. Mgr.....Forrest Craig  
V.P., Oper.....Walter Dixon  
Program Mgr.....Don Jordan  
Production Mgr.....Ted Coffin  
Chief Engineer.....John Richards

# Maryland

Pop. March 1 (Est.)—2,923,000; Families—812,000; Lic. Stations—3,  
Sta. CP's—3; Radio Homes—768,000; TV Homes—688,000

# WJZ-TV—Baltimore 1948—ABC

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Westinghouse Bcstg. Co.  
Business Address.....Television Hill  
Tel.: MO 4-7600.....News Service: AP  
Representative .....Blair  
Membership .....NAB, TvB  
President.....Donald H. McGannon  
Exec. V.P.....Norman C. Kal  
General Mgr.....Larry H. Israel  
V. P., Dir. Eng. ....Ben Wolfe  
Sales Mgr.....Joseph P. Dougherty  
Pub. Dir. ....Tommy Dukehart  
Ops. Mgr.....Jim Kilian  
Prog. Mgr.....Joel Chaseman  
Adv., Prom. Mgr.....A. H. Christiansen

# 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.  
Tel.: MU 5-5670  
News Services: AP, CBS Newsfilm  
Newspaper Affiliation...Baltimore Sunpapers  
Representative .....Katz  
Membership .....NAB, 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  
Chief Engineer.....Carlton G. Nopper

**WMAR-TV**  
SUNPAPERS  
TELEVISION  
Baltimore 3, Md.

**CBS**  
TELEVISION

**IN MARYLAND  
MOST  
PEOPLE WATCH  
WMAR-TV  
CHANNEL  
2**

**"MARYLAND'S  
PIONEER TELEVISION  
STATION"**

The advertisement features a map of Maryland with various counties labeled: YORK, COLUMBIA, LANCASTER, CALDWELLVILLE, CHESTER, PENNSYLVANIA, BALTIMORE, HOWARD, MONTGOMERY, ANNIE ARUNDEL, WASHINGTON D.C., PRINCE GEORGES, MARYLAND, LEONARDTOWN, LEANING PARK, and FLORES. A CBS eye logo is prominently displayed over the map. A starburst graphic on the right contains the text 'IN MARYLAND MOST PEOPLE WATCH WMAR-TV CHANNEL 2'. A box in the top left corner identifies the station as 'WMAR-TV SUNPAPERS TELEVISION Baltimore 3, Md.' and another box at the bottom left states '"MARYLAND'S PIONEER TELEVISION STATION"'. The background of the map area is decorated with a pattern of stylized faces.

**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  
Tel.: .....HO 7-3000  
Newspaper Affil.... Baltimore News. Post  
Representative ..... Edward Petry  
Membership ..... NAB. 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..... James E. Kovach  
Comm. Manager..... Willis K. Friart  
Publicity Dir. .... Roy Meachum  
Chief Engineer. .... Harrison Brooks

**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  
Tel.: Pl 9-6131 ..... 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** Pap. March 1 (Est.)—4,941,000; Families—1,509,000; Lic. Stations—5,  
Sta. CP's—7; Radio Homes—1,476,000; TV Homes—1,342,000

**WCDC—Adams—1953**

(Satellite of WTEN, Albany, N. Y.)

Channel: 19 UHF..AP: 100 Kw..VP: 200 Kw.

**WBZ-TV—Boston—1948**  
NBC

Channel: 4 VHF AP: 28.12 Kw. VP: 56.24 Kw.  
Owned-Oper By... Westinghouse B'casting Co.  
Address ..... 1170 Soldiers Field Rd.  
Tel.: AL 4-5670... News Services: AP, UP, INS  
Representative. Peters, Griffin, Woodward, Inc.  
Membership ..... NAB. TvB  
President ..... Donald H. McGannon  
General Mgr. .... F. A. Tooke  
Sales Mgr. .... James E. Allen  
Prom. Dir. .... D. H. Edgemon  
Publicity Dir. .... Frances Corcoran  
Sales Prom. Mgr. .... Edward Ryan  
Chief Engineer ..... W. H. Hauser

Representative ..... H-R  
Membership ..... TvB  
President ..... Norman Knight  
Exec. V.P. .... George Steffy  
V.P., Sales..... Tom Bateson  
Nat. Sales Mgr..... Proctor Jones  
Promotion Dir..... George Hallberg  
Program Dir..... John D. Maloy  
Publicity Dir..... Phyllis Doherty  
Technical Director..... Harry Whitmore

**WRLP—Greenfield—1957**

(Satellite of WWLP, Springfield)

Channel: 32 UHF.. AP: 100 Kw. .VP: 200 Kw.

**WWLP—Springfield—1952**  
ABC-NBC

Channel: 22 UHF..AP: 107 Kw..VP: 219 Kw.  
Owned-Oper. By... Springfield Television  
Bcstg. Corp.

Business Address ..... Box 2210  
Tel.: ST 8-0971 ..... News Service: UP  
Station Reps..... Hollingbery, Kettell-Carter  
Membership ..... TvB  
Chairman ..... Roger L. Putnam  
Pres., Gen. Mgr. .... William L. Putnam  
Station Manager ..... Howard S. Keefe  
Gen. Sales Mgr..... James H. Ferguson, Jr.  
Program Mgr..... Jerry Barnes  
Chief Engineer ..... Donald C. Shaw

**WHDH-TV—Boston—1957**  
ABC

Channel: 5 VHF..AP: 32.4 Kw..VP: 64.6 Kw.  
Owned ..... WHDH, Inc.  
Address ..... 6 St. James Ave.  
Tel.: HA 6-5500 ..... News Service: AP  
Newspaper Affil.... Herald, Traveler  
Representative ..... Blair-TV  
President..... Robert B. Choate  
V.P., Man. Dir..... William B. McGrath  
V.P., Sales Dir..... Alexander M Tanger  
Dir of TV ..... Leslie G. Arries, Jr.  
Dir. Sales Prom..... Robert B. Cheyne  
Publicity Dir..... Joseph Costanza  
Film Manager. .... Joseph Levine  
Chief Engineer..... Philip K. Baldwin

**WHYN-TV—Springfield-  
Holyoke—1953—CBS**

Channel: 40 UHF..AP: 125 Kw..VP: 250 Kw.  
Owned-Oper. By... Hampden-Hampshire Corp.  
Business Address ..... 1300 Liberty St.  
Tel.: RE 4-1126 ..... News Service: UP  
Representative ..... Branham, Wheeler  
Membership ..... NAB  
Gen., Sta. Manager. .... Charles N. DeRose  
Comm. Manager..... Patrick J. Montague  
Program Director..... Murray Tesser  
Publicity Director..... Noah LaMountain  
Chief Engineer..... Harold Schumacker

**WNAC-TV—Boston—1948**  
CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By... RKO Teleradio Pictures  
Business-Studio Address... 21 Brookline Ave.  
Tel.: CO 6-0800..... News Service: UP

# Michigan

Pop. March 1 (Est.)—7,813,000; Families—2,257,000; Lic. Stations—13,  
Sta. CP's—6; Radio Homes—2,212,000; TV Homes—1,986,000

## WPAG-TV—Ann Arbor—1953

Channel: 20 UHF..AP: 10 Kw..VP: 18 Kw.  
Owned-Oper. By.....Washtenaw Bcstg. Co.  
Business Address.....Hutzel Bldg.  
Tel.: NO 2-5517.....News Service: AP  
Representative.....Everett-McKinney  
Membership.....NAB  
President, Gen. Mgr.....Edward F. Baughn  
Program Director.....David Pringle  
Chief Engineer.....Bernard Ressler

## 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.....Wenonah Hotel  
Tel.: TW 3-4502.....News Service: AP  
Membership.....NAB, TvB  
Representative.....Petry  
President.....James Gerity, Jr.  
V.P., Sls. Mgr.....Harry Travis  
V.P.-Treas.....D. Scott Hager  
Dir. Operations.....Tom Matthews  
Chief Engineer.....Robert L. Beurket

## WWTW—Cadillac—1953 ABC-CBS

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Spartan Bcstg. Co.  
Business Address.....417 N. Mitchell St.  
Tel.: PR 5-3478.....News Service: AP  
Representative.....Hollingsbery  
Membership.....TvB, NAB  
President.....John J. Smith  
V.P., Gen. Mgr.....Gene Ellerman  
Prog. Dir.....Paul Hill  
Prom., Mdsq. Mgr.....Richard W. Schappa  
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.  
Tel.: WO 1-7200.....News Services: INS, UP  
Membership.....NAB  
Rep.....All-Canada TV Ltd., Adam Young  
Pres., Gen. Manager.....J. E. Campeau  
Dir. of Operations.....S. C. Ritchie  
Comm. Mgr.....Norman Hawkins  
Publicity Director.....Art Gloster  
Film Manager.....Arthur MacColl  
Prom. Dir.....T. Don MacQueen  
Dir. of Engineering.....Stuart Clark

## WJBK-TV—Detroit—1948 CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.

Owned-Oper. By.....Storer Bcstg Co.  
Business Address.....7441 Second Blvd.  
Tel.: TR 3-7400.....News Services: AP, INS  
Newspaper Affiliation.....Miami Beach Sun  
Membership.....NAB, TvB  
Representative.....Katz  
President.....George B. Storer  
V.P., Managing Dir.....Bill Michaels  
Program Mgr.....Ralph R. Rust  
Nat'l Sales Mgr.....Lewis P. Johnson  
Prom., Merch. Mgr.....Bob Edell  
Publicity Dir.....Betty Anderson  
Service Co-ordinator.....George Kenyon  
Film Mgr.....Jerry E. Christner  
Chief Engineer.....Joseph B. Haigh

## WWJ-TV—Detroit—1947 NBC

Channel: 4 VHF..AP: 50.1 Kw..VP: 97.7 Kw.  
Owned-Operated By.....Evening News Assoc.  
Tel.: WO 2-2000.....News Services: UP, AP  
Newspaper Affiliation.....Detroit News  
Representative.....Peters, Griffin, Woodward, Inc.  
Membership.....NAB, TvB  
President.....Warren S. Booth  
General Manager.....Edwin K. Wheeler  
Asst. General Manager.....Don DeGroot  
Sta. Mgr.....James Schiavone  
Business Manager.....Henry C. Rogers  
Prog. & Prod. Manager.....Ian Harrower  
Sales Prom. Manager.....Glenn Kyker  
Sls. Development Mgr.....Frank Steltenkamp  
Natl. Sls. Mgr.....Ray W. Colie  
Local Sls. Mgr.....John A. Wales  
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.  
Tel.: Wo 3-8321.....News Services: AP, INS  
Representative.....Blair-TV  
Membership.....NAB, TvB  
President, Gen. Mgr.....James G. Riddell  
V.P.....John F. Pival  
Sales Manager.....Ralph Dawson  
Program Director.....John Lee  
Film Mgr.....Ken Sims  
Prom., Publicity Director.....Bud Kirvan  
Chief Engineer.....Charles Kocher

## WOOD-TV—Grand Rapids 1949—NBC-ABC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Wood Bcstg., Inc.  
Address.....120 College S E  
Tel.: GL 9-4125.....News Service: AP  
Membership.....NAB, TvB  
Representative.....Katz  
Pres., Gen. Mgr.....Willard Schroeder  
Gen. Sales Manager.....Arthur M. Swift

Program Director..... Frank G. Sisson  
 Promotion Mgr..... Clark Grant  
 Publicity Dir..... John Burpee  
 Prod. Mgr..... Dick Lamoreaux  
 Film Mgr..... Bob Smith  
 Chief Engineer..... Charles Robison

**WKZO-TV—Kalamazoo**  
**1950—ABC-CBS**

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By..... Felzer Bcstg. Co.  
 Address..... 590 West Maple  
 Tel.: FI 5-2101..... News Service: AP  
 Membership..... NAB, TvB  
 Representative..... Avery-Knodel, Inc.  
 President..... John E. Felzer  
 V.P., Managing Director..... Carl E. Lee  
 Sales Manager..... Donald DeSmit  
 Program Director..... Charles Lynch  
 Prom. Dir..... Leonard Colby  
 Pub..... Marjorie Marquardt  
 Film Mgr..... Mel Haavind  
 Chief Engineer..... Arthur Covell

**WJIM-TV—Lansing—1950**  
**ABC-CBS-NBC**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Gross Telecasting, Inc.  
 Address..... 2820 E. Saginaw  
 Tel.: IV 2-1333..... News Service: UP  
 Membership..... NAB  
 Representative..... Peters, Griffin, Woodward  
 President..... Harold Gross  
 Sta. Mgr..... Howard K. Finch  
 Gen. Sales Mgr..... Keith Oliver  
 Film Manager..... Phil Sherck  
 Prom., Pub..... George Hancin  
 Chief Engineer..... Carleton 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 Affiliation..... Mining Journal  
 Tel.: CA 6-3524..... News Service: AP  
 Membership..... NAB  
 Representative..... Weed  
 President..... Frank J. Russell, Jr.  
 General Mgr..... W. H. Treloar  
 Sta., Comm. Mgr..... Robert J. Luke  
 Program Dir..... Ted Hansen  
 Promotion Dir..... Ruby Apostle  
 Film Mgr..... Kenneth Borst  
 Chief Engineer..... Paul Anick

**WKNX-TV—Saginaw—1953**  
**CBS-ABC**

Channel: 57 UHF.. AP: 103.5 Kw.. VP: 207 Kw.  
 Owned-Operated By..... Lake Huron Bcstg. Co.  
 Address..... 221 S. Wash. Ave.  
 Tel.: PL 3-4471..... News Services: UP, INS  
 Representative..... Gill-Perna, Inc.  
 President, Gen. Mgr..... William J. Edwards  
 Station Manager..... Howard H. Wolfe  
 Commercial Manager..... Robert M. Chandler  
 Program Director..... Robert A. Oliver  
 Production Manager..... Ernest Whitmire  
 Prom. Dir..... Vincent Picard  
 Film Manager..... Otto Allen  
 Chief Engineer..... Max W. Thomas

**WPBN-TV—Traverse City**  
**1954—NBC**

Channel: 7 VHF.. AP: 32.4 Kw.. VP: 53.7 Kw.  
 Owned-Oper. By..... Midwestern Bcstg. Co.  
 Business Address..... Paul Bunyan Bldg.  
 Tel.: WJ 7-7675..... News Service: AP  
 Representative..... Hal Holman  
 President, Gen. Mgr..... Les Biederman  
 Station Mgr., Prog. Dir..... John Anderson  
 Commercial Mgr..... R. E. Detwiler  
 V.P.-Chief Engineer..... William H. Kiker

**Minnesota**

Pop. March 1 (Est.)—3,303,000; Families—952,000; Lic. Stations—7,  
 Sta. CP's—4; Radio Homes—940,000; TV Homes—738,000

**KMMT—Austin—1953—ABC**

Channel 6 VHF.. AP: 6.17 Kw.. VP: 12.3 Kw.  
 Business Office..... Minnesota-Iowa TV Co.  
 Business Address..... Hiway No. 105 S.  
 Representative..... Avery-Knodel, Inc.  
 Gen. Mgr., Prog. Dir., Film Buyer..... Gene P. Loffler  
 Nat. Sls. Mgr..... James S. Dugan  
 Sls. Dir..... Don E. Inman  
 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..... NAB, TvB  
 General Manager..... Odin S. Ramsland  
 Sales Manager..... John Grandy  
 Prog. Dir., Film Buyer..... Earl Henton  
 Exec. V.P., Chief Engineer..... Robert Dellman

**WDSM-TV—Duluth-Superior**  
**1952—NBC-ABC**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Northwest Publications, Inc.  
 Business Address..... 230 E. Superior St.  
 Tel.: RA 7-6875..... News Service: AP  
 Representative..... Peters, Griffin, Woodward, Inc.  
 Membership..... NAB  
 President..... Robert B. Ridder  
 General Mgr..... Clarence D. Tully  
 Gen. Sales Mgr..... Carlo Anneke  
 Program Dir..... Ed Conrad





Prom., Pub. Dir. .... Marty Olsen  
Film Manager ..... Bill Ashton  
Chief Engineer ..... George Carlson

**KMGH-TV—Minneapolis**  
**1955**

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By .... United Television, Inc.  
Business Address ..... Foshay Tower  
Tel.: FE 9-8811..... News Service: UP  
Representative ..... Branham  
Pres., Gen. Mgr..... Donald Swartz  
Commercial Mgr..... Milton Westerman  
Nat. Sales Mgr..... James W. Anderson  
Program Dir..... Joseph Carney  
Chief Engineer ..... Gordon Benson

**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.  
Tel.: FE 8-0552..... News Services: AP, UP  
Membership ..... NAB, 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 By ..... Time, Inc.  
Oper. By ..... TLF Bcstrs.  
Business Address..... 2925 Dean Blvd.

News Service..... AP, UP  
Representative ..... Katz  
Membership ..... NAB, TvB  
V.P., Gen. Mgr..... Phil Hoffman  
Asst. Mgr..... John M. Baldwin  
Gen. Sls. Mgr..... James R. Hoel  
Program Dir..... Ted Snider  
Promotion Dir..... Dave Lee  
Chief Engineer ..... Joseph Kahnke

**KROC-TV—Rochester—1953**  
**NBC**

Channel: 10 VHF...AP: 120 Kw...VP: 240 Kw.  
Owned-Oper. By ..... So. Minn. Bcstg. Co.  
Business Address..... 100 - 1st Ave. Bldg.  
Tel.: AT 2-8665..... News Service: UP  
Representative ..... Meeker TV, Inc.  
President..... Mrs. Gregory P. Gentling  
V.P., Gen. Mgr..... G. David Gentling  
Sta. Mgr..... Willard Lampmann  
Comm. Mgr..... Will Jackson  
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. Lo.. 3415 University Ave., St. Paul  
Tel.: MI 5-2724..... News Service: AP  
Representative ..... Edward Petry  
Membership ..... NAB  
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.)—2,179,000; Families—563,000; Lic. Stations—5,  
Sta. CP's—6; Radio Homes—546,000; TV Homes—246,000

**WCBI-TV—Columbus—1956**  
**CBS-NBC**

Channel: 4 VHF...AP: 18 Kw...VP: 20 Kw.  
Owned-Oper. By ..... Bernie Imes, Jr.  
Business Address ..... Columbus, Miss.  
Tel.: FA 8-5631..... News Service: UP  
Newspaper Affiliation .. Commercial Dispatch  
Representative ..... Everett-McKinney  
General Mgr. .... Bob McRaney  
Station Mgr..... P. B. Hinman  
Commercial Mgr. .... Bill Whitfield  
Program Dir..... Martha Puckett  
Film Manager..... Edward Prescott  
Chief Engineer ..... Tom McFerrin

**WDAM-TV—Hattiesburg**  
**ABC-NBC**

Channel: 9 VHF...AP: 33.1 Kw...VP: 55 Kw.

Owned-Oper. By ..... Lion Television Corp.  
Business Address ..... Box 1649  
Tel.: JU 4-8441..... News Service: AP  
Representative ..... Pearson  
Membership ..... NAB, TvB  
President ..... David A. Mattison  
General Mgr. .... Marvin Reuben  
Comm. Mgr..... Jerry P. Keith  
Prog., Prom. Dir..... Keith Glatzer  
Prom., Pub. Dir..... Miss Pat Flynn  
Film Manager ..... Charles Shade  
Chief Engineer ..... John Carrol

**WJTV—Jackson—1954**  
**ABC-CBS-NBC**

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By .... Capitol Broadcasting Co.  
Business Address..... Box 8187  
Tel.: 4-2512..... 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  
 Prom., Pub. Dir..... Sandy McMillan  
 Promotion Director..... Ken Jordan  
 Film Manager..... L. M. Sepaugh, Jr.  
 Chief Engineer..... C. A. Perkins

**WLBT—Jackson—1953**  
**ABC-NBC**

Channel: 3 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By..... Lamar Life Bcstg. Co.  
 Business Address ..... Box 2171  
 Tel.: 2-2691..... News Service: UP  
 Representative ..... Hollingbery  
 Membership ..... NAB  
 President ..... P. K. Lutken  
 Gen., Station Mgr..... Fred L. Beard  
 Comm. Manager..... Frank Gentry  
 Program Director..... Maurice Thompson  
 Prom., Pub. Director..... Charles H. Allen  
 Chief Engineer..... Bob Smathers

**WTOK-TV—Meridian—1953**  
**ABC-CBS-NBC**

Channel: 11 VHF AP: 156 Kw. VP: 316 Kw.  
 Owned-Oper. By..... Southern Television Corp.  
 Business Address ..... Southern Bldg.  
 Tel.: 3-1441..... News Service: AP  
 Representative ..... Headly-Reed  
 Membership ..... NAB, TvB  
 President..... Robert F. Wright  
 Sales Manager ..... W. B. Crooks  
 Prog., Prom. Dir..... Cecil Germany  
 Production Director ..... George Shannon  
 Chief Engineer..... Joe Saxon

**WTWV—Tupelo—1956—NBC**

Channel: 9 VHF AP: 13.5 Kw. VP: 27.2 Kw.  
 Owned-Oper. By..... Tupelo Citz. TV Co.  
 Business Address ..... Beech Springs Rd.  
 Representative ..... Jack Masla  
 Tel.: VI 2-7620..... News Service: UP  
 Pres., Gen., Sta., Comm. Mgr. Frank K. Spain  
 Sls. Mgr..... Charles H. Hicks, Jr.  
 Program Dir..... Robert D. Gordon  
 Oper. Supv..... James Stemberidge  
 Chief Engineer ..... Joseph G. Petit

**Missouri**

Pop. March 1 (Est.)—4,375,000; Families—1,329,000; Lic. Stations—14,  
 Sta. CP's—3; Radio Homes—1,293,030; TV Homes—1,104,000

**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  
 Tel.: ED 5-5511..... News Services: UP, AP  
 Station Representative..... Headly-Reed Co.  
 President..... Oscar C. Hirsch  
 Manager of TV..... Robert O. Hirsch  
 Sales Manager..... Jack Ramey

**KOMU-TV—Columbia—1953**  
**ABC-NBC**

Channel: 8 VHF AP: 126 Kw. VP: 251 Kw.  
 Owned-Oper. By..... Curators of Univ. of Mo.  
 Business Address ..... Highway 63, South  
 Tel.: GI 2-1122..... News Service: UP  
 Representative ..... H-R  
 Membership ..... NAB, TvB  
 Director of TV..... Edward C. Lambert  
 Sales Mgr..... John O. Conwell  
 Program Director ..... Allen H. Scollay  
 Promotion Director ..... Milton E. Gross  
 Film Manager..... Ron C. Hunt  
 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.  
 Tel.: BA 2-6200..... News Services: AP, UP

Membership ..... NAB  
 Representative ..... Weed  
 President..... Lee P. Loomis  
 Gen., Nat'l. Sls. Mgr..... Walter Rothschild  
 Prog. Dir., Asst. Mgr..... Merritt Milligan  
 Promotion Director..... Dick Moore  
 Film Manager..... Charles Lotz  
 Chief Engineer..... J. E. Gray

**KRCG—Jefferson City—1955**  
**CBS-ABC**

Channel: 13 VHF AP: 52.5 Kw. VP: 105 Kw.  
 Owned-Oper. By..... Jefferson TV Co.  
 Address..... Callaway Hills Farm  
 Tel.: 6-6188..... News Service: AP  
 Representative ..... Blair TV Assoc.  
 Membership ..... NAB, 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.  
 Tel.: MA 3-7260..... News Service: UP  
 Membership ..... NAB  
 Representative ..... Avery-Knodel  
 President ..... Jack N. Berkman

V.P., General Mgr. .... Harry Burke  
 Commercial Mgr. .... D. T. Knight  
 Promotion Dir. .... William Harned  
 Promotion Dir. .... Bill McClinton  
 Chief Engineer .... Jack Langford

**KCMO-TV—Kansas City**  
 1953—CBS

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.  
 Owned-Oper. By....Meredith Publishing Co.  
 Business Address.....125 East 31st St.  
 Tel.: JE 1-6789.....News Service: AP  
 Representative .....Katz  
 Membership .....NAB, 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

(See Page 811)

**WDAF-TV—Kansas City**  
 1949—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By....Kansas City Star Co.  
 Business Address.....3030 Summit St.  
 Tel.: HA 1-1200.....News Service: AP  
 Newspaper Affiliation.....Kansas City Star  
 Representative..Harrington, Righter, & Parsons  
 Membership .....NAB, TvB  
 President.....Roy A. Roberts  
 Managing Dir.....H. Dean Fitzer  
 Station Mgr.....William A. Bates  
 Comm. Manager.....E. Manne Russo  
 Program Dir.....Jay Barrington  
 Publicity Dir.....Randall Jessee  
 Chief Engineer.....James Schmidt

**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 .....NAB, TvB  
 Tel.: HA 1-2650.....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  
 Prom. Dept.....Fred Harris  
 Chief Engineer.....Henry Goldenberg

**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  
 Tel.: TA 6-1651.....News Service: AP  
 Representative .....Pearson  
 President.....Fred G. Phaby  
 General Manager.....Miss Le Chapman  
 Comm. Manager.....Harry W. Trotman  
 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.  
 Address.....Chamber of Commerce Bldg.  
 Tel.: 2-7474.....News Service: AP, UP  
 Representative .....Weed  
 Membership .....NAB  
 President.....J. H. G. Cooper  
 V.P., Mgr.....G. Peason Ward  
 Sales Manager.....Jack Lloyd  
 Program Director.....Kevin McAndrews  
 Chief Engineer.....William F. Curry

**KYTV—Springfield—1953**  
 NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By....Springfield Television Inc.  
 Business Address.....999 W. Sunshine  
 Tel.: 6-2766.....News Service: AP  
 Representative .....Hollingbery  
 Membership .....NAB  
 President.....Tams Bixby, III  
 Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam  
 Co-Mgr., Prog. Dir.....Carl Fox  
 Promotion Dir.....Bob Irvin  
 Chief Engineer.....E. Dennis White

**KFEQ-TV—St. Joseph—1953**  
 ABC-CBS

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By....KFEQ Bcstg. Co.  
 Business Address.....40th & Faraon  
 Tel.: 3-2528.....News Service: AP  
 Representative .....Blair Assoc.  
 Membership .....NAB, TvB  
 President.....Jesse D. Fine  
 General Mgr.....Ted Nelson  
 Commercial Mgr.....A. Wayne Beavers  
 Prog. Dir., Film Mgr.....Gene Milsteen  
 Chief Engineer.....John Carroll

**KSD-TV—St. Louis—1947**  
 NBC

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.  
 Owned-Oper. By....The Pulitzer Publishing Co.  
 Address.....1111 Olive St.  
 Tel.: MA 1-1111.....News Services: AP, INS  
 Newspaper Affiliation..St. Louis Post-Dispatch  
 Representative.....NBC Spot Sales  
 Membership .....NAB, TvB  
 President.....Joseph Pulitzer, Jr.  
 Gen. Manager.....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

**KMOX-TV—St. Louis—1954**  
 CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By....CBS, Inc.  
 Address.....9th & Sidney Sts.

Tel.: PR 3-1120..... News Service: AP, UP  
 Membership..... TvB  
 Representative..... CBS-TV Spot Sales  
 Gen. Mgr..... Gene Wilkey  
 Sales Manager..... Charles McAbee  
 Dir. of Tech. Oper..... Harry Harvey  
 Dir., Pub., Prom..... Tom Stanton

**KTVI—St. Louis—1957**  
**ABC**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.

Owned..... Signal Hill Telecasting Corp.  
 Business Address..... 5915 Berthold  
 Tel.: MI 7-3600..... News Service: UP  
 Representative..... Blair-TV  
 Membership..... NAB  
 President..... Harry Tannenbaum  
 V.P., Gen. Mgr..... Joseph Bernard  
 Comm. Mgr..... John I. Hyatt  
 Prog. Dir..... Frederick S. Buschmeyer  
 Prom., Pub. Dir..... Don B. Curran  
 Film Manager..... John Link  
 Chief Engineer..... Richard Trompeter

**Montana**

Pop. March 1 (Est.)—651,000; Families—204,000; Lic. Stations—7,  
 Sta. CP's—2; Radio Homes—192,000; TV Homes—76,000

**KGHL-TV—Billings—1958**  
**NBC**

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
 Address..... 214 N. 30th St.  
 Owned..... Midland Empire Bcstg. Co.  
 Tel.: 2-2222..... News Service: UP  
 Representative..... Adam Young  
 Membership..... NAB  
 President..... P. N. Fortin  
 General Manager..... Jeff Kiichli  
 Commercial Mgr..... Warren Marshall  
 Program Dir..... Douglas Wildfoester

**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  
 Tel.: 9-2382..... News Service: UP  
 Membership..... NAB  
 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

**KXLF-TV—Butte—1953**  
**ABC-NBC**

Channel: 4 VHF... AP: 29.5 Kw... VP: 56.2 Kw.  
 Owned-Oper. By..... Television Montana  
 Business Address..... Box 1988  
 Telephone..... 2-9111  
 Membership..... TvB  
 Representative..... Walker  
 President..... E. B. Craney  
 Station Manager..... Jim Manning  
 Commercial Mgr..... W. Jake Walker  
 Chief Engineer..... Lloyd Scott

**KXGN-TV—Glendive—1957**

Channel: 5 VHF... AP: 2.5 Kw... VP: 5 Kw.  
 Owned..... Glendive Bcstg. Corp.  
 Address..... 122 S. Merrill Ave.  
 Tel.: EM 5-3377..... News Service: AP  
 Representative..... Grant Webb

Membership..... NAB  
 President..... Lewis W. Moore  
 General Manager..... Daniel C. Palen  
 Sales Dir..... Karl R. Johnson  
 Chief Engineer..... Donald J. Power

**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  
 Tel.: GL 3-4377..... 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  
 Chief Engineer..... Anthony Lopuch

**KXLJ-TV—Helena**

(Satellite of KXLF-TV, Butte, Mont.)

Channel: 12... AP: .48 kw... VP: .97 Kw.

**KGEZ-TV—Kalispell—1957**  
**CBS-NBC**

Channel: 9... AP: 8.9 Kw... VP: 15.1 Kw.  
 Owned..... KGEZ-TV, Inc.  
 Address..... Box 439  
 Telephone..... SK 6-5056  
 Representative..... Donald Cooke  
 V.P., Gen. Mgr..... Richard V. Vick  
 Prog. Dir..... Allen Herriges  
 Ch. Eng..... Jess Waymire

**KMSO-TV—Missoula—1954**  
**ABC-CBS-NBC**

Channel: 13 VHF... AP: 95 Kw... VP: 191 Kw.  
 Owned-Oper. By..... Mosby's Inc.  
 Business Address..... 127 East Main St.  
 Tel.: 9-4169..... News Service: UP  
 Representative..... Gill-Perma  
 Membership..... NARTB, TvB  
 President..... A. J. Mosby  
 Gen. Mgr..... S. John Schile  
 Program Director..... Ron Maines  
 Film Dir..... Lynn Paoli  
 Chief Engineer..... Amos Hargarve

# Nebraska

Pop. March 1 (Est.)—1,456,000; Families—442,000; Lic. Stations—9,  
Sta. CP's—2; Radio Homes—431,000; TV Homes—326,000

## KHAS-TV—Hastings—1956 NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By ..... Nebraska TV Corp.  
Business Address ..... Box 476  
Tel.: 3-1321..... News Service: AP  
Newspaper Affiliation Hastings Daily Tribune  
Membership ..... NAB  
Representative ..... Weed  
President ..... Fred A. Seaton  
General Mgr. .... Duane L. Watts  
Commercial Mgr..... Bob Schnuelle  
Promotion Dir..... Karl MacKinnon  
Film Manager ..... Marsden Garey  
Chief Engineer ..... Duane Allison

## KHPL-TV—Hayes Center 1956

(Satellite of KHOL-TV, Kearny)

Channel: 6 VHF..AP: 14 Kw...VP: 28 Kw.

## KDUH-TV—Hay Springs 1958

(Satellite of KOTA-TV, Rapid City, S. D.)

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.

## KHOL-TV—Kearney—1953 ABC-CBS

Channel: 13 VHF..AP: 102 Kw...VP: 204 Kw.  
Owned-Oper. By.....Bi-States Co.  
Business Address.....Holdrege, Nebr.  
Tel.: WY 5-5952.....News Service: AP  
Membership ..... NAB, TvB  
Representative ..... Meeker  
President ..... Wayne Brewster  
Gen. Mgr..... Harold Hamilton  
Station Manager..... Jack Gilbert  
Film Mgr..... Bob Brooke  
Production Manager..... Moe Milliken  
Pub. Director ..... Tom Nuss  
Dir. of Eng..... Dixie Greely

## KOLN-TV—Lincoln—1953 CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned By.....Cornhusker Radio & TV Corp.  
Address .....40th and W Sts.  
Tel.: 6-2367..... News Services: AP, UP  
Representative ..... Avery-Knodel  
Membership ..... NAB, TvB  
President..... John E. Felzer  
V.P., Gen. Sta. Mgr..... A. James Ebel  
Comm. Manager ..... Lester C. Rau  
Program Director ..... Robert L. Johnson  
Pub., Promotion Director..... Marie Stewart  
Film Manager..... Eli Modenstein  
Chief Engineer..... D. R. Taylor

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.**

**KETV—Omaha—1957—ABC**

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned-Oper. By...Herald Corp.  
 Address...27th & Douglas Sts.  
 Tel.: HA 4848. News Services: AP, UP  
 Newspaper Affil. World-Herald  
 Representative H.R. Television  
 Membership NAB  
 President Ben H. Cowdery  
 V.P., Gen. Mgr. Eugene S. Thomas  
 Sales Mgr. Robert O. Paxson  
 Program Mgr. John Q. Quigley  
 Prom., Pub. Dir. Robert F. Coats  
 Film Mgr. Miss Gay Ash  
 Chief Engineer J. S. Petrik

**KMTV—Omaha—1949  
 ABC-NBC**

Channel: 3 AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By...May Bcastg. Co.  
 Bus. Trans. Address...2615 Farnam St.  
 Tel.: HA 3333. News Service: UP  
 Representative Pety  
 Membership NAB  
 President Edward W. May  
 Exec. V.P., Gen. Mgr. Owen Saddler  
 Gen. Sales Manager Arden Swisher

Program Director...Lew Jeffrey  
 Promotion Director Amos Eastridge  
 Film Manager Jack Katz  
 Pub. Dir. Burt Mann  
 Chief Engineer R. J. Schroeder

**WOW-TV—Omaha—1949  
 CBS**

Channels: 6 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By...Meredith WOW, Inc.  
 Business Address...Insurance Bldg.  
 Tel.: WE 3400. News Service: UP, AP  
 Representative Blair TV  
 Membership NAB, TvB  
 V.P., Gen. Manager Frank P. Fogarty  
 Asst. Gen. Manager Lyle DeMoss  
 Sales Mgr. Fred Ebener  
 Sales Dev. Mgr. George C. Mirras  
 Program Director Bill McBride  
 Promotion Dir. Bob Seitzer  
 Film Manager Bill McBride  
 Dir. of Engineering Wm. J. Kotera  
 Chief Engineer Glenn Flynn  
 (See Pages 811 and 827)

**KSTF—Scottsbluff—1955**

(Satellite of KFBC-TV, Cheyenne, Wyo.)  
 Channel: 10 VHF. AP: 7.5 Kw. VP: 13 Kw.

**Nevada**

Pop. March 1 (Est.)—276,000; Families—93,000; Lic. Stations—4,  
 Sta. CP's—2; Radio Homes—84,000; TV Homes—51,000

**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  
 Tel.: DU 2-1760. News Service: UP  
 Newspaper Affiliation Las Vegas Review  
 Journal  
 Representative Avery Knodel  
 President Donald W. Reynolds  
 General Mgr. William D. Stiles  
 Nat'l Sls. Mgr. Allen W. Dunn  
 Sales Manager Ralph W. Johnson  
 Managing Director A. E. Cahlan  
 Program Director Mark Smith  
 Adv. Dir. Anne Gibb  
 Chief Engineer David Rogers

Program Director James Hart  
 Prom., Pub. Director Pat Beesley  
 Chief Engineer Harry Bartolomei

**KSHO-TV—Las Vegas—1956  
 ABC**

Channel: 13VHF. AP: 5.5 Kw. VP: 11 Kw.  
 Owned-Oper. Nathan & Mervyn Adelson  
 Business Address Fremont Hotel  
 Tel.: DU 2-8010. News Service: AP  
 Rep. McGavren-Quinn  
 Gen. Mgr. Mike Schulman  
 Commercial Mgr. Jay Cowan  
 Oper. Mgr. Lee Peer  
 Chief Engineer Ed White

**KOLO-TV—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.  
 Tel.: FA 3-0721. News Service: UP  
 Representative Pearson  
 Membership NAB, TvB  
 President Donald W. Reynolds  
 General Manager Harry Huey  
 Sta. Mgr. Lee Hirshland  
 Film Oper. Mgr. Ed Cardinal  
 Prod. Dir. Durward Yasmer  
 Pub. Dir. Helen Busscher  
 Chief Engineer Tom Hughes

**KLAS-TV—Las Vegas—1955  
 CBS**

Channel: 8 VHF. AP: 27 Kw. VP: 55 Kw.  
 Owned-Oper. By...Las Vegas Television Inc.  
 Address...250 E. Desert Inn Rd.  
 Tel.: DU 2-6138. News Services: AP, INS  
 Representative Weed  
 Membership NAB  
 President Hermann Greenspun  
 Gen. Sta. Manager Marion Komar  
 Sales Mgr. Alex Gold

# New Hampshire

Pop. March 1 (Est.)—573,000; Families—172,000; Lic. Stations—1, Sta. CP's—1; Radio Homes—169,000; TV Homes—165,000

## 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.  
Tel.: NA 3-8061.....News Service: UP  
Representative ..... Forjoe  
Membership .....NAB, TvB  
President.....Francis P. Murphy  
V.P., Gen. Manager ..... Norman Gittleson  
Comm. Manager.....Gordon Moore  
Prom. Mgr.....Wm. Gildersleeve  
Prog. Dir.....Warren S. Park  
Chief Engineer.....Charles Halle

## WMUR-TV MANCHESTER NEW HAMPSHIRE

First station outside  
of New York

# "BINGO AT HOME"

Sensational Live  
Monday thru Friday—7:00-8:00 PM  
Wednesday—7:00 to 7:30 P.M.

### RATES

5 — Minute Announcements per week...	\$350
3 — Minute Announcements per week...	225
1 — Minute Announcement per week...	100

CALL YOUR NEAREST FORJOE OFFICE  
FOR AVAILABILITIES  
OR



GORDON MOORE  
in MANCHESTER  
National 3-8061



# New Jersey

Pop. March 1 (Est.)—5,667,000; Families—1,689,000; Lic. Stations—1, Sta. CP's—4; Radio Homes—1,676,000; TV Homes—1,524,000

## WATV—Newark (New York City)—1948

Channel: 13 VHF..AP: 185 Kw...VP: 316 Kw.  
Owned-Oper. By.....Atlantic TV  
Business Address.....1020 Broad Street  
Tel.: MI 2-6400.....News Service: AP

President & Gen. Mgr.... Irving R. Rosenhaus  
Nat. Sales Mgr..... James W. Anderson  
Comm. Mgr..... Sydney Kavaleer  
Program Director..... George Green  
Publicity Director..... Robert Macdougall  
Prod. Mgr..... Herb Green  
Chief Engineer..... Henry L. Dabrowski  
Vice-Pres..... Frank V. Bremer

# New Mexico

Pop. March 1 (Est.)—871,000; Families—241,000; Lic. Stations—4, Sta. CP's—3; Radio Homes—232,000; TV Homes—104,000

## 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.  
Tel.: CH 3-2285.....News Service: AP  
Membership .....NAB  
Representative ..... Branham  
Pres., Gen., Sta. Mgr. .... A. R. Hebenstreit  
Comm. Manager ..... Ralph C. Rhoads

Prog. Dir..... Bob Van Driel  
Prom. Dir..... Jim Laramore  
Traf. Dir..... Vergie Abeyta  
Film Manager..... Stretch Scherer  
Chief Engineer..... Leonard F. Dodds

## KOAT-TV—Albuquerque 1953-ABC

Channel: 7 VHF..AP: 44.7 Kw...VP: 87.1 Kw.  
Owned-Oper. By.....Alvarado TV Co.





Business Address..... 122 S.E. Tulane Dr.  
 Telephone ..... 5-8716  
 Membership ..... NAB, TvB  
 Representative ..... Bolling  
 Pres., Gen. Mgr. .... Clinton McKinnon  
 Film Dir. .... Evelene Wills  
 Prog. Director..... Howard Morgan  
 Prod. Manager..... Frank Idaspe  
 Chief Engineer..... James Sharmon

President ..... Nancy H. Battison  
 General Mgr. .... John H. Battison  
 Asst. Gen. Mgr..... Don Husted  
 Program Dir. .... Jim Cooper  
 Chief Engineer..... W. C. Carnahan

### KOB-TV—Albuquerque 1948—NBC

Channel: 4 VHF.. AP: 5.3 Kw. VP: 10.2 Kw.  
 Owned-Oper. By..... KSTP, Inc.  
 Bus.-Studio Address... 1430 Coal Ave., S. W.  
 Tel.: CH 3-4411 ..... News Services: UP, INS  
 Representative ..... Petry  
 Membership ..... NAB, TvB  
 Pres. .... Stanley Hubbard  
 Comm. Manager..... Rolf S. Nielsen  
 Program Director ..... Al Jarrett  
 Prom., Pub. Director..... Dallas Wyatt  
 Film Manager..... Bill Williams  
 Gen., Sta. Mgr..... George S. Johnson

### 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.  
 Tel. .... PO 3-5511  
 Representative ..... Pearson  
 President ..... Frank Lesley  
 Gen. Mgr. .... Gene P. Loffler  
 Sales Mgr..... James W. Richardson  
 Program Director..... Bud LeRoy  
 Chief Engineer..... M. S. O'Dell

### KAVE-TV—Carlsbad—1956 CBS-NBC-ABC

Channel: 6 VHF.. AP: 5 Kw.. VP: 11.7 Kw.  
 Owned-Oper. By ..Voice of the Caverns, Inc.  
 Business Address ..... 2907 W. Church St.  
 Telephone ..... TU 5-4101  
 Membership ..... NAB  
 Representative ..... Branham

### KSWS-TV—Roswell—1953 NBC-ABC-CBS

Channel: VHF.. AP 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... John A. Barnett  
 Business Address ..... 1717 W. Second St.  
 Tel.: MA 2-6450..... News Service: AP  
 Representative..... Meeker, Melville  
 Membership ..... NAB  
 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.)—16,295,000; Families—5,084,000; Lic. Stations—15,  
 Sta. CP's—18; Radio Homes—5,008,000; TV Homes—4,846,000

### WTEN—Albany—1953—CBS

Channel: 10 UHF.. AP: 72.5 Kw.. VP: 145 Kw.  
 Owned-Oper. By..... Capital Cities TV Corp.  
 Business Address..... Box 4100  
 Representative..... Harrington, Rightler &  
 Parsons, Inc.  
 Tel.: 3-2225 ..... News Service: UP  
 Membership ..... NAB, TvB  
 President, Managing Dir..... Frank M. Smith  
 General Manager..... Thomas S. Murphy  
 Sales Manager ..... William J. Lewis  
 Oper. Director..... Charles Pogan  
 Promotion Dir. .... Harry L. Goldman  
 Chief Engineer..... Charles Heisler

Membership ..... NAB  
 Representatives Venard, Rintoul & McConnell  
 President ..... S. H. Fabian  
 General Mgr..... William A. Riple  
 Commercial Mgr. .... Dom Tovino  
 Program Dir. .... Fred D. Shavor  
 Chief Engineer..... Elmer C. Snow

### WINR-TV—Binghamton

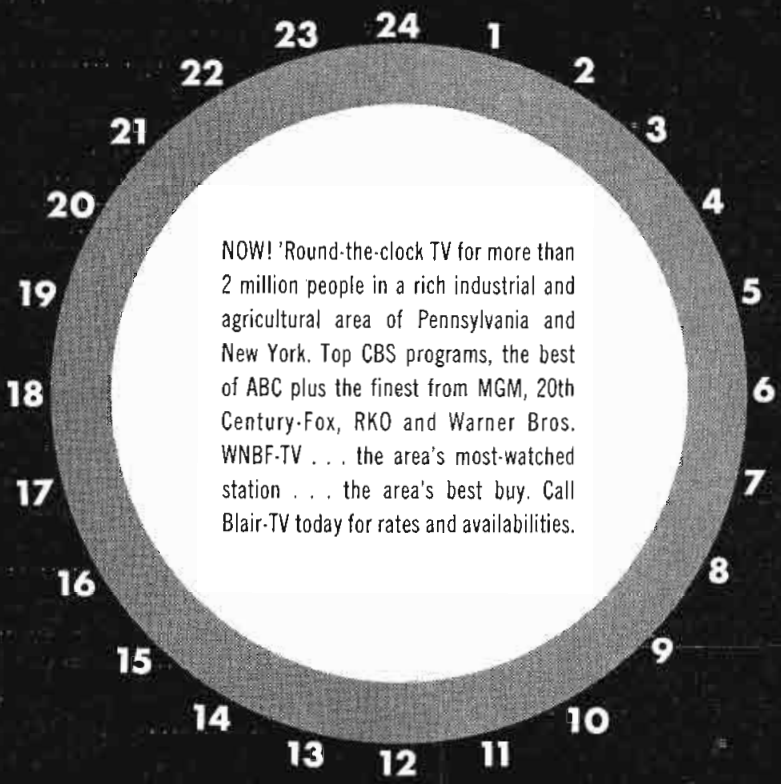
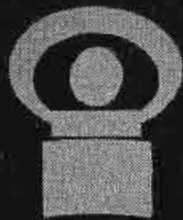
Channel: 40 UHF.. AP: 535 Kw.. VP: 1070 Kw.  
 Owned..... Binghamton Press Co.  
 Business Address..... 70 Henry St.  
 Tel.: 4-4318 ..... News Service: UP  
 Representative ..... Hollingbery  
 Membership ..... NAB  
 Gen. Mgr..... Dale Taylor  
 Comm. Mgr..... Victor Ludington, Jr.  
 Prog. Dir..... Bill Densmore  
 Pub. Dir..... Don Johnson  
 Chief Engineer..... G. Ricciardelli

### 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.  
 Tel.: AL 5-5291 ..... News Service: UP

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**WITH  
7-DAY  
24-HOUR TV**



NOW! 'Round-the-clock TV for more than 2 million people in a rich industrial and agricultural area of Pennsylvania and New York. Top CBS programs, the best of ABC plus the finest from MGM, 20th Century-Fox, RKO and Warner Bros. WNBC-TV . . . the area's most-watched station . . . the area's best buy. Call Blair-TV today for rates and availabilities.

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**WNBC-TV**  
BINGHAMTON NEW YORK



Channel 12 • ABC-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-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

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**WBEN-TV**

**channel 4  
CBS in Buffalo**

*The Pioneer Station  
of Western New York*



**WNBF-TV—Binghamton  
1949—ABC-CBS-NBC**

Channel: 12 VHF.. AP: 83 Kw... VP: 166 Kw.  
Owned Oper. By... Triangle Publications, Inc.  
Business Address..... One Henry St.  
Tel.: BI 3-7311..... News Services: AP, INS  
Representative..... Blair TV, Inc.  
Membership..... NAB, TvB  
General Manager..... George R. Durham  
TV Sales Manager..... Andrew G. Hubbell  
Dir. Nat. Sales..... Ed. H. Benedict  
Bus. Mgr..... E. W. Farneti  
Oper. Mgr..... Russ Baker  
Chief Engineer..... Sherman Egan

(See Page 831)

**WBEN-TV—Buffalo  
1948—CBS**

Channel: 4 VHF.. AP: 54 Kw... VP: 100 Kw.  
Owned-Oper. By..... WBEN, Inc.  
Business Address..... Hotel Statler  
Tel.: MO 0930... News Services: AP, INS, UP  
Representative..... Harrington, Righter &  
Parsons, Inc.  
Membership..... NAB  
President..... Alfred H. Kirchhofer  
General Manager..... C. Robert Thompson  
Comm. Manager..... Nicholas J. Malter  
Station Mgr..... George R. Torge  
Prom. Director..... Joseph A. Haeffner  
Film Director..... Quentin P. Renner  
Program Dir..... Frederick A. Keller  
Chief Engineer..... Ralph J. Kingsley

**WBUF—Buffalo—1953—NBC**

Channel: 17 UHF.. AP: 500 Kw... VP: 1,000 Kw.  
Owned-Oper. By..... NBC  
Business Address..... 2077 Elmwood Ave.  
Tel.: VI 8300..... News Service: UP  
Representative..... NBC Spot Sales  
Membership..... NAB, TvB  
President..... Robert Sarnoff  
General Manager..... C. C. Bevis  
Sales Manager..... W. B. Decker  
Prom. Mgr..... Robert A. Fillmore  
Pub. Mgr..... Howard Vandermeulen  
Mgr. Oper..... George C. Lenfest  
Prog. Mgr..... Frank Harns

**WGR-TV—Buffalo—1954**  
**ABC**

Channel: 2VHF...AP: 66 Kw...VP: 100 Kw.  
Owned...Transcontinent TV Corp.  
Business Address...184 Barton St.  
Tel.: SU 7115...News Services: AP, INS, UP  
Representative...Peters, Griffin, Woodward  
Membership...NAB, TvB  
President...David C. Moore  
Sta. Mgr...Van Beuren W. DeVries  
Comm. Mgr...G. Paschall Swift  
Program Dir...Paul Sciandra  
V.P., Dir. Eng...Karl B. Hoffman

Tel: LE 5-1000...News Service: INS  
Representative...Weed  
V.P...Richard D. Buckley  
President...Bernard Goodwin  
V.P., Sta. Mgr...Bennett H. Korn  
Program Dir...John H. Grogan  
Adv., Prom. Dir...Kenneth Klein  
Film Manager...Jack Lynn  
Publicity Dir...David Yarnell  
Chief Engineer...William Kelly

**WCBS-TV—New York—1941**  
**CBS**

Channel: 2 VHF...AP: 21 Kw...VP: 42 Kw.  
Owned-Oper...Columbia Bcstg. System Inc.  
Business Address...485 Madison Ave.  
Tel.: PL 1-2345

News Services: AP, UP, CBS TV News Film  
Representative...CBS TV Spot Sales  
Membership...NAB, TvB  
President (CBS Inc.)...Frank Stanton  
Pres. (CBS TV Stations Div.)...Merle S. Jones  
General Manager...Sam Cook Digges  
General Sales Mgr...Norman Wall  
Asst. Gen. Mgr., Dir. Pub. Serv...Clarence  
Worden  
Program Dir...Hal Hough  
Dir. Adv., Sales Promotion...Robert G. Patt  
Publicity Director...Robert Fuller  
Film Dept. Manager...William C. Lacey  
Dir. Tech. Operations...Robert G. Thompson

**WCNY-TV—Carthage—1954**  
**ABC-CBS**

Channel: 7 VHF...AP: 95.5 Kw...VP: 178 Kw.  
Owned-Oper...The Brockway Company  
Bus. Address...P. O. Box 211, Watertown, N. Y.  
Tel...2930  
Representative...Weed  
Membership...NAB  
President...John B. Johnson  
General Manager...Louis Saiff, Jr.  
Station Manager...James W. Higgins  
Sales Manager...Alford M. Tauroney  
Prog., Director...David M. Graves  
Flim Manager...John A. LaLiberte  
Chief Engineer...Michael R. Yonkovig

**WSYE-TV—Elmira—1956**

(Satellite of WSYR-TV, Syracuse)

Channel: 8 VHF...AP: 87.5 Kw...VP: 175 Kw.

**WCDB—Hagaman—1955**

(Satellite WCDA-TV, Albany)

Channel: 29 UHF...AP: 125 Kw...VP: 252 Kw.

**WATV—Newark, N. J.**

(See New Jersey listing)

**WABC-TV—New York—1948**  
**ABC**

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.  
Owned-Oper. By

American Bcstg.-Paramount Theatres, Inc.  
Business Address...7 W. 66th St.  
Tel.: SU 7-5000...News Services: INS, AP  
Membership...NAB, TvB  
Representative...Blair TV  
President...Leonard Goldenson  
V.P., Gen. Mgr...R. L. Stone  
Sales Manager...J. Stamler  
Prom. Dir...John Curtis  
Program Director...A. L. Hollander, Jr.  
Dir. Res. & Sls. Dev...L. J. Polleck  
Sales Service Mgr...Barbara Case  
Production Mgr...Gordon Kunz  
Publicity Director...Lawrence Eisenberg  
Film Dir...T. Kako  
Chief Engineer...G. Edward Hamilton

**WABD—New York—1944**

Channel: 5 VHF...AP: 18.6 Kw...VP: 37.1 Kw.  
Owner-Oper...DuMont Bcstg. Corp.  
Business Address...205 E. 67th St.



WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

**WGR-TV**  
ABC CHANNEL 2  
**BUFFALO**

**WOR-TV—New York—1949**

Channel: 9 VHF...AP: 65 Kw...VP: 130 Kw.  
 Owned-Oper. By...RKO Teleradio Pictures  
 Business Address...1440 Broadway  
 Tel.: LO 4-8000. News Service: INS, UP, Reuters  
 Station Representative...H-R  
 Membership...NAB, TvB  
 President...Thomas F. O'Neil  
 V.P., Gen. Mgr....Gordon Gray  
 Executive Asst....Seymour Handy  
 Comm. Manager...William Dix  
 Dir. Sls. Dev....Robert Hoffman  
 Program Dir....Ivan Reiner  
 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.  
 Tel.: MU 2-6500...News Service: UP  
 Newspaper Affiliation...N. Y. Daily News  
 Representative. Peters, Griffin, Woodward, Inc.  
 President...F. M. Flynn  
 Pub. Super....Frank Langley  
 Live Program Manager...W. D. Engels  
 Adv. & Promotion Manager...Frank Tuoti  
 Film Mgr....Wm. L. Cooper, Jr.  
 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 Ecstg. Co.  
 Business Address...30 Rockefeller Plaza  
 Tel.: CI 7-8300...News Services: AP, INS, UP  
 Representative...NBC Spot Sales Dept.  
 Membership...NAB, TvB  
 President...Robert Sarnoff  
 General Manager...William Davidson  
 Station Mgr....Max Buck  
 Commercial Manager...Jay Heitin  
 Program Director...George Heineman  
 Audience Prom. Director...Tony Kraemer  
 Sales Prom. Mgr....Michael Lannon  
 Publicity Mgr....John O'Keefe  
 Film Manager...Al Odeal  
 Chief Engineer...John H. Riedel

**WPTZ—Plattsburgh—1954**  
 NBC

Channel: 5 VHF...AP: 12 Kw...VP: 30 Kw.  
 Owned-Oper. By...Rollins Ecstg. Co.  
 Business Address...357 Cornelia St.  
 Tel.: 3070...News Services: AP, UP  
 Representative...Blair TV  
 President...O. Wayne Rollins  
 General Comm. Mgr....George Baren Bregge  
 Prom., Pub. Dir....Dick Ford  
 Prog. Dir....Al Cahill  
 Chief Engineer...Joseph Missick

**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.  
 Tel.: BA 5-3050...News Service: AP  
 Representative...Everett-McKinney, Bolling  
 Membership...NAB, TvB  
 President...Frank E. Gannett  
 Gen. Mgr....C. Glover DeLaney  
 Asst. Gen. Manager...Lowell H. MacMillan  
 Comm. Manager...LeMoine C. Wheeler  
 Prog., Prom. Dir....William J. Adams  
 Film Mgr....Dorothy Cottin  
 Technical Director...Richard K. Blackburn

**WROC-TV—Rochester—1949**  
 NBC-ABC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Transcontinental TV Corp.  
 Business Address...201 Humboldt St.  
 Tel.: BU 8-8400...News Service: AP  
 Membership...NAB, TvB  
 Representative...Peters, Griffin, Woodward  
 Gen. Mgr....Gunnar O. Wiig  
 Ass't. Gen. Mgr....John W. Kennedy, Jr.  
 Commercial Mgr....Armin N. Bender  
 Prom., Pub. Dir....L. Walton Smith  
 Dir. Adv. & Sales...L. Walton Smith  
 Film Manager...David D. Manning  
 Chief Engineer...Kenneth Gardner

**WVET-TV—Rochester—1953**  
 CBS-ABC

Channel: 10 VHF...AP: 62.5 Kw...VP: 123 Kw.  
 Owned-Oper. By...Veterans Ecstg. Co., Inc.  
 Business Office...17 Clinton Ave. S.  
 Tel.: HA 6-4820...News Service: UP  
 Membership...NAB, TvB  
 Representative...Bolling  
 Pres., Gen., Station Mgr....Ervin F. Lyke  
 Comm. Manager...Arthur Murrellwright  
 Program Dir....Paul C. Loucher  
 Prom., Pub. Dir....Bill Schubert  
 Film Manager...Arthur V. Cook  
 Chief Engineer...Raymond Jobes

**WRGE—Schenectady—1939**  
 CBS-ABC

Channel: 6 VHF...AP: 47 Kw...VP: 93 Kw.  
 Owned-Oper. By...General Electric Co.  
 Tel.: FR 7-2261...News Services: AP, UP  
 Business-Studio Address...1400 Balltown Rd.  
 Representative...NBC Spot Sales  
 Membership...NAB, TvB  
 Gen. Mgr....J. Milton Lang  
 Sta. Mgr....Merl L. Galusha  
 Department Mgr....Bob B. Hanna, Jr.  
 Sales Manager...George F. Spring  
 Prog. Dir....Albert G. Zink  
 Prom., Pub. Director...James Q. Cobb  
 Film Mgr....William Monroe  
 Chief Engineer...Willard J. Purcell

**WHEN-TV—Syracuse—1948**  
 ABC-CBS

Channel: 8 VHF...AP: 190 Kw...VP: 316 Kw.  
 Owned-Oper. By...Meredith Syracuse TV Corp.  
 Address...101 Court St.



Tel.: GR 4-8511..... News Service: AP  
 Membership ..... NAB, TvB  
 Representative ..... Katz  
 President..... E. T. Meredith, Jr.  
 Vice-Pres. & Gen. Mgr..... Paul Adanti  
 Comm. Manager..... Frederick R. Menzies  
 Prog. Dir..... Gordon Alderman  
 Prom., Publicity Director..... Robert G. Peel  
 Film Mgr. Comm..... Ed Herr  
 Chief Engineer..... Donald Langham  
 (See Page 811)

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 Eicholzer

**WKTU—Utica—1949**  
**ABC-CBS-NBC**

Channel: 13 VHF..AP: 159 Kw...VP: 316 Kw.  
 Owned-Oper. By.... Copper City Bcstg. Corp.  
 Business Address..... Smith Hill Rd.  
 Telephone..... UT 3-0404  
 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.

**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.  
 Telephone..... GR 1-7111  
 News, Affil.. Post & Standard, Herald-Journal  
 Representative ... Harrington-Righter-Parsons  
 Membership ..... NAB

**North Carolina**

Pop. March 1 (Est.)—4,559,000; Families—1,127,000; Lic. Stations—6,  
 Sta. CP's—11; Radio Homes—1,102,000; TV Homes—764,000

**WISE-TV—Asheville—1953**  
**NBC-CBS**

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.  
 Owned..... Thoms Radio-TV Enterprises  
 Address..... 92 Haywood St.  
 Tel.: AL 3-5381..... News Service: AP  
 Representative ..... Bolling  
 President..... Harold H. Thoms  
 Gen. & Nat. Sales Mgr..... G. I. Norman, Jr.

**WLOS-TV—Asheville—1954**  
**ABC-CBS**

Channel: 13 VHF..AP: 85 Kw...VP: 170 Kw.  
 Owned-Oper. By.... Skyway Broadcasting Co.  
 Business Address..... 288 Macon Avenue  
 Tel.: AL 2-2431..... News Service: UP  
 Rep..... Venard, Rinioul & McConnell; Ayers  
 Membership ..... NAB, TvB  
 Executive V.P..... Charles B. Britt

To Broadcasters

**AP**

Means

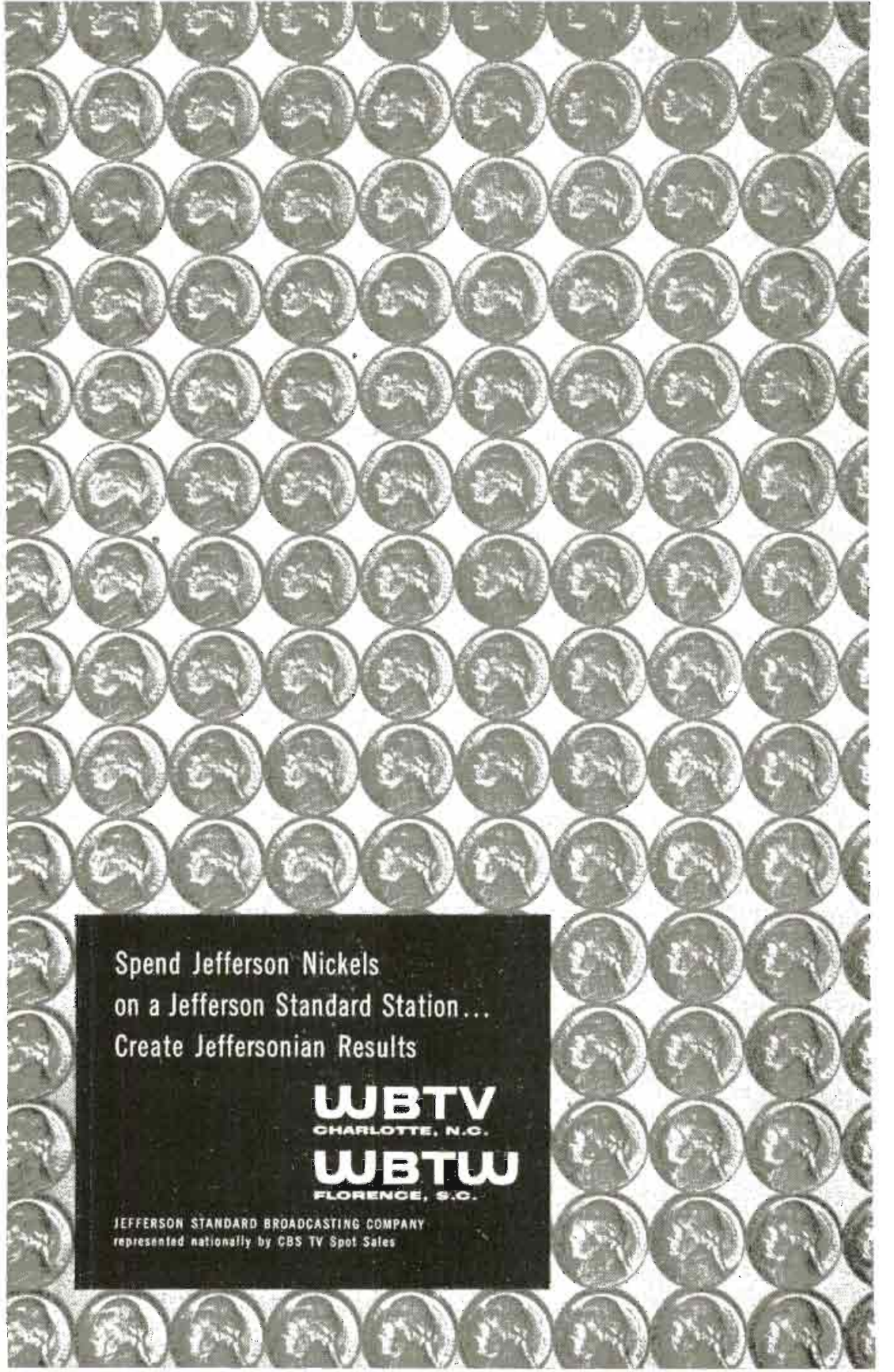
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**50 Rockefeller Plaza  
 New York 20, N. Y.**





Spend Jefferson Nickels  
on a Jefferson Standard Station...  
Create Jeffersonian Results

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CHARLOTTE, N.C.

**WBTV**  
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY  
represented nationally by CBS TV Spot Sales



Regional Sales Mgr. . . . . H. J. Britt  
 Prod. Manager. . . . . Sterling W. Wright  
 Prom. Dir. . . . . Dan Mirto  
 Film Mgr. . . . . Bob Hensley  
 Chief Engineer. . . . . George Sprague

**WBTV—Charlotte—1949**  
**CBS-NBC**

Channel: 3 VHF . . . AP: 60 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . Jefferson Standard Bcstg. Co.  
 Business Address . . . . . 1 Jefferson Pl.  
 Tel. . . . . ED 3-8833  
 Representative . . . . . CBS TV Spot Sales  
 Membership . . . . . NAB, TvB  
 President . . . . . Joseph M. Bryan  
 Exec. V.P., Gen. Mgr. . . . Charles H. Crutchfield  
 V.P., Managing Dir. . . . . Kenneth J. Treadwell  
 V.P. Dir. of Engineering . . . Thomas Howard  
 Gen. Sales Mgr. . . . . Wallace J. Jorgenson  
 Promotion Mgr. . . . . John Dillon  
 Prod. Mgr. . . . . Robert L. Rierson  
 Prog. Mgr. . . . . Lacy Sellars  
 Publicity Director. . . . . James Babb  
 Film Supervisor. . . . . J. Nathan Tucker

**WSOC-TV—Charlotte—1957**  
**NBC-ABC**

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned. . . . . WSOC Bcstg. Co.  
 Business Address . . . . . Box 2536  
 Tel.: FR 6-8401 . . . News Services: AP, INS, UP  
 Representative . . . . . H-R  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Larry Walker  
 V.P., Gen. Sales Mgr. . . . C. George Henderson  
 Prog. Dir. . . . . Robert Provence  
 Prom. Dir. . . . . James W. Evans  
 Film Mgr. . . . . Gregory S. Eaton  
 Chief Engineer. . . . . L. L. Caudle, Jr.

**WTVD—Durham—1954**  
**ABC-CBS**

Channel: 11 VHF . . . AP: 170 Kw. . . VP: 316 Kw.  
 Owned-Oper. . . Durham Bcstg. Enterprises, Inc.  
 Business Address . . . . . 1750 Newton Rd.  
 Tel.: 2-2111 . . . . . News Services: AP, UP  
 Representative . . . . . Petry  
 President . . . . . Frank N. Smith  
 Sta., Gen. Mgr. . . . . Harmon L. Duncan  
 Comm. Manager. . . . . Floyd Fletcher  
 Program Director. . . . . Ernie Greup  
 Prom., Pub. Dir. . . . . Ken Corbitt  
 Film Mgr. . . . . Clyde Knight  
 Chief Engineer. . . . . Henry Cronin

**WFLB-TV—Fayetteville**  
**1955—CBS-NBC-ABC**

Channel: 18 UHF . . . AP: 7.4 Kw. . . VP: 13.1 Kw.  
 Owned-Oper. By . . . . Fayetteville Bcstrs. Inc.  
 Business Address . . . . . Box 512  
 Telephone . . . . . 2-7136  
 Representative . . . . . Burn-Smith  
 General Manager. . . . . Marvin Rosenberg  
 Sls. Mgr. . . . . Fred Nave  
 Program Director. . . . . John Paras

**WFMY-TV—Greensboro**  
**1948**

Channel: 2 VHF . . . AP: 25 Kw. . . VP: 50 Kw.  
 Owned-Operated By . . . Greensboro News Co.  
 Address . . . . . Phillips Ave.  
 Tel.: BR 4-0114 . . . . . News Service: UP  
 News. Affil. . . . . News, Record  
 Representative . . Harrington, Righter & Parsons  
 Membership . . . . . NAB, TvB  
 Gen., Sta. Manager. . . . . Gaines Kelley  
 Comm. Manager. . . . . Joe E. Lake  
 Program Director. . . . . Gomer R. Lesch  
 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  
 Tel.: 6181 . . . . . News Service: UP  
 Representative . . . . . Hollingbery  
 Membership . . . . . NAB, TvB  
 President . . . . . Earl Westbrook  
 General Manager. . . . . A. Hartwell Campbell  
 Oper. Mgr. . . . . Marion B. Tribbley  
 Comm. Manager. . . . . John G. Clark, Jr.  
 Prog. Director. . . . . Eck Wall  
 Prom., Pub. Manager. . . . . Dave Mosier  
 Production Manager. . . . . John Warner  
 Film Mgr. . . . . Bill Carroll  
 Chief Engineer. . . . . Heber Adams

**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.  
 Tel.: TE 3-5553 . . . . . News Service: UP  
 Membership . . . . . NAB, TvB  
 Representative . . . . . H-R  
 President . . . . . A. J. Fletcher  
 V.P., Gen. Mgr. . . . . Fred Fletcher  
 Nat'l Sales Mgr. . . . . Fletcher Turner  
 Prog. Dir. . . . . George Hall  
 Film Mgr. . . . . James Riddle  
 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 . . . . . NAB  
 Pres., Gen., Sta. Mgr. . . . . W. R. Roberson, Jr.  
 V.P., Sls. Manager. . . . . T. H. Patterson  
 Dir. Ops., Film Mgr. . . . . Hal Wilson  
 Prod. Mgr. . . . . Bob McCoy  
 Chief Engineer. . . . . Harvey Mason

**WECT—Wilmington—1954**  
**ABC-NBC-CBS**

Channel: 6 VHF . . . AP: 62 Kw. . . VP: 100 Kw.

Owned-Oper. By.....WMFD-TV, Inc.  
 Address.....225 Princess St.  
 Tel.: RO 3-4666.....News Service: UP  
 Representatives...Roy V. Smith; James Ayers  
 Membership.....NAB  
 President.....Dan. D. Cameron  
 General Manager.....Hartwell Campbell  
 Sta., Comm. Mgr.....Claid O'Shields  
 Program Dir.....Wayne Jackson  
 Production Mgr.....Bob West  
 Chief Engineer.....E. I. Herring, Jr.

## WSJS-TV—Winston-Salem 1953—NBC

Channel: 12 VHF AP: 195 Kw. VP: 316 Kw.

Owned-Oper. By.....Triangle Bcstg. Corp.  
 Business Address.....419-21 N. Spruce St.  
 Tel.: PA 5-2311.....News Service: UP  
 Newspaper Aff. Journal & Twin City Sentinel  
 Representative.....Headley-Reed  
 Membership.....NAB, 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

## North Dakota

Pop. March 1 (Est.)—671,000; Families—184,000; Lic. Stations—8,  
 Sta. CP's—1; Radio Homes—178,000; TV Homes—99,000

## KBMB-TV—Bismarck—1955 CBS

Channel: 12 VHF AP: 45 Kw. VP: 90 Kw.  
 Owned-Oper. By.....North Dakota Bcstg. Co.  
 Business Address 4000 W. Main, Fargo, N. D.  
 Tel.: CA 3-9197.....News Services: AP, UP  
 Representative.....Weed  
 Pres.....John W. Boler  
 Sta., Commercial Mgr.....Frank Fitzsimmons  
 Prog. Dir.....Tom Starkel  
 Prom., Pub. Dir.....Connie Wiensberg  
 Chief Engineer.....Thomas Ahner

## KFYR-TV—Williston—1957

(Satellite of KFYR-TV, Bismarck, N. D.)  
 Channel: 8 AP: 51.3 Kw. VP: 93.3 Kw.

## KFYR-TV—Bismarck—1953 NBC-ABC

Channel: 5 VHF VP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By.....Meyer Bcstg. Co.  
 Business Address.....202½ Fourth St.  
 Tel.: CA 3-0900.....News Service: UP  
 Membership.....NAB, TvB

# NORTH DAKOTA HAS MONEY AND TV HOMES

And the Market Maker stations  
 cover over 90% of the State

TV HOMES (according to February,  
 1958, Television Magazine)

KXJB-TV, Valley City-Fargo	161,530
KBMB-TV, Bismarck	55,780
KCJB-TV, Minot	34,187

... plus radio

KSJB, Jamestown

KCJB, Minot

*... serving the top of the nation*

**Station Representatives:**

Weed Television

Bill Hurley, 300 Roanoke Bldg., Minneapolis, Minn.

### Retail Sales in North Dakota\* 1st 13 Cities

Fargo .....	\$ 85,585,700
Minot .....	58,029,900
Grand Forks .....	50,459,400
Bismarck .....	45,705,600
Williston .....	37,411,800
Jamestown .....	23,558,600
Devils Lake .....	18,143,100
Dickinson .....	17,499,600
Valley City .....	13,373,400
Mondak .....	11,791,600
Grafton .....	9,787,400
Wahpeton .....	8,211,700
Rugby .....	6,531,700

Total 13 Cities..... \$386,090,000

State Total..... \$723,000,000

\* 1957 Retail Sales Tax Figures

Representative ..... Blair-TV Assoc.  
 President, Gen. Mgr. .... William Ekberg  
 Station Manager..... Cal Culver  
 Comm. Manager..... A. L. Anderson  
 Prog. Dir..... Larry Kindle  
 Prom., Pub. Dir..... Wayne Turner  
 Film Mgr..... Curt Dirlam  
 Chief Engineer..... Ivar Nelson

**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  
 Tel.: 5133..... News Service: AP  
 Membership..... NAB, TvB  
 Representative..... Hal Holman  
 President..... Dr. P. J. Weir  
 Gen., Sta. Mgr..... Orville F. Burda  
 Commercial Mgr..... James O'Leary  
 Program Director..... Lauren Haacke  
 Prom. Dir..... W. F. Halvorson  
 Film Manager..... John Harvey  
 Chief Engineer..... Benjamin Lockerd

**WDAY-TV— Fargo—1953**  
**NBC-ABC**

Channel: 6 VHF...AP: 28.2 Kw...VP: 56.2 Kw.  
 Owned-Oper. By..... WDAY, Inc.  
 Business Address..... 207 N. 5th St.  
 Telephone..... 2-3371  
 Representative.. Peters, Griffin, Woodward, Inc.  
 Membership..... NAB, TvB  
 President..... E. C. Reineke  
 Gen., Sales Mgr..... Tom Barnes  
 TV-Radio Manager..... Jack Dunn  
 Program Manager..... Ken Kennedy  
 Promotion Mgr..... Roy Pedersen

**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  
 Tel.: 4-4611..... News Service: UP  
 Membership..... NAB  
 Rep..... Rambeau; Bulmer & Johnson  
 Commercial Mgr..... Robert C. Lukkason  
 Program Director..... Jim Syrdal  
 Promotion Director..... Hilde Osten  
 Film Editor..... Duane Eastvold  
 Chief Engineer..... David L. Chumley

**KCJB-TV—Minot—1953**  
**ABC-CBS**

Channel: 13 VHF...AP: 120 Kw...VP: 245 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Address..... 4000 W. Main St., Fargo  
 Tel.: 5-4461..... News Service: AP  
 Representative..... Weed  
 President..... John W. Boler  
 V.P., Sta. Mgr..... Chester Rieten  
 Commercial Mgr..... Henry Buechler  
 Chief Engineer..... Joe Main

**KMOT—Minot—1957**

(Satellite of KFYZ-TV, Bismarck)

Channel: 10 VHF...AP: 13.5 Kw...VP: 26.9 Kw.

**KXJB-TV—Valley City**  
**1954—CBS**

Channel: 4 VHF...AP: 57 Kw...VP: 100 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Bus. Address... 400 W. Main St., Fargo, N. D.  
 Tel.: 5-4461..... News Service: AP  
 Representative..... Weed  
 Pres., Gen. Mgr..... John W. Boler  
 Commercial Mgr..... Fred Drewry  
 Program Dir..... Don Kingsley  
 Prom., Pub. Dir..... Connie Wiensberg  
 Film Manager..... Buzz Starkey  
 Chief Engineer..... Robert Ridgeway

**Ohio**

Pop. March 1 (Est.)—9,411,000; Families—2,827,000; Lic. Stations—17,  
 Sta. CP's—12; Radio Homes—2,746,000; TV Homes—2,594,030

**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  
 Tel.: PO 2-8811... News Services: AP, UP, INS  
 Representative..... Burke-Stuart  
 Membership..... NAB  
 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 Bostian  
 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.  
 Tel.: CA 1-9777..... News Service: UP  
 Newspaper Affiliation..... Cincinnati Post  
 Representative..... Blair  
 Membership..... NAB, TvB  
 President..... Jack R. Howard  
 V.P., General Mgr..... M. C. Wallers  
 Asst. Gen. Mgr..... Glenn C. Miller  
 Nat. Sls. Coord..... V. M. Finney  
 Prog. Director..... Colin G. Male  
 Prom., Pub. Director..... Vera Schulte  
 Film Manager..... Bernie Borden  
 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.  
 Tel.....GA 1-1331  
 Newspaper Affil.....Times-Star  
 Representative.....Katz  
 Membership.....NAB  
 General Manager.....David G. Taft  
 Gen. Sales Mgr.....Roger B. Read  
 Natl. Sls. Manager.....Kenneth Church  
 Program Director.....Paul E. Shumate  
 Dir. of Marketing.....John J. Walsh  
 Prod. Manager.....William Horstman  
 Publicity Director.....Gregory Olberding  
 Promotion Director.....Lila Lambert  
 Film Manager.....John Hill  
 Chief Engineer.....Ralph Mlaska

V.P.-Engineering.....R. J. Rockwell  
 Sales Mgr.....Steve Crane  
 Dir. Client Service Dept.....Jack Frazier  
 Program Dir.....Abe Cowan  
 Film Dir.....Tom Storey  
 Tech. Adm. Ass't.....Howard Lepple

**WEWS—Cleveland—1947**  
**ABC**

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 93.3 Kw.  
 Owned-Oper. By.. Scripps-Howard Radio, Inc.  
 Bus. Address.....Euclid at E. 30th St.  
 Tel.: HE 2-1500.....News Service: UP  
 Newspaper Affiliation.....E. W. Scripps Co.  
 Membership.....NAB  
 Representative.....Blair TV  
 President.....Jack R. Howard  
 General Manager.....James C. Hanrahan  
 Pub. Dir.....Robert K. Doerr  
 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

**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.  
 Tel.: CH 1-1822.....News Services: UP, INS  
 Rep.. WLW Sales, NBC Spot Sales, Bomar  
 Lowrance  
 Membership.....NAB, 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

**KYW-TV—Cleveland—1948**  
**NBC**

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.  
 Owned-Oper. By.....Westinghouse Bcstg. Co.

**WJW-TV in Cleveland**



A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

6th MARKET  
 IN  
 TV ADVERTISING

GREATER CLEVELAND  
 the nation's 6th market  
 in net effective  
 buying income\*

4,300,000 Viewing  
 WJW-TV  
 in Ohio's  
 BIGGEST MARKET

1,250,000  
 TELEVISION  
 FAMILIES



**WJW-TV**

Represented Nationally by the  
 Katz Agency

\*SRDS DATA

Business-Studio Address... 815 Superior Ave.  
 Tel.: CH 1-0942... News Service: AP, UP, INS  
 Representative... Peters, Griffin, Woodward, Inc.  
 Membership... NAB, TvB  
 President... D. McGannon  
 V.P., Gen. Mgr... Rolland V. Tooke  
 Sales Manager... Albert Krivin  
 Program Manager... Ralph Hanson  
 Adv't, Prom... Robert Nashick  
 Chief Engineer... Sidnev V. Stadia

**WJW-TV—Cleveland—1949**  
**CBS**

Channel: 8 VHF... AP: 191 Kw... VP: 316 Kw.  
 Owned-Oper. By... Storer Bcstg. Co.  
 Address... 1630 Euclid Ave.  
 Tel.: TO 1-6080... News Service: UP, AP, INS  
 Representative... Katz  
 Membership... NAB, TvB  
 President... George B. Storer  
 Managing Director... Ben Wickham  
 Gen. Sales Mgr... Peter Storer  
 Local Sales Mgr... John B. Garfield  
 Publicity Director... Ted Anthony  
 Prom. Dir... Joseph Mertens  
 Prog. Dir., Film Mgr... Edward L. Herp  
 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.  
 Tel.: CA 8-3538... News Service: AP  
 Station Representative... Blair TV  
 Membership... NAB, TvB  
 Dir. of Television... Richard A. Borel  
 Program Director... John A. Haldi  
 Sales Director... Robert D. Thomas  
 Promotion Director... Jack Dorr  
 Dir. News & Spe. Events... Chester S. Long  
 Production Dir... Gene McPherson  
 Public Serv. Dir... Larry Rhodes  
 Sales Serv Mgr... Robert M. Sprouse  
 Merchandising Dir... Mel Grossman  
 Film Buyer... Betty Dixon  
 Chief Engineer... Lester H. Natzger

**WLW-C—Columbus—1949**  
**NBC**

Channel: 4 VHF... AP: 43 Kw... VP: 100 Kw.  
 Owned-Operated By... Crosley Bcstg. Corp.  
 Business Address... 3165 Olentangy River Rd.  
 Telephone... AM 3-5441  
 Membership... NAB, TvB  
 Reps... Crosley Sales  
 Gen. Mgr... James Leonard  
 Sales Dir... Gregory T. Lincoln  
 Film Dir... Juanita W. Mitchell  
 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... Radio Cincinnati  
 Address... 753 Harmon Ave.  
 Tel.: CA 8-5801... News Services: AP, UP  
 Representative... Katz  
 Membership... NAB  
 President... Hulbert Taft, Jr.  
 Exec. Vice-President... Kenneth Church  
 General Manager... J. W. McGough  
 Ass't Gen., Nat'l Sales Mgr... Robert C. Wiegand

Comm. Mgr... Charles Dwyer  
 Prom. Pub. Director... Don Hardin  
 Prog. Dir... Joseph A. Jenkins  
 Film Manager... Richard McKinney  
 Chief Engineer... William H. Hansher

**WHIO-TV—Dayton—1949**  
**CBS**

Channel 7 VHF... AP: 100 Kw... VP: 200 Kw.  
 Owned-Oper. By... Miami Valley Bcstg. Corp.  
 Business Address... 1414 Wilmington Ave.  
 Newspaper Affil... Dayton Daily News  
 Tel.: MA 6581... News Service: UP, AP  
 Representative... Hollingbery  
 Membership... NAB, TvB  
 President... James M. Cox Jr.  
 General Manager... Robert H. Moody  
 Commercial Manager... Stanley G. Mouse  
 Prog., Prom. Director... Charles Gay  
 Chief Engineer... Ernest L. Adams

**WLW-D—Dayton—1948**  
**NBC-ABC**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Crosley Bcstg. Corp.  
 Business-Studio Address... 4595 S. Dixie Hwy.  
 Tel... AX 3-2101  
 Membership... NAB, TvB  
 President... R. E. Dunville  
 Station Manager... George Gray  
 Comm. Manager... Dale A. Smith  
 Program Dir... Paul Law  
 Prom., Pub. Director... Dorothy A. Sanders  
 Film Mgr... Mel Britton  
 Chief Engineer... Robert Wehrmann

**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.  
 Tel.: CA 5-3010... News Service: UP  
 Representative... H-F  
 Membership... NAB  
 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: 117 Kw... VP: 234 Kw.  
 Owned-Oper. By... WSTV, Inc.  
 Business Address... Exchange Realty Bldg.

# WSPD-TV's "Billion Dollar Market"

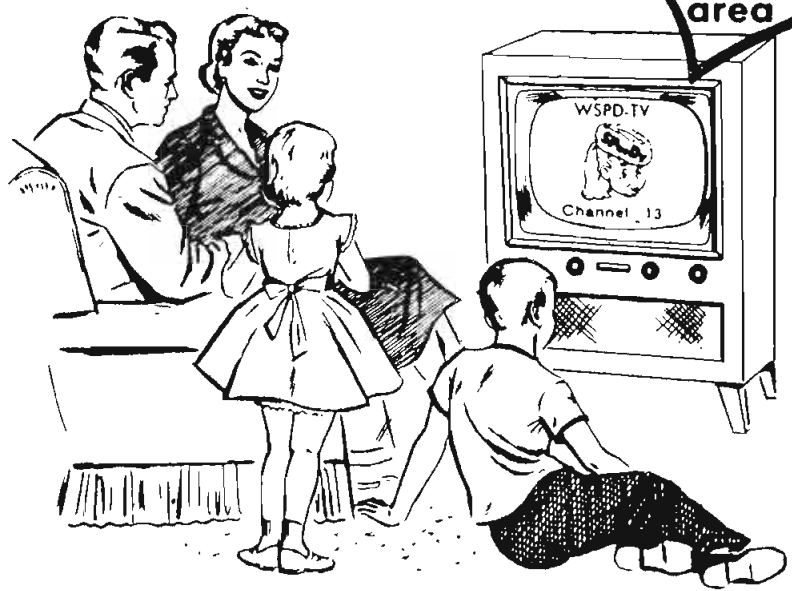


Where you get the most  
in a **Single station market**  
with top **Programming**  
and **Low Dollar cost**



Your  
Message  
Delivered to  
**406,000**  
TV  
Homes  
in this  
**75**  
mile  
area

Your message **Travels farther**  
so, "**SPeeDy**" is a **Very good buy**  
for you.



**YOUR BEST BUY IN TV TODAY IS CHANNEL 13**  
NORTHWESTERN OHIO'S LEADING TELEVISION STATION  
**WSPD-TV - Toledo, Ohio**

STORER BROADCASTING COMPANY · Represented Nationally by THE KATZ AGENCY



Tel.: AT 2-6265..... News Service: UP  
 Representative ..... Avery-Knodel  
 President ..... Jack N. Berkman  
 Gen., Sta. Manager..... John J. Laux  
 Asst. Gen. Mgr..... Joseph M. Troesch  
 Publicity Dir..... Scott McMurray  
 Prom. Director..... Bill McClinton  
 Prod. Super..... Clyde Higgins  
 Film Manager..... Carl Kroskey  
 Chief Engineer..... Charles S. Shepherd

**WSPD-TV—Toledo—1948**  
**CBS**

Channel: 13 VHF..AP: 160 Kw..VP: 316 Kw.  
 Owned-Oper. By..... Storer Bdcstg. Co.  
 Business-Studio Address..... 136 Huron St.  
 Tel.: CH 8-6201..... News Service: INS, UP  
 Representative ..... Katz  
 Membership ..... NAB, TvB  
 President ..... George B. Storer  
 V.P. & Managing Dir..... Allen L. Haid  
 National Sales Mgr..... Bill Ashworth  
 Film Director..... Helen Eidson  
 Prog. Director..... Al Ruhfel  
 Prom., Pub. Director..... D. Merle Gore  
 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  
 Tel.: RI 4-8611..... News Services: AP, UP  
 Membership ..... NAB  
 Newspaper Affil... The Youngstown Vindicator  
 Representative ..... Headley-Reed  
 President..... William F. Maag Jr.  
 Gen., Sta., Comm..... Mitchell F. Stanley  
 Program Director..... Jay A. Grier  
 Film Manager..... Eugene L. Donahay  
 Chief Engineer..... Frank A. Dieringer

**WKBN-TV—Youngstown**  
**CBS**

Channel: 27 UHF..AP: 89 Kw..VP: 178 Kw.  
 Owned-Operated By..... WKBN Bcstg. Co.  
 Address..... 3930 Sunset Blvd.  
 Tel.: ST 2-1145..... News Services: UP, AP  
 Newspaper Affil..... Forest City Pub. Co.  
 Membership ..... NAB  
 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

**WKST-TV—Youngstown**  
**1952—ABC**

(See New Castle, Pa.)

**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.  
 Tel.: GL 2-5431..... News Services: AP, UP  
 Representative ..... Pearson  
 Membership ..... NAB, 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.)—2,291,000; Families—683,000; Lic. Stations—8,  
 Sta. CP's—5; Radio Homes—664,000; TV Homes—506,000

**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  
 Tel.: FE 2-2211..... News Service: AP  
 Rep..... Venard, Rintoul & McConnell  
 Membership ..... NAB  
 V.P.; Gen., Comm. Mgr..... Bill Hoover  
 V.P. & Station Mgr..... Brown Morris  
 Program Director..... Doc Bowen  
 Prom., Pub. Director..... Lona Pyles  
 Film Manager..... Doyle Page  
 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..... 114 N. Washington  
 Tel.: 946..... News Service: AP  
 Newspaper Affil..... Daily Ardmoreite  
 Representative ..... Pearson  
 General Mgr..... John Easley Riesen  
 Sta. Mgr..... Gordon E. Lack  
 Commercial Mgr..... Cleo Long  
 Program Director..... Lola Silkwood  
 Promotion Dir..... Barbara Winkler  
 Film Manager..... J. Galey Varnell  
 Chief Engineer..... Bill Kolb





**KOCO-TV—Enid—1954—ABC**

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Streets Electronics  
Business Address... 206 East Randolph  
Telephone... TR 8-2113  
Representative... Blair TV Assoc.  
Membership... NAB  
Gen. Mgr... Ashley L. Robison  
Sls. Mgr... Charles Keys  
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  
Tel.: EL 5-1380... News Service: UP  
Representative... Pearson  
Membership... NAB  
President... R. H. Drewry  
General Manager... Emmett Keough  
Comptroller... Paul N. Goode  
Prog. Dir... Tom Reddell  
Prom., Pub. Dir... Hoke S. Ross, Jr.  
Film Mgr... Robert H. Scott  
Chief Engineer... Jim Lockerd

**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  
Telephone... VI 3-6641  
Representative... Avery-Knodel  
Membership... NAB, 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  
Prog. Dir... Carl Gadd  
Chief Engineer... Morris W. Thomas

**WKY-TV—Oklahoma City  
1949—NBC**

Channel: 4 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned-Oper. By... WKY TV System, Inc.  
Studio Address... 500 E. Britton Rd.  
Tel.: TR 8-2161... News Services: UP, AP  
News Affil... Okla. Publishing Co.

Representative... Katz  
Membership... NAB, TvB  
President... E. K. Gaylord  
Exec. V.P... P. A. Sugg  
V.P., Sta. Mgr... R. W. Welpott  
Nat'l Sales Mgr... Jim Terrell  
Program Director... Joe Jerkins  
Prom., Publicity Dir... Jim Willis  
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.  
Tel.: CH 2-9233... News Service: UP  
Membership... NAB, TvB  
Representative... Petry  
President... C. Wrede Petersmeyer  
V.P., General Mgr... James C. Richdale, Jr.  
Comm. Mgr... George Stevens  
Prog., Film Mgr... Dale E. Hart  
Chief Engineer... LaVoy Hooker

**KTUL-TV—Tulsa—1954  
ABC**

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Tulsa Broadcasting Co.  
Business Address... Box 9697  
Telephone... HI 6-6185  
Membership... NAB, TvB  
Representative... Avery-Knodel  
President... James C. Leake  
Station Mgr... William D. Swanson  
Loc.-Reg. Sls. Mgr... John J. Black, Jr.  
Prom., Pub. Director... Chas. E. Larkins  
Chief Engineer... Louis O. Brown

**KVOO-TV—Tulsa—1954  
NBC**

Channel: 2 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned-Oper... Central Plains Enterprises, Inc.  
Business Address... 3701 S. Peoria  
Telephone... RI 2-5561  
Representative... Blair TV  
Membership... NAB, TvB  
General Manager... C. B. Akers  
Comm. Manager... John Devine  
Marketing, Prom. Dir... Gordon Gerhardt  
Program Director... Bill Sadler  
Chief Engineer... John Barth

**Oregon**

Pop. March 1 (Est.)—1,815,000; Families—576,000; Lic. Stations—7,  
Sta. CP's—2; Radio Homes—568,000; TV Homes—396,000

**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  
Tel.: DI 3-2551... News Service: UP

Rep... Hollingbery, Art Moore  
Membership... NAB, TvB  
President... Bob Booth  
Gen., Sta. Manager... S. W. McCready  
Sales Manager... Phil George  
Prog. Dir... R. E. Anderson  
Prom., Pub. Director... Arlene J. Richardson



# OREGON-PENNSYLVANIA



Film Manager.....Martin Levinson  
 Chief Engineer.....William R. Riley

Production Mgr.....Bernie Carey  
 Prom., Pub. Dir.....Wm. R. Nutt  
 Chief Engineer.....Clare Hanawalt

## 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  
 Tel.....TU 4-8131  
 Membership.....NAB  
 Representative.....Blair TV  
 General Mgr.....William B. Smullin  
 Station Mgr.....Walter R. Richartz  
 Chief Engineer.....B. L. Smith

## KOIN-TV—Portland—1953 CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By...Mt. Hood Radio & TV Bcstg. Corp.  
 Business Address.....140 S.W. Columbia St.  
 Tel.: CA 8-3333.....News Service: AP  
 Newspaper Affil.....Oregonian  
 Rep.....CBS Spot Sales  
 Membership.....NAB, 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.....Ted W. Cooke  
 Chief Engineer.....Louis S. Bookwalter

## 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  
 Tel.....SP 3-4581  
 Newspaper Affil.....Grants Pass Courier  
 Representative.....Blair TV  
 President.....Amos 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

## KPTV—Portland—1952 NBC

Channel: 27 VHF...AP: 191 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Oregon TV, Inc.  
 Address.....735 S.W. 20th Pl.  
 Tel.: CA 2-9921.....News Service: UP  
 Membership.....NAB, TvB  
 Representative.....Katz  
 President.....George Haggarty  
 Sta. Manager.....Francis Riordan  
 Oper. Mgr.....Terry Mason  
 Program Director.....Gordon White  
 Pub., Prom. Dir.....A. R. McLaughlin  
 Chief Engineer.....Eugene Phelps

## KGW-TV—Portland—1956 ABC

Channel: 8 VHF...AP: 191 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Pioneer Bcstg. Co.  
 Business Address.....1139 S. W. 13th Ave.  
 Telephone.....CA 3-6364  
 Representative.....Blair TV  
 Membership.....NAB, TvB  
 Station Manager.....Walter E. Wagstaff  
 Sales Manager.....John Pindell  
 Program Director.....Tom Dargan

## KPIC—Roseburg—1956 NBC

(Satellite of KVAL-TV, Eugene, Ore.)  
 Channel: 4 VHF...AP: 2.6 Kw...VP: 5.21 Kw.

## Pennsylvania

Pop. March 1 (Est.)—11,360,000; Families—3,682,000; Lic. Stations—11,  
 Sta. CP's—27; Radio Homes—3,602,000; TV Homes—3,148,000

## WFBC-TV—Altoona—1952 ABC-CBS

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By...Triangle Publications, Inc.  
 Address.....1320 11th Ave.  
 Tel.: WI 4-2031...News Services: AP, INS, UP  
 Representative.....Blair TV  
 Membership.....NAB, TvB  
 General Mgr.....Frank Palmer  
 Station Manager.....Jack Snyder  
 Dir. Nat. Sales.....E. H. Benedict  
 Sales Mgr.....Bob Miller  
 Prog. Dir.....George Carroll  
 Film Dir.....Betty Adams  
 Chief Engineer.....K. R. Brubaker

(See Page 846)

## WSEE—Erie—1954—CBS

Channel: 35 UHF...AP: 85.2 Kw...VP: 170 Kw.  
 Owned-Oper. By...Great Lakes Television Co.  
 Address.....1220 Peach Street  
 Tel.: 5-7575.....News Service: UP  
 Newspaper Affiliation.....Times  
 Membership.....NAB, TvB  
 Representative.....Young TV Corp.  
 President.....George J. Mead  
 Gen. Manager.....Cecil M. Sansbury  
 Prom., Pub. Dir.....Bob Harris  
 Asst. Gen. Mgr., Prog. Dir.....Roger Garrett  
 Film Manager.....Frank Herrick  
 Chief Engineer.....Edward Zellefrow



WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the first complete rating study ever made in the area—WFBG-TV delivers 16.7% MORE audience, Monday-Friday. Only CBS station covering the area from Pittsburgh to Harrisburg. WFBG-TV also carries the best of ABC including "American Bandstand," the nation's Number ONE network program from 4-5 P.M. Monday-Friday. Call Blair-TV today for rates and availabilities.

Sources: Trendex, February 1958/15-County Central Pennsylvania Trendex, November 1957

  
**A TRIANGLE STATION**  
**WFBG-TV**  
 ALTOONA-JOHNSTOWN, PA.  
 Channel 10  
 ABC-TV • CBS-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. / **WBSE-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg,  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLSE-TV**, Lebanon-Lancaster,  
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



# WICU-TV—Erie—1949 ABC-NBC

Channel: 12... AP: 15 Kw... VP: 30 Kw.  
 Owned-Oper. .... Dispatch, Inc.  
 Bus.-Trans. Address. .... 3514 State St.  
 Newspaper Affil. .... Dispatch  
 Tel.: 4-5201... News Service: AP  
 Representative .... Petry  
 Membership .... NAB  
 President .... Edward Lamb  
 Gen., Sta. Manager. .... Ben McLaughlin  
 Comm. Manager. .... Bob Lundquist  
 Sales Prom. Dir. .... James Spence  
 Program Director. .... Bruce Flaherty  
 Pub. Director. .... Bob Weschler  
 Production Manager. .... Dick Johnson  
 Film Manager. .... John Cook  
 Chief Engineer. .... Mike Csop

# WCMB-TV—Harrisburg 1954

Channel: 71 UHF... AP: 120 Kw... VP: 240 Kw.  
 Owned-Oper. By. .... Rossmoyne Corp.  
 Business Address. .... 228 Court St.  
 News Service .... AP  
 Representative .... Gill-Perna  
 President. .... Edgar 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: 502 Kw... VP: 1,000 Kw.  
 Owned-Oper. By. .... WHP, Inc.  
 Business Address. .... 216 Locust St.  
 Tel.: CE 4-3211... News Service: UP  
 Representative .... Bolling  
 Membership .... NAB  
 Station Mgr. .... A. K. Redmond  
 Comm. Mgr. .... Mrs. A. K. Redmond  
 Prom., Pub. Dir. .... George Gottschalk, Jr.  
 Film Manager. .... Charles Baddorf  
 Chief Engineer. .... E. Daniel Leibensperger

# WTPA—Harrisburg—1953 ABC

Channel: 27 UHF... AP: 648 Kw... VP: 1030 Kw.  
 Owned-Oper. By. .... Patriot-News Co.  
 Business Address. .... 3235 Hoffman St.  
 Tel.: CE 8-7171... News Service: UP  
 Newspaper Affiliation. .... Patriot-News  
 Membership .... NAB  
 Representative. .... Harrington, Righter, Parsons  
 General Manager. .... Donald D. Wear  
 Sales Mgr. .... Allen Solada

# ERIE? NOT JUST A MARKET . . .

# A \$3 BILLION INTERNATIONAL GOLD MINE

19 U. S. AND 8 CANADIAN COUNTIES!!

### THE NEW ERIE MARKET

U. S.		CANADA	
1,160,000	Pop.	836,000	
309,000	TV homes	176,000	
\$1,885,000,000	E.B.I.	\$1,200,000,000	
\$1,337,000,000	Retail Sales	\$846,000,000	
\$317,000,000	Food Sales	\$171,000,000	

Source: Sales Management Survey of Buying Power, 1957

Check your nearest Petry man for phenomenal audience gain since maximum power increase, Christmas day 1957.



AN EDWARD LAMB ENTERPRISE



(\*Dried apples with dumpling and ham slice)



# Pennsylvania Dutch Favorites

## 'WONDERFUL GOOD' ALL DAY

Latest area survey proves WLBR-TV delivers more audience at lower cost than competition. **"Popeye"**... 2.5% more audience than Lancaster station; nearly 3 times combined audience of both Harrisburg stations. **"American Bandstand"**... for 2½ hours daily, 2½ times combined audience of Harrisburg stations.

## 'WONDERFUL GOOD' ALL NIGHT

**"World's Best Movies"**... 16.3% more audience than Harrisburg stations combined. WLBR-TV delivers America's Number ONE UHF Market at a fraction of the cost of nearest competitor. Blair-TV Associates has the amazing, dollar-saving facts.

Source: Trendex, Lebanon County, Feb. 3-7, 1958



**LEBANON-LANCASTER-HARRISBURG-YORK  
... AMERICA'S NUMBER 1 UHF MARKET**



**abc Channel 15**

Blair Television Associates, Inc.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa  
**WFBG-AM • TV**, Altoona-Johnstown, Pa / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa  
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



Prom., Prog. Dir.....Mac McCauley  
Film Mgr.....Glenn Hoerner  
Chief Engineer.....Paul Gross

**WARD-TV—Johnstown**  
1953—ABC-CBS

Channel: 56 UHF...AP: 10 Kw...VP: 20 Kw.  
Owned-Oper. By.....Rivoli Realty Co.  
Business Address.....Porch Bldg.  
Tel.: 8-1216.....News Service: AP  
Representative.....Weed  
President.....W. M. Thomas  
General Manager.....R. Butterfield  
Gen. Sls. Mgr.....Howard C. Evans  
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.  
Tel.: 5-1262.....News Service: UP  
Newspaper Affil.....The Tribune-Democrat  
Representative.....Katz  
Membership.....NAB, TvB  
President.....Walter W. Krebs  
General Manager.....Alvin D. Schrott  
Comm. Manager.....John H. Hepburn  
Prog., Film Director.....Frank P. Cummins  
V.P.-Technical Oper.....Nevin L. Straub  
Chief Engineer.....Theodore Campbell

**WGAL-TV—Lancaster—1949**  
CBS-NBC

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Operated By.....WGAL, Inc.  
Address.....Lincoln Highway W.  
Tel.: EX 3-5851.....News Service: AP  
Representative.....Meeker  
Membership.....NAB, 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 Rodenhauer  
Promotion Director.....Paul I. Woodland  
Technical Director.....J. E. Mathiot

**WLBR-TV—Lebanon—1957**  
ABC

Channel: 15 UHF...AP: 69.2 Kw...VP: 129 Kw.  
Owned.....Triangle Publications, Inc.  
Bus. Address.....R. D. #5, Television Hill  
Tel. LE 3-1601.....News Services: UP, INS  
Representative.....Blair  
Membership.....TvB  
Gen. Mgr.....Joe Zimmermann  
Oper. Mgr.....Dave Miller  
Dir. Nat. Sales.....Edward H. Benedict

**WBPZ-TV—Lock Haven**  
1957

Channel: 32 UHF...AP: 11.9 Kw...VP: 21.9 Kw.  
Owned.....Lock Haven Bcstg. Corp.  
Business Address.....132½ E. Main St.  
Tel.: 4038.....News Services: AP, UP  
Membership.....NAB  
President.....Donald C. Welch  
Gen., Sta. Mgr.....Harris Lipetz  
Prog. Dir.....Dave King  
Prom., Pub. Dir.....Dick Yohe  
Film Mgr.....Blair Heaton  
Chief Engineer.....Albert Stratmoe

**WKST-TV—New Castle—1953**  
ABC

Channel: 45...AP: 118 Kw...VP: 200 Kw.  
Owned.....WKST, Inc.  
Address.....First Federal Plaza  
Telephone.....OL 4-5501  
Representative.....Everett-McKinney  
Pres., Gen. Mgr.....S. W. Townsend  
Sls., Prod. Mgr.....Robert C. Harnack  
V.P., Prog. Dir.....Harry Reith  
Ch. Eng.....Robert Emch

**WVUE—Philadelphia**  
(See Wilmington, Del.)

1,797,492\*  
TV HOMES IN THE  
WILMINGTON-PHILADELPHIA  
AREA ARE WITHIN *VUE* OF

WVUE 12  
CHANNEL  
WILMINGTON · PHILADELPHIA

\*Trendex Survey, backed by Storer Engineering Co. Survey

Call Lew Johnson, Sales Manager, Philadelphia, LOcust 8-2262—or your nearest Katz Agency office—for the best buys in VUE!



# WFIL-TV

# FIRST

## FIRST in DELAWARE VALLEY

- more people watch WFIL-TV than any other station\*
- with 24-hour television
- with maximum power and **now** a 70% higher tower and double signal strength
- with daily colorcasts

## FIRST in AMERICA

- with daily TV newsreel
- first and **ONLY** station to win **two** DuPont Awards
- first and **ONLY** station to win the Marshall Field Award for "imaginative contributions to the welfare of children"
- to present college-level courses five days a week—"The University of the Air," now in its 8th year

\*ARB, Nov. & Dec. 1957/Jan. & Feb. 1958

Call BLAIR-TV today!...



# WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNEF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.  
**WFBC-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York





**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  
Tel.: EV 2-4700.....News Services: UP, INS  
Representative .....Blair TV  
Membership .....NAB, TvB  
Gen. Station Mgr.....Kenneth W. Stowman  
General Manager.....Roger W. Clipp  
Station Mgr.....George A. Koehler  
T.V. Sales Mgr.....Kenneth Curto  
Business Mgr.....John C. Harlan  
Dir. Natl. Sales.....Edward H. Benedict  
Chief Engineer.....Henry Rhea

**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.  
Tel.: LO 4-3700...News Services: AP, UP, INS  
Membership .....NAB, 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.....Robert Lemon  
Adv., Prom. Dir.....John P. Wiley  
Publicity Dir.....Gene E. Stout  
Mgr. Tech. Oper.....William A. Howard

**FOR COMPLETE INFORMATION**  
**ON TELEVISION NETWORKS —**  
**MAPS, PERSONNEL, AFFILIATES,**  
**BIOGRAPHIES —**  
**TURN TO PAGE 751**

the  
eyes  
of  
Philadelphia  
are on



WCAU-TV

What does it take to win and hold attention in a market with nearly 7,500,000 potential customers?

The imagination, facilities and skill to build the highest rated news programs . . . leadership in women's shows . . . the impact of award winning motion pictures . . . the most popular local programs . . . plus the superb programming of CBS-TV . . . keeps the eyes of the vast Philadelphia market on WCAU-TV.

**WCAU-TV**

*means business*  
in Philadelphia

Represented nationally by CBS-TV Spot Sales

**WCAU-TV—Philadelphia**  
1948—CBS

Channel: 10 VHF.. AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By..... WCAU, Inc.  
Address..... City & Monument Aves.  
Tel.: GR 7-8300..... News Service: AP, UP  
Representative..... CBS TV Spot Sales  
Membership..... NAB, 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  
Nat. Sls. Mgr..... Marvin L. Shapiro  
Film Oper. Manager..... Allen Ludlum  
V.P. in chg. Engineering..... John G. Leitch

**KDKA-TV—Pittsburgh—1949**  
CBS

Channel: 2..... AP: 50 Kw..... VP: 100 Kw.  
Owned-Oper. By.. Westinghouse Brcdstg. Co.  
Business Address..... Gateway Center  
Tel.: EX 1-3000..... News Service: UP  
Rep..... Peters, Griffin, Woodward  
Membership..... NAB, TvB  
President..... Donald H. McGannon  
Vice President..... Harold C. Lund  
Gen. Mgr..... Ted 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

**WIIC—Pittsburgh—1957—NBC**

Channel: 11 VHF.. AP: 158 Kw... VP: 316 Kw.  
Owned..... WIIC, Inc.  
Address..... 341 Rising Main St.  
Tel.: WE 1-6900..... News Service: UP  
Newspaper Affil..... Post Gazette  
Representative..... Blair TV  
Membership..... NAB  
President..... Oscar M. Schloss  
Gen. Mgr..... Robert A. Mortensen  
Commercial Mgr..... Roger D. Rice  
Operations, Prod..... Shelton Weaver  
Prom., Pub. Dir..... Caley E. Augustine  
Chief Engineer..... Henry Kaiser

**WNEP-TV—Scranton—1954**  
ABC

Channel: 16 UHF.. AP: 102 Kw... VP: 191 Kw.  
Owned-Oper. By..... Union Bcstg. Co.  
Business Address..... 333 Madison Ave.  
Tel.: D1 3-1245..... News Service: AP  
Representative..... Avery-Knodel  
V.P., Gen. Mgr..... Thomas P. Shelburne  
Ch. Eng..... Roswell J. Parker  
Prog. Dir..... Hal Berg

**WDAU-TV—Scranton—1953**  
CBS

Channel: 22 UHF.. AP: 500 Kw.. VP: 1000 Kw.  
Owned-Oper. By..... Scranton Bcstrs., Inc.  
Business Address..... 1000 Wyoming Ave.  
Tel.: D1 2-7634..... News Services: AP, UP

# Channel 2 is No. 1 in Pittsburgh!

Day after day, within 38 counties in Pennsylvania, Ohio, West Virginia, and Maryland, more people watch KDKA-TV than any other medium!

Month after month, ARB share-of-audience figures, from sign-on to sign-off, give KDKA-TV an average of almost twice that of the 2nd Pittsburgh station!

There are some 4.5 million TV viewers within range of Channel 2. So, if you want great sales results, remember... *no selling campaign is complete without the WBC station...*



**KDKA 2 TV**

**CBS PITTSBURGH**

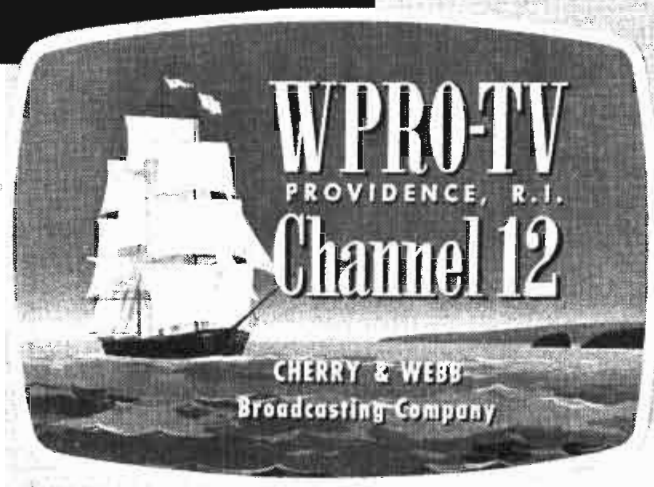
Represented by PGW



**WESTINGHOUSE BROADCASTING COMPANY, INC.**

**THE  
TRADEMARK  
OF  
LEADERSHIP**

Represented  
by  
**BLAIR-TV**



**BASIC**  
Maximum  
Power

**IN SOUTHEASTERN  
NEW ENGLAND'S**

**3-CITY  
MARKET**

**Providence  
Fall River  
New Bedford**

**Representative** ..... H.R. Membership ..... NAB, TvB  
**President** ..... Donald W. Thornburgh  
**Vice-Pres., Gen. Mgr.** ..... Vance Eckelsley  
**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.  
**Tel.:** VA 3-3101.....**News Service:** AP  
**Representative** ..... Headley Reed  
**Membership** ..... NAB, 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.  
**Tel.:** VA 4-4666 .....**News Service:** AP  
**Representative** ..... Avery-Knodel  
**Membership** ..... NAB  
**V.P., Gen. Mgr.** ..... Thomas P. Shelburne  
**Ch. Eng.** ..... Roswell J. Parker  
**Prog. Dir.** ..... Hal Berg

**WNOW-TV—York—1953**

**Channel:** 49 UHF..AP: 50 Kw..VP: 100 Kw.  
**Owned-Oper. By** ..... WNOW, Inc.  
**Business Address** ..... 25 So. Duke St.  
**Tel.:** 2-7821.....**News Service:** AP  
**Representative** ..... Young TV  
**General Manager** ..... William F. Rust, Jr.  
**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.  
**Tel.:** YO 2-5531.....**News Service:** AP  
**Representative** ..... Jack Masla  
**President** ..... Louis J. Appell, Jr.  
**Comm. Mgr.** ..... Robert M. Stough  
**Prog. Dir., Film Mgr.** ..... Jim Curtis  
**Prom., Pub. Dir.** ..... Stephen B. Fayer  
**Chief Engineer** ..... Arthur C. Hafer

**Rhode Island**

Pop. March 1 (Est.)—849,000; Families—256,000; Lic. Stations—2,  
Sta. CP's—1; Radio Homes—249,000; TV Homes—232,000

**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.  
**Tel.:** GA 1-8255.....**News Services:** AP, UP  
**Representative** ..... Petry  
**Membership** ..... NAB, TvB  
**Vice President** ..... George O. Griffith  
**Sta. Mgr.** ..... J. S. Sinclair  
**Oper. Manager** ..... Frederick R. Griffiths  
**Dir. TV Sales** ..... David J. Shurtleff  
**Sales Manager** ..... Edward Boghosian  
**Program Director** ..... Seymour Horowitz  
**Film Mgr.** ..... Chester Dowling  
**Chief Engineer** ..... Thomas Prior

**WPRO-TV—Providence—  
1955—CBS**

**Channel:** 12 VHF..AP: 158 Kw..VP: 316 Kw.  
**Owned-Oper. By** .. Cherry & Webb Bcstg. Co.  
**Address** ..... 24 Mason St.  
**Tel.:** PL 1-9776.....**News Service:** UP  
**Representative** ..... Blair-TV  
**Membership** ..... NAB, TvB  
**President** ..... William S. Cherry, Jr.  
**General Manager** ..... Arnold F. Schoen, Jr.  
**Comm. Mgr.** ..... Eugene W. Wilkin  
**Prog. Dir.** ..... Raymond A. Gilvard  
**Prod. Mgr.** ..... Donald S. Moeller  
**Chief Engineer** ..... John V. Ferri

**South Carolina**

Pop. March 1 (Est.)—2,437,000; Families—601,000; Lic. Stations—6,  
Sta. CP's—5; Radio Homes—584,000; TV Homes—417,000

**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.  
**Tel.:** CA 6-1511.....**News Service:** INS

**Newspaper Afil.** .. Independent & Daily Mail  
**Representative** ..... Headley Reed  
**Owner** ..... Wilton E. Hall  
**Gen., Sta. Mgr.** ..... Glenn P. Warnock  
**Sales Mgr.** ..... John McCallum  
**Program Director** ..... Ray Barath  
**Chief Engineer** ..... Earl Cosend



**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.  
Tel.: 3-8371.....News Service: UP  
Representative.....Peters, Griffin, Woodward  
President, Gen. Mgr.....John M. Rivers  
Nat. Comm., Sta. Mgr.....Roland Weeks  
Reg., 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

**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  
Tel.: TU 4-4141.....News Service: UP  
Representative.....Weed  
Membership.....TvB  
Pres., Gen. Mgr.....J. Drayton Hastie  
Sec'y, Ass't Gen. Mgr.....Doug M. Braham  
Commercial Mgr.....Grange S. Cuthbert, Jr.  
Prod. Director.....Clark Davis  
Prom., Pub. Dir.....Ann Clark  
Film Manager.....Gray Carroll  
Chief Engineer.....Walter M. Nelson

**WIS-TV—Columbia—1953**  
**NBC-ABC**

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By.....Bcstg. Co. of the South  
Business Address.....1111 Bull St.  
Tel.: AL 3-6431.....News Services: UP, AP  
Representative...Peters, Griffin, Woodward, Inc.  
Membership.....NAB  
Exec. V.P.....G. Richard Shatto  
Managing Dir.....Charles A. Batson  
Comm. Manager.....Law Epps  
Exec. Prod., Film Buyer... Adrian Munzell  
Prog. Dir.....Dixon Lovorn  
Prom., Pub. Dir.....John Bondeson  
Chief Engineer.....Barnett Goldberg

**WNOK-TV—Columbia—1953**  
**CBS**

Channel: 67 UHF.. AP: 43.8 Kw.. VP: 93.5 Kw.  
Owned-Oper. By.....Palmetto Radio Corp.  
Business Address.....1811 Main Street  
Tel.: AL 2-7737.....News Service: AP

Representative.....Raymer  
Membership.....NAB  
V.P., Gen. Mgr.....H. Moody McElveen, Jr.  
Comm. Mgr.....David C. Phillips  
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.  
Address.....Box 630  
Tel.: MO 2-1566.....News Service: AP  
Representative.....CBS Television Spot Sales  
Membership.....NAB, 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.....Whitefoord Smith  
Film Manager.....Harry Hughes  
Chief Engineer.....E. A. Sellars

**WFBC-TV—Greenville**  
**1953—NBC**

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By.....WMRC, Inc.  
Business Address.....505 Rutherford St.  
Tel.: CE 9-1321.....News Service: AP  
Representative.....Weed  
Membership.....NAB, TvB  
President.....R. A. Jolley  
Gen., Sta. Manager.....Kenneth Beachboard  
Program Director.....Norvin C. Duncan  
Comm. Mgr.....Robert Q. Glass, Jr.  
Prom. Director.....Edna Seaman  
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.  
Telephone.....3-3621  
Representative.....Hollingbery  
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.)—715,000; Families—201,000; Lic. Stations—5,  
Sta. CP's—4; Radio Homes—194,000; TV Homes—119,000

## KXAB-TV—Aberdeen—1958 NBC-ABC

Channel: 9 VHF... AP: 15 Kw... VP: 30 Kw.  
Owned..... North Dakota TV Network  
Bus. Address..... 4000 W. Main St., Fargo, N.D.  
Tel.: 5-4461..... News Service: AP  
Representative..... Weed  
Membership..... NAB  
President..... John W. Boler  
Gen. Mgr..... Chester Reiten  
Comm. Mgr..... G. Klien  
Prog., Prom. Dir..... Connie Wiensberg  
Film Mgr..... Dennis Falk  
Chief Engineer..... Henry Hausler

## KDLO-TV—Florence—1955 CBS-NBC-ABC

(Satellite of KELO-TV, Sioux Falls, S. D.)  
Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.

## KOTA-TV—Rapid City—1955 ABC-CBS-NBC

Channel: 3 VHF... AP: 37.5 Kw... VP: 72.4 Kw.  
Owned-Oper. By..... Duhamel Enterprises, Inc.  
Business Address..... 524½ 6th St.  
Tel.: FI 2-2000..... News Services: AP, UP  
Membership..... NAB  
Representative..... Headley-Reed  
Pres., Gen. Mgr..... Helen S. Duhamel  
Commercial Mgr..... William F. Turner

Prog. Dir., Film Mgr..... J. Norman Heffron  
Promotion Dir..... Arthur Jones  
Chief Engineer..... Robert Musfeldt

## KRSD-TV—Rapid City—1958 NBC

Channel: 7... AP: 12.9 Kw... VP: 25.7 Kw.  
Owned..... Heart of Black Hills Stations  
Address..... Box 609  
Telephone..... FI 2-6050  
Representative..... Devney  
Gen. Sls. Mgr..... Eli Daniels

## KPLO—Reliance—1957

Channel: 6 VHF... AP: 31.6 Kw... VP: 53.7 Kw.  
(Satellite of KELO-TV, Sioux Falls, S.D.)

## 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.  
Tel.: 4-5841..... News Services: UP, AP, INS  
Membership..... NAB, TvB  
Representative..... H-R; Bulmer & Johnson  
President..... Joseph L. Floyd  
Gen. Mgr..... Evans A. Nord  
Station Mgr..... Tom Sheeley  
Prom., Pub. Director..... Jack Townsend  
Film Manager..... Bob Johnson  
Chief Engineer..... Les Froke

# Tennessee

Pop. March 1 (Est.)—3,562,000; Families—974,000; Lic. Stations—13,  
Sta. CP's—2; Radio Homes—942,000; TV Homes—689,000

## WCYB-TV—Bristol—1956 (See Listing Under Bristol, Va.)

## WDEF-TV—Chattanooga 1954—CBS

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By..... WDEF Broadcasting Co.  
Address..... Volunteer Building  
Tel.: AM 7-3393..... News Service: UP  
Representative..... Branham  
Membership..... NAB, TvB  
President..... Carter M. Parham  
General Mgr..... Harold E. Anderson  
Comm. Manager..... Otis H. Segler  
Prog., Pub. Dir..... Morris Quave  
Prod. Director..... James Garner  
Film Manager..... John Bonney  
Chief Engineer..... B. C. Baker

## WRGP-TV—Chattanooga 1956—NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... Mountain City TV, Inc.  
Business Address..... 1214 McCallie Ave.  
Tel.: OX 8-1505..... News Service: UP  
Membership..... NAB

Representative..... H-R  
Pres., Gen. Mgr..... R. G. Patterson  
Sta. Mgr..... Helen Patterson  
Commercial Mgr..... George P. Moore  
Film Mgr..... Jim Nabors  
Prog., Prom., Pub. Dir..... Helen Patterson  
Chief Engineer..... B. B. Barnes

## WTVC—Chattanooga—1958

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned..... Martin Theatres of Georgia, Inc.  
Address..... 319 Hamilton Nat. Bank Bldg.  
Tel.: AM 6-4151..... News Service: UP  
Representative..... Meeker, Ayres  
Gen. Mgr..... Reeve Owne  
Prog. Dir..... Jack Sausman  
Nat. Sls. Mgr..... Joe Windsor  
Mng. Cons..... Earl Winger  
Prom. Dir..... Conrad Alexandria  
Ch. Eng..... Leon Webb

## WDXI-TV—Jackson—1955 ABC-CBS

Channel: 7 VHF... AP: 44 Kw... VP: 86.7 Kw.  
Owned-Oper. By..... Robinson Enterprises  
Business Address..... Box 303  
Tel.: 7-5681..... News Service: UP





Membership ..... NAB  
 Representative... Venard, Rintoul, McConnell  
 President ..... Aaron B. Robinson  
 General Manager..... John E. North  
 Prog. Dir., Film Mgr..... James W. Hoppers  
 Promotion Dir..... Marge Borg  
 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.  
 Tel.: 2780..... News Service: UP  
 Membership ..... NAB  
 Representative ..... Pearson  
 Pres., Gen. Mgr..... W. Hanes Lancaster, Jr.  
 Sales Mgr..... J. Will Hall  
 Program Director..... Richard Ellis  
 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.  
 Tel.: 2-7111..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Avery-Knodel  
 V.P., Gen. Mgr..... W. Henry Linebrough  
 Comm. Manager..... J. T. McCloud  
 Program Director..... Jack Weiderman  
 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..... 1513 Hutchison Ave.  
 Tel.: 5-8101..... News Service: UP  
 Membership ..... NAB  
 Representative ..... Katz  
 Pres., Gen. Mgr..... John P. Hart  
 Local Sales Mgr..... R. S. Quinn  
 Prom., Pub. Dir..... Robert Wilson  
 Prog. Dir., Film Mgr..... Neal Branch  
 Chief Engineer..... J. Rex Horton

**WTVK—Knoxville—1953  
 ABC**

Channel: 26 UHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... So. Central Bcstg. Co.  
 Business Address..... Memorial Park Rd.  
 Tel. .... 5-2113  
 Representative ..... Pearson  
 Pres., Gen., Sta., Comm. Mgr... J. Engelbrecht  
 Program Dir., Film Mgr..... Bill Eckstein  
 Prom., Pub. Dir..... Florence Woodford  
 Chief Engineer..... Carl Lawson

**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.  
 Tel. .... BR 2-3441  
 Representative ..... H-R  
 Membership ..... TvB  
 President ..... Thomas J. O'Neil  
 Gen. Manager..... William H. Grumbles  
 Sales Manager..... Boone F. Nevin  
 Sales Service Manager..... Jack Starr  
 Prom. Dir..... Gene Roper  
 Film Mgr..... Freddie Burns  
 Chief Engineer..... Welton Roy

**WMCT—Memphis—1953  
 NBC**

Channel: 5 VHF... AP: 60 Kw... VP: 100 Kw  
 Owned-Operated ..... Scripps Howard  
 Address ..... Box 311  
 Tel.: JA 6-7464..... News Service: UP  
 Newspaper Affil..... Commercial Appeal  
 Representative ..... Blair TV  
 Membership ..... NAB, TvB  
 President ..... Enoch Brown  
 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.  
 Tel.: JA 5-1313..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Katz  
 Owner, Gen. Mgr..... Hoyt B. Wooten  
 Commercial Mgr..... Charles B. Brakesfield  
 Prog. Dir., Film Mgr..... Jack Michael  
 Prom., Pub. Dir..... Henry Clark  
 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  
 Tel: CH 2-4331..... News Service: UP  
 Representative ..... Katz  
 Membership ..... NAB  
 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  
 Adv. Director..... Harold Tomlin  
 Film Mgr..... Tommy Ervin  
 Chief Engineer..... Ralph L. Hucaby



**WSIX-TV—Nashville—1953**  
**ABC**

Channel: 8 VHF...AP: 89 Kw...VP: 177 Kw.  
Owned-Oper. By.....WSIX Inc.  
Business Address.....Nashville Trust Bldg.  
Tel.: AL 5-5431.....News Service: AP  
Membership .....NAB  
Representative .....H-R  
President.....Louis R. Draughton  
Sta. Gen. Mgr.....E. S. Tanner  
V.P., Gen. Sales Mgr.....G. H. Morris  
Production Manager.....James Lynch  
Dir., Oper., Film Mgr.....R. L. Chaudoin  
Prom. Dir.....James Wharton  
Chief Engineer.....Charles Duke

**WSM-TV—Nashville—1950**  
**NBC**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned.....Nat'l Life & Accident Insurance Co.  
Address.....7th & Union  
Tel.: AL 4-5656...News Services: AP, UP, INS  
Membership .....NAB, TvB  
Representative .....Petry  
President.....John H. DeWitt, Jr.  
Gen. Manager.....Irving Waugh  
Comm. Manager.....Hi Bramham  
Sales Dir.....Tom Griscom  
Operations Mgr.....Brad Crandall  
Production Mgr.....Elmer Alley  
Prom. Dir.....Charlie Cash  
Film Manager.....Elmer Cartwright  
Chief Engineer.....Aaron Shelton

**Texas**

Pop. March 1 (Est.)—9,268,000; Families—2,668,000; Lic. Stations—37,  
Sta. CP's—12; Radio Homes—2,602,000; TV Homes—2,030,000

**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.  
Tel. ....SH 4-2345  
Membership .....NAB, TvB  
Representative .....Branham  
President.....W. D. "Dub" Rogers  
Station Manager.....Dan C. Guthrie  
Prog. Dir., Film Mgr.....Ray Trent  
Nat. Sales Mgr.....E. A. "Buzz" Hassett  
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.  
Tel.: OR 2-8491.....News Service: AP

Representative .....Raymer  
Membership .....TvB  
President & Gen. Mgr.....Dale Ackers  
Comm. Manager.....Bill Fox  
Prog. Dir.....Al Evans  
Sta., Film Mgr.....George Breeding  
Chief Engineer.....Troy Mallon

**KFDA-TV—Amarillo—1953**  
**CBS-ABC**

Channel: 10 VHF..AP: 125 Kw...VP: 250 Kw.  
Owned & Oper. By.....Amarillo Bsc'tg. Co., Inc.  
Address.....P. O. Box 1440  
Tel.: DR 4-5343...News Services: AP, UP  
Representative .....Blair  
Membership .....NAB, TvB  
President.....Gene L. Cagle  
General Manager.....Ed Moore  
Prom., Pub. Dir.....Dick Bay  
Merch. Dir.....Howard Roberson  
Prog. Dir.....Vernon Poerner  
Oper.-Film Mgr.....Vernon Poerner  
Chief Engineer.....Bill Spiller

To Broadcasters



Means

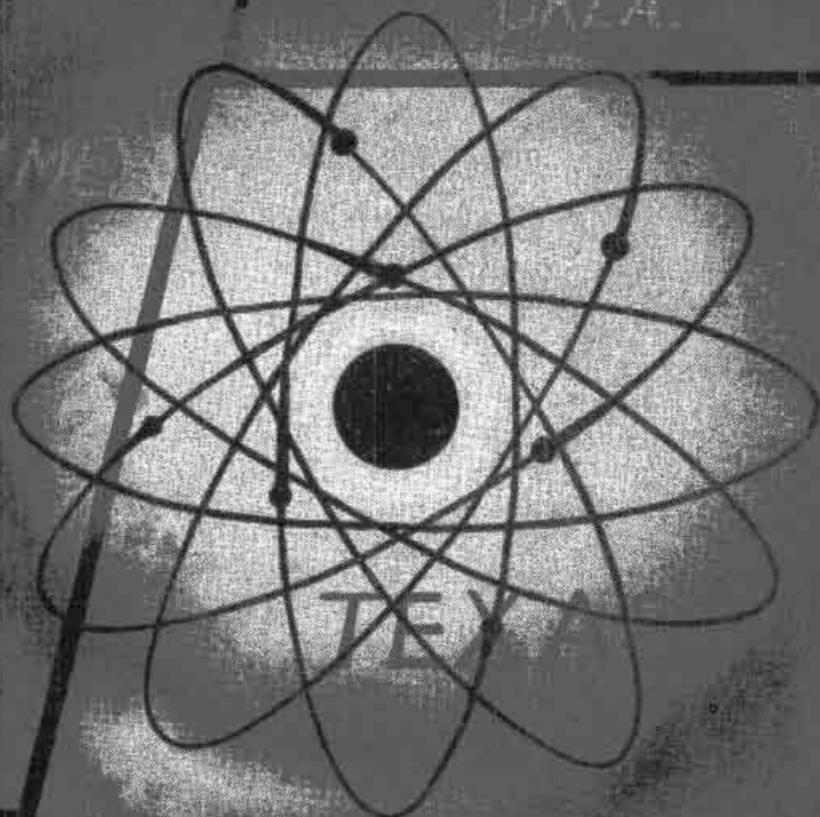
**Added Profits**  
**Added Prestige**

**The Associated Press**

50 Rockefeller Plaza  
New York 20, N. Y.

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**

**KGNC-TV—Amarillo—1953**  
NBC-ABC

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  
Tel.: DR 4-4601... News Service: AP, UP  
Membership... NAB, TvB  
Representative... Katz  
General Manager... Wes Izzard  
Station Manager... Aubrey Jackson  
Ass't Sta. Mgr... Bob Watson  
Prod. Mgr... Bud Pursley  
Adv., Prom... Marion Thomas  
Chief Engineer... W. H. Torrey

**KVII—Amarillo—1957—ABC**

Channel: 7... AP: 23 Kw... VP: 46 Kw.  
Owned... Southwest States, Inc.  
Address... Box 8066  
Telephone... FL 6-5241  
Representative... Venard, Rintoul & McConnell  
Pres., Gen. Mgr... Murry Woroner  
Prod. Mgr... Jerry Gardner  
Ch. Eng... Don Daniels

**KTBC-TV—Austin—1952**  
ABC-CBS-NBC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... The L-B-J Co.  
Address... Box 1155  
Tel.: GR 2-2424... 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... 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.  
Tel.: TE 8-4731... News Service: UP  
Membership... NAB  
Representative... Peters, Griffin, Woodward  
President... D. A. Cannan  
General Manager... C. B. Locke  
Commercial Mgr... Mott M. Johnson  
Program Dir... Bob McManus  
Film Manager... Paul McDuffin  
Chief Engineer... Harold W. Bartley

**KEDY-TV—Big Spring—1955**  
CBS

Channel: 4 VHF... AP: 6.3 Kw... VP: 12.9 Kw.  
Owned-Oper. By... Texas Telecasting  
Address... 2500 Kentucky Way  
Tel.: SH 4-2345... News Service: AP  
Representative... Bramham  
President... W. D. Rogers

V.P., Prom... W. H. Shipley  
Natl. Sales Mgr... Ed "Buzz" Hassett  
Comm. Mgr... John McMinn  
Prog., Film Mgr... Ray Trent  
Chief Engineer... Rudy Starnes

**KBTX-TV—Bryan—1957**  
ABC-CBS

Channel: 3 VHF... AP: 30.2 Kw... VP: 60.3 Kw.  
Owned... Brazos Bcstg. Co.  
Business Address... Box 3237  
Tel.: VI 6-777... News Service: AP  
Representative... Raymer  
President... W. C. Mitchell  
Gen. Mgr... M. N. Bostick  
Sta. Mgr... Harry Lee Gillam  
Comm. Mgr... David G. Haines  
Prog. Dir... Rod Whisenant  
Pub. Dir... Barbara Keller  
Film Mgr... Charles Henderson  
Chief Engineer... W. B. Cox

**KRIS-TV—Corpus Christi**  
1956—ABC-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Gulf Coast Bcstg. Co.  
Business Address... Box 840  
Telephone... TU 3-6511  
Representative... Peters, Griffin, Woodward  
Membership... NAB  
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

**KZTV—Corpus Christi—1956**  
CBS

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... KSIX-Television, Inc.  
Business Address... Show Room Bldg.  
Tel.: TU 4-1616... News Service: AP  
Representative... H-R; Clarke Brown  
Pres., Gen. Mgr... Vann M. Kennedy  
Prom., Pub. Dir... M. L. Kennedy  
Commercial Mgr... Raymond Dorsey  
Program Dir... Gene Looper  
Chief Engineer... Bill Kessel

**WBAP-TV—Dallas—1948**  
(See Ft. Worth Listing)

**WFAA-TV—Dallas—1949**  
ABC

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... A. H. Belo Corp.  
Business Address... 3000 Harry Hines Blvd.  
Tel.: RI 1-3315... News Services: AP, UP  
Newspaper Affiliation... Morning News  
Membership... NAB, TvB  
Representative... Petry  
Managing Dir... Alex Keese  
Station Manager... Mike Shapiro  
Natl. Sales Mgr... Dick Drummy  
Program Director... Tom Palmer

# THE PACE IS... PROGRESS in the FORT WORTH - DALLAS area the NATION'S 12TH MARKET

The trend is up and the growth rate is steady. Look at these startling predictions for 1960:\*

Tarrant-Dallas County Population	1,522,900
Tarrant-Dallas County Estimated Buying Income	\$3,291,088,000
Tarrant-Dallas County Retail Sales	\$2,409,432,000

To sell your products in this fast-paced, rapidly-expanding 12th U S Market choose the facilities of WBAP-TV—the first station in the market.

*Rates and packages on request*

## WBAP

3900 Barnett • Fort Worth, Texas

## WBAP-TV — Channel 5

Basic NBC for North Texas

\*Source: Sales Management Marketing on the Move Nov. 10, 1957

## AM • FM • TV

1900 N. Akard • Dallas, Texas



NATIONAL REPRESENTATIVES PETERS, GRIFFIN & WOODWARD



Prom., Pub. Director..... Winona Portwood  
 Film Manager..... Dunlap Clark  
 Chief Engineer..... Jim W. Cooper

### KFJZ-TV—Dallas—1955

(See Ft. Worth Listing)

### KRLD-TV—Dallas—1949 CBS

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned..... Times Herald Printing Co.  
 Business Address..... Herald Square  
 Tel.: RI 2-6811..... News Services: AP, UP  
 Newspaper Affiliation... Dallas Times Herald  
 Membership ..... NAB  
 Representative ..... Branham  
 President..... Clyde Rembert  
 General 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

### KELP-TV—El Paso—1956 ABC

Channel: 13 VHF... AP: 15.8 Kw... VP: 26.6 Kw.  
 Owned-Oper. By..... KELP TV Corp.  
 Business Address..... 4530 Delta St.  
 Tel.: KE 3-3658..... News Service: UP  
 Representative ..... Young TV  
 Vice-Pres..... Richard E. Jones  
 Gen. Mgr..... Herb Golombeck  
 Sls. Mgr..... Irv Prell  
 Prog. Dir..... Hillman Taylor  
 Pub. Dir..... Bill Provolet  
 Ch. Eng..... Michael Gaglio

### KROD-TV—El Paso—1952 CBS

Channel: 4 VHF... AP: 31 Kw... VP: 62 Kw.  
 Owned-Oper. By..... Roderick Bcstg. Co.  
 Address..... 2201 Wyoming St.  
 Tel.: KE 2-6551..... News Service: AP  
 Membership ..... NAB  
 Representative ..... Branham  
 President ..... D. D. Roderick  
 V.P., General Manager..... Val Lawrence  
 Sales Manager..... Dick Watts  
 Program Dir..... Bernie Bracher  
 Promotion Mgr..... Gordon Phillips  
 Film Mgr..... Don Manning  
 Chief Engineer..... Edward P. Talbott

### KTSM-TV—El Paso—1953 NBC

Channel: 9 VHF... AP: 29 Kw... VP: 58 Kw.  
 Owned-Operated By..... Tri-State Bcstg. Co.  
 Address..... 801 N. Oregon St.  
 Tel.: KE 2-5423..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr..... Karl O. Wyler, Sr.  
 Exec. Ass't..... Karl O. Wyler, Jr.  
 V.P., Comm. Manager..... Roy T. Chapman  
 Prog. Director..... Jack Rye  
 Publicity Dir..... Jack Elliott  
 Chief Engineer..... Kenneth J. Walton

### WBAP-TV—Fort Worth 1948—NBC

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.

# KRLD-TV channel



## The most **LOOKED AT** tv station in Dallas!

METROPOLITAN DALLAS TELEPULSE — OCT., 1957

KRLD-TV, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000-watt station in the Dallas-Fort Worth area.

John W. Runyon, Chairman of the Board      Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

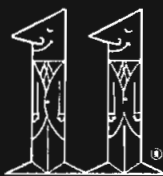
**We're first, but...**

**WHO  
WANTS  
TO  
ARGUE  
ABOUT**

~~4 1/2~~ 3 1/2

**PER  
CENT  
?**

*Channel*



**KFJZ-TV**

It seems there's a new champ born with almost every rating book in Dallas/Fort Worth. Only one fact is **constant** . . . It's the **tightest** four-station market in America! Right now **we're first** with 27.7 per cent\* share of audience. (Sign on to sign off Sunday through Saturday.) The fourth station trails by a mere 3.4 per cent . . . So who wants to argue?

High-rated nighttime minutes now available delivering a top family audience of 2.84 (average) viewers per set — 12 per cent more than nearest competitor!

*\*Dallas/Fort Worth combined ARB, January, 1958.*

Ask **BLAIR-TV**

or Joe Evans, National Sales Manager





Owned-Oper. By.....Carter Publications, Inc.  
 Business Address.....3900 Barnett St.  
 Tel.: JE 6-1981.....News Service: AP  
 Newspaper Affiliation.....Fort Worth Star-  
 Telegram  
 Representative ... Peters, Griffin, Woodward  
 Membership .....NAB  
 President.....Amon Carter, Jr.  
 General Manager.....George Cranston  
 Commercial Mgr.....Roy Bacus  
 Program Director.....Robert Gould  
 Prom., Pub. Dir.....Margret McDonald  
 Film Manager.....Lynn Trammell  
 Chief Engineer.....R. C. Stinson

Business Address.....2318 Polk Ave.  
 Telephone.....MA 3-9271  
 Representative .....Petry  
 Membership .....TvB  
 V.P., Gen. Mgr.....Jack Harris  
 Sta. Manager.....Jack McGraw  
 Promotion Mgr.....Kirt Harris  
 Film Manager.....Earl Corridon  
 Publicity Director.....Edna Forester  
 Traffic.....Katherine Estes  
 Local Sls. Mgr.....Jack Healy  
 Chief Engineer.....Paul Huhndorf

(See Page 866)

### 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  
 Tel.: PE 7-6631.....News Service: AP  
 Representative .....Blair TV  
 Pres., Gen. Mgr.....Gene L. Cagle  
 Nat'l Sales Mgr.....Joe Evans  
 Comm. Mgr.....John Hopkins  
 Prog. Dir.....Olin Terry  
 Pub. Director.....Edith Coenders  
 Film Mgr.....Arno W. Mueller, Jr.  
 Chief Engineer.....James T. Peterson

### KGUL-TV—Galveston-Houston 1952—CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Gulf Television Corp.  
 Business Address.....11 Video Lane  
 Tel.: GA 3-1607.....News Service: UP  
 Representative.....CBS Television Spot Sales  
 Membership .....NAB, 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

### KGBT-TV—Harlingen—1953 CBS-ABC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By .....KGBT-TV  
 Business Address .....Box 711  
 Tel.: GA 3-4880.....News Services: AP, UP  
 Representative .....H-R Reps.  
 Membership .....NAB  
 President.....McHenry Tichenor  
 General Manager.....Troy McDaniell  
 Comm. Manager.....Harry Mooradian  
 Chief Engineer.....Al Beck

### KPRC-TV—Houston—1950 NBC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Houston Post Co.

### KTRK-TV—Houston—1954 ABC

Channel: 12 VHF..AP: 170 Kw...VP: 316 Kw.  
 Owned-Oper...Houston Consolidated TV Co.  
 Address.....P. O. Box 12  
 Tel.: JA 6-1313.....News Services: AP, INS  
 Newspaper Affiliation .....Chronicle  
 Representative .....Hollingbery  
 Membership .....NAB, 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

To Broadcasters

# AP

Means

## Added Profits

## Added Prestige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

# 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

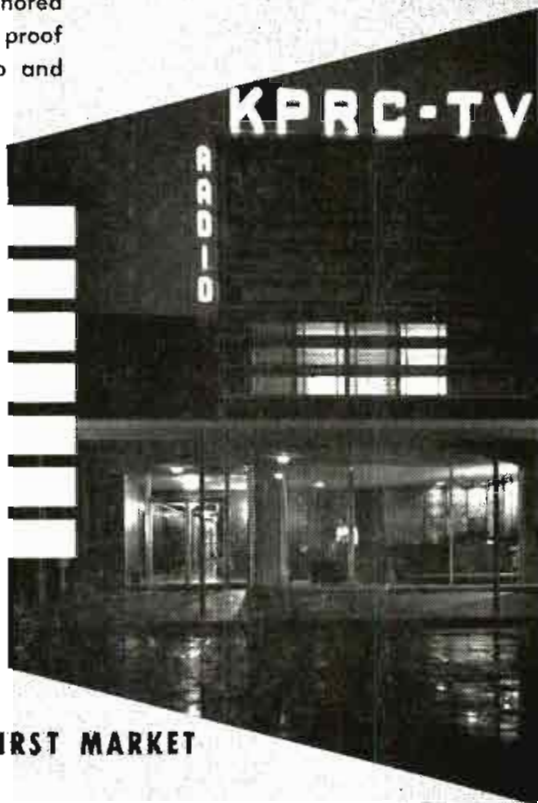
FIRST IN NEWS

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



# 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.  
Tel.: 3-3674..... News Service: AP  
Representative ..... Pearson  
Asst. Manager..... Al Samuels  
Comm. Mgr.-Prog. Dir..... Jim Shelton  
Film Manager..... Ernie Ramirez  
Chief Engineer..... W. Irven Simpson

# KCBD-TV—Lubbock—1952 ABC-NBC

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By... Bryant Radio & TV Inc.  
Business Address.....5600 Ave. A  
Tel.: SH 4-1414..... News Services: AP, UP  
Representative ..... Raymer  
Membership ..... NAB  
Pres., Gen. Manager..... Joe H. Bryant

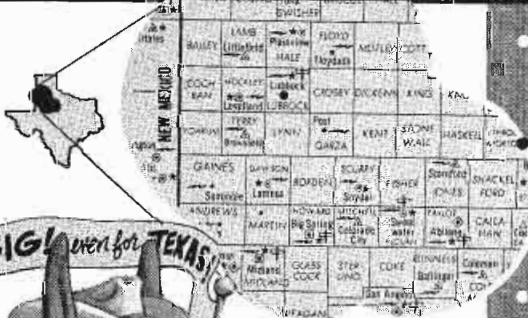
Asst. Gen. Manager..... Robert L. Snyder  
National Sales Mgr..... Ray Poindexter  
Comm. Manager..... George L. Tarter  
Program Director..... Bill Taylor  
Prom., Pub. Director..... Joan Prigmore  
Film Manager..... Richard Porter  
Chief Engineer..... Frank Lee

# KDUB-TV—Lubbock—1952 CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By..... Texas Telecasting, Inc.  
Business Address..... 74th & College Ave.  
Tel.: SH 4-2345..... News Service: INS, AP  
Representative ..... Branham  
Membership ..... NAB, TvB  
Pres., Gen. Mgr..... W. D. (Dub) Rogers  
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..... Doug Sewell  
Prom. Mgr..... Ray Huffer  
Chief Engineer..... Rudy Starnes

# AP Means Added Profits Added Prestige

Texas best major-market buy.. West Texas Television Network



**KDUB-TV**  
LUBBOCK, TEXAS  
**KPAR-TV**  
ABILENE - SWEETWATER  
**KEDY-TV**  
BIG SPRING, TEXAS

- Ranks as one of Texas' four top TV markets!
- Micro-wave system combines the rich oil, cattle and cotton area of West Texas into one vast market!
- Delivers greater % of audience in all time segments than any other BIG Texas market!
- Larger in area (46,000 sq. mi.) than the state of Ohio, Maine or Pennsylvania!

REPRESENTED BY THE BRANHAM COMPANY

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT



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

## KTRE-TV—Lufkin—1955

NBC

Channel: 9 VHF..AP: 12.5 Kw...VP: 26 Kw.  
Owned-Oper. By...Forest Capital Bcsig. Co.  
Business Address.....P. O. Box 701  
Tel.: NE 4-7771.....News Services: AP, UP  
Representative.....Venard, Rintoul,  
McConnel; Melville Co.  
Membership.....NAB  
President.....R. W. Wortham, Jr.  
V.P., Gen. Mgr.....Richman Lewin  
Film Manager.....Glenn Armstrong  
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  
Tel.: MU 2-7321..... News Service: UP  
Rep..... Venard, Rintoul & McConnell, Brown  
Membership.....NAB  
Sta.-General Manager.....Roy Herndon  
Commercial Manager.....George Collie  
Program Director.....Jerry Blaie  
Prom., Pub. Dir.....V. V. Scarpelli  
Film Mgr.....Don McCarron  
Chief Engineer.....Bill Buford

## KOSA-TV—Odessa—1956

CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Operated By...Odessa Television Co.  
Address.....1211 N. Whitaker  
Tel.: FE 7-8301.....News Services: AP, UP  
Membership.....NAB  
Representative.....Bolling  
Pres., Gen. Mgr.....Cecil L. Trigg  
Station Manager.....John Vacca  
Sales Manager.....Ed Costello  
Production Mgr.....Stu Klein  
Natl. Sales Mgr.....Ross Newby  
Film Director.....George Duesler  
Chief Engineer.....Bill Schock

## KPAC-TV—Port Arthur

1957—NBC-ABC

Channel: 4...AP: 50 Kw...VP: 100 Kw.  
Owned.....Texas Goldcoast TV Inc.  
Address.....Box 1059  
Representative.....Raymer  
Pres., Gen. Mgr.....Julius Gordon  
Sts. Mgr.....Mack Newberry  
Prog. Mr.....Doug Thompson  
Pred. Mgr.....John Stegall  
Ch. Eng.....Glenn Boatright

## KCTV—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 1941



Tel.: 7183.....News Service: UP  
 Rep...Melville, Venard, Rintoul & McConnell  
 Membership.....NAB  
 President.....B. P. Blutworth  
 V.P., Gen., Sta. Mgr.....J. Harley Hubbard  
 Prog. Dir.....A. Cobb  
 Film Manager.....Charles Cathey  
 Chief Engineer.....Robert Benson

**KCOR-TV—San Antonio—1955**

Channel: 41 UHF...AP: 6 Kw...VP: 11 Kc.  
 Owned-Oper. By.....KCOR, Inc.  
 Business Address.....111 Martinez St.  
 Representative.....Richard O'Connell, Inc.  
 President.....Raoul A. Cortez, Sr.  
 V.P., Gen. Mgr.....Nathan Safir  
 V.P., Comm. Mgr.....Raoul A. Cortez, Jr.  
 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 & 4th St.  
 Tel.: CA 5-7411.....News Service: AP  
 Representative.....Peters, Griffin, Woodward  
 Membership.....NAB, TvB  
 Newspaper Affil.....Express & News  
 President.....Frank G. Huntress, Jr.  
 General Manager.....Albert D. Johnson  
 Comm. Manager.....Wayne Kearl  
 Program Director.....Ken James  
 Sales Prom. Mgr.....Bob Millet

**KONO-TV—San Antonio—1957**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Mission Testg. Corp.  
 Business Address.....1408 N. St. Mary's St.  
 Tel.: CA 6-7611.....News Service: UP  
 Representative.....H-R  
 Membership.....NAB  
 President.....Eugene J. Roth  
 V.P., Gen. Mgr.....James M. Brown  
 Commercial Mgr.....Bob A. Roth  
 Program Dir.....Ed Hyman  
 Engineering Dir.....George W. Ing

**WOAI-TV—San Antonio  
1949—NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Southland Industries, Inc.  
 Address.....1031 Navarro St.  
 Tel.....CA 7-4221  
 Representative.....Petry  
 Membership.....NAB, TvB  
 Pres., Gen. Mgr.....James M. Gaines  
 Comm. Manager.....Edward V. Chevot  
 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  
 Business Address.....17 S. 3rd St.  
 Tel.: PR 3-6868.....News Service: UP  
 Newspaper Affiliation.....Telegram  
 Representative.....Blair TV Assoc.  
 President.....Frank W. Mayborn  
 General Manager.....Burton Bishop  
 Film Mgr.....Bill Nelson  
 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  
 Tel.: 33-1133.....News Service: AP  
 Newspaper Affil.....Gazette & Daily News  
 Representative.....Venard, Rintoul & McConnell  
 Membership.....NAB, TvB  
 President.....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.....Charles Mathis, Jr.

**KLTV—Tyler—1954  
NBC-ABC-CBS**

Tel.: TY 2-3875.....News Service: AP  
 Channel: 7 VHF..AP: 217 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Channel 7 Co.  
 Business Address.....Box 957  
 Representative.....H-R  
 Membership.....NAB  
 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, Westview Sta., Waco  
 Tel.: PL 6-4451.....News Service: AP  
 Representative.....Raymer  
 Membership.....NAB  
 President.....W. W. Naman  
 Gen., Sta. Mgr.....M. N. Bostick  
 Commercial Manager.....John M. Brinegar  
 Program Director.....Curtis Maties  
 Promotion Dir.....Oma Owens  
 Chief Engineer.....Jesse H. Dove

# the "Lion's" Share is MORE in Wichita Falls

KSYD-TV's maximum power brings MGM's audience appeal to the early and late viewing interests of more people in a 29-county market.

## CLASS "A" RATINGS AT CLASS "C" RATES

"MGM Early Show" 4:00 pm to 5:55 pm  
Mon. through Sat.

"MGM Late Show" 10:30 pm to signoff  
Daily, Sun. through Sat.

The MGM film package offers an "interest" bonus through a variety of great movies with proven appeal to the greatest audience interests.

The "Lion's" share influences more . . . reaches households with \$1,148 more spendable income than the Texas household average . . . a bonus in sales potential for KSYD-TV advertisers.

**\$6,472 Consumer Spendable Income per household**  
. . . 9.1% above the National average . . . 21.6% above the Texas average.

The "Lion's" share is sales-active . . . reaches households that spend \$294 more annually than the Texas household average . . . a bonus in high spending velocity for KSYD-TV advertisers.

**\$4,287 Retail Sales per Household** . . . 10% above the National average . . . 7.1% above the Texas average.

The only CBS affiliate between  
Dallas and Oklahoma City.

# KSYD-TV

Channel 6      100,00 watts      Wichita Falls, Texas

Represented by  
Blair-Television Assoc., Inc.



### KRGV-TV—Weslaco—1954 NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....KRGV Television Inc.  
Business Address.....311 Missouri St.  
Tel.: WO 8-3131.....News Service: AP  
Representative.....Paul H. Raymer  
Pres., Gen. Mgr.....O. L. Taylor  
Ass't Mgr.....Bill Rucker  
Program Director.....Dallas Wales  
Promotion Dir.....Burt Johnson  
Prod. Dir.....Jacque Elliott  
Chief Engineer.....Lewis Hartwig

### KFDX-TV—Wichita Falls 1953—ABC-NBC

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned.....Wichtex Radio & TV Corp.  
Address.....Box 2040  
Tel.: 692-4530.....News Service: UP  
Representative.....Raymer

Membership.....NAB  
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 Buyer.....Howard Fry  
Chief Engineer.....John Adams

### 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  
Tel.: 322-6957.....News Service: AP  
Representative.....Blair TV  
Membership.....NAB  
Pres., Gen. Mgr.....Syd Grayson  
Commercial Mgr.....Lambert Cain  
Program Director.....Thomas R. Sugars  
Prom., Pub. Dir.....Mrs. Carol Crowder  
Chief Engineer.....Herb Wiley

## Utah

Pop. March 1 (Est.)—833,070; Families—231,000; Lic. Stations—3,  
Sta. CP's—2; Radio Homes—224,000; TV Homes—184,000

### 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.  
Tel.: EL 5-4641.....News Service: UP  
Representative.....CBS TV Spot Sales  
Membership.....NAB, 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.....Robert G. Murdock  
Production Manager.....Scott R. Clawson  
Merchandising Dir.....Harry Fletcher  
Film Editor.....Richard V. Thiriot  
Chief Engineer.....Vincent E. Clayton

Newspaper Affiliation.....Time, Inc.  
Membership.....NAB, TvB  
Pres. & Gen. Mgr.....G. Bennett Larson  
Program Director.....Dan Rainger  
Commercial Mgr.....Harold Woolley  
Prom. & Pub. Director.....Tim Monroe  
Technical Director.....Allan Gunderson

### KUTV—Salt Lake City—1954 ABC

### KTVT—Salt Lake City—1948 NBC

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.  
Owned By.....TLF Broadcasters, Inc.  
Business Address.....130 Social Hall Ave.  
Tel.....DA 2-5681  
Representative.....Katz

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.  
Owned-Oper. By.....Utah Bcstg. & TV Corp.  
Business Address.....179 Social Hall Ave.  
Tel.: DA 2-2505.....News Service: AP  
Newspaper Affiliation.....Tribune; Ogden  
Standard Examiner  
Membership.....NAB, TvB  
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.....B. R. Carpenter

## Vermont

Pop. March 1 (Est.)—376,000; Families—109,000; Lic. Stations—1,  
Sta. CP's—0; Radio Homes—105,000; TV Homes—82,000

### WCAX-TV—Burlington 1954—CBS

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.  
Owned-Oper. By.....Mt. Mansfield TV, Inc.  
Address.....135 Main Street  
Tel.: UN 2-5671.....News Service: UP

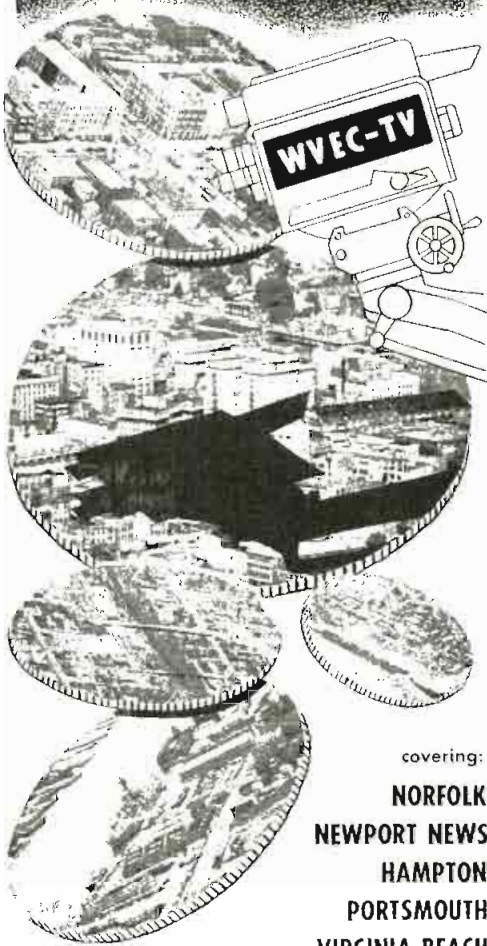
Representative.....Weed  
Membership.....NAB, TvB  
Chairman.....C. P. Hasbrook  
Pres., Gen. Mgr.....S. T. Martin  
Comm. Manager.....J. A. Dobson  
Prom., Pub. Dir.....Charles Lewis  
Film Manager.....A. Sherman Rutter  
Chief Engineer.....J. W. Tierney



# Virginia

Pop. March 1 (Est.)—3,765,000; Families—976,000; Lic. Stations—9,  
Sta. CP's—6; Radio Homes—927,000; TV Homes—640,000

**WVEC-TV**  
covers the *RICH*  
Tidewater Market



covering:  
**NORFOLK**  
**NEWPORT NEWS**  
**HAMPTON**  
**PORTSMOUTH**  
**VIRGINIA BEACH**

**NBC** **WVEC-TV**  
CHANNEL **15**

REPRESENTED BY AVERY KNODEL

## WCYB-TV—Bristol—1956 ABC-NBC

Channel: 5 VHF... AP: 42.7 Kw... VP: 85.4 Kw.  
Owned-Oper. By... Appalachian Bcstg. Corp.  
Business Address... Cumberland St.  
Tel.: North 3560... News Service: AP  
Membership... NAB, TvB  
Representative... Weed  
Pres., Gen. Mgr... Robert H. Smith  
Sales Manager... Fey Rogers  
Program Director... Frank Spaulding  
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.  
Address... 1930 Pembroke Ave., Hamton  
Tel.: 6332... News Service: AP  
Representative... Avery-Knodel  
Pres., Gen. Manager... Thomas A. Chisman  
V.P., Sales Director... Harrol P. Brauer, Jr.  
Prom. Dir... Beverly W. Avery  
Prog. Dir... Harry Doggette  
Operations Mgr... L. W. Kliwer  
Film Manager... Jerry Sanford  
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.  
Tel.: 4-4431... News Service: AP  
Membership... NAB, TvB  
Representative... Peters, Griffin, Woodward  
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... Tom Jones

## WLVA-TV—Lynchburg 1953—ABC

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... Lynchburg Bcstg. Corp.  
Address... 2320 Langhorne Rd.  
Tel.: 2-1242... News Service: AP  
Membership... NAB  
Representative... Hollingbery  
President... Edward Allen  
Gen., Sta. Mgr... Phil Allen  
Prog., Prom., Pub. Dir... Warren Uttal  
Comm. Mgr... Thomas L. Turner  
Chief Engineer... John T. Orth

## WTAR-TV—Norfolk—1950 CBS

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... WTAR Radio Corp.  
Business Address... 720 Boush St.  
Newspaper Affil... Norfolk Newspapers, Inc.  
Tel.: MA 5-6711... News Service: AP, INC  
Representative... Petry



Membership .....NAB, TvB  
 President, Gen. Mgr.....Campbell Arnoux  
 V.P., Operations.....John C. Peffer  
 V.P., Sales.....Robert M. Lambe  
 Program Director.....Harold Soldinger  
 Prom., Pub. Dir.....Hal Powell  
 Film Manager.....Harry Nicholas  
 Chief Engineer.....Richard Lindell

**WAVY-TV—Norfolk—1957**  
**ABC**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned.....Tidewater Teleradio, Inc.  
 Address.....709 Boush St.  
 Tel.: MA 7-2345.....News Service: AP  
 Representative.....H-R  
 Membership.....NAB  
 President.....Hunter C. Phelan  
 General Manager.....Carl J. Burkland  
 Commercial Mgr.....Eugene Gaudette  
 Program Dir.....Richard Fraser  
 Prom., Pub. Dir.....Macey Schaffer  
 Chief Engineer.....William Manrov

**WTOV-TV—Norfolk—1955**

Channel: 27 UHF..AP: 11.7 Kw...VP: 19.6 Kw.  
 Owned-Operated By.....Tim Brite, Inc.  
 Address.....1318 Spratley (Portsmouth, Va.)  
 Telephone.....EX 9-7583  
 Representative.....McGillvra  
 President.....Temus R. Bright  
 V.P.....Winston Bright  
 General Manager.....Louis H. Peterson  
 Sec'y-Treas.....Anna C. Bright  
 Program Director.....Miss Tovey Lee  
 Commercial Mgr.....Charles Adams  
 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  
 Tel.: RE 3-7876.....News Services: AP, INS  
 Representative.....Select  
 President.....Thomas G. Tinsley, Jr.  
 Gen. Mgr., Nat'l Sls. Dir.....Irvin G. Abeloff  
 Oper. Mgr.....Robert C. Currie, Jr.  
 Comm. Mgr.....Lawrence Slon  
 Prom., Pub. Dir.....Thomas J. McCollum, Jr.  
 Program Dir.....James L. Dodd  
 Chief Engineer.....George W. McGuigan

**WRVA-TV—Richmond**  
**1956—CBS**

Channel: 12 VHF..AP: 156 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Richmond TV Corp.  
 Business Address.....Box 2370, Zone 18  
 Tel.: BE 3-5461.....News Service: AP  
 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.



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### WTVR—Richmond—1947 ABC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Havens & Martin, Inc.  
Address... 3301 W. Broad St.  
Tel.: 5-8611... News Service: UP  
Representative... Blair TV  
Membership... NAB  
Pres., Gen., Comm. Mgr... Wilbur M. Havens  
Prom., Pub. Dir... Walter A. Bowry, Jr.  
Prog. Director... John Shand  
Film Manager... Conrad G. Rianhard, Jr.  
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.  
Tel.: DI 3-8031... News Service: AP  
Representative... Peters, Griffin, Woodward, Inc.  
Membership... NAB, 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 Buyer... Paul E. Reynolds  
Prog. Mgr... Charles A. Ballou  
Prom. Director... Boone Boggs  
Technical Director... J. Edward Newman

### WSLS-TV—Roanoke—1952 NBC-ABC

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Shenandoah Life Stations  
Address... Radio-TV Center  
Tel.: DI 4-9226... News Service: AP  
Representative... Avery-Knodel  
Membership... NAB, TvB  
President... Blake T. Newton, Jr.  
Exec. Vice Pres... James H. Moore  
Asst. & Comm. Mgr... Horace Fitzpatrick  
Program Manager... George W. Chernault Jr.  
Promotion Director... Fred L. Corstaphney  
Dir. Sales Prom... Charles Garrison  
Chief Engineer... J. P. Briggs

## Washington

Pop. March 1 (Est.)—2,767,000; Families—857,000; Lic. Stations—9,  
Sta. CP's—5; Radio Homes—836,000; TV Homes—627,000

### KVOS-TV—Bellingham 1953—CBS

Channel: 12 VHF... AP: 112 Kw... VP: 224 Kw.  
Owned-Oper. By... KVOS, Inc.  
Business Address... 1151 Ellis St.  
Tel.: 790... 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

### KBAS-TV—Ephrata—1957

(Satellite of KIMA-TV, Yakima, Wash.)

Channel: 43... AP: 8.3 Kw... VP: 16.7 Kw.

### KTRX—Kennewick-Pasco 1958

Channel: 31... AP: 4.9 Kw... VP: 8.2 Kw.  
Owned... Columbia River TV Co.  
Address... Black Angus Motel  
Telephone... JU 2-3101  
Representative... Forjoe-TV  
Pres., Gen. Mgr... Stuart Nathanson  
Sls. Mgr... Clyde Olsen  
Prod. Mgr... Eugene Normoyle  
Ch. Eng... Bernard Bailie

### KEPR-TV—Pasco—1954 ABC-CBS-NBC

(Satellite of KIMA-TV, Yakima)

Channel: 19 UHF... AP: 87.6 Kw... VP: 148 Kw.

### KING-TV—Seattle—1948 ABC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... King Bcstg. Co.  
Business Address... 320 Aurora  
Tel... MU 3555  
Representative... Blair-TV  
Membership... NAB, TvB  
President... Mrs. A. Scott Bullitt  
V.P., Gen. Mgr... Otto P. Brandt  
Exec. V.P... Henry B. Owen  
Commercial Manager... Al Hunter  
Program Director... Lee Schulman  
Prom., Pub. Director... Mel Anderson  
Dir. of Engineering... James L. Middlebrooks

### KIRO-TV—Seattle—1958 CBS

Channel: 7... AP: 158 Kw... VP: 316 Kw.  
Owned... Queen City Bcstg. Co.  
Address... 1530 Queen Anne Ave.  
Telephone... AT 3-9800  
Representative... Peters, Griffin, Woodward  
Pres., Gen. Mgr... Saul Haas  
Vice-Pres... Lincoln W. Miller  
Sta. Mgr... Miller C. Robertson  
Prog. Mgr... Fred Kaufman

### 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.  
Tel.: SE 6000... News Service: UP  
Representative... NBC Spot Sales



Membership ..... NAB, TvB  
 President ..... O. D. Fisher  
 Exec. V.P. & Gen. Mgr. .... W. W. Warren  
 Mgr. Programming ..... Dave Crockett  
 Program Manager ..... Tom Rogstad  
 Film Editor ..... Arden Skoog  
 Ad., Prof. Manager ..... Bob Ryan  
 Nat. Sls. Mgr. .... Reg Miller  
 Aud. Prom. Mgr. .... Margaret Frey  
 Sales Manager ..... Bill Hubbach  
 Pub. Rel. Mgr. .... Arthur Grebel  
 Chief Engineer ..... C. E. Miller

**KTVW—Seattle-Tacoma  
1953**

Channel: 13 VHF.. AP: 57 Kw.. VP: 98.5 Kw.  
 Owned ..... KTVW, Inc.  
 Address ..... 230 8th Ave. N., Seattle  
 Tel.: Seneca 3113..... News Service: INS  
 Representative ..... Hollingbery  
 Membership ..... NAB  
 President ..... J. Elroy McCaw  
 General Manager ..... James Hawkins  
 Commercial Mgr. .... William Green  
 Program Dir. .... Tom Towey  
 Promotion Dir. .... Boyd Curtis  
 Film Manager ..... Howard Perkin  
 Chief Engineer ..... Charles Morris

**KHQ-TV—Spokane—1952  
NBC**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By ..... KHQ, Inc.  
 Address ..... 700 Radio Central Bldg.  
 Tel.: MA 4-5131..... News Service: AP  
 Representative ..... Katz  
 Membership ..... NAB, TvB  
 Pres., Gen. Mgr. .... R. O. Dunning  
 Commercial Mgr. .... J. Birney Blatr  
 Promotion Manager ..... Rex Gerlach  
 Program Director ..... John R. Fahey  
 Chief Engineer ..... Dee Waymire

**KREM-TV—Spokane—1954  
ABC**

Channel: 2 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned ..... KREM Bcstg. Co.  
 Address ..... 4103 S. Regal  
 Tel.: KE 4-0466..... News Service: AP  
 Representative ..... Petry  
 Membership ..... TvB  
 President ..... Louis Wasmer

Gen., Sta., Comm. Mgr., Prom.  
 Dir. .... Robert Temple  
 Program Director ..... Walt Schwarz  
 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 ..... KXLY-TV  
 Owned-Oper. By ..... 315 W. Sprague Ave.  
 Tel. MA 4291..... News Service: UP  
 Representative ..... Avery-Knodel  
 Membership ..... NAB  
 President ..... Norman Alexander  
 V.P., Gen., Sta. Mgr. .... Richard Jones  
 Comm. Manager ..... James Agostino  
 Oper. Mgr. .... 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.  
 Address ..... S. 11th & Grant Ave.  
 Tel.: FU 3-2561..... News Services: AP, UP  
 Newspaper Affil. .... Tacoma News Tribune  
 Representative ..... Weed  
 Membership ..... NAB  
 Gen. Mgr., Dir. Sales ..... Larry Carino  
 Program Director ..... Robert Guy  
 Prom. Dir. .... Robert Lyte  
 Pub. Dir. .... Doris Curda  
 Chief Engineer ..... Max Blice

**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  
 Tel.: GL 2-9111..... News Service: AP  
 Representative ..... Weed  
 Membership ..... NAB, TvB  
 President ..... A. W. Talbot  
 Gen., Sta. Mgr. .... Thomas C. Bostic  
 Commercial Mgr. .... H. R. Cary  
 Program, Flm. Mgr. .... James Nolan  
 Prom., Pub. Rel. Dir. .... E. M. Morrissey  
 Chief Engineer ..... J. Barry Watkinson

**West Virginia**

Pop. March 1 (Est.)—2,020,000; Families—544,000; Lic. Stations—7,  
 Sta. CP's—4; Radio Homes—514,000; TV Homes—384,000

**WHIS-TV—Bluefield—1955  
NBC-ABC**

Channel: 6 VHF.. AP: 28.8 Kw.. VP: 50 Kw.  
 Owned-Oper. By ..... Daily Telegraph Ptg. Co.  
 Address ..... 412 Bland St.  
 Tel.: DA 7-7115..... News Service: AP  
 News. Affil. .... Daily Telegraph, Sunset News

Representative ..... Katz  
 Membership ..... NAB  
 Pres. .... H. I. Shott  
 Admin. Dir. .... P. T. Flanagan  
 Sta., Sales Mgr. .... John C. Schott  
 Prog. Dir. .... Orland C. Young  
 Prom., Pub. Dir. .... Janie M. Lambert  
 Film Mgr. .... Jean Webster  
 Act. Chief Engineer ..... Paul Osborne



**WCHS-TV—Charleston—1954**  
CBS

Channel: 8 VHF. AP: 94 Kw. VP: 158 Kw.  
Owned & Oper. By.....WCHS-TV Inc.  
Address.....1111 Virginia Street East  
Tel.: DI 6-5368.....News Service: UP, AP  
Representative.....Branham  
Membership.....NAB, TvB  
President.....Hawthorne D. Battle  
V.P., Gen. Mgr.....John T. Gelder, Jr.  
Comm. Manager.....John L. Sinclair, Jr.  
Program Director.....Morton S. Cohn  
Prom., Pub. Dir.....William L. Cooke, Jr.  
Chief Engineer.....William E. Dixon

**WHTN-TV—Huntington**  
1955—ABC-CBS

Channel: 13 VHF. AP: 200 Kw. VP: 316 Kw.  
Owned-Oper. By.....Cowles Bcstg. Co.  
Address.....625 Fourth Avenue  
Tel.: JA 5-7661.....News Service: UP  
Representative.....Petry  
Membership.....NAB, TvB  
President.....Luther L. Hill  
Station Manager.....Robert R. Tincher  
Comm. Manager.....George Miller, Jr.  
Program Director.....Norman L. Bacon  
Prom., Pub. Dir.....Chas. Dinkins  
Film Director.....Richard H. Hite  
Chief Engineer.....Harold Sturm

**WBOY-TV—Clarksburg—1957**  
ABC-NBC

Channel: 12 VHF. AP: 139 Kw. VP: 278 Kw.  
Owned.....WSTV, Inc.  
Business Address.....912 W. Pike St.  
Tel.: MA 4-7573.....News Service: AP  
Representative.....Avery-Knodel  
Membership.....NAB  
President.....Jack N. Berkman  
Gen. Sta. Mgr.....George H. Clinton  
Prog., Prom. Dir.....Peter Lyman  
Pub. Dir.....Owen Lee  
Film Mgr.....Ted Hoover  
Chief Engineer.....V. G. Brooks

**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.  
Tel.: JA 9-4127.....News Service: AP  
Station Representative.....Katz  
Membership.....NAB, TvB  
Pres., Gen. Mgr.....L. H. Rogers II  
Comm. Mgr.....C. Tom Garten  
Operations Mgr.....L. E. Kilpatrick  
Prom., Adv. Dir.....George Greenwood  
Chief Engineer.....John P. Clay

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**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  
Tel.: HO 9-3361.....News Service: AP  
Representative.....Pearson  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Sta., Comm. Mgr.....Robert R. Brown  
Program Director.....Phil Vogel  
Pub. Dir.....Barbara Allen  
Film Manager.....Tom Fazio  
Chief Engineer.....Curtis Horton

**WTAP-TV—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.  
Tel.: HU 5-4589.....News Service: UP  
Representative.....Pearson  
Membership.....NAB  
President.....Clay Littick  
General Manager.....Allan Land  
Sta., Comm. Mgr., Prom., Pub. Dir.....Milton Komito  
Prog. Dir.....Charles K. Bloomquist  
Film Buyer.....Ed Fisher  
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.  
Tel.: CE 2-7777.....News Service: UP  
Newspaper Affil.....News Register  
Representative .....Hollingbery

Membership .....NAB, TvB  
Exec. V.P. & Gen. Mgr.....Robert W. Ferguson  
Comm. Mgr.....H. Needham Smith  
Prog. Director.....Garry Vorhees  
Prom., Pub. Director.....Greg Van Camp  
Production Manager.....Edwin Johnson  
Film Manager.....William Ney  
Continuity Dir.....Donald Murdock  
Chief Engineer.....Howard Daubenmeyer

**Wisconsin**

Pop. March 1 (Est.)—3,882,000; Families—1,119,000; Lic. Stations—12,  
Sta. CP's—4; Radio Homes—1,104,000; TV Homes—924,000

**WEAU-TV—Eau Claire—1953**  
**ABC-NBC-CBS**

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.  
Owned-Oper. By.....Central Bcstg. Co.  
Business Address.....2415 So. Hastings Way  
Telephone.....TE 2-3474  
Membership .....NAB  
Representative .....Hollingbery  
President.....W. C. Bridges  
Gen., Comm. Manager.....Leo Howard  
Prom. Mgr.....Wayne McNulty  
Chief Engineer.....T. O. Jorgenson

Newspaper Affiliation.....Tribune  
Representative .....H-R  
Membership .....NAB  
Pres., Gen. Mgr.....Howard Dahl  
Comm. Mgr.....Robert Z. Morrison, Jr.  
Program Director.....Ray Scaron  
Promotional Director.....Leonard Anderson  
Chief Engineer.....Al Leeman

**WISC-TV—Madison—1956**  
**CBS**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Radio Wisconsin, Inc.  
Bus. Address.....4801 W. Beltline Hwy.  
Tel.: CE 3-9791.....News Service, UP  
Representative .....Peters, Griffin, Woodward  
Membership .....NAB  
President .....Ralph M. Immell  
General Manager.....Ralph O'Connor  
Comm. Mgr., Prom. Dir.....Richard Nickeson  
Prog., Pub. Dir.....Richard Kepler  
Film Manager.....Warren Perney  
Chief Engineer.....Walter Hariu

**WBAY-TV—Green Bay—1953**  
**CBS**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Norbertine Fathers  
Business Address.....115 South Jefferson St.  
Tel.: HE 2-3331.....News Service: UP  
Representative .....Weed  
Membership .....NAB  
Managing Dir.....Rev. M. J. Beemster  
General Manager.....Haydn R. Evans  
Commercial Mgr.....Robert C. Nelson  
Prog. Dir.....Greg McElrone  
Promotion Dir.....Robert Meister  
Film Manager.....Don Bergner  
Chief Engineer.....Wallace E. Stone

**WKOW-TV—Madison—1953**  
**ABC**

Channel: 27 UHF..AP: 87 Kw..VP: 200 Kw.  
Owned-Oper. By.....Monona Bcstg. Co.  
Business Address.....215 West Washington Ave.  
Tel.: AL 7-2261.....News Service: UP  
Representative .....Headley-Reed  
Membership .....NAB  
President .....Stewart Watson  
General Manager.....Ben F. Hovel  
Station Manager.....Frank Bignell  
Program Director.....Clark Hogan  
Promotion Dir.....John Schambow  
Film Manager.....William Harmon  
Tech. Supervisor.....Cloven Smith

**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  
Tel.: HE 7-5411.....News Service: UP  
Representative .....Headley-Reed  
Membership .....NAB  
President .....Clayton Ewing  
Gen., Sta. Mgr.....Soren H. Munkhof  
Comm. Manager.....Ward O. Gage  
Prom., Pub. Dir.....W. C. Porsow  
Prog. Dir.....Elden Ansbach  
Film Manager.....Bill Campbell  
Chief Engineer.....Harry Hill

**WMTV—Madison—1953**  
**NBC**

Channel: 33 UHF..AP: 112 Kw..VP: 209 Kw.  
Owned-Oper. By.....WMTV, Inc.  
Business Address.....Box 168  
Tel.: CE 3-5381.....News Service: UP  
Representative .....Young  
President .....Mitchell Wolfson  
General Mgr.....Peter They  
Program Director.....Donald Hopke  
Film Manager.....George Plenderlieth  
Prom. Director.....Wanda Montz  
Chief Engineer.....Stanley Sadler

**WKBT—La Crosse—1954**  
**CBS-NBC-ABC**

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.  
Owned & Oper. By.....WKBH Television Inc.  
Address.....141 South 6th St.  
Tel.: 2-4678.....News Service: AP

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**Represented Nationally by  
Edward Petry Co. Inc.**



**WMBV-TV—Marinette—1954**  
NBC

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.  
Owned-Oper. By...M & M Broadcasting Co., Inc.  
Address.....Wells St.  
Tel.: RE 5-6631.....News Service: UP  
Rep.....Venard, Rintoul & McConnell  
Membership.....NAB  
President.....W. E. Walker  
General Manager.....Joseph D. Mackin  
Oper. Manager.....Pat Kehoe  
Prom., Pub. Director.....Yvonne Froncee  
Sales Mbr.....Clarence O. Gray, Jr.  
Prog. Dir.....B. Addley Gray  
Chief Engineer.....Al S. Alexander

**WISN-TV—Milwaukee**  
1954—ABC

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Hearst Corp.  
Business Address.....759 N. 19th St.  
Tel.: DI 2-3000...News Services: AP, UP, INS  
Newspaper Affiliation.....Sentinel  
Representative.....Petry  
Membership.....NAB  
Manager.....J. B. Soell  
Local Sales Mgr.....R. Shireman  
Film Dir.....Ann Fitzsimmons  
Program Director.....Baylen Smith  
Prom., Pub. Dir.....Arthur H. Barnes  
Chief Engineer.....Lionel Wittenberg

**WTMJ-TV—Milwaukee**  
1947—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....The Journal Co.  
Business-Trans. Address.....333 W. State St.  
Tel.: BR 1-6000.....News Service: AP  
Representative.....Harrington, Righter &  
Parsons, Inc.  
Membership.....TvB  
V.P., Gen. Mgr. Radio TV...Walter J. Damm  
Station Mgr.....George Comte  
Asst. Sta. Mgr.....R. J. Heiss  
Adm. Asst.....L. W. Herzog  
Sales Mgr.....Neale V. Baake  
Program Manager.....Sprague Vonier

Promotion Mgr.....Bruce Wallace  
Film Manager.....James Fitzgerald  
Mgr. AM & TV Engineer....Phillip B. Laeser

**WITI-TV—Milwaukee—1956**

Channel: 6 VHF..AP: 64 Kw..VP: 100 Kw.  
Owned-Oper. By.....Independent TV, Inc.  
Business Address.....Box 641  
Tel.: BR 3-8282.....News Service: UP  
Representative.....Bramham  
President.....Sol J. Kahn  
Comm. Mgr.....Leon Dolnick  
Sales 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.  
Tel.: UP 3-1919.....News Services: AP, UP  
Representative.....CBS TV Spot Sales  
Membership.....NAB, TvB  
General Mgr.....Frank J. Shakespeare, Jr.  
Program Director.....Leon Drew  
General Sales Mgr.....Richard P. Hogue  
Promotion Director.....R. H. Van Roo  
Prog. Dir.....Charles E. Hinds  
Publicity Director.....M. S. Bachman  
Chief Engineer.....W. W. Wesley

**WSAU-TV—Wausau—1954**  
ABC-CBS-NBC

Channel: 7 VHF..AP: 122 Kw..VP: 316 Kw.  
Owned-Oper. By...Wisconsin Valley TV Corp.  
Address.....714-5th Street  
Tel.: 2-1021.....News Service: AP  
Newspaper Affil.....Record-Herald  
Representative.....Meeker TV  
Membership.....NAB  
President.....George T. Frechette  
Gen. Comm. Mgr.....Richard D. Dudley  
Prom., Pub. Dir.....Tom Bolger  
Program Director.....B. Kellnhauser  
Film Manager.....Dan Ziebell  
Chief Engineer.....Roland W. Richard

**Wyoming**

Pop. March 1 (Est.)—329,000; Families—96,000; Lic. Stations—2,  
Sta. CP's—3; Radio Homes—92,000; TV Homes—48,000

**KSPR-TV—Casper—1957**  
CBS

Channel: 6 VHF..AP: 6.76 Kw..VP: 13.43 Kw.  
Owned.....D. L. Hathaway  
Business Address.....3900 E. 2nd St.  
Tel.: 3-5777.....News Service: UP  
Representative.....Walker  
Membership.....NAB  
Pres., Gen. Mgr.....D. L. Hathaway  
Sta. Mgr.....M. R. Nichols  
Local Comm. Mgr.....Richard Frech  
Film Mgr.....Harry Millard  
Chief Engineer.....John Cheatham

**KTWO-TV—Casper—1957**  
ABC-NBC

Channel: 2 VHF..AP: 14.1 Kw..VP: 28.5 Kw.  
Owned.....Harriscope, Inc.  
Business Address.....35 N. Beverly Dr.  
Tel.: CR 6-4632.....News Service: UP  
Membership.....NAB, TvB  
National Rep.....Meeker  
President.....Burt Harris  
Exec. V.P.....Lawrence Berger  
General Manager.....C. Van Haelften  
Cont. Dir.....Rosemary Kress  
Traf. Dir.....Norene Havill



Film Mgr. Hanley Cohn  
Chief Engineer Robert Lebsock

**KFBC-TV—Cheyenne—1954**  
CBS-ABC-NBC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Frontier Bcstg. Co.  
Business Address... 2923 East Lincolnway  
Tel.: 4-4461... News Service: UP  
Newspaper Affiliation... Wyoming Eagle & Wyoming Tribune  
Representative Hollingbery  
Membership NAB  
President Robert S. McCracken  
Gen., Sta. Mgr. William C. Grove

Commercial Mgr. C. P. Cahill  
Promotion Manager Joyce Pratt  
Program Dir. Holly Hoff  
Film Mgr. Don Wich

**KWRB-TV—Riverton—1957**  
CBS

Channel: 10 AP 32 Kw. VP: 64 Kw.  
Owned... Chief Washakie TV  
Address... Box 409 (Worland)  
Telephone... TH 800  
Representative Meeker  
Gen. Mgr., Ch. Eng. Joseph P. Ernst  
Sls. Mgr. Hugh Graham  
Prog. Mgr. M. V. Ernst

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**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  
Tel.: 5-2201... News Services: AP, INS  
Reps... Fletcher (N. Y.); Day (Seattle)  
Membership NAB  
President Harry J. Hill  
Sta., Gen. Mgr. Alvin O. Bramstedt  
Comm. Mgr. William Stewart  
Program Director Gerry Hinchee  
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... 4th & Denali Sts.  
Tel.: 5-4321... News Service: AP  
Representative Alaska Radio-TV  
Membership NAB  
Pres., Gen., Sta. Mgr. A. G. Hiebert  
Prog. Dir. Paul West  
Comm. Mgr. Claire O. Banks  
Prom., Pub. Dir. Joan Jorgenson  
Film Mgr. Delta Stark  
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... Lathrop Bldg.  
News Service AP  
Reps... Fletcher (N. Y.); Day (Seattle)  
Membership NAB  
President Harry C. Hill  
General Manager Alvin C. Bramstedt  
Station Manager Don Andon  
Commercial Mgr. Jack Barnhart  
Prog. Dir. Donna Madow  
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  
Tel.: 3636... 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 Garth Anderson

**KINY-TV—Juneau—1956**  
CBS

Channel: 8 VHF... AP: 131 Kw... VP: 261 Kw.  
Owned-Oper. By... Alaska Bcstg. System, Inc.  
Bus. Add... 831 Securities Bldg., Seattle, Wash.  
Tel.: SE 6333... News Service: AP  
Representative Alaska Radio-TV  
Pres., Gen. Mgr. William J. Wagner  
Station Manager J. W. McKinley  
Sales Mgr. Warren Price  
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.

**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  
Tel.: 9-2011...News Service: UP  
Newspaper Affil...Star Bulletin  
Representative...Peters, Griffin, Woodward  
President, Gen. Mgr...J. Howard Worrall  
Mgr., Sta. Oper...Melvin B. Wright  
Gen. Sls. Mgr...Charles Crockett  
Local Sls. Mgr...Robert Costa  
Prom., Pub. Dir...Colleen Ng  
Chief Engineer...Daniel O. Hunter

**KONA-TV—Honolulu—1952**  
NBC

Channel: 2 VHF...AP: 30 Kw...VP: 60 Kw.  
Owned-Oper. By...Radio Honolulu, Ltd.  
Business Address...1170 Auahi St.  
Tel. ....6-2366  
Newspaper Affil...Honolulu Advertiser  
Representative...NBC Spot Sales  
Membership...NAB  
President...John D. Keating  
Local Sales Mgr...Martin F. Rohde  
Nat'l Sales Mgr...Jim Spencer  
Prog. Dir...Clarence Chun  
Prom. Dir...Betty McCollum  
Pub. Dir...Hal Shade  
Chief Engineer...Alvin Chang

**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.  
Tel.: 6-3666...News Service: AP  
Representative...Young-TV  
Gen. Mgr...Jack Burnett  
Sales Mgr...Art Srinkle  
Prog., Pub. Dir...Dan Kawakami  
Prom. Dir...Paul Yamamoto  
Film Mgr...Joe Konno  
Chief Engineer...R. T. Miyahara

**KMAU-TV—Wailuku—1955**  
CBS

(Satellite of KGMB-TV, Honolulu)  
Channel: 3 VHF...AP: 3 Kw...VP: 6 Kw.

**KMVI—Wailuku—1955**

(Separately owned and managed satellite of  
KONA, Wailuku)  
Channel: 12 VHF..AP: 15 W...VP: 30 Ww.  
Owned-Oper...Maui Publishing Co., Ltd.  
Business Address...Box 374  
Tel. ....33-981  
General Manager...Ezra J. Crane  
Station Manager...Richard E. Mawson  
Commercial Mgr...Frank R. Kovacic  
Chief Engineer...Neil Arveschough

**PUERTO RICO**

**WORA-TV—Mayaguez**  
1955—ABC-CBS-NBC

Channel: 5 VHF...AP: .891 Kw...VP: 1.48 Kw.  
Owned-Oper By...Supreme Bcstg. Co., Inc.  
Business Address...Darrington Bldg.  
Tel. ....1151  
Representative...Inter Am. Pub., Inc.  
President...Alfredo R. Arellano  
Station Mgr...R. M. Dupont  
Program Director...Ignacio López  
Promotion Dir...Nelson Nin  
Publicity Dir...Natty López  
Film Manager...Mario Rivera Negrón  
Chief Engineer...Jesús M. Avilés Brunet

**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  
Tel. ....3-3006  
Representative...Caribbean Networks Inc.  
Membership...NAB  
President...John G. Johnson  
Gen. Manager...Carlos Rivera Gonzales  
Promotion Dir...Roberto Carrasquillo  
Program Director...Luis Dominguez  
Film Manager...Hector Hernandez  
Chief Engineer...Rafael Cruz Rivera

**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  
Tel. ....3-3800  
Rep...Inter-American Publications Inc.  
President...Angel Ramos  
Act.-General Manager...Delfin Fernandez

To Broadcasters

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**Added Prestige**

The Associated Press  
50 Rockefeller Plaza  
New York 20, N. Y.

Comm. Manager..... Jorge Rivero  
Sales, Prom. Mgr..... Oscar Reinosá  
Prog. Dir..... José Luis Torregrosa  
Film Mgr..... Carlos García de Quevedo  
Dir. Engineering..... Jack Tudor

**WRIK-TV—Ponce—1958**  
CBS-ABC

Channel: 7... AP: .71 Kw... VP: 1.4 Kw.  
Owned..... Ponce TV Partnership  
Address..... Darlington Bldg.  
Representative..... Inter-American Publ.  
Pres., Ch. Eng..... George A. Mayoral  
Gen. Sls. Mgr..... William Cortada  
Prog. Mgr..... Frances Berry

**WSUR-TV—Ponce—1958**

Channel: 9 VHF... AP: .42 Kw... VP: .83 Kw.  
Owned..... American Colonial Bcstg. Corp.  
Address..... 1000 Ponce de Leon Ave., (S.J.)  
Telephone..... 2-1278  
Pres., Ch. Eng..... Ralph P. Perry  
Gen. Mgr..... Mariano A. Escudero

**GUAM**

**KUAM-TV—Agana—1956**  
ABC-CBS-NBC

Channel: 8 VHF... AP: .075 Kw... VP: .15 Kw.  
Owned-Oper. By..... Radio Guam, Inc.  
Business Address..... Box 68  
Tel.: 7961..... News Service: INS  
Representative..... Intercontinental Services  
Membership..... NAB  
President..... Harry M. Engel, Jr.  
Resident Mgr..... John P. Barton  
Operations Mgr..... Edgar A. Olson  
Commercial Mgr..... Mary C. Chappelle  
Prom., Pub. Dir..... Len Stein  
Film Manager..... Ron Tompkins  
Chief Engineer..... James Long

# TELEVISION STATIONS OF CANADA

## Alberta

### CHCT-TV—Calgary—1954 CBC

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned By... Calgary Television, Ltd.  
Address... 955 Rideau Road  
Tel.: CH 3-3491... News Services: INS, CP  
Newspaper Affil... Herald  
Sales Rep... All-Canada TV, Weed  
Membership... CARTB  
President... F. R. Shaw  
Manager... Herb Stewart  
Commercial Mgr... R. Watson  
Prom., Pub. Director... Barry Nicholls  
Oper. Mgr... R. S. Carson  
Prog. Dir... Ron Chase  
Film Manager... Gordon Warner  
Chief Engineer... Lee Crawley

### 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.  
Tel.: 892572... News Service: BUP  
Reps... Young Canadian  
Membership... CARTB  
Pres., Gen. Mgr... G. R. A. Rice  
Station Mgr... S. S. Lancaster  
Commercial Mgr... Bruce D. Alloway  
Chief Engineer... F. G. A. Makepeace

### CJLH-TV—Lethbridge—1955 CBC

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.  
Owned-Oper. By... Lethbridge TV, Ltd.  
Business Address... Lethbridge  
Tel... FA 7-1521  
Representatives... All-Canada TV; Weed  
Membership... CARTB  
President... H. Buchanan  
Managing Director... N. Botterill  
Commercial Mgr... L. Crittenden  
Program Director... S. Pitt  
Technical Dir... V. Reed

### CHAT-TV—Medicine Hat 1957—CBC

Channel: 6 VHF... AP: 3 Kw... VP: 5.7 Kw.  
Owned... Monarch Bcstg. Co. Ltd.  
Address... Medicine Hat  
Tel... JA 7-2457  
Representative... Weed; Stovin-Byles  
Membership... CARTB  
General Manager... R. J. Buss  
Commercial Mgr... Jack Oldham  
Chief Engineer... Sid Gaffney

### CHCA-TV—Red Deer—1957 CBS

Channel: 6 VHF AP: 2.875 Kw.. VP: 5.75 Kw.  
Owned... CHCA TV Limited  
Business Address... 4-4730 Ross St.  
Tel.: 4644... News Service: CP  
Representative... John N. Hunt  
Membership... NAB, CARTB, BBM  
Pres., Mgr. Dir... G. A. Bartley  
Comm., Asst. Mgr... Cam G. Harjus  
Prog. Dir... Ray D. Torgrud  
Prom. Dir... Audrey Sole  
Pub. Dir... A. R. Porkka  
Film Mgr... Len G. Purnell  
Chief Engineer... T. Wadson

## British Columbia

### CFCR-TV—Kamloops—1957 CBC

Channel: 4 VHF... AP: 359 Kw... VP: 700 W.  
Owned... Twin Cities TV Ltd.  
Business Address... Radio-TV Centre  
Tel.: 1022-K... News Service: BNS  
Representative... Weed  
Pres., Gen. Mgr... Ian G. Clark  
Comm. Mgr., Pub. Dir... Walter Harwood  
Prog. Dir... Jean Ross  
Film Mgr... Margaret Heron  
Chief Engineer... Fred Webber

### CHBC-TV—Kelowna—1957

Channels: 2 Kelowna; 7 Vernon; 13 Penticton  
Owned... Okanagan Valley TV Co.  
Business Address... 342 Leon Ave.  
Tel... 4535  
Representative... All-Canada TV, Weed  
President... Jim Browne  
Gen., Sta. Mgr... Roy G. Chapman  
Comm. Mgr... Dick Sharp  
Prog. Dir... Stan Lettner  
Prom., Pub. Dir... Norm Williams  
Film Mgr... Russ Richardson  
Chief Engineer... Tom Wyatt

### CHBC-TV-1—Penticton—1957 (Satellite of CHBC-TV, Kelowna, B. C.)

Channel: 13 VHF... AP: 150 Kw... VP: 300 Kw.

### CBUT—Vancouver—1953 CBC

Channel: 2... AP: 48 Kw... VP: 90 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 701 Hornby St.  
Telephone... 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..... Stanley Fox  
Design Director..... Cliff Robinson

# New Brunswick

## CKCW-TV—Moncton—1954 CBC

Channel: 2 VHF... AP: 16 Kw... VP: 25 Kw.  
Owned-Oper. By..... Moncton Bcstg., Ltd.  
Address..... #10 Release Centre  
Tel.: EV 4-9601..... News Service: BP  
Reps..... Canadian Sta. Reps.; Stovin  
Membership..... TVB  
General Manager..... F. A. Lynds  
Commercial Mgr..... Bruce Masters  
Prog. Dir..... J. S. Irvine  
Prom. Dir..... Barbara Parsons  
Chief Engineer..... Keith MacConnell

## CHBC-TV-2—Vernon—1957

(Satellite of CHBC-TV, Kelowna, B. C.)  
Channel: 7..... AP: 155 Kw..... VP: 310 Kw.

## CHEK-TV—Victoria—1956 CBS

Channel: 6 VHF... AP: .9 Kw... VP: 1.8 Kw.  
Owned-Oepr. By..... CHEK, Ltd.  
Business Address..... 1450 Douglas St.  
Tel..... 7-1821  
Representative..... Forjoe  
President..... David M. Armstrong  
General Manager..... Russell L. Furse  
Program Dir..... Robert Hallock  
Chief Engineer..... Norman Berquist

# Newfoundland

## CJOX-TV—Argentia—1957

(Satellite of CJOX-TV, St. John's, Nfld.)  
Channel: 10... AP: .09 Kw. VP: .19 Kw.

## 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 Wales Street  
Tel.: 7105..... News Services: AP, CP  
Representatives..... All-Canada TV; Weed  
Membership..... CARTB  
President..... Geoff Stirling  
General Mgr..... Don Jamieson  
Sta. Mgr..... Colin Jamieson  
Commercial Mgr..... Jack Baird  
Program Director..... Charles Lang  
Promotion Dir..... Miss Mary Myler  
Publicity Dir..... Ada Meyers  
Film Manager..... Reg Powell  
Chief Engineer..... Oscar Herlihey

# Manitoba

## 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.  
Tel..... 5393  
Sales Representative... All-Canada TV, Weed  
Membership..... CARTB  
Pres., Gen. Mgr..... John B. Craig  
Exec. Ass't, Sta. Mgr..... Eric Davies  
Comm. Manager..... Archie Olson  
Program Director..... Douglas A. Lee  
Chief Engineer..... A. M. Gomez

## 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.  
Tel..... 3-3304  
Sales Rep..... All Canada TV; Weed  
Membership..... CARTB  
Gen. Mgr..... George A. Cromwell  
Program Dir..... William Stewart  
Chief Engineer..... Jack Bishop

## CBWT—Winnipeg—1954 CBC

Channel 4... AP: 33 Kw... VP: 56 Kw.  
Owned By..... Canadian Bcstg. Corp.  
Address..... Box 160  
Tel.: SP 4-2541..... News Service: BUP  
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

# Nova Scotia

## CBHT—Halifax—1954—CBC

Channel: 3... AP: 60 Kw... VP: 100 Kw.  
Owned By..... Canadian Bcstg. Corp.  
Address..... 70 Bell Rd.  
Tel.: 2-8311..... News Services: BUP, BN  
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..... George Hames

## CJCB-TV—Sydney—1954 CBC

Channel: 4 VHF... AP: 108 Kw... VP: 180 Kw.  
Owned By..... Cape Breton Bcstrs.  
Address..... TV Bldg., Mira Rd.  
Tel.: 3431... News Services: INS, BN  
Sales Rep... Weed TV Corp.; All-Canada TV



Manager.....J. Marvin Nathanson  
 Program Mgr.....Mrs. M. C. MacQuarrie  
 Comm. Mgr.....Effie Williams  
 Prom. Dir.....L. Y. MacInnis  
 Pub. Dir.....J. C. McVicar  
 Film Mgr.....R. H. Demers  
 Chief Engineer.....M. E. Bowles

Owned By.....Central Ontario TV, Ltd.  
 Address.....864 King St. W.  
 Tel.: SH 3-4335.....News Services: AP, UP  
 Sales Rep.....Hardy; Hunt; Weed  
 Membership.....CARTB  
 President.....Carl Pollock  
 General Manager.....Eugene E. Fitzgibbons  
 Station Manager.....W. D. McGregor  
 Prom., Pub. Dir.....Bill Whiting  
 Program Manager.....Don Martz  
 Film Manager.....Errol Creighton-Kelly  
 Chief Engineer.....Alexander G. Day

## Ontario

### CKVR-TV—Barrie—1955 CBC

Channel: 3 VHF..AP: 13.5 Kw...VP: 27 Kw.  
 Owned-Oper. By...Ralph Snelgrove TV Ltd.  
 Address.....P. O. Box 69  
 Tel.: PA 6-6466.....News Service: BN  
 Representative.....Mulvihill; Young  
 Pres., Gen. Manager...Ralph T. Snelgrove  
 Comm. Mgr.....Charles Tierney  
 Promotion Dir.....Barry Pauley  
 Chief Engineer.....Jack Mattenley

### CKSO-TV-I—Elliot Lake 1957—CBC

(Satellite of CKSO-TV, Sudbury, Ont.)

### CHCH-TV—Hamilton—1954 CBC

Channel: 11...AP: 90 Kw...VP: 150 Kw.  
 Owned By.....Niagara Television Ltd.  
 Address.....163 Jackson St. W.  
 Tel.: JA 2-1101.....News Service: CP  
 Sales Rep.....Adam Young, All-Canada TV  
 Newspaper Affil.....Spectator  
 Membership.....CARTB  
 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

### CFCL-TV-I—Kapuskasung 1957

(Satellite of CFCL-TV, Timmins, Ont.)

Channel: 3.....AP: 17 W.....VP: 34 W.

### CKWS-TV—Kingston—1954 CBC

Channel: 11 VHF..AP: 154 Kw...VP: 257 Kw.  
 Owned By.....Frontenac Bcstg. Co. Ltd.  
 Address.....170 Queen St.  
 Tel.....LI 2-4977  
 Sales Rep.....Young, All-Canada TV  
 President.....W. R. Davies  
 Gen. Mgr.....H. C. Freeman  
 Station Mgr.....R. W. Hofstetter  
 Comm. Mgr.....D. Payne  
 Chief Engineer.....Bert Cobb

### CKCO-TV—Kitchener—1953 CBC-CBS

Channel: 13 VHF..AP: 54.4 Kw...VP: 100 Kw.

### 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  
 Tel.: 4-2115.....News Service: BN  
 Newspaper Affil.....London Free Press  
 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 Nott  
 Dir. of Engineering.....G. Robitaille

### CKGN-TV—North Bay—1955 CBC-ABC-CBS-NBC

Channel: 10 VHF..AP: 25.75 Kw...VP: 51.5 Kw.  
 Owned-Oper. By.....Tel-Ad Co.  
 Address.....P. O. Box 1000  
 Tel.: GR 2-9000.....News Service: CP  
 Representative, Mulvihill Ltd., Hunt & Assoc.  
 Membership.....CARTB  
 President.....Gerald A. Alger  
 Man. Dir.....Ced Price  
 Commercial Mgr.....Gord Beavis  
 Program Director.....Bill Hart  
 Prom., Pub. Dir.....Barry Penhale  
 Film Mgr.....Tvelyn Becks  
 Chief Engineer.....David Mee

### CBOFT—Ottawa—1955

Channel: 9 VHF..AP: 55 Kw...VP: 31 Kw.  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....Lanark Ave.  
 Telephone.....PA 8-1771  
 Station Manager.....C. P. Wright  
 Operations Mgr.....Georges Huard  
 Comm. Manager.....Maurice Valinquette  
 Chief Engineer.....Maxted Gilbert

### CBOT—Ottawa—1953 CBC

Channel: 4...AP: 27 Kw...VP: 50 Kw.  
 Owned By.....Canadian Bcstg. Corp.  
 Address.....Box 39, Westboro, Ont.  
 Tel.....PA 8-1771  
 Station Mgr.....Georges Huard  
 Commercial Mgr.....Larry O'Neill  
 Program Dir.....Dennis Townsend  
 Technical Director.....J. H. Book



**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  
Tel.: RI 2-0451.....News Service: BN, CP  
Reps.....All-Canada TV: Weed  
Membership.....CARTB  
General Manager.....Harvey Freeman  
Mgr.....Keith Parker  
Commercial Mgr.....D. T. Manning  
Program Director.....Gordon Shale  
Film Manager.....Don Harte-Maxwell  
Chief Engineer.....Bert Crump

**CFCJ-TV—Port Arthur**  
1954—CBC

Channel: 2.....AP: 15 Kw.....VP: 28 Kw.  
Owned By.....Thunder Bay Electronics Ltd.  
Address.....87 N. Hill St.  
Tel.: 4-2404.....News Service: BN  
Membership.....CARTB  
Sales Rep.....Weed TV; All-Canada TV  
President and Mgr.....Ralph H. Parker

**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  
Tel.: AL 3-3515.....News Service: BN  
Representatives.....All-Canada TV: Weed  
Membership.....CARTB  
President.....Mrs. J. G. Hyland  
Gen. Sta. Mgr.....R. H. Ramsay  
Commercial Mgr., Prog. Dir.....E. W. Plouffe  
Prom. Dir.....H. O'Connor  
Film Manager.....Beverly Gay  
Chief Engineer.....Dave Irwin

**CKSO-TV—Sudbury—1953**  
CBC

Channel: 5 VHF.....AP: 15 Kw.....VP: 30 Kw.  
Owned By.....CKSO Radio, Ltd.  
Address.....Box 400  
Tel.: OS 4-0711.....News Services: BN, BUP  
Representatives.....Weed; All Canada TV  
President.....George M. Miller  
General Manager.....W. J. Woodhill  
Nat. Comm. Mgr.....Ralph Connor  
Chief Engineer.....Wally Robert

**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  
Tel.: 577.....News Service: AP  
Reps.....McGillvra; Hunt; Renaud  
Membership.....CARTB  
President.....J. Conrad Lavigne  
General Manager.....Rene Barrette  
Program Director.....Jean DeVilliers  
Technical Dir.....Roch Demers  
Prom. Dir.....Isabella Appleby  
Film Mgr.....Hazel Clermont

**CBLT—Toronto—1952**  
CBC-CBS-ABC-NBC

Channel: 9.....AP: 53.5 Kw.....VP: 99.5 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....354 Jarvis St.  
Telephone.....WA 3-5461  
Director.....Fergus Muirle  
Asst. Director.....J. R. W. Graham  
Sales Mgr.....John Malloy  
Program Director.....Peter McDonald  
Technical Director.....Reginald Horton  
Supervisor of Design.....Leonard Crawford  
Press and Information Rep.....W. C. Walls

**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  
Tel.: 158.....News Service: BN  
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.....Helen Fleury  
Film Mgr.....Harold Swatridge  
Chief Engineer.....Scott Reid

**Prince Edward Island**

**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.  
Tel.: 7347.....News Service: CP  
Representatives.....All-Canada TV; Weed  
Membership.....CARTB  
Sta., Comm., Film Mgr.....R. F. Large  
Traffic Manager.....E. P. Williams  
Promotion Mgr.....M. E. Large  
Tech. Supervisor.....J. G. Jay



**Quebec**

**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.  
Tel. .... LI 2-4551  
Reps. .... Hardy; Hunt; Adam Young  
Membership ..... CARTB  
President ..... Henri Lepage  
General Mgr. .... Tom Burham  
Station Mgr. .... Paul J. Audette  
Program Director ..... Odette Arseneau  
Film Manager ..... Eugene Michaud  
Chief Engineer ..... Gerard Lemieux

**CBFT—Montreal—1952**  
CBC

Channel: 2... AP: 50 Kw... VP: 100 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 1425 Dorchester St. W.  
Telephone ..... UN 6-2571  
Director ..... Andre Oulmet  
Program Director ..... Fernand Guerard  
Comm. Manager ..... Maurice Valiquette  
Film Mgr. .... J. Lepailleur  
Press & Information ..... J. J. Trudeau  
Ch'ef Engineer ..... Henri Audet

**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 ..... D. E. McGill  
Film Manager ..... J. Lepailleur  
Press and Information ..... J. J. Trudeau  
Chief Engineer ..... Henri Audet

**CFCM-TV—Quebec City—1954**  
CBS-CBC

Channel: 4... AP: .635 Kw... VP: 1.27 Kw.  
Owned By... Television De Quebec  
Address... 200 Ave. St. Jean Bosco, Ste. Foy  
Telephone ..... MU 3-4985  
Membership ..... CARTB  
Sales Rep. .... Weed; Hardy; Hunt  
President ..... Gaston Pratte  
Executive Director ..... A. C. Picard  
Gen. Mgr. .... J. A. Pouliot  
Director of Operations ..... Ernest W. Miller  
Comm. Mgr. .... A. P. Fitzgibbons  
Program Manager ..... Jacques Filteau

**CKMI-TV—Quebec City**  
1957—CBC

Channel: 5 VHF... AP: 2.8 Kw... VP: 5.6 Kw.

Owned... TV de Quebec (Canada) Ltd.  
Add... 200 Ave. St. Jean Bosco, Ste Foy, Que.  
Tel.: MU 3-4985... News Service: CP  
Representative ..... Stovin-Byles  
Membership ..... CARTB  
President ..... Gaston Pratte  
General Manager ..... Jean A. Pouliot  
Commercial Mgr. .... Arthur P. Fitzgibbons  
Prom., Pub. Dir. .... Andrew N. McLellan  
Film Manager ..... Gerald Ross  
Chief Engineer ..... Marcel Chabot

**CJBR-TV—Rimouski—1954**  
CBC

Channel: 3... AP: 34.55 Kw... VP: 60.6 Kw.  
Owned By... Central Public Serv. Corp.  
Address... 6 St. John St.  
Tel.: RA 3-2217... News Service: BN  
Sales Rep. .... Stovin-Byles  
President ..... Jacques Brilliant  
Station Manager ..... Andre Lecomte  
Prog., Prom. Director ..... Francois Raymond

**CKRN-TV—Rouyn-Noranda**  
1957—CBC

Channel: 4 VHF... AP: 25 Kw... VP: 50 Kw.  
Owned... Northern Radio-Radio Nord, Inc.  
Business Address... Box 70  
Tel.: RO 2-7741... News Service: BUP  
Membership ..... CARTB, ACRTF  
Pres., Gen. Mgr. .... David A. Gourd  
Sta., Comm. Mgr. .... George A. Chartrand  
Chief Engineer ..... Jean-Guy Langevin

**CHLT-TV—Sherbrooke**  
1956—CBC

Channel: 7 VHF... AP: 312 Kw... VP: 312 Kw.  
Owned-Oper. By... La Tribune, Ltd.  
Business Address... 221 Dufferin St.  
Tel.: LO 9-2525... News Service: CP  
Reps. .... Hardy (Canada); Canadian Stations  
Reps (N. Y.)  
Newspaper Affil. .... La Tribune  
President ..... Paul Desruisseaux  
General Manager ..... Alphe Gauthier  
Station Manager ..... Jean-Louis Gauthier  
Program Director ..... Pierre Bruneau  
Promotion Director ..... Paul-Andre Joly  
Publicity Dir. .... Georges L'Ecuyer  
Film Manager ..... Guy Bachand  
Chief Engineer ..... Leo Guilbeau

**Saskatchewan**

**CKBI-TV—Prince Albert**  
1958—CBC

Channel: 5... AP: 36.5 Kw... VP: 61 Kw.  
Owned... Central Bcstg. Co.  
Address... 10th St. West  
Tel.: RO 3-7421... News Service: CP  
Representatives... All Canada; Weed  
Membership ..... CARTB  
Pres., Gen. Mgr. .... E. A. Rawlinson

Commercial Mgr. . . . . G. O. Johnson  
 Program Dir. . . . . J. J. Cennon  
 Promotion Dir. . . . . Gerald Prest  
 Chief Engineer. . . . . Tom Van Nes

**CKCK-TV—Regina—1954**  
**CBC**

Channel: 2 VHF...AP: 53.5...VP: 100 Kw.  
 Owned By . . . . . Transcanada  
 Address . . . . . Leader Post Building  
 Tel.: LA 3-6671. . . . . News Service: PN  
 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

**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.  
 Telephone . . . . . 2-6611  
 Sales Rep. . . . . Adam Young TV Corp.; Oakes;  
 Radio Representative, Ltd.  
 President. . . . . A. A. Murphy  
 Vice-Pres., Gen. Mgr. . . . . G. Blair Nelson  
 Asst. Manager. . . . . Vernon Dallin  
 Operations Mgr. . . . . Walter Romanow  
 Sales Manager . . . . . Will Klein  
 Prom. Director . . . . . H. Edmunds  
 News Service Dir. . . . . Bill Cameron  
 Chief Engineer. . . . . Lyn Hoskin

**CJFB-TV—Swift Current**  
**1957—CBC**

Channel: 5. . . . . AP: 6.6 Kw. . . . . VP: 13.3 Kw.  
 Owned. . . . . Swift Current Telecasting Co. Ltd.  
 Address . . . . . North Hill  
 Telephone . . . . . 2364  
 Representative . . . . . Forjoe-TV  
 Pres., Gen. Mgr. . . . . William D. Forst  
 Sls. Mgr. . . . . Walter S. Buffam  
 Prog. Dir. . . . . Julie Forst

*For Canadian Radio*  
*Stations See Page*

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# FOREIGN TV STATIONS

Operating TV stations as of January 1, 1958  
(In most cases, satellites are not included)

Location	Call Letters	Licensee or Grantee	Channel No.
— ALGERIA —			
Algiers		Radiodiffusion-Tellevision Francaise (Govt.)	CH. F-11
— ARGENTINA —			
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
— 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
Sonnwendstein		Osterreichischer Rundfunk (Govt.)	Ch. E-10
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
Liege		Institut National Belge de Television (Govt.)	Ch. E-3
— BERMUDA —			
	ZBM-TV	Bermuda Radio & Television Co., Ltd.	Ch. 10
— BRAZIL —			
Belo Horizonte	PRH6-TV	Radio Guarani	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Rio de Janeiro		Radio Record TV	Ch. 13
Santos		TV Rebratel	
Sao Paulo		Radio Televisao Paulista	Ch. 5
Sao Paulo	PRF3-TV	Radio Difusora de Sao Paulo	Ch. 3
Sao Paulo	PRB9-TV	Radio Record TV	Ch. 7
— COLOMBIA —			
Bogota	HJEN-TV	Televisora Nacional (Govt.)	Ch. 8
— BULGARIA —			
Sofia		Government	Ch. R-III
— CUBA —			
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	CMBF-TV Cadena Nacional, S.A.	Ch. 4
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana		Radio Universal, S.A.	Ch. 7
Havana	CM-TV	Telemundo	Ch. 10
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

(Continued on next page)



# FOREIGN TV STATIONS



(Continued from preceding page)

Location	Call Letters	Licensee or Grantor	Channel No.
— 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
Soenderjylland		Danish State Radio (Govt.)	Ch. E-7
— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV	La Voz Dominicana	Ch. 1
— EL SALVADOR —			
Sau Salvador	YSEB-TV	Television Salvadorena	Ch. 6
— FINLAND —			
Helsinki		TV Club of Helsinki	Ch. E-9
Helsinki		Finnish Broadcasting Corp.	Ch. E-6
Turku		Turku TV Club	
— FRANCE —			
Bourges		Radiodiffusion Television Francaise (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francaise (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Dijon		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Grenoble		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Lyon		Radiodiffusion Television Francaise (Govt.)	Ch. F-12
Lyon-Fourviers		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Marselles		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Metz-Lutange		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Mulhouse		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Nancy-Vandoeuvre		Radiodiffusion Television Francaise (Govt.)	Ch. F-7
Paris		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Reims		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rennes		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Strasbourg		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francaise (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-1
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
Dresden		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1
Heptenberg		Staatliches Rundfunk Komitee (Govt.)	
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. R-6
Leipzig		Staatliches Rundfunk Komitee (Govt.)	Ch. R-11
Rostock		Staatliches Rundfunk Komitee (Govt.)	Ch. R-2
— GERMANY (West) —			
Aalen		Sueddeutscher Rundfunk	Ch. E-8
Baden-Baden		Sudwestfunk	Ch. E-7
Berlin		Sender Eries Berlin	Ch. E-7
Biedenkopf		Hesslicher Rundfunk	Ch. E-5
Boon		Nord- und Westdeutscher Rundfunkverband	Ch. E-5
Bremen		Nord- und Westdeutscher Rundfunkverband	Ch. E-2
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-1
Frankfurt		Hesslicher Rundfunk	Ch. E-8
Freiburg		Sudwestfunk	Ch. E-7
Grueten		Bayerischer Rundfunk	Ch. E-2
Hamburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Hanover		Nord- und Westdeutscher Rundfunkverband	Ch. E-8
Harz		Nord- und Westdeutscher Rundfunkverband	Ch. E-10
Hof		Bayerischer Rundfunk	Ch. E-5
Hoher Meissner		Hesslicher Rundfunk	Ch. E-7
Hornisgrunde		Sudwestfunk	Ch. E-9
Kaiserlautern		Sudwestfunk	Ch. E-7
Kiel		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koeln		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koblenz		Sudwestfunk	Ch. E-6
Kreuzberg-Rhon		Bayerische Rundfunk	Ch. E-3
Langenberg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Marburg		Hesslicher Rundfunk	
Moselle		Sudwestfunk	
Nurnberg		Bayerischer Rundfunk	Ch. E-6
Raichberg		Sudwestfunk	Ch. E-1
Saarbruchen		Telesaar	Ch. F-7



# FOREIGN TV STATIONS



Location	Call Letters	Licensee or Grantor	Channel No.
Stuttgart		Sueddeutscher Rundfunk	Ch. E-11
Teutoberger Wald		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Trier		Sudwestfunk	Ch. E-6
Weinbiet		Sudwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzburg		Bayerischer Rundfunk	Ch. E-7
Zweibrucken		Sudwestfunk	Ch. E-10
— 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
— ITALY —			
Gambarie		Radiotelevisione Italiana (Government-granted monopoly)	Ch. D
Martina Franca		" "	Ch. D
Milano		" "	Ch. G
Monte Argentario		" "	Ch. E
Monte Caccia		" "	Ch. A
Monte Cammarata		" "	Ch. A
Monte Conero		" "	Ch. E
Monte Falto		" "	Ch. B
Monte Favone		" "	Ch. H
Monte Lanro		" "	Ch. F
Monte Lumbara		" "	Ch. H
Monte Nerone		" "	Ch. A
Monte Peglia		" "	Ch. H
Monte Pellegrino		" "	Ch. H
Monte Penice		" "	Ch. B
Monte Sambuco		" "	Ch. H
Monte Seuro		" "	Ch. G
Monte Serpeddi		" "	Ch. G
Monte Serra		" "	Ch. D
Monte Soro		" "	Ch. E
Monte Venda		" "	Ch. D
Monte Vergine		" "	Ch. D
Pescara		" "	Ch. F
Portofino		" "	Ch. H
Punta Badde Urbara		" "	Ch. D
Roma		" "	Ch. G
San Nicolao		" "	Ch. A
Torino		" "	Ch. O
— JAPAN —			
Fukuoka	JOLK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Hakodate	JOVK-TV	Bestg. Corp. of Japan (NHK)	
Kanazawa		Bestg. Corp. of Japan (NHK)	
Nagoya	JOAR-TV	Chu bu Nippon Bestg. Corp.	
Hiroshima	JOFK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Nagoya	JOCK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Okayama	JOKK-TV	Bestg. Corp. of Japan (NHK)	
Osaka	JOBK-TV	Bestg. Corp. of Japan (NHK)	
Osaka	JOBX-TV	Osaka TV Bestg. Corp.	Ch. J-6
Sapporo	JOIK-TV	Bestg. Corp. of Japan (NHK)	
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	HLKZ-TV	Koread Corp.	Ch. 9
— LUXEMBOURG —			
Luxembourg		Compagnie Luxembourgeoise de Telediffusion	Ch. E-7
— MEXICO —			
Chihuahua		Televisora de Chihuahua, S.A.	
Juarez	XEJ-TV	Televisión de la Frontera	Ch. 5
Mexico City	XEW-TV	Telesistema Mexicano, S.A.	Ch. 2
Mexico City	XHGC-TV	Televisión Gonzales Camarena	Ch. 5

(Continued on next page)



## FOREIGN TV STATIONS



*(Continued from preceding page)*

Location	Call Letters	Licensee or Grantee	Channel No.
Mexico City	XHTV	Television de Mexico	Ch. 1
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Paso de Cortes	XEX-TV	Television Paso de Cortes	Ch. 7
Paso de Cortes	XEQ-TV	Radio Panamericana	Ch. 9
Queretaro	XEZ-TV	Televisora Del Centro	Ch. 3
Tijuana	XETA	Radio Television	Ch. 6
— MONACO —			
Monte Carlo	TMC	Tele Monte Carlo	Ch. E-10
— NETHERLANDS —			
Eindhoven		Philips, Ltd.	Ch. E-5
Eindhoven		Philips, Ltd.	Ch. E-6
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-1
— NICARAGUA —			
Managua	VN-TV	Television de Nicaragua	Ch. 8
— PHILIPPINES —			
Manila	DZAQ-TV	Bolingco Electronics Corp.	Ch. 3
— POLAND —			
Katowice		Polskie Radio (Govt.)	
Lodz		Polskie Radio (Govt.)	
Poznan		Polskie Radio (Govt.)	Ch. R-5
Stettin		Polskie Radio (Govt.)	Ch. R-5
Warsaw		Polskie Radio (Govt.)	Ch. R-11
— PORTUGAL —			
Coimbra		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-3
Lisbon		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-7
— RUMANIA —			
Bucharest		Radiodifuziunea Romina (Govt.)	Ch. R-2
— SAUDI ARABIA —			
Dhahran		Arabian-American Oil Company	
— SPAIN —			
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
— SWEDEN —			
Goteborg		A.B. Radiotjagst (Govt.)	Ch. E-9
Malmo		A.B. Radiotjagst (Govt.)	Ch. E-10
Norrkoping		A.B. Radiotjagst (Govt.)	Ch. E-5
Stockholm		A.B. Radiotjagst (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
Saatis		Swiss General Post Office	Ch. E-7
Zurich		Swiss General Post Office	Ch. E-3
— THAILAND —			
Bangkok	BST-TV	Thai-Television Co.	Ch. 1
— TURKEY —			
Istanbul		Teknik Universite	Ch. E-1
— UNITED KINGDOM —			
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-1
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-1
Brighton		BBC	Ch. B-2
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4





# FOREIGN TV STATIONS



Location	Call Letters	Licensee or Grantee	Channel No.
Central Scotland		BBC	Ch. B-3
Central Scotland		ITA	Ch. B-10
Channel Isles		BBC	Ch. B-1
Isle of Wight		BBC	Ch. B-3
Isle of Man		BBC	Ch. B-5
Inverness		BBC	Ch. B-2
Laneashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
Londonderry		BBC	Ch. B-2
Manchester		BBC	Ch. B-2
Midlands		ITA	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10

## — URUGUAY —

Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
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## — USSR —

Baku		Government	
Barnaul		Government	
Biisk		Government	
Blagoveschensk		Government	
Dniepropetrovsk		Government	
Gorkiy		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Krasnodar		Government	
Khabarovsk		Amateur	
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Leningrad		Government	Ch. R-III
Magadan		Government	
Minsk		Government	
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Murmansk		Government	
Nalchik		Government	
Odesa		Government	Ch. R-II
Omsk		Government	
Raychikhinsk		Government	
Riga		Government	Ch. R-III
Saratov		Government	
Sebastopol		Government	
Stalino		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-III
Tashkent		Government	
Tbilisi		Government	
Toms		Government	
Vilnius		Government	
Vinnista		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	

## — VENEZUELA —

Caracas	YVKA-TV	Telesora Nacional (Govt.)	Ch. 5
Caracas	YVLV-TV	Televisa Venezolana	Ch. 4
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2
Maracaibo		Ondas de Lago TV	Ch. 9
Maracaibo		Televisa Venezolana	Ch. 13

## — YUGOSLAVIA —

Belgrade	YZO	Radioiffusion Jugoslavo	Ch. E-2
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-4

# Television Stations and Sets Overseas

*At the end of 1957 a total of 47 countries had television, excluding the U.S., its territories, and Canada. During the year the number of overseas TV stations (including experimental and satellite stations) increased from 260 to 447. Some five million new receivers were bought, compared with 3.5 million in 1956, to bring the total in 1957 to 16.4 million sets. Estimates indicate there will be over 600 overseas TV stations by the end of 1958.*

*The U.S. Information Agency, which released the following statistics, cautions that they are subject to the reliability of the various sources involved. Official data are used whenever possible. TV set figures include estimates of unlicensed or "black" sets in some cases. Statistics for Communist Bloc countries are to be viewed with caution, and allowances made for over-enthusiasm in some countries' TV development figures.*

COUNTRIES	STATIONS		RECEIVERS	
WESTERN EUROPE				
	<i>Dec. 1957</i>	<i>Planned 1958</i>	<i>Estimate End 1958</i>	<i>In Use Dec. 1957</i>
Austria . . . . .	8	3	11	15,000
Belgium . . . . .	1	-	4	250,000
Denmark . . . . .	4	3	7	100,000
Finland . . . . .	3	3	6	7,000
France . . . . .	23	3	26	700,000
West Germany . . . . .	47	10	57	1,250,000
Italy . . . . .	142		142	700,000
Luxembourg . . . . .	1		1	1,400
Monaco . . . . .	1		1	6,000
Netherlands . . . . .	4	3	7	200,000
Norway . . . . .	1		1	300
Portugal . . . . .	2	3	5	4,500
Saar <sup>*†</sup> . . . . .	1	1	2	6,000
Spain . . . . .	1	1	2	6,000
Sweden . . . . .	4		4	65,000
Switzerland . . . . .	5	2	7	30,000
United Kingdom . . . . .	23	4	27	8,000,000
Yugoslavia . . . . .	2	1	6	4,000
Total . . . . .	276	40	316	11,345,200

\* Off the air.

† The Saar is listed separately because the status of its radio and TV stations has not yet been settled.

# Television Stations and Sets Overseas

COUNTRIES	STATIONS		RECEIVERS	
LATIN AMERICA				
	<i>Dec.</i> <i>1957</i>	<i>Planned</i> <i>1958</i>	<i>Estimate</i> <i>End 1958</i>	<i>In Use</i> <i>Dec. 1957</i>
Argentina .....	1	3	4	100,000
Brazil ... ..	7	12	19	600,000
Chile .....	—	2	2	—
Colombia .....	6	10	16	100,000
Costa Rica .....	—	1	1	—
Cuba .....	19	4	23	300,000
Dominican Rep. ....	2	—	2	7,500
El Salvador .....	1	1	2	7,000
Guatemala .....	2	—	2	11,000
Mexico .....	11	6	17	300,000
Nicaragua .....	1	1	2	1,200
Panama .....	—	2	2	6,000
Peru .....	—	7	7	—
Uruguay .....	1	2	3	3,100
Venezuela .....	10	—	10	125,000
Total .....	61	51	112	1,560,800

## NEAR EAST, SO. ASIA AND AFRICA

	<i>Dec.</i> <i>1957</i>	<i>Planned</i> <i>1958</i>	<i>Estimate</i> <i>End 1958</i>	<i>In Use</i> <i>Dec. 1957</i>
Algeria .....	1	1	2	6,000
Cyprus .....	1	—	1	—
Egypt .....	—	1	1	—
Greece .....	—	1	1	—
India .....	—	1	1	—
Iran .....	—	1	1	—
Iraq .....	1	—	1	3,000
Kuwait .....	—	1	1	—
Lebanon .....	—	2	2	—
Morocco .....	2*	—	2	5,000
Saudi Arabia .....	1	—	1	600
Tunisia .....	—	1	1	—
Turkey .....	1	—	1	500
Total .....	7	9	16	15,100

\* Off the air.

(Continued on next page)

# Television Stations and Sets Overseas

(Continued from preceding page)

COUNTRIES	STATIONS		RECEIVERS	
FAR EAST				
	<i>Dec. 1957</i>	<i>Planned 1958</i>	<i>Estimate End 1958</i>	<i>In Use Dec. 1957</i>
Australia .....	6	1	10	150,000
Hong Kong .....	(1) <sup>a</sup>		(1)	2,000
Japan .....	18	17	35	942,000
Korea (South) .....	1	1	2	2,000
Philippines .....	1	1	2	11,000
Thailand .....	1	1	2	17,000
Total .....	27	21	51	1,124,000

<sup>a</sup> Closed circuit wired service; not counted in totals.

## COMMUNIST BLOC

	<i>Dec. 1957</i>	<i>Planned 1958</i>	<i>Estimate End 1958</i>	<i>In Use Dec. 1957</i>
Bulgaria .....	1		1	500
Czechoslovakia .....	2	2	5	160,000
East Germany .....	9	3	12	150,000
Hungary .....	1	1	2	2,000
Poland .....	5	2	7	25,000
Rumania .....	1	-	1	7,500
USSR .....	56	30	86	2,000,000
Communist China .....	-	1	1	-
Total .....	76	39	115	2,345,000
World-wide total, excluding U.S., its territories, Canada, and Armed Forces stations abroad .....	447	163	610	16,390,100

<sup>a</sup> A new powerful station in East Germany replaces two weaker ones.

Source: U.S. Information Agency.

# OFFICIAL FCC TV CHANNEL ALLOCATIONS

## CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.
<b>ALABAMA</b>	
Andalusia	*2-, 29
Anniston	70+
Auburn	*56
Bessemer	54
Birmingham	6-, *10-, 13-, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23-
Demopolis	18
Dothan	9+, 19-
Enterprise	40+
Eufaula	44
Florence	15
Fort Payne	19
Gadsden	21+, 37-
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-
Fuscaloosa	45, 51-
Fuskegee	16-
University	*74+
<b>ARIZONA</b>	
Ajo	14-
Bisbee	15
Casa Grande	18-
Clifton	25-
Coolidge	30+
Douglas	3-
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6-
Mesa	12-
Miami	28+
Morenci	31
Nogales	17-
Phoenix	3+, 5-, *8+, 10-
Prescott	15
Safford	21
Tucson	4-, *6+, 9-, 13-
Williams	25
Winslow	16-
Yuma	11-, 13+

Channel  
No.

## ARKANSAS

Arkadelphia	34+
Batesville	30-
Benton	40
Blytheville	.64+, 74
Camden	50
Conway	62
El Dorado	.10-, 26-
Fayetteville	*13-, 41-
Forrest City	22+
Fort Smith	5-, *16, 22, 39
Harrison	24
Helena	54-
Hope	15-
Hot Springs	.9+, 52+
Jonesboro	.8, 39+
Little Rock	*2-, 4, 11+, 17-, 23+
Magnolia	28+
Malvern	46
Morrilton	43-
Newport	28
Paragould	58-
Pine Bluff	.7-, 36
Russellville	19
Searcy	33
Springdale	35-
Stuttgart	14+

## CALIFORNIA

Alturas	9
Bakersfield	.10-, 29
Bishop	19
Brawley	25+
Chico	12-
Corona	52
Delano	37+
El Centro	.16, 56
Eureka	.6-, 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 Francisco.)	
Oxnard	32
Palm Springs	14
Petaluma	68
Pittsburg	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

\* \* OFFICIAL TV CHANNEL ALLOCATIONS \* \*

	Channel No.		Channel No.
Visalia .....	43, 49	<b>GEORGIA</b>	
Watsonville .....	22	Albany .....	10, 25
Yreka City .....	19	Americus .....	31
Yuba City .....	52	Athens .....	*8, 60
<b>COLORADO</b>			
Alamosa .....	3, 19	Atlanta .....	2, 5, 11, *30, 36
Boulder .....	*12, 22	Augusta .....	6, 12
Canon City .....	36	Bainbridge .....	35
Colorado Springs .....	11, 13, *17	Brunswick .....	28, 34
Craig .....	19	Cairo .....	45
Delta .....	24	Carrollton .....	33
Denver .....	2, 4, *6, 7, 9, 20, 26	Cartersville .....	63
Durango .....	6, 15	Cedartown .....	53
Fort Collins .....	44	Columbus .....	4, 28, *34
Fort Morgan .....	15	Cordele .....	43
Grand Junction .....	5, 21	Dalton .....	25
Greeley .....	50	Douglas .....	32
La Junta .....	24	Dublin .....	15
Lamar .....	18	Elberton .....	24
Leadville .....	14	Fitzgerald .....	53
Longmont .....	32	Fort Valley .....	18
Loveland .....	38	Gainesville .....	52
Montrose .....	10, 18	Griffin .....	39
Pueblo .....	5, 8, 28, 34	La Grange .....	50
Salida .....	3, 25	Macon .....	13, *41, 47
Sterling .....	3, 25	Marietta .....	57
Trinidad .....	21	Milledgeville .....	51
Waisenburg .....	30	Moultrie .....	48
<b>CONNECTICUT</b>			
Bridgeport .....	43, 49, *71	Newnan .....	61
Hartford .....	3, 18, *24	Rome .....	9, 59
Meriden .....	65	Savannah .....	3, *9, 11
New Britain .....	30	Statesboro .....	22
New Haven .....	8, 59	Swainsboro .....	20
New London .....	26, 81	Thomasville .....	6, 27
Norwalk (See Stamford)		Hartford .....	14
Norwich .....	57, *63	Toccoa .....	35
Stamford-Norwalk .....	27	Valdosta .....	37
Waterbury .....	53	Vienna .....	26
<b>DELAWARE</b>			
Dover .....	40	Waycross .....	16, 8
Wilmington .....	12, *59, 83	<b>IDAHO</b>	
<b>DISTRICT OF COLUMBIA</b>			
Washington .....	4, 5, 7, 9, 14, 20, *26, 50	Blackfoot .....	33
<b>FLORIDA</b>			
Belle Glade .....	27	Boise .....	2, *4, 7
Bradenton .....	28	Burley .....	15
Clearwater .....	32, 50	Caldwell .....	9
Daytona Beach .....	2, 53	Coeur d'Alene .....	12
De Land .....	44	Emmett .....	26
Fort Lauderdale .....	17, 39	Gooding .....	23
Fort Myers .....	11	Idaho Falls .....	3, 8, 4
Fort Pierce .....	19	Jerome .....	17
Gainesville .....	5, 20, 4	Kellogg .....	33
Jacksonville .....	4, *7, 12, 30, 36	Lewiston .....	3
Koy West .....	14, 20	Moscow .....	*15
Lake City .....	33	Nampa .....	6, 12
Lakeland .....	16, 22	Payette .....	14
Lake Wales .....	14	Pocatello .....	6, 10
Leesburg .....	26	Preston .....	41
Marianna .....	17	Rexburg .....	27
Melbourne .....	37	Rupert .....	21
Miami .....	*2, 4, 7, 10, 23, 33	Sandpoint .....	23
Ocala .....	15	Twin Falls .....	11, 13
Orlando .....	6, 9, 18, *24, 47	Wallace .....	27
Palatka .....	17	Weiser .....	20
Panama City .....	7, *30, 36	<b>ILLINOIS</b>	
Pensacola .....	3, 15, *21, 46	Alton .....	48
Quincy .....	54	Aurora .....	75
St. Augustine .....	25	Belleville .....	54
St. Petersburg (See Tampa)		Bloomington .....	15
Sanford .....	35	Cairo .....	24
Sarasota .....	34	Carbondale .....	34, *61
Tallahassee .....	*11, 24, 51	Centraha .....	32, 59
Tampa-St. Petersburg .....	*3, 8, 13, 33	Champaign-Urbana .....	3, *12, 21, 27, 33
West Palm Beach .....	5, 12, *15, 21	Chicago .....	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
		Danville .....	24
		Decatur .....	17, 23
		DeKalb .....	*67
		Dixon .....	47
		Elgin .....	83
		Freeport .....	23
		Galesburg .....	40
		Harrisburg .....	22
		Jacksonville .....	29
		Johiet .....	48

❄ ❄ OFFICIAL TV CHANNEL ALLOCATIONS ❄ ❄

	Channel No.
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	79+

**INDIANA**

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30-, 36
Columbus	42-
Connersville	38+
Evansville	7, 14-, 50-
Fort Wayne	15+, 21+, *27+, 33-, 69
Gary	50, *66
Hammond	56-
Indianapolis	6, 8-, 13-, *20-, 39, 67+
Jasper	19+
Kokomo	31
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25-
Marion	29+
Michigan City	62+
Muncie	49, 55+, 34
Plymouth	52+
Princeton	32-
Richmond-Elkhart	58+
Shelbyville	58+
South Bend	16, 22, 28+, *52
Tell City	31-
Terre Haute	10, *57+, 63-, 73+
Vincennes	44+
Washington	60+

**IOWA**

Algona	37+
Ames	5, 25-
Atlantic	45-
Boone	19-
Burlington	32-, 38+
Carroll	39
Cedar Rapids	2, 9-, 20-, *26+
Centerville	31-
Charles City	18-
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	
	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+

	Channel No.
Ottumwa	15+, 63
Red Oak	32+
Shenandoah	20-
Sioux City	4-, 9, *30, 38-
Spencer	42-
Storm Lake	34+
Waterloo	7+, 16-, *22-, 46+
Webster City	27

**KANSAS**

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50-
Coffeyville	33-
Colby	22-
Concordia	47-
Dodge City	6+, 23
El Dorado	55+
Emporia	39-
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7-, 20-
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15-
Lawrence	*11, 17-
Leavenworth	54
Liberal	14
McPherson	26-
Manhattan	*8, 23+
Newton	14+
Olathe	52-
Ottawa	21-
Parsons	46-
Pittsburg	7+, 38-
Pratt	36+
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	16
Danville	35+
Elizabethtown	23
Frankfort	43-
Glasgow	28+
Harlan	73+
Hazard	19-
Hopkinsville	20
Lexington	18+, 27-, 64, 70+
Louisville	3-, 11+, *15, 21-, 41-, 51-
Madisonville	26
Mayfield	63
Maysville	24+
Middlesborough	57, 63+
Murray	33-
Owensboro	62
Paducah	6+, 43, 72
Pikeville	14-
Princeton	45-
Richmond	60
Somersets	29-
Winchester	37+

**LOUISIANA**

Abbeville	27+
Alexandria	5, 62+, 74
Bastrop	53+
Baton Rouge	2, 18-, 28, *34, 40-
Bogalusa	69, 78
Crowley	76
De Ridder	70
Eunice	64-



\* \* OFFICIAL TV CHANNEL ALLOCATIONS \* \*

	Channel No.
Franklin	46
Hammond	57
Houma	30
Jackson	59
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, 14, 25, 60
Minden	30
Monroe	8, *13, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, *8, 20, 26, 32
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	12
Portland	6, 13, *47
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	53
Baltimore	2, 11, 13, 18, 24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

Amherst	*82
Barnstable	25
Boston	*2, 4, 5, 7, 38, 44
Brookton	62
Easthampton	61
Fall River	46, 68
Greenfield	32, 58
Holyoke. (See Springfield.)	
Lawrence	72
Lowell	78
New Bedford	6, 28, 34
North Adams	19, *80
Pittsfield	64
Springfield-Holyoke	22, 40
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, *11, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	40
Big Rapids	39
Cadillac	13, 45
Calumet	5
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60

	Channel No.
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	8, 27
Iron River	33
Ironwood	12, 31
Jackson	17, 48
Kalamazoo	3, *74, 46
Lansing	6, 54
Ludington	18
Manistec	15
Manistique	14
Marquette	6, 13, 17, *35
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Parma-Onondago	10
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 23, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	7, 36
Austin	6, 51
Bemidji	4, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wis.	3, 6, *8, 32, 38
Ely	16
Fairmont	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	12, 15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23, 19
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	33
St. Paul (See Minneapolis.)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

MISSISSIPPI

Bilox	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	32
Columbia	35
Columbus	4, 28
Corinth	41
Greenville	21, 27
Greenwood	6, 24
Grenada	44
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33

\* \* OFFICIAL TV CHANNEL ALLOCATIONS \* \*

	Channel No.
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**

Cape Girardeau	12, 18+, 69
Carthage	56-
Caruthersville	27-
Chillicothe	14-
Clinton	49-
Columbia	8+, 16+, 22-
Farmington	52
Festus	25-
Fulton	24+
Hannibal	7-, 27+
Jefferson City	13, 33+
Joplin	12+, 30+
Kansas City	4, 5+, 9+, *19+, 25+, 65
Kennett	21
Kirksville	3-, 18
Lebanon	23
Marshall	40+
Maryville	26
Mexico	45
Moberly	35+
Monett	14
Nevada	18-
Poplar Bluff	15+
Rolla	46
St. Joseph	2-, 30-, *36
St. Louis	4-, 5-, *9, 11-, 30, 36-, 42+
Sedalia	6-, 28+
Stkeston	37
Springfield	3+, 10, *26+, 32
West Plain	20-

**MONTANA**

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22-
Butte	4, 6+, *7-, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	5+, 18-
Great Falls	3+, 5+, *23-
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	9-
Laurel	14+
Lewiston	13
Livingston	16-
Miles City	3-, *6, 10
Missoula	8-, *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
Fremont	52

	Channel No.
Grand Island	11-, 21+
Hastings	5-, 27-
Hay Springs	8
Hayes Center	6
Kearney	13, 19
Lexington	23-
Lincoln	10+, *12-, 18+, 24
McCook	8-, 17
Nebraska City	50
Norfolk	33+
North Platte	2-, 4+
Omaha	3, 6+, 7, *16, 22, 26-
Scottsbluff	10-, 16+
York	15

**NEVADA**

Boulder City	4+
Carlin	14
Carson City	37
Elko	10-
Ely	3-, 6+
Fallon	29-
Goldfield	5-
Hawthorne	31
Henderson	2-
Las Vegas	8-, *10+, 13-
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27-
Tonopah	9-
Winnemucca	7+
Yerington	33

**NEW HAMPSHIRE**

Berlin	26
Claremont	37
Concord	75+
Durham	*11
Hanover	*27+
Keene	45-
Laconia	43
Littleton	24-
Manchester	9-, 48+
Nashua	54
Portsmouth	15
Rochester	51

**NEW JERSEY**

Andover	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64-
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13-
New Brunswick	*19-, 47+
Paterson	37+
Trenton	41+
Wildwood	48-

**NEW MEXICO**

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	18+
Belen	24+
Carlsbad	6-, 23
Clayton	27-
Clovis	12+, 35
Deming	14+
Farmington	17-
Gallup	3, *8-, 10
Hobbs	46
Hot Springs	19
Las Cruces	22-
Las Vegas	14-
Lordsburg	23+
Los Alamos	20-
Lovington	27
Portales	22+

\* \* OFFICIAL TV CHANNEL ALLOCATIONS \* \*

	Channel No.
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, 13, *17-, 23-, 35, 41
Amsterdam	52-
Auburn	37-
Batavia	33-
Binghamton	12-, 40-, *46   56-
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4-, 7-, 59
Carthage	7-
Clymer	37
Cortland	72
Dunkirk	46
Elmira	9-, 18-, 24-
Glens Falls	39
Gloversville	29-
Hornell	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.)	
Ogdensburg	24
Olean	54
Oneonta	62-
Oswego	31
Patchogue	75
Plattsburg	28
Poughkeepsie	21-, *83
Rochester	5-, 10-, 15-, *21, 27
Rome (See Utica)	
Saranac Lake	18
Schenectady. (See Albany.)	
Syracuse	3-, 8, *43
Troy. (See Albany.)	
Utica-Rome	2-, *25   54-
Vail Mills	10-
Watertown	48

NORTH CAROLANA

Ahoscie	53
Albermarle	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
Goldsboro	34, 72
Greensboro	2-, *51-, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30-
High Point	15-
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41-
Lumberton	21-
Mount Airy	55
New Bern	13-
Raleigh	5, *22-, 28-
Roanoke Rapids	30
Rocky Mount	50
Salisbury	80
Sanford	38

	Channel No.
Sheiby	39
Southern Pines	49
Statesville	64-
Washington	7
Wilmington	3-, 6, 29-, *35
Wilson	56
Winston-Salem	12, 26-, *32-

NORTH DAKOTA

Bismarck	5, 12-, 18, *24
Bottineau	16-
Carrington	26-
Devils Lake	8   14-
Dickinson	2-, 4, *17
Fargo	6, 11-, *34-, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7-, 42
Lisbon	23
Minot	*6-, 10-, 13-
New Rockford	20
Rugby	38-
Valley City	4-, 32-
Wahpeton	45-
Williston	8-, 11-, *34-

OHIO

Akron	49  , *55-, 61
Ashtabula	15
Athens	62-
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5-, 9, 12, *48-, 54-, 74-
Cleveland	3, 5   8, 19, *25   65
Columbus	4-, 6-, *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.)	
Tiffin	47
Toledo	11-, 13, *30   79
Warren	67
Youngstown (also see Youngstown, Ohio-New Castle, Pa.)	21-, 27, 73-
Youngstown, Ohio-New Castle, Pa.	45-
Zanesville	18-, 50

OKLAHOMA

Ada	10  , 50
Altus	36
Alva	30
Anadarko	58-
Ardmore	12-, 55-
Bartlesville	62-
Blackwell	51-
Chickasha	64
Claremore	15
Clinton	32-
Duncan	39-
Durant	27-
Elk City	8-, 15-, 26
El Reno	56

❁ ❁ OFFICIAL TV CHANNEL ALLOCATIONS ❁ ❁

	Channel No.
Enid .....	5, 21, *27+
Frederick .....	44
Guthrie .....	48
Guymon .....	20+
Hobart .....	23+
Holdenville .....	14
Hugo .....	21+
Lawton .....	7+, *28+, 34
McAlester .....	47
Miami .....	58+
Muskogee .....	8—, *45+, 66+
Norman .....	31—, *37
Oklahoma City .....	4—, 9—, *13, 19+, 25
Okmulgee .....	26
Pauls Valley .....	61
Ponca City .....	40—
Pryor Creek .....	54
Sapulpa .....	42—
Seminole .....	59
Shawnee .....	53—
Stillwater .....	29—, *69
Tulsa .....	2+, 6, *11—, 17+, 23, 8
Vinita .....	28
Woodward .....	35+

**OREGON**

Albany .....	55+
Ashland .....	14—
Astoria .....	30—
Baker .....	37+
Bend .....	15—
Brookings .....	8+
Burns .....	16
Coos Bay .....	11
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 .....	2, 6+, 8—, *10, 12, 21—, 27+
Roseburg .....	4+, 28+
Salem .....	3+, *18—, 24+, 68
Springfield .....	37—
The Dalles .....	32

**PENNSYLVANIA**

Allentown .....	39, 67
Altoona .....	10—, 19+, 25—
Bethlehem .....	51—
Bradford .....	70—
Butler .....	43—
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 .....	62+
New Castle (see Youngstown, Ohio— New Castle, Pa.) .....	64
Oil City .....	64
Philadelphia .....	3, 6—, 10, 17—, 23+, 29, *35—
Pittsburgh .....	2—, 11, *13—, 16, 47—, 53+
Reading .....	33+, 61—
Scranton .....	16—, 22—, 44
Shamokin .....	65
Sharon .....	39+
Shinglehouse .....	26+
State College .....	*48+
Sunbury .....	38—
Uniontown .....	14
Washington .....	63+

	Channel No.
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 .....	2+, 5+, *13, 17+
Clemson .....	*68
Columbia .....	10—, *19+, 25—, 67+
Conway .....	23—
Florence .....	8—, 60
Georgetown .....	27—
Greenville .....	4—, 23+, *29
Greenwood .....	21—
Lake City .....	55+
Lancaster .....	31—
Laurens .....	45—
Marion .....	43—
Newberry .....	70
Orangeburg .....	44—
Rock Hill .....	61—
Spartanburg .....	7+, 17—, 74
Sumter .....	47
Union .....	65—

**SOUTH DAKOTA**

Aberdeen .....	9—, 17+
Belle Fourche .....	23+
Brookings .....	*8, 25
Hot Springs .....	17+
Huron .....	12+, 15+
Lead .....	5—, 26
Madison .....	46
Mitchell .....	5+, 20—
Mobridge .....	27—
Pierre .....	10+, *22+
Rapid City .....	3+, 7+, 15—
Reliance .....	6—
Sioux Falls .....	11, 13+, 38+, *44
Sturgis .....	20
Vermillion .....	*2+, 41
Watertown .....	3—, 35+
Winner .....	18—
Yankton .....	17—

**TENNESSEE**

Athens .....	14+
Bristol, Tenn.-Bristol, Va. ....	5+, 46—
Chattanooga .....	3+, 12—, 43+, 49+, *55—
Clarksville .....	53
Cleveland .....	38+
Columbia .....	39—
Cookeville .....	24, *69
Crossville .....	*77
Covington .....	19—
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+, 5, 8+, 30+, 36+
Oak Ridge .....	32+
Paris .....	51+
Pulaski .....	44—



# OFFICIAL TV CHANNEL ALLOCATIONS



	Channel No.
Shelbyville .....	56
Sneedville .....	*2-
Springfield .....	42
Tullahoma .....	68-
Union City .....	55

## TEXAS

Abitene .....	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
Beeville .....	38-
Big Spring .....	4, 34
Bonham .....	43
Borger .....	33
Brady .....	15-
Breckenridge .....	14-
Brenham .....	52-
Brownfield .....	15
Brownsville (also see Brownsville-Harlingen-Weslaco) .....	36
Brownsville-Harlingen-Weslaco .....	4, 5-
Brownwood .....	19
Bryan .....	54
Bryan-College Station (also see College Station) .....	3
Childress .....	40
Cleburne .....	57
Coleman .....	21-
College Station (also see Bryan-College Station) .....	*48-
Conroe .....	20
Corpus Christi .....	6-, 10-, *16-, 22, 43
Corpus Christi .....	47
Crockett .....	56
Crystal City .....	28-
Cuero .....	25-
Dalhart .....	16
Dallas .....	4, 8, 13-, 23, 29, 73
Del Rio .....	16-
Denison .....	52
Denton .....	*2, 17
Eagle Pass .....	26
Edinburg .....	26-
El Campo .....	27
El Paso .....	4, *7, 9, 13, 20-, 26
Falfurrias .....	52
Floydada .....	45
Fort Stockton .....	22
Fort Worth .....	5-, 11-, 20-, 26-
Gainesville .....	49-
Galveston .....	11, 35-, 41-, 47-
Gonzales .....	64-
Greenville .....	69-
Harlingen (also see Brownsville-Harlingen-Weslaco) .....	23
Hebbronville .....	58
Henderson .....	42
Hereford .....	19
Hillsboro .....	63
Houston .....	2-, *8-, 13-, 23, 29-, 39
Huntsville .....	15
Jacksonville .....	36-
Jasper .....	49
Kermit .....	14
Kilgore .....	59-
Kingsville .....	40
Lamesa .....	28
Lampasas .....	40-
Laredo .....	8, 13, *15
Levelland .....	38-
Littlefield .....	32
Longview .....	32, 33
Lubbock .....	5-, 11, 13-, *20, 26
Lufkin .....	9, 46-

	Channel No.
McAllen .....	20-
McKinney .....	65
Marta .....	19-
Marshall .....	16-
Mercedes .....	52
Mexia .....	50-
Midland .....	2-, 13
Mineral Wells .....	33
Mission .....	14
Monahans .....	9
Mount Pleasant .....	35
Nacogdoches .....	19-, 40-
New Braunfels .....	62-
Odessa .....	7-, 24-
Orange .....	43-
Pampa .....	17-
Paris .....	33-
Pear-salt .....	31
Pecos .....	16-
Perryton .....	22
Plainview .....	29
Port Arthur (See Beaumont) .....	42
Quanah .....	17-
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 .....	53
Temple .....	6, 16, 22
Terrell .....	53
Texarkana .....	6, *18, 24-
Tyler .....	7, 61-, 72
Uvalde .....	20
Vernon .....	18
Victoria .....	19
Waco .....	10, 28-, 34
Waxahachie .....	45-
Weatherford .....	51
Weslaco (See Brownsville-Harlingen-Weslaco) .....	3, 6, 16, 22-
Wichita Falls .....	16, 22-

## UTAH

Brigham .....	36-
Cedar City .....	5
Logan .....	12, 30, *46
Ogden .....	9, *18-, 24
Provo .....	6
Provo .....	11, 22, 28
Richfield .....	13
St. George .....	18
Salt Lake City .....	2-, 4-, 5, 7-, 20, 26
Tooele .....	44
Vernal .....	8

## VERMONT

Bennington .....	74
Brattleboro .....	77
Burlington .....	3, *16-, 22
Montpelier .....	57
Newport .....	46
Rutland .....	49
St. Albans .....	34-
St. Johnsbury .....	30

## VIRGINIA

Blacksburg .....	60-
Bristol (See Bristol, Tenn.) .....	45, 64
Charlottesville .....	44
Covington .....	24-
Danville .....	25
Emporia .....	19
Farmville .....	47
Fredericksburg .....	47

<sup>1</sup> These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

\* \* OFFICIAL TV CHANNEL ALLOCATIONS \* \*

	Channel No.
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-
Norton	52+
Petersburg	8, 41
Portsmouth. (See Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News.)	
Pulaski	37-
Richmond	6+, 12-, *23, 29+
Roanoke	7-, 10, 27+, *33-
South Boston	14+
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28+

**WASHINGTON**

Aberdeen	58
Anacortes	34
Bellevue	12+, 18+, 24-
Bremerton	44, 50
Centralia	17
Clarkston	34+, 40+
Ellensburg	49, *65
Ephrata	16-, 43
Everett	22-, 28-
Grand Coulee	37
Hogiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	31
Kennewick-Richland-Pasco	*41
Longview	33
Moses Lake	61
Olympia	60
Omak-Okanogan (also see Omak-Okanogan)	*35-
Pasco (also see Kennewick-Richland-Pasco)	19-
Port Angeles	16-
Pullman	*10-, 24
Richland (also see Kennewick-Richland-Pasco)	25
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**

Beckley	4, 21, 66
Bluefield	6-, 41+
Charleston	8+, *43+, 49-
Clarksburg	12+, 22, 69-
Elkins	40+
Fairmont	35
Hinton	31
Huntington	3+, 13+, *53-
Logan	23-
Martinsburg	58-
Morgantown	*24
Parkersburg	15-
Welch	25
Weston	5, 32
Wheeling	*57+
Wheeling-Steubenville, Ohio	7, 9+, 51+
Williamson	17

**WISCONSIN**

Adams	*58+
Appleton	42+
Ashland	15+
Beaver Dam	37
Beloit	57

	Channel No.
Chilton	*24+
Eau Claire	13, *19+, 25+
Fond du Lac	54+
Green Bay	2+, 5+, 70+
Janesville	63+
Kenosha	61-
La Crosse	8+, *32+, 38-, 72
Madison	3, *21-, 27-, 33+
Manitowoc	65
Marinette	11+, 32-, *38+
Milwaukee	4-, *10+, 12, 19-, 25, 31+
Oshkosh	48-
Park Falls	*18
Portage	17-
Prairie du Chien	34
Racine	49-, 55
Rhineland	22
Rice Lake	21+
Richland Center	15, *66-
Sheboygan	59-
Shell Lake	*30-
Sparta	50-
Stevens Point	20+, 26-
Sturgeon Bay	44-
Superior. (See Duluth, Minn.)	
Wausau	9, 7-, 16+, *46-
Whitefish Bay	6
Wisconsin Rapids	14-

**WYOMING**

Buffalo	29
Casper	2+, 6+
Cheyenne	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+, 4+, 7+, *9+, 11+, 13+
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4-, 9-
Sitka	13

**GUAM**

Agana	8, 10
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**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	12+
Caguas	11-
Mayaguez	3+, 5-
Fajardo	
Ponce	7+, 9-
San Juan	2+, 4-, *6+

**VIRGIN ISLANDS**

Charlotte Amalie	10-, 12+
Christiansted	8+

# COLOR EQUIPPED STATIONS—U. S. A.

• As of February 1, 1958

## CBS-TV

CITY	STATION	NETWORK REBROADCAST		SLIDE	LOCAL ORIGINATION	
		BASIC	AFFILIATES		FILM	STUDIO
Albany, N. Y.	WCBA-TV	•			—	—
Atlanta, Ga.	WAGA-TV	•		•	•	—
Baltimore, Md.	WMAR-TV	•		•	•	—
Birmingham, Ala.	WBRG-TV	•		—	—	—
Boston, Mass.	WNAZ-TV	•		—	—	—
Buffalo, N. Y.	WBEZ-TV	•		•	•	•
Charleston, W. Va.	WCBS-TV	•		•	•	•
Charlotte, N. C.	WSPV	•		•	•	•
Chicago, Ill.	WBBM-TV	•		—	—	—
Cincinnati, Ohio	WKRC-TV	•		—	—	—
Cleveland, Ohio	WJW-TV	•		—	—	—
Columbus, Ohio	WBNS-TV	•		—	—	—
Dallas, Texas	KRLD-TV	•		•	•	—
Dayton, Ohio	WHIO-TV	•		—	—	—
Denver, Colo.	KLZ-TV	•		—	—	—
Des Moines, Iowa	KRNT-TV	•		—	—	—
Detroit, Mich.	WJBK-TV	•		—	—	—
Fresno, Calif.	KERE-TV	•		—	—	—
Greensboro, Winston-Salem, N. C.	WFMY-TV	•		•	•	—
Hartford, Conn.	WHCT	•		—	—	—
Houston-Galveston, Texas	KGIJ-TV	•		—	—	—
Indianapolis, Ind.	WISH-TV	•		—	—	—
Jacksonville, Fla.	WBRB-TV	•		—	—	—
Kalamazoo-Grand Rapids, Mich.	WKZO-TV	•		—	—	—
Kansas City, Mo.	KCMO-TV	•		•	•	•
Los Angeles, Calif.	KSNB	•		•	•	•
Louisville, Ky.	WHAS-TV	•		—	—	—
Memphis, Tenn.	WREZ-TV	•		—	—	—
Miami, Fla.	WJTV	•		•	•	•
Milwaukee, Wis.	WIXT	•		—	—	—
Minneapolis, Minn.	WCCO-TV	•		—	—	•
Nashville, Tenn.	WLAC-TV	•		—	—	—
New Orleans, La.	WWL-TV	•		•	•	•
New York, N. Y.	WCBS-TV	•		•	•	•
Norfolk, Va.	WTAR-TV	•		•	•	—
Oklahoma City, Okla.	KWTV	•		—	—	—
Omaha, Neb.	WOV-TV	•		—	—	—
Philadelphia, Pa.	WCAU-TV	•		•	•	•
Pittsburgh, Pa.	KDKA-TV	•		•	•	•
Portland, Ore.	KOIN-TV	•		•	•	—
Providence, R. I.	WPRO-TV	—		—	—	—
Richmond, Va.	WRVA-TV	•		•	•	—
Rochester, N. Y.	WHEZ-TV	•		•	•	—
	WAET-TV	•		—	—	—
Rock Island, Ill.	WHBF-TV	•		—	—	—
Sacramento, Calif.	KBET-TV	•		•	•	—
St. Louis, Mo.	KWKI-TV	•		—	—	—
Salt Lake City, Utah	KSL-TV	•		—	—	—
San Antonio, Texas	KENS-TV	•		—	—	—
San Diego, Calif.	KFMB-TV	•		—	—	—
San Francisco, Calif.	KPIX	•		—	—	—

• Equipment in use  
 — No equipment



❄ ❄ NETWORK COLOR EQUIPPED STATIONS ❄ ❄

CITY	STATION	REBROADCAST		LOCAL ORIGINATION		
		NETWORK	SLIDE	FILM	STUDIO	
Seattle-Tacoma, Wash.	KTNT-TV	●	—	—	—	—
Shreveport, La.	KSLS-TV	●	—	—	—	—
Syracuse, N. Y.	WHEN-TV	●	—	—	—	—
Tampa, Fla.	WTWT	●	●	—	—	—
Toledo, Ohio	WSPD-TV	●	—	—	—	—
Tulsa, Okla.	KOTV	●	—	—	—	—
Washington, D. C.	WTOP-TV	●	●	—	—	—
Wichita-Hutchinson, Kan.	KTVH	●	—	—	—	—

**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	KEFD-TV	●	—	—	—	—
Binghamton, N. Y.	WNEB-TV	●	—	—	—	—
Burlington, Vt.	WCAK-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	●	—	—	—	—
Corpus Christi, Texas	KZTV	●	—	—	—	—
Duluth, Minn.	KDAL-TV	●	—	—	—	—
El Paso, Texas	KROD-TV	●	—	—	—	—
Erie, Pa.	WSEE-TV	●	—	—	—	—
Florence, S. C.	WBTW	●	—	—	—	—
Fort Wayne, Ind.	WEN-TV	●	—	—	—	—
Green Bay, Wisc.	WBAF-TV	●	—	—	—	—
Greenville, N. C.	WNCT	●	—	—	—	—
Harrisburg, Pa.	WHP-TV	—	—	—	—	—
Henderson-Evansville, Ind.	WEHT	●	—	—	—	—
Huntington, W. Va.	WHITN-TV	—	—	—	—	—
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, Wisc.	WTSC-TV	●	●	●	●	●
Mobile, Ala.	WKRG-TV	●	—	—	—	—
Montgomery, Ala.	WCOV-TV	●	—	—	—	—
New Orleans, La.	WDSU-TV	●	●	●	●	●
Orlando, Fla.	WDBO-TV	●	—	—	—	—
Peoria, Ill.	WMBD-TV	●	—	—	—	—
Phoenix, Ariz.	KOOL-TV	●	—	—	—	—
Portland, Maine	WGAN-TV	●	—	—	—	—
Roanoke, Va.	WDBJ-TV	●	●	●	—	—
Rockford, Ill.	WREX-TV	●	—	—	—	●
Scranton, Pa.	WGBI-TV	●	—	—	—	—
Sioux City, Iowa	KVTV	●	—	—	—	—
South Bend, Ind.	WGBT	●	—	—	—	—
Spartanburg, S. C.	WSPA-TV	●	—	—	—	—
Spokane, Wash.	KXLY-TV	●	—	—	—	—
Springfield-Holyoke, Mass.	WHYN-TV	●	—	—	—	—
Springfield, Mo.	KTTS-TV	●	—	—	—	—
Steubenville-Wheeling, Ohio	WSTV-TV	●	—	—	—	—
Terre Haute, Ind.	WTHI-TV	●	—	—	—	—
Topeka, Kan.	WIBW-TV	●	—	—	—	—
Youngstown, Ohio	WKBN-TV	●	—	—	—	—

**SUPPLEMENTARY INTERCONNECTED**

Albuquerque, N. M.	KGGM-TV	●	—	—	—	—
Amarillo, Texas	KFDA-TV	—	—	—	—	—
Anderson, S. C.	WAIM-TV	●	—	—	—	—
Bangor, Me.	W-TWO	—	—	—	—	—
Cadillac, Mich.	WWTV	—	—	—	—	—
Capc Girardeau, Mo.	KFVS-TV	●	—	—	—	—
Cheyenne, Wyo.	KPBC-TV	●	—	—	—	—
Chico, Calif.	KHSL-TV	—	—	—	—	—
Colorado Springs, Colo.	KKTU	—	—	—	—	—
Emeka, Calif.	KIEM-TV	—	—	—	—	—
Fort Smith, Ark.	KNAC-TV	—	—	—	—	—
Harlingen, Texas	KGBT-TV	—	—	—	—	—

● Equipment in use.  
— No equipment.

(Continued on Next Page)

\* \* NETWORK COLOR EQUIPPED STATIONS \* \*

SUPPLEMENTARY INTERCONNECTED (CONT.)

(Continued from Preceding Page)

CITY	STATION	NETWORK		LOCAL ORIENTATION	
		REBROADCAST	SLIIDE	FILM	STUDIO
Jefferson City, Mo.	KJGG-TV	—	—	—	—
Johnstown, Pa.	WARD-TV	—	—	—	—
Joplin, Mo.	KODE-TV	●	—	—	—
Kearney, Neb.	KHOL-TV	●	—	—	—
La Crosse, Wis.	WKBT	—	—	—	—
Lafayette, La.	KLFY-TV	●	—	—	—
Lancaster, Pa.	WGAI-TV	●	●	●	—
Lima, Ohio	WIMA-TV	—	—	—	—
Lincoln, Neb.	KOLN-TV	—	—	—	—
Lubbock, Texas	KDUB-TV	●	●	●	—
Mason City, Iowa	KGLD-TV	●	—	—	—
Medford, Ore.	KRES-TV	●	—	—	—
Meridian, Miss.	WTOK-TV	●	—	—	—
Minot, N. D.	KCJB-TV	●	●	—	—
Monroe, La.	KNOE-TV	●	—	—	—
Mt. Washington, N. H.	WMPTV	—	—	—	—
Odessa, Texas	KOSA-TV	—	—	—	—
Quincy-Hannibal, Mo.	KHQ4-TV	●	—	—	—
Raleigh, N. C.	WNAO-TV	●	—	—	—
Reno, Nevada	KOLO-TV	—	—	—	—
Saginaw, Mich.	WKXN-TV	●	—	—	—
St. Joseph, Mo.	KFEQ-TV	—	—	—	—
Salinas, Monterey, Calif.	KSEW-TV	●	—	—	—
San Angelo, Texas	KTXL-TV	—	—	—	—
Savannah, Ga.	WTBC-TV	●	—	—	—
Texasarkana, Texas	KCMC-TV	●	—	—	—
Tucson, Ariz.	KOPQ-TV	●	—	—	—
Valley City, N. D.	KXJB-TV	●	●	●	—
Waco, Texas	KWTX-TV	●	—	—	—
Watertown, Carthage, N. Y.	WCNY-TV	—	—	—	—
Wausau, Wis.	WSAU-TV	—	—	—	—
Wichita Falls, Texas	KSYB-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—

SUPPLEMENTARY NON-INTERCONNECTED

Billings, Mont.	KOOK-TV	—	—	—	—
Bouse, Idaho	KBOI-TV	—	—	—	—
Great Falls, Mont.	KFBB-TV	—	—	—	—
Idaho Falls, Idaho	KID-TV	—	—	—	—
Tallahassee-Thomasville	WCTV	—	—	—	—

EXTENDED MARKET PLAN

Azusa, Calif.	KUAM-TV	—	—	—	—
Bellingham, Wash.	KVOS-TV	—	—	—	—
Big Spring, Texas	KBST-TV	—	—	—	—
Carlsbad, N. M.	KAVE-TV	—	—	—	—
Casper, Wyoming	KSPR-TV	—	—	—	—
Clay's, N. M.	KUCA-TV	—	—	—	—
Columbus, Miss.	WCHI-TV	—	—	—	—
Decatur, Ala.	WMSL-TV	—	—	—	—
Dickinson, N. D.	KDIX-TV	—	—	—	—
Dothan, Ala.	WTVY	—	—	—	—
Easton, Kansas	KTVI	—	—	—	—
Fayetteville, N. C.	WFJB-TV	●	—	—	—
Fort Myers, Fla.	WFSK-TV	—	—	—	—
Goodland, Kan.	KWCB-TV	—	—	—	—
Grand Junction, Colo.	KREX-TV	—	—	—	—
Jackson, Tenn.	WDXI-TV	●	—	—	—
Juneau, Alaska	KINY-TV	—	—	—	—
Kahispell, Mont.	KKEZ-TV	—	—	—	—
Klamath Falls, Ore.	KOTI-TV	—	—	—	—
Lafayette, Ind.	WFAM-TV	●	—	—	—
Lake Charles, La.	KTAG-TV	—	—	—	—
Lauredo, Texas	KHAD-TV	—	—	—	—
Las Vegas, Nevada	KLAS-TV	●	—	—	—
Marquette, Mich.	WDMJ-TV	—	—	—	—
Missoula, Mont.	KGYO-TV	—	—	—	—
Ottumwa, Iowa	KTVO	●	—	—	—
Panama City, Fla.	WJDM-TV	—	—	—	—
Parkersburg, W. Va.	WPAF	—	—	—	—
Presque Isle, Me.	WAGM-TV	—	—	—	—
Rapid City, S. D.	KOTA-TV	●	—	—	—
Salisbury, Md.	WBOC-TV	—	—	—	—
San Luis Obispo, Calif.	KVEI-TV	—	—	—	—
Twin Falls, Idaho	KLJX-TV	—	—	—	—
Sweetwater Abilene, Texas	KPAR-TV	●	—	—	—
Yuma, Ariz.	KIVA	—	—	—	—

● Equipment in use.  
— No equipment.

# NBC-TV

CITY	STATION	NETWORK		LOCAL ORIGATION	
		REBROADCAST	SLIDE	FILM	STUDIO
<b>INTERCONNECTED BASIC AFFILIATES</b>					
Atlanta, Ga.	WSB-TV	•	•	•	—
Baltimore, Md.	WBAL-TV	•	•	•	•
Birmingham, Ala.	WABT	•	•	•	—
Boston, Mass.	WBZ-TV	•	•	•	—
Buffalo, N. Y.	WBUF	•	—	—	—
Chicago, Ill.	WNBQ	•	•	•	•
Cincinnati, O.	WLW-TV	•	•	•	•
Cleveland, O.	KYW-TV	•	—	—	—
Columbus, O.	WLW-C	•	—	—	•
Dallas, Tex.	WFAA-TV	•	•	•	—
Davenport, Iowa	WOC-TV	•	—	•	—
Dayton, O.	WLW-D	•	—	•	—
Denver, Colo.	KOA-TV	•	Spring 1959	Spring 1959	•
Des Moines, Iowa	WHO-TV	•	•	•	—
Detroit, Mich.	WWJ-TV	•	•	•	—
Ft. Worth, Tex.	WBAP-TV	•	•	•	—
Fresno, Calif.	KMJ-TV	•	•	•	•
Grand Rapids, Mich.	WOOD-TV	•	•	•	—
Traverse City, (S)	WPBN-TV	•	—	—	—
Hartford-New Britain	WNBC-TV	•	—	—	—
Houston, Tex.	KPRC-TV	•	•	•	—
Lufkin (S)	KTRE-TV	•	•	•	—
Huntington-Charleston	WSAZ-TV	•	•	•	•
Indianapolis, Ind.	WFPM-TV	•	•	•	•
Jacksonville, Fla.	WFGA-TV	•	•	•	•
Johnstown, Pa.	WJAC-TV	•	•	•	•
Kansas City, Kans.	WDAF-TV	•	•	•	•
Lancaster-Harrisburg-York	WGAL-TV	•	•	•	•
Lansing, Mich.	WJEM-TV	•	•	•	•
Los Angeles, Calif.	KRCA	•	•	•	•
Louisville, Ky.	WAVE-TV	•	—	—	—
Memphis, Tenn.	WMCT	•	—	—	—
Tupelo, Miss. (S)	KTWV	•	—	—	—
Miami, Fla.	WCKT	•	•	•	—
Milwaukee, Wisc.	WTMJ-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	•	•	•	•
Pittsburgh, Pa.	WTIC-TV	•	—	—	—
Portland, Ore.	KPTV	•	—	—	—
Providence, R. I.	WJAR-TV	•	•	•	—
Richmond-Petersburg	WXEX-TV	•	•	•	—
Rochester, N. Y.	WROC-TV	•	—	—	—
Sacramento, Calif.	KCRA-TV	•	•	•	—
Salt Lake City, Utah	KTVT	•	•	•	—
San Antonio, Tex.	WOAI-TV	•	•	•	•
San Diego, Calif.	KFSD-TV	•	Feb. 1958	Feb. 1958	—
San Francisco, Calif.	KRON-TV	•	•	•	•
Schenectady, N. Y.	WRGB	•	•	•	May 1958
Seattle-Tacoma, Wash.	KOMO-TV	•	•	•	•
St. Louis, Mo.	KSD-TV	•	•	•	—
Syracuse, N. Y.	WSYR-TV	•	•	•	—
Elmira, N. Y. (S)	WSYE-TV	—	—	—	—
Tampa-St. Petersburg, Fla.	WFLA-TV	•	•	•	—
Tulsa, Okla.	KVOO-TV	•	•	•	—
Washington, D. C.	WRC-TV	•	Feb. 1958	Feb. 1958	Feb. 1958
Wichita, Kans.	KARD-TV	•	•	•	•
Wilkes-Barre-Soranton, Pa.	WBRE-TV	•	•	•	•
Youngstown, O.	WFMJ-TV	•	—	—	—

• Equipment in use.  
 — No equipment.  
 (S) Satellite station.

(Continued on Next Page)

\* \* NETWORK COLOR EQUIPPED STATIONS \* \*

(Continued from Preceding Page)

CITY	STATION	NETWORK		LOCAL ORIGATION		
		REBROADCAST	SLIDE	FILM	STUDIO	
<b>NBC-TV INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE</b>						
Arlene, Tex.	KRRC-TV	•	—	—	—	
Albany, Ga.	WALB-TV	•	—	—	—	
Albuquerque, N. M.	KOB-TV	•	—	—	—	
Alexandria, La.	KALB-TV	•	—	—	—	
Amarillo, Tex.	KGNC-TV	•	—	—	—	
Ashtabula, Ohio	KVSC-TV	•	—	—	—	
Asheville, N. C.	WISE-TV	•	—	—	—	
Augusta, Ga.	WJBF	•	1958	1958	—	
Austin, Tex.	KTRB-TV	•	Dec. 1958	Dec. 1958	Dec. 1958	
Bakersfield, Calif.	KERO-TV	•	—	—	—	
Baltimore, Md.	WABT-TV	•	—	—	—	
Presque Isle, Mo. (S)	WAGM-TV	—	—	—	—	
Baton Rouge, La.	WBRZ	•	—	—	—	
Beaumont-Port Arthur, Tex.	KPAC-TV	•	—	—	—	
Binghamton, N. Y.	WNBW-TV	•	—	—	—	
Binghamton, N. Y.	WINR-TV	•	—	—	—	
Bismarck, N. D.	KPYR-TV	•	—	—	—	
Williston, N. D. (S)	KUMC-TV	•	—	—	—	
Bluefield, W. Va.	WHIS-TV	•	—	—	—	
Bristol, Va.-Tenn.	WBYB-TV	•	•	•	—	
Butte, Mont.	KXLF-TV	•	—	—	—	
Casper, Wyo.	KFTW-TV	—	April 1958	—	—	
WCLY	—	•	—	—	—	
Champaign-Urbana, Ill.	WTSN-TV	•	—	—	—	
Charleston, S. C.	WSOZ-TV	•	—	—	—	
Charlotte, N. C.	WRCP-TV	•	—	—	—	
Chattanooga, Tenn.	KFBI-TV	•	—	—	—	
Cheyenne, Wyo.	KSTP	•	—	—	—	
Scotts Bluff, Neb. (S)	WBOY-TV	•	—	—	—	
Charlottesville, W. Va.	KRDO-TV	•	—	—	—	
Colorado Springs, Colo.	KOMU-TV	•	—	—	—	
Columbia, Mo.	WIS-TV	•	—	—	—	
Columbia, S. C.	WTVM	•	—	—	—	
Columbus, Ga.	WGBI-TV	•	—	—	—	
Columbus, Miss.	KRIS-TV	•	•	•	—	
Corpus Christi, Tex.	WESH-TV	•	—	—	—	
Daytona Beach, Fla.	WWSL-TV	•	—	—	—	
Decatur, Ala.	WDSM-TV	•	—	—	—	
Duluth Superior	WEAT-TV	•	1958	1958	—	
Eau Claire, Wisc.	KRBB	•	1958	—	—	
El Dorado, Ark.	KTSM-TV	•	—	—	—	
El Paso, Tex.	WICU	•	—	—	—	
Erie, Pa.	KVAL-TV	•	—	—	—	
Roseburg, Ore. (S)	KPIC-TV	•	—	—	—	
Eureka, Calif.	KIEM-TV	•	—	—	—	
Evansville, Ind.	WFIE-TV	•	—	—	—	
Fargo, N. D.	WDAY-TV	•	—	—	—	
Grand Forks, N. D. (S)	KNOX-TV	•	—	—	—	
Fayetteville, N. C.	WFLB-TV	•	—	—	—	
Florence, Ala.	WOWL-TV	•	—	—	—	
Fort Dodge, Iowa	KQTV	•	—	—	—	
Fort Smith, Ark.	KFSA-TV	•	—	—	—	
Fort Wayne, Ind.	WKJG-TV	•	—	—	—	
Great Bend, Kans.	KCKP-TV	•	Fall 1958	Fall 1958	Fall 1958	
Greenville	WFBC-TV	•	—	—	—	
Spartanburg, S. C.	WSDI-TV	•	—	—	—	
Hornsburg, Ill.	WSVA-TV	•	Jan. 1958	—	—	
Harrisonburg, Va.	KHAS-TV	•	—	—	—	
Hastings-Kearney, Neb.	WDAM-TV	•	—	—	—	
Hattiesburg-Laurel, Miss.	KID-TV	•	—	—	—	
Idaho Falls, Ida.	WLBTV	•	—	—	—	
Jackson, Miss.	KGEZ-TV	•	—	—	—	
Kathlamet, Mont.	WATE-TV	•	—	—	—	
Knoxville, Tenn.	WKBT	•	—	—	—	
La Crosse, Wisc.	KPLC-TV	•	—	—	—	
Lake Charles, La.	KLRG-TV	•	—	—	—	
Las Vegas-Henderson	WLFX-TV	•	—	—	—	
Lexington, Ky.	WIMA-TV	•	—	—	—	
Lima, O.	KARK-TV	•	—	—	—	
Little Rock, Ark.	KCBD-TV	•	—	—	—	
Lubbock, Tex.	WMAZ-TV	•	—	—	—	
Macon, Ga.	WMTV	•	—	—	—	
Madison, Wisc.	—	•	—	—	—	

• Equipment in use  
 — No equipment  
 (S) Satellite station.

\* \* NETWORK COLOR EQUIPPED STATIONS \* \*

CITY	STATION	NETWORK REBROADCAST	SLIDE	LOCAL ORIGATION FILM	STUDIO
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NBC-TV INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE (CONT.)

Marinette-Green Bay, Wisc.	WMBV-TV	•	—	—	—
Medford, Ore.	KBES-TV	•	—	—	—
Klamath Falls (S)	KOM-TV	—	—	—	—
Meridian, Miss.	WTOK-TV	•	Jan. 1959	Jan. 1959	—
Midland-Odessa, Tex.	KMDD-TV	•	—	—	—
Mobile, Ala.	WALA-TV	•	—	—	—
Monroe, La.	KNOE-TV	•	Fall 1958	Fall 1958	—
Montgomery, Ala.	WSFA-TV	•	—	—	—
Muncie, Ind.	WLBC-TV	•	—	—	—
Ottumwa, Ia.-Kirksville, Mo.	KTVO	•	—	—	—
Paducah, Ky.	WPSD-TV	•	—	—	—
Palm Beach, Fla.	WPTV	•	—	—	—
Parkersburg, W. Va.	WTAP-TV	1958	—	—	—
Peoria, Ill.	WEEK-TV	•	—	—	—
LaSalle, Ill.	WEEQ-TV	—	—	—	—
Phoenix-Mesa, Ariz.	KVAR	•	—	—	—
Pittsburg, Kans.-Joplin, Mo.	KOAM-TV	•	—	—	—
Plattsburgh, N.Y.-					
Burlington, Vt.	WPTZ	•	—	—	—
Portland, Me.	WCSH-TV	•	—	—	—
Pueblo, Colo.	KCSJ-TV	May 1958	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	•	—	—	—
Raleigh-Durham, N. C.	WRAL-TV	•	•	•	May 1958
Redding, Calif.	KVIP-TV	—	—	—	—
Reno, Nev.	KOLO-TV	—	—	—	—
Roanoke, Va.	WSLS-TV	•	•	•	—
Rochester, Minn.	KROC-TV	•	—	—	—
Rockford, Ill.	WTVO	•	—	—	—
Roswell, N. M.	KSWB-TV	•	—	—	—
Saginaw-Bay City, Mich.	WNEM-TV	•	•	•	—
Salinas-Monterey, Calif.	KSBW-TV	•	—	—	—
San Luis Obispo (S)	KSBY-TV	—	—	—	—
Santa Barbara, Calif.	KEY-TV	Jan. 1958	—	—	—
Savannah, Ga.	WSAV-TV	•	—	—	—
Shreveport, La.	KTBS-TV	•	—	—	—
Sioux City, Iowa	KTIV	•	—	—	—
Sioux Falls, S. D.	KELO-TV	—	•	•	—
Florence, S. D. (S)	KDLO-TV	—	Jan. 1958	Jan. 1958	—
South Bend-Elkhart, Ind.	WNDU-TV	•	1958	1958	—
Spokane, Wash.	KHQ-TV	•	•	•	•
Springfield, Ill.	WICS	•	—	—	—
Springfield-Holyoke, Mass.	WWLP	—	•	•	—
Greenfield, Mass. (S)	WRLP	—	—	—	—
Springfield, Mo.	KYTV	•	—	—	—
Tallahassee, Fla.-					
Thomasville, Ga.	WCTV	—	—	—	—
Temple-Waco, Tex.	KCBN-TV	•	—	—	—
Tucson, Ariz.	KVOA-TV	•	—	—	—
Twin Falls, Ida.	KLIX-TV	—	—	—	—
Tyler, Tex.	KLTV	•	—	—	—
Utica, N. Y.	WKTV	•	—	—	—
Washington-Greenville, N. C.	WIEN-TV	•	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	•	—	—	—
Wausau, Wisc.	WSAU-TV	Spring 1958	—	—	—
Weslaco, Tex.	KRGV-TV	—	—	—	—
Wheeling, W. Va.	WTRF-TV	•	—	—	—
Wichita Falls, Tex.	KFDX-TV	•	•	•	June 1958
Wilmington, N. C.	WMFD-TV	•	—	—	—
Winston Salem-					
Greensboro, N. C.	WSJS-TV	•	—	—	—
Yakima, Wash.	KIMA-TV	•	—	—	—
Pasco, Wash. (S)	KEPR-TV	•	—	—	—
Lewiston, Wash. (S)	KLEW-TV	—	—	—	—
Ephrata, Wash. (S)	KBAS-TV	—	—	—	—
Yuma, Ariz.	KIVA	April 1958	—	—	—
Zanesville, Ohio	WHIZ-TV	April 1958	—	—	—

• Equipment in use.  
 — No equipment.  
 (S) Satellite station.

# TV OPERATIONS SUSPENDED

The following TV stations have gone off the air but have retained their CP's

<i>City, State</i>	<i>Call Letters</i>	<i>Date of Broadcast Cessation</i>
Fresno, Calif.	KBID-TV (UHF)	July 15, 1954
Tulare, Calif.	KVVG (UHF)	August 6, 1957
Jacksonville, Fla.	WJHP-TV (UHF)	October 25, 1957
Miami, Fla.	WGBS-TV (UHF)	April 23, 1957
Pensacola, Fla.	WPPA-TV (UHF)	December 18, 1955
Atlanta, Ga.	WATL-TV (UHF)	May 31, 1955
Rome, Ga.	WROM-TV	December, 1957
Princeton, Ind.	WRAY-TV (UHF)	July 17, 1954
Des Moines, Iowa	KGTV (UHF)	April 15, 1955
Louisville, Ky.	WKLO-TV (UHF)	April 20, 1954
Cambridge (Boston), Mass.	WTAO-TV (UHF)	March 30, 1956
Worcester, Mass.	WWOR-TV (UHF)	September 5, 1955
Ann Arbor, Mich.	WPAG-TV (UHF)	December 31, 1957
Lansing, Mich.	WTOM-TV (UHF)	October 9, 1956
Duluth, Minn.	WFTV (UHF)	July 11, 1954
Meridian, Miss.	WCOC-TV (UHF)	July 30, 1954
Asbury Park, N. J.	WRTV (UHF)	April 1, 1955
Atlantic City, N. J.	WHTO-TV (UHF)	May 17, 1954
Elmira, N. Y.	WTVE (UHF)	February 13, 1957
Poughkeepsie, N. Y.	WKNY-TV (UHF)	July 25, 1956
Charlotte, N. C.	WUTV (UHF)	March 15, 1955
Raleigh, N. C.	WNAO-TV (UHF)	December 31, 1957
Winston-Salem, N. C.	WTOB-TV (UHF)	May 11, 1957
Ashtabula, Ohio	WICA-TV (UHF)	June 16, 1956
Dayton, Ohio	WIFE (UHF)	March 13, 1954
Oklahoma City, Okla.	KTVQ (UHF)	December 15, 1955
Tulsa, Okla.	KCEB (UHF)	December 25, 1954
Allentown, Pa.	WFMZ (UHF)	April 15, 1955
Bethlehem, Pa.	WLEV-TV (UHF)	December, 1957
Harrisburg, Pa.	WCMB-TV (UHF)	April 9, 1957
Pittsburgh, Pa.	WENS (UHF)	August 31, 1957
Pittsburgh, Pa.	WKJE-TV (UHF)	July 2, 1954
Reading, Pa.	WHUM-TV (UHF)	September 4, 1956
Seranton, Pa.	WTVU (UHF)	July 1, 1955
Providence, R. I.	WNET (UHF)	July 10, 1955
Greenville, S. C.	WGVL (UHF)	April 29, 1956
Beaumont, Tex.	KBMT (UHF)	August 1, 1956
Corpus Christi, Tex.	KVDO-TV (UHF)	September, 1957
Houston, Tex.	KNUZ-TV (UHF)	June 25, 1954
Danville, Va.	WBTM (UHF)	December 31, 1954
Newport News, Va.	WACH-TV (UHF)	July 1, 1955
Charleston, W. Va.	WKNA-TV (UHF)	February 28, 1955
Milwaukee, Wis.	WCAN-TV (UHF)	February 27, 1955

# NEW TV STATIONS EXPECTED TO START OPERATIONS IN 1958

City	Call Letters	Channel
<b>ALABAMA</b>		
Birmingham	WBMG	42
Selma	WSLA	8
<b>ARIZONA</b>		
Yuma	KYAT	13
<b>CALIFORNIA</b>		
Modesto	KTRB-TV	14
San Francisco	KBAY-TV	20
San Francisco	KPRT	26
<b>CONNECTICUT</b>		
*Bridgeport	WCTB	71
*Hartford	WEDH	24
New Haven	WELI-TV	59
New London	WNLC-TV	26
*Norwich	WCTN	63
Stamford	WSTF	27
<b>DISTRICT OF COLUMBIA</b>		
Washington	WOOK-TV	14
<b>FLORIDA</b>		
Fort Pierce	WTVI	19
*Jacksonville	WJCT	7
Miami	WMFL	33
Orlando	WEAL-TV	18
*Tampa	WEDU	3
<b>GEORGIA</b>		
*Athens	WGTV	8
*Atlanta	WETV	30

City	Call Letters	Channel
<b>IDAHO</b>		
Twin Falls	KHTV	13
<b>ILLINOIS</b>		
*Champaign	WCHU	33
Chicago	WHFC-TV	26
Chicago	WIND-TV	20
Chicago	WOPT	44
Evanston	WTLE	32
Springfield	WMAY-TV	2
<b>INDIANA</b>		
Anderson	WCBC-TV	61
Hatfield	WVSJ-TV	9
<b>IOWA</b>		
*Des Moines	KDPS-TV	11
<b>KANSAS</b>		
Garden City	KGLD	11
Goodland	KWGB-TV	10
Hays	KAYS-TV	7
*Manhattan	KSAC-TV	8
<b>KENTUCKY</b>		
Ashland	WALN-TV	59
Louisville	WQXL-TV	41
Newport	WNOP-TV	74
Owensboro	WKYT	14
<b>LOUISIANA</b>		
Baton Rouge	WCNS	40
New Orleans	WCKG	26
New Orleans	WWEZ-TV	32

\* Non-commercial educational station.

(Continued on Next Page)



\* \* NEW TV STATIONS DUE TO START IN 1958 \* \*

*(Continued from Preceding Page)*

City	Call Letters	Channel	City	Call Letters	Channel
<b>MAINE</b>			<b>NEW JERSEY</b>		
Augusta	WPTT	10	Atlantic City	WOCN	52
			Camden	WKDN-TV	17
<b>MARYLAND</b>			*New Brunswick	WTLV	19
Baltimore	WITH-TV	72	<b>NEW MEXICO</b>		
Baltimore	WTLF	18	*Albuquerque	KNME-TV	5
<b>MASSACHUSETTS</b>			Santa Fe	KVIT	2
Boston	WXEL	38	<b>NEW YORK</b>		
Boston	WJDW	44	Albany	WPTR-TV	23
Brockton	WHEF-TV	62	*Albany	WTUZ	17
<b>MICHIGAN</b>			*Binghamton	WQTV	46
*Ann Arbor	WUOM-TV	26	Buffalo	WNYT-TV	59
Detroit	WBID-TV	50	*Buffalo	WTVF	23
Flint	WJRT	12	Ithaca	WHCU-TV	20
Grand Rapids	WCM	23	*Ithaca	WIET	14
Ironwood	WJMS-TV	12	*New York	WREG	25
Port Huron	WHLS-TV	34	New York	WNYC-TV	31
<b>MISSISSIPPI</b>			Rochester	WCBF-TV	15
Biloxi	WVMI-TV	13	*Rochester	WROH	21
Gulfport	WSTG	56	*Syracuse	WHTV	43
Laurel	WTLM	7	<b>NORTH CAROLINA</b>		
<b>MONTANA</b>			Gastonia	WTVX	48
Butte	KOPR-TV	6	New Bern	WNBE-TV	13
Great Falls	KTCL	3	<b>OHIO</b>		
<b>NEBRASKA</b>			Canton	WTLC	29
North Platte	KWSL	2	Cincinnati	WQXN-TV	51
<b>NEVADA</b>			Cleveland	WERE-TV	65
Reno	KAKJ	4	Cleveland	WHK-TV	19
<b>NEW HAMPSHIRE</b>			Elyria	WEOL-TV	31
Keene	WKNE-TV	15	Mansfield	WTVG	36
			Massillon	WMAC-TV	23
			*Oxford	WMUB-TV	14
			Toledo	WTOH-TV	79
			Toledo	WGTE-TV	30
			Youngstown	WXTV	73

\* Non-commercial educational stations.

\* \* NEW TV STATIONS DUE TO START IN 1958 \* \*

City	Call Letters	Channel
<b>OKLAHOMA</b>		
*Tulsa	KOED-TV	11
Tulsa	KSPG	17
<b>OREGON</b>		
Coos Bay	KOOS-TV	16
Salem	KSLM-TV	3
<b>PENNSYLVANIA</b>		
Allentown	WQCY	39
Hazleton	WAZL-TV	63
Lancaster	WLAN-TV	21
Philadelphia	WPHD	23
Philadelphia	WSES	29
Pittsburgh	WTVQ	47
Pittsburgh	WTAE-TV	4
Sunbury	WKOK-TV	38
Williamsport	WRAK-TV	36
<b>SOUTH CAROLINA</b>		
Camden	WACA-TV	14
Charleston	WTMA-TV	4
<b>SOUTH DAKOTA</b>		
Deadwood	KDSJ-TV	5
Mitchell	KORN-TV	9
Rapid City	KRSD-TV	7
Sioux Falls	KSOO-TV	13
<b>TEXAS</b>		
Brownwood	KNBT-TV	19
Houston	KXYZ-TV	29

City	Call Letters	Channel
Monahans	KVKM-TV	9
Nacogdoches	KTES	19
San Angelo	KVTX	3
Victoria	KMCA-TV	19
<b>UTAH</b>		
Provo	KLOR-TV	11
*Salt Lake City	KUED	7
<b>VIRGINIA</b>		
Arlington	WARL-TV	20
<b>WASHINGTON</b>		
Kennewick	KTRX	31
Seattle	KIRO-TV	7
Vancouver	KVAN-TV	21
<b>WEST VIRGINIA</b>		
Fairmont	WJPB-TV	35
Parkersburg	WLTV	51
<b>WISCONSIN</b>		
Milwaukee	WEOX-TV	31
<b>PUERTO RICO</b>		
Ponce	WKBM-TV	11
*San Juan	WIPR-TV	6

\* Non-commercial educational station.

# Estimated 1957 Expenditures of National And Regional Spot Television Advertisers

## — BY PRODUCTS —

<i>Product</i>	<i>Est. Exp. 1957</i>	<i>Product</i>	<i>Est. Exp. 1957</i>
AGRICULTURE .....	\$ 1,333,000	COSMETICS & TOILETRIES .....	\$ 48,500,000
Feeds, Meals .....	855,000	Cosmetics .....	9,449,000
Miscellaneous .....	478,000	Deodorants .....	4,824,000
ALF, BEER & WINE .....	38,483,000	Depilatories .....	902,000
Beer and Ale .....	35,290,000	Hair Tonics & Shampoos .....	9,190,000
Wine .....	3,193,000	Hand & Face Creams, Lotions....	739,000
AMUSEMENTS, ENTERTAINMENT .....	660,000	Home Permanents & Coloring....	7,075,000
AUTOMOTIVE .....	9,745,000	Perfumes, Toilet Waters, etc....	1,025,000
Anti-Freeze .....	174,000	Razors, Blades .....	591,000
Batteries .....	87,000	Shaving Creams, Lotions, etc....	2,769,000
Cars .....	5,878,000	Toilet Soaps .....	9,591,000
Tires and Tubes.....	1,364,000	Miscellaneous .....	2,345,000
Trucks and Trailers .....	762,000	DENTAL PRODUCTS .....	7,446,000
Miscellaneous Accessories and Supplies .....	1,480,000	Dentifrices .....	5,909,000
BUILDING MATERIAL, EQUIP- MENT, FIXTURES, PAINTS .....	2,857,000	Mouthwashes .....	298,000
Fixtures, Plumbing, Supplies....	417,000	Miscellaneous .....	1,239,000
Materials .....	660,000	DRUG PRODUCTS .....	38,195,000
Paints .....	1,137,000	Cold Remedies .....	6,888,000
Power Tools .....	123,000	Headache Remedies .....	6,595,000
Miscellaneous .....	520,000	Indigestion Remedies .....	9,320,000
CLOTHING, FURNISHINGS, ACCESSORIES .....	11,295,000	Laxatives .....	5,152,000
Clothing .....	10,133,000	Vitamins .....	1,409,000
Footwear .....	965,000	Weight Aids .....	472,000
Hosiery .....	69,000	Miscellaneous Drug Products ....	7,489,000
Miscellaneous .....	128,000	Drug Stores .....	870,000
CONFECTIONS & SOFT DRINKS..	26,668,000	FOOD & GROCERY PRODUCTS..	119,683,000
Confections .....	11,458,000	Baked Goods .....	27,136,000
Soft Drinks .....	15,210,000	Cereals .....	9,007,000
CONSUMER SERVICES .....	12,640,000	Coffee, Tea & Food Drinks.....	25,740,000
Dry Cleaning & Laundries.....	100,000	Condiments, Sauces, Appetizers..	5,949,000
Financial .....	1,933,000	Dairy Products .....	6,709,000
Insurance .....	2,218,000	Desserts .....	1,520,000
Medical & Dental .....	254,000	Dry Foods (Flour, Mixes, Rice, etc.) .....	5,178,000
Moving, Hauling, Storage .....	399,000	Fruits & Vegetables, Juices....	6,663,000
Public Utilities .....	5,960,000	Macaroni, Noodles, Chili, etc....	1,986,000
Religious, Political, Unions .....	1,095,000	Margarine Shortenings .....	5,770,000
Schools & Colleges .....	174,000	Meat, Poultry & Fish.....	6,427,000
Miscellaneous Services .....	597,000	Soups .....	283,000
		Miscellaneous Foods .....	7,649,000
		Miscellaneous Frozen Foods.....	2,387,000
		Food Stores .....	7,274,000

\* Includes frozen foods in appropriate sub-classifications.

# Estimated 1957 Expenditures of National And Regional Spot Television Advertisers

## — BY PRODUCTS —

Product	Est. Exp. 1957	Product	Est. Exp. 1957
GARDEN, SUPPLIES & EQUIPMENT .....	\$ 606,000	NOTIONS .....	\$ 461,000
GASOLINE & LUBRICANTS.....	22,259,000	PET PRODUCTS .....	4,744,000
Gasoline & Oil.....	21,426,000	PUBLICATIONS .....	1,148,000
Oil Additives .....	661,000	SPORTING GOODS, BICYCLES, TOYS .....	1,915,000
Miscellaneous .....	172,000	Bicycles & Supplies.....	99,000
HOTELS, RESORTS, RESTAURANTS .....	357,000	General Sporting Goods.....	75,000
HOUSEHOLD CLEANERS, CLEANS- ERS, POLISHES, WAXES.....	9,376,000	Toys & Games.....	1,668,000
Cleaners, Cleansers .....	4,993,000	Miscellaneous .....	72,000
Floor & Furniture Polishes, Waxes	712,000	STATIONERY, OFFICE EQUIP- MENT .....	378,000
Glass Cleaners .....	850,000	TELEVISION, RADIO, PHONO- GRAPH, MUSICAL INSTRU- MENTS .....	1,482,000
Home Dry Cleaners.....	2,135,000	Antennas .....	258,000
Shoe Polishes .....	73,000	Radio & Television Sets.....	352,000
Miscellaneous Cleaners .....	613,000	Records .....	461,000
HOUSEHOLD EQUIPMENT-- APPLIANCES .....	5,610,000	Miscellaneous .....	411,000
HOUSEHOLD FURNISHINGS .....	3,865,000	TOBACCO PRODUCTS & SUPPLIES .....	33,387,000
Beds, Mattresses, Springs.....	3,157,000	Cigarettes .....	30,986,000
Furniture & Other Furnishings...	708,000	Cigars, Pipe Tobacco.....	2,098,000
HOUSEHOLD LAUNDRY PRODUCTS .....	22,347,000	TRANSPORTATION & TRAVEL... ..	2,890,000
Bleaches, Starches .....	3,451,000	Air .....	1,473,000
Packaged Soaps, Detergents.....	17,688,000	Bus .....	628,000
Miscellaneous .....	1,208,000	Rail .....	732,000
HOUSEHOLD PAPER PRODUCTS. ....	4,968,000	Miscellaneous .....	57,000
Cleansing Tissues .....	1,413,000	WATCHES, JEWELRY, CAMERAS .....	6,334,000
Food Wraps .....	449,000	Cameras, Accessories, Supplies..	535,000
Napkins .....	559,000	Clocks & Watches.....	4,012,000
Toilet Tissue .....	577,000	Jewelry .....	149,000
Miscellaneous .....	1,970,000	Pens & Pencils.....	1,615,000
HOUSEHOLD, GENERAL .....	2,793,000	Miscellaneous .....	23,000
Brooms, Brushes, Mops, etc.....	246,000	MISCELLANEOUS .....	6,301,000
China, Glassware, Crockery, Con- tainers .....	100,000	Trading Stamps .....	945,000
Disinfectants, Deodorizers .....	1,038,000	Miscellaneous Products .....	2,253,000
Fuels (heating, etc.).....	315,000	Miscellaneous Stores .....	3,103,000
Insecticides, Rodenticides .....	359,000	TOTAL .....	\$448,734,000
Kitchen Utensils .....	74,000	Source: TvB	
Miscellaneous .....	661,000		

# BRITISH COMMERCIAL TV

## INDEPENDENT TELEVISION AUTHORITY

14 Princes Gate, London, S.W.7

Phone: KNightsbridge 5341

Chairman ..... Sir Kenneth Clark  
Deputy Chairman ..... Sir Ronald Matthews  
Director-General ..... Sir Robert Fraser  
Press Officer ..... J. D. R. Cuthbert

### Transmitting Stations

#### **Croydon (London Area)**

Band III, Channel 9  
AP: 30 kw; VP: 120 kw  
Commenced September 22, 1955

#### **Winter Hill (Northern Region)**

Band III, Channel 9  
AP: 25 kw; VP: 100 kw  
Commenced May 3, 1956

#### **Lichfield (Midlands)**

Band III, Channel 8  
AP: 50 kw; VP: 200 kw  
Commenced February 17, 1956

#### **Emley Moor (Northern Region)**

Band III, Channel 10  
AP: 50 kw (max.); VP: 200 kw (max.)  
Commenced November 3, 1956

#### **Black Hill (Central Scotland)**

Band III, Channel 10  
175 kw N.E.  
AP: 1/4 of VP's { 200 kw S.W.  
165 kw N.W. & S.E.  
Commenced August 31, 1957

#### **St. Hilary Down (South Wales and West of England)**

Band III, Channel 10  
AP: 50 kw; VP: 200 kw  
Commenced January 14, 1958

#### **Chillerton Down I.O.W. (Southampton Area)**

Band III, Channel 11  
AP: 25 kw; VP: 100 kw  
To commence Summer 1958



**PROGRAM CONTRACTORS APPOINTED BY ITA**

*Independent Television Authority provides and operates transmitters for commercial television. Program Contractors produce programs and receive revenue from sales of advertising time, paying rent to ITA for the hire of transmitters.*

**A.B.C. Television Ltd.**

Film House, 142 Wardour St.  
London, W.1

Phone: GERard 7808

Midlands and Northern Transmissions:  
Saturday and Sunday

Chairman.....Sir Philip Warter  
Deputy Chairman.....Dr. Eric Fletcher  
Managing Director.....Howard Thomas

**Granada TV Network Ltd.**

36 Golden Square, London, W.1

Phone: REGent 8080

Northern Region Transmission: Monday  
to Friday

Chairman.....Sidney L. Bernstein  
General Manager, N. Region  
Simon Kershaw  
Press and Publicity....Donald Harker

**Associated-Rediffusion Ltd.**

Television House, Kingsway, London  
W.C.2

Phone: HOLborn 7888

London Transmission: Monday to Friday

Chairman.....J. Spencer Wills  
Managing Director.....P. Adorian  
General Manager  
Captain T. M. Brownrigg  
Press Officer.....Brian Begg

**Scottish Television Ltd.**

Television House, Kingsway, London  
W.C.2

Phone: HOLburn 1331

Scottish Transmission: All Week

Chairman .....Roy Thomson  
Managing Director...James M. Coltart

**Associated Television Ltd.**

Television House, Kingsway, London  
W.C.2

Phone: CHAncery 4488

London Transmission: Saturday and  
Sunday

Birmingham Transmission: Monday to  
Friday

Chairman .....Prince Littler  
Deputy Chairman.....Norman Collins  
Managing Director.....Val Parnell  
Press Director.....Suzanne Warner

**T.W.W. Ltd.**

30 Bouverie Street, London, E.C.4

Phone: FLEet Street 0304

Wales and West of England  
Transmission: All Week

President...Rt. Hon. the Earl of Derby  
Chairman...Rt. Hon. Viscount Cilcennin  
Managing Director  
Mark Chapman-Walker

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**ONE OF THE  
ALL-TIME  
GREAT  
RADIO SHOWS**

Is Now Available  
For  
Radio and Television  
Sponsorship

•  
Held Highest  
Ratings Since  
1936

•  
Pilot Film, Black  
and White or Color  
Available  
For  
Screening



*For Complete details  
Write or Wire*

H. Allen Campbell

**TRENDLE-CAMPBELL-MEURER, INC.**

28 W. Adams Ave.  
Detroit 26, Michigan  
Tel. Woodward 2-9184

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**TELEVISION**

**PRODUCTION  
RADIO AND TELEVISION**



**PROGRAM PRODUCERS  
SERVICES OFFERED  
PERSONNEL**

**YEARBOOK**

**1958**

*Creative Programming!*



GOODSON-  
TODMAN  
PRODUCTIONS

---

41 EAST 57 STREET • NEW YORK 22, NEW YORK • PLAZA 1-0600  
449 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF. • CRESTVIEW 4-735

# RADIO — TELEVISION PROGRAM PRODUCERS

## ADVERTISERS' BROADCASTING COMPANY

117 West 46th St., New York 36, N. Y.  
Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein  
Director .....Bernard Rubinstein  
Copy Chief.....David M. Hausdorff  
*Services Offered:* Prepare and produce all radio and television programs, jingles, films.  
*Productions:* Frehlich Time, The Jewish Show, Our Jewish Heritage, Jewish Matinee Time, The Bobby Breen Show, Sabbath Candles, Great Jewish Stories, The Jan Bart Show.

## AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.  
Phone: COLUMbus 5-0232

President.....Nicholas T. Agneta  
*Services Offered:* Recording, Production, Scripts, Talent.  
*Productions:* Broadway Musical Comedy, TV film.

## AIR FEATURES, INC.

44-46 East 53rd St., New York 22, N. Y.  
Phone: PLaza 1-4155

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.

## ALTON ALEXANDER PRODUCTIONS, INC.

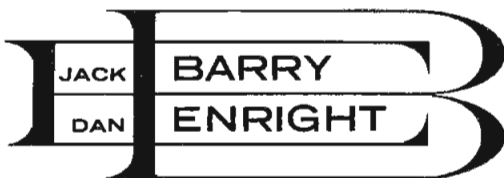
595 Madison Ave., New York 22, N. Y.  
Phone: LO 8-3100

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. Borjes  
*Services Offered:* Production, scripts, talent for food merchandising.



667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by **mca**



**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, Teleluxembourg, Society Int'l des Programmes pour TV, TV Audience Measurements, Ltd., Paris Television.

**RAY ANTHONY ENTERPRISES, INC.**  
9155 Sunset Blvd., Hollywood, Calif.  
Phone: CRestview 4-5173

President.....Ray Anthony  
Sec'y-Treas.....Fred Benson  
*Services Offered:* Packers 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: WEbster 6-5561

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, programming, production, and merchandising. Several participation (quiz) and other shows available.

**ASSOCIATED PRESS**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel  
Asst. 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 and radio, and AP Photofax News pictures for TV.

**BARRY & ENRIGHT**

667 Madison Avenue, New York, N. Y.  
Phone: TEmpleton 2-8600

Gen. Executive.....Jack Barry  
Gen. Executive.....Dan Enright  
Business Executive.....Fred Stettner  
Prod. Executive.....Robert Noah  
Art Director.....Norman Blumenthal  
Office Manager.....Florence Charney  
*Services Offered:* Package producers of live and transcribed radio shows and live and filmed TV shows.

*Productions:* Tic Tac Dough, 21, High-Low, Dough-Re-Mi, It's Against the Law, Hit or Miss.

**SERVING THE TV AND RADIO STATIONS OF THE WORLD**

**PAUL TALBOT**  
PRESIDENT  
Fremantle Overseas Radio & TV Inc.  
366 Madison Ave. New York

**LANE BLACKWELL**  
MANAGER  
Fremantle Overseas Radio & TV Inc.  
Axtell House Warwick St London, England

**RENE ANSELMO**  
MANAGER  
Fremantle Radio y TV S.A.  
Avenida Juarez 100 Piso 10 Mexico, D. F., Mex.

**RALPH ELLIS**  
MANAGER  
Fremantle of Canada Ltd.  
17 Dundonald Street Toronto

**BASCH RADIO & TELEVISION  
PRODUCTIONS**

17 E. 45 St., New York 17, N. Y.

Phone: MURray Hill 2-8877

Sales Manager..... Charles J. Basch, Jr.  
*Services Offered:* Complete program building service; Package programs for radio and TV Jingles and "idea" spots; custom and syndicated recordings; TV commercials; live and film.

**ZACH BAYM FILMS**

60 East 42 St., New York 17, N. Y.

Phone: MU 2-4813

Sales Manager..... Zach Baym  
*Services Offered:* Television film sales representative; feature length motion pictures; full-length westerns; animated cartoons.

**IRENE BEASLEY RADIO  
PRODUCTION SERVICE**

Heatherdell Rd., Ardsley, N. Y.

Phone: DOBbs Ferry 3-3578

Owner..... Irene Beasley  
*Services Offered:* Program production; live package programs.

**V. S. BECKER PRODUCTIONS**

551 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 2-0777

Partner..... Viola S. Becker  
 Partner..... Thomas W. Bieder  
*Services Offered:* Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film.

**WALTER BIDDICK CO.**

(Programs Div.)

1046 S. Olive St., Los Angeles 15, Calif.

Phone: RI 9-8800

Manager..... Guy Biddick  
 Office Manager..... Barbara McNey  
 Traveling Rep..... Burton Zoul  
*Services Offered:* Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

**ROBERT A. BORIES CO.**

608 Fifth Ave., New York, N. Y.

Phone: JU 6-7600

President..... Bob Bories  
*Services Offered:* Radio and TV package producer.

**BRITISH INFORMATION SERVICES,  
RADIO-TV DIVISION**

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

Phone: Circle 6-5100

Director..... Rodney C. Chalk  
 Production Head..... Alan J. Waple  
 Program Head..... Natalie Demidov  
*Services Offered:* Produce and distribute Radio-TV public service programs; film and tape news features.

**Television and Radio Productions****WILBUR STARK—JERRY LAYTON, Inc.**

6 East 45th Street, New York 17, N. Y.

OXford 7-6860



**BROADCASTING PROGRAM SERVICE**

17 E. 45th St., New York 17, N. Y.  
Phone: OXford 7-0725

President .....Herbert Rosen  
*Services Offered:* Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

**BYRON PRODUCTIONS**

8 E. 52nd St., New York 22, N. Y.  
Phone: PLaza 3-6930

President .....Edward A. Byron  
*Services Offered:* Package programs.

**BRUCE CHAPMAN COMPANY**

125 West 11st Street, New York, N. Y.  
Phone: WIsconsin 7-9211

President .....Bruce Chapman  
V.P.-Treas.....Edna Chapman  
Prod. Mgr.....Bert Berns  
Res. Dir.....Mary Hutcheson  
Branch Offices:  
30 rue Chaligni, Paris, France  
Phone: Passy 70-44

*Services Offered:* Production of radio & TV programs

*Productions:* The Answer Man, Wonders of the World, Here's the Answer.

**CHESHIRE & ASSOCIATES**

6606 Schua Ave., Hollywood 28, Calif.

Phone: Hollywood 9-4580

Owner, Gen.Mgr.....Bob Reichenbach  
Production Manager.....Joy Russell-Smith  
*Services Offered:* Television and Radio program and announcement producers and distributors; West Coast distributor for Speed-O and E. M. I. sound effects E. M. I. background and mood music.

*Productions:* The Myron J. Bennett Show; Marvin Miller, Storyteller and Stand By For Crime, Drama of Medicine, Pappy Cheshire's Ranch Roundup, Frontier Town, Along the Trail with Pappy Cheshire.

**CINEEFFECTS, INC.**

(For complete listing see TV Film Producers)

**CLOSEDCIRCUIT TELECASTING SYSTEM, INC.**

237 West 54th St., New York 19, N. Y.  
Phone: JU 2-2190

President .....Fanshawe Lindsley  
Chairman.....Arthur O. Choate, Jr.  
Oper. Dir.....Jay J. Merkle  
Acc. Exce.....Charles B. Pearson  
Secretary.....William Rockefeller

*Services Offered:* Producing and Network-ing big screen color and black and white closed circuit presentations.

**TED COLLINS CORP.**

500 Fifth Ave., New York, N. Y.  
Phone: CH 4-5036

Manager .....Ted Collins

**WORLD'S  
LARGEST SELECTION  
of  
Transcribed Radio  
Programs**



- **MYSTERY and ADVENTURE SHOWS (1/2 hr.)**
- **5 and 15-MINUTE PROGRAMS**  
*Health — Humor — Sports — Finance — Musicals*
- **JINGLES — CUSTOM MADE and OPEN-END**  
*Station Identification Jingles, Jingles for Local Sponsors and for Regional and National Advertisers, Weather Forecast, Time, etc.*

*All Your Radio Program Needs at "Down To Earth" Prices*

*Harry S. Goodman*

19 EAST 53rd STREET

NEW YORK, N.Y.



*Services Offered:* Talent, Production.

**COMMODORE PRODUCTIONS & ARTISTS, INC.**

6636 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 9-7502

Pres., Exec. Prod. .... Walter White, Jr.  
Vice-Presidents. . . . . Kent Allen, John H. Legan  
Secy.-Treas. .... Eleanor Payne

*Services Offered:* Producers of 'live' and filmed programs. Also package programs and commercials. Service nationally transcribed radio programs.

*Productions:* Hawaiian Islands police series.

**COOLIDGE-DuBOIS AGENCY**

5880 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 9-2111

Director ..... Carl Coolidge  
Sec.-Treas. .... Dr. C. DuBois

*Services Offered:* Television scripts of all types.

**FRANK COOPER ASSOCIATES AGENCY**

9145 Sunset Blvd., Hollywood, Calif.  
Phone: CRestview 4-6321  
N. Y. Phone: PLaza 1-0725

Owner ..... Frank 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 rep-

resentatives of radio and television programs. Representatives of writers and talent.

*Productions:* Dotto, Line-Up, Sez Who, Verdict Is Yours.

**ENTERTAINMENT PRODUCTIONS, INC.**

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

President ..... Harry Fleischman  
Exec. Vice Pres. .... Steven R. Carlin  
Treasurer ..... J. Kyle Faber

*Services Offered:* Producers of Radio and TV shows.

*Productions:* The \$64,000 Question, \$64,000 Challenge, What's It For, Conversation.

**FREDERIC DAMRAU, M. D.**

247 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-3638

Director ..... Frederic Damrau, M. D.  
AFTRA Associate. .... Adeline Maneery  
Business Manager. .... Mary L. Davis

*Services Offered:* Educational and dramatized programs relating to health, for both radio and TV.

**MAC DAVIS FEATURES**

1 Montgomery Place, Brooklyn (15), N. Y.  
Phone: Nevins 8-4374

Director ..... Mac Davis  
*Services Offered:* Sport shows created, written and produced for television and radio

**Frank Cooper Associates**

17 E. 54 St., N.Y.C.

PL 1-0725

9145 Sunset Blvd.

Hollywood, Calif.

CRestview 4-6321



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**

256 Hollywood Ave., Douglaston 63, N. Y.  
Phone: Bayside 9-6859

Writer, Composer .....Gordon M. Day  
Production Manager..... Carol Bulkley  
Casting Director..... Pat Manning  
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, Good & Plenty Candy, Corn Products Refining Co. (various products), Margo Wine, Sacramento Tomato Juice, King Edward Cigars, N. E. Telephone Co. (Yellow Pages), American Tobacco Co. (Roi-Tan Cigars), Dolly Madison Ice Cream, Foremost Dairies.

**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  
Ast. Dir. and Coaching .....Norma Burton

*Services Offered:* Radio, stage, film, TV productions.

**HARRY S. DUBE**

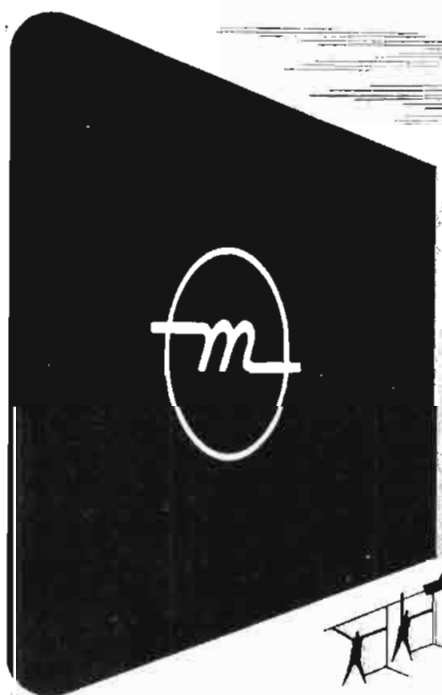
10 Rockefeller Plaza, New York 20, N. Y.  
Phone: COLUMBUS 5-7035

Manager ..... J. Knight  
*Services Offered:* Live Talent, package shows and transcriptions.

**DYNAMIC FILMS INC.**

105 Park Ave., New York 21, N. Y.  
Phone: TRafalgar 3-6221

President, Treasurer Nathan Zucker



**Marshall ORGANIZATION**

★  
521 Fifth Ave., New York 17, N. Y.

CONSULTANTS, CREATORS and PRODUCERS  
FILM, TELEVISION and RADIO PRODUCTIONS

★  
Murray Hill 7-2722

Exec. Prod.....Lester Becker  
 V.P. ....Lee R. Bobker  
 Dir., Adv., P.R. Films...Maury J. Glaubman  
 Dir., Med. Films.....Sol S. Feuerman  
 Studio & Tech. Develop....James Townsend  
 Ed. Super.....Irving L. Oshman  
 Distribution .....Harry Schlesinger

*Services Offered:* Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies—Dynamic Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

*Productions:* Decision, American Girl, All The Way Home, Medical Witness, Doctor Defendant, Psychiatric Nurse, Barbed Wire Fence, Korean Caravan, 500 Miles Adventure, On The Threshold.

**ECONOMEETV TELEVISION PROGRAMS**

(Div. of Ziv TV Programs, Inc.)

488 Madison Ave., New York 22, N. Y.  
 Phone: MU 8-4700

General Manager.....Pierre Weis

*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, Science Fiction Theater, Doctor Christian.

**W. M. ELLSWORTH**

203 N. Wabash, Chicago  
 Phone: FI 6-3653

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  
 V.P.'s.....Arthur Lubo, Fred De Jaeger

*Services Offered:* All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

**ROBERT J. ENDERS, INC.**

1001 Connecticut Ave., N. W.  
 Washington 6, D. C.

Phone: STerling 3-2222

President.....Robert J. Enders

Exec. Vice-Pres.....Howard A. Enders

Assoc. Producer.....Stanley Bass

Ed. Super.....Richard Laitinen

Prod. Mgr.....Les Miller

Script Ed.....Mary Crowell

Art Dir.....Fred Waller

Hollywood Office

MGM Studios, 10202 Washington Blvd.

Culver City, Calif.

Phone: TEXas 0-3311

V.P., Chg. of Prod.....Robert L. Friend

Assoc. Prod.....Lewis Ciannelli

*Services Offered:* Radio and television

**Jack London  
 Productions, Inc.**

460 Park Ave.

New York, N. Y.



complete production; motion pictures, commercials, animation, program packages for network or syndication.

*Productions:* Tomorrow Today (series), Songs of Our Fathers, Safety, Espionage, Manhunt, Cover Story, The Assassin, Let's Play Bridge, For God and Country, Ambassadors with Wings, Best of the Post.

**ENDORSEMENTS, INC.**

65 East 55th St., New York 22, N. Y.  
Phone: PLaza 4-0315

President ..... Jules Alberti  
Sr. V.P., Chmn. Excc. Coun. .... Tyler Davis  
Sr. V.P. .... Robert Brilmayer  
Vice-Pres. .... Robert L. Montgomery  
Vice-Pres. .... Frederick Horan  
Secy., Treas. .... Carol Batchelder  
*Services Offered:* Liaison for advertising agencies and advertisers. All phases of endorsement advertising - all media.

**ESTES NEWSFEATURES**

6 Peter Cooper Rd., New York 40, 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

Senior Partner ..... Walt Framer  
Associate Producer ..... Sid Tamber  
Production Supervisors ..... Mervyn Framer,  
Vivian Roberts  
Business Affairs ..... Henry Schmeizler  
*Services Offered:* Specializing audience participation and quiz shows; packages, production, question research, contestant screening.  
*Current Productions:* Big Payoff.

**FREMANTLE OVERSEAS RADIO  
& TELEVISION, INC.**

306 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-4344

President ..... Paul Talbot  
Secretary-Treasurer ..... Ruth Arrington  
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, World-

**PACKAGED SHOW SERIES  
LIVE and FILM**

**TALES OF THE BLACK CAT — VAUDEVILLE DAYS — GUESS WHAT!  
KITTY KOOKE SHOW — YOUR HOPE CHEST**

Production services to the industry for over eight years

**STOCK FOOTAGE LIBRARY**

Over 6,000,000 feet of multi-subject historical and up-to-date 35mm footage now servicing major networks and film companies.

**MAURICE H. ZOUARY  
TV-FILM PRODUCTIONS**

333 West 52nd Street N.Y.C. 19 Circle 6-4821-22



wide. Exclusive TV rights to the Davis Cup tennis matches and 16th Olympiad, Melbourne, 1956.

**GBA PRODUCTIONS**  
(Gallucci Bros. & Assoc.)

727 Meriden Road, Waterbury 4, 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**

111 N. Marion St., Oak Park 1, Ill.  
Phone: VI 8-9444

- Owner-Manager..... Harold R. Gingrich
  - Mus. Dir..... Jack Wonnell
  - Arranger..... Howard W. Zuegner
- Services Offered:* Radio-Television advertising, counseling and ideas.

**GAC-TV**

640 Fifth Ave., New York 19, N. Y.  
Phone: Circle 7-7543

- President..... Milton W. Krasny

- Vice-President..... Harry M. Anger
  - Creative Dir..... Jay Michaels
  - Sales Dir..... Jack Sobel
  - Vice-President, Chicago..... Pat Lombard
  - TV Manager, Beverly Hills.... Bill Weems
- Services Offered:* Program Production and development. Artists representatives. Transcription production and services. World-wide Film sales representation.

*Productions:* The Perry Como Show, The Guy Mitchell Show, The Pat Boone Show, The National Guard Show.

**JOHN E. GIBBS & CO., INC.**

12 West 55th St., New York 19, N. Y.  
Phone: PLaza 7-5959

- President ..... John Gibbs
  - Talent Department..... Bob Ferres
- Services Offered:* Television and Radio production. Talent representation.

**GRACE GIBSON RADIO**  
**PRODUCTIONS**

6606 Selma Avenue, Hollywood 28, Calif.  
Phone: HOllwood 3-3498

- General Manager..... Bob Reichenbach
  - Executive Producer..... Grace Gibson
- Services Offered:* Production and distribution of transcribed (syndicated) radio programs in English only, for world-wide broadcast.

*Productions:* Drama Of Medicine, Adventures of Gregory Keane, Famous Court Dramas, Romance of Jewels, Pretty Kitty Kelly.

**To Broadcasters**

**AP**

**Means**

**Added Profits**  
**Added Prestige**

**The Associated Press**  
**50 Rockefeller Plaza**  
**New York 20, N. Y.**

**WALT FRAMER PRODUCTIONS**

1150 Avenue of the Americas  
New York City

•  
Producing and packaging top rated audience participation and quiz shows for radio and TV.  
•



**GOMALCO INC.**

404 N. Roxbury, Beverly Hills, Calif.  
Phone: CR 5-6131

President.....David P. O'Malley  
Vice-President.....George Gobel  
*Services Offered:* Television production (live and film).  
*Current Productions:* The George Gobel Show, Leave It To Beaver.

**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 E. Goodman  
Secretary.....H. D. Knuth  
Office Manager.....William Baron  
Traffic Manager.....Frank Gehrcke  
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.

**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 Kattelman  
Production Manager.....Mitchell Leiser  
*Branch Office*

Goodson-Todman Enterprises, Ltd.  
419 S. Beverly Dr., Beverly Hills, Calif.  
Phone: CRestview 4-7357

*Services Offered:* Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.

*Productions:* Beat the Clock, I've Got a Secret, What's My Line, The Price Is Right, The Web, To Tell The Truth.

**GOTHAM RECORDING CORP.**

2 W. 46th St., New York 36, N. Y.  
Phone: JUdson 6-5577

President.....Herbert M. Moss, V.P., Gen. Mgr.....Robert M. Volkell  
Dir. of Prog.....Fred Hertz  
Acc. Execs.....Bob Nash, Lou Sposa  
*Services Offered:* Radio transcription and film production and recording. Studios on premises, 16 Ampex Tape machines, five Disc Lathes. Writing and production staff available.

**HALE & BAKER, INC.**

55 West 42nd Street, New York 36, N. Y.  
Phone: LOngacre 5-2795

President.....Arthur Hale  
Vice-President.....Jules Evan Baker  
Manager.....Amy W. Muentz  
*Services Offered:* TV Radio consultants, writers-producers of public services and com-

mmercial programs and spots; special educational and merchandising ideas and production, including closed circuit.

**ARTHUR HENLEY PRODUCTIONS**

Shelton Hotel, 19th St. & Lexington Ave.  
New York, N. Y.  
Phone: PLaza 5-7145

Producer.....Arthur Henley  
*Services Offered:* Television and radio packages, production and writing services. Program consultants to the trade.

**SANDY HOWARD PRODUCTIONS**

853 Seventh Ave., New York 19, N. Y.  
Phone: JUdson 6-6610

President.....Sandy Howard  
Vice-President.....Sandy Sheldon  
Producers.....Marvin Page, Claire Smithers

*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:* Luncheon at Sardi's, Supper at Sardi's, Great Adventure, Celebrity Club, The Barry Gray Show.

**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.

**INTER-CALIFORNIA BROADCASTING SYSTEM**

254 So. B'way, Suite 218, Los Angeles 12, Cal.  
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 radio 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 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

**THE JAFFE AGENCY, INC.**

9411 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 4-7433

New York Phone: Circle 7-6200  
President.....Sam Jaffe

Vice-President, Chg. Lit. Dept. . . . Mary Baker  
 Secretary . . . . . Philip Gersh  
*Services Offered:* Representation of Artists,  
 Actors, Actresses, Directors and Writers and  
 Material in Live and Film Television and  
 Radio. Packagers of Live and Film Televi-  
 sion Shows.

**HENRY JAFFE ENTERPRISES,  
 INC.**

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-5160

Chmn. of Board . . . . . Henry Jaffe  
 Vice-President . . . . . William Phillipson  
 Secretary-Treasurer . . . . . Marvin B. Meyer

**JEWELL RADIO AND TELEVISION  
 PRODUCTIONS**

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  
 Editor . . . . . James Lawrence

*Branch Offices*

Landmark Productions, 1040 N. Las Palmas  
 Hollywood, California  
 Phone: HOllwood 7-3111

Manager . . . . . Michael Baird  
 Director . . . . . Lewis 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 Con-  
 sultants 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 7-8618

Chairman of the Board . . . . . Bob Keeshan  
 President . . . . . Jack Miller  
 Vice President . . . . . Marvin Josephson  
*Services Offered:* Radio-TV packagers and  
 producers.

*Productions:* Captain Kangaroo, Scramble,  
 Everything to Lose, others.

**MAXINE KEITH AGENCY**

234 W. 44th St., New York, N. Y.  
 Phone: LA 4-4228

Director . . . . . Maxine Keith  
*Services Offered:* Creative and producing  
 for radio and TV.

**SONNY KENDIS, INC.**

509 Fifth Ave., New York 17, N. Y.  
 Phone: VANDerhilt 6-0890

Pres., Exec. Prod. . . . . James Sonny Kendis  
*Services Offered:* Live & filmed radio-TV

programs. Complete program packaging serv-  
 ice—ideas, scripts, production, talent, sales.  
 Personal management of top talent.

**JACK KURTZE AGENCY**

214 North Canon Drive, Beverly Hills, Calif.  
 Phone: CRestview 45403

President . . . . . Jack M. Kurtze  
 Vice Pres. . . . . Lula Mae Kurtze  
 Exec. Producer . . . . . John Graves  
 Mus. Dir. . . . . Myrl Whitesell

*Services Offered:* Specialized services to  
 advertisers and advertising agencies, produc-  
 tion, direction and casting facilities for TV,  
 Radio and motion pictures. Custom built TV  
 programs, live and filmed.

*Productions:* So It's Your Birthday, The  
 Honohlu Hilarities, Hollywood Holiday.

**LANG-WORTH FEATURE  
 PROGRAMS, INC.**

1755 Broadway, New York 19, N. Y.  
 Phone: JUdson 6-5700

President . . . . . John D. Langlois  
 Vice-Pres. . . . . C. O. Langlois, Jr.  
 Secretary . . . . . W. O'Keefe  
 Sales Manager . . . . . Hugh S. Allen, Jr.

*Services Offered:* Producers of Radio  
 Hucksters and Airlifts—Musical Commer-  
 cials plus "Airlifts" for station sound and  
 individuality. Producers of tailor-made com-  
 mercials and special local station promotion.  
 Transcribed Music Service for radio and TV  
 stations.

**HERBERT S. LAUFMAN & COMPANY**

221 N. La Salle St., Chicago 1, Ill.  
 Phone: RANdolph 6-4086

Pres. . . . . Herbert S. Laufman  
 Vice Pres. . . . . Jas. A. Jennings, Jr.

*Services Offered:* Producer and packager  
 of live and filmed TV programs, live com-  
 mercials, advertising counsellors.

*Productions:* The Doctor Answers, It's  
 Baby Time, Here's Music.

**LES LEAR PRODUCTIONS CORP.**

Hotel Sherman, Chicago 1, Ill.  
 Phone: RANdolph 6-0905

1539 N. Vine St., Hollywood 28, Calif.  
 Phone: NOrmandy 3-3311

President . . . . . Les Lear  
 Vice-President . . . . . Jack Chase  
 Vice-President . . . . . Hank Koval

*Services Offered:* Radio, TV and film pro-  
 duction. Personal management.

**LESTER LEWIS ASSOCIATES**

11 East 48th St., New York 17, N. Y.  
 Phone: PLaza 3-5083

Partners . . . . . Lester & Juliet Lewis  
*Services Offered:* TV package shows, per-  
 sonal management.

**MAX LIEBMAN PRODUCTIONS**

130 West 56th St.  
 New York, N. Y.

Phone: PLaza 7-6533

*Services Offered:* Live TV packages.

**JACK LLOYD**

1445 Miller Way, Hollywood 46, Calif.  
Phone: OLdfield 6-4607

Exec. Director.....Jack Lloyd  
*Services Offered:* Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

**JACK LONDON PRODUCTIONS, INC.**

660 Park Ave., New York, N. Y.  
Phone: EL 5-7132

President.....Barnett Glassman  
Sls. & Pub. Rel.....Sandra Simmons  
*Services Offered:* Producers of live and filmed TV packages.  
*Productions:* Smoke Below.

**JERRY LYNN PRODUCTIONS, INC.**

246 West 44th St., New York 36, N. Y.  
Phone: LO 3-5392

President.....Jerry Lynn  
Vice-Presidents.....Max Hofmann,  
Marcus Katz, Alvin Greenberg  
Secy.-Treas.....Walter Schaffner  
Pub. Dir.....Gil German  
*Services Offered:* Feature films, recording, TV Production, script service, slide films, background music, packages.

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.  
Phone: DUrkirk 4-4191

President.....C. P. MacGregor  
Gen. Mgr.....E. H. Lowry  
*Services Offered:* Transcription library productions; music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.  
*Productions:* C. P. MacGregor Show, Heart-beat Theatre.

**MADISON PRODUCTIONS, INC.**

60 E. 56th St., New York City, N. Y.  
Phone: PLaza 4-4646

President.....Gerry Gross  
Vice-President, Treasurer.....Frank B. Sawdon  
Vice-Pres., Secy.....Rita Fillet  
*Services Offered:* Package & produce Radio & TV Shows and live commercials.  
*Productions:* The Maggi McNellis Show, Vincent Lopez Show—Junior Champions, Let's Take Sides—Bill Stern Show Sport-Beat—Showtime—Max Factor Commercials.

**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.

**McGRAW ASSOCIATES**

550 Fifth Ave., New York 36, N. Y.  
Phone: GRace 5-4769

Partner.....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, Monitor Exposé.

**ALEXANDER McQUEEN & ASSOCIATES**

5222 N. Lakewood Ave., Chicago 40, Ill.  
Phone: RAvenswood 8-9010

Owner.....Alexander McQueen  
*Services Offered:* "Nothing But The Truth"

**CHARLES MICHELSON, INC.**

15 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0695

President.....Charles Michelson  
Treasurer.....Aaron Michelson  
Traffic Manager.....B. Jontrey  
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: THoruwall 5-7000

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: Syndicated radio and TV shows.
Productions: This Is The Story, What's Wrong With This Picture.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577
Producer.....Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Film Syndication Div.

V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Lonis Friedland
VP. Chg. of N. Y. office.....Wynn Nathan
VP. Chg. of Chicago office.....Jim Stirton
V.P. Cbg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P. Intl. Sls. Div.....P. J. McManus, Jr.

Branch Offices

598 Madison Ave., New York 22, N. Y.
139 Piccadilly, London, W1, England
49 bis Ave Hoche Paris, France
180 University Ave., Toronto 1, Ontario, Can.
9370 Santa Monica Blvd., Beverly Hills, Calif.
515 Glenn Bldg., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
303 Gill Ave., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
6014 W. 76th Terrace, Kansas City, Mo.
Offices also in Rome, Munich, Berlin, Mexico City, Tokyo.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.
Phone: JU 2-7300

President .....Ely A. Landan
Excc. Vice Pres.....Oliver A. Unger
Vice Pres., Secy.....Edythe Rein
Vice Pres., Salcs.....Harold Goldman
Treasurer.....Eric H. Haight
Services Offered: Producers of television programs on films.

Productions: The Passerby, The Bill Corum Sports Show, Man's Heritage.

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: Superior 7-5080

Editorial Dir.....Milton Paule
Copy Dir.....Genevieve Smith
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

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.

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 5-1300

Exec. V.P.....Engene 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.

EARL S. PEED

527 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0030

President .....Earl S. Peed
Services Offered: Television packaging and production.

JULES POWER PRODUCTIONS, INC.

612 N. Michigan, Chicago, Ill.
Phone: Delaware 7-7422

New York Address: 35 West 53rd St.
Phone: Circle 5-3260

President .....Jules Power
General Manager.....Bernard I. Miller
Services Offered: Production of live local and network television programs and commercials.

Productions: Time For Fun, WABC-TV; Lunch Time Little Theatre WGN-TV.

**PREMIERE ARTISTS AND PRODUCTIONS AGENCY**

Sunset & Carol, Hollywood 16, Calif.  
Phone: CR 1-5488

Owner .....Harold Jovine  
Associate .....Bill Putney  
Associate .....Mildred Houser  
*Services Offered:* Representation of artist and programs for TV, radio, records, clubs. Also directors, producers for TV.  
*Productions:* Ina Ray Hutton Show, Peyter Potter's Juke Box Jury, Ralph Story Show, Harry Rabbitt Show.

**GEORGE LOGAN PRICE, INC.**

20828 Pacific Coast Hwy., Malibu, Calif.  
Phone: Glove 6-2315

President.....George Logan Price  
Office Mgr.....Stella Lauch Price  
*Services Offered:* 52½ hr. transcribed Bible dramas for commercial sponsorship. Non-sectarian; scripts authored by recognized Bible authority; dramatized by well-known artists of radio, stage, screen, TV.  
*Productions:* Living Pages, From The Book of Life.

**PROJECT-O-FEX, INC.**

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1881

President.....Paul F. Adler  
Office Mgr.....Fred Marx  
*Services Offered:* Semi-animated film, spot and institutional films.

**PYRAMID PRODUCTIONS, INC.**

221 West 57th St., New York 19, N. Y.  
Phone: JUdson 6-7040

Chairman of the Board.....Everett Rosenthal  
President .....Leonard Loewinthan  
*Services Offered:* Producers of live and film programs.  
*Productions:* Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Seven Against Crime, Decoy.

**RADIO & TV ROUNDUP**

111 Maplewood Ave., Maplewood, N. J.  
Phone: SOrange 3-1014

Producer.....W. H. Bertenshaw  
Secy., Bus. Mgr.....Betty Janeway  
*Services Offered:* Producers of local and syndicated radio and TV programs—business and industrial features.  
*Productions:* The U.S.A. Show, Report From U.S. Rubber, The World of Fashion, It's a Funny World, Prod. of all Sports, Farm Music and Science programs for WHBI Radio.

**RCA VICTOR CUSTOM RECORD SALES DIVISION**

(See Transcription Companies.)

**RADIO CITY ASSOCIATES**

580 Fifth Ave., New York, N. Y.  
Phone: Circle 6-7189

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: Junior Jamboree; TV: What's New?; This Fabled World; Story Behind the Painting; Nightline Story Teller; Sportscope.

**RADIO FEATURES OF AMERICA**

37 West 46th St., New York 36, N. Y.  
Phone: JUdson 2-5130  
Cable Address: ARREFFAY, New York  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
Production Unit  
Hotel New Weston, Madison Ave. at 49th St.  
New York 22, N. Y.  
Phone: PLaza 3-4800  
Managing Director.....John Henry Macdonell  
Program Coordinator.....Eileen Ellis

*Services Offered:* Program production and consultation, package live and film shows, script, talent.

**REEMACK ENTERPRISES, INC.**

1270 6th Ave., Rm. 902, New York 17, N. Y.  
Phone: CI 6-7300

President.....Lloyd Marx  
Vice-President.....Ted Mack  
*Services Offered:* Producers of "The Original Amateur Hour," starring Ted Mack.

**STU REYNOLDS PRODUCTIONS**

9110 Sunset Blvd., Los Angeles 16, Calif.  
Phone: CR 4-7863

President.....Stuart Reynolds  
*Productions:* Harbor, G. E. Theatre, Jeweler's Showcase.  
*Services Offered:* Specializing in the production and sale of filmed TV programs.

**RICHARD S. ROBBINS CO.**

163 Bleecker St., New York 12, N. Y.  
Phone: SP 7-2568

President.....R. S. Robbins  
Mgr. of Prize Promotion.....Edward E. Finch  
*Services Offered:* Radio and Television 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.  
*Productions:* Co-producing Arnold's New Life.



**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."

**JAMES L. SAPHIER AGENCY, INC.**

9538 Brighton Way, Beverly Hills, Calif.  
Phone: CRestview 1-7231

President.....James L. Saphier  
*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  
Manager .....James Burke  
*Services Offered:* Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast.

*Production:* Why Wiring Modernization?

**SCREEN GEMS, INC.**

(For complete listing see TV Film Producers).

**WALTER SCHWIMMER INC.**

75 East Wacker Drive, Chicago 1, Ill.  
Phone: FRanklin 2-4392  
New York Address: 527 Madison Ave.  
New York 22, N. Y.  
Phone: ELdorado 5-4616

President .....Walter Schwimmer  
Vice-Pres. in Chg. of Sales.....Bernie Crost  
Vice-Pres., Prog. Dir.....Arthur Pickens  
Assistant Program Director.....Nat Watson  
N. Y. Office Manager.....Jack Arden  
*Services Offered:* TV and radio package productions.

*Productions:* Championship Bowling, Eddy Arnold Time, All-Star Golf, Tello-Test, Tune-Test.

**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 Pres.....E. S. Prager

Production Manager.....R. S. Stone  
Pub. & Prom.....Alice J. Heinecke  
*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.

*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.**

319 E. 44th St., New York 17, N. Y.  
Phone: MUrray Hill 5-9010

President .....Fletcher Smith  
Secretary-Treasurer .....Peter Caldera  
*Services Offered:* Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

**THE SOUVAINE ASSOCIATES**

135 Central Park West, New York 23, N. Y.  
Phone: TR 3-1158

Producer .....Geraldine 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  
Pub. Dir.....William N. Creasy, Jr.  
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, Atlantic Coast Conference basketball.

**WILBUR STARK-JERRY LAYTON, INC.**

6 East 45th St., New York 17, N. Y.  
Phone: OXFord 7-6860

President.....Wilbur Stark  
V.P.-Treas. ....Jerry Layton  
*Services Offered:* Live & Filmed TV programs.

*Productions:* Modern Romances, True Story, Colonel Humphrey Flack.

**TALENT ASSOCIATES LTD.**

41 East 50th St., New York, N. Y.  
Phone: PLaza 3-1030

President .....Alfred Levy  
Exec. Vice Pres.....David Susskind  
Vice President.....Robert Costello  
Vice-President .....Albert Costello  
*Services Offered:* Creation, packaging sales and production of live dramatic television programs.



Productions: Armstrong Circle Theatre, Du Pont Show of the Month, Rexall Specials (Pinocchio and Hansel and Gretel).

TELSON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y. Phone: COLUMBUS 5-4111

Senior Prod. & Partner...Stephen F. Temmer Partner.....Herbert M. Moss

Services Offered: Producing agency for all musical programs of the Voice of America in the German language.

Productions: This Week in Boating; Syn-dicated—Rendezvous in Vienna.

TELEPELICULAS INDEPENDIENTES DE MEXICO, S.A. de C.V.

Avenida de Los Alpes, Mexico, D.F. Phone: 20-58-24

510 Madison Ave., New York, N. Y. Phone: ELrorado 5-5633

President .....W. T. Clemons-V.P., Exec. Prod.....Stanley E. Schmidt

Services Offered: Production of live and filmed programs for Telesistema Mexicano in both English and Spanish. Programs also available in the United States.

Productions. The Diaper Set; Duplique su Dinero.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELESTAR FILMS, INC.

509 Madison Ave., New York 22, N. Y. Phone: Murray Hill 8-0910

Chmn. of Board.....Bernard L. Schubert Exec. Vice-Pres.....David Sayage N.E. Div. Mgr.....Wallace Lancton E. Central Div. Mgr.....Ken Israel S.W. Div. Mgr.....Ken Rowsell S.E. Div. Mgr.....Bill McDonald W. Coast Div. Mgr.....Julian Ludwig N.W. Div. Mgr.....Terry Hatch

Services Offered: TV film distribution talent, production, radio and TV package management.

Productions: White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest.

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TELESTUDIOS, INC.

1481 Broadway, New York 36, N. Y. Phone: LO 3-6333

President.....George K. Gould Vice-President.....Nathan Schekter Vice-President.....King Horton

Services Offered: Working with advertising agencies and designed to perform all services in the field of live television. It functions in the production, technical, research and consulting phases.

Productions: 3 to Win; Kreml-Serutan commercials.

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 Managing Dir.....J. H. Macdonnell Program Coordinator.....Eileen Elli-

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, Ohio Phone: B Vldwin 7-3773

President.....J. P. William Vice President.....Alexander Buchan

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.

527 Lexington Ave., New York, N. Y. President.....John L. Clark

Services Offered: Television and radio writing, direction, production and packaging.

TRENDE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich. Phone: WOODward 2-9184

President.....George Trendle V. Pres. & Gen. Mgr. ....H. Allen Campbell Secretary.....George W. Trendle, Jr.

Services Offered: Radio-TV production, Productions: The Green Hornet, Under Secret Orders and others.

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  
 Secy.....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-i-mation, 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.....Frauk H. Bartholomew  
 Gen. Sales Manager.....Leroy Keller  
 Television Manager..William Higginbotham  
 Radio Manager.....Charles Ahrens  
 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, background music for TV and radio.

**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 Week-end, 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.....Eleanor Monroe

*Services Offered:* Package producers, program production, TV programs, live and film.

**WOLF PRODUCTIONS**

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

Phone: PLaza 5-2050

Partner.....Edward Wolf  
 Partner.....Herbert Wolf  
 Producers.....Jack Rubin,  
 Keith Taylor, Alan Gilbert

Dir. of Sales.....Paul Ross  
*Services Offered:* Radio-TV, live program productions.

*Productions:* Break The Bank, Masquerade Party, Hold That Note, Who's Calling.

**FRANK WRIGHT NATIONAL CORPORATION**

995 Market St., San Francisco 3, Calif.  
 Phone: DOuglas 2-5470

President.....S. C. Wright  
 Vice-Presidents.....F. P. Wright,  
 T. Slade, M. Gold  
 Office Manager.....Helen Rosemount  
 Traffic-Media Mgr.....Betsy Patton  
 Secretary.....Barbara Lee  
 Comptroller.....Alma McGarrigle  
 Artist.....Bayne Kihneman  
 Asst. Comptroller.....Charlotte Meyer

*Services Offered:* Merchandised advertising in the food and drug field.

*Productions:* Calo Pet Exchange.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cincinnati 6, O.  
 Phone: PLaza 1-1323

President.....Frederic W. Ziv  
 Exec. Vice Pres.....John L. Sinn  
 V.P., Charge of Productions..Herb Gordon  
 General Manager.....Ben Philey  
 Treasurer.....Joseph L. Moore

New York Office

488 Madison Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-4700

*Services Offered:* Transcribed radio programs for local and regional sponsorship.

**ZIV TELEVISION PROGRAMS, INC.**

488 Madison Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv  
 President.....John L. Sinn  
 V.P., Chg. of Sales.....Maurice J. Rifkin  
 V.P., Chg. West Coast.....Maurice Unger  
 Mgr., Midwestern Div.....Ed Broman  
 Mgr., West Coast Div.....Alan Martini  
 Manager, Natl. Sales.....James Shaw  
 E. Division Mgr.....Jack Gregory  
 Synd. Sales Mgr.....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 Newsreel, Living Book, Story Theatre, Sports Album, Walter Lantz Cartoons.

**MAURICE H. ZOUARY**

(See TV Film Producers)



FOR RECORDING — PROCESSING — PRESSING (7" — 8" — 10" — 12" — 16")  
 PHONOGRAPH RECORDS AND TRANSCRIPTIONS

WHY DON'T YOU TRY OUR FAST, DEPENDABLE, REASONABLE SERVICE!

## ALLIED RECORD 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

# Multiple Run Programming of TV Film Has Demonstrated Its Value



By  
**PIERRE WEIS**  
General Manager  
Economee, Division of  
Ziv Television  
Programs, Inc.

**M**ULTIPLE run programming is exhibiting a new vitality as stations find new ways to harness their audience-building power. The cross-the-board strip program has been widely employed as a daytime vehicle.

Increasingly, stations are discovering that strips provide an effective and economical means of programming on a profitable basis, such periods as early morning, late afternoon and "fringe" evening time.



Indeed, examining the record scored by our various Ziv-Economee shows, it would be hard to find a time period in which the film strip has not done an outstanding job.

In Charleston, W. Va., WCHS-TV has had exceptional success with cross-the-board showings of *Boston Blackie* at 7:30 in the morning. It has out-rated the *Today* show opposing it by as much as three to one. In Chicago, on WGN-TV, *Blackie* has proved invincible as a 1 p.m. entry. In Miami on WTVJ, *Mr. District Attorney* has been a kingpin entry at 4 p.m. The same show on WFAA-TV in Dallas-Ft. Worth has built up that station's 11:30 a.m. audience to a far stronger position than any of the three programs which it had previously aired in the slot.



So widespread has the use of the strip technique become that we might tend to overlook the power of reruns as weekly entries. The most dramatic example of successful once-a-week showcasing that comes to mind is that of *Mr. District Attorney* in Washington where it has consistently ranked as the highest-rated of all syndicated shows, out-rating first-run vehicles.

The moral for the station programmer is simply that outstanding star-name programs which demonstrate audience appeal on their first airings can be shown over and over again with undiminished vitality. Their audience-building power means in turn that these offer strong vehicles for spot advertising. With proven track records to guide adver-

tisers' choices, the multiple run program is an outstanding revenue-builder for stations.



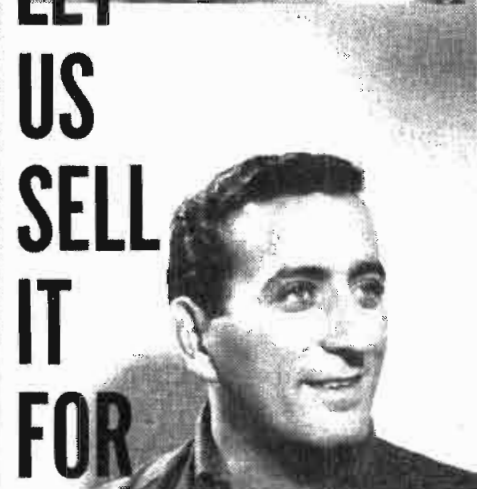
The multiple run program is to be found on every type of station, large or small, network or independent. For example, recent purchases of *I Led Three Lives* have been made by the CBS Television Network flagship station, WCBS-TV in New York, as well as by one of the country's most film-conscious independents, KTTV in Los Angeles. In such giant markets as San Francisco, Houston and Baltimore, *I Led Three Lives* has been acquired by KPIX-TV, KCUL-TV and WBAL-TV, respectively. The same program has also been bought by stations in moderate-sized markets, such as KELP-TV in El Paso, Texas and WSFA-TV in Montgomery, Alabama. The same is true for other Economee programs—*Mr. District Attorney*, *Corliss Archer*, *Science Fiction Theatre*, *Boston Blackie*, *Favorite Story* and *Dr. Christian*.



If I were asked to offer counsel to station men contemplating purchase of multiple run series, I think the points I would stress would be these: Look for a program that has inherent values—exciting backgrounds, impact themes, star names, fine production. Judge rerun prices and properties with the same care and attention that you give to the selection of a just-produced series. Pick a time period that the film has not previously been aired in. Lastly and perhaps most important, promote your show as fully as possible. Audience promotion, merchandising support, tune-in ads—the full range of exploitation techniques should be employed to get the maximum value from your investment.

Repeat showings have demonstrated their value. All the skill and know-how which you bring to bear on their use will pay off in increased ratings and revenues.





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IT  
FOR  
YOU**

**CHOOSE YOUR "SINGING SALESMEN"** from the hundreds of popular stars who record exclusively for Columbia Records. They'll spin out your selling message in the most effective promotional job you've ever attempted. Columbia Transcriptions turns out the fastest, most complete custom record jobs in the business.

Each order receives quick, individual attention. Each job undergoes rigid inspection every step of the way. Each finished high-fidelity recording is a product of the vast engineering experience and unrivaled technical facilities that have made Columbia the Greatest Name in Sound. For further details, contact us today.

## **COLUMBIA** **TRANSCRIPTIONS**

A DEPARTMENT OF COLUMBIA RECORDS · A DIVISION OF CBS  
New York: 799 7th Avenue, Circle 5-7300  
Chicago: 630 North McClurg Court, Whitehall 4-6000  
Hollywood: 8723 Alden Drive, Olympia 6-1034

© "Columbia" ® Marcus Reg. "CBS" T.M.



*Welcome . . .*

to our Hollywood studios which, combined with our Eastern facilities, assure you of the finest production available anywhere for all your recording needs. The most modern engineering equipment, plus pressing plants on both coasts, guarantee the ability of Capitol Custom Services to meet the most rigid requirements of quality and service.

**CUSTOM SERVICES  
DEPARTMENT**

Capitol Records, Inc.  
George R. Jones, *Gen. Mgr.*  
Hollywood & Vine—HOLLYWOOD 2-6252  
Herbert I. Sachs, *National Sales Mgr.*  
151 W. 46th St., N. Y.  
COLUMBUS 5-4758



# TRANSCRIPTION AND RECORDING COMPANIES

## AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 7-1881

Office Manager.....Fred Marx

*Services Offered:* Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

## ALL-CANADA RADIO FACILITIES, LIMITED

20 Richmond St. W., Toronto 1, Ont., Can.

Phone: EMpire 6-7691

President.....H. R. Carson

Vice President.....G. F. Herbert

General Manager.....J. S. MacKay

Mgr., Radio Sta. Time Div....Bill Brennan

gr., Prog. Div.....Dana S. Murray

Manager, TV Dept.....Reo Thonupson

*Services Offered:* Canadian representatives and distributors for transcription companies.

## ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLlywood 9-5107

N. Y. Phone: CH 4-8850

President.....D. K. Broadhead

Vice Pres. of Mfg.....Sam Salzman

V.P., Adm., Finance.....John F. Wegner

V.P., Sales, Pub. Rel.....Ned R. Herzstam

*American Sound Corp.*

233 Main St., Belleville 9, N. J.

Phone: PLymouth 9-0700

*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 3-4222

President.....Samuel H. Clark

Vice President.....Harry Levine

Treasurer.....Simon B. Siegel

*Services Offered:* Recording and distribution 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.)

221 Fourth Ave., New York 3, N. Y.

Phone: ORchard 4-7400

Vice-Pres. & Gen. Mgr.

Edward Hochhauser, Jr.

*Services Offered:* A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

## AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.

Phone: OXFord 7-0725

President.....Herbert Rosen

*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

Exec. Vice-Pres.....Arthur Shaer

*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.

## BELL SOUND STUDIOS, INC.

247 W. 46th St., New York 36, N. Y.

Phone: JU 2-4812

President.....Allen Weintraub

Vice-Pres., 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.

## S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada

Phone: WALnut 2-2103

President.....Spence Caldwell

Vice Pres.....Gordon F. Keeble

Comptroller.....S. H. Coxford

Radio Sales.....Paul S. MacDonald

Recording Engineer.....Mel Lovell

*Services Offered:* Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; 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

President.....Glenn Wallich

V.P., Mfg. & Eng.....James Bayless





## **SALES SONG...TRIO STYLE** **or HOW TO BEST AIR-EXPRESS YOURSELF**

This threesome—Radio Hucksters & Airlifts and Jim Ameche—will contribute mightily toward making 1958 a *banner* year for the Lang-Worth Station.

“Mr. Huckster” holds the secret to polished, integrated, *studio quality* commercials for every type of local business, product or service. It’s a massive library . . . all new since ’55 . . . added to by Lang-Worth at more than 250 per year. “Miss Airlift,” on your right, is the L-W twin service of intros, promos, I.D.’s, sound effects and general station production aids.

Mr. Ameche, in turn, brings a dynamic new concept in a dynamic year of broadcasting—THE JIM AMECHE SHOW. Here in top-quality tape is up to 18 hours of programming per week . . . disc jockey chatter by one of the very best, all the music, commercials for your local sponsors . . . all yours, all Ameche at amazingly low cost for a new star on your staff. It’s the most saleable and flexible syndicated show in radio! Why not write for facts and demonstration discs. Learn about it—listen to it. You’ll buy it.

## **LANG-WORTH FEATURE PROGRAMS, INC.**

1755 Broadway, New York 19, N. Y.

V.P., Adm., Finance.....D. C. Bonbright  
 General Manager.....George R. Jones  
 Nat'l Sales Manager.....Herbert I. Sachs  
**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

President.....H. Edward Behre  
 V.P.....C. Edward Behre  
 Secy.-Treas.....Doris Erickson  
 Cust. Rel.....Charles A. Brailer  
**Services Offered:** Complete recording services, Commercial & Industrial Accounts; Tape, Disc, Pressings; Slide-Film sound tracks, including subsonic control tones; live music sessions; remotes.

### 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

President.....Goddard Lieberson  
 V.P. Chg. of Oper.....Herbert Greenspon  
 V.P. Chg. of West Coast  
 Affairs.....Andrew Schrade  
 Gen. Mgr. Electronic Prod...James Sparling  
 V.P., Gen. Mgr. Columbia LP  
 Record Club.....Norman Adler  
 Controller.....William G. Wilkins  
 V.P. Chg. of Admin.....Albert B. Earl  
 Dir. of Adver. & Sls. Prom..Arthur Schwartz  
 Dir. Columbia Trans.....Albert Shulman  
 V.P., Business Affairs.....Alfred Lorber  
**Services Offered:** Records, phonographs needles, electrical transcriptions, plastic products.

### COLUMBIA TRANSCRIPTIONS

(A Service of Columbia Records)

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

Phone: CI 5-7300

Director.....Albert 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.

### 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.

### GORDON M. DAY PRODUCTIONS

256 Hollywood Ave., Douglaston 63, N. Y.

Phone: BAyside 9-6859

Owner, Creative Super.....Gordon M. Day  
 Producer-Director.....Carol Bulkley  
 Casting Super.....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.

### DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.

Phone: Columbus 5-2300

National Sales Mgr.....Claude Brennan  
 Sales Prom. Mgr.....Louis J. Sebok  
**Services Offered:** Custom pressing, premium records.

### DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.

Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring  
 Sales & Promotion.....Mation 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.

### DISNEYLAND RECORDS

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

Phone: PLaza 9-3880

550 S. Buena Vista St., Burbank, Cal.  
 East. Sls. Mgr.....Jimmy Johnson  
**Services Offered:** Custom recordings both classical & popular. New Storyteller records.

### DOT RECORDS, INC.

Subsidiary of Paramount Pictures

1507 North Vine, Hollywood 28, Calif.

(Transcription and recording sect.)

Hollywood 2-3141

New York Office: 157 W. 57th Street

Circle 6-8220

President.....Randy Wood  
 Vice-President.....Christine Hamilton  
 Album Repertoire.....Tom Mack  
**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.

# For the big record news...



**HOLLYWOOD**—Sales of Dot Records for the fiscal year ending March, 1958, will reach the \$10 million mark, according to President Randy Wood.

Label topped all other firms in racking up seven records on The Billboard's list of Best Selling Records for 1957.

*(The Billboard Jan. 20)*

.....follow the *Dot* line



**HARRY S. GOODMAN PRODUCTIONS**

19 E. 53 St., New York 22, N. Y.  
Phone: PLaza 5-6131

General Manager.....Harry S. Goodman  
Sales Mgr., Radio Dir...Everett F. Goodman  
Office Manager.....William Baron  
Traffic Mgr.....Franck Gehrecke  
Radio & Tech. Adviser.....S. Wilson  
Secretary.....H. D. Knuth  
Branch Offices: London, Eng.; Sydney, Aust.; Toronto, Can.

Services Offered: Specializn in package deals for radio stations with complete programming services. Jingle library; custom built station identification jingles.

**GOTHAM RECORDING CORP.**

2 West 46th St., New York 36, N. Y.  
Phone: JU 6-5577

President.....Herbert M. Moss  
V.P., Gen. Mgr.....Robert M. Volkell  
Dir., Prog. & Prod.....Fred Hertz  
Services Offered: Radio & TV storyboards, commercial spots, jingles. Radio and TV production. Complete writing and production staff available. Recording, editing, mastering. Studio facilities, rental.

**LANNY & GINGER GREY: JINGLES**

18 E. 50th St., New York 22, N. Y.  
Phone: ENright 9-7777

President .....Lanny Grey  
Vice-Pres. ....Ginger Grey  
Services Offered: Producers and packagers of programs, jingles and phonograph recordings; vocalists.

**INTERNATIONAL SOUND STUDIOS, INC.**

120 West 42nd St., New York 36, N. Y.  
Phone: Wisconsin 7-9907

President .....George Caputo  
Services Offered: Motion picture sound recording studios.

**KEYSTONE BROADCASTING SYSTEM, INC.**

Officers & Directors

President (Dir.).....Sidney J. Wolf  
Vice-President (Dir.).....Joseph Bayer  
Exec. Vice-Pres.....Noel A. Rhys  
Sr. Vice-Pres.....Edwin R. Peterson  
Vice-President .....William Bayer  
Vice-President.....Charles A. Hammarstrom  
Secretary-Treasurer (Dir.).....Arthur Wolf  
527 Madison Ave., New York, N. Y.  
Phone: EL 5-3720

Exec. V.P.....Noel A. Rhys  
Vice-President....Charles A. Hammarstrom  
Office Manager.....Eve Waldo  
Director of Research.....Martin Mills  
111 W. Washington St., Chicago, Ill.  
Phone: STate 2-8900

President.....Sidney J. Wolf  
Vice-President.....Edwin R. Peterson  
Secretary-Treasurer .....Arthur Wolf  
Dir. of Station Relations.....Blanche Stein

Traffic Mgr., Prog. Dir.....Jane C. McFadgen  
Account Executives.....William Wolf,  
Edwin Peterson

75 Post St., San Francisco  
Phone: SUTter 1-7440

Account Executive.....Howard P. Taylor  
3142 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNKirk 3-2910

Vice-President .....William Bayer  
Account Executive.....Henry G. Eschen  
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 1020 Keystone affiliates, located in towns with 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 28,000,000 based on Nielsen Reports, or one-half millivolt where the Nielsen Report is not available.

**LANG-WORTH FEATURE PROGRAMS, INC.**

1755 Broadway, New York 19, N. Y.  
Phone: JUDson 6-5700

President.....John D. Langlois  
Vice-President .....C. O. Langlois, Jr.  
Vice-Pres. ....W. O'Keefe  
Sales Manager.....Hugh S. Allen, Jr.  
Services Offered: Producers of Radio Hucksters and Airlifts—Musical commercials plus "Airlifts" for station sound and individuality. Tailor-made commercials and special local station promotion. Transcribed Music Service for radio and television stations.

**JACK LLOYD**

1445 Miller Way, Hollywood 46, Calif.  
Phone: OLdfield 6-4607

Executive Director.....Jack Lloyd  
Services Offered: Creation and production of unusual commercials and musical jingles for advertising agencies and stations. Packaging of transcribed radio programs (dramatic, comedy, musical, audience participation); from the idea to finished recording.

**JERRY LYNN MUSIC CO., INC.**

246 West 44th St., New York 36, N. Y.  
Phone: LO 3-7592

President .....Jerry Lynn  
Vice-President .....Walter Schaffner  
Secretary-Treasurer....Daniel M. Schaffner  
Dir. Pub. & P.R.....Gilbert A. Gorman  
Services Offered: Recording, Distribution, Slide Films.

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.  
N. Y. Phone: DUNKirk 4-4191

**\* PROVEN QUALITY!**

**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*



**THE SYMBOL OF . . .**

**SOUND SERVICE**

- INSTANTANEOUS & MASTER DISC RECORDING
- EDITING & RE-RECORDING
- 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

President.....C. P. MacGregor  
 General Manager.....E. H. Lowry  
 Sales Manager.....Charles Hughes  
 Studio Manager.....Robert W. McKenzie  
*Services Offered:* Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

**MAGNE-TRONICS, INC.**

49 West 45th St., New York, N. Y.  
 Phone: CI 7-0210

President.....Thomas L. Clarke, Jr.  
 V.P., Prog. Dir.....Joseph F. Hards  
 Vice-Pres., Sales.....Roger L. Thaxter  
*Services Offered:* Magne-Tronics motivational music: tape-recorded background music program service transmitted via FM Simplex, Multiplex and leased lines 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: BRyant 9-6000

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**

1540 Broadway, New York 36, N. Y.  
 Phone: JUdson 2-2000

President.....Arnold Maxin  
 V.P. Chg. of Sales.....Irving Jerome  
 V.P., Chg. of Oper.....George Abramson  
 Advertising Manager.....Sol Handwerker  
 Mgr., Artists & Repertoire.....Morty Craft  
*Services Offered:* MGM popular and classical records, custom recording.

**CHARLES MICHELSON, INC.**

45 W. 45th St., N. Y. 36, N. Y.  
 Phone: PLaza 7-0695

President.....Charles Michelson  
 Treasurer.....Aaron Michelson  
 Export Manager.....Martin Diamond  
*Services Offered:* Distributors of transcribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

**MUZAK CORPORATION**

229 Fourth Ave., New York 3, N. Y.  
 Phone: ORchard 4-7400

Board Chairman.....Jack D. Wrather  
 President.....Charles C. Cowley  
 Vice Pres., Treas.....John R. Andrus  
 V.P. & Legal Counsel.....Leonard Scholl  
 V.P. & Dir. of Marketing...Joseph W. Roberts  
 V.P., & Nat. Sales Mgr....Warren Coughlin  
 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.

*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

*Mood Music*  
for  
**TV FILMS  
INDUSTRIAL  
DOCUMENTARY FILMS  
and FEATURE  
Motion Pictures**

Five complete recordings of  
the following libraries:

**VIDEO MOODS — MAJOR  
— BRULL — ODEON —  
AND  
FRANCIS, DAY & HUNTER**

Also the largest selection of sound  
effects records in existence. Any-  
thing from a "cat's meow to a lion's  
roar" all on

**MAJOR RECORDS**

SEND FOR FREE CATALOGUE

**THOMAS J. VALENTINO, INC.**

Established 1932

150 West 46th Street

Dept. RD

New York 36, N. Y.

Music Clearance on Above Catalogues  
Arranged by Our Firm

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 serv-  
ice for industry, offices, banks, stores, super-  
markets, hotels, restaurants, waiting rooms  
and other public business areas. (A.P.S. Divi-  
sion supplies radio & TV stations with tran-  
scription library service and is also exclusive  
TV distributor for all Encyclopaedia Brit-  
annica Films in Canada).

**NATIONAL MUSITIME, CORP.**

187 Park Ave., New York, N. Y.

Phone: PLaza 3-2431

President. .... Charles E. Rynd

Vice-Pres. & Gen. Mgr. .... Jerome K. Levy

*Services Offered:* Nationally franchised  
tape. Background music service through FM  
Radio Stations on a multiplex or simplex  
basis including storecasting and consisting of  
a complete package of tape library and busi-  
ness aids service.

**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 pro-  
duction, scripts, package programs, and  
talent.

**OLMSTED SOUND STUDIOS, INC.**

1 East 54th Street, New York, N. Y.

Phone: PL 1-0390

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 re-  
cording services.

**THE PENTHOUSE SOUND STUDIOS**

OF V. J. NOLA

Steinway Hall, 113 West 57th St.

New York 19, N. Y.

Phone: JUdson 6-0040

Owner. .... Vincent J. Nola

Gen. Sales, Film Div. Mgr. .... V. Thomas Nola

Chief Engineer. .... Stanley Bumbly

*Services Offered:* Film-Tape-Disc transcrip-  
tions for TV, radio, industry and education  
— studio and location masters processing  
and pressings— stereo recording— magnetic &  
optical film recording.

**GEORGE LOGAN PRICE, INC.**

20828 Pacific Coast Highway, Malibu, Calif.

Phone: Globe 6-2135

President. .... George Logan Price

Secy.-Treas. .... S. M. Lauch Price

*Services Offered:* Ideas, scripts, production,  
merchandising tie-ins for any type recorded  
program. Immediately available (E.T.) 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., Operations Mgr.....J. P. Davis  
 Sales Mgr.....R. C. Williams  
 Mgr., Custom Records.....Emmett B. Dunn  
 Mgr., Custom, Artist and Repertoire.....Ben Selvin  
 Mgr., Custom Adver.....E. H. Kelly

**CUSTOM RECORD SALES SECTION**

New Sales & Production

Planning.....P. M. Rogers  
 Chicago Mgr.....A. E. Hindle  
 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,  
 Carl Reinschild, J. L. Head  
 Chicago Sales Rep.....William C. Leonard  
*Services Offered:* Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

**RCA Recorded Program Services**

Manager.....A. B. Sambrook  
 Central North  
 Sales Manager.....William F. Reilly  
 Western Sales Rep.....William C. Gartland  
 Northeastern Sales Rep.....George Field  
 Southwestern Sales Rep.....John Alves  
 Southeastern Sales Rep...Wallace D. Cochran  
 Northwest Sales Rep.....Hugh Grauel  
 Central Northeast Sales  
 Rep. (Chicago).....Gus Hagenah

**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

Central Northwest Sales Rep. . . . . Jack Nadeau  
 Mgr. Sales Service. . . . . Chas. Broderick  
 Mgr., Sls. Prom. Services. . . . . Donald D. Ast  
*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 1-1660

1121 Rhodes Heverty Bldg., Atlanta 3, Ga.

Phone: JYckson 4-7703

7901 Empire Freeway, Dallas, Texas

Phone: FL 2-3911

800 17th Ave., S., Nashville, Tenn

Phone: ALPine 5-6694

**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.**

301 East 4th 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, distribution to radio stations.

**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



The Greatest Name  
 In Entertainment

featuring

Popular Singles

Rock 'N' Roll

Country and Western

Original Cast Albums

Spoken Word Series

Classics

Jazz

Leader In The Field Of  
 Sound Track Albums



*Services Offered:* Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, country and western, novelties, hand, religious. Script service including special continuities for holidays. 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

**STANDARD RADIO**

**TRANSCRIPTION SERVICES, INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: STate 2-5322

President.....Milton M. Blink  
General Manager.....Olga Blohm  
*Services Offered:* Transcribed music library and sound effects.

**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.

**TRANSCRIPTION SALES, INC.**

121 N. Main St., Dayton 2, O.  
Phone: BAldwin 2-3773

President.....J. P. Williams  
Vice Pres.....Alexander Buchan  
*Services Offered:* Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Maguante 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.

**UNIVERSAL RECORDING CORP.**

46 East Walton, Chicago 11, Ill.  
Phone: MI 2-6465

President.....M. T. Putman  
Vice-Pres.....A. B. Clapper  
V.P., Chief Engineer.....M. B. Coppinger  
Secretary.....R. A. Weber  
*Services Offered:* Recording (monaural & stereophonic), transcriptions, masters, motion picture and slide film sound tracks, pressings, high speed tape duplicating, 16 and 35 mm. magnetic recording.

**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. Dukane automatic 30/50 signal for slide film production.

**WORLD BROADCASTING SYSTEM**

488 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-4700

7324 Santa Monica Blvd., Hollywood 26, Cal.  
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

*Services Offered:* Sales and program transcription service for radio and TV.

**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.....Herh Gordon  
Sales Mgr.....Ben Philley  
Treasurer.....Joseph L. Moore  
*Services Offered:* Transcribed radio programs for local and regional sponsorship.

A Royalty In  
Entertainment

WALT DISNEY'S  
SLEEPING BEAUTY

as told and sung by

MARY MARTIN

conducted by

CAMARATA

A DISNEYLAND ALBUM



You get  
a lot  
of sparkle  
at SCREEN GEMS  
when it comes  
to mounting  
a TV film show  
that's a dazzler.

# OUR FACETS ARE YOUR ASSETS!

Take programming.  
Whether it's half-hours,  
or features,  
or cartoons—  
our cluster-of-lustre  
is worth its  
weight in carats.

Take marketing.  
Our shows are precision-cut  
to do a brilliant  
job in selling  
sponsors' products.

Take budgeting.  
We offer you  
a glistening glitter  
of diamond-attractions  
at rhinestone prices.

You'll find us  
just gem-dandy  
to do business with.  
Why not try us  
for an appraisal  
of your needs?

Remember . . .  
NOBODY  
IN TV FILMS  
OUTSHINES

**SCREEN GEMS, INC.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



**SERIES:**  
CASEY JONES  
RANCH PARTY  
SHOWCASE 39  
77th BENGAL LANCERS  
ALL STAR THEATRE  
BIG PLAYBACK  
CELEBRITY PLAYHOUSE  
CRUSADE IN EUROPE  
DAMON RUNYON  
THEATRE  
JET JACKSON  
JUNGLE JIM  
PATTI PAGE  
TALES OF THE  
TEXAS RANGERS  
TOP PLAYS OF 1958

**FEATURES:**  
MOVIE PARADE  
MYSTERY PARADE  
PREMIERE PARADE  
SHOCK  
TRIPLE CROWN  
LIBRARY 300  
WESTERNS  
**SERIALS**  
**CARTOONS**  
2-REEL COMEDIES  
SHORT SUBJECTS



**TELEVISION**

**TV FILM  
PRODUCERS-  
DISTRIBUTORS  
AND  
COMMERCIALS  
PRODUCERS**

**YEARBOOK**

**1958**

**BIG THINGS**  
**ARE HAPPENING AT**



# MGM-TV

NOW ON NBC  
SPONSORED BY  
COLGATE-  
PALMOLIVE

## THE THIN MAN

PETER LAWFORD · PHYLLIS KIRK · And ASTA

SOLD TO  
NBC

## NORTHWEST PASSAGE

KEITH LARSEN · BUDDY EBSEN · DON BURNETT

AVAILABLE  
FOR FALL  
1958  
SPONSORSHIP

## MIN AND BILL

PEGGY WOOD · CHILL WILLS

NOW IN  
PREPARATION  
FOR  
PRODUCTION

THE FEMININE TOUCH  
YOU'RE ONLY YOUNG ONCE  
GOODBYE, MR. CHIPS



and the fabulous  
M-G-M FEATURES  
are now seen  
in nearly  
90  
markets!

# MGM-TV

A SERVICE OF  
LOEW'S INCORPORATED

Wire, write or phone  
CHARLES C. "BUD" BARRY, Vice-President  
1540 Broadway, New York 36, N. Y. JUDSON 2-2000

# TV FILM PRODUCERS-DISTRIBUTORS AND COMMERCIALS PRODUCERS

## **ABC Film Syndication, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LA 4-5050

President.....George T. Shupert  
V.P., Chg. of Sales.....Phil Williams  
V.P., Business Affairs....Richard P. Morgan  
V.P., Dir. N'tl. Sls.....John Burns  
V.P., Dir. West. Sls. Div.....William Clark  
E. Div. Mgr.....Robert Marcato  
S. & SW Div. Mgr.....Robert Dalchau  
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, Queen of the Jungle; Herald Playhouse; Three Musketeers; Code 3, 26 Men, Anniversary Package.

## **Academy Film Productions, Inc.**

123 W. Chestnut St., Chicago 10, Ill.

Phone: Mlchigan 2-5877

President, Exec. Prod.....Bernard Howard  
Vice-President .....Morris Alexander  
Secretary-Treas. ....Bernard Kurlan

*Services Offered*—Creators and producers of films for TV and business. Animation and live action. Specializing in unusual audio-visual presentations. Have own studios and full equipment for either location or studio shooting.

*Productions*—Old Reliable Coffee, Chesty Potato Chips, Acme Steel Company, The Salvation Army, Kowalski Sausage, Marhofer Meats, Wisco Gasoline.

## **Academy Pictures, Inc.**

49 W. 45th St., New York 19, N. Y.

Phone: PLaza 7-0744

433 S. Fairfax, Los Angeles 36, Cal.

Phone: WEbster 1-8156

President.....C. Moray Foutz  
V.P., Creative Dir.....Wm. P. Tytla  
Prod. Design.....Paul Kim  
Prod. Director.....Ruth Kuss  
Prod. Control.....Bert Feldman  
V.P., Special Services.....Murray Fairbairn  
Sales Manager.....Howard Henken  
West Coast Sls.....Louis Huot  
Asst Sales Mgr.....Nicholas Newton  
Prod. Dir. (Hollywood)....Wm. Lightfield

*Services Offered*—Producers of animated and live action films of TV commercials, documentary films and industrials.

*Productions*—Prell Shampoo, Union Carbide, Fletcher's Castoria, Jergens Lotion, Gulf Crest, Lipton Tea, Rockwood Candy, Esso, Holsum Bread, Cont. Baking Co., Seal-test Black Raspb. Ice Cream, Schick Elec. Razor, General Electric, Timken Roller Bearings, Edsel Ford, Hometown Bread, Motts Apple Sauce, Scott Paper, Shell Oil.

## **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.

## **Ad-Staff, Inc.**

9122 Hollywood Blvd., Hollywood 46, Calif.

Phone: CR 5-5219

President .....Don Quinn  
V.P., Sec.....Henry Russell  
V.P. ....Martin Sperzel  
V.P., Sls. & Prom.....Joe Donohue  
Sls. Rep.....Ray Montgomery  
Comptroller .....Stuart Galbraith

*Services Offered*: Primarily, but not limited to, the creation and production of radio-TV commercials. Specializes in new approaches in copy, music and visual media, working usually as an extension of advertising agency services.

## **Alexander Film Co.**

Alexander Film Bldg., Colorado Springs  
Colorado

Phone: MELrose 3-1771

N. Y. Phone: LONgacre 5-1350

President.....Don M. Alexander  
V.P., Production.....James Anderson  
V.P. in chg. of Sales.....M. J. McInaney  
TV Sales Mgr.....Earl Austin  
Asst. to Pres., Sales Prom..W. A. Hillhouse  
Sales Prom. Mgr.....Robert Geddy, Jr.

*Services Offered* — TV film commercials, business and industrial films, theatre film commercials.

## **All Canada Television**

80 Richmond St. West, Toronto, Ontario, Can.

Phone: EMpire 6-7691



If  
you  
don't  
call  
us...  
we'll call  
you...



"SHOW BUSINESS," sensational new history of show business now makes show business history! Fascinating new half-hour TV series with George Jessel as host

"CHAMPAGNE PACKAGE," 58 fabulous feature films, such as "High Noon," "The Bells of St. Mary's," and "Spellbound," has been breaking rating records everywhere

"THE SHERIFF OF COCHISE," great Desilu-NTA adventure series has been scoring terrific ratings wherever shown in TV syndication. Starring John Bromfield as the Sheriff

"OFFICIAL DETECTIVE," another great excitement-packed half-hour from Desilu-NTA, has been chalking up big TV audiences all over the map. Everett Sloane as host

**JUdson 2-  
7300**

The Coliseum Tower  
10 Columbus Circle  
N. Y. 10, N. Y.

..to tell you about some of the  
great TV programs from NTA

President.....H. R. Carson  
 Vice-President.....G. F. Herbert  
 General Manager.....J. Stuart MacKay  
 Manager.....Reo Thompson  
 Montreal Manager.....Burt Hall  
 Winnipeg Manager.....M. V. Chesnut  
 Calgary Manager.....J. Cavanaugh  
 Vancouver Manager.....J. E. Baldwin  
 Film Sls. Mgr.....Dana Murray  
 Promotion Director.....Peter Harricks  
 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.

### **M & A Alexander Productions**

6040 Sunset Blvd., Hollywood 28, Calif.

Phones: HOLLYWOOD 4-7571, 4-3414

N. Y. TRafalgar 3-5115

President.....Arthur 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

*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*—Shaefer Pens, Green Spot Orange Drink, Chesterfield Cigarettes, Kaiser Aluminum, Rainier Beer, Etc.

### **American Film Co.**

1329 Vine St., Philadelphia 7, 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

Office Mgr.....Madeline Stolz

*Services Offered*—Sponsored motion picture films and slide films for theatres, tele-

vision, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

*Productions*—Minesweeping Explosive Cutters, Shipboard Handling & Routine Maintenance, IFR Enroute & Terminal Procedures. TV Commercials for Esso Standard Oil Co., Westinghouse Electric Corp., Stelia D'Oro, Medigum and Chooz.

### **American National Studios, Inc.**

7324 Santa Monica Blvd., Hollywood 46, Cal.

Phone: OLdfield 4-2800

President.....John 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

President.....Leonard Anderson

Vice-Pres.....Barbara Anderson

Prod. Mgr.....Marc Anderson

Secretary.....Lillian Ortner

Office Manager.....Isabelle 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*—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters—CBS TV; The Christophers; Prudential Insurance Co.; Coty Cosmetics; Schenley Distillers; Terry Tell Watch Time Co.; General Electric.

### **Animated Productions Inc.**

(Al Stahl Productions)

1600 Broadway, New York, N. Y.

Phone: CO 5-2942-3

President.....Al Stahl

Art Department.....Tony Garcia

Director.....Jack Weisburg

Production Manager.....Dave Davidow

Technical Director.....Gaylord Welker

*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.”

### **Animation Service Co.**

1780 Broadway, New York 19, N. Y.

Phone: CIRCLE 5-4832

Chief Animator.....Abe Blashko

Animation Supervisor.....Leo Lerko

Administration.....Seymour Posner



# Wanna start

Protein codes  
are available

June 27/July

June/July

Announcement: Europe's future

Protein codes

July/August

European Public Health

Champions

Editorial Board

Future of Statistical Year

Editorial Board

Protein codes

June/July

The Touchstone

The Touchstone

July/With Europe

Man

August

Our World

See Europe's Best

Experiments

Worldwide

The World

and New

Worldwide

Worldwide

Worldwide

Worldwide

Worldwide

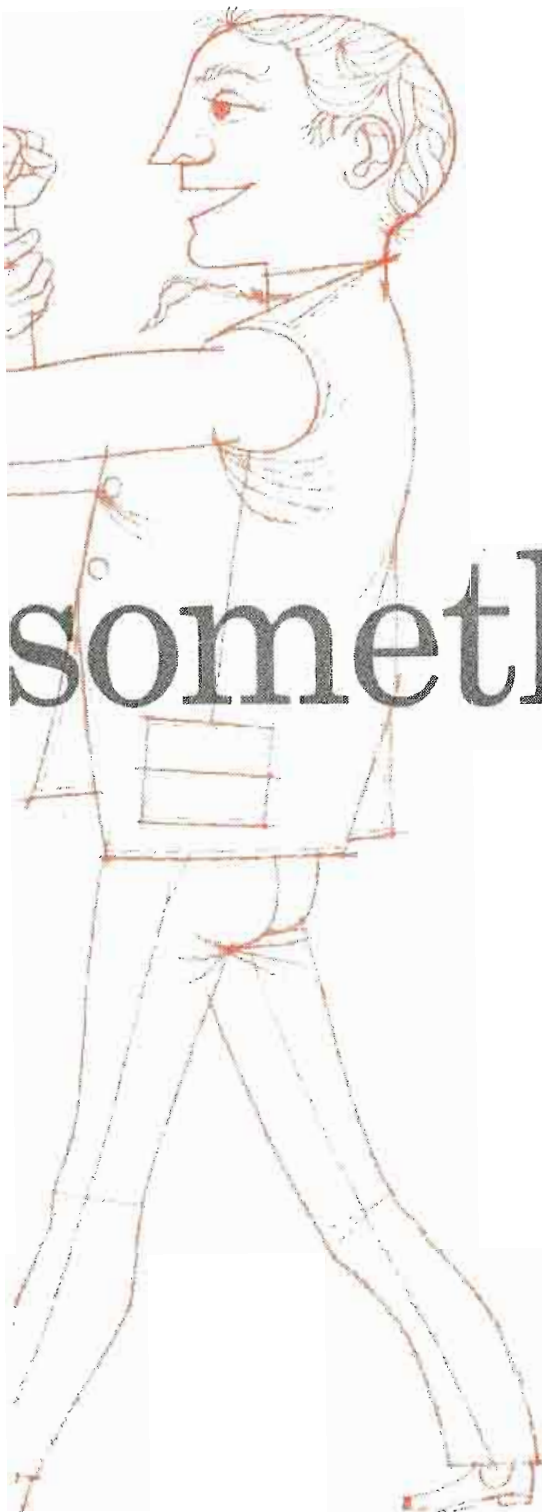
Worldwide

Worldwide

Worldwide

Worldwide





# something?


*We'll help you.*

If the time's ripe for aggressive action... if you want to start a sales campaign that'll wallop your competition, contact us pronto. We are uniquely equipped to custom-produce a hard-hitting sales campaign for you.

We have been starting new television *trends* for years. We originated the first Western series made for television (Gene Autry); the first Western female star (Annie Oakley); the first "documentary" service show (Navy Log); the first air-age series (Whirlybirds); the first Civil War series (Gray Ghost). And there are more pace-setters in production right now.

Maybe one of our current or upcoming show series will fit your aggressive sales plans. If not, we'll produce one *that will*. Point is, when you want to start something, start with

**CBS TELEVISION FILM SALES, INC.**

*"...the best film programs for all stations"* 



*Services Offered* — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

**Animation, Inc.**

8561 Melrose Ave., Hollywood 16, Cal.  
*Phone: (Cal.)* OLYMPIA 2-3540  
 President ..... Earl Klein  
 Production Manager..... Glenn Grossman  
 Director ..... Ed Barge  
 Calif. Representative..... George Kellogg  
 N. Y. Representative..... Emile De Antonio  
 66 West 53rd St., New York, N. Y.  
*Phone: (N. Y.)* HUDSON 2-6026  
 Detroit Representative..... Ted Petok  
 11005 Fenkell Ave., Detroit, Mich.  
 Chicago Representative..... Joe W. Edwards  
 2735 W. Chanay St., 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., National Biscuit Co., Kroger Co., Kraft Foods, Kellogg Corn Flakes.

**Animation Associates, Inc.**

333 West 52nd St., New York, N. Y.  
*Phone: Circle* 6-3817-8  
 President ..... Graham Place  
 Vice-President ..... Otto Feuer  
 General Manager..... Donald Fellows  
 Production Manager..... Harry Basch

*Services Offered*—Producers of animated TV commercial spots and films. ANIMATION is an exclusive animation process using cartoon cut-outs on a multiplane set-up.

*Production* — Soil-off, Manufacturers Trust Co., Sparky — the Fire Dog, Vicks Vapo-Mist, NYC Clean-Up Campaign, Nestle's Cities Service Gasoline, Schmidt's Beer, Springmaid Sheets, American-Standard Air Conditioners, etc.

**Anime, Inc.**

15 West 45th St., New York 36, N. Y.  
*Phone: Circle* 5-3737  
 President ..... Josh Meyer  
 Vice-President ..... Renee Leigh  
 Executive Producer..... Mitch Leigh  
 Account Executive..... Wed Murphy

*Services Offered* — Package film shows (mostly animation). Producers of animated commercials and industrials.

*Productions* Hit Toon Time, Beneficial Finance System Commercials, Amitone Commercials, TvB Announcements.

**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.

**Associated Artists Productions, Inc.**

315 Madison Ave., New York 17, N. Y.  
*Phone: MURRAY Hill* 6-2323  
 President ..... Eliot Hyman  
 Exec. Vice-President..... Kenneth Hyman  
 Gen. Sls. Mgr..... W. Robert Rich  
 Nat'l Sales Mgr..... Donald Klauber  
 Eastern Sales Mgr..... Al Sussman  
 Western Div. Mgr..... Lester S. Tobias  
 Central Div. Mgr..... Ben Elrod  
 Southern Div. Mgr..... Norman Long  
 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, Christmas Film Package, Physics Course Film Series.

**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. Weiland  
 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 150 free public service films.

**Astor Pictures Corp.**

130 W. 40th 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.

Symbol  
of fine  
television  
films



**OFFICIAL  
FILMS  
INC.**

The Adventures of Robin Hood  
Sir Lancelot  
The Buccaneers  
Decoy  
The Big Story  
Sword of Freedom  
Vagabond  
Errol Flynn Theatre  
My Little Margie  
Star Performance  
The American Legend  
Trouble With Father  
The Star And The Story  
Dateline Europe  
Overseas Adventure  
Cross Current  
Rocky Jones, Space Ranger  
My Hero  
Colonel March of Scotland Yard  
The Hunter  
Willy  
The Scarlet Pimpernel

**NEW YORK • ATLANTA  
BEVERLY HILLS • CHICAGO  
DALLAS • MINNEAPOLIS  
SAN FRANCISCO • ST. LOUIS**

# GUILD FILMS

COMPANY, INC.



THE BIG RASCALS FEATURING LEON ERROL

140 POST 1948 FEATURES

LOONEY TUNES

WALTER LANTZ CARTOONS

*PLUS:*

1000 TOP SHOWS

GUILD



FILMS

EST. 1928

460 PARK AVENUE, NEW YORK 22, N. Y., MU 8-5365  
IN CANADA: S. W. CALDWELL, Ltd., TORONTO

**Atlantic Television Corp.**

130 W. 46th St., New York 36, N. Y.

Phone: JUdson 2-1827

President ..... Fred Bellin  
 V.P., Gen. Sls. Mgr. .... David A. Bader  
 Sec'y, Treas. .... Anthony Tarell  
 Offices in Los Angeles, Chicago, Dallas,  
 Houston, Phila., Minn., Detroit, Toronto,  
 London.

*Services Offered*—Producer and distributor  
 of features and westerns, 26 syndicated "Un-  
 common Valor."

**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  
 Dir. of TV. .... Jack D. Danielson  
 V.P., Prod. Mgr. .... Albert S. Bradish  
 Public Relations Films. .... James L. Herman

*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.

*Productions*—The Pencil and the Plow,  
 For The Love of Live, Lifetime Protection,  
 Partners, In Which We Live.

**Atlas Television Corp.**

225 E. 46th St., New York 17, N. Y.

Phone: ELdorado 5-7943

President ..... Henry Brown  
*Services Offered*—American and British  
 features; half and full hour westerns; com-  
 edy shorts; one-hour comedy programs; an  
 extensive library of comedy and musical  
 shorts.

*Productions*—Caption Z-RO, Hollywood to  
 B'way, Grantland Rice Spotlights, Holiday  
 Series, Is This Magic?

**Audio Master Corp.**

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

President ..... Herbert Rosen  
*Services Offered*—Library of mood and  
 bridge music.

**Audio Productions, Inc.**

630 Ninth Ave., New York 36, N. Y.

Phone: PLaza 7-0760

President ..... Frank M. Speidell  
 Vice Pres. .... Herman Roessle  
 TV Director. .... Harold R. Lipman

*Services Offered*—Producer of TV com-  
 mercials and sponsored short subjects.

**Audio-Visual Associates**

1459 N. Seward, Hollywood 28, Calif.

Phone: HO 5-8444

Partner ..... Hubbard Hunt  
 Partner ..... John Wilson  
 Partner ..... Ned Herzstam

*Services Offered*—TV spots, industrials,  
 educationals, custom recording, jingles, mo-  
 tion picture trailers.

*Productions*—Petrouchka, for NBC; Die  
 Casting, for Harwill Die Casting; Disneyland,  
 for Fritos.

**George Bagnall & Associates  
Inc.**

8827 Olympic Blvd., Beverly Hills, Cal.

Phone: CR 1-5133

President ..... George L. Bagnall  
 V.P., Gen. Sales Mgr. .... J. J. O'Loughlin  
 Secretary ..... Fred C. Lindquist

*Services Offered*—Distribution of the fol-  
 lowing films for television: Features—For-  
 hidden Jungle, New Orleans, Timber Fury,  
 Border Outlaws, The Long Night, Korea  
 Patrol, Fun on a Weekend, Cattle Queen, Fed-  
 eral Man, Badman's Gold, Abie's Irish Rose,  
 The Adventures of the Texas Kid, The Re-  
 turn 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 Tomohawk Territory,  
 The Hoodlum, Doctor Jim, Voice in the  
 Wind, I Stand Condemned, The Windjam-  
 mer, 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, Front Page Detec-  
 tive, Hollywood Half Hour. This is Hawaii.  
 15-minute Shows—Spotlight on Hollywood,  
 Let's Draw, A Scene with a Star. 5-minute  
 Show—Crusader Rabbit. Library—64 Scalla-  
 wags, Race Night, 52 Winners.

**Bil Baird's Marionettes**

334 West 70th St., New York 23, N. Y.

Phone: TR 3-6064

Partners ..... Bil & Cora Baird  
 Agency Reps. .... Ashley Steiner, Harold  
 Cohen, Mitchell Benson

*Services Offered*—Produce live or filmed  
 commercials with marionettes and hand pup-  
 pets—with or without live actors—in own  
 studios.

*Productions*—Champy The Lion Series—for  
 Wheaties, Parliament Cigarettes, Drano, Play-  
 tex Baby Pants.

**Jerome Balsam Films, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LOngacre 3-6187

Pres., Gen. Sales. .... Jerome Balsam  
 Vice President. .... Alexander Beck

*Services Offered*—Producers and distribu-  
 tors to TV of syndicated shows, features and  
 cartoons.

**James A. Bank Productions,**

(See Volcano Productions, Inc.)

*John Hancock*

*I*N 1776, fifty-six Americans risked the gallows by signing a declaration that was printed and dispatched throughout the nation they had created with their penstrokes. When a man sets his signature to a document, it is his personal bond. When an advertiser sets his name to a printed message he stands directly behind it. That is why people have confidence in printed advertising. It is also the reason why an advertiser carefully selects the publication media he desires to reflect the integrity of his name and his product.



**BARNES PRINTING COMPANY, INC.**

229 WEST 28th STREET

NEW YORK 1, N. Y.

Pennsylvania 6-8700



**Thomas J. Barbre  
Productions**

2130 S. Bellaire St., Denver 22, Colo.  
Phone: SKyline 6-8383

Owner-Producer.....Thomas J. Barbre  
Assistant Manager.....Anita T. Barbre  
*Services Offered*—Producer of TV commercials, TV films and business films. Scripting, photography, recording, editing. Complete facilities including sound stage and mobile equipment.

*Productions*—TV spots—Adolph Coor Co., Business films—Holly-General Co., Colorado Fuel & Iron Corp., U. S. Bureau of Reclamation, Adolph Coors Co., Universal Builders Supply, Inc., Colorado Game & Fish.

**Barnett International  
Forwarders**

543 W. 43rd St., New York 36, N. Y.  
Phone: Circle 5-6080

President.....William 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.

**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.

**Beacon Television Features  
Inc.**

115 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*—The Fishing Season with Ted Williams, Ted Williams in Cabo Bianco Peru, two 26-minute color movies and 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.....Harry Babb  
Stories & Narration.....Cheri Le'Blanche

Sound.....TV Recorders  
Editor.....Dick Alexander  
Director.....Robert Derteano  
*Services Offered* — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

**Bernard-Degen TV & Radio  
Spots**

1570 N. Gower., Hollywood, Calif.  
Phone: HOLlywood 5-9886

Partners.....Cy Bernard, Vince Degen  
*Services Offered*—Creation of TV and radio spots. Arrangements music and vocal. Under-scoring animation and live action.

*Productions* — Starkist Tuna, MJB Rice, Italian Swiss Colony, Pillsbury, Clorox Bleach, Carnation, S & W Foods, S & W Coffee, MJB Coffee, C & H Sugar, White King Liquid.

**Fritz Blocki Productions**

7266 1/4 Fountain Ave., Hollywood 46, Calif.  
Phone: HOLlywood 2-8971

Producer.....Fritz Blocki  
*Services Offered*—Live TV show formats for local and/or network use.

**Bonded TV Film Service**

630 Ninth Ave., New York 36, N. Y.  
Phone: JUDson 6-1030

President.....Chester M. Ross  
V.P. in Chg. of Oper.....Emanuel Kandel  
Gen. Sales Mgr.....Wade Barnes

*Branch Offices*

8290 Santa Monica Blvd., Hollywood, Calif.  
V.P., chg. of Operations...Stanley Halperin  
1301 S. Wabash Ave., Chicago, Ill.

Manager.....Joseph Rategan  
2024 Jackson St., Dallas, Texas

Manager.....Ronald 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  
Treasurer.....M. Bray  
Animation Director.....W. G. Gilmartin,  
Max Fleischer

Film Distribution Mgr.....B. D. Hess  
*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons. Specialize in industrial training and sales films, as well as health and safety.

**Bernard S. Brody &  
Associates**

6425 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 7-8189



# SHAMUS CULHANE

*PRODUCER OF*

“AROUND THE WORLD IN 80 DAYS”  
*AWARD WINNING ANIMATED EPILOGUE*

*ANIMATION FOR BELL SCIENCE SERIES*

“HEMO THE MAGNIFICENT”  
*CBS spectacular christopher award winner*

“THE STRANGE CASE OF COSMIC RAYS”  
*NBC spectacular october, 1957*

“UNCHAINED GODDESS”  
*NBC spectacular february, 1958*

# SHAMUS CULHANE

*productions inc.*

*commercial, industrial and public relations films*

*new york hollywood chicago*

Owner..... Bernard S. Brody  
 Assistant..... Marilyn Devien  
*Services Offered*—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.  
*Productions*—Frank Sinatra Show, Danny Thomas Show, Date With The Angels.

●  
**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."

●  
**Broadcast Pictures, Inc.**

130 East 40th St., New York 16, N. Y.  
 Phone: MU 3-5840

President, Treasurer..... Joseph Steiner  
 V.P., Secretary..... Dorothy Waring  
*Services Offered*—Producers of TV and theatrical motion pictures.  
*Productions*—The International Show, The Story of Mrs. Murphy, Rhythm Rhapsodies, Black Brothers, Djuka, The David Marcus Story.

●  
**C & C Television Corp.**

400 Park Ave., New York 22, N. Y.  
 Phone: PLaza 1-6800

President..... Matthew Fox  
 V.P., Gen. Counsel..... Arnold C. Stream  
 Vice-President..... Erwin H. Ezzes  
 Treasurer..... Martin Schildkrant  
 Secretary..... M. Morton Siegel  
 Asst. Secretaries..... Gloria Harrigan,  
 Mavis Nathan

*Subsidiaries*

C & C Films, Inc.  
 C & C International Film Corp.  
 C & C Pan Atlantic TV Co., Inc.

(Personnel for the above subsidiaries are as follows:)

President..... Matthew Fox  
 V.P., Gen. Counsel..... Arnold C. Stream  
 Vice-President..... Erwin H. Ezzes  
 Vice-Pres..... Martin J. Robinson  
 Vice-Pres..... M. Morton Siegel  
 Treasurer..... Martin Schildkrant  
 Secretary..... Norman Solomon  
 Asst. Secretary..... Mavis Nathan

**WESTERN TELEVISION**

(A division of C & C Television Corp.)

Listing of personnel identical with C & C Television Corp.

●  
**S. W. Caldwell, Ltd.**

447 Jarvis St., Toronto 5, Ont., Canada  
 Phone: WAInut 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  
 Recording Supervisor..... Mel Lovell  
 Montreal Br. Mgr..... J. E. DeBow  
 Vancouver Br. Mgr..... Florence Ward  
*Services Offered*—Complete sound stage, 35mm & 16mm production and reording facilities. Distributors of syndicated shows produced in U.S. and abroad.

*Productions*: Commercial for Tri-Nut Margarine, Wear-Ever Aluminum, Esso Gasoline Highway's Safety Spots, Noma Lights.

●  
**Calhoun Studios**

266 East 78th St., New York 21, N. Y.  
 Phone: LEhigh 5-2120

President..... Brian 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* — Kamloop Trout, Fishing Waters, Vacation Fun, Glimpses of History, Gala Events, Salmon All Summer, Shoreland Playground.

●  
**California National Productions, Inc.**

(Subsidiary of NBC)  
 663 Fifth Avenue, New York 22, N. Y.  
 Phone: CIrcle 7-8300

President..... Earl Rettig  
 V.P., Gen. Mgr..... H. Weller Keever  
 V.P., Programs..... Robert A. Cinader  
 V.P., Treasurer..... George D. Matson  
 Secretary..... Thomas E. Ervin  
 Ass't Treas..... Joseph L. Kubin  
 Assistant Secretaries..... Robert A. Forrest,  
 Herbert S. Schlosser  
 Dir. of Bus. Affairs..... John J. Brennan  
 Dir. of Prom., Adv., Press..... Arthur Perles  
 Dir. of European Prog..... Gerald Adler  
 Mgr., Merchandising..... Robert R. Max  
*Business*—TV film program sales and syndication, licensed merchandising.

*Sales Offices*

663 Fifth Ave., New York 22, N. Y.  
 Phone: CIrcle 7-8300

NBC Television Films:  
 Regional Prog. Sls. Mgr..... Daniel M. Curtis  
 Eastern Sls. Mgr..... John F. Tobin  
 Victory Program Sls.:

Manager..... Jacques Liebhenguth  
 Merchandise Mart, Chicago 54, Ill.  
 Phone: MOhawk 4-6565

Central Sls. Mgr..... Edward A. Montanus  
 Sunset and Vine, Hollywood 28, Cal.  
 Phone: THornwall 5-7000

Western Sls. Mgr..... Clifford Ogden

**T**HROUGH these pages pass the most astute buyers of motion pictures in the world.

To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

Send for "A Few Facts About Audio"



## **AUDIO PRODUCTIONS, INC.**

Film Center Building

630 Ninth Avenue

New York 36, N. Y.

Freemantle of Canada, Ltd.  
17 Dundonald St., Toronto, Ont.  
Phone: WALnut 4-9635

Manager .....Ralph Ellis  
TV Films Available:

NBC Television Films—Badge 714, Boots and Saddles—the Story of the Fifth Cavalry, The Silent Service, Union Pacific.

Victory Program Sales—Adventure of the Falcon, Captured, Crunch and Des, Dangerous Assignment, Frontier, The Great Gildersleeve, Gumby, His Honor Homer Bell, Hopalong Cassidy, Inner Sanctum, It's A Great Life, The Lilli Palmer Show, Medic, Paragon Playhouse, Steve Donovan Western Marshall, Victory at Sea, The Visitor, Watch The World.

In Production—Three new film series.

### Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.  
Phone: BRyant 9-6734

President.....David B. Dash  
Services Offered—Distribution and production of films.

### Carson-Stempel Enterprises

9034 Sunset Blvd.  
Los Angeles 46, Calif.  
Phone: CRestview 4-8343

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: Sound stage facilities for lease. Completely equipped; for motion picture and TV film production.

Productions — 39 Lone Ranger (½ hr. films).

### Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.  
Phone: OLdfield 4-4144

President .....Harvey Pergament  
Vice Pres. ....Earl M. Robins  
Sec.-Treas. ....Esther Pergament

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

President .....Robert Young  
V.P. Chg. Prod.....Eugene B. Rodney  
Secretary .....Ben Bisgeier

Productions—"Father Knows Best."

### Campus Film Productions, Inc.

14 E. 53rd St., New York 22, N. Y.  
Phone: PL 3-3280

President .....Nat Campns  
Exec. Producer.....Jules Krater  
Services Offered—Film production under contract.

Productions—The Key, Nat'l Assoc. for Mental Health; Rubber From Oil, Esso Research and Eng. Co.

### Caravel Films, Inc.

20 West End Ave., New York, 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 — Socony Mobil, American Heart Association, Cluett Peabody, American Can Co., E. I. DuPont de Nemours, Renfield Importers, Ltd., TV spots—American Tobacco Co., Royal Typewriter, Ballantine, Procter & Gamble, American Can Co., Socony Mobil, R. J. Reynolds.

### CBS-TV Film Sales, Inc.

545 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-2345

V.P., Gen. Mgr.....Leslie T. Harris  
Dir. Oper. & Prod.....Fred Mahlstedt  
Gen. Sales Mgr.....John F. Howell  
Merchandising Mgr.....Walter Scanlon  
Sales Prom. Mgr.....Eugene Moss  
Sales Service Mgr.....Gloria Lesser  
Publicity Director.....John C. Sebastian  
Mgr. Chicago Sales.....Henry Gillespie  
Mgr. San Francisco Sales.....Edward Hewitt  
Mgr. Los Angeles Sales...William Perkinson  
Mgr. Atlanta Sales....James H. McCormick  
Mgr. Dallas Sales.....Carter Ringlet  
Mgr. St. Louis Sales.....George Diedrich  
Mgr. Boston Sales.....H. Roy Marks  
Mgr. Detroit Sales.....Barr Sheets  
Pres., Canada (Caldwell TV Film Sl.)

S. W. Caldwell

Services Offered—Distributor of TV film programs for national, regional, and local sponsorship.

Currently Distributing — Amos 'n' Andy, Annie Oakley, Brave Eagle, Buffalo Bill, Jr., The Adventures of Champion, Cases of Eddie Darke, Fahian of Scotland Yard, Files of Jeffrey Jones, The Gene Autry Show, Holiday in Paris, Life with Father, Long John Silver, San Francisco Beat, Terrytoons, Under the Sun, The Whistler, Assignment Foreign Legion, Gray Ghost, Navy Log, Our Miss Brooks, Honeyymooners, Whirlybirds, Mama, CBS Newsfilm.

# PERSERVITY\*



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\* PERSONAL SERVICE

TO YOU...

This means more  
for your film dollar  
proven by  
over a  
decade of  
successful  
performance.

**JAMES LOVE**  
PRODUCTIONS, INC.  
115 W. 45<sup>TH</sup> ST., NEW YORK 36, N. Y.

JUdson 2-4633

**Hu Chain Associates**

40 East 40th St., New York 16, N. Y.

Phone: MURray Hill 5-7220

Owner.....Hubert V. Chain  
 Services Offered—Radio-TV and motion picture production, direction and script writing.

**Bruce Chapman Co.**

55 W. 42nd St., New York 36, N. Y.

Phone: WISc. 7-9244

Branch Office

30 Rue Chalgrin, Paris, France

President.....Bruce Chapman  
 V.P. & Treas.....Edna Chapman  
 Dir. of Research.....Mary Hurcheson  
 Prod. Mgr.....Bert Berns  
 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. Printing and processing lab. Editorial rooms. Sound stage rentals for automobile commercials.

**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.

**Christensen-Kennedy Productions**

3553 Farnam St., Omaha 31, Nebr.

Phone: AT 2977

Partner, Dir. of Photo.....Ray Christensen  
 Partner, Creative Dir.....Dennis Kennedy  
 Gen. Sales Manager.....Herb Hellwig  
 Art Director.....Ken Dunning  
 Services Offered—TV commercials, animation, industrial films, all types of slides, laboratory processing and complete production facilities.

Productions — Alamito Dairies, Ocoma Foods, Blue Star Foods. 15-min. motion picture—The Martin Luther Home For Retarded Children.

**Cineeffects, Inc.**

115 W. 45 St., New York 36, N. Y.

Phone: CIRCle 6-0951

President.....Nathan Sobel  
 Secretary-Treasurer.....Irving Hecht  
 Optical Super.....Jack Present  
 Res. & Develop.....Bob Pittluck  
 Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome. E. K. and Ansco negative-positive color and Intermediate.

**Cinema Research**

716 N. La Brea Ave., Hollywood 38, Calif.

Phone: WEBster 3-9301

President.....Harold Scheib  
 Vice-President.....Ernest Arcella  
 Secretary.....Robert Kegel  
 Treasurer.....Bernard Shea  
 Services Offered: Optical printing, titles, insert photography, animation. 16 or 35 mm. —color or B & W.

**Cinema Service Corp.**

106 West End Ave., New York 23, N. Y.

Phone: TRafalgar 3-1411

President.....Joseph Seiden  
 Cameraman.....Harold H. Seiden  
 Sound Department.....Herbert C. Bloom  
 Services Offered — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

**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  
 Western Sales Manager.....Haan Taylor  
 Mid-West Sales Manager.....W. A. Pomeroy  
 Services Offered—Producers and distributors of feature, half hour and shorts for television.

**Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood 28, Calif.

Phone: HOLlywood 5-3376

Executive Producer.....Harry J. Lehman  
 Secretary.....Jacques R. Lehman  
 Prod. Super.....Jesse Davis  
 Story Editor.....Gail McKiddy  
 Services Offered—Production services for television film and industrial, educational,





*Parker Fennelly, Florence Henderson, and Bill Hayes  
in a scene from a recent Video production.*

# VP CLIENTS 1957 — our twenty-fifth year — included:

- American Petroleum
- Arrid
- Lifebuoy
- Monmouth Park
- New Departure, General Motors
- Noxzema
- Oldsmobile
- Pall Mall
- Py-Co-Pay
- Rise
- Speidel
- Stanley Products
- Walt Disney
- Cam-Par Records

*Superior Quality in Creativity and Production*

## **VIDEO PICTURES, INC.**

500 Fifth Avenue • LACKAWANNA 4-2912

Studio: 510 West 57th Street

— • —  
PAUL A. WAGNER, *President*

— • —  
GEORGE W. GOMAN, *Vice President*

West Coast Offices: 736 N. Doheny Drive, Los Angeles 46, Calif. — CRestview 1-0188



cartoon commercials, and training films in black and white or color. 16mm. or 35mm.

*Productions* — Volunteer Citizen Soldier, Accident Investigation, Enforcement Tactics, TV cartoon commercials, Olympic Equestrian, presently in production The Story of Paul.

●  
**Clairmont Films**

4530 Mariota Ave., Hollywood, Calif.

Phone: POplar 2-4498

Owner .....Leonard Clairmont  
*Services Offered*: Motion picture production and photography.

*Productions*: Tiare Tahiti.

●  
**Lars Calonius Productions, Inc.**

45 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0350

President .....Lars Calonius  
*Services Offered*—Full animation facilities. Story boards prepared from client's script.

*Productions* — Cheer, Royal Gelatin, Falstaff, Travelers, Sealtest, Chesterfield, Spic-N-Span, Michigan Bell Tele.

●  
**Comedy Corp. of America**

60 W. 46th St., New York 36, N. Y.

Phone: PLaza 7-7417-8

President .....Sam 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.  
Sec.Treas. ....Eleanor Payne  
V.P.'s.....Kent Allen, John H. Legan

*Services Offered*—Producers of TV and feature theatrical motion pictures, also TV commercials and industrials. Also produces radio programs.

*Productions*—No Escape—½ hr. TV series.

●  
**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.

●  
**Condor Films, Inc.**

1006 Olive St., St. Louis 1, Mo.

Phone: MAin 1-8876

President.....Edgar F. Stevens  
Vice-President .....Bradford Whitney  
Production Manager.....Dean Moore

*Services Offered*—Producers of 16 mm. and 35 mm. motion pictures, slidefilms, slides and other visual and audio-visual materials for

ROGERS, COWAN & JACOBS, INC.

PUBLIC RELATIONS

BEVERLY HILLS - NEW YORK - PARIS - LONDON - ROME

# FOUR STAR FILMS INC. IS LOOKING

FORWARD TO A PRODUCTION SEASON OF EXCITING NEW PROPERTIES  
IN ADDITION TO CURRENT SHOWS, AND A CONTINUED ASSOCIATION  
WITH DISCRIMINATING SPONSORS.

## DICK POWELL'S ZANE GREY THEATRE

Sponsored by  
GENERAL FOODS CORPORATION  
and  
FORD MOTOR COMPANY



### TRACKDOWN

starring **Robert Culp**

Sponsored by  
AMERICAN TOBACCO COMPANY  
and  
GENERAL PETROLEUM CORPORATION



### ALCOA-GOODYEAR THEATRE

starring **David Niven, Charles Boyer,**  
**Jane Powell, Robert Ryan**  
and **Jack Lemmon**

Sponsored by  
ALUMINUM COMPANY OF AMERICA  
and  
GOODYEAR TIRE AND RUBBER COMPANY, INC.

### MR. ADAMS AND EVE

starring  
**Ida Lupino** and **Howard Duff**  
A Bridget Production for CBS  
Sponsored by  
R. J. REYNOLDS TOBACCO COMPANY



### RICHARD DIAMOND, PRIVATE DETECTIVE

starring **David Janssen**  
Sponsored by  
P. LORILLARD COMPANY



## Four Star Films, Inc.

is owned by **Dick Powell, Charles Boyer**  
and **David Niven** and is  
Represented by the **William Morris Agency**



sales promotion, public relations, advertising, television programming, TV commercials, training and sports uses.

*Productions* — Anheuser-Busch, Inc., The Coca-Cola Co., Gaylord Container Corp., Lewis-Howe Co. (Tums), Wabash Railroad, Monsanto Chemical Co., etc.

**Frank Cooper Associates Agency**

9145 Sunset Blvd., Hollywood, Calif.

Phone: CR 4-6321

N. Y. Phone: PLaza 1-0725

Owner ..... Frank Cooper  
V.P. Chge. of N. Y. Office..... Sy Fischer  
Hollywood Office..... D. I. Hyland, Joe Cohen, B. D. S. Hamberg

*Services Offered*—Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

*Productions* — Dotto, Line-Up, Sez Who, Verdict Is Yours.

**Cornell Films, Inc.**

130 Cutter Mill Rd., Great Neck, N. Y.

Phone: GR 2-1363

President..... J. Milton Salzberg

*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. .... Phil Barry  
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, Holiday U.S.A., Confession, Prospective, Wanted and Tomahawk, Crime Fighters.

**Cousens Productions, Inc.**

1600 Broadway, New York 19, N. Y.

Phone: COLUMbus 5-7380

President..... Clayton W. Cousens  
Vice Pres|..... John K. Cousens  
Vice Pres..... Alan B. Cullimore

*Services Offered*—Production in color or black and white of TV commercials, industrials, educational, documentaries.

*Production* — Minnte Maid Orange Juice, Canada Dry Beverages.



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**"FATHER KNOWS BEST"**

**A Rodney-Young Production**



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**EUGENE B. RODNEY**

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TV's foremost  
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| ★ The Gene Autry Show    | ★ Annie Oakley    |
| ★ Buffalo Bill, Jr.      | ★ The Range Rider |
| ★ Adventures of Champion | ★ Red Ryder       |

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★ **The Winning of the West**

(western anthology with top Hollywood stars)



**Craven Film Corporation**

446 West 43rd St., New York 36, N. Y.  
Phone: BRyant 9-7256

Pres., Exec. Prod.....Thomas Craven  
Prod. Mgr.....D. William Robinson  
*Services Offered*—Production of theatrical and non-theatrical motion pictures, live dramatic industrial presentations, and filmed commercial announcements for television.  
*Productions* — The Washington Mosque, Land of Bengal, Near East Adventure. Television commercials for—Decaf, Nestea, Tru-Val, Cheerios, Gold Medal Flour, Arrid, Chem-O-Cal, Brand Names Foundations, etc.

**Creativision**

1780 Broadway, New York 19, New York  
Phone: CIRCLE 5-4830

President .....Victor Kayfetz  
Client Services.....Sylvia Gerson  
Art Director.....Abe Blashko  
Animation Supervisor.....Leo Levko  
*Services Offered*—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

**Criterion Film Laboratories, Inc.**

33 W. 60th St., New York 23, N. Y.  
Phone: COLUMBUS 5-2180

President.....Fred G. Todaro  
Production Manager.....Ernest Todaro

Sales Manager.....Irving Schecter  
*Services Offered*—Developing and printing of B & W and color film.

**Shamus Culhane Productions, Inc.**

207 East 37th St., New York 16, N. Y.  
Phone: MURRAY Hill 2-6812

President .....Shamus Culhane  
Secretary-Treasurer .....Maxine Marx  
Dir., Sls. Planning & Res.....Peggy Kenas  
Sales Manager.....Leonard Key  
Dir., Live Action.....Irwin Wallman  
Dir., Animation.....Rodell Johnson

*Branch Offices*

6226 Yucca St., Hollywood, Cal.  
Phone: HO 4-1128

Exec. Prod.....Dave Lurie  
75 E. Wacker Dr., Chicago, Ill.  
Phone: ST 2-7728

*Services Offered*—Full production facilities for animation and live action in 16 & 35 mm. motion pictures for industry, public relations, TV commercials, program films and feature motion pictures.

*Productions*—Animation for Bell Science Series—Hemo the Magnificent, The Strange Case of the Cosmic Rays, The Unchained Goddess. Animated epilogue for Around the World In Eighty Days; opening for Playhouse 90. TV Spots—Hallo, U. S. Air Force, Alka-Seltzer, Quaker Oats, Esquire Boot Polish, Paper-Mate, Alcoa, RCA, Frigidaire, Roloids.

**ATLANTIC TELEVISION**

offers its 10TH BIRTHDAY PACKAGE of fourteen top feature productions with star-studded names like INGRID BERGMAN, JEAN ARTHUR, ROD CAMERON, MADELEINE CARROLL, etc.

In release:  
**THE CHAMPION PACKAGE**

with "Champion" and "39 Steps"



In release:  
**THE MILLION \$ PACKAGE**

with 52 box-office hits!

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JUdson 2-1287 • Cables: Astorpic, New York



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Produced & Directed by Hal Davis & Jerry Hill  
Associate—Art Hannifin

A new series of superbly-produced half hour programs . . . which each week investigates the famous stories of lost, buried and missing treasure . . . to verify or de-bunk these tales of missing booty. Filmed in color at some of the world's most exotic locales. Prestige programming that will build . . . and hold . . . a fine rating.



*Planned:* "LOOK AT SPORTS"  
"WHERE IN THE WORLD?"  
"THE GOLD SEEKERS"

*World Video*

**PRODUCTIONS, INCORPORATED**

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**Cummings Productions, Inc.**

55 W. 53rd St., N. Y., N. Y.  
Phone: PL 7-6452

President.....R. W. Cummings  
Vice-President.....Clyde Sechler  
Acc't Supervisor.....John Clark  
Business Manager.....David Shay  
Ind. Div. Mgr.....A. J. Pocock  
*Services Offered*—Creation and Production of commercials, TV and radio. Production of industrial shows.

**Tom R. Curtis Productions, Inc.**

1456 N. Bronson Ave., Hollywood 28, Calif.  
Phone: HOllywood 2-6282

President.....Tom R. Curtis  
Secretary-Treasurer.....Dale Curtis  
*Services Offered*—Contract producers of television, theatrical and industrial motion pictures; commercial spots and trailers.  
*Productions*—The Green Hornet.

**Phil Davis Musical Enterprises, Inc.**

1650 Broadway, New York 19, N. Y.  
Phone: CO 5-8148

President.....Phil Davis  
V.P., Musical Dir.....Earl (Nemo) Paul  
Secretary-Treasurer.....L. H. Davis  
Production Manager.....Joe Rhodes  
Copy Director.....E. C. (Bud) Redding  
Executive Secretary.....Kate Brown

*Services Offered*—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

*Productions*—Atlantic Gas, Johnson's Wax, Big Boy, Campbell's Pork & Beans, V-8 Vegetable Juice, Carling's Black Label Beer, Chevrolet Used Cars, Falstaff Beer, Genesee Beer, Gillette Razors, Koehler Beer, Hires Root Beer, RCA Factory Service, Richman Bros. Clothes, Wilson's Meats, Zest (P&G), Bruce Wax, Yellow Pages, Staf Beer, Sohio, Schoenling Beer, Schmidt's Beer, Hills Bros. Coffee, Ohio Bell Telephone, Washington Star.

**Robert Davis Productions, Inc.**

21 East 63rd St., New York 21, N. Y.  
Phone: TE 8-8410

Pres., Exec.-Prod.....Robert F. Davis  
Exec. Vice-Pres.....Jay Bonafield  
Vice-Pres.....John Hoppe  
Sec.-Treas.....Winifred O'Keefe  
Super. Dir.....Theodore Lawrence

*Services Offered*—Motion picture production including industrial, documentary, TV commercials and entertainment films. Animation-by-Mohilux, exclusive producers.

*Productions*—Joseph E. Seagram & Sons, General Motors (Campbell-Ewald), Standard

# Cineffects

INCORPORATED

115 WEST 45th STREET

NEW YORK (36), N. Y.

PHONE: Circle 6-0951-2-3-4

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Black and White or Color—16 or 35 mm

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Now in the 9th year of  
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Oil Co., Indiana (D'Arcy), Lux (J. Walter Thompson), Avon Cosmetics (Monroe F. Dreher), Wilson & Company (Needham, Louis & Brorby, Kellogg's (Leo Burnett Co.), Olympia Beer (Botsford, Constantine & Gardner).

**Gordon M. Day Productions**

256 Hollywood Ave., Douglaston 63, N. Y.  
Phone: BAyside 9-6859

Owner, Creative Super.....Gordon M. Day  
Production Manager.....Carol Bulkley  
Treasurer .....Leo L. Reich  
Casting Director.....Pat Manning

Services Offered—Writing-production of television and radio jingles and film spots; TV-radio consultants to advertising agencies.

**D.P.M. Productions, Inc.**

62 W. 45th St., New York 17, N. Y.  
Phone: MUrray Hill 2-0040

President .....Maurice T. Groen  
V.P. in charge Prod.....Ronald T. Groen  
Vice-President .....Ernest Fischel

Services Offered—Industrial films, commercials, travel films, camera crews in United States, Sweden, Austria, South Africa, Malaya, World Wide coverage.

Productions — West Indies Cruise for Swedish American Lines; Denmark for Danish Government; Castles and Cathedrals of France for French Government.

**Demby Productions, Inc.**

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.

Phone: PLaza 9-2495

President.....Emanuel H. Demby  
Vice-President .....Betty Jeffries  
Creative Director.....Allen Swift

Services Offered—TV live and film production; theatrical release, public relations, commercials, music and jingles. Unusual voices for commercials, affiliated with Motivational 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. Commercials for Amoco-Super Permalube, Red White Crystal Laundry Bleach. OPO Clothes, Klear Vision Contact Lenses.

**Jack Denove Productions, Inc.**

6611 Santa Monica Blvd., Hollywood 38, Calif.  
Phone: HO 4-8331

President .....Jack Denove  
Vice-President .....Dick Denove

Services Offered — Produce film commercials, dramatic half-hour TV shows and industrial films.

Productions — Christopher films, General Electric commercials and the L.B.E. Industrial film.

**Dephoure Studios, Inc.**

782 Commonwealth Ave., Boston 15, Mass.  
Phone: BEacon 2-5722

Pres., Treas. .... Joseph Dephoure

# CARTOON CHAMPIONS

400

## TOP FLIGHT CARTOONS

COLOR and B & W

Created by **PAUL TERRY**  
and **UB IWERKS**

also: **FEATURES — WESTERNS**  
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MORT SACKETT, Pres.

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**20 YEARS OF CONTINUOUS TV and RADIO PACKAGING**

People Are Funny — Art Linkletter. In its 17th year

House Party — Art Linkletter. In its 14th year

You Bet Your Life — Groucho Marx. In its 12th year

AND NOW

**Anybody Can Play — a new TV variety quiz, beginning July 6.**

John Guedel Productions

Vice-President .....Milton L. Levy  
 Dir., Ind. Serv.....David F. Dowling  
*Services Offered*—Industrial films, TV films and commercials, processing laboratory, printing B & W and color, magnetic and optical recording, slides and slidefilms, hot press titles.

*Productions*—300 Steps From Oblivion, Here Comes Grossman.

**Depicto Films, Inc.**

254 W. 54th St., New York 19, N. Y.

Phone: COlumbus 5-7620

President .....John Hans  
 Exec. V.P.....Jack R. von Maur  
 Vice-Presidents.....Charles S. Hans,  
 C. V. Ragsdale

*Services Offered* — Producers of motion pictures, filmographs, sound slidefilms, filmstrips, slide presentations, telops, vugraphs. Creation and preparation of complete sales training program, including films and associated literature.

*Productions* — American Cyanamid Co., Sinclair Refining Co., U. S. Navy, "Sick Care," DeBeers Consolidated Mine, AT & T. Training Programs—N.A.E.A., Singer Sewing Machine, E-Z Mills, Inc., Cont. Baking Co., E.S.O. Presentations for American Motors, Columbia Records, Nat'l Distillers, G.M.A.C.

**Derel Producing Associates, Inc.**

68 William Street, New York 5, N. Y.

Phone: Bowling Green 9-1550  
 President .....Jerome T. Feldman  
 Exec. Producer .....Gene Feldman  
*Services Offered*—Packagers of filmed TV shows.

*Productions*—Exclusive! (Overseas Press Series), Mr. Consul, Boundaries, Crime Club, Badge For Hire.

**Louis DeRochemont Associates, Inc.**

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

Phone: OXford 7-0350

President .....Louis DeRochemont  
 Assoc. Prods.'s.....F. Borden Mace,  
 Thomas Orchard, Lothar Wolff

General Manager.....Martin J. Maloney  
 Business Manager.....John J. Wingerter

*Services Offered*—All producing services for films in any medium from super-wide-screen (Cinerama, Cinemiracle) to 16 mm. Also distributing services for selected theatrical films.

*Productions*: Windjammer, The Boris Morros Story.

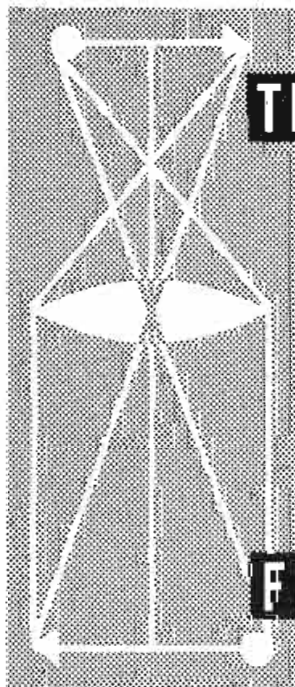
**Desilu Productions, Inc.**

*Business Office:*

846 No. Cahuenga Blvd., Hollywood 38, Calif.

Phone: HOLlywood 9-5981

President .....Desi Arnaz  
 Vice-President .....Lucille Ball  
 Exec. V.P.....Martin Leeds  
 Vice President.....Argyle Nelson



**TELEVISION GRAPHICS inc.**

producers of television film commercials

LIVE ACTION  
 ANIMATION  
 STOP MOTION  
 REAR SCREEN  
 PROJECTION (MITCHELL)

**FILM GRAPHICS inc.**

producers of industrial and educational films

**245 WEST 55th STREET/NEW YORK 19, N. Y./JUDSON 6-1922-3**



Vice President.....Andrew G. Hickox  
 Treasurer .....Edwin E. Holly  
 Publicity .....Ken Morgan

*Services Offered*—Complete production facilities for entertainment and commercial films from script to final editing.

*Productions* — Lucille Ball-Desi Arnaz Show, December Bride, Sheriff of Cochise, Whirlybirds, Official Detective, This Is Alice, Walter Winchell File; technical producers of The Lineup, Wyatt Earp, Danny Thomas Show, Adventures of Jim Bowie, Red Skelton Show, Date With The Angels, Meet McGraw, Eve Arden Show, The Real McCoys, The Californians.

**Walt Disney Studio**

500 So. Buena Vista, Burbank, Calif.

Phone: Cal.: TH 5-3141

Chairman of Board.....Walt Disney  
 President .....Roy Disney  
 V.P. Adv. & Sales .....E. Cardon Walker  
 Vice-President.....Don B. Tatum  
 Treasurer.....Paul L. Pease  
 Studio Prod. Mgr.....W. H. Anderson  
 Publicity Head .....Joseph P. Reddy

*Productions* Mickey Mouse Club and Disneyland TV Series for ABC Network Release.

**Dougfair Corporation**

666 N. Robertson Blvd., Los Angeles 46, Calif.

Phone: OL 2-7190

President .....H. Alexander MacDonald  
 V.P., Treas. ....Fred W. Hoar  
 Secretary .....C. A. de Lima  
 Comptroller .....A. Eugene Donofrio

*Services Offered*—Producer filmed TV series.

*Productions*—Douglas Fairbanks Presents, Terry and the Pirates.

**Sherman H. Dryer Productions**

667 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 8-5690

President.....Sherman H. Dryer

**Dynamic Films, Inc.**

Offices—405 Park Ave.

Studios 112 W. 39th St., New York 21, N. Y.

Phone: TRafalgar 3-6221

President .....Nathan Zucker  
 Vice Pres. ....Lee R. Bobker  
 Dir. TV Program Dept.....Lester S. Becker  
 Dir. Medical Div. ....Sol. S. Feuerman  
 Dir. Pub. Affairs.....M. J. Glaubman  
 Studio & Tech. Develop...James A. Town-end  
 Editorial Supervisor.....Irving L. Oshman  
 Distribution .....Murry Schlesinger

*Services Offered*—Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

**COLOR SERVICE COMPANY, INCORPORATED**

115 West 45th Street

New York 36, N. Y.

Phone: JU 6-0853

A Complete Color Developing and Printing Service  
 for All Color Motion Picture Producers

(35mm — 16mm)

Television

Industrial

Documentary

Theatrical



*Productions*—Decision, American Girl All The Way Home, Medical Witness, Doctor Defendent, Psychiatric Nurse, Barbed Wire Fence, Korean Caravan, 500 Mile Adventure, On The Threshold.

**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).

**Easten Films Inc.**

334 East 74th St., New York, N. Y.  
Phone: TR 9-4830

President ..... Alan Diuehart  
Studio Director..... Fluff Blome  
Studio Manager..... James Halloran  
*Services Offered*—Complete facilities for film productions, cutting rooms, projection rooms, drive-in facilities, clients' office, make-up and dressing rooms, excellent sound system, high ceilings.

**Economee Television Programs**

(A Div. of Ziv Television Programs)  
488 Madison Ave., New York 22, N. Y.

Phone: MUrray Hill 8-4700

General Manager..... Pierre Weis  
*Services Offered*—Distribution of the following films for television: 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.

**Editorial Films, Inc.**

10 East 40th St., New York 16, N. Y.  
Phone: MUrray Hill 6-3733

President ..... Babette J. Doniger  
Production Mgr. .... Dwight Godwin  
Distribution Manager..... I. Dan Davis  
*Services Offered*—Specialists in the production and distribution of editorial, non-commercial films for television primarily, and non-theatrical use, secondarily.

*Productions* — Young Living — Seventeen Magazine; Fun With Frosting, Festive Frying —Procter & Gamble; Careless Cash—American Express Co.; Congress on Better Living; Are You This Man—McCall's Magazine.

**Educational Films Corp. Of America**

1501 Broadway, New York 36, N. Y.  
Phone: PENnsylvania 6-1780

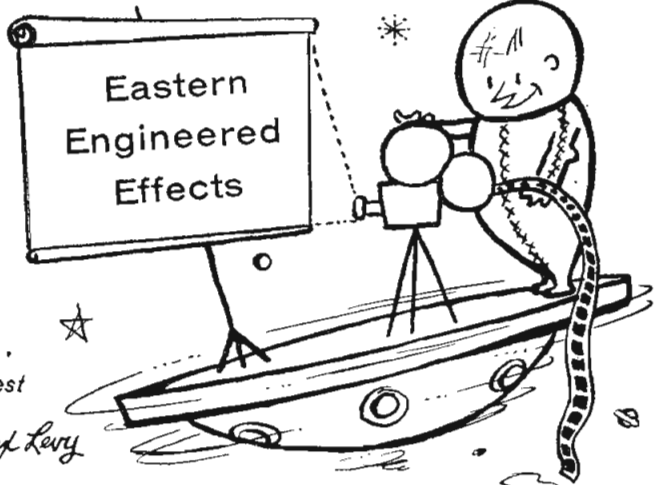
President..... Earl W. Hammons  
Vice President..... V. H. Hammons

*For out of this world service!*

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producers aid  
service  
designed \*  
to solve your  
optical problems  
with highest  
quality and speed.

ART TO FILM...  
*finest and fastest*

*Maurice, Sam, Max Levy*



**Eastern Effects, Inc.**

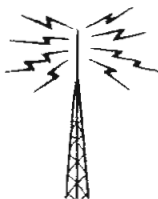
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CORP.**

Complete Facilities  
for  
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Film Production



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BEST pictures in  
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**GOLD MEDAL  
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The largest and most completely  
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Paddy Chayefsky's THE GODDESS  
Ralph Serpe: MR. ROCK AND ROLL  
COUNTRY MUSIC HOLIDAY  
Harry Foster's LET'S ROCK  
Harold Robbins' NEVER LOVE A  
STRANGER

**TV FILMS**

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ABC-TV  
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MPO  
Transfilm  
WCD Productions  
Shamus Culhane Productions  
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\*New Mitchell 35mm rear projector

Western Town and Ranch Available Short  
Distance From Studio

**GOLD MEDAL STUDIOS, INC.**

807 East 175th Street  
New York 60, New York  
Martin H. Poll, President  
Charles J. Maguire  
General Studio Manager







Treasurer ..... Everett Rosenthal
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.

Edward Productions Limited

5271 Western Ave., Montreal 28, Quebec
Phone: HUnter 8-2545

President ..... Edward Kostiner
Vice-President ..... Irving Posluns
Secretary-Treasurer ..... David Harris
Dir. Ind. Prodns. .... W. Jack Hynes
Gen. Sales Mgr. .... Norman Kihl
Director of Photo. .... Bill Matthews
Art Director. .... Georges Grammat

Services Offered—Complete 35 and 16 mm. production facilities for live and animated films — documentaries, industrials, TV commercials, etc. Rentals and producers' services. Sound recording studio.

Productions—Pepsodent, Chase & Sanborn Coffee, Lux Toilet Soap (French), Grand-Mere Sweaters, Lipton Soup, Ogilvie Cake Mixes, Robin Hood Cake Mixes, Lowney's, Sisto Salt, Coronation Olives, Mount Royal Paints, Martin Senour Paints, Eastern Airlines, Trans-Canada Airlines, Bell Telephone Co., Molson's Brewery (Grey Cup), Etc.

Elan-Porter Productions Inc.

19 W. 45th St., N. Y., N. Y.

Phone: Judson 2-1992
President ..... Raphael Elan
Services Offered — Talent representatives. Production of educational, industrial and short features.

Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-1870

President ..... Peter Elgar
Exec. V.P. .... Robert C. Jacques
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 Revisited (Schaeffer Brewing Co.). Commercials: Cheer, Ivory Soap, Dromedary, Chiclets, American Sugar, Gulf Oil, Parliament Cigarettes.

Elliot-Unger-Elliot, Inc.

414 West 54th St., New York 19, N. Y.
Phone: JUdson 6-5582

President ..... Stephen Elliot
Secretary ..... William H. Unger
Treasurer ..... Michael Elliot
Exec. Prod. .... Marc Statler
Controller ..... William Sohl

Services Offered—Specializing in TV filmed commercials. Two large sound stages completely set up for service to advertising agencies.

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Mr. Sponsor!



The Billboard Scoreboard June 30, 1957

THE PULSE AUDIENCE COMPOSITION STUDIES

Table with 4 columns: APRIL RATINGS, VIEWERS/100 HOMES, AMONG TEENS, AMONG CHILDREN. Each column lists show names, networks, and audience metrics.

Contact: GOVERNOR TV ATTRACTIONS

ARTHUR KERMAN, President 151 WEST 46 STREET JUDSON 6-3675



Current Productions—Ivory Soap, Scott Paper Co., Campbell Soup, Gleem, Ponds, Schaefer Beer, Helena Rubinstein, Sylvania, Drefl, Luckies, Kent, L & M Filter, Pabst Beer.

Empire Production Corp.

480 Lexington Ave., New York, N. Y. Phone: PL 9-4500

President Arthur Lubo
Vice-President Fred De Jaeger
Sec'y-Treas. Helen D. Kelleher
Gen. Oper. Mgr. William Reilly
Account Executive 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: S'Erling 3-2222

President Robert J. Enders
Exec. Vice-President Howard A. Enders
Associate Producer Stanley Bass
Editorial Supervisor Richard Laiminen
Production Manager Les Miller
Script Editor Mary Crowell
Art Director Fred Waller

Hollywood Office
M-G-M Studios, Culver City,

10202 Washington Blvd
Phone: TEexas 0-3311
V.P. in Chg. of Prod. Robert L. Friend
Assoc. Prod. Lewis Cannelli

New York Office

15 East 48th St., New York, N. Y. Phone: PLaza 3-4966

Manager Marshall Schacker

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—For God & My Country & Ambassadors with Wings—ALG; Safety Ford, Tomorrow-Today—FCDA; Espionage; Manhunt, Cover Story.

Endorsements, Inc.

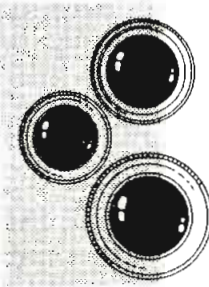
65 East 55th St., New York 22, N. Y. Phone: PLaza 4-0315

President Jules Alberti
V.P., Acqy. Rel. Tyler Davis
V.P., TV & Film Robt C. Brilmayer
Vice-Pres. Dr. Harold S. Wadro
Sec'y-Treas. Carol Batchelder

Services Offered—Endorsements and testimonials live and film for TV.

Espana Mexico Argentina, S.A. de C.V.

Cordoba #48, Mexico, D.F. (7) Phone: 25-01-53



WE'RE FOCUSED ON YOUR NEEDS!

Production...

of short "soft-sell", editorial, public relations films

Promotion...

of your product via booklets, kits, mailings for these films

Distribution...

of films to television stations

For more information about our services to:

Television Stations, Public Relations Organizations, Advertising Agencies

Editorial Films Inc.

TEN EAST FORTIETH STREET, NEW YORK 16, N. Y.

BABETTE J. DONIGER, PRESIDENT



MURRAY HILL 6-3773

President.....M. B. Ponce  
 Manager.....C. G. Villamil  
 Secretary.....B. M. Ortega  
 Sales Manager.....L. G. Munoz  
*Services Offered*—Production, distribution of short films.

*Productions*—Mexican Newsreel, Camara.

●  
**Excelsior Pictures Corp.**

1564 Broadway, New York 36, N. Y.  
 Phone: Circle 5-6157

President.....Walter Bibo  
*Services Offered*—Distributes various features and shorts.

●  
**Explorers Pictures Corp.**

1501 Broadway, New York, N. Y.  
 Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill  
 Asst. Sales Mgr.....Monty Raphaelson  
*Services Offered*—Motion picture films for TV, feature and half hour length.

●  
**Faillace Productions, Inc.**

35 E. 35th St., New York 16, N. Y.  
 Phone: MUrray Hill 5-4652

President.....Tony Faillace  
 V.P., Creative Dir.....Len Mackenzie  
 V.P., Musical Dir.....Bob Haggart  
 Secretary-Treasurer.....Nanci R. Fendler  
 Sales Manager.....Bob Foster  
*Services Offered*—Creation and production of musical commercials. TV-Radio consultant to agencies. Packaged shows.

*Productions*—Tide, Instant Maxwell House Coffee, Maxwell House Coffee, Bliss, Cats Paw Soles, Carlings Red Cap Ale, Chiquita Banana, Woodbury, Spry, Post Cereals, Prell, Pin It, Ford Trucks, Sunshine Crackers, Schick, Alcoa, Charmin' Tissues, Halo, Pepto Bismol, Westinghouse, Pabst, Gunther, Crest, Air Wick, Braun Bread, Chevrolet, Borden's Milk and Ice Cream, Country Trust Co., EZ Pop, Frankenthuth Beer, Fletcher's Castoria, Gibson Greeting Cards, Iron City Beer, Maryland Milk Association, Michigan Bank, Michigan Milk Products, Michigan National Bank, Old Dutch Beer, Reymers Blend, Sara Lee Brownies—Chocolate Cake—Pound Cake, Cheese Cake, Coffee Cake, Silver Bar Beer, Vel Bar, Multiple Sclerosis' March.

●  
**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 Theater, Inc.**

7201 Sunset Blvd., Hollywood 46, Cal.  
 Phone: HO 2-1317

Pres., Prod. ....Rev. Patrick Peyton, C.S.C.

“DEATH VALLEY DAYS”

“SKY KING”

“SNOWFIRE” — FEATURE PICTURE

*In Preparation:*

“SANTA FE TRAIL”

**McGOWAN PRODUCTIONS, INC.**

Hollywood, Calif.



Vice-Pres. . . . . Rev. Jerome Lawyer, C.S.C.  
Assor. Prod. . . . . Rev. Albert J. Heinzer, C.S.C.  
Prod. Super. . . . . Rev. Philip Higgins, C.S.C.

*Services Offered* Production and presentation of two weekly dramatic broadcasts over Mutual Network. Production and distribution, free of charge, of religious films for public-service use.

*Productions* 15 half-hour biblical films in 35 mm. Eastman color. Nine other films now available in 15, 30 and 60 minute lengths.

**Fantasy Features Inc.**

(Subsidiary of Lance Productions)

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

Phone: PLaza 7-6167

President . . . . . Lorraine Lester  
Prod. Coordinator . . . . . Alford H. Lessner

*Services Offered* Specialists in production of children's films.

*Productions* Series of 26 color musicals for children.

**Don Feddersen Productions**

120 El Camino, Beverly Hills, Calif.

Phone: BRadshaw 2-8031

President . . . . . Don Feddersen  
Vice President . . . . . Fred Henry

Sec. Gen. Counsel . . . . . John Jacobs  
Dir. Publ. Prom. . . . . Les Kaufman

N. Y. Manager . . . . . Jim Morgan  
Assoc. Prod. . . . . Gerald Mayer

Story Editor . . . . . Milton Merlin

*Productions* "Millionaire," "Do You Trust Your Wife?," "Date With The Angels", Lawrence Welk.

**Federal Telefilms, Inc.**

1041 N. Formosa Ave., Hollywood 46, Calif.

Phone: HOllywood 7-5111

President . . . . . Harry Joe Brown  
Vice-Pres. . . . . Randolph Scott

Secretary . . . . . Louis L. Goldman  
Exec. Prod. . . . . Herbert Stewart

*Services Offered* Production of motion picture photoplays designed primarily for television.

*Productions* "Crossroads," "Mr. & Mrs. North," "The Falcon."

**Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48, Cal.

Phone: OLYmpia 2-2612

40 E. 40 Street, New York 16, N. Y.

Phone: LEXington 2-2384

Owner-Producer . . . . . Paul J. Fennell  
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.

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N.Y.C. 19

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Over 6,000,000 feet of multi-subject historical and up-to-date 35mm footage now servicing major networks and film companies.

FOR DOCUMENTARIES — TV FILMED AND LIVE PROGRAMS —  
COMMERCIALS — FEATURES — EDUCATIONALS

Maurice H. Zouary, President



**Fialkoff Theatrical Agency**

1560 Broadway, New York 36, N. Y.

Phone: JUdson 2-4037

Owner .....Herman Fialkoff  
Services Offered — Supplying world wide basis live entertainment, complete productions to single acts and performers, plus foreign films and shorts.

**Filmack Corp.**

1327 S. Wabash Ave., Chicago 5, Ill.

Phone: HArrison 7-3395

President .....Irving Mack  
Treasurer .....Joe Mack  
Secretary .....Bernard Mack  
Dir. Creative TV Sales.....Ted Liss  
Prod. Manager.....Pat Cascio

*Branch Office*

341 W. 44th St., New York, N. Y.

Phone: PLaza 7-0900

TV Sales Manager.....Don Mack  
Production Manager.....Betty Serin  
TV Production Manager.....Stan Rosenthal  
Services Offered—Theatre, TV and industrial films. Semi-animation, full cartoon animation, and live motion picture, slides and filmstrips. Creative staff available for agency use.

**Film Classic Exchange**

8163 Santa Monica Blvd., Hollywood 46, Calif.

Phone: OLdfield 4-2222

Manager.....Charles H. Tarbox

Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

Productions—The Living Past, Tales of Mt. Idy.

**Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46, Calif.

Phone: OLive 3-2430

Pres. & Owner.....Regina Lindenbaum  
Technical Supervisor.....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.

**Filmeffects of Hollywood**

1153 N. Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 9-5800

General Manager.....Linwood Dunn  
Technical Director.....Cecil Love

Services Offered — Specialized laboratory services in 16 mm. and 35 mm., color and B W, including 16 mm. color duplicating, blow-up release prints and negatives, titles, inserts, animation, matte paintings, anamorphic conversions and all special effects.

**Filmercial Productions**

650 N. Bronson Ave., Hollywood 4, Calif.

Phone: HOLlywood 2-7141

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Reynolds  
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LONDON

PARIS

General Manager.....James H. Chapin  
 Executive Director.....Robert W. Stabler  
 Special Effects Director.....Jack Rabin  
 Creative Director.....Louis DeWitt  
 Production Manager.....Glenn Cook  
 Supervisor Editor.....Fred Berger  
 Art Director.....James Sullivan

*Services Offered*—A one stop commercial production service for both live action and animation films. Facilities include, ten fully equipped sound stages( complete sound, editorial, optical, titling, animation, make-up, hairdressing, property, set construction departments.

*Productions*—Commercials for—Chesterfield, L & M, Lever Bros., Oasis Cigarettes, Shick Razors, Gold Medal Flour, Raleigh Cigarettes.

**Film Graphics, Inc.**

245 West 55th St., New York 19, N. Y.  
 Phone: JUDson 6-1922

President.....Lee E. Blair  
 Treasurer.....Bernard Rubin  
 Secretary.....Leon Levy  
 Prod. Super.....Sid Greenhaus  
 Controller.....Stanley Turitz  
 Sales Reps.....Warren Glinert,  
 Howard Linkoff

*Services Offered* — Producers of motion picture films, industrial, educational, government and institutional. Animation, live-

action, stop motion in both 35 mm. color and B & W—also 16 mm.

*Productions*—Nickel Refining, Boondock's Dilemma.

**Film Images, Inc.**

1860 Broadway, New York, N. Y.  
 Phone: CIRCLE 7-1877

President.....Rosalind Kossoff  
 Secretary-Treasurer.....Harry Binberg  
*Services Offered*—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films, Short subjects.

**Filmaster Productions, Inc.**

650 N. Bronson Ave., Hollywood 4, Calif.  
 Phone: HOLLYwood 2-7141

President.....Robert W. Stabler  
 Vice-Pres.....Glenn N. Cook  
 Secretary.....Clifford Enger  
 Treasurer.....Patricia Tracey  
*Services Offered*—Production all types TV Films.

*Productions*—“Gunsmoke.”

**Films of the Nations Distributors, Inc.**

62 W. 45th Street, New York 36, N. Y.  
 Phone: MURray Hill 2-0040

President.....Maurice T. Groen

**K & W** film service corp.  
 1657 BROADWAY N.Y. 19, N.Y.  
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 LETTERING . . . ART  
 SPECIAL EFFECTS  
 CONSULTANTS  
 ANIMATION  
 CIRCLE 5-8081-2



Exec. Director . . . . . Ronald T. Groen  
*Services Offered*—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

**Film Studios of Chicago**

135 S. LaSalle St., Chicago, Ill.

Phone: Central 6-8147

Owner, Gen. Mgr. . . . . H. A. Spanuth  
*Services Offered*—TV commercials—suggestions. Shorts & feature films produced and released. Pilot films made to order.

*Productions*—Women of Today, One Brick Higher.

**Filmvideo Releasing Corporation**

333 West 52nd St., New York 19, N. Y.

Phone: Circle 6-4821

President . . . . . Maurice H. Zouary  
Librarian Supervisors . . . . Charles T. Diana, Jimmie Wannagel

*Services Offered*—Over 7,000,000 feet of multi-subject stock footage, servicing documentary shows and commercial producers.

**Film Vision Corp.**

M. C. Pictures, Inc.

1501 Broadway, N. Y., N. Y.

Phone: LOngacre 3-6187

Executive V.P. . . . . Jerome Balsam

*Services Offered*—Distributors of features and westerns.

**Filmways, Inc.**

241 West 54th St., New York 19, N. Y.

Phone: PLaza 7-1800

President . . . . . Martin Ransohoff  
V.P., Production . . . . . Lee Goodman  
V.P., Sales . . . . . Mickey Dubin  
Secretary . . . . . Richard B. Sage  
Asst. Secretary . . . . . Paul Warhola

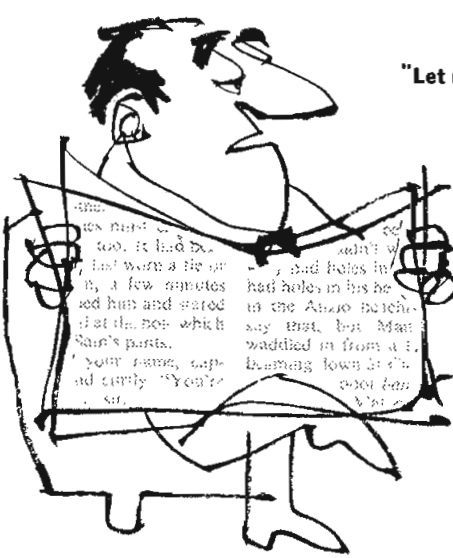
Filmways—Hollywood

1040 N. Las Palmas Ave., Hollywood 38, Calif.

Phone: HOLlywood 5-9835

*Services Offered*—Production of films for television advertising, sales and institutional promotion, public relations, employee orientation and information, sales training, and education. Facilities include two completely equipped studios in New York; Hollywood; contract talent and active agents all over the world.

*Productions*—Aluminum Co. of America, American Cyanamid Co., American Tobacco Co. Anahist Co., Armstrong Cork Co., P. Ballantine & Sons, Bromo Seltzer (Division Warner-Lambert Pharm. Co.), Brown & Williamson, Buitoni Foods Corp., Brillo Manufacturing Co., Carter Products, Inc., Cheseborough-Ponds, Colgate-Palmolive Co., Coco Cola, Chrysler, Drackett, Eastman Kodak, Food Manufacturers, Ford, General Foods, General Mills, General Motors, General Tire, International Latex Corp., Kellogg Co., Liggett & Meyers, Minnesota Mining, Minute Maid, National Biscuit Co., National Carbon Co., Noxzema Chemical Co., Pabst Brewing Co., Pills-



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It is possible to create commercials that add to the "entertainment" of a program. Commercials that become conversation pieces can sell a lot of product too. Our designs for the animation sequence in "Around the World in 80 Days" have been hailed by critics\* as the best part of a great show. The same talent can make *your* next commercial a standout.

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\*Philip K. Scheurer, *Drama Critic* L.A. Times  
Edwin Schallert, *Film Critic*





bury Mills, Proctor & Gamble, Royal McBee, Sterling Drugs, Sunshine Biscuit Co., Sylvania Electric Prod., Inc., W. J. Young Co., Whitehall Pharmaceutical Co.

**Fiore Films**

128 Mallory Ave., Jersey City, N. J.  
Phone: Henderson 2-4474

Executive Director.....M. A. Fiore, Sr.  
Sound & Production.....A. A. Fiore, Sr.  
Photography.....Leo Lowenthal  
Sound & Prod.....William Kohler  
Distribution.....Kay Kafouros

*Services Offered*- 16 & 35 mm. educational and documentary, public service films, black and white or color, for industry, TV, public relations, religious civic organizations. Sound slide films, Animation. TV commercials.

*Facilities*-Complete 16 and 35 mm. film equipment.

*Productions*- Art Crayon (Sargent), Sardo, Lane-Royal, Sherlock McKanick's Crime Lab - Standard Motor Products, Adventures of Johnny Glove-Reigel Textile Corp., Blue-Streak Chalk-Talk.

**Flamingo Films**

509 Madison Ave., New York 22, N. Y.  
Phone: Murray Hill 8-4800

President.....Herman Rush  
Exec. V.P.....Ira Gottlieb

*Services Offered*-Production and distribution of films for television.

*Productions* Stars of the Grand Ole Opry, Cowboy G-Men, Beulah, Flamingo Theatre, Superman, Wild Bill Hickok.

**Flying A Productions**

6920 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 9-1425

Pres. & Exec. in chg.  
of Production.....Armand Schaefer  
V.P., Chg. of Sls.....M. J. Hamilburg  
Executive Producer.....Louis Gray

*Services Offered*-Production of TV films  
*Productions*-Annie Oakley, Buffalo Bill, Jr., Range Rider, Adventures of Champion, Gene Antry Productions.

**Fortune Features, Inc.**

1501 Broadway, New York, New York  
Phone: Longacre 4-5592

President.....Jules B. Weill  
Sales Manager.....Monty Raphaelson

*Services Offered* Distribution of 70 features for TV.

**Foundation Films Corporation**

303 Citizens Bank Bldg., Pasadena, Cal.  
Phone: Sycamore 6-2649

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1040 N. LAS PALMAS AVE. • HOLLYWOOD



New York Associate: Lakeside TV Co.  
1465 Broadway, New York 36, N. Y.  
Phone: LOngacre 5-4582

Chairman of the Board . . . . . John I. Bolen  
President . . . . . Richard D. Pearsall  
Sec'y-Treas. . . . . Eldon L. Eby

Services Offered—Production and distribution of non-denominational religious films.

Productions—The Savior is Born, My Beloved Son, The Crucifixion, Balamani, High Calling, Suffer Little Children, The Book of Ruth, The Great Invasion, The Risen Christ, Immanuel, Rebekah, Abraham and Sarah, The First Thanksgiving, Abraham's Sacrifice, The Way of Peace, The Boy Isaac.

**Four Star Films, Inc.**

RKO-Pathe Studios, 9336 W. Washington Blvd., Culver City, Calif.  
Phone: TEexas 0-2931

President . . . . . Dick Powell  
V.P., Gen.-Mgr. . . . . Jack Rayel  
V.P., Prodn. . . . . Frank Baur  
Sec'y-Treas. . . . . Rita Rayburn  
Board of Directors. . . . . Dick Powell, David Niven, Charles Boyer

Producers . . . . . Dick Powell, David Niven, Charles Boyer, Charles Isaacs, Hal Hudson, Coles Trapnell, Fred DeCordova

Services Offered — Creation, Production, Packaging, Pilots, Servicing all phases and types of TV film.

Productions—Zane Grey Theatre, Hey Jeanie, Mr. Adams and Eve, Stage 7.

**Fox-Marcus Productions**

9157 Sunset Blvd., Hollywood 46, Calif.  
Phone: CR 1-9914

President . . . . . S. S. Fox  
Vice-President . . . . . Arnold Marquis

Services Offered—Packagers and producers.  
Productions—Diamonds, Robinson Crusoe, Jr., Arsene Lupin, Love, Honor & Obey.

**Frazen Productions, Inc.**

1040 No. Las Palmas, Hollywood 38, Calif.  
Phone: HOLlywood 7-3111

President . . . . . Stanley Frazen  
Vice-Pres. . . . . Harry Rubin  
Treasurer . . . . . Frances Frazen  
Office Mgr. . . . . Rose Donovan  
Film Mgr. . . . . Irving Schoenberg  
1365 National Press Bldg., Washington, D. C.  
Phone: MEtropolitan 8-0001

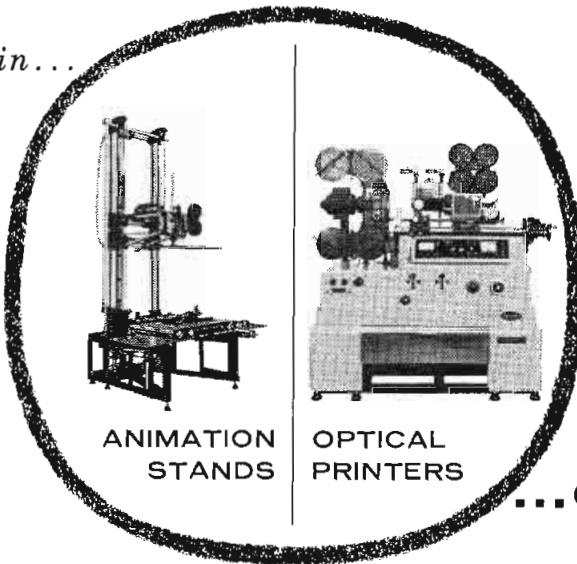
Manager . . . . . Al Goldsmith  
Services Offered: Production of commercial films for television and industry. Live action and animation.

Productions: Pillsbury, Mattel Toys, Kellogg's, Proctor & Gamble.

**Fremantle Overseas Radio & Television, Inc.**

366 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-4344

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President ..... Paul Talbot  
 Secretary-Treasurer ..... Ruth Arrington  
 Mgs., Mexico... Rene Anselmo, Alex Duncan  
 Manager, Canada ..... Ralph C. Ellis  
 Manager, London..... Lane Blackwell  
*Services Offered*—Distribution of American radio & TV products abroad.

*Productions*—Hopalong Cassidy (Spanish and Portuguese sub-titles); Encyclopedia Britannica; National Film Board of Canada.

**Gallagher Films, Inc.**

137 N. Oakland Ave., Green Bay, Wis.  
 Phone: Hemlock 7-1307

President..... James C. Gallagher  
*Services Offered*—Producers of TV spot commercials.

*Productions*—Cousin Fuzzy and his cousins, Ron Harvey Orchestra.

**Gannaway International Corporation**

4024 Radford, N. Hollywood, Calif.  
 Phone: POplar 2-1156

Director..... Albert C. Gannaway  
 Producers..... Phil Rivero, Vance Skarstedt, Sandy Howard

Executive Assistant..... Penny Greathouse  
 Accountant..... Dick Plowman

*Services*—Motion picture and television film producers.

*Productions*—Maybe Smith, Stars of Grand Ole Opry, The Country Show.

**Gateway Productions, Inc.**

1859 Powell St., San Francisco, Cal.  
 Phone: SUtter 1-8164

President..... Alvin J. Gordon  
*Services Offered*—Distributor of 16mm. educational films.

*Productions*— Primary Nutrition Series, Primary Nature Study Series, Primary Manners Series, Primary Citizenship Series, Primary Science Series, Primary Geography Series, Baby Rabbit Series (Reading Aids), Dramatic Literature.

**W. J. German, Inc.**

Jane St., Fort Lee, N. J.  
 Phone: N. J. Windsor 4-5100  
 N. Y. LOngaere 5-5978

President..... William J. German  
 Executive Vice-Pres. .... M. B. Reilly  
 Vice-Pres..... Louis A. Bonn  
 Treas. & Secy..... M. B. Reilly  
 Ass't Treas. .... T. F. Ross  
 Ass't Sec'y..... A. C. Nugent

Chicago Office  
 6010 North Pulaski Rd., Chicago 30, Ill.  
 Phone: Irving 8-4064

Vice Pres..... Thomas L. Gibson  
*Services Offered*—Agent for the sale and distribution of Eastman professional motion picture and TV films.

*Le Ora Thompson Associates*

TELEVISION AND INDUSTRIAL

*Animation*

WEBSTER 8-3764

733 NORTH LA BREA AVE HOLLYWOOD 38, CALIFORNIA



**W. J. German, Inc., of California**

6677 Santa Monica Blvd., Hollywood, Calif.  
Phone: HOLLYWOOD 4-6131

President.....William J. German  
Vice Presidents...E. O. Blackburn, G. H. Gibson, J. L. Courcier, H. E. Pratt  
Treasurer.....Edward O. Blackburn  
Secretary.....M. B. Reilly  
Ass't Sec'y-Treas.....R. Olney

*Services Offered*—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

**General Film Laboratories**

1546 North Argyle Ave., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-6171

President.....G. Carleton Hunt  
Vice-Pres. Secy.....Hans de Schulthess  
Vice President.....R. G. Goodwin  
Sales Director.....A. A. Brody  
*Services Offered*—Complete 16 and 35 mm. b & w developing and printing, plus 16 mm. Kodachrome duplicating, magnetic striping.

**Gerald Productions, Inc.**

421 W. 54th St., New York 19, N. Y.  
Phone: PLaza 7-2125

Director of Sales.....William V. Adams  
Dir. of Int'l Div.....Count Morner  
Supervising Editor.....Stuart Grant  
Associate Producer & Casting Director.....Diana Paul

Super. Prod. Serv.....Jaroslaw Monastyrsky  
*Services Offered*—Motion picture production for theatrical, television and commercial release.

*Productions*—A World Alone (theatrical) and The Ordeal of Thomas Moon (theatrical).

**Gibraltar Motion Pictures Distributing Corp.**

620 So. Burnside Ave., Los Angeles, Calif.  
Phone: WEBster 1-0618

President.....Sam Nathanson  
*Services Offered*—Buying film for TV stations. Selling film for TV distribution.  
*Productions*—The Dead Talk Back.

**Glenar Studios**

6618 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 4-0406

Owner.....Sid Glenar

**Gold Medal Studios, Inc.**

807 East 175th St., New York 60, N. Y.  
President.....Martin H. Poll  
Vice-President.....Murray Druckman  
Secretary-Treasurer.....Selma Tamber  
General Studio Manager...Charles J. Maguire  
Board of Directors.....Martin H. Poll, Alfred W. Schwalberg, Arnold Saint Subher, C. Edwin Knill, Hernan Rush.

*Services Offered*—Two largest stages in the East for film production at 807 East 175th St.

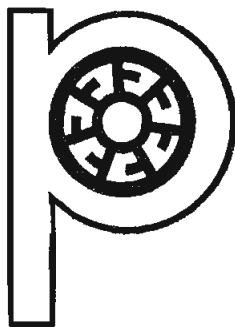
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**FRAZER PRODUCTIONS, INC.**

1040 No. Las Palmas

HOLLYWOOD, CALIFORNIA

*Productions* Features: Elia Kazan's "Face In The Crowd"; Paddy Chayefsky's "The Goddess"; Ralph Serpe "Mr. Rock and Roll, Country Music Holiday"; Harry Foster "Let's Rock"; Harold Robbins "Never Love A Stranger." TV Films: CBS-TV, ABC-TV, TV Programs of America, Inc., Official Films, MPO, Transfilm, WCD Productions, Shamus-Culhane Productions, Van Praag Productions.

**Goldswan Productions, Inc.**

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

President ..... Chuck Goldstein  
 Vice-President ..... Bob Swanson  
 Sales Manager ..... Chuck Barelay

*Services Offered*—Creators & producers of "Tailored-to-product" musical commercials, jingles, and spot announcements for radio and TV. Serving Advertising Agencies and broadcasters throughout the United States and Canada.

*Productions* — Texaco, Hit Parade Cigarettes, Northwest Orient Airlines, Ajax, American Dairy Assn., Cheerios, Stouffer's, Minit-Heat, Champlin Gasoline.

**Governor Television Attractions, Inc.**

151 West 46th St., New York 36, N. Y.

Phone: JUDson 6-3675

President ..... Arthur Kerman  
*Services Offered*—Distribution of films for TV. Representatives for Telepictures, Inc.

**Harry S. Goodman Productions**

19 E. 53rd St., New York 22, N. Y.

Phone: PLaza 5-6131

General Manager ..... Harry S. Goodman  
 Sales Mgr. .... Everett F. Goodman  
 Office Manager ..... William Baron  
 Secretary ..... H. D. Knuth  
 TV Director ..... S. M. Wilson  
 Traffic Mgr. .... Frank Gehreeke

*Services Offered*—15 and 30 minute filmed shows for TV.

*Productions*—Juvéniles—Streamlined Fairy Tales, Cyclone Malone, Junp-Jump of Holiday House; Commercial—Savings & Loan spots, beer spots, fur storage spots, weather forecast jingles.

**Goulding-Elliott-Graham Productions, Inc.**

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

Phone: LE 2-9014

President ..... Edward R. Graham  
 Secretary ..... Robert B. Elliott  
 Treasurer ..... Raymond W. Goulding

*Services Offered*—A production agency dealing in the creative aspects of radio, television and their related fields.

*Productions*—Piel Bros., Tip-Top Bread, J & J Black Plasters, Mercury, Calso radio, Optimo and La Primadora Cigars.

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**SPORTATORIUM—DALLAS**

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RI 8-3261

**Grantray-Lawrence  
Animation, Inc.**

716 N. LaBrea, Hollywood, Cal.  
Phone: HO 9-7968

President .....Ray Patterson  
Vice-Pres. ....Robert L. Lawrence  
Sec'y & Treas.....Grant Simmons

**Lewis G. Green Productions**

520 N. Michigan Ave., Chicago 18, Ill.  
Phone: WHitchall 4-7440

General Manager.....Lewis G. Green  
Services Offered — Produce radio-TV  
jingles, commercials, animation.

**John Guedel Productions**

8321 Beverly Blvd., Los Angeles 48, Calif.  
Phone: WEBster 6-6291

V.P. & Exec. Producer.....John Guedel  
Services Offered — Radio and television  
packaging and producing.

**Guild Films Company, Inc.**

460 Park Avenue, New York 22, N. Y.  
Phone: MURray Hill 8-5365

President.....John J. Cole  
Treasurer.....Arthur R. Lerner  
Secretary.....George DeMartini  
General Sales Mgr.....Irving Feld  
Nat'l Sales Mgr.....S. L. Adler  
Midwest Sales Manager.....Marvin Lowe  
V.P.-Adv. & Pub. Rel. ....E. L. Shainmark  
Exec. Producer .....Duke Goldstone

Prod. of Commercials.....Nox Lempert  
Services Offered—Production and distribu-  
tion of filmed television programs; produc-  
tion of TV commercials, industrial and public  
service films; distribution of feature films.

Productions—Jack London's Captain David  
Grief, Kingdom of the Sea, Michaels of  
Africa, Light of the World.

Distributing—19 TV packages: Liberace,  
Life with Elizabeth, Joe Palooka, Florian  
Zabach, The Frankie Laine Show, It's Fun  
to Reduce, Confidential File, I Spy, Molly  
(Goldbergs), Conrad Nagel Theater, Sher-  
lock Holmes, Paris Precinct, Janet Dean,  
Duffy's Tavern, Col. Tim McCoy, Junior Sci-  
ence, Looney Tunes and Walter Lantz Car-  
toons, Bib Rascals (RKO Film Comedies),  
1200 RKO Short Subjects, 141 Post 1948  
H'wood Feature Pictures.

**Jack Goetz**

1148 San Ysidro, Beverly Hills, Calif.

Owner .....Jack Goetz  
Services Offered—Lab. service for all TV  
requirements; 16 & 35 mm. television fea-  
tures, serials and shorts.

**Gross-Krasne, Inc.**

650 No. Bronson, Los Angeles 4, Cal.  
Phone: HO 9-8321

Producer.....Jack J. Gross  
Producer .....Philip N. Krasne  
Producer .....Donald Hyde

**CINEMA RESEARCH**

Optical Printing

16 MM Animation

Titles 35 MM

COLOR — BLACK & WHITE

716 North La Brea Ave.  
Hollywood 38, California  
Phone — WEBster 3-9301

Robert Sande and Larry Greene  
proudly announce the formation of  
SANDE-GREENE and associates

*Creative Consultants*

and announce the opening  
of their offices at  
Sunset Tower West  
8400 Sunset Boulevard  
Hollywood, California  
OLDfield 6-0300



Exec. V.P. .... Guy V. Thayer  
 Vice-Pres., Sales..... Mel Schlank  
 Casting Dir..... Lynn Stalmaster  
*Services Offered*—Studio facilities for TV and motion picture producers. Currently producing "The O. Henry Playhouse."

**Herman Hack Productions**

2411 N. Beachwood Dr., Hollywood 27, Calif.  
 Phone: Hollywood 7-0557

Owner ..... Herman Hack  
*Services Offered*—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

*Productions*—"Frontier Parson" series.

**Hale & Baker, Inc.**

55 W. 12nd St., New York 36, N. Y.  
 Phone: Longacre 5-2795

President ..... Arthur Hale  
 Secretary-Treasurer..... Jules E. Baker  
 Manager..... Amy W. Muentz  
*Services Offered*: TV-radio consultants, writers-producers of public service and commercial spots and programs.

**Handel Film Corporation**

6926 Melrose Avenue, Hollywood 38, Calif.  
 Phone: Webster 6-5924

President..... Leo A. Handel  
 Vice President..... John Mansure

Secretary ..... Monroe Manning  
 Legal Advisor..... Sam Zagon  
*Services Offered*—Production of films, features, TV shows, commercials, industrial films, educational films.  
*Productions*—Girl Gang, Ski Patrol, Escape to Havana, Jean Pearson, Stewardess.

**The Jam Handy Organization, Inc.**

2821 E. Grand Blvd., Detroit 11, Mich.  
 Phone: TR 5-2450  
 N. Y. Phone: Judson 2-4060

President ..... Jamison Handy  
 V.P.-Television ..... Vincent Herman  
 Ass't to Pres..... Anne White  
 Executive Vice-Pres..... Oliver Horn  
 V.P.-Gov. Contracts ..... John Campbell  
 V.P.-Service Ops. .... Everett Schafer  
 V.P.-Sales Dev..... George B. Finch  
 V.P.-Contracts ..... Wm. Luther  
 Secretary..... Avery W. Kinney  
 Treasurer..... Allan E. Gedelman  
 Purchasing Agent ..... Gerald Sullivan  
*Services Offered*—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

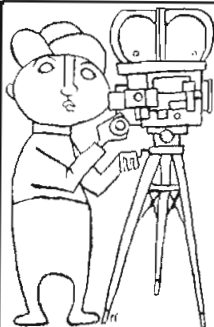
**Harriscope, Inc.**

355 North Beverly Dr., Beverly Hills, Calif.  
 Phone: CReStview 6-4632  
 President..... Burt I. Harris

**Wilbur  
 Streech**  
 productions, inc.  
 135 west 52 st.  
 new york 19, n. y.  
 JU 2-3816

television  
 commercials

live action  
 stop motion  
 animation



**JERRY LYNN**  
 PRODUCTIONS  
 INC.

- Feature Films
- Recording
- Distribution
- TV Production
- Script Service
- Slide Films
- Background Music
- Packages

**246 W. 41 LO 3-7592**  
 St. James Theatre Bldg.  
**New York 36, N. Y.**



Associate . . . . . Abbott London  
 Office Manager . . . . . C. Coleman  
*Services Offered*—Producer and distributor of motion picture film for television, owner of KTWO-TV Casper, Wyoming and KTWX-TV Sheridan, Wyoming: closed circuit TV system.

*Productions*—So This is Hollywood, Christie Comedies, Main Event Wrestling, Jalopy Races from Hollywood, All-Girl Wrestling, Telemusicals.

●  
**Harris-Tuchman Productions**

751 N. Highland, Hollywood 38, Calif.

Phone: WEbster 6-7189

General Manager . . . . . Ralph G. Tuchman  
 Creative Director . . . . . Fran Harris  
 Production Supervisor . . . . . Fred Golt  
*Services Offered*—Produces business films including TV commercials, industrial films, training films, slide films; complete production facilities for live action and animation.

●  
**Hartley Productions, Inc.**

339 East 48th St., New York 17, N. Y.

Phone: EL 5-7762

President . . . . . Irving Hartley  
 Secretary-Treasurer . . . . . Elda Hartley  
*Services Offered* — Production of films for TV, industrials, commercials, public service and travelogue.

*Productions*—Diamonds From The Rough, Room With A Future, Man From Missouri, Revolution Underfoot.

●  
**Hile-Damroth, Inc.**

11 West 42nd St., New York 36, N. Y.

Phone: PE 6-8161

President . . . . . Charles B. Alling, Jr.  
 Vice-President . . . . . James L. Hile  
 Vice President . . . . . John J. Collins  
*Services Offered*—A complete marketing management consulting service, service studies, market evaluation field research, personnel development programs, complete sales training packages, sales aids, sales research, presentations, films, filmstrips, integrated merchandising programs.

●  
**Hoffberg Productions Inc.**

362 W. 44th St., New York 18, N. Y.

Phone: Circle 6-9031

Pres., Treas. . . . . Jack H. Hoffberg  
*Services Offered* — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15 minutes.

●  
**Holland-Wegman Productions**

197 Delaware Ave., Buffalo 2, N. Y.

Phone: MAdison 7411

Partner . . . . . Edward J. Wegman  
 Partner . . . . . Sheldon C. Holland

Editorial Chief . . . . . James I. Allan  
 Director of Photo . . . . . Paul G. Ent  
 Sr. Writer-Director . . . . . Andrew MacGowan, Jr.  
 Art Director . . . . . Gordon J. Christopherson  
 Laboratory Manager . . . . . Floyd G. Stratton  
*Services Offered* — TV commercials and films for business and industry in 16 and 35 mm. Permanent staff, complete creative, production, animation and laboratory facilities under one roof.

*Productions* — Wildroot, Dunlop Tire & Rubber, John Labatt Ltd., Keebler Biscuit Co., International Breweries, Kendall Refining Co.

●  
**Hollywood Film Company**

946 N. Seward St., Hollywood 38, Calif.

Phone: HOLlywood 2-3284

Partners . . . . . Ben & Harry Teitelbaum  
*Services Offered*—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

●  
**Hollywood Film Enterprises, Inc.**

6060 Sunset Blvd., Hollywood, Calif.

Phone: HOLlywood 4-2181

President . . . . . Mickey Kaplan  
 Sales Manager . . . . . T. H. Emmett  
*Services Offered*—Developing and printing —Dailies and release prints. B & W & color. Complete laboratory facilities.

●  
**Hollywood Television Service, Inc.**

4020 Carpenter St., N. Hollywood, Cal.

Phone: POplar 3-8807

N. Y. Phone: JUdson 6-1700

Pres., Gen. Sls. Mgr. . . . . Earl Collins  
 Vice-President . . . . . Richard G. Yates  
 Sec'y-Treas. . . . . Lester J. Nelson  
*Services Offered*—Distribution of motion pictures for TV.

*Distributing*—Stories of the Century, Commando Cody, Sky Marshal of the Universe, Stryker of Scotland Yard, Adventures of Dr. Fu Manchu, Frontier Doctor.

●  
**Sandy Howard Productions**

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

Phone: JUdson 6-6610

President . . . . . Sandy Howard  
 Producer . . . . . Marvin Paige  
 Producer . . . . . Claire Smithers  
 Assoc. Prod. . . . . Ralph Gottlob  
 Film Director . . . . . Peter Alexander  
*Services Offered*—Production of live and filmed television programs for network and syndication arrangements.

*Productions*—Live: The Luncheon at Sardi's Show, Celebrity Club, The Barry Gray Show, Filmed: The Great Adventure, The Merry Mailman, Jungle Adventure.

**Ideal Pictures, Inc.**

58 E. So. Water St., Chicago 1, Ill.  
Phone: Financial 6-5480

President.....Paul R. Foght  
V.P., Secretary.....George E. Dean  
Treasurer.....Stanley L. Nolan  
*Services Offered*—Rental of 16mm entertainment features, educational, religious, short subjects, and free-loan films. Sale and rental of audio-visual equipment.

**United States Productions, Inc.**

5 East 57th St., New York 22, N. Y.  
Phone: PLaza 1-1710

President.....Francis C. Thayer  
Vice-Pres. Treasurer.....Thomas H. Wol  
Secretary.....Rene Bras  
Director.....Arthur Zegart  
Ass't Secy., Assoc. Prod.....John L. Thayer  
Production Manager.....Philip C. Landeck  
*Services Offered*—Production of all phases of motion picture work, including color and black and white films in 16mm and 35mm. Also sound slide, motion slide, animation.  
*Productions*—Nestle Co., Holiday Magazine, Manufacturer's Trust Co., Famous Artist Schools, Nat'l Foundation for Infantile Paralysis.

**Institute of Visual Training, Inc.**

40 East 49th St., New York 17, N. Y.  
Phone: ELdorado 5-1443

President.....William J. Ganz  
Production Manager.....Herbert R. Dietz  
General Manager.....Vincent J. Capuzzi  
*Services Offered*—Producers and distributors of motion pictures, slide films and films for TV Industrial and non-theatrical audiences.  
*Productions*—The Story Of Television, Bloodmobile In Town, Report for 1958, Elbo Lipt.

**International Film Foundation, Inc.**

1 E. 42nd St., New York 17, N. Y.  
Phone: OX 7-6820

Executive Dir.....Julien H. Bryan  
*Services Offered*—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

**International News Service**

235 E. 45th St., New York 17, N. Y.  
Phone: MU 7-8800

General Mgr.....J. Kingsbury Smith  
Editor-in-Chief.....Barry Faris  
Ass't. Gen. Mgr.....P. G. Reed  
Managing Editor.....P. R. Allerup

Business Mgr.....Robert W. Brown  
TV Sales Mgr.....Robert H. Reid  
Promotion Mgr.....Kenneth Smith  
*Services Offered*—Telenews daily, weekly and sports film services; INS 24-hour news wire; 35 mm. transparency service; stock film and photo library, fact-finding and research.

*Productions*—Telenews Daily; Telenews Weekly, This Week In Sports.

**International TV Programs, Inc.**

530 Maxwell Ave., Cincinnati 19, Ohio  
Phone: UN 1-5000

President.....Edward J. Stern  
Inter. Sls. Mgr.....Millard Segal  
Latin Amer. Sls. Mgr.....Ralph Franklin  
European Director.....Joseph M. Brandel  
*Services Offered*—Production and distribution of television film world-wide.

*Productions*—Boston Blackie, Cisco Kid, District Attorney, Dr. Christian, Corliss Archer, Eddie Cantor, Favorite Story, Highway Patrol, Harbor Command, I Led Three Lives, Adventures Of Scott Island, Martin Kane, Sea Hunt, Target, Tombstone Territory, Science Fiction Theatre, The Man Called X, The Unexpected, Yesterday's Newsreel.

**Interstate TV Corporation**

4376 Sunset Drive, Hollywood 27, Calif.  
Phone: NOrmandy 2-9181

445 Park Ave., New York 22, N. Y.  
Phone: MU 8-2545

Eastern Sales Manager.....Alan Roberts  
Vice-President.....Lloyd Lind  
1250 S. Wabash Ave., Chicago, Ill.

Phone: WAbash 2-7937  
130 W. 18th St., Kansas City, Mo.

Phone: HArrison 1-2305  
1635 Central P'kway, Cincinnati, Ohio

Phone: PArkway 1-0179  
3207 Friendly Rd., Greensboro, N. C.

Phone: GReensboro 3-7551  
Manager.....Frank Profenius  
2204-06 Commerce St., Dallas, Tex.

Phone: RIVERSide 7-1658  
Manager.....Jay Rubinn  
*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

President.....Marcel Leduc  
Exec. V.P.....Robert A. Jouquet  
Secretary.....Jules Dupre  
Treasurer.....Jean H. Thys  
147 University Ave., Toronto, Ontario, Can.  
Manager.....Norman Brown  
U.S.A.: Official Films, 25 Worth St., N. Y. C.

*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).

●

**Jamieson Film Company**

3825 Bryan St., Dallas 4, Texas  
Phone: TAYlor 3-8158

President ..... Bruce Jamieson  
Vice-President ..... Hugh V. Jamieson, Jr.  
Production Manager ..... Jerry Dickinson  
Photography Director ..... Robert B. Alcott  
Animation Director ..... John Beasley  
Lab & Services Dir. .... Robert G. Redd  
936 W. Peachtre St., N.W., Atlanta, Ga.

Manager ..... Chester Gleason  
*Services Offered* — Scripts; storyboards, sound stage, 35 mm. and 16 mm. cameras and equipment; sound; full cartoon animation; complete laboratory, including optical effects; black-and-white or color; all under one roof.

*Productions* — Borden's Ice Cream; Old Judge Coffee; Red Goose Shoes; Capri Salad Oil; Jesse Jewel Foods; Tenilhist; Continental Trailways Bus.

●

**Jason Comic Art**

480 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 3-9370

Director ..... Leon Jason  
*Services Offered*—Production of TV film featuring cartoons and puppets; children's shows and commercials.

*Current Productions*—Jingle Dingle.

●

**Jenfred, Inc.**

36 W. 57th St., New York, N. Y.  
Phone: Circle 7-1429

President ..... C. M. Frederick  
Secretary-Treasurer ..... Grace Frederick  
*Products*—Stock pictures, black & white, color, for background, establishing shots and transition shots, slide library.

●

**Jewell Radio & Television Productions**

540 N. Michigan, Chicago 11, Ill.  
Phone: MOhawK 4-5757

President ..... James E. Jewell  
Vice-Pres. .... W. Ralph Jewell  
Secretary ..... M. P. Casey  
Editor ..... James Lawrence  
1040 North Las Palmas, Hollywood, Cal.

Phone: HOLlywood 7-3111  
Manager ..... Michael Baird  
Director ..... Lewis Foster  
3062 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-0617  
Exec. in Charge ..... W. Ralph Jewell  
*Services Offered*—Creators and producers of: Industrial, educational and television films; programs, commercial spots and jingles for TV and radio. Consultants to Agencies

and Sponsors. All-inclusive package-production services; writing, directing and casting. Special audition recording studio and screening room. Photographic department for storyboards, slides, etc.

*Productions*—The Silver Eagle, Pressure, Starmaker Theatre.

●

**K & W Film Service Corp.**

1657 Broadway, New York 19, N. Y.  
Phone: Circle 5-8081

President ..... Norman Witlen  
Vice-President ..... Ralph Koch  
Controller ..... William A. Rubin  
Layout & Opt. Dept. .... Manual Casiano, Jr.  
Camera Dept. .... Jack Granato  
Art Department ..... Larry Rildy

*Services Offered*—Opticals, titles, special effects, animation and animation photography..

●

**Katzka-Farrell-Gaige Productions, Inc.**

730 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-9130

President ..... Anthony B. Farrell  
Vice-President ..... Gabriel Katzka  
V.P., Treasurer ..... Elise Gaige  
*Services Offered*—Independent producers.

●

**Victor Kayfetz Productions**

1780 Broadway, New York 19, N. Y.  
Phone: Circle 5-4830

President ..... Victor Kayfetz  
Client Services ..... Irene Siegel  
Dir., Golden Snowball Div. .... Sylvia Gerson  
Animation Super. .... Leo Levko  
Prod. Assts. .... Seymour Posner  
Animator ..... Abe 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. Homelite Safety films, Mischief Afoot.

●

**Herbert Kerkow, Inc.**

480 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 1-1833

President ..... Herbert Kerkow  
Secretary ..... Rosemond Kerkow  
*Services Offered*—Sound stage and complete equipment for production of public relations and TV films.

●

**Kling Film Enterprises, Inc.**

1058 W. Washington Blvd., Chicago 7, Ill.  
Phone: SEEley 8-4181  
President ..... Robert Eirenberg

Exec. V.P. . . . . Harry W. Lange  
 V.P.-Sales . . . . . Hilly Rose  
 V.P., Exec. Prod. . . . . Michael Stehney  
 Production Mgr. . . . . H. Richard Hertel  
 Art Director . . . . . Manny Paull  
 Controller . . . . . Lawrence Stein  
 Dir. Syn. Film Div. . . . . Al Levine  
 Producer (Chi.) . . . . . Leonard A. Levy

*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*—Motion pictures and slide-films for Amer. Bakers Assn., C. G. Conn. Dresser-Ideco, Marshall Field & Co., Frigidaire Div., General Electric, Lincoln, Meredith Publishing, Norge, Standard Oil (Ind.), U. S. Air Force. TV commercials for Aunt Jemima, Blatz, Budweiser, Clark Candy, Diamond Crystal Salt, DuBaurier Cigarettes, Evinrude, Frosty Moru, Gillette, Duncan Hines, Horlich's Kemper Ins., Key Wine, Kraft, Marlboro, Ohio Bell Oklahoma Oil, Pabst, Pet Milk, Pure Oil, Quaker Oats, Swift, Toni, Wilson's Corned Beef, Wonder Bread, etc. Syndicated commercials for Savings & Loan, Bread, Ice Cream, Milk, Beer. Syndicated series—American Barn Dance, Paradox, Wrestling, Boxing.

### **Knickerbocker 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.

### **Lakeside TV Co., Inc.**

1465 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, Opera and Ballet, Bobo the Hobo, Reading the Bible, Night Editor, The Magic Vault, Out of the Past, Wanted, 75 Animal Shorts, Cartoons and Wrestling, Tomahawk, Perspective.

### **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  
 Controller . . . . . R. E. Leonard

*Services Offered*—Production of TV films, films for industry, complete animation department, sound stages, insert stage, animation camera and crane, special effects title bed.

*Productions*—Industrial films for Huges Aircraft, TV commercials for Nabisco, Vaseline Hair Tonic, S & W Foods, Quip, Star Kist Tuna, Columbia Records, Morrell Meats, G & D Vermouth, Lucky Lager, Butter Brickle, White King Cleaner, Albers.

### **Langlois Filmusic, Inc.**

1775 Broadway, New York 19, N. Y.  
 Phone: JU 6-5705

President . . . . . C. O. Langlois, Jr.  
 Sales Manager . . . . . T. A. Roscen  
 Hollywood: HO 2-6252

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.

### **Lance Productions, Inc.**

353 West 57th St., New York 19, N. Y.  
 Phone: PLaza 7-6167

President . . . . . Lorraine Lester  
 Vice-President . . . . . Robert Lessner  
 Treasurer . . . . . Samuel H. Evans  
 Secretary . . . . . George Lessner  
 V.P., Production Coord'or. 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: 353 W. 56th St., New York, N. Y. Phone: PL 7-6167; also fully equip. sound recording studio under sub. name, Hudson Recordings, Inc.

*Productions*—Secrets of the N. Y. Homicide Squad, 4-H Food Favorite, The Christopher Program; TV Commercials for Pez, Vanity Fair, Westpine, Pepsi Cola.

### **Robert Lawrence Productions, Inc.**

418 W. 54th St., New York 19, N. Y.  
 Phone: JUdson 2-5242

President . . . . . Robert L. Lawrence  
 V.P., Studio Oper. . . . . Louis Mucciolo  
 V.P., Edit. Oper. . . . . Henry Trainan  
 V.P., Sales . . . . . Martin Low  
 Creative Super. . . . . William Bernal  
 Treasurer . . . . . Philip Korablum  
 Casting Dir. . . . . Audrey Sammons  
 Prod. Supers. . . . . Doris Reichhart,  
 Jerry Maticka

Art Dir., Scenic Design . . . . Stanley Haggart  
*Services Offered*—Production of industrial and sales promotion films, television programs and commercials.



*Productions*—Bayer Aspirin, Fizin, Neolite, New York Life, BC Headache, Winston Cigarettes, Prudential, Alcoa, Gerber, Duz, Goodrich, Hoppers Sudden Beauty, American Can Company, Old Dutch Coffee, Pall Mall.

**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  
Treasurer.....Philip Kornblum  
Production Dir.....Robert Rose

*Productions*—Molsons, Swift Canadian, Colgate-Palmolive, Proctor & Gamble, McColl-Fontenac, Moirs Chocolates.  
tion.

**Mitchell Leichter**

2125 N. Highland Ave., Hollywood 28, Calif.  
Phone: HO 7-6520

Pres., Head of Prod.....Mitchell Leichter  
General Manager.....Jean Rich  
*Services Offered*—Producer, distributor of films for television, 2,286 Features and Shorts, consisting of 367 Features, Dramatic Musicals, Comedies and Westerns, 30 Serials, 90 ½ hour Westerns, 138 Travelogues, 203 Documentaries, 165 Cartoons for Theatrical & TV, for the world rights.

**Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 4-7287

Producer-Director.....Gene Lester  
Chief Tech., Sound.....Michael Fenton  
Comptroller.....Albert J. Silverman  
Production Manager.....Martin Sperber  
*Services Offered*—TV film packages and commercials.

**Lewis & Martin Films, Inc.**

1431 N. Wells, Chicago 10, Ill.  
Phone: WHitehall 4-7477

President.....Herschell G. Lewis  
Vice-Presidents.....Arthur E. Kaplan,  
Warren Alsberg

Production Manager.....Robert Henning  
Studio Manager.....Betty L. Taylor  
Art Director.....Sanford Greenlaw  
Chief Animator.....Richard Price  
Director Photo.....Elston Halloran  
Chief Editor.....Anthony LaPietra  
Color Analyst.....Leonard Solomon

*Services Offered*—Stages 60' x 100', 50' x 100'; 35 mm. & 16 mm. motion picture photography; recording and editing services; scripts; studio rental; complete animation facilities; still photography and siled dept.; slidefilm animation; special color TV dept.

*Productions*—Jerry Tales (The Jerry Lester Show); Oklahoma Chuck Wagon Boys; Polka Jamboree. TV spots—O-Cedar; Serta Associates; Blue Cross, D.A.V.; Allstate, etc.

**Lewislor Enterprises, Inc.**

1041 N. Formosa Ave., Hollywood 46, Calif.  
Phone: HOLlywood 7-5111

Producer.....John London  
Ass't Prod.....Jack Murton  
Directors.....Richard Morris, John Newland  
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. Robins  
Secretary.....H. Jerome Harris

*Services Offered*—Films for TV—Westerns, Serials, Shorts.

**Lou Lilly Productions**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 5-6325

President.....Lou Lilly  
Vice Pres.....Manny Gould  
Accountant.....Jack Perrin  
Edit. Super.....John Fuller  
Casting.....Jeanine Beatty

*Services Offered* — TV commercials, and film for industry. Live action, photographic animation, trick work.

*Productions* — Commercials for Quaker Oats. R. J. Reynolds.

**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.**

(Div.—Robert Lawrence Prod., Inc.)  
235 W. 55th St., New York 19, N. Y.  
Phone: Circle 7-2366

President.....Robert L. Lawrence  
Vice-President.....Leon Rhodes  
Secretary-Treasurer.....Phil Kornblum

*Services Offered*—Production of industrial and sales promotion films, TV programs, commercials and slide films.

*Productions* — Neolite, Reynolds Wrap, Liquid Ivory.

**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  
*Services Offered* TV spots and programs,  
industrial films.

*Productions* Westinghouse Electric Corp.,  
Boyle Miday, Inc., Raytheon Mfg. Corp.,  
U. S. Air Force, Grumman Aircraft Engineer-  
ing Corp., Vick Chemical Co.

**Lux Brill Productions, Inc.**

1733 Broadway, New York 19, N. Y.  
*Phone:* PL 7-1540

Exec. Prod.....Richard Dubelman  
Exec. Ass't.....Donald Holzman  
Dist. Mgr.....Herb Brown  
Edit. Chief.....Victor Kay  
Prod. Mgr.....Mike Wyler

*Services Offered* Complete facilities and  
production of live and animated motion pic-  
tures and slidefilm from idea to screen stage.  
Extensive experience in sales promotion,  
training, public relations, documentaries, and  
TV spot films.

*Productions*—Franceca (documentary).

**Jerry Lynn Music Co., Inc.**

246 West 44th St., New York 36, N. Y.  
*Phone:* LO 3-7592

President.....Jerry Lynn  
Vice-President.....Walter Schaffner  
Secretary-Treasurer.....Daniel M. Schaffner  
Dir. Pub. & P.R.....Gilbert A. Gorman  
*Services Offered*—Recording, Distribution,  
Slide Films.

**Jerry Lynn Productions, Inc.**

(Same address and personnel as above)

*Services Offered* — Domestic and foreign  
feature films, TV and commercials. Personal  
representation of artists.

*Productions* This is Costa Rica; Adven-  
tures In Music; Mr. Fog.

**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 Hauck  
Traffic Mgr.....Cindy Karp

*Services Offered*—Public information film-  
produced and distributed to television sta-  
tions; news and special event coverage;  
world-wide news service; station consultants  
on TV news setups; stock footage library,  
commercials.

*Productions* Five Miles West, This Way  
Up.

**Mark VII, Ltd.**

1421 Radford Ave., N. Hollywood, Calif.  
*Phone:* STAnly 7-0621

President.....Jack Webb  
Vice-Pres. & Treas.....J. R. Rodgers  
Secretary.....Seymour Steinberg

*Productions* Features—Dragnet, Pete Kel-  
ly's Blues, The D.I. for WB release. TV  
series—Dragnet, Noah's Ark, and other misc.  
TV productions.

**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.....Gerard Dickler

*Services Offered* Production of TV films  
and commercial spots; special public rela-  
tions films for social, professional, and trade  
organizations.

**Master Films Distributors,  
Inc.**

120 West 42nd St., New York 36, N. Y.  
*Phone:* WIsconsin 7-9907

President.....George Caputo  
*Services Offered:* Distributors of Spanish  
language films, 197 feature length films.

**Masterpiece Productions, Inc.**

45 West 45th St., New York 36, N. Y.  
*Phone:* JUdson 2-4717

Manager.....Frances Kaplan  
*Services Offered*—Distributors of 25 is-  
sue features.

**Robert Maxwell & Associates**

5746 Sunset 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:* LOngaere 3-6187

President.....Arnand Schneek  
V.P. Gen. Sales.....Jerome Balsam  
Vice-Pres.....Alexander Beck

*Services Offered* Distributors to TV of  
feature films.

**McCadden Corporation**

1040 N. Las Palmas Ave., Hollywood 38, Calif.  
*Phone:* HOLlywood 4-2141

V.P.-Production.....Al Simon  
President.....George Burns

V.P.-Business.....Maurice Morton  
Treasurer.....John H. Nicolaides  
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. Ettlinger  
Vice-Pres., Secy.....Marlyn M. Ettlinger  
Midwest Sales Mgr.....Ben Barry  
Southern Sales Mgr.....Nate Zelikow  
Eastern Sales Mgr.....Alfred Ettlinger  
Edit. Super.....V. I. Lindberg  
Exec. Prod.....Tholen E. Gladden

*Services Offered*—Production and distribution of TV series feature programs, cartoons, quiz programs, Kinescope recording facilities, commercial production for TV and industrial films. Sales offices in leading cities.

*Productions*—High Road To Danger, Medallion Cartoons, Sew Easy, View The Clue.

**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. Clemenens  
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

*Film Syndication Div.*

V.P. in Charge.....David V. Sutton  
V.P. Sta. Prog. Sls. Div.....Louis Friedland  
V.P. Chg. of N. Y. office.....Wynn Nathan  
V.P. Chg. of Chicago office.....Jim Stirton  
V.P. Chg. of Cleveland office...DeArv Barton  
V.P. Chg. of L. A. office.....Bob Greenberg  
V.P. Intl. Sls Div.....P. J. McManus, Jr.

*Branch Offices*

598 Madison Avenue, New York 22, N. Y.  
139 Piccadilly, W1, London, England  
49 bis Ave. Hoche, Paris, France

180 University Ave., Toronto 1, Ontario, Can.  
9370 Santa Monica Blvd., Beverly Hills, Calif.  
515 Glenn Bldg., Atlanta, Georgia  
430 N. Michigan Ave., Chicago, Ill.

1172 Union Commerce Bldg., Cleveland, Ohio  
504 Delta Bldg., New Orleans, La.

426 Transportation Bldg., Cincinnati, Ohio  
2311 Cedar Springs, Dallas, Texas

15037 W. Eight Mile Rd., Detroit, Michigan  
105 Montgomery St., San Francisco, Calif.

1415 Northwestern Bank Bldg., Minn., Minn.  
530 Sixth Ave., Pittsburgh, Pa.

303 Gill Ave., St. Louis 22, Mo.  
101 Jones Bldg., Seattle, Wash.

106 N. Caldwell St., Charlotte, N. C.  
6014 W. 76th Terrace, Kansas City, Mo.

Offices also in Rome, Munich, Berlin, Mexico City, Tokyo.

*Services Offered* — Distribution of syndicated TV film programs and feature films.

*Productions*—The Adventures of Kit Carson Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Tropper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer.

**MGM-TV**

A Division of Loew's Inc.

1540 Broadway, 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'n Sales Mgr.....C. Pete Jaeger  
West'n Sales Mgr.....Maurice Gresham  
Central Sales Mgr.....Arthur E. Breider  
Dir. of Oper.....Sol Schreiber  
Dir. Promotion.....Monroe Mendelsohn  
Prog. Dir.....Adrian Samish  
Exec. Producer (Calif.).....Samuel Marx  
Dir. of Commercial Prod...Virgil Ellsworth

*Services Offered*—Library of 717 pre-'49 feature films, cartoons and short subjects offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

**Charles Michelson, Inc.**

45 West 45th 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, gennett, 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.

Modern Teleservice, Inc.

219 E. 4th St., New York 17, N. Y. Phone: OXford 7-2753

President.....J. R. Bitenour Mgr. N.Y. Sls. & Cord. Nat. Sls.....Alex Leslie N. Y. Office Mgr.....Jack Boyet Branch Offices

237 E. Ontario St., Chicago 11, Ill. Phone: DElaware 7-3761

Manager.....Peter Markovich 3150 Wiltshire Blvd., Los Angeles 5, Cal. Phone: DUmkirk 4-2511

Manager.....J. J. Lipsky Services Offered—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV props and ETs for radio.

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28, Calif. Phone: THornwall 5-7000

President.....Carlton E. Morse Services Offered—TV film programs, production.

Morton Productions

64 East Lake St., Chicago 1, Ill. Phone: CEntral 6-1144

President.....Morton Jacobson Vice-President.....Cecelia Jacobson Services Offered — Syndicated films and radio Shows.

Productions—This Is The Story, What's Wrong With This Picture?

Motion Pictures For Industry

5243 Kelton Ave., Los Angeles 64, Calif. Phone: BRighton 0-4757

President.....Harry O. Hoyt Vice-President.....Reginald Whitecomb Treasurer.....F. S. Hoyt Production Manager.....E. G. Hayter Camera.....Joseph Burnham Sales Manager.....Jonathan White

Services Offered—Producers of 35 and 16 mm. commercials, motion pictures and television shows, principally in color.

Productions 51-10 or Eight.

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y. Phone: PL 3-1840

President.....C. F. Vetter, Jr. Studio Manager.....Gerald Margolis

Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

Motion Pictures for Television, Inc.

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

Div. Sls. Mgr.....A. E. Smith Nat'l. Sls. Acct. Exec.....Mark Damen 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.

Movietonews, Inc.

160 W. 54th St., New York 19, N. Y. Phone: COlumbus 5-7200

President.....W. C. Michel V.P. Producer.....Edmund Reek General Manager.....Jack Hanoy Commercial Dept. Mgr.....Frank Barry Editors.....Ben Loweree, Louis Tetunie 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 8-7330

President.....Judd L. Pollock Vice Pres.....Lawrence Madison Vice Pres.....Marvin Rothenberg Vice-Pres.....Gerald Hirschfeld Sales Mgr.....William Huston Secy./Treas.....Arnold Kaiser

Services Offered—Specializing in production of television film commercials. Five 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, sports-men's and conservation films.

Productions — Films and commercials for American Cyanamid, American Gas Association, Chemstrand Corp., Eli Lilly Corp., Ford Motor Co., General Electric, General Motors, Gillette, Hudnut, Lever Bros., Monsanto Chemical Co., Old Gold, Philip Morris, Proctor & Gamble, Remington Arms Co., Schick, Schlitz, Scott Paper, Sylvania Electric Corp.

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y. Phone: PLaza 7-8144

President.....Owen Murphy



Vice-Pres.....Savington W. Crampton  
Production Mgr.....Paul Cohen  
Supervising Editor.....Eric Lawrence

Services Offered—Producers of industrial motion pictures and television commercials; editorial services.

Productions—Word is Spreading—Firestone Tire & Rubber Co.; The Big Three—Field & Stream Publications; Private Lines—A.T.&T.; Notre Dame—University of Notre Dame.

**Music Makers, Inc.**

45 West 45th St., New York 36, N. Y.  
Phone: Circle 5-3737

President.....Mitch Leigh  
Comptroller.....Renee Leigh  
Secretary-Treasurer.....Josh Meyer

Services Offered—Jingles, film scoring, arranging, complete productions, record promotions, musical merchandising.

Productions—Alcoa, Armour & Co., CBS Radio Network, Babo, G.E., Lever Bros., Beneficial Finance, Playtex, Prudential Insurance, Mueller's Macaroni, Tangee Cosmetics, Bavarians Beer, Kolynos Toothpaste, P & G. (Secret & Dash).

**NBC Film Library**

729 7th Ave., New York 19, N. Y.  
Phone: Circle 7-8300

Ch. Film Librarian.....Frank W. Kelly  
Services Offered—Stock shots. Combined NBC and March of Time Libraries—over 30,000,000 ft. of minutely cross-indexed film.

**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  
509 Madison Ave., New York, N. Y.

Vice Pres.....Robert L. Gruen  
Sales Dir.....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

Chmn. of Bd.....Ely A. Landau  
President.....Oliver A. Unger  
Exec. V.P.....Harold Goldman  
Sr. V.P., Op. & Adm.....Edythe Rein  
Sales Mgr.....Murray M. Kaplan  
Secretary.....J. E. Golenbock  
Treasurer.....Eric H. Haight

Dir. Advertising.....Kermit Kahn  
V.P. Chg. S & O Stations.....Ted Cott  
Comptroller.....Leonard S. Holstad  
Dir. Prom. & Sales Service..Martin Roberts  
Dir. Pub. Rel.....George Crandall  
East Coast Press Rel.....Harry Albus  
West Coast Press Rel.....Al Stern

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.....Berne Tabakin  
Statler Office Bldg., Boston, Mass.

Exec. in Charge.....Nicholas Russo  
2605 Sterick Bldg., Memphis, Tenn.

Exec. in Charge.....Charles Britt  
1011 Currie Ave. N., Minneapolis, Minn.

Exec. in Charge.....Gerald Corwin  
1401 Peachtree St., N.W., Atlanta, Ga.

Exec. in Charge.....Charles D. McNamee  
9856 Ash Creek Dr., Dallas, Texas

Exec. in Charge.....Roy George  
1434 S. Catherine St., Montreal, Que.

Exec. in Charge.....Napolean 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, 1,400 Paramount short subjects, and the following filmed TV shows: China Smith, The New Adventures of China Smith, Lili Palmer Theater, Police Call, Pantomime Quiz, Play of the Week, Orient Express, Holiday, Combat Sergeant, Official Detective, Sheriff of Cochise, The Bill Corum Sports Show, The Passerby, 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.

**NBC Film Division**

(See California National Productions)

**Ted Nemeth Studios**

729 7th Ave., New York 19, N. Y.



Phone: Circle 5-5147-8  
 Production Director.....Ted Nemeth  
 Art Director.....M. E. Bute  
*Services Offered*—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

**Stanley Neal Productions, Inc.**

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  
 Denver Sls. Dir.....Ross Thomas

*Services Offered*—Complete motion picture and slide film production services including scripts, production planning, photography, editing and distribution planning.

*Productions*—American Imports, Can We Solve The Farm Problem, The Arab World, Catch Your Fish, Begin With Bread.

**Fred Niles Productions, Inc.**

22 W. Hubbard St., Chicago 10, Ill.  
 Phone: Superior 7-0700

President.....Fred A. Niles  
 V.P., H'wood Div.....Chris Petersen, Jr.  
 Vice-Pres. Sls.....Lou Kravitz  
 Vice-Pres. Prod.....Tom Ryan  
 Dir. Of Marketing.....R. W. "Pat" O'Brian  
 Controller.....Edward E. Katz  
 Creative Director.....Ruth I. Rainy  
 Art Director.....William Snowwhite  
 Super. Editor.....William E. Harder  
 Ch. Sound Eng.....Frank Richter

*Services Offered*—Sales building plans via motion pictures; TV commercials, TV programs, public relations films, industrial films, sales training programs. Full film production; creation of idea, scripting, 35 mm. black & white and color photography, sound recording and editing.

*Productions*—York Corp., Clearing Machine Corp., National Presto Industries, Armour & Co. Lions International, Sundstrand Aviation, West Bend Aluminum Co., Montgomery Ward, S.C. Johnson & Sons, Brunswick-Balke-Collander, Quaker Oats Co., Wilson & Co., Storz Brewing Co.

**Official Films, Inc.**

25 West 45th St., New York 36, N. Y.  
 Phone: PLaza 7-0100

President.....Harold L. Hackett  
 Exec. V.P., Treas.....Seymour Reed  
 V.P., Dir. Sales.....Ray Junkin  
 Vice-President.....Robert Sanford  
 General Counsel.....Lee Moselle  
 Ass't. Sec'y.....Grace Sullivan  
 Sales Manager.....Stan Smith

Directors.....Leonard O. Fisher,  
 Seymour Reed, Lee Moselle, Robert Bornheim, Stanley Mitchell, William A. Cruikshank.

*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-Treasurer.....Joseph L. Greene  
 V.P., Sls. Dir.....Daniel H. Kahn  
 Exec. Prod.....George A. Bailey  
 Talent Coord.....George Allen

*Services Offered*—Complete motion picture production and facilities live and animation. Producers of films for TV shows, spots, public relations, training, industry and education. Creative staff for writing of package shows or film series.

*Productions*—June Decision, RFD, Celebrity, Little Funshop, Popcorn Theater, Comedy Capers.

**Onyx Pictures Corp.**

60 W. 46th St., New York 36, N. Y.  
 Phone: PLaza 7-7178

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 101 Cartoons & 12 Puppets—both in color and B & W.

**Paramount Television Productions Inc.**

1501 Broadway, New York 36, N. Y.  
 Phone: BRyant 9-8700

President.....Paul Raibourn  
 Vice-President.....Bernard Goodwin  
 Vice-President.....Lew Arnold

*Branch Office*

5800 Sunset Blvd., Hollywood, Cal.  
 Phone: HOLLYwood 9-6363

*Services Offered*—TV package programs, production, video transcription service, sales distribution.

**Paul Parry Productions Inc.**

717 Sunset Blvd., Hollywood 46, Calif.  
 Phone: HOLLYwood 7-4774

President ..... Paul 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 promotion, corporation training films, and sound slide films.

*Productions*—Lure of Cocos Island, Cameras and Models in Action.

**Pathescope Productions**

(Pathescope Co. of America Inc.)

10 Columbus Circle, New York 19, N. Y.

Phone: PLaza 7-5200

Studio: 21-29 45th Road

Long Island City, N. Y.

Phone: STillwell 4-3053

President.....Edward J. Lamm  
 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

President .....Ray Patin  
 Vice Pres. ....Gus Jekel  
 Sec'y-Treas. ....Kay Himes

*Services Offered*—Complete facilities for producing animated commercials from story through camera.

*Productions*—Libby's, Pillsbury, Marlboro Cigarettes, Mars Candy Co., Mobiloil, Hills Bros., Coffee, Bar-S Meats, MJB Rice, Helene Curtis.

**Lloyd Pearson Associates**

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

Phone: EL 5-5430

President.....Lloyd 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.

**Peerless Film Processing Corp.**

165 West 46th St., New York 36, N. Y.

Phone: PLaza 7-3630

President .....Kern Moyse  
 Vice-President.....R. S. Moyse  
 Treasurer .....Barbara Holz  
 Sales Mgr.....Raoul J. Menendez  
 New York Manager.....Stanley Cohen

*West Coast Branch*

959 Seward St., Hollywood 38, Calif.

Phone: HOLlywood 7-9223

Vice-Pres., West Op.....Victor C. Krupa  
 Secy., Branch Mgr.....Suzon Steinkle Krupa  
*Services Offered*—Complete distribution servicing of syndicated TV shows on film, Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

**Pelican Films, Inc.**

46 West 46th St., New York 36, N. Y.

Phone: Circle 6-1751

President.....Thomas J. Dunford  
 Vice-President.....Arthur J. Zander

*Services Offered*—Production of animated and live action films in color and B & W for TV commercials, industrial and public relation films. Specialize in cartoon animation. Complete facilities.

*Productions*—It's All In The Cards, Heart Of The Home, Wind And The Navigator. TV commercials — Phil Silvers Show, Lucky Strike, Ipana, Ammens, Campbell Soups, Robert Hall Clothes, Wildroot, Marathon, Mumi Mist.

**Penthouse Sound Studios of V. J. Nola**

113 West 57th St., New York 19, N. Y.

Phone: JUdson 6-0040

Owner.....Vincent J. Nola  
 Gen. Sls., Film Div. Mgr...V. Thomas Nola  
 Chief Engineer.....Stanley Bumbly

*Services Offered*—Recording to optical and magnetic film—16 mm., — 17½ mm. — 35 mm., and ¼" sync. tape, disc recording.

**Tony Petri Studios**

144 Westminster St., Providence 3, R. I.

Phone: GASpee 1-9242

President .....Tony Petri  
 Production Manager.....Ernest Strauss  
 Chief Engineer.....John Pella

*Services Offered*—Complete TV commercial service from storyboard conference. Color & B & W. Double and single system sound. Complete lighting and sound stage facilities.

*Productions* — TV commercial films for Hanley's Beer, Cherry & Webb Fashions, Made-Rite Potato Chips, Industrial National Bank. Industrial film for St. Regis Paper Co.

**Playhouse Pictures**

1401 N. La Brea Ave., Hollywood 28, Calif.

Phone: HOLlywood 5-2193

President .....Adrian Woolery  
 Prod. Super.....Bill Melendez  
 Dir. of Animation.....Pat Matthews

Crea. Story Dir.....Chris Jenkyns  
 Design & Layout Dir.....Sterling Sturtevant  
 Business Manager.....H. A. Halderson  
 P. R. Dir.....George W. Woolery

*Services Offered*—Complete facilities for producing animated films for TV commer-



cial, entertainment and industrial uses, from creation or production of story through camera.

*Productions*—Ford, Falstaff, Schlitz, Burgermeister, Kaiser Aluminum, Tennessee Ernie Ford Show, Socony Mobil, Lanvin Parfums, U. S. Navy Recruiting, Tums, Richfield Oil Co., Northern Pacific R.R., Commonwealth Edison Co.

**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 training, advertising, education, public relations, TV.

*Productions*—Hughes Aircraft; Douglas Aircraft; Convair; So. Cal. Edison Co.; So. Cal. Gas Co.; USAF.

**Post Pictures Corp.**

171 E. Post Rd., White Plains, N. Y.  
Phone: WH 6-8161

President.....Harry A. Post  
*Services Offered*—Packages short subjects, Film distributor film rental.

**Premiere Artists & Productions Agency**

Sunset & Carol, Hollywood 46, Calif.  
Phone: CRestview 4-5488

President .....Harold Jovien  
Associate.....William Putney, Hal Derwin  
Sec'y-Treas.....Mildred Houser  
*Services Offered*—Producers and packagers of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

*Productions*—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokey Presents, Junior Record Jury, Hilo Hattie Show, If You Had the Money, Hollywood Iectime, Harry Babbit Show, Bill Ballance Show, Gene Norman Show, Ralph Story Show, Jeri Southern Show.

**Princess Production Corp.**

11 West 42nd St., New York 36, N. Y.  
Phone: LOngacre 3-7560

President, Exec. Prod.....Burt Balaban  
Vice President.....Bernard Donnerfeld  
Asst. Producer.....Roy Rich  
Script Editor.....Irv Tunick  
*Services Offered*— Full length and short subject motion picture production.

*Productions*—Double Profile; Black Forest; Fire One; Check-mate; Doorway to Suspicion; Amiable Lady; The Lie; 8 Wifenesses; Phantom Caravan; Sgt. and the Spy; Double-Barrel Miracle; Immediate Disaster; Diplomatic Passport.

**Princeton Film Center, Inc.**

252 Nassau St., Princeton, N. J.  
Phone: PRinceton 1-3550

1456 N. Bronson Blvd., Hollywood, Calif.  
Phone: CALifornia 2-6282

President .....Gordon Knox  
Vice-President .....Willbur T. Blume  
Dir. of Distribution .....Ann Hogarty  
*Services Offered*—Producers and distributors of all type motion pictures, including TV series and individual subjects.

*Productions*—North By Northeast—North-east Airlines, Inc.—Wings For The Angels—Grumman Aircraft Eng., Inc.

**Project-O-Fex, Inc.**

535 5th Ave., New York 17, N. Y.  
Phone: MU 7-1881

President .....Paul F. Adler  
Office Manager.....Fred Marx  
*Services Offered*— Semi-animated filmed or live spots for individual station use.

**Pyramid Productions, Inc.**

221 West 57th St., New York 19, N. Y.  
Phone: JUdson 6-7040

Chmn. of Bd., Exec. Prod., Everett Rosenthal  
President .....Leonard Loewinthan  
*Services Offered*— Creators & Producers of live and film television shows.

*Productions*— Big Story, Decoy, Man Behind The Badge, Treasury Men In Action, Playhouse 15, Federal Men, China Smith, Orient Express.

**Roland Reed TV Productions**

650 N. Bronson, Los Angeles 4, Cal.  
Phone: HOLlywood 9-1628

President .....Roland Reed  
Exec. V.P. ....Arthur Pierson  
Sec'y-Treas. ....James Fay  
V.P.-Sales .....Hamilton 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

Manager.....J. van Hearn  
*Services Offered*—16 mm. motion picture processing lab, studio & equipment rental, Kinescope.

**Reid H. Ray Film Industries, Inc.**

2269 Ford Parkway, St. Paul 16, Minn.  
Phone: MIDway 9-1393

President.....Reid H. Ray  
Vice-President.....William H. Ringold  
Secretary .....Alice Griswold

Sales.....R. V. Jeffrey  
 Sales (Chicago) .....Frank Balkin  
 Sales (Dayton).....A. Merritt Simpson  
 Sales (Film Ads).....Frank J. Havlicek  
 Animation (H'wood).....A. Kirsanoff  
*Services Offered*—Production of television  
 26 and 13 minute films for local, regional  
 and national sponsorship; TV commercials.  
*Productions* — Walt's Workshop, Renfro  
 Valley Folks.

●  
**RD-DR Corp.**  
**(Reader's Digest—**  
**deRochemont)**

380 Madison Ave., New York 36, N. Y.  
*Phone:* OX 7-0350  
 Chairman of Board....Louis de Rochemont  
 President .....Borden Mace  
 Secretary.....Ambrose Doskow  
 Treasurer.....Martin J. Maloney  
 V.P. ....Thomas Orchard  
 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), Windjammer (in the Cinemiracle  
 process).

●  
**Reeves Sound Studios Inc.**

304 East 44th St., New York 17, N. Y.  
*Phone:* OR 9-3550  
 President.....Hazard E. Reeves  
 Vice-President.....Chester L. Stewart  
*Services Offered*—Sound recording studios.

●  
**Regal Television Pictures**  
**Corp.**

151 W. 46th St., New York 36, N. Y.  
*Phone:* JU 2-1877  
 President .....Moe Kerman  
*Services Offered*—Distribution of motion  
 pictures including features, streamliners, and  
 shorts, for TV showings.

●  
**Regis Films**

1037 N. Cole Ave., Los Angeles 38, Calif.  
*Phone:* HOLlywood 5-5171  
 President .....Shull Bonsall  
 V.P. Chg. of Sls.....Lee Orgel  
 Secretary-Treasurer.....Donald A. Dewar  
 595 Madison Ave., New York 22, N. Y.  
*Phone:* PLaza 5-0416  
 Manager .....Allan Stone  
*Services Offered*—TV film distributors and  
 producers with offices in New York, Chicago  
 and Los Angeles.

*Productions:* The new color Crnsader Rab-  
 bit Series of 260 episodes. Front Page Detec-  
 tive, Hollywood Half Hour, Ringside With  
 The Rasslers, Old Crusader Rabbit Series.

●  
**Rembrandt Films**

(See William Films, Inc.)

●  
**Republic Television Features**

64 East Lake St., Chicago 1, Ill.  
*Phone:* STate 2-0460

President .....Capico Kapps  
 Prod. Supr.....Albert Kapps  
*Services Offered*—Producers and distribu-  
 tors of live and filmed television programs.

●  
**Revue Productions, Inc.**

4024 N. Radford St., North Hollywood, Calif.  
*Phone:* POplar 6-3871

President .....Karl Kramer  
 Vice Presidents...George Steru, Alan Miller  
 V.P., Production Mgr.....Carl Hiecke  
 V.P., Director.....Richard Irving  
*Productions*—State Trooper, The Million-  
 aire, Schlitz Playhouse, Tales of Wells Fargo,  
 Suspicion, Wagon Train, The Restless Gun,  
 Bachelor Father, Leave It To Beaver, M-  
 Squad, General Electric Theater, Heinz 57  
 Theater, Mickey Spillane, Alfred Hitchcock  
 Presents, Jane Wyman Theater.

●  
**Stuart Reynolds Productions**

9110 Sunset Blvd., Los Angeles 46, Calif.  
*Phone:* CRestview 4-7863  
 President .....Stuart Reynolds  
*Services Offered*—Specializing in the pro-  
 duction and sale of filmed TV programs.  
*Productions*—Harbor Patrol.

●  
**Marion Riddick Productions,**  
**Inc.**

1102 Eberhard St., Houston 19, Texas  
*Phone:* JA 4-9653  
 Managing Dir.....Wm. Marion Riddick  
*Services Offered*—16 mm. filming by day  
 or contract. Casts aged 4 to 18. Distribution  
 of features, shorts and documentaries.  
*Productions* — Adventures, Tel-A-Funnies,  
 Madelette TV Acting.

●  
**Riviera Productions**

26328 S. Western Ave., Lomita, Calif.  
*Phone:* DA 6-7676  
 Exec. Prod.....F. W. Zens  
 Director of Sales.....Bert Hunt  
 Assoc. Prods.....A. W. Stephenson, Jack  
 Kelly, Lionel Grover  
 Midwest Rep.....Robert Zens  
 Eastern Rep.....Pat Rancati  
*Services Offered*—Producer of business, in-  
 dustrial, sales, training, public relations, ad-  
 vertising films and TV commercials in color  
 and sound. Full production and studio faci-  
 lities for all phases of motion picture work.  
*Productions* — R. C. Allen Business Ma-  
 chines, Continental Airlines, Sascha Brastoff  
 Products, Wizard, Filon Corp., Serra Inter-  
 national, U .S. Divers, Crown-Zellerbach  
 Corp.

**RKO Television**

1270 Ave. of the Americas, New York, N. Y.  
Phone: JUdson 6-5050

Vice Pres. .... Robert Manby  
Gen. Sales Mgr. .... Peter Robeck  
Sta. Sales Mgr. .... William Finkeldey  
Mgr. East'n Div. .... Max Bradbard  
Dir. of Traffic .... Eugene Sousa  
Dir. of Research .... Robert Galen  
*Services Offered*—Distribution and production of feature films, library films, 15-minute and half-hour film subjects.

*Productions*—Heidi, El Coyote Rides, Abbey Theatre plays, Mr. B.I.G., Malolo Of The Seven Seas and feature film packages.

**Hal Roach Studios**

8822 W. Washington Blvd., Culver City, Calif.  
Phone: VERmont 9-2311  
N. Y. Phone: CI 5-4135

President. .... Hal Roach Jr.  
V.P., Gen. Mgr. .... S. S. Van Keuren  
Secretary-Treasurer .... Charles H. Meacham  
Vice-President. .... E. H. Goldstein  
V.P. (N.Y.) .... H. R. Gelbspan  
V.P. Chg. of Sls. .... E. L. Koenig, Jr.  
Controller. .... A. E. Brizzard  
*Services Offered*— Production of motion pictures for television and production of commercials for television.

*Productions*—Oh, Susanna, Telephone Time, Charlie Farrell Shows, Blondie, My Little Margie, Trouble With Father, Public Defender, Screen Directors Playhouse.

**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 2-6464

Partners. .... Frank K. Danzig, Bart Ross  
Producers. .... Al Burton, Fred Hessler, Alan Harvey, Gordon Hunt  
Prod. Asst. .... John Martin  
Coordinator .... Joan Broese  
*Services Offered*—Package production of live and filmed television programs.

*Productions*—Beat Mr. Genius, Spotlight On Youth, The 76 Sports Club, It's Your Nickel, Musical Chairs.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.  
Phone: WEBster 6-2494

President & Owner. .... Danny Rouzer  
*Services Offered*—Complete 16mm. production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rental.

**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.

**Sande-Greene & Associates**

"Creative Consultants"  
8400 Sunset Blvd., Hollywood, Calif.  
Phone: OL 6-0300

President. .... Robert L. Sande  
Exec. V.P. .... Larry Greene  
Exec. Secy. .... Pat Carson  
*Services Offered*: Creator-Producers of the unusual in radio-TV musical commercials, Musical production—aids for radio and TV stations. Producers of entertainment—public service—documentary and commercial films, records and transcriptions.

*Productions*: KFWB, Hollywood "Color Radio" Musical Station Aids, Radio spots for National NuGrape Co. KGB "Pulse Beat" San Diego.

**Sarra, Inc.**

200 E. 56th St., New York, N. Y.  
Phone: MURray Hill 8-0085

President. .... Valentino Sarra  
Vice Pres. .... Morris D. Behrend  
Sales Mgr., N. Y. .... John Henderson, 3rd.  
Head Creative Dept. .... Rex Cox  
Prod. Mgr., Chicago. .... Marvin Bailey  
*Branch Office*

16 E. Ontario St., Chicago, Ill.  
Phone: WHItEhall 4-5151





Production Mgr.....M. Bailey  
*Services Offered*—Production of TV commercials, industrial and sales films, B & W & color.

*Productions* — Knox Gelatine, Rheingold Beer, Armour & Co., Campbell Taggart Assoc. Bakeries, Inc.

**Walter Schwimmer, Inc.**

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: FRanklin 2-4392

President .....Walter Schwimmer  
Sales Manager.....Bernard Crost  
Program Director....Arthur E. Pickens, Jr.  
527 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-4616

Manager .....Jack 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.

**Scott-Textor Productions**

127 East 47th St., New York 17, N. Y.  
Phone: PLaza 5-2789

Partner.....Alan R. Scott  
Partner.....Keith V. Textor  
Gen. Mgr., Prod. Mgr.....Victor Sack  
*Services Offered*—Creation and production of music, lyrics, commercials, jingles, animation tracks, and all aspects of tracks for musical or dramatized commercials for radio or TV.

*Productions* — Edsel cars, Gillette razors and blades, RCA-Victor TV, L & M cigarettes, Chrysler cars, Mercury cars, Ford Family of Fine Cars, Cheerios, Nestles Chocolate, U. S. Air Force.

**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

President .....Ed Berkson  
Vice-President .....Myron Mills  
V.P.—Sales.....Peter M. Piech  
*Services Offered*—Distributor and syndicator of Judge Roy Bean; Mickey Rooney Show; 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  
V.P., Business Affairs.....Burton Hanft  
Adv. & Prom.....Henry S. White  
Legal .....Daniel Glass

Merchandising .....Edward Justin  
Program Dev.....Steven Krantz  
Publicity .....Gene Plotnik  
East'n Production.....B. Berenberg  
Comptroller .....M. Klein

*Sales*

V.P. in Chg. Sales.....J. H. Mitchell  
Dir. Sta. Ops.....Robert Salk  
Dir. Int'l. Ops.....W. H. Fineshriber, Jr.  
Dir. Syndicated Sls.....Jerome Hyams  
Mgr., Syndication.....Robert Seidelman  
Ass't Dir., East'n Area Mgr....Ben Colman  
Central Area.....Stanley Dudelson  
North-Central Area.....William E. Young  
West'n Area.....Richard Dinsmore  
South'n Area.....Frank Browne  
Sales Dev.....Pierre Marquis  
Canadian Sales.....Jos. Dunkleman,  
Lloyd Burns

British, European Sales .....Jack Crook  
Lat.-American Sales .....John Manson  
Coordinator .....James Dodd

*Production*

1334 N. Beachwood, Hollywood, Cal.  
Phone: HOLlywood 2-3111

Exec. in Chg. Prodn.....Irving Briskin  
V.P.—Production .....Harry Ackerman  
Prod. Exec.....Fred Briskin  
Programing .....Douglas Whitney  
Prog. Develop.....William Sackheim  
Publicity .....Jerry Hoffman

*Production*—Father Knows Best, Captain Midnight, The Adventures of Rin Tin Tin, 77th Bengal Lancers, Circus Boy, Damon Runyon Theater, The Patti Page Show, Tales of the Texas Rangers, Celebrity Playhouse, Jungle Jim, Playhouse 90, George Sanders Mystery Theater, Wild Bill Hickok, Shirley Temple's Storybook, Tales of Frankenstein, The Web, Casey Jones, Rauch Party, Ivanhoe, All Star Theatre, Top Plays of 1958, Jet Jackson, Big Playback, Crusade In Europe, Three Guesses, 53 Serials, 300 Comedies and Short Subjects, 52 "Adventure of Pow Wow," 334 Cartoons, 104 Hollywood Movie Parade, 39 Hollywood Premiere Parade, 52 Hollywood Mystery Parade, 52 Hollywood Value Parade, 52 Shock, 135 Westerns, 13 Cowboy Theatre, 309 Add'l Features.

**Sherman Glas Productions,**

7142 Sunset Blvd., Hollywood 46, Calif.  
Phone: HOLlywood 7-8151

President .....Sherman Glas  
Secretary .....Maggi Farkas  
*Services Offered*—Produce animated TV-Radio spots.

*Productions*—Pall Mall Cigarettes, Budweiser Beer, Lincoln-Mercury.

**Signal Productions, Inc.**

6269 Selma Ave., Hollywood 28, Calif.  
Phone: HO 2-6471

President, Gen. Mgr....Everett F. Tomlinson  
Director of Sales.....Edwin W. Buckalew  
*Services Offered*—Producers of film commercials for TV.



*Productions*—Recent film commercials produced for Nucoa Margarine, Ralston Cereals, Knickerbocker Toys, Black Magic Planter Mixes, etc.

**Simmel-Meservey, Inc.**

9113 W. Pico Blvd., Los Angeles, Calif.  
Phone: CRestview 4-6156

President .....Louis Simmel  
Sales Manager.....(Mrs.) Sue Newlin  
*Services Offered*—Producers and distributors of film series and shorts, most of which are 1/4 hour.

**Al Simon Productions, Inc.**

*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.  
*Productions*—Panic.

**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*—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

**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.**

319 E. 44th St., New York 17, N. Y.  
Phone: MUrray Hill 5-9010

President .....Fletcher Smith  
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  
*Services Offered* - Live and filmed television commercials, programs and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

*Productions*—Du Pont "Tyne & Tontine" commercials, Vinyl Fabrics Institute, "Family Room," U. S. Rubber, American Fore Insurance Group.

**Soundac Productions, Inc.**

2133 N. W. 11th Ave., Miami 37, Fla.  
Phone: FRanklin 4-2655

Pres., Gen. Mgr.....Robert D. Buchanan  
Production Manager.....Jack Selich, Jr.  
Art Director.....Robert C. Biddlecom  
Chg. of Photo.....Edward Bollinger  
*Services Offered* - Animation and live-action photography for industrials and commercials. Specialists in production animated syndicated shows for television. Complete film service from writing to final production.

*Production* - 100 full-color animated film animated film cartoons. The Adventures of Col. Bleep; A Dozen And One--color industrial film; TV commercials for L & M Cigarettes, Stop & Shop Supermarkets, Howard Johnson's Restaurants.

**Sound Masters, Inc.**

165 W. 46th St., New York 36, N. Y.  
Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens  
President.....Francis C. Wood, Jr.  
V.P., TV Prodn.....Howard F. Magwood  
Vice-President.....John H. Tobin  
Secretary.....Marian L. Price  
Treasurer.....Stella K. Benders  
*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* - Training films for U. S. Navy; U. S. Marine Corps: Floor Show for A. T. & T.; Challenge of the Future for Sun Oil Company; Billfish Safari for McLouth Steel Corp.; Red Letter Days for Winchester; Golf's Longest Hour for U.S.G.A.; TV commercials for Kent, Pontiac, Milkbone Dog Biscuits, Mental Health, Vaseline Hair Tonic, Spic and Span, Borden's Instant Coffee, General Electric, Armour's Dash, Diamond Match, Plymouth, Royal McBee, Sanka, American Red Cross, Ponds.

**Soundtracks**

236 West 52nd St., New York 19, N. Y.  
Partner .....Harry Basch  
Partner .....Donald Fellows  
*Services Offered* - Producers of dialogue and musical soundtracks and jingles for radio-TV spots and industrial films.



Productions—Vicks Cough Drops, Wash 'n Dri, Sparky—the Fire Dog, Vicks Vapo-Mist, Soil-Off, Manufacturers Trust Co., Bunny Bread, Laurel Shopping Center, Cardinal Bread, Springmaid Sheets, Cities Service Gasoline, etc.

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. Monty Raphaelson Services Offered—Motion picture film, features for television broadcasting.

Splendex Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif. Phone: CR 4-7266 General Partner Charles Wick Services Offered—Financing TV films.

Square Deal Pictures Corp.

Pines Bridge Road, Ossining, N. Y. Phone: WIlson 1-2617 V.P., Gen. Mgr. Donn Marvin 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, Inc.

1040 N. Las Palmas, Hollywood, Calif. Phone: HOLlywood 7-3111 Producer, Dir. Ozzie Nelson Associate Producer Leo Pepin Cameraman Neal Beckner Music Director Buzz Adlam Services Offered—Producing the television series, "Adventures of Ozzie and Harriet."

Al Stahl Productions Animated Productions, Inc.

1600 Broadway, New York 19, N. Y. Phone: COlumbus 5-2942 President Al Stahl Art Director Tony Garcia Director Jack Weisburg Production Manager Dave Davidow Technical Director Gaylord Welker 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 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.

211 West 53rd St., New York 19, N. Y. Phone: JUdson 2-0770-1

President Max Wolf Associate Al Roth Services Offered—Talent representatives, casting, production, and packaging of films.

Wayne Steffner Productions

6223 Selma Ave., Hollywood 28, Calif. Phone: HOLlywood 3-4173

President Everett F. Tomlinson V.P., Chg. of Sls. Edwin W. Buckalew Services Offered—Create and produce "live" or film programs for television; create, produce and syndicate radio programs; write and film industrial and business films, 35 mm., B & W or color.

Productions—TV—You Asked for it, ABC-TV, Skippy Peanut Butter, division of Best Foods, Inc. RADIO—Syndicators of Art Baker's Notebook (780 quarter-hour episodes); Point Of Law (625 five-minute episodes); Don't You Believe it (260 five-minute episodes).

Sterling-Movies U. S. A., Inc.

6 East 39th St., New York 16, N. Y. Phone: MUrray Hill 3-6300

President Saul J. Turrel Vice-Presidents Charles F. Dolan, Sophie C. Hohne Oper. Dir. Robert Kirsten Mgr. TV Dept. Ophelia Brussally Services Offered—Distributors of sponsored "free" films to television stations and to general 16 mm. audiences.

Sterling Television Co., Inc.

6 East 39th St., New York 17, N. Y. Phone: ME 3-6300

President Saul J. Turrel V.P. in Chg. of Sales Bernice Coe Gen. Sales Mgr. Kirk Torney Sec., Treas. Robert E. Rhodes Services Offered—Producer and distributor of TV features, shorts and film series. Distributor for independent producers.

Productions—Abbott & Costello, Bowling Stars, Cartoon Classics, Famous Cartoons, Time In For Sports, Features, Little Show, Little Theatre, Invitation Playhouse, Paul Killiam Show, Ray Forrest Show, Ballets De France, Gadabout Gaddis, Hock, Line and Sinkers, Adventures In Sports, Betsy And The Magic Key, Music For Everybody, This Land Is Ours, The Vienna Philharmonic, Bowling Time, Movie Museum, Crusade in the Pacific, Jungle Adventure, Animal Crackers, I'm the Law, American Wit and Humor.



**Stockdale & Company, Inc.**

729 West Sixth St., Salt Lake City 4, Utah  
Phone: ELgin 5-5511

Pres., Gen. Mgr. .... G. L. Stockdale  
Vice-President ..... Calvin Briggs  
Secretary-Treasurer .... G. Lucille Stockdale

*Services Offered* - Industrials, TV commercial films, TV slides, all commercial photography, have facilities to handle all work in 16 mm, B & W or color.

**Wilbur Streech Productions, Inc.**

135 West 52nd St., New York 19, N. Y.  
Phone: JUdson 2-3816

President ..... Wilbur J. Streech  
V.P., Sales ..... Andrew T. Halmay  
Exec. Prod. .... Harry Wuest  
Assoc. Prod. .... S. J. Hazard  
Art Director ..... Paul K. Freeman

*Services Offered* - Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and public relations film; sound slidefilms and theatrical features.

*Productions* - TV Commercials for: Fab, Halo Shampoo, Brylcreem, Eno Fruit Salts, Gallo Wine, Yellow Pages, Crayola, Polaroid Land Camera, Sinclair Oil and Gasoline, Welsh Grape Juice Co., Teat Council, Dodge-DeSoto, Colgate Tooth Paste, Air Force Reserve and Promotion trailers for ABC-TV Network, Industrial films for: Chambersburg Engineering Co., The Haloid Corp., General Chemical Division of Allied Chemical and TWA.

**Stoue Film Library**

(Established 1908)

310 West 73rd St., New York 23, N. Y.  
Phone: ENdicott 2-6194

Owner ..... Dorothy T. Stone

*Services Offered* - Producer and packager of motion picture films and films for television.

*Production* - Stranger Than Science, Flicker Frolics, Foodini The Great, Pearson Merry Go Round.

**Studio City TV Productions, Inc.**

4020 Carpenter, North Hollywood, Calif.  
Phone: PO 3-8807; N. Y.: JU 6-1700

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.

**Bill Sturm Studios, Inc.**

723 Seventh Ave., New York 19, N. Y.  
Phone: JUdson 6-1650

Pres., Tech. Dir. .... William A. Sturm  
Sec., Creative Dir. .... Orestes Calpini  
Treas., Sls. & Prod. .... Albert D. Hecht  
Production Manager ..... John E. Allen  
Chief Editor ..... Walter Bergman

*Services Offered* - All motion picture services including animation, live action, stop motion and special effects.

*Productions* - National Biscuit Co., Metro-Goldwyn-Mayer, Ronson Corp., Niagara Mohawk Power Corp.

**Superman, Inc.**

7321 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.

**TCF Television Productions, Inc.**

1117 N. Western Ave., Hollywood 27, Calif.  
Phone: HOllwood 2-6231

Exec. in Chg. of TV Prod. .... Irving Asher  
Studio Mgr., Controller ..... John K. Brent  
Production Manager ..... J. Paul Popkin  
Casting Director ..... Richard Stockton  
Bus. Affairs Mgr. .... Charles G. Bole

*Services Offered* - Complete television production staff and facilities - Limited studio rental facilities, etc.

*Productions* - My Friend Flicka, TCF Hour, Broken Arrow, How To Marry A Millionaire, Man Without A Gun, Perry Mason.

**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 Langton.

**Telecast Films, Inc.**

247 W. 46th St., New York, N. Y.  
Phone: JUdson 6-5480



President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig
Services Offered—Production and distribu-
tion of films for TV.

Telefilm Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
Phone: CR 4-7266
General Partner.....Charles Wick
Services Offered—Financing and produc-
tion 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 Zaftet
Services Offered—Production of motion
pictures; TV filmed commercials in anima-
tion or live action; animated and optical
special effects in color or black and white,
exclusive color control equipment, 35 mm.
and 16 mm. production.

Tele-Pictures, Inc.

10125 W. Washington Blvd., Culver City, Cal.
Phone: VE 9-2293
President.....E. J. Baumgarten
Exec. for Operations.....J. A. Byers
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 mix-
ing and dubbing, editing, and screening.
Full package or rental production arrange-
ments; live action and animation. TV, in-
dustrial, and commercials.

Productions—The Story of Profit Sharing,
for Sears-Roebuck; Toro—The Modern
Power Tool, for BBD&O; Bonus Sales Pro-
gram, for Helene Curtis; The New Frontier,
for Aerojet General; The Lighted Window.

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
Edit. Super.....Hans Graff
Services Offered—Motion pictures for tele-
vision in color or black & white, TV com-
mercials, studio and location work, complete
packaging service, 35 mm. and 16 mm. editing
and recording, animation, stop motion.
Productions—Zoo Parade; Cooking Magic,
World Safari.

Telescene Film Productions Co.

287 10th Ave., New York, N. Y.
Phone: CH 4-0122
President .....Robert Tobias
Services Offered—Fifteen minute television
film series, Pulse of the City; "Judge's
Chambers, and children's film series.

Telestar Films, Inc.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0940
Chmn. of Board.....Bernard L. Schubert
Exec. Vice-Pres.....David Savage
N.E. Div. Mgr.....Wallace Lancton
E. Central Div. Mgr.....Ken Israel
S.W. Div. Mgr.....Ken Rowswell
S.E. Div. Mgr.....Bill McDonald
W. Coast Div. Mgr.....Julian Ludwig
N.W. Div. Mgr.....Terry Hatch
Services Offered—TV film distribution tal-
ent, production, radio and TV package man-
agement.

Productions—White Hunter, Crossroads,
Topper, Mr. and Mrs. North, TV Reader's
Digest.

Television Graphics, Inc.

245 West 55th St., New York, N. Y.
Phone: JUdson 6-1922
President .....Bernard Rubin
Vice-President .....Leon Levy
Secretary-Treasurer.....Lee E. Blair
Prod. Super.....Sid Greenhaus
Controller.....Stanley Turitz
Sales Reps.....Warren Glinert,
Howard Linkoff
Services Offered—Producers of TV film
commercials including live-action, animation,
stop-motion, optical effects in 35 mm. color
and B & W as well as 16 mm.
Productions—Libbey-Owens-Ford, Alcoa,
Smith Brothers, Manischewitz, Virisan, Post
Cereals, H-O Cereals, Presto, Borden's, Vicks,
Maxwell House, Ballantine Beer, Tea Coun-
cil, Campbell Soup, Royal Crown Cola.

Television International Co.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
General Manager.....Paul N. Robins
Services Offered—Lease and/or sale of TV
rights domestic, foreign. Material includes
serials, shorts of all types.

Television Features of America

37 West 46th St., New York 36, N. Y.
Phone: JU 2-5130
Exec. Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered—Television film programs



productions, package and syndicated films shows, script, talent, consultation, international film service.

Television Library, Inc.

3 East 57th St., New York, New York
Phone: PL 3-1840

President... C. E. Vetter, Jr.
Services Offered—Producers and distributors of TV film.

Television Programs of America, Inc.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2100

President... Milton A. Gordon
Exec. V.P.... Michael M. Sillerman
V.P.-West'n Div.... Walter Plant
V.P.-East'n Div.... Hardie Fricberg
Gen'l Div. Mgr.... Arthur Spirt
V.P., For. Ops.... Manny Reiner
V.P., Prod.... Leon Fromkess
V.P., Sls. Coord.... Kurt Blumberg
Treasurer... William Wolfson
Secretary... Milton P. Kayle
Nat. Dir. Sta. Sls.... Stanley Levey
Co-Dirs. Nat'l Sls.... Russell Clancy, Charles Goin

Branch Offices

5420 Melrose Ave., Hollywood 28, Calif.
Phone: HOLlywood 2-6525

V.P.-West'n Div.... Walter Plant
V.P., Prod.... Leon Fromkess
612 N. Michigan Ave., Chicago, Ill.
Phone: DEarborn 2-0123

Gen'l Div. Mgr.... Arthur Spirt
Services Offered—Producers and distributors of motion pictures for television.

Productions—Adventures of Tugboat Annie, The New Adventures of Charlie Chan, Thunder Ridge, Airline Hostess, Cannonball, Halls of Ivy, The Adventures of Ellery Queen, Susie, The Count of Monte Cristo, Fury, Stage 7, New York Confidential, Last of the Mohicans, Ramar of the Jungle, Your Star Showcase.

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.

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Calif.
Phone: HO 5-5174

President... Shull Bonsall
V.P., Gen. Mgr.... William M. Bauman

Cre. Dir.... Sam Nicholson
Prod. Coord.... Bob Gamon
Animation Dir.... Paul Sommer
Film Editor.... Norm Vizents

Branch Offices

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-0416

Manager... Allan Stone
520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0196

Manager... Robert F. Kemper
Services Offered—Producer of animation and live action for TV commercials, industrial and entertainment films.

Productions—American Dairy Assoc., Esso, Vitane, S & H Green Stamps, General Electric, National Biscuit Co., Swift & Co., Northern Paper Mills, Crusader Rabbit — entertainment film.

Tel Ra Productions, Inc.

1518 Walnut St., Philadelphia 2, Pa.
Phone: KINGSley 6-4140

President... W. Wallace Orr
V.P., Adm., Spec. Events... Daniel E. Endy
V.P., Production... Daniel N. Wise
V.P., Sales... Bosh Pritchard
Director of Sales... George J. Kerrigan, Jr.

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., Teleports Digest.

Texas Raslin' Films

Cadiz & Industrial Blvd., Dallas, Texas
Phone: RIVERSide 8-2083

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.

Le Ora Thompson Associates

733 N. La Brea, Hollywood 38, Calif.
Phone: WE 8-3764

President... Le Ora Thompson
Vice-President... Carl Urbano
Services Offered—Complete production of animated TV commercials.

Productions — DeSoto, Kelloggs, Pacific Tel. & Tel., Helms Bakeries, DuPont, Schick Razor, Atlas Tires, Standard Oil Of Texas.

Ed Thorgersen

15 East 48th St., N. Y. C.
Phone: CIRCLE 6-8935

Exec. Producer... Ed Thorgersen
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.



**Transfilm Incorporated**

35 W. 45th St., New York 36, N. Y.

Phone: JUDson 2-1400

Board Chairman.....William Miesegaes  
President.....Walter Lowendahl  
Exec. V.P.....Michael A. Palma  
V.P.—Sales.....William Burnham,  
Karl P. Fischl  
V.P.—Slidefilms.....Pnd Lane  
Mgr., Animation Dept.....John Cuddy  
Dir. Puh. Rel.....Albert Boyars  
Dir. Edit. Dept.....Morrie Roizman

*Midwest Division*

The Carlton House, Pittsburgh 19, Pa.

Phone: GRant 1-6627

Manager.....Ralph Maitland  
*Services Offered*—Complete facilities for production of live-action and animated film commercials, industrial films, sound slide-films, TV programs and theatrical features. Complete on-premises facilities for every phase of motion picture production.

*Productions*—TV commercials for Camel, Air France, Robert Hall, Genesee Beer, Lipton Tea, Mazola Oil, Tidewater Oil, Sar-ka, Rambler, U. S. Rubber, Greyhound Bus, RCA Victor Records, Kelvinator, Scripto, Anacin, DuPont (Duco), Hoffman Beverage, Blue Cheer, G-E Radio, Meunin, Ad, 5 Day Deodorant, Banker's Trust Co., Corn Exchange Bank, Niagara Starch, Dutch Boy Paint, Samsonite Luggage, Macy's, Venue Pencils.

**Trans-Lux Television Corp.**

625 Madison Ave., New York 25, N. Y.

Phone: PLaza 1-31114-5

Board Chairman.....Peregrine E. Furber  
President.....Richard Brandt  
V.P. in Chg. Sls.....Richard Carlton

*Branch Offices*

1966 S. Vermont, Los Angeles, Calif.

Phone: REpublic 1-2309

1314 S. Wabash, Chicago, Ill.

Phone: WEbster 9-0628

*Services Offered*—Distribution of filmed television programs; short subject and stock footage library plus feature films available to networks, stations and advertising agencies.

*Productions*—Profile, Encyclopedia Britannica Films. Library: Feature films (drama-comedy-sports).

**TV Movie Club, Inc.**

1501 Broadway, New York, N. Y.

Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein  
Exec. Supervisor.....Richard F. O'Connell

**TV-Unlimited Inc.**

17 East 45th St., New York 17, N. Y.

Phone: OXFord 7-0725

President.....Herbert Rosen

*Services Offered*—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

**Twentieth Century-Fox  
Television Productions, Inc.**

444 W. 56th St., N. Y., N. Y.

Phone: CO 5-3320

President.....S. P. Skouras  
Executive V.P.....W. C. Michel  
Vice-Presidents.....Joseph H. Moskowitz,  
Lew Schreiber  
Treasurer.....Donald Henderson  
1417 Northwestern Ave., Hollywood 27, Calif.  
Phone: HO 2-6231  
Exec. Producer.....Irving Asher

**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. Thorn  
Secretary.....Edward H. Kavinoky

*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 Film & Recording  
Studios**

301 E. Erie St., Chicago, Ill.

Phone: SUperior 7-9114

President.....William L. Klein  
General Manager.....John King Bruun

*Services Offered*—Production of radio and TV spots, writing and production of public-relations and industrial films, sound stage and recording facilities.

*Productions*—State of Illinois, Jewish Federation of Chicago, Cook County Juvenile Delinquency series, Lathing Foundation of Chicago.

**United States Productions,  
Inc.**

(See Page 1006)

**UPA Pictures, Inc.**

4440 Lakeside Dr., Burbank, Cal.

Phone: THornwall 2-7171

Pres., Exec. Prod.....Stephen Bosustow  
Exec. V.P.—Treas.....Ernest Scanlon  
V.P., Ass't Treas.....Melvin Getzler  
V.P., TV Comm. & Snd. Films.....Herbert Klyan  
Secretary.....Maxine Davis  
Sls. Mgr., N. Y.....Eli Feldman  
Mgr., Chicago.....Peter Del Negro  
Mgr., London.....Roy Letts

*Branch Offices*

60 East 56th St., New York 22, N. Y.

Phone: PLaza 8-1405

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



Phone: ANdover 3-7566

112 Park Road, Kingston, Surrey, England  
*Services Offered*—Producers of TV spot commercials, industrial and entertainment films, animation and live action.

*Productions*—TV spots for Sunbeam, Ex-Lax, Ideal Dog Food, Sealy Mattress Co., Coca Cola, Colgate Shaving Cream, Piel's Beer, Horlicks Malted Milk, Pet Milk, etc.

### Universal Pictures Co., Inc., Television

445 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. Process prints, handle traffic and servicing. Film production primarily at U-I studios, Calif. Additional production in New York where required. Distribution of sponsored films and industrials through United World Films.

*Productions*—Du Pont, DeSoto, Ford, Marlboro, Camay, Schick, Conoco, Coca Cola, S. C. Johnson, Dow, Campbell Soup, Parliament, Post Cereals, Kellogg's, Pillsbury, Scotch Tape, Pepsi, Oasis, Dodge, Plymouth, Lustre Creme, Union Oil, U. S. Army, Navy, National Guard, Lux, American Health Studios, Lava, Joy, American Home Co., Burgerbeister Beer, Nutralite Bread, Synd. Film Series—Woody Woodpecker Show.

### Van Praag Productions

1600 Broadway, New York 19, N. Y.

Phone: PLaza 7-2687

1040 N. Las Palmas Ave., Hollywood, Cal.

Phone: HO 2-1141

3143 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  
 Dir. of Prod. . . . . Gilbert M. Williams  
 V.P., Hollywood . . . . . Hugh S. Hole  
 Gen. Mgr., Detroit . . . . . Fred Frink  
 V.P., Florida . . . . . Harry J. Walsh, Jr.  
 Acc. Super., N. Y. . . . . William D. Gargan, Jr.  
 Prod. Mgr., Hollywood . . . . . Gene Harrison  
 Prod. Mgr., Hollywood . . . . . Gene Harrison  
 Prod. Mgr., N. Y. . . . . Daniel Karoff  
 Chief Editor . . . . . Oscar Canstein  
 Distribution . . . . . Robert Van Praag  
 Administration . . . . . William Schappert  
 Business Manager . . . . . Anita M. Palumbo  
 Accounting . . . . . Lois Gray  
 Casting . . . . . Joan Garan  
 Chicago Rep. . . . . Jay Norman  
*Services Offered*—16 mm. & 35 mm., Black

& White and color motion pictures for commercial, industrial, educational, promotional, documentary and theatrical presentation; slidefilms and distribution.

*Productions*—Eastern Air Lines, Mercury Div. FOMOCO, Alcoa, Chevrolet, Delco Batteries, Chrysler Corp., D-N Boron gasoline, Dodge Div. Chry. Corp., Westinghouse, Schick, Platex, Plymouth Div. Chry. Corp., United Nations.

### Video Color, Inc.

11 East 48th St., New York 17, N. Y.

Phone: MUrray Hill 8-8190

President . . . . . Lester Lewis  
 Sec.-Treas. . . . . Juliet Lewis

*Services Offered*—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

### Video Films

1004 E. Jefferson Ave., Detroit 7, Mich.

Phone: WOODward 2-3400

Sales Manager . . . . . Clifford Hanna  
 Chg. of Creative Dept.

William R. Witherell, Jr.

Production Manager . . . . . William E. Lane

*Services Offered*—Production of motion pictures for TV and industry. Editing and recording services for industrial clients. Facilities include sound stage, recording, camera, and studio equipment; animation stand and music library.

*Productions*—Silicone Protectors, Dow Corning Corp.; Dust Off Your Goggles, Monroe Auto Equipment Co.; National Bohemian Beer Spots, W. B. Doner & Co.; Progress Report No. 2 Enrico Fermi Atomic Energy Plant, Detroit Edison Co.; Standard Federal Savings Loan Spots, Denman & Baker, Inc.; Squirt Beverage Spots, Music For Everyone, AMI Inc.

### 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: LACKawanna 4-2912

President . . . . . Paul A. Wagner  
 Vice-President . . . . . George W. Goman  
 Secretary . . . . . Richard Goldman  
 Dir., Sp. Proj. . . . . Jeanette A. Sarkisian  
 Sales Super. . . . . Matthew B. McBride  
 Assoc. Prod. . . . . Frank Payne, Mike Sage  
 Const. Chief . . . . . Jack Stricker  
 Prod. Expediter . . . . . Lea Serra

Branch Office

736 N. Doheny, Los Angeles 46, Calif.

Phone: CRestview 1-0188

*Services Offered*—Complete facilities for production of motion pictures, television, commercials, programs, industrial sound stage scene construction shop.



Productions—American Petroleum, Arrid, Lifebuoy, Monmouth Park, New Departure, General Motors, Noxema, Oldsmobile, Pall Mall, Py-Co-Pay, Rise, Speidel, Stanley Products, Walt Disney, Cam-Far Records.

Video Views

5746 Sunset Blvd., KTTV, Bldg. C, Hollywood 28, Calif. Phone: HOLLYWOOD 3-4179

President ...Bradley Kemp Vice-President ...Irving 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 Secretary ...Florence Hartman Services Offered—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

Vidicam Pictures Corp.

210 E. 5th St., New York 3, N. Y. Phone: ALgonquin 4-7102

President ...Al Justin Exec. V.P. ...Andrew Gold Chg. of Prod. ...James Rose Prod. Super...David B. Reisman Scenic Design ...William Shriner Art Super...Martin Thall Bus. Mgr. ...Telsa Albee Super. Editor...James McLean Editors...Larry Applebaum, Robert Gold Studio Mgr. ...Joe Valenti Property Master...Allyn Finch Traffic Mgr. ...Russ Kone 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: DUNkirk 8-0525 N. Y. Phone: LONgacre 4-8000

Producer...William J. Faris Production Mgr...Mack Wright Director ...Bill Karm Cameraman...Guy Rose A.S.C. Services Offered—Sound, studios, camera and background projection.

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif. Phone: HOLLYWOOD 7-3111

President...James A. Bank Vice-President...H. H. Bank Secretary-Treasurer...William E. Hannam Services Offered—Production of TV shows, commercials and industrial films.

Roger Wade Productions, Inc.

15 West 46th St., New York 36, N. Y. Phone: CIRCLE 5-3040

President ...Roger Wade Vice-President ...Anne Koller Production Chief...Bill Buckley Unit Manager...David Bigelow McCormick-Ware Animation

Don McCormick

Services Offered—Production of industrial films and TV commercials, live action and animation; art services, story board, direction, anim. camera.

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y. Phone: FLORal Park 4-6795, N. Y. JUDson 6-2000

Producer Director...George Wallach Ass't Director...Maxwell Henry Services Offered—Planning, supervision, production and creation of films for television, industry and theatrical release.

Productions—It Happened in Havana, The Criminal, Reasonable Risk.

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. Hylick Secretary, Treas...L. D. Haldimand Services Offered—Studio rental with full facilities for all film production.

Bob Warner Productions

440 E. 56th St., New York 22, N. Y. Phone: PLaza 9-1145

Services Offered—Creation and production of film and live TV shows.

Warner Bros. Pictures, Inc. TV Division

4000 W. Warner Blvd., Burbank, Calif. Phone: HO 9-1251

Exec. Producer...William T. Orr Ass't. to Exec. Prod...Hugh Benson Story Editor...Jack Emanuel Ass't Story Editor...Bud Lesser Prod. (Cheyenne)...Art Silver Prod. (Sugarfoot)...Carroll Case Prod. (Maverick)...Roy Huggins Prod. (Colt 45)...Joseph Hoffman Production Mgr...Oren Haglund Supervising Ed...James C. Moore Casting Directors...Edward F. Rhine, Art Directors...Perry Ferguson, Art Loel Productions—Cheyenne, Sugarfoot, Maverick, Colt 45.

W.C.D. Productions

1600 Broadway, New York 19, N. Y. Phone: CIRCLE 7-1600

President...Harold E. Wondsel V.P., Chg. of Prod...Robert W. Carlisle



V.P., Chg. of TV.....John T. Dumphy  
 Secretary-Treasurer.....Walter Kullberg  
*Services Offered*—Producers of TV commercials, sales, industrial, and documentary films—for industry and Government. Producer-directors — own sound studio, fully equipped, offering all film services.

*Production*—American Tobacco Co., Council for Financial Aid to Education, Borden Co., DuPont de Nemours Co., Esso Standard Oil Co., General Foods Corp., Gaines Dog Food, Hazel Bishop Commercials, Proctor & Gamble.

**Louis Weiss & Co.**

655 No. Fairfax Ave., Los Angeles 36, Calif.  
 Phone: OLive 3-5350

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**

(See C & C Television Corp.)

**Ross Wetzel Studios, Inc.**

615 N. Wabash Ave., Chicago 11, Ill.  
 Phone: SUperior 7-2755

President.....Ross Wetzel  
 Prod. Mgr.....William L. Langdon  
 Sales Mgr.....Roger A. Sloan  
*Services Offered*—TV commercials, spots, slide film, displays, animation, humorous illustration, comic strips.

*Productions*—Simoniz Hi-Lite, Combo Popcorn, American Bakeries, Hunter Packing Co.

**Wick Films, Inc.**

(See Splendex Enterprises)

**Wilding Picture Productions, Inc.**

**Wilding TV**

405 Park Ave., New York, N. Y.  
 Phone: PLaza 9-0854  
 1345 Argyle St., Chicago 40, Ill.  
 Phone: LOngbeach 4-8410

President.....C. H. Bradfield, Jr.  
 V.P., Gen. Mgr.....J. A. Kellook  
 V.P., Sales.....J. A. Rheinstrom  
 V.P., N. Y. Sales.....T. H. Westermann  
 Dir. of TV Div.....Russ Rayeroff  
 Prod. Mgr.....Walter Tinkham  
 N.Y. Prod. Mgr.....William Morris

*Services Offered*—Producers of television commercials and creation and production of all audio-visual media — motion pictures, slidefilms, graphic materials, complete sales training programs, announcement shows, industrial shows, etc.

**John Wolfe & Company**

345 Shutter St., San Francisco 8, Calif.  
 Phone: YUKon 6-5010

Partner.....John Wolfe  
 Partner.....Howard S. Riddell  
 Production Manager.....Bob Gleason

*Services Offered* — Films, TV, Industry. Specialize in creation of TV and radio musical spots. Two large sound stages including modern kitchen. Complete Ampex tape recording service, all studio facilities.

*Productions*—Bank of America, Zee Paper Products, Vano Liquid Starch, So-Kleen, Blue-Chip Stamps, Musical Radio Station Breaks, Chevrolet Dealers, Series of religious films for "The Dawn." Numerous Ad Agency radio spot productions.

**World Video Productions, Inc.**

5746 Sunset Blvd., Hollywood, Cal.  
 Phone: HOllywood 9-3609

Producers.....Hal Davis & Jerry Hill  
 Assoc. Prod.....Art Hannifin  
*Services Offered* — Producers of film programs for television.

*Productions*—"Treasure Unlimited."

**Ziv Television Programs, Inc.**

488 Madison Ave., New York, N. Y.  
 Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv  
 President.....John L. Sinn  
 V.P. in Chg. Sales.....Maurice J. Rifkin  
 V.P. Chg. West Coast.....Maurice Unger  
 V.P. Chg. Midwestern Div.....Al Unger

*Syndicated Sales Dept.*

Synd. Sls. Mgr.....Walt Kingsley  
 N.Y.C. Sales Mgr.....Len Firestone  
 Midwestern Div. Mgr.....Ed Bromman  
 West Coast Div. Mgr.....Allen Martini  
 East Coast Div. Mgr.....Jack Gregory

*National Sales Dept.*

Sales Manager.....James Shaw  
 Midwestern Div. Mgr.....Jerry Kirby  
*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, Harbourmaster, Tombstone Territory, Sea Hunt.

**Maurice H. Zouary Television Productions**

333 West 52nd St., New York 19, N. Y.  
 Phone: Circle 6-4821-2

Owner.....Maurice H. Zouary  
*Services Offered*—Production of film and live shows and commercials, packager. Facilities for editing, slides-film-strips-title services, 7,000,000 feet of stock shots for rental.



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**GOLOMAN, HAROLD**, executive vice president in charge of sales for National Telefilm Associates, Inc. was born in New York City. At 16 joined Amalgamated Radio Network. Active in theatre as distributor, owner and managed a chain of record shops. In 1948 joined Snader Tele-descriptions as partner and eastern sales manager. In 1951 organized Television Exploitation, Inc. In 1954 organized Comet TV, and later joined NTA.



**RICH, ROBERT W.**, general sales manager of Associated Artists Productions, Inc., was born in Yonkers, N. Y. While attending Oberlin College worked for NBC in Cleveland. In 1939-40 did news editing for NBC in San Francisco and N. Y. In 1946-48 headed G.E.'s short wave news setup, then manager of California radio stations. In 1953-55 was program manager at WPIX, N. Y. and joined AAP in 1955.



**GLUCK, NORMAN E.**, general sales manager in charge of TV for Universal Pictures Co. Inc., was born in Racine, Wisc. In 1932-34 worked for RKO Theatres in Albany district. In 1935-46 associated with Skouras Theatres. Joined U.S. Army in 1946-47. Later was managing director of Park Ave. Theatre. In 1949 joined United World Films. In 1951 was named vice president and director of UWF to present position.



**RIFKIN, MAURICE J.**, vice president in charge of sales for Ziv Television Programs Inc., was born in Marinette, Wisc. He is married and has two children. His first industry position in 1937 was as an account executive at WKBN, Youngstown, O. In 1939 he joined Ziv as an account executive. In 1949 became sales manager of Ziv TV and in 1953 vice president in charge of sales. His hobbies are yachting and fishing.



**HYAMS, JEROME**, director of syndication for Screen Gems, Inc., was born in New York City. In 1934 entered the industry with Guaranteed Pictures, formed into Commonwealth Pictures in 1938 and became sales manager. In 1947 became vice president in charge of sales for Commonwealth Films and TV. In 1950 formed Hygo Tv Films, Inc. as president and in 1956 merged with Screen Gems, Inc.



**REINER, MANNY**, vice president of foreign operations for Television Programs of America, Inc., was born in New York City. In 1933 with Warner Bros., MGM, Monogram, Louis G. Cowan and Paramount Pictures. In 1942 with Office of War Information; program director Voice Of America in Iceland. In 1944 films officer for the Army and State Dept. In 1946 joined David O. Selznick Enterprises.



**CLARK, WILLIAM L.**, vice president director of western sales for ABC Film Syndication, has been engaged in commercial TV for the past ten years in sales and sales management. Began selling national co-op with Mutual. Following two years in radio switched to TV and joined Dumont sales staff. Then moved to WPIX-TV in N.Y. and ABC-TV Network. In 1953 opened West Coast office of ABC Film Syndication.



**CURTIS, DANIEL M.**, who is regional program sales manager of NBC TV films division of California National Productions, was born in Bridgeport, Conn. A graduate of Syracuse University. He is married and has one child named Linda. Curtis entered the industry as a salesman for NBC TV Films. He is a member of the Radio Television Executives Society. His main hobby now is golf.





**HOWELL, JOHN F.**, general sales manager CBS TV Film Sales Inc. was born in New York City and educated at U of Wisconsin. He entered the industry in 1946 as vice president for Stephen Slesinger, Inc. In 1950 joined Paramount TV Productions as director of sales and merchandising. In 1953 joined CBS TV Film Sales. He is married and has three children. Hobbies: fishing, hunting and Little League baseball. Is a member of RTES.



**TABAKIN, BERNARD**, vice president in charge of western division sales for National Telefilm Associates Inc., was born in Cleveland, O. He attended both Kent State and Columbia University. Tabakin is married and has two children. He first entered the industry with MCA and then went into production. Among his production credits are "China Smith" and several other feature films. He joined NTA as an account executive in 1955.



**FINKELOEY, WILLIAM**, syndicate sales manager for RKO Television, was born in Palmerton, Pa. He attended Colby College and is married with two children. He entered the industry as a part-time announcer in college. In 1946 joined WTVL, Waterville, Me., and later was associated with WLAM, Lewiston. Broadcast division of Capitol Records, Consolidated TV Sales and CBS TV Film Sales, Inc. He is a member of RTES.



**FINESHRIBER, WILLIAM H. JR.**, director of international operations, Screen Gems, Inc., was born in Davenport, Ia. Educated at Princeton and Sorbonne. Joined CBS in 1931. In 1937 manager, Carnegie Hall. In 1946-49 manager program dept at CBS. In 1949-53 with Mutual. In 1953 vice president and general manager radio TV network NBC, in charge of radio network in 1954. In 1956 vice president, TV Programs of America.



**HARPER, RICHARD A.**, general sales manager for MGM-TV division of Loew's Inc., was born in Johnstown, Pa. Educated at U of So Calif and Columbia U. In 1939-42 with National City Bank of N. Y. on overseas duty. In 1946 with U. S. Navy and later at MGM in N. Y. In 1948-52 special sales rep at MGM. In 1952 with Shea Theatres. In 1953 rejoined MGM as circuit sales manager. In 1956 was director of operations for MGM-TV.



**PLANT, WALT**, vice president western division of Television Programs of America, Inc., was born in Brooklyn, N. Y. He is married and has four children. Prior to joining TPA in 1956 as an account executive, he was general manager and producer for Horace Heidt and operated his own real estate business in California. In 1957 he became vice president of TPA and later was re-assigned to the western division.



**DONIGER, BABETTE J.**, head of sales and president of Editorial Films Inc., started her own company in 1952 after producing live TV daytime women's programs in N. Y. Educated at Elmira College and Penn State U. she has had agency, station and production experience. She is a member of New York City Board of American Women in Radio and TV, RTES, National Home Fashions League, Advertising Women of New York.



**UNGER, ALVIN E.**, vice president in charge of sales at the Chicago Office of Ziv Television Programs, Inc., was born in Cincinnati, O. He is married and has two children, Michael and Holly Ann. Unger first entered the industry in 1939 with the Ziv sales organization and has been with the company since. He is well known throughout the midwest. Among his hobbies are golf and bowling.





**ANDERSON, HOWARD B.**, central division manager for ABC Film Syndication, Inc., was born in Denver, Colo. Educated at U. of Utah. Started in TV business in 1948 as producer-director at KDYL-TV, Salt Lake City. In 1951 joined WFAA-TV, Dallas, as film director and program director. In 1953 was southwestern sales rep for MPTV. In 1954 joined ABC Films and transferred from Dallas to Chicago as division manager in 1956.



**FIRESTONE, LEN**, New York sales manager for Ziv Television Programs, Inc., was born in Pittsburgh, Pa. and attended Duquesne University. He is married and has two children. He first entered the industry in 1947 as an announcer with WPGH, Pittsburgh. In 1950 became sales manager for Unity Television Corp. In 1954 he became associated with Ziv. Len's hobbies include fishing, boating.



**KLAUBER, DONALD**, who is station and national sales director for Associated Artists Productions, Inc., was born in New York City and attended Columbia University. He joined AAP in 1952 as a salesman, advancing to his present position. He is married and has one child, Michael. Among his hobbies are golf, tennis and photography. Klauber is a member of the Radio-TV Executives Society.



**BLUMBERG, KURT**, vice president for sales coordination for Television Programs of America, Inc., is married and has two children. After graduating Princeton he worked for R. H. Macy. Three years later he became associated with Ziv where for two and half years he was assistant to the vice president in charge of sales. He joined TPA during its organization in September 1953. Kurt served in the Pacific during the war.



**SEIDELMAN, ROBERT**, syndication sales manager for Screen Gems, Inc., was born in New York City and attended N.Y.U. Entered the industry in 1946 with United World Films TV dept. In 1949-50 was with Universal International 16mm sales, then joined Hygo TV Films. During 1951-56 was vice president, sales manager of Hygo, also vice president, co-owner of Unity TV Corp. In 1957 joined Screen Gems.



**OGDEN, CLIFFORD**, western sales manager for NBC TV Films division of California National Productions, was born in Paola, Kan. He entered the industry in 1937 as salesman for R. U. McIntosh transcribed radio programs. In 1938 joined KTMS, Santa Barbara. Later associated with Procter & Gamble. Then joined KGO, San Francisco. In 1946-52 joined Broadcast division of Capitol Records, Inc.



**WEIS, PIERRE**, general manager of Economee Television, a division of Ziv Television Programs, Inc., was born in Lille, France. He is married and has two children. Weis entered the industry in 1941 as vice president in charge of sales for Langworth. In 1951 he became general manager of World Broadcasting. In 1956 he assumed his present position with Economee. His hobby is golf.



**KOBLENZER, WILLIAM**, is director of sales, National Telefilm Associates, Inc., Film Network. In 1944 joined Music Corp. to head organization's radio department in Chicago. In 1947 joined Frederic W. Ziv Company in charge of live programming. In 1949 joined DuMont TV network. He was national sales manager when he left to occupy similar post with DuMont's Electronic division. In 1956 joined ABC-TV.





**KINGSLEY, WALTER**, general sales manager, syndication for Ziv Television Programs, was born in New York City and educated at Amherst. In 1947 was a salesman for WHOB. In 1949 joined WCOP, Boston, and in 1950 came to Ziv as an account executive. Later was sales manager of western division then national sales and in 1957 assumed present post. Hobbies include piano and drums. Is a Member of Big Brothers



**BADER, DAVID A.**, general sales manager for Atlantic Television, was born in New York City. Entered industry as press relations, story editor for Century Comedies. Later joined Universal as aide to Carl Laemmle, president. Represented U in Europe for 10 years. Branched out as literary agent. Was associated with Commonwealth as assistant to president. In 1953 joined Atlantic TV. Member of RTES



**FRIEBERG, HARDIE**, vice president in charge of eastern division of Television Programs of America, Inc., is a native New Yorker. While in public relations he represented a number of national TV personalities. He was also a producer. Hardie was associated with Ziv and the U.S. Naval Bureau of Personnel and Ordnance as a civilian adviser. He joined TPA in December 1953, a few months after the company was formed



**MITCHELL, JOHN H.**, vice president in charge of sales for Screen Gems, Inc., was born in New York City and educated at Michigan University. In 1937 he was with Erwin Wasey & Co. In 1939 manager sales service department of Mutual Broadcasting System. In 1946 was with U.S. Navy, WVET and Honel Corp. In 1948 was director of TV for United Artists and in 1952 was appointed vice president of TV department



**KATZ, NORMAN**, director of foreign operations for Associated Artists Productions, Inc., was born in Scranton, Pa. and attended Columbia U. He entered the industry in France in 1949 working in production for a film company. Returned to the U.S. In 1950 was vice president of Orcina International Films. In 1954 joined AAP as executive vice president of Dominant Pictures and director of foreign operations.



**EZZES, ERWIN H.**, vice president, director, general sales manager for C & C Television Corp., was born in New York City. In 1945 entered industry as salesman for United World Films, later became vice president, director and sales manager. In 1950 was salesman for Flamingo Films which merged with Associated Artists into Motion Pictures For TV. In 1951 was vice president, sales manager for MPTV; in 1954 with Guild.



**HORTON, KING**, vice president in charge of sales and promotion for Telestudios, Inc., is a graduate of Syracuse U. He served with CBS as account executive in radio, sales manager, program director of CBS-owned WEEI, Boston. Was eastern sales manager of CBS TV network. Pacific sales manager of both CBS radio and TV networks. In 1950 formed King Horton Productions. Later with McCann-Erickson in N. Y.



**GRAFF, JONNY E.**, vice president in charge of sales for Midwest operations of National Telefilm Associates, Inc., was born in Atlantic City, N. J. Entered radio in 1942 as writer-producer at WEEI, Boston. In 1945 with Donahue & Coe as writer-director. In 1947 head of programs at WBKB, Chicago. In 1950 vice president in charge of sales for Snader Telecriptions. In 1953 with NTA. Hobbies: golf, song writing.





**WILLIAMS, PHIL**, vice president in charge of syndication sales for ABC Film Syndication, is married and has two children. In 1937 he joined Time, Inc. and had been with them for 15 years in sales, public relations and advertising. In 1952 was with Ziv as spot sales manager of eastern division. He is a member of RTES, TRAC, N. Y. Advertising Club, Poor Richard Club and Sales Promotion Executive Club of Phila.



**SILLERMAN, MICHAEL M.**, executive vice president in charge of all sales for Television Programs of America, Inc., was born in Baltimore and attended Johns Hopkins. From sales and advertising into TV via Alvin Austin Associates, Fairchild Publications and then J. Miller. Was vice president, John D. Boyle Co. also The Biow Co. From 1932-35 owner-producer for Hamilton Radio Prod.; organized Keystone in 1940.



**MANSON, JOHN N., III**, vice president and general sales manager, Screen Gems, Latin America, was born in Wausau, Wisc. He is married and has two children. Educated at University of Illinois. In 1948 was copywriter for NBC in N. Y. In 1950 joined BBDO as copywriter in Cleveland. In 1951 was vice president of Noble Advertising in Mexico City. In 1955 joined Screen Gems.



**LESLIE, ALEXANDER D.**, national sales manager for Modern Teleservice, Inc., was born in Beachurst, N. Y. He attended CCNY. He is married and has three children. After five years in the U. S. Navy in 1949 was N. Y. office manager for Modern Talking Pictures; in 1956 joined Modern Teleservice as member of sales staff; in 1958 appointed to present post. He is a member of RTES.



**SHAW, JAMES T.**, national sales manager, national sales department of Ziv TV Programs, Inc., was born in Gary, Ind. He is married and has three children. Entered industry as producer-writer for Brand Productions, later radio-TV director at Henri, Hurst & McDonald agency. In 1956 joined Ziv as central division sales manager, assuming present post in September 1957. Hobbies are hunting and fishing.



**KWARTIN, PAUL**, executive vice president of Associated Artists Enterprises, Inc., was born in Hungary. He was educated at the University of Denver. Paul has been in radio-TV and motion pictures for over 20 years. He joined AAP in 1954, beginning in national sales and is presently heading up merchandising activities. He is a member of RTES and board of governors of Silvermine Guild of Artists.



**MENDELSON, ALFRED L.**, assistant sales manager, Universal Pictures Co., Inc. TV department, was born in New York City. In 1942-46 was with U.S. Air Force. In 1946 entered the industry as a publicist for Universal. In 1950-55 was manager of radio and TV promotion and publicity; also producer-director of Movie Page Ball for SPG and actor-director with Little Theatre Group. He is a member of RTES.



**LEO, JOHN**, director of TV feature sales for United Artists, was born in Des Moines, Ia. He was educated at San Jose State College and San Francisco Law School. He is married and has two children. In 1943 entered the industry for Republic Pictures. In 1946-50 was western district sales manager for Eagle-Lion. In 1952-56 sales manager Telepictures, Inc. His hobbies include all sports.



**FLORSHEIM, STANLEY C.**, general sales manager of NTA's Famous Films Programs for TV, entered the industry in 1942 to organize the ABC cooperative program department. In 1947 was with Adam Hal Company In 1948 joined Ziv as eastern sales manager, later became general sales manager In 1954 organized Economee Program division of Ziv TV, and became general sales manager



**JUNKIN, RAYMOND**, vice president in charge of sales for Official Films Inc., was born in New York City. He received his education at the University of Alabama and U. of Pennsylvania. He is married and has two children. Junkin joined Official in 1953 supervising sales in the south-western area, became assistant to the president in 1957 and elected vice president in charge of sales in 1957



**GREGORY, JACK**, sales manager, eastern division, syndication sales for Ziv TV Programs, was born in Alliance, Neb. In 1940 joined Allied Advertising Agency and became office manager in 1947. In 1950 was account executive with ABC in San Francisco. In 1953 joined Ziv as account executive, then spot sales manager, becoming western division sales manager in 1955 and eastern division sales head in 1957.



**CONANGLA, RAUL C.**, Latin American sales coordinator for ABC Film Syndication, Inc., was born in Havana. He is married and has one child. From 1943-45 with U S Army, ETO In 1945 joined American Merchandise Mart as export manager, later was associated with Aircraft-Marine Products, Inc. In 1954 with Westinghouse Electric International Distributors in Havana. Is a member of International Ad Assoc.



**DINSMORE, RICHARD**, western area manager for Screen Gems, Inc., was born in Tarrytown, New York He was educated at The University of Rochester and Eastman School of Music He is married and has two children Dinsmore entered the industry in 1938 in association with NBC in New York. From 1942-52 he was musician and producer for Radio and TV Production in San Francisco. In 1953 joined Screen Gems, Inc



**SPIRT, ARTHUR**, central division manager of Television Programs of America Inc., was born in Waterbury, Conn He was educated at various schools in Connecticut and Massachusetts He is married and has one child. Prior to joining TPA in 1956 he had been in the real estate field His hobbies include sports of all kinds He is a member of the yacht club at Martha's Vineyard



**PIECH, PETER M.**, vice president in charge of sales for Screencraft Pictures, Inc., president of Quintet Productions, was born in New York City. Entered industry in 1947 as partner in Piech-Udell Productions, 1949 staff writer on various TV shows. Joined Ohio Video TV in 1950 as sales director, 1953 headed Screencraft new TV department, 1955 became president of Quintet. Hobbies are music, hunting and books.



**FRIEOLAND, LOU**, vice president in charge of station program sales for MCA TV Ltd., was an instructor in Applied Psychology at NYU. until World War II, when he served with the U.S. Navy. Later he was assistant to the president at Gettlinger Associates in film and TV financing In 1952 he joined MCA TV as account executive, became head of station sales in 1953, vice president in 1954, board member in 1955





**McMANUS, T. J.**, vice president, international sales for MCA-TV Ltd., was born in New York City. He attended Columbia and St. John Law School. Entered the industry via Telenews Productions in 1950. In 1952 joined United TV Programs; 1953 became eastern sales manager. In 1954 became associated with MCA-TV when UTP merged with former, continued as eastern sales manager until 1955, then international head.



**YOUNG, WILLIAM E.**, North-Central area manager for Screen Gems, Inc., was born in Chicago. He was educated at the University of Miami. He is married and has two children. From 1941-45 Lt. Col. USAR (Ret.) In 1945 entered the industry with NBC in radio recording division. In 1947 with Capitol Records. 1949 was with Langworth Feature Programs. In 1952 with Unity TV and later with Hygo TV.



**GREGORY, SHERMAN**, New York City sales manager for ABC Film Syndication Inc., was born in Westington Springs, S. Dak. Entered industry in 1926 as radio engineer, then asst. general manager with Westinghouse Radio Station Inc. From 1938-48 with KDKA, Pittsburgh; NBC o & o station WEAF; Schenley Industries; Campbell Soup and Tele Spots Inc. In 1949 with Roy S. Durstine and Transportation Displays.



**LOW, MARTIN L.**, vice president in charge of sales for Robert Lawrence Productions, was born in Cincinnati, Ohio. He was educated at Swarthmore College. He is married and has two children. In 1945 was a Lt. Col. USAF; in 1949 sales engineer with Cincinnati Milling Machine. In 1956 was in sales and design for Bernard Bernstein Textile Company. Among his hobbies are tennis, skiing and do-it-yourself.



**GERMAN, WILLIAM J.**, president, in charge of sales W. J. German Inc., was born in Fort Huron, Ontario, Canada. Entered industry in 1906 with Eastman Kodak, Rochester; 1921 manager GM lab, Paragon and Sen-Jac Labs; 1922 associated with J. E. Brulatour Inc.; 1924 vice president and general manager; 1946 president J. E. Brulatour; 1952 president W. J. German Inc. Member SMPTE, AMPAS and ASC.



**MARTINI, ALLEN V.**, sales manager, western division, syndicated sales department of Ziv Television Programs, was born in Texarkana, Tex. In 1951 he entered the industry as sales manager for Filmmakers Releasing Corp. In 1953 joined Ziv as account executive, becoming spot sales manager in 1955, and assumed his present post in 1957. Hobbies, tennis and flying. He is a member of the Variety Club.



**CORWIN, GERALD S.**, sales manager for National Telefilm Associates in an 8-state area, attended the University of Minnesota and Missouri. He is married and has two children. In 1939 was free lance producer at WDGY. In 1946 joined Bozell & Jacobs as account executive. In 1947 with KSTP as newscaster; 1948 with WLOL as special events director. In 1950 with WDGY; 1952 with WISN, joined NTA in 1954.



**MICHELSON, CHARLES**, is U.S.A. representative for two Australian TV stations, TCN in Sydney and HSV in Melbourne. He was born in New York City and attended Columbia University. He is married and has two children. Entered the industry in 1937 as export manager for Michelson & Sternberg Inc. In 1938 established his own company, Charles Michelson Inc. Hobbies, boating and model railroading.



**CRON, JOHN BOWES**, managing director of Screen Gems Ltd. of United Kingdom; director of sales, Europe and Middle East for Screen Gems, Inc., was born in Mt. Vernon, N. Y. He is married and has three children. In 1946 entered industry as film head program procurement for NBC; 1950 national sales manager, NBC film division. In 1955 joined Screen Gems, Ltd. Hobbies, golf and shooting. Is a member of RTES.



**GRAY, EDWARD M.**, vice president in charge of sales on the West Coast for National Telefilm Associates, Inc., is married and has one child. He entered the industry as a talent agent in 1937; in 1950 founded Mutual TV. In 1954 he organized Monter-Gray Inc. He joined National Telefilm Associates Inc. in 1954 and in 1955 was appointed vice president with headquarters in Los Angeles.



**CLANCY, RUSSELL**, national sales director for Television Programs of America Inc., was born in Brooklyn, N. Y. He was educated at Yale. He is married and has two children. He was formerly an announcer with WHN in New York City; also western division manager for AP Radio News Service. He had been with Ziv, and joined TPA in 1956. His hobby is Hi-Fi. He is a member of the Broadcast Pioneers.



**STERN, EDWARD J.**, president International division of Ziv Television Programs, Inc., was born in Detroit. He is married and has three children. He attended the University of Cincinnati. In 1953 he entered the industry to head up international sales and preparation of foreign language programming. His hobby is fishing. He is a member of Sigma Alpha Mu, Sophos, and International Advertising Association.



**SACKETT, MORT D.**, president and general sales manager for Commonwealth Film & TV, Inc., entered the film business in 1910. In 1918 with the late Sam Goldstein organized Guaranteed Pictures. In 1937 Commonwealth Pictures Corp. was organized to cover 16mm and non-theatricals. In 1947 formed Commonwealth Film & TV Inc. Sackett eventually purchased interest of all companies.



**BASCH, CHARLES J. JR.**, president, in charge of sales for Television Screen Productions, and partner in Basch Radio & TV, was born in Newark, N. J. He attended Pratt Institute and Newark Industrial School. He is married and has one child. In 1931 formed Basch Radio & TV, in 1948 Television Screen Productions. His hobbies are tennis, bridge. He is a member of RTES.



**SILER, W. O.**, western area manager for Association Films, Inc. was born in Santa Maria, California. He was educated at San Jose State College and Golden Gate College. He is married and has two children, Ralph and Kerry. He joined Association Films in 1947, with headquarters in San Francisco, when it was under the operation of the Young Men's Christian Association.



**GLINERT, WARREN**, associate sales manager for Television Graphics and Film Graphics, was born in New York City and attended New York University. He entered the industry in 1953 as an account executive for Consolidated TV Film Sales, later with United Television Programs and then to MCA TV. His hobbies include swimming, baseball, football and calisthenics. He belongs to St George Dolphins.







**KIRBY, JERRY**, central division manager, national sales department, Ziv Television Programs, Inc., was born in Milwaukee. He entered industry in 1946 as announcer-salesman for WKBB, Dubuque. In 1950 with Chicago Tribune doing publicity and promotion; in 1953 account executive with Beaumont & Hohman; in 1956 with Rogers & Smith agency and same year joined Ziv, assuming his present post in 1957.



**GOIT, CHARLES W.**, national sales director for Television Programs of America Inc., was born in Kansas City, Mo. He was educated at Northwestern University and Penn State. He is married and has two children. After several years in the magazine field with "Fortune" and "Look" he joined Ziv TV. In 1954 he became associated with TPA as an account executive. His hobbies include all water sports.



**WONDSSEL, HAROLD E.**, president, in charge of sales for Wondsel, Carlisle & Dunphy, Inc., was born in New York City. In 1918 entered motion pictures as lab technician; 1919 opened commercial still plant; 1920 returned to m.p. lab; 1921-26 free lance editor short subjects; 1926-30 with Fox Movietone News; 1931-32 Pathe News. In 1937 became president of Sound Masters; vice president National Educ. Films, Inc.



**BROWNE, FRANK A.**, Southwest rep NBC Films div. of Calif. Nat. Prod. was born in Yemassee, S. C., and attended University of Georgia. Entered industry in 1937 as announcer at various southern radio stations. Owned and operated KWFC, Hot Springs, Ark. in 1948-51; sales manager at WJTV, Jackson, Miss. 1952-53; joined Screen Gems in 1954. Hobbies, fishing and swimming.



**BINGHAM, JOHN RAYMOND**, president in charge of sales for Association Films Inc., was born in Melbourne, Ark. He is married and has two children. From 1922-44 general program director of N.Y.C. YMCA and National Board of YMCAs. In 1944 joined Association Films. His hobbies are fishing, gardening and stamp collecting. A former president Educational Film Library Assoc. and chairman Film Council.



**LAMM, EDWARD J.**, president, in charge of all sales for the Pathescope Company of America Inc., was born in New York City. He attended Columbia University. He is married and has two children. Entered film industry in 1933; in 1940 became president of Pathescope Company of America. His hobbies are golf and travel. Is a member of the Quaker Ridge Golf Club, and treasurer of Film Producers' Assoc.



**SCHLANK, MEL**, vice president in charge of sales for Gross-Krasne, Inc., was born in Los Angeles, California. He attended the University of California. He is married. He has been with Gross-Krasne since formation of the company handling TV and films. Among his hobbies are golf, tennis and outdoor sports. He is a member of the Masons, and active in several local philanthropic organizations.



**LOVE, CHARLES AUSTIN**, sales manager for James Love Productions Inc., was born in Wildwood, New Jersey. He is married and has two children. He entered the industry in 1947 as a salesman for Lalley & Love, Inc. in Pittsburgh. In 1952 he was with the same company operating out of their New York City office. His hobbies are fishing, hunting and golf. He is a member of the Civil Air Patrol.







**SEGAL, MILLARD**, executive vice president of the international division of Ziv Television Programs Inc., was born in Cincinnati, O. He is married and has two children. In 1937 became continuity editor at WLW in Cincinnati, Ohio. In 1939 was doing free lance continuity and production in New York. In 1953 joined Ziv. His hobby is sculpturing. He is a member of the International Advertising Association.



**COLMAN, BEN**, eastern area manager for Screen Gems, Inc., was born in New York City and educated at N Y U School of Commerce. In 1930 with Paul Block & Associates, 1942 with Esquire and Ken Magazines in Chicago. 1948 president Chartoc-Colman Productions, 1950 with Esquire in New York. In 1952 with Wm H Weintraub Agency, 1953 eastern sales manager for Liberty Network. With Ziv TV in 1955.



**TOBIN, JOHN F.**, eastern sales manager for NBC Films division of California National Productions, was born in Cambridge, Mass. He attended the University of Southern California. From 1952-54 he packaged live shows under his own company, Century Productions, in Los Angeles and San Francisco. In 1954 he joined NBC Films. He is a member of RTES and SEC, New York. Hobbies, golf, tennis, fishing.



**ADLER, SEYMOUR L.**, national sales manager for Guild Films Inc., was born in Philadelphia, Pa and educated at the University of Cincinnati. He is married. In 1946 he entered the industry as a salesman for Frederic Ziv Company. In 1947 was with WLW-TV, Cincinnati. In 1951 headed the TV department in Chicago for the William Morris Agency. In 1955 was associated with Screen Gems, Inc.



**GOODMAN, EVERETT F.**, general sales manager for Harry S Goodman Productions, was born in Chicago and educated at Princeton University. He is married and has two children. Thomas and Donald Everett entered the industry in 1940 as salesman for Harry S Goodman Radio Productions. In 1948 he became sales manager for the organization. Among his hobbies are golf, bowling and gardening.



**KAPLAN, CY**, special assistant to vice president in charge of sales at National Telefilm Associates, Inc., was born in Chicago. He attended the University of De Paul. He is married and has one child. In 1946 entered industry as general manager of Tel-Air Associates. 1950 joined World Broadcasting System as mid-west manager. In 1952 with General Teleradio as sales manager for WGTH TV. 1953 joined TPA.



**MILLS, MYRON**, vice president and sales manager for Screencraft Pictures Inc., was born in New York City and educated at N Y Maritime College and Union College. He is married and has one child. Entered the industry in 1938 as salesman for Equity Film Exchanges; 1941 in service, 1946 back with Equity handling TV. In 1947 became associated with Screencraft. Hobbies are golf, fishing and boating.



**GREENBERG, ROBERT**, vice president, western division sales manager, MCA TV Ltd., was born in Pittsburgh and attended Ohio State. He is married and has two children. In 1937 with Cleveland Plain Dealer in advertising, 1939-44 ad and sales promotion manager at WHK-WCLE, Cleveland, 1944-46 with U S. Army, 1946-48 with Universal Match Corp.; 1948-49 Broadcaster's Guild. Joined MCA TV in 1949 in Beverly Hills.



**CARLTON, RICHARD**, vice president in charge of sales for Trans-Lux TV Corp., was born in New York City. Educated at C.C.N.Y., Columbia and Pratt. Is married and has two children. Entered the industry in 1935 with Columbia Pictures; later with National Screen Service. In 1951 joined Sterling TV; then with UM & M TV. In 1956 joined Trans-Lux. He is a member of RTES. His hobbies are tennis and photography.



**LAMNECK, JOSEPH D.**, general manager, New York office of Warner Bros. Pictures Inc. TV division, is married and has five children. Educated at St. John's he entered the industry in 1954 as art director at Newell Emmett Co. In 1950 with Cecil & Presbrey as director of TV production; 1954 associated with McCann-Erickson as TV producer; 1956 with Kenyon & Eckhardt as TV producer. Hobby is hunting.



**BROMAN, EDWARD J.**, central division sales manager, syndication, Ziv Television Programs, Inc., was born in Salt Lake City. He is married and has three children. Entered industry in 1931 as salesman at KDYL, Salt Lake; 1933 with KSL and sales manager in 1945. Then with Universal Broadcasting Co. as vice president and general manager. In 1947 joined Ziv. Is a member of Salt Lake Advertising Club.



**LEVEY, STANLEY**, national director of station sales for Television Programs of America, Inc., was born in Chicago and educated at De Paul University. He had been with the Chicago Herald-Examiner and salesman and manager for Universal Films. From 1937-50 he had been in advertising with Pabst organization and Barron Collier, also on the sales staff of WIND and WBEN, then joined Ziv Radio-TV sales.



**O'LOUGHLIN, JOHN J.**, vice president and general sales manager for George Bagnall & Associates, Inc., was born in Winnipeg. After serving with Field Artillery and Royal Flying Corps returned to France and became associated with Allen Theatres. Later with RKO. From 1940-51 with United Artists Corp. in various sales capacities in the Northwest. In 1951 joined George Bagnall & Associates, Inc.



**DUDELSON, STANLEY**, midwest area manager for Screen Gems, Inc., was born in Cleveland, Ohio. He is married and has three children. After three years in the Armed Forces entered theatrical field as motion picture salesman for RKO and later with United Artists. In 1954 joined Hygo Television and then became associated with Screen Gems. His favorite sports include fishing, golf and bowling.



**MONTANUS, EDWARD**, Central sales manager for NBC Films division of California National Productions, was born in Springfeld, O. He was educated at Ohio State University and St. Gallen School in Switzerland. He is married and has one child. In 1950 entered the industry as a salesman for Thomas A. Edison, Inc. In 1952 was ad manager for Bryant Machinery and Engraving Company. Hobby, golf.



**FELD, IRVING**, national sales director for Guild Films Inc., was born in Kansas City, Mo. He was educated at the University of Missouri School of Journalism. He is married and has two children. In 1950 he entered the industry with MPTV; then served as vice president of Gross-Krasne Productions, and had been national sales manager of UM & M. He joined Guild in 1956 as national syndication sales supervisor.



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# TV SERVICE FIRMS

(Also see Equipment Manufacturers)

## Large Screen

**Boude 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  
**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  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. ....PLaza 7-0440

## Laboratories

LOS ANGELES, CALIF.

**Academy Films**  
 800 N. Seward. ....Hollywood 2-0741

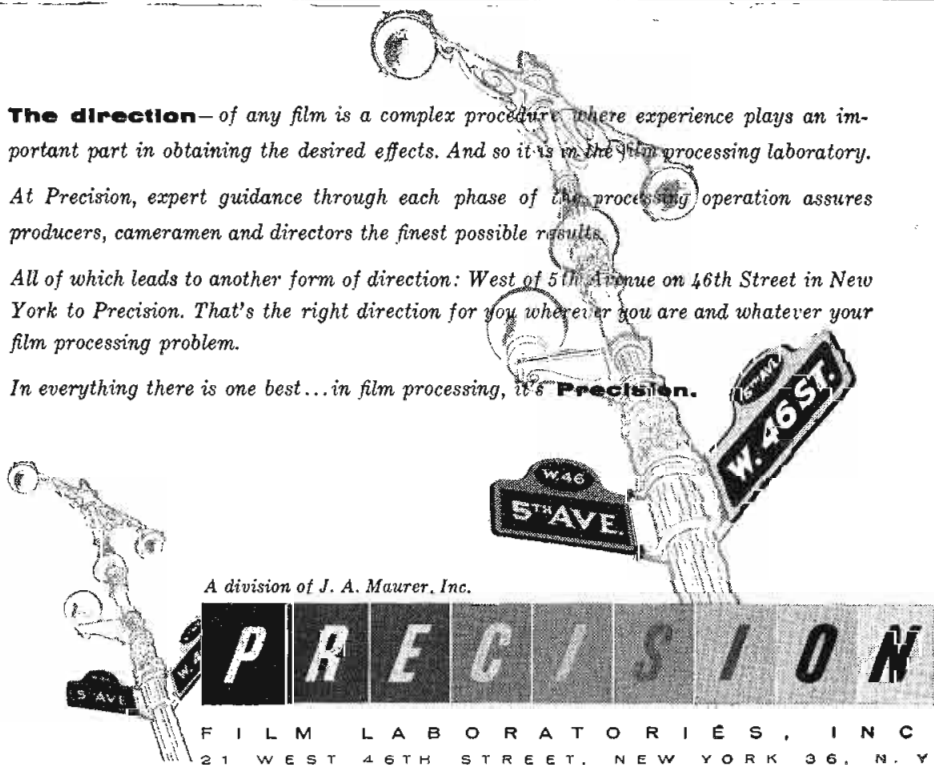
**Acme Film Laboratories, Inc.**  
 1161 N. Highland Ave. (38) .HOLLYWOOD 4-7471  
**Anicam**  
 1070 Vine St. ....HOLLYWOOD 5-7023  
**Anesco Processing Lab.**  
 6424 Santa Monica Blvd. ....HOLLYWOOD 9-2918  
**Cinema Research**  
 7000 Romaine .....OLdfield 4-4142  
**Color Reproduction Co.**  
 7936 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

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 5950 Holly wood Blvd. . . . . HOLLYWOOD 4-2181

**Mercer, Ray, & Co.**  
 4241 Normal Ave. (29) . . . . . NORMANDY 3-9331

**Modern Movies, 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

**Peerless Film Processing**  
 959 Seward . . . . . HOLLYWOOD 4-7156

**Producers Photographic Lab. Inc.**  
 6556 Santa Monica Blvd. . . . . HOLLYWOOD 2-1334

**Richters Film Lab.**  
 1715 N. Mariposa Ave. . . . . NORMANDY 4-3216

**Technicolor Motion Picture Corp.**  
 6311 Romaine St. . . . . HOLLYWOOD 7-1101

**Telefilm, Inc.**  
 6039 Hollywood Blvd. . . . . HOLLYWOOD 9-7205

**Alexander Film Co.**  
 Colorado Springs . . . . . METROSE 3-1771

**Western Cine Service**  
 114 East Eighth Ave., Denver . . . . . TABOR 5-2812

WASHINGTON, D. C.

**Capital Film Laboratories, Inc.**  
 1905 Fairview Ave., N.E. . . . . LAWRENCE 6-4634

**Emergency Film Service**  
 203 Eye St., N.W. . . . . ST 3-4260

**NaCl Cine Labs.**  
 2006 Powhatan Rd., Hyattsville . . . . . HA 2-4333

ATLANTA, GA.

**Beeland-King Film Production**  
 752 Sping St. . . . . EL 7558

**Paramount News**  
 135 Cam. N.W. . . . . JACKSON 3-1636

**Strickland Film Co.**  
 220 Pharr Rd., N.E. . . . . CHEROKEE 5317

CHICAGO, ILL.

**Ball Film Laboratory**  
 1256 Howard St. . . . . UNDERHILL 1-8638

**Cinematid Developments Co.**  
 2125 32nd Ave. . . . . MONTROSE 4-2435

**Commercial Film Enterprises**  
 125 Hyde St. . . . . ORDWAY 3-9162

**Motion Picture Service Co.**  
 135 Hyde St. . . . . ORDWAY 3-9162

**Multichrome Laboratories**  
 760 Gough St. . . . . HEMLOCK 1-6567

**Palmer, W. A., Films, Inc.**  
 611 Howard St. . . . . YULTON 6-5901

**Sola Photo & Sound**  
 37 Prospect Ave. . . . . ATWATER 2-6004

**Atlas Film Corp.**  
 1111 S. Boulevard, Oak Park . . . . . AUSTIN 7-8620

**Bell and Howell Co.**  
 7100 McCormick, Lincolnwood . . . . . AM 2-1600

**Chicago Film Laboratory, Inc.**  
 1322 W. Belmont Ave. . . . . BITTERSWEET 8-0780

**Colburn, Geo. W., Laboratory**  
 164 N. Wacker Drive . . . . . STATE 2-7316

**Crescent Film Laboratories**  
 7510 N. Ashland . . . . . AMBASSADOR 2-5000

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 1327 S. Wabash Ave. . . . . HARRISON 7-3395

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 1731 N. Mobile Ave. . . . . ME 7-5316

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1345 W. Argyle St. . . . . LOugbeach 1-8410

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Lakeside Laboratory  
5929 E. Dunes Hwy.

**DES MOINES, IA.**

General Pictures Productions  
Kee Way . . . . . ATlantic 8-2113

Parrot Films Studio  
1000 - 14th Pl. . . . . ATlantic 2-4211

**NEW ORLEANS, LA.**

Motion Picture Advertising Service Co. Inc.  
1032 Carondelet St. . . . . RAYmond 2253

**BALTIMORE, MD.**

Alpha Film Laboratories  
Falls Road . . . . . VAlley 3-6617

**BOSTON, MASS.**

Master Motion Picture Co.  
50 Piedmont St. . . . . HAncock 6-3592

**DETROIT, MICH.**

General Film Laboratory, Inc.  
66 Sibley . . . . . WOOdward 1-7818

Jam Handy Organization  
2821 E. Grand Blvd. . . . . TRinity 5-2450

Wilding Picture Prod., Inc.  
4925 Cadieux St. . . . . TUxedo 5-3740

**ST. PAUL, MINN.**

Keld H Ray Film Industries  
2269 Ford Parkway . . . . . MIdway 9-1393

**KANSAS CITY, MO.**

The Calvin Co  
1105 Truman Rd. . . . . HARRison 1230

Eso-S Pictures  
1121 W. 47th St. . . . . VAlentine 8780

**FORT LEE, N. J.**

Consolidated Film Industries  
Main Street . . . . . FOrt Lee 8-3400

**NEW YORK, N. Y.**

Ace Film Laboratories (Warner Bros.)  
1277 E. 14th St., Brooklyn . . . . . ESplanade 7-8700

Color Service Co.  
115 W. 45th St. . . . . JUdson 6-0853

Comprehensive Filmtreat Inc.  
421 W. 54th St. . . . . COlumbus 5-0372

Consolidated Film Industries  
Div. of Republic Pictures Corp.  
1740 Broadway . . . . . JUdson 6-1700

Fort Lee, N. J. . . . . FOrt Lee 8-3400

Criterion Film Labs, Inc.  
33 W. 60th St. . . . . COlumbus 5-2180

DeLuxe Laboratories, Inc. (20th Century-Fox)  
850 Tenth Ave. . . . . CIrcle 7-3220

Du-Art Film Laboratories, Inc.  
245 W 55th St. . . . . PLaza 7-4580

Fordel Film Laboratories  
1187 University Ave. . . . . LUdlow 8-5100

Guffanti Film Laboratories, Inc.  
630 Ninth Ave. . . . . COlumbus 5-5530

Kin-O-Lux, Inc.  
17 W. 45th St. . . . . JUdson 6-1880

Lab-TV  
247 W. 46th St. . . . . JUdson 6-2293

Major Film Laboratories Inc.  
653 Eleventh Ave. . . . . PLaza 7-6185

Malcolm Laboratories Corp.  
244 W. 49th St. . . . . CIrcle 6-6150

Mecca Film Laboratories, Inc.  
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(See Page 938)



**Mercury Film Laboratories Inc.**  
723 Seventh Ave. Circle 5-4930

**Movielab Film Laboratories**  
619 W. 54th St. Hudson 6-0360

**National Screen Service Corp.**  
1600 Broadway Circle 6-5700

**Paramount Laboratory**  
34-54 35th St., Long Island City RA 8-8000

**Paramount News Laboratory**  
Office: 544 W. 43rd St. Longacre 3-4300

**Patho Laboratories, Inc.**  
105 E. 106th St. TRfalgar 6-1120

**Peerless Film Processing**  
105 W. 16th St. Plaza 7-3630

**Precision Film Laboratories**  
21 W. 46th St. Hudson 2-3970

**Rainbowlab, Inc.**  
619 W. 54th St. Hudson 6-0360

**Swift Motion Picture Lab.**  
161 Union Pl. CY 3-2400

**Titra Film Labs**  
1601 B'way PE 6-4535

**Tri Art Color Corp.**  
245 W. 55th St. Plaza 7-4580

**Video Crafts, Inc.**  
80 W. 12th St. Chelsea 2-1150

**Video Film Laboratories**  
350 W. 50th St. Hudson 6-7196

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**Escar Motion Picture Service, Inc.**  
7315 Carnegie Ave. ENdicott 1-2707

**DAYTON, O.**

**Film Assoc., Inc.**  
4600 S. Dixie Ave. WAbit 2164

**PHILADELPHIA, PA.**

**Boswick, Harold W.**  
1017 W. Allegheny Ave. Baldwin 9-9355

**News Reel Laboratory**  
1729 Sansom St. Rittenhouse 6-3892

**Welsh Studios**  
1209 E. Chelton Ave. Livingstone 8-4611

**DALLAS, TEX.**

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1215 Gaston Ave. Taylor 4-1341

**Jamieson Film Co.**  
3825 Bryan Taylor 3-8158

**Southwest Film Laboratory, Inc.**  
3024 Fort Worth Whitehall 6-2184

**Variety Pictures, Inc.**  
3825 Bryan Taylor 3-8158

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**Film Arts Productions, Inc.**  
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**Rapid Grip & Batten, Ltd.**  
 300 Bay St. . . . . EMpire 8-4771

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 19 Fairmont Ave. . . . . PARKway 8-3813  
**National Film Board of Canada**  
 John & Sussex Sts. . . . . RIdeau 9-5730

**REGINA, SASK.**

**General Films, Ltd.**  
 1924 Rose St.

**VANCOUVER**

**Motion Skreenadz, Ltd.**  
 Film Exchange Bldg.  
**Trans-Canada Films, Ltd.**  
 1210 Burrard St. . . . . PA 1458  
**Vancouver Motion Pictures, Ltd.**  
 Film Exchange Bldg.

**Color Processes**

**Acme Film Labs**  
 1161 N. Highland, Hollywood 38, Calif.; HOLlywood 4-7471.  
**AnSCO Color**  
 AnSCO Division of General Aniline & Film Corp.,  
 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; MURray Hill 6-0555; 6424 Santa Monica Blvd., Hollywood; HOLlywood 9-2918.

**Cinema Research**  
 7000 Romaine, Hollywood 38, Calif.; OLdfield 4-4142.  
**Color Research Corp.**  
 71 Fulton St. . . . . COrtlandt 7-7895  
**Color Reproduction Co.**  
 7930 Santa Monica Blvd., Hollywood 46, Calif.; OLdfield 4-8010.  
**Color Service Co., Inc.**  
 115 W. 45th St., N. Y. C. 36; JUdson 6-0853  
**Consolidated Film Ind.**  
 959 N. Seward St., Hollywood; HOLlywood 9-1441.  
**Eastman Kodak Co.**  
 Rochester, N. Y.  
**Eastman Kodak Research Lab.**  
 1017 N. Las Palmas Ave., Hollywood; HOLlywood 5-7151.  
**Film Effects of Hollywood**  
 1153 N. Highland Ave., Hollywood 38, Calif.; HOLlywood 9-5808.  
**Flora Color**  
 1103 El Centro Ave., Hollywood, Calif.; HOLlywood 7-9559.  
**Kodachrome**  
 Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Hollywood Blvd., HOLlywood; HO 4-2181.  
**Mercer, Kay, & Co.**  
 4241 Normal Ave., Hollywood; NOrmandy 3-9331.  
**Pathe Lab., Inc.**  
 6823 Santa Monica Blvd., Hollywood; HOLlywood 9-3961.  
**Polaroid Process**  
 Polaroid Corp., Cambridge 39, Mass.  
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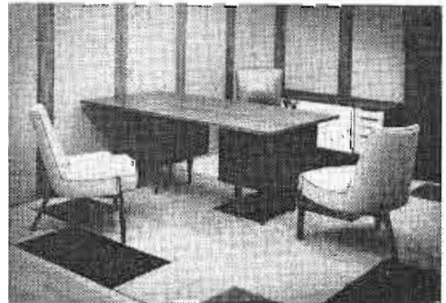
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lywood 7-1101; Office: 39 Rockefeller Plaza,  
New York, N. Y.; Circle 7-7934

**Video Color, Inc.**  
11 E. 48th St., N. Y.; MURray Hill 8 8190

## Projectors

**Ballantyne Co.**, 1712 Jackson, Omaha 2, Nebr.

**Bodde Projector Co.**, 11541 Bradley Ave., San  
Fernando, Calif.; EMpire 5 2551

**Century Projector Corp.**, 720 7th Ave., New York  
N. Y.; Circle 5-7048

**Camera Equipment Co.**, 315 W. 43rd St., New  
York, N. Y.; JUdson 6-1420

## Spot and Flood Lamps

**Adams Lighting, Inc.**, 19 First St., Pelham, N. Y.  
PElham 8-4003

**Amplex Corp.**, 111 Water St., Brooklyn 1, N. Y.  
ULster 8 9735

**Ariel Davis Supply Co.**, 3687 S. State St., Salt  
Lake City, Utah.

**Capitol Stage Lighting Co.**, 527 W. 45th St., New  
York, N. Y.; Circle 6-7770

**Compeo Corp.**, 2251 W. St. Paul Avenue, Chicago  
47, Ill.

**DeVry Corp.**, 1111 Armitage Ave., Chicago, Ill.

**General Electric Co.**, Nela Park, Cleveland, O.

**International Motion Picture Consultants, Inc.**,  
National Press Building, Washington, D. C.

**Kliegl Bros.**, 321 W. 50th St., New York, N. Y.  
COlumbus 5-0130

**Mitchell Camera Corp.**, 686 West Harvard St.,  
Glendale 4, Calif.

**Motlograph, Inc.**, 4431 W. Lake St., Chicago 24,  
Ill.

**National Theater Supply**, 92 Gold St., New York,  
N. Y.; BEckman 3-4170

**Hadinat Lamp Corp.**, 300 Jelliff Ave., Newark 8,  
N. J.

**Radio Corp. of America**, Camden, N. J.

**S.O.S. Cinema Supply Corp.**, 602 W. 52nd St., New  
York 19, N. Y.; PL 7-0440

**Sylvania Electric Products Co.**, 1740 Broadway,  
New York, N. Y.; JUdson 62424

**Wenzel Projector Co.**, 2509 S. State St., Chicago  
16, Ill.

**Westinghouse Electric Corp., Lamp Division**,  
Bloomfield, N. J.

## Carpets

**Bigelow Carpet Co.**, 140 Madison Ave., New York  
N. Y.; OREGon 9-3060

**Goodall Fabrics, Inc.**, 1430 B'way, New York,  
N. Y.; LOngacre 4-5000

**Hardwick & Magee Co.**, Lehigh Ave. & 7th St.,  
Philadelphia 33, Pa.

**A. & M. Karagheusian, Inc.**, 295 5th Ave., New  
York, N. Y.; OREGon 9-1220

**James Lees & Sons Co.**, Norristown, Montgomery  
County, Pa.

**C. H. Masland & Sons**, Carlisle, Pa.

**Alexander Smith, Inc.**, 295 5th Ave., New York  
16, N. Y.; MURray Hill 9-1300

## Background Processes

LOS ANGELES, CALIF.

**Acme Film Laboratories, Inc.**  
1161 N. Highland Ave. (38) HOLlywood 4-7471

**Anderson, Howard A., Co.**  
751 N. Fair Fax; OLiver 3-4880

**Bodde Screen Co.**  
11541 Bradley Ave., San Fernando Calif.  
EMpire 5 2551

**Cinema Research**  
7000 Romaine, Hollywood (38) OLIver 4 2438  
HOLlywood 2 7464

**Consolidated Films Industries, Inc.**  
959 Seward St.; HOLlywood 9-1441

**Mercer, Ray**  
4241 Normal Ave.; NORmandy 3-9331

**Palbe Laboratories, Inc.**  
6823 Santa Monica Blvd.; HOLlywood 9-3961

**Technicolor Motion Picture Corp.**  
6311 Romaine St.; HOLlywood 7-1101

## Raw Stock

**Aneco**  
Aneco Division of General Aniline & Film Corp.,  
Binghamton, N. Y., 405 Lexington Ave.,  
MURray Hill 6 9555, New York 19, N. Y.; 6424  
Santa Monica Blvd., HOLlywood 9 2918, HOLly-  
wood, Calif.

**DuPont**  
I. E. du Pont de Nemours and Co. (Inc.).  
Photo products Division, Wilmington, Del.;  
7051 Santa Monica Blvd., HOLlywood 9-5147,  
HOLlywood 38, Calif. Factories: Parlin, N. J.

**Eastman**  
See W. J. German, Inc., Factories: Eastman  
Kodak Co., Rochester, N. Y.

**German, W. J., Inc.**  
Distributor of Eastman motion picture film.  
John St., Fort Lee, N. J., Fort Lee 8-5100;  
6677 Santa Monica Blvd., HOLlywood 4 63,  
HOLlywood 38, Calif.

**Gevart Co. of America**  
321 W. 54th St.; JUdson 6 2770

**Kin-O-Lux**  
17 W. 45th St., N. Y.; JUdson 6-1880

## Storage Vaults

LOS ANGELES, CALIF.

**Bekins Van & Storage Co.**  
1025 N. Highland Ave.; HOLlywood 9-8181

**Hollywood Film Co.**  
956 Seward St.; HOLlywood 4-7191

**Lyons Van & Storage Co.**  
1950 S. Vermont; REPUBLIC 1-3131

**United Storage Corp.**  
Rand Chestnut Sts.; BOundbrook 9-3050

NEW YORK, N. Y.

**Bonded Film Storage Corp.**  
630 Ninth Ave.; JUdson 6-1030

**Consolidated Film Industries,  
Div. of Republic Pictures Corp.**  
1740 Broadway; JUdson 6-1700

## Stock Shot Libraries

LOS ANGELES, CALIF.

**Camera Craft Audio Visual Sales & Rentals Co.**  
6800 Sunset Blvd.; HOLlywood 3 6856

**Film Classic Exchange**  
1611 N. LaBrea; HOLlywood 7-4255





**Ideal Pictures, Inc.**  
4336 Sunset Blvd. . . . . NORmandie 5-5581

**Mercer, Ray & Co.**  
4241 Normal Ave. (27) . . . NORmandy 3-9331

**Smith, Howard K., Films**  
2408 W. Seventh St. . . . . DUnkirk 7-8228

**NEW YORK, N. Y.**

**Filmvideo Releasing Corp.**  
(Formerly Miles Library)  
333 W. 52nd St. (19) . . . . . Circle 6-4821-2

**NBC Film Library**  
105 E. 106th St. . . . . CI 7-8300

**Stock Shots To Order, Inc.**  
350 5th Ave. . . . . Circle 6-0690

**Zouary Stock Shots**  
333 W. 52nd St. (19) . . . . . Circle 6-4821-2

**Cartoon Producers**

**LOS ANGELES, CALIF.**

**Cinema Research Corp.**  
7000 Romaine St., H'wood (38) . . . . . OLdfield 4-4117

**Disney, Walt**  
2400 W. Alameda, Burbank . . . . . VICTORIA 9-3461

**Glenar (Sid) Productions**  
6618 1/2 Sunset Blvd. (38) . . . . . HOLLYWOOD 4-0406

**Lantz, Walter**  
861 Seward St. . . . . HOLLYWOOD 9-2907

**Mercer, Ray**  
4241 Normal Ave. . . . . NORmandy 3-9331

**Metro-Goldwyn-Mayer**  
Culver City . . . . . TEXAS 0-3311

**United Productions of America**  
4440 Lakeside Dr., Burbank . . . . . TH 2-7171

**Warner Bros. Cartoons, Inc.**  
461 S. Calif. St., Burbank . . . . . THornwall 4-2633

**NEW ROCHELLE, N. Y.**

**Terry, Paul**  
38 Centre Ave. . . . . NEw Rochelle 2-3466

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**Famous Studios**  
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Washington, D. C.: Washington Bldg., STerling  
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Atlanta, Ga.: Healey Bldg., JACkson 5-1576.

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Lowell, Mass.: 208 Fairmount St., GLenview  
5-5823. Haskell Bloomberg, Gen. Mgr., Muriel  
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**Frederick Pittera Associates**  
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120 W. 42nd St. . . . . Circle 6-4821.  
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**National TV Monitor, Inc.**  
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**Bally-Hoo Theatrical Costume Co.**  
160 W. 48th St. . . . . Circle 5-5654

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110 W. 47th St. . . . . PLaza 7-4170

**Brooks Costumes**  
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Appleton 7-9585  
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Henry S. Griffing, ..... President

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Annurn, Lee County Bulletin: Graham McTeer  
Birmingham News: Roger Thames  
Birmingham Post-Herald: Emmett Weaver  
Fort Payne, Journal: Doward Jones  
Fort Payne, Times-New Era: J. A. Downer  
Haleyville, The Advertiser: W. D. Smith  
Homewood, Shades Valley Sun: Chuck Murphy  
Mobile Press-Register: Ellen Boddin  
Montgomery Advertiser: Bob Tugger  
Opelika Daily News: Wink Blackmon

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Kingman, Mohave County Miner: Mr. C. R. Waters  
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Phoenix, Gazette: Bobbie Johnson  
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Tucson, Citizen: Michlene Keating

## ARKANSAS

Hot Springs, New Era-Sentinel Record:  
John Longinotti  
Little Rock, Arkansas Democrat: Phyllis Dillaha  
Little Rock, Arkansas Gazette: Martha Douglas

## CALIFORNIA

Bakersfield, Californian: Larry Press  
Bishop, Inyo Register: Don Calkins  
Bishop, Inyo Register: Todd Watkins  
El Centro, Post-Press Papers: Dave Galloway  
Fresno Bee: Mary Zanovich  
Fresno Guide: Jim Yocum  
Hollywood Citizen News: Zuma Palmer  
Los Angeles, Examiner: Jack Laif  
Los Angeles, La Opinion: J. Lozano  
Los Angeles Times: Walter Ames  
Marysville, Appeal-Democrat: Bill Monohan  
No. Hollywood, Valley Times: Allen Rich  
Oakland Tribune: James Abbe  
Ontario, Daily Report: Quay House  
Oxnard Press Courier: Tom Grimes  
Pasadena Independent: Pat Nogler  
Riverside, County Record: Charles Scott  
Riverside, Magnolia Center News:  
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Sacramento Union: Ernest E. Nichols  
Salinas Californian: Jack Patton  
San Diego, Tribune-Union: Don Freeman  
San Diego, Tribune-Union: Dave McIntyre  
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San Francisco, Chronicle: Terrence O'Flaherty  
San Francisco, Examiner: Dwight Newton  
San Francisco, News: Guy Wright  
San Jose Mercury: Frank Freeman  
San Rafael, Independent-Journal: Jack Craemer  
Santa Rosa, Press Democrat: Hilde Katz  
Shafter Press: Bob Nagex  
Ventura Star Free Press: Fred Oghoff  
Wasco News: Wally Shafer  
Yuba City, Independent-Herald: Earle Brownlee

## COLORADO

Colorado Springs, Free Press: Eleanor Nash  
Colorado Springs, Gazette-Telegraph: Ruth Erwin  
Denver Post: Tom Watt  
Denver, Rocky Mountain News: Walter Saunders

Englewood, Herald & Enterprise: John Jamison  
Fort Collins Times: George Hungerford  
Grand Junction, Daily Sentinel: Preston Walker  
Grand Junction, Daily Sentinel: Olin Weinland  
Grand Junction, The Sun: Lyle Marriner

## CONNECTICUT

Bridgeport Herald: Leo Miller  
Bridgeport Herald: Ray Linders  
Bridgeport, Herald-Post-Telegram: Harry Neigher  
Bridgeport, Post: Fred Russell  
Bridgeport, Post-Telegram: Taylor Glenn  
Danbury, News-Times: Robert Lauf  
Hartford Courant: E. Viggo Anderson  
Hartford Courant: M. Oakley Stafford  
Hartford Courant: Bob Stansfield  
Hartford Times: Tony Davenport  
Hartford Times: Jane Farrell  
Hartford Times: Allen Widem  
Lakeville Journal: Mrs. Hoskins  
Torrington, Waterbury Republican: Arthur Perret  
Waterbury American: E. Christy Erk

## DELAWARE

Wilmington, Journal: Betty Burroughs  
Wilmington, Journal: Richard J. Kinard  
Wilmington, Morning News: Florence Kask

## DISTRICT OF COLUMBIA

Washington, Daily News: Dave Reque  
Washington, Evening Star: Bernie Harrison  
Washington, Post-Times Herald:  
Lawrence Laurent

## FLORIDA

Arcadia, The Arcadian: Bert Close  
Bradenton, The Herald: Frank Owens  
Bradenton, St. Petersburg Times: Judd Arnett  
Cypress Gardens, Florida Newspaper News-Radio  
Digest: Ed Frick  
Daytona Beach, News Journal: Eva Broadhurst  
Daytona Beach, News-Journal: Dottie Einhorn  
Daytona Beach, News Journal: Rita Lucy  
Fort Pierce, Tribune-Televes:  
Doug Van Valkenburgh  
Hollywood Herald: Hal Spector  
Jacksonville Journal: Ray Knight  
Jacksonville Journal: Betty Tway  
Madison Enterprise Recorder: T. C. Merchant, Jr.  
Miami Daily News: Jim Grace  
Miami Daily News: Art Grace  
Miami Daily News: Herb Kelly  
Miami Daily News: Herb Rau  
Miami Daily News: Pearl Weiss  
Miami Herald: Jack Anderson  
Miami Herald: Rae Marie Gerard  
Miami Times: Garth Reeves  
Orlando, Evening Star: Bill Summers  
Orlando, Sentinel: Chas. Wadsworth  
Plant City, The Courier: Clay Coddington  
Sanford Herald: Marion Harman, Jr.  
Sarasota, Herald-Tribune: Jack Fiverson  
Sarasota, Journal: Bill Copeland  
Sarasota, The News: David Lawrence  
Sarasota, The News: Jean Sharp  
St. Petersburg, Evening Independent:  
Harold Ballew  
St. Petersburg Independent: Ronnie Bothwell  
St. Petersburg, Times: John McAlenan  
Tampa Morning Tribune: Phil Barney  
Tampa Times: John MacAlenen  
Tampa Tribune: Clyde Shaffer





**GEORGIA**

Atlanta Constitution: Paul Jones  
 Atlanta Journal: Grace Perry  
 Atlanta Journal-Constitution: Norman Shavin  
 Augusta Chronicle: Don Shepherd  
 Cochran Journal: Pop Smith  
 Columbus Enquirer: Dave Miller  
 Columbus Ledger: Wes Owens  
 Columbus, Ledger-Enquirer: Sally Cameron  
 Eastman, Times Journal: Ed Methvin  
 Hawkinsville Dispatch: John McCune  
 Hogansville Herald: Cecil Hambey  
 Jesup Sentinel: Bill Rhoden  
 LaGrange News: Phil Harrison  
 Macon Telegraph & News: Mrs. McDonald  
 Savannah Evening Press: Harold Wallstein  
 Savannah Morning News: Alvah H. Chapman  
 Savannah Morning News: Joseph Lambright  
 Thomasville Times-Enterprise: Ed Kelly  
 Thomson, The McDuffie Progress: Ray Washington  
 Tooeva Record: Robert W. Graves  
 Valdosta Times: Joe Davis  
 Waycross Journal-Herald: Dorothy Smith

**IDAHO**

Caldwell, News Tribune: Pete Backworth  
 Caldwell Times: Gideon Oppenheimer  
 Grangeville, Idaho County Free Press:  
 Robert Anderson  
 Idaho Falls, The Post Register: J. Robb Brady

**ILLINOIS**

Aurora Beacon-News: Bob Butler  
 Canton Daily Ledger: Dave Watters  
 Champaign News-Gazette: Larry Stewart  
 Charleston, Courier Publishing Co.: Harry Reed  
 Charleston, Daily News: John Radin  
 Chicago, American: Janet Kern  
 Chicago, Daily News: Ethel Daccardo  
 Chicago, Sun Times: Iry Kupcinet  
 Chicago, Sun Times: Paul Molloy  
 Chicago, Tribune: Larry Wolters  
 Danville, Commercial-News: Joe Townsley  
 Decatur Herald-Review: Otto Kyle  
 Harrisburg, Daily Register: Alta Gibbons  
 Highland Journal: Russell D. Hoffman  
 Jacksonville, Journal-Courier: Bob Fay  
 Leaven Home Journal: Les Scott  
 La Salle Daily News-Tribune: Dick Godfrey  
 Marion Daily Republican: Homer Butler  
 Moline, Dispatch Publishing Co.: Renee Capell  
 Moline, Dispatch: Carla Reynolds  
 Nashville Journal: Paul Dix  
 Ottawa, Daily Republican-Times: Ray Beffel  
 Peoria Journal Star: John Kessler  
 Peoria Journal Star: William Littleton  
 Rock Island, The Argus: Charles Sanders  
 Rockford Labor News: Cap Brady  
 Rockford Morning Star: Betty Thro  
 South Beloit, Borderline: Joe Natale  
 Springfield Journal: Lawrence Shroyer  
 Vandalia Union: Mrs. Lida Laken

**INDIANA**

Anderson, Herald-Bulletin: Paul Lane  
 Elkhart Truth: Tom Stephenson  
 Evansville, Courier: Franklin Hunt  
 Evansville, The Courier: Wyankle Franklin  
 Evansville, Press: Sara Knight  
 Evansville, Sunday Courier-Press: Dorothy Reising  
 Fort Wayne, Journal-Gazette: Jean Mack  
 Fort Wayne, News Sentinel: Roger Taylor  
 Hammond Times: John Whitaker  
 Indianapolis News: Jackie Stahl  
 Indianapolis Star: Miss Dougherty  
 Indianapolis Star: Julia Inman  
 Indianapolis Times: Bob Lonerg  
 Indianapolis Times: Nancy Lowe  
 Indianapolis Times: Boyd Stephens  
 Kokomo Tribune: Francis Johnson  
 LaPorte Herald Argus: Abe Zuiden  
 LaPorte, Michigan City News: Al Grenning  
 Marion Chronicle: Judy Smith  
 Marion, Leader-Tribune & Chronicle: Ed Camp  
 Marion Leader-Tribune: Marsha Young  
 South Bend, Tribune: James McNeile

**IOWA**

Burlington, Hawkeye Gazette: Stuart Awbrey  
 Cedar Rapids, The Gazette: Nadine Subotnik  
 Centerville, Daily Iowegian: Chaley DePuy  
 Centerville, Daily Iowegian: Lloyd Finks  
 Davenport, The Daily Times: Ron Lorenson  
 Davenport, The Daily Times: Ina Wickham  
 Davenport, The Morning Democrat: Rita Mueller  
 Davenport TV Guide: Hugh Jones  
 Des Moines Register & Tribune: Oden Dwight  
 Waterloo Courier: Ted Stevens  
 Webster City, Daily Freeman Journal: Max Maxon

**KANSAS**

Hutchinson Record: Frank Kelly  
 Hutchinson Record: Jim Skinner  
 Kansas City Kansan: Shirley Kausch  
 Manhattan Mercury: Max Good  
 Salina Journal: Glen Williamson  
 Topeka, Daily Capital: Jim Keene  
 Topeka State Journal: Tom Kiedt  
 Wichita, Eagle: Lavinia Lindberg

**KENTUCKY**

Ashland, Daily Independent: John McGill  
 Ashland, Daily Independent: Vic Rodman  
 Bowling Green, Park City Daily News:  
 J. Ray Gaines  
 Elizabethtown, Hardin County Enterprise:  
 Seymour Goodman  
 Fort Knox, Inside the Turret: Mrs. Williams  
 Henderson, Gleaner & Journal:  
 Hugh Edward Sandefur  
 Lebanon, Marton Patriot: Paul Owens  
 Lexington, Herald Leader: Joe Coyle  
 Louisville, Courier Journal & Times: Bill Ladd  
 Louisville Times: Bill Kollins  
 Louisville Times: John Walsh  
 Manchester Enterprise: Mrs. Frank Sofin  
 Paducah, Sun Democrat-Radio-TV Guide:  
 Preston Kennedy  
 Pikeville, Pike County News: James Turley  
 Richmond Register: Randall Fields

**LOUISIANA**

Alexandria, Daily Town Talk: Adrus LaBorde  
 Lafayette, Daily Advertiser: Vince Miero  
 New Orleans Item: Tommy Griffin  
 New Orleans Item: Ted Luizza  
 New Orleans State: Bob Sublette  
 New Orleans, Times Picayune: Ed Brooks  
 New Orleans, Times Picayune: Sim Myers  
 Ruston Daily Leader: John Kavanaugh  
 Shreveport Journal: Larry Konson  
 Shreveport Times: Pericles Alexander  
 Shreveport Times: James T. Briggs  
 Thibodaux, LaFourche Comet: Herb Flood

**MAINE**

Augusta, Daily Kennebec Journal: Jim McClay  
 Bangor Daily News: Marie Torre  
 Norway, Advertiser-Democrat: Ben Tucker  
 Portland Evening Express: Harold Cull  
 Portland Sunday Telegram Press Herald: Joe King

**MARYLAND**

Baltimore American: Norman Clark Jr.  
 Baltimore Sun: Bob Kirkley  
 Baltimore Evening Sun: Hope Pantell  
 Baltimore, Morning Sun: Donald Kirkley  
 Baltimore, News Post: Aldine Bird  
 Baltimore, The Sunpapers: Kathryn Geraghty  
 Baltimore, The Sunpapers: Bob Snyder  
 Hagerstown, Daily Mail: Gary Hager  
 Hagerstown, Herald & Mail: Harry Warner  
 Hagerstown, Morning Herald: Joe Harp

**MASSACHUSETTS**

Boston American: Anthony LaCamera  
 Boston, Globe: Elizabeth Sullivan  
 Boston, Herald-Traveler: Arthur Fetridge  
 Boston Record: Bill Buchanan  
 Brockton Enterprise: Malcolm Dalton  
 Fitchburg Sentinel: Patricia King  
 Gt. Barrington, Berkshire Courier: John Francis



Hyannis, Cape Cod Standard-Times: Milton Cole  
 Hyde Park, Tribune Publications: Betty Goodman  
 Pittsfield, Berkshire Eagle: Milton Bass  
 Springfield Newspapers: Noah LaMountain  
 Springfield, Union, News, Republican: Don McPhee  
 West Springfield Record: Ray Winans  
 Worcester, Gazette: James Gougouras  
 Worcester, Telegram: Frederick Rushton  
 Worcester, Telegram: Don Williams

**MICHIGAN**

Adrian Daily Telegram: Alice Kells  
 Ann Arbor News: Carl Hornung  
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 Detroit Free Press: Dick Osgood  
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 Detroit News: Herschell Hart  
 Detroit News: Betty Hydo  
 Detroit Times: Frances De Hunt  
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 Detroit Times: Andy Wilson  
 Flint Journal: Ralph Coulter  
 Grand Rapids Herald: Sue Rogers  
 Lansing, State Journal: Thelma Harnett  
 Marine City, Independent: Ross Jones  
 Marquette Mining Journal: Neal Cory  
 Muskegon, Chronicle: Dick Hedges  
 Plymouth Mail: Paul Chandler  
 Port Huron, Times Herald: Al Haugner  
 Sault Ste. Marie, Evening News: Shine Sundstrom  
 Wayne Eagle: Wes Willitt  
 Ypsilanti News: Wayne Adair

**MINNESOTA**

Alexandria, Park Region Echo: John Obert  
 Austin Daily Herald: Jay Doane  
 Benson, Swift County Monitor: Harry Davey  
 Brainerd Daily Dispatch: Floyd Emerson  
 Brainerd, Crow Wing County Review: Bea Ross  
 Duluth Herald & News Tribune: Walter Eldot  
 Minneapolis, St. Paul Dispatch & Pioneer Press:  
 Bill Diehl  
 Minneapolis, St. Paul Dispatch & Pioneer Press:  
 Paul Light  
 Minneapolis, Star: Forest Powers  
 Minneapolis Star & Tribune: Will Jones  
 New Ulm Daily Journal: Bill Macklin

**MISSISSIPPI**

Biloxi, Daily Herald: Cosman Eisendrath  
 Corinth, The Daily Corinthian: Frederick Jay  
 Grenada, Daily Star: Wallace Sherwood  
 Jackson, Clarion Ledger: Carl McIntyre  
 Jackson Advertiser: Ealythe W. McCraw  
 Jackson Daily News: Dick Hains  
 Jackson Daily News: Frank Hains  
 Jackson, State Times: Cal Turner  
 Magnolia Gazette: John Gibson  
 McComb, Enterprise Journal: Charles Gordon  
 Meridian Star: Carl Fitzgerald  
 Vicksburg Evening Post: Burrell Conway

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Columbia Daily Tribune: J. P. Hamel  
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 Flat River, St. Francis County Journal:  
 Eunice Alexander  
 Jefferson City, News Tribune Co.: Joe Majersky  
 Kansas City Star: R. J. Hoyland  
 Rolla Daily Herald: Bill Brener  
 St. Clair, Chronicle: Dorothy Moore  
 St. Joseph News Press & Gazette: Don Thornton  
 St. Louis Globe Democrat: Pete Kahn  
 St. Louis Post Dispatch: Bill Schoyen  
 Springfield Newspapers Inc.: Jim Billings  
 Washington, Missourian-Citizen: Bill Miller

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Fremont, Guide & Tribune: Russ Weber  
 Lincoln Star-Journal: Lucigrace Switzer  
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 Las Vegas, Review-Journal: Gene Tuttle  
 Las Vegas, Sun: Forrest Duke

**NEW HAMPSHIRE**

Berlin, Manchester Union: Ralph Peloquin  
 Concord, Monitor: Bob Keeler  
 North Conway, Reporter: Paul K. Blanchard

**NEW JERSEY**

Ocean City, Sentinel Ledger: Harold Leo  
 Trenton, Trentonian: Sol Weinstein  
 Trenton, Trentonian: Barbara Wolf  
 Trenton Times: Bob Mueller

**NEW MEXICO**

Carlsbad, Current-Argus: Jeter Bryan  
 Clayton, Union County Leader: Paul Payton  
 Los Alamos, Santa Fe New Mexican:  
 Peggy Corbett  
 Silver City Daily Press: Jack Kroehne  
 Silver City Enterprise: Don Lusk

**NEW YORK**

Albany, Knickerbocker News: Walter Hawver  
 Albany, Times Union: John Archer  
 Albany, Times Union: Mary Tessier  
 Albany, Times-Union: Edgar Van Olinda  
 Bayshore, Suffolk Cons. Press: Joe Fanelli  
 Beacon Light: Martin Merrit  
 Binghamton Press: Jerry Handt  
 Binghamton Press: Don Johnson  
 Buffalo Courier-Express: Donald Selnerth  
 Buffalo Evening News: Sturgess Hedrick  
 Catskill Daily Mail: Dan Barr  
 Elmira Star Gazette: Jim Morse  
 Endicott, The Daily Bulletin: Harriet French  
 Endicott, The Daily Bulletin: Robert Wolk  
 Garden City, Newsday: Kirk Price  
 Hudson Register Star: Gus Kramer  
 Huntington, Long Islander: Ron Armstrong  
 Jamaica, Long Island Press: Mort Pye  
 Jamestown Post-Journal: Pat Boyd  
 Jamestown Post-Journal: Charles Stewart  
 Jamestown Sun: Edward Byrne  
 Jamestown Sun: Joanne Goodheart  
 Lockport, Union-Sun & Journal: Elting Wells  
 New York, Amsterdam News: Jess Walker  
 New York, Associated Press: Charles Mercer  
 New York, Daily Mirror: Nick Kenny  
 New York, Daily News: Kay Gardella  
 New York, Daily News: Ben Gross  
 New York, Daily News: Matthew Messina  
 New York, Herald Tribune: Sidney Bakal  
 New York, Herald Tribune: John Crosby  
 New York, Herald Tribune: Hy Gardner  
 New York, Herald Tribune: Tony Gentile  
 New York, Herald Tribune: Ruth Gilbert  
 New York, Herald Tribune: Josephine Jablons  
 New York, Herald Tribune: Marie Torre  
 New York International News Service: Bob Reid  
 New York, Journal American: Danny Brooks  
 New York, Journal American: Jerome J. Karpf  
 New York, Journal American: Jack O'Brian  
 New York, Journal American: Louis Reid  
 New York, Pittsburgh Courier: Josephine Schuyler  
 New York, Post: Jo Coppola  
 New York, Post: Bob Williams  
 New York, Times: Val Adams  
 New York, Times: Jack Gould  
 New York, Times: J. P. Shanley  
 New York, Times: Dick Shepard  
 New York, United Press: William Higginbotham  
 New York, United Press: William Ewald  
 New York, World Telegram & Sun: Fred Bianco III  
 New York, World Telegram & Sun:  
 Harriet Van Horne  
 New York, World Telegram & Sun: Ed Leamy  
 New York, World Telegram & Sun:  
 Julius Warzybok  
 Ogdensburg Journal: Ralph Vatalaro  
 Olean Times Herald: Grey Fitzpatrick  
 Osaconia Daily Star: Bob DiPante  
 Patchogue Advance: Don Mogne



# RADIO-TV EDITORS



Pittsburg, Minn. Star Press, Frank Mooney  
 Pittsburgh Press, Republican, Mike McMahon  
 Pittsburgh Courier, New Yorker, Charles Murray  
 Rochester Democrat & Chronicle, Harold Nichols  
 Rochester Times Union, Jack Radtke  
 Rochester Times Union, Al Seigel  
 Reno Sentinel, Margaret McCarthy  
 Snyville, Subiaky County News, Joe Jayne  
 Science City Gazette, (Mrs.) Jean Bell  
 Syracuse, The old Journal, Bob Sokolsky  
 Syracuse Post Standard, Peg Stevens  
 Troy Record, Mr. Alton  
 Troy Record, Alfred Sitter

## NORTH CAROLINA

Ashboro, Courier-Tribune, Fred Burgess  
 Asheville Citizen, Doug Reed  
 Asheville Citizen Times, Earl Freeman  
 Asheville Times, Horace Posey  
 Blount, Banner, Bill Barrette  
 Blount, Charlotte News and Observer  
 (Mrs.) W. R. Stowe  
 Charlotte News, Lera Washum  
 Charlotte News, Bill Weisner  
 Charlotte News, Emory Wisler  
 Charlotte Observer, Dick Banks  
 Charlotte Observer, Mary Lou Davis  
 Dunn, Daily Record, Hoover Adams  
 Dunn, Reporter, Nancy Welborn  
 Durham Herald, Ed Hodges  
 Durham Herald, Martha Sherrill  
 Durham Sun, Wyatt Dixon  
 Gastonia Gazette, Lyle Edwards  
 Gastonia Gazette, Ray Jimison  
 Lenoirham, The Post, Bruce Roberts  
 Lenoirham, The Robinson of Penn Gray  
 Monroe Journal, Arhlie Laney  
 Raleigh News & Observer, Ray Lowery  
 Raleigh Times, Ann Elmgott Cooke  
 Salisbury Post, Jim Hurley Jr.  
 Salisbury, John Linton, Sam Tom Davis  
 Smithfield Herald, Peter Hulth  
 Winston-Salem Journal, Frank Clugman  
 Winston-Salem Journal & Sentinel, Bobby Isaacs  
 Winston-Salem, Tamarica Sentinel, Bill East

## NORTH DAKOTA

Fargo Forum, Dell Johnson  
 Jamestown, Statesman County Record,  
 James Morris  
 Jamestown, Sun, William Wright  
 Williston Herald, Dan Halligan  
 Williston, Plains Reporter, Corinne Shemery

## OHIO

Akron, Beacon Journal, Art Gillison  
 Cincinnati Enquirer, Mages Adams  
 Cincinnati Enquirer, James Devane  
 Cincinnati Post, Mary Wood  
 Cincinnati Times Star, Char'ton Wallace  
 Cleveland News, Maurice VanMetre  
 Cleveland Plain Dealer, George Condon  
 Cleveland Plain Dealer, Tom O'Connell  
 Cleveland Press, Jim Frankel  
 Cleveland Press, Nancy Gallagher  
 Columbus Citizen, Jo Bradley Reed  
 Columbus Dispatch, Ted Raper  
 Columbus, Ohio State Journal, Joe Mills  
 Dayton Daily News, Gee Mitchell  
 Dayton Journal Herald, Brauard Platt  
 Findlay, Republican Courier, Allen Dudley  
 Findlay Tribune, Jay Brushart  
 Jackson Herald, Ed Clark  
 Kent, Courier Tribune, Mr. Secora  
 Leipsic, Daily Gazette, Jo James  
 Marietta Times, Andy Elliott  
 Marion Star, (Mrs.) Frances Bomberger  
 Martins Ferry, Times Leader, Bob Frazier  
 Niles Times, Agnes Lappata  
 Portsmouth Times, Mrs. Jack Bush  
 Sandusky Register, Eds. Kelly  
 Springfield News & Sun, Arh. Martin  
 Smithsontown Journal, Nadyne Herrick  
 Toledo Blade, Ray O'Fallon  
 Youngstown, Vindicator, Adrian Slicka  
 Zanesville, Sunday Times, Stuart Robinson

Zanesville, Times, Reporter & Star  
 Naomi Carlton

## OKLAHOMA

Hugo, South East Oklahoman, Gladys Brewer  
 Hugo, South East Oklahoman, Frances Inon  
 Tulsa Tribune, Jim Downing  
 Tulsa World, Troy Gordon

## OREGON

Albany, Frontier Herald, Carl Plog  
 Astoria, Astorian Journal, John Neman  
 Coquille, The Sentinel, Ralph Stellar  
 Coquille, The Sentinel, Allen Peters  
 Eugene, Register Guard, Grace Layvill  
 Eugene, Register Guard, Jack Craig  
 McMinnville, Daily News Register, Julian Prescott  
 North Bend News, Fred Haise  
 Portland, Oregon Journal, Walt Fredericks  
 Portland, Oregon Journal, William Stokes  
 Portland, The Oregonian, Francis Murphy  
 Seaside, Seaside News, Conrad Prange  
 The Dalles Optimist, George Lindsay  
 The Dalles, Chronicle, Lillian Miller

## PENNSYLVANIA

Allentown Morning Call, Art Gerhart  
 Allentown Morning Call, Herb Wernick  
 Allentown, Evening Citizen, Charles Zaines  
 Allentown, Morning, Pat Kinton  
 Allentown Tribune, Casey Stine  
 Ambler, Daily Citizen, Vaughn Arnold  
 Beaver Valley News, Jack Malone  
 Berwick Enterprise, Edgar A. Feinstein, cher  
 Bristol Courier, Ben Borowsky  
 Butler Eagle, Sam Walters  
 Chambersburg Review, James E. Branish  
 Chester Times, Bob Finneane  
 Erie News Times, Jerry Hagerty  
 Erie News Times, Jay James  
 Erie News Times, Ed Meade  
 Homestead, Western Independent, Cliff Ammerman  
 Lewisport, The Sentinel, Richard Ruthe  
 McKeesport, Daily News, John Watted  
 Plymouth, Tribune, Gertrude M. Proehl  
 Philadelphia Daily News, Jerry Gahagan  
 Philadelphia Daily News, Ernest L. Seltzer  
 Philadelphia Daily News, L. Schwartz  
 Philadelphia Evening Bulletin, Elmer Cull  
 Philadelphia Evening Bulletin, Bob Williams  
 Philadelphia Inquirer, Harry Harris  
 Philadelphia Inquirer, Jean Kuniak  
 Philadelphia Journal of Commerce, Will Regan  
 Philadelphia, Tribune, Art Peters  
 Pittsburgh Post-Gazette, Wm. Fanning  
 Pittsburgh Post-Gazette, James Feltroto  
 Pittsburgh Press, Fred Remington  
 Pittsburgh Sun Telegraph, Wilbur Clark  
 Pittsburgh Sun Telegraph, Leonard Mendlowitz  
 Pittsburgh Sun Telegraph, Karl Krug  
 Pittston Gazette, Willard Peck  
 Pottsville, Spirit, Sidney Carlton  
 Reading Eagle, Doc Thompson  
 Reading Times, Louis Schlossberg  
 Roaring Spring, Cove News, Mr. Barubart  
 Scranton Times, Sid Benjamin  
 Scranton Tribune, Patrick McGlynn  
 Shamokin News Dispatch, Sandy Balovich  
 Titusville Herald, Al Goodman  
 Uniontown Morning Herald, Doug MacFarlin  
 Uniontown Evening Standard, Walter Sterey  
 Upper Merion News, Will Regan  
 West Chester Daily Local, Miriam Peacock  
 Wilkes Barre Independent, James Cico

## RHODE ISLAND

Newport Daily News, James Kaulf  
 Pawtucket Times, Joe Costello  
 Providence Journal Bulletin, Ted Holmberg  
 Woonsocket Call, Drew Dearon

## SOUTH CAROLINA

Charleston Evening Post News & Courier  
 Basil Hall  
 Greenville Daily Journal, Ed Clafflin



Marion Star: Lem Winesett
Mullins Enterprise: (Mrs.) L. B. McCormick
Spartanburg Guide: R. L. DeYoung
Sumter Daily Item: John McKnight
Walterboro, Press and Standard: W. W. Smoak Jr.

SOUTH DAKOTA

Sioux Falls, Argus-Leader: Ralph Green

TENNESSEE

Covington Leader: Bill Simonton
Humboldt, Courier-Chronicle: Bob Nicholson
Jamestown, Upper Cumberland Times: Luther York
Knoxville Journal: J. B. Alexander
Knoxville News Sentinel: Hugh Allen
Knoxville News-Sentinel: Betty Brown
Maryville Alcoa Daily Times: Tutt Bradford
Maryville Enterprise: Dan Hicks
McMinnville, Southern Standard: Bill Dyer
Memphis, Commercial Appeal: Henry Mitchell
Memphis Press Scimitar: Louise Ahrens
Memphis Press Scimitar: Robert Johnson
Murfreesboro, Daily News: Doug Sparks
Murfreesboro, Rutherford Courier: Charles Cates
Nashville Banner: Red O'Donnell
Nashville Tennessean: Bill Maples
Oneida, Scott County News: C. W. Wright
Savannah Courier: Bill Craddock

TEXAS

Amarillo, Globe-News: Bill McFeynolds
Beaumont Enterprise: Merita Mills
Beaumont Journal: Gladys Quilliam
Carthage, Panola Watchman: Clab Applegate
Dallas Morning News: Fairfax Nesbitt
Dallas Morning News: Tony Zoppe
Dallas Times Herald: Bob Brock
El Campo, Henschel Hunt: Chuck Schwartzkopt
El Paso Times: Nancy Miller
Fort Worth Press: Jack Gordon
Fort Worth Star-Telegram: Elston Brooks
Fort Worth Star-Telegram: Ira Cain
Houston Chronicle: Ann Hodges
Houston Post: Starley Tevis
Houston Press: Irene Wilson
Jefferson Implicite: R. O. Hicks
Longview News: Ellis Hopkins
Lubbock, Avalanche Journal: R. C. Hankins
Lufkin Daily News: W. R. Beammier
Marshall, News Messenger: Millard Cope
Mineral Wells, Daily Index: Ruth Ducker
Mineral Wells News: Thelma Doss
Nacogdoches Daily Sentinel: Vic Fain
Pampa Daily News: Joel Combs
Paris, Lamar County Echo: Thomas Steeley
Paris News: Ray Sissell
Port Arthur News: Grace Foote
Rosenberg Herald: Donald Bryant
San Angelo, Standard Times: Jerry Coffey
San Antonio Express-News: Fern Chick
San Antonio Express & News: Gerry Owen
San Antonio Express & News: Paul Thompson
San Antonio, Light: Renwick Carey
San Antonio, Light: Paul Treuch
Uvalde Leader News: Harry Hornby Jr.
Wichita Falls, Daily Times: Carroll Copelin
Wichita Falls, Record News: Jim Seaver
Wichita Falls, Record News: Willard Underwood

UTAH

Logan, Herald-Journal: Ray Nelson
Salt Lake City, The Deseret News-Telegram: Howard Pearson
Salt Lake Tribune: Roy Hudson

VERMONT

Burlington Sunday News: Bob Cronin

VIRGINIA

Arlington, Northern Va. Daily Sun: Arnold Sagaly
Danville, Commercial Appeal: Watt Miles
Danville, The Bee: Johnny Johnston
Harrisonburg, News-Record: Harry Slavin
Marion, Smyth County News: Jim Tindall

Norfolk, Ledger Dispatch: Clarence Walton
Norfolk, Virginia Pilot: Warner Twyford
Orange Review: R. Duff Green
Richmond News Leader: Victor Dior
Richmond Times Dispatch: Norman Rowe
Roanoke Times: W. Atkinson
Roanoke, Times-World News: Jesse Chapman
Roanoke World News: W. C. Stauffer
Rocky Mount, Franklin News Post: Dermitt Salyer
South Boston, Halifax Gazette: Linn Shelton
South Boston, Halifax Record Advertiser: Cliff Hubbard
Winchester, Evening Star: Charles Tait

WASHINGTON

Aberdeen, Daily World: Ed Stanley
Aberdeen, Grays Harbor Post: William Koski
Bellevue American: Bruce Helberg
Bellingham, Herald: Bill Fowler
Centralia, Daily Chronicle: John Edinger
Seattle Post-Intelligencer: Bill Jahn
Seattle Post-Intelligencer: John Voorhees
Seattle Times: Louise Bresky
Seattle Times: Ross Cunningham
Seattle Times: Louis Guzzo
Seattle, Shopping News: Mr. Everett
Tacoma News Tribune: Helen Rogers
Walla Walla, Union-Bulletin: Frank Mitchell

WEST VIRGINIA

Bluefield, Daily Telegraph: Stubby Curran
Bluefield, Sunset News: Sidney Barksdale
Charleston Daily Mail: Arnold Knapp
Charleston Gazette: Nancy Brady
Clarksburg News: Glenn Peterson
Fairmont, Times-West Virginian: Art Pearce
Huntington, Advertiser: Custer Holiday
Huntington, Herald-Advertiser: Bill Belanger
Morgantown, Dominion News: William Hart
Morgantown Post: Brooks Cottle
New Martinsville, Wetzel Republican: Jim Fitzsimmons
New Martinsville, Wetzel Republican: Sam Chapman
Wheeling Intelligencer: Lew Clawson

WISCONSIN

Beaver Dam, Daily Citizen: Joseph Helfert
Beloit Daily News: Minnie Enking
Eau Claire Leader-Telegram: Ralph Anderson
La Crosse Tribune: Marguerite Lienlokken
Madison, Wisconsin State Journal: Bill Doudna
Manitowoc, Herald-Times: Roy Valitchka
Milwaukee Journal: Bob Dooley
Milwaukee Sentinel: Al Ellwitz
Milwaukee Sentinel: Buck Herzog
Racine Journal-Times: Richard Rainbolt
Ripon, Berlin Shopping News: Robert Gates
Ripon Shopping News: John Dolata
Superior Evening Telegram: John Ward
Wausau Record Herald: Frank Plano

WYOMING

Buffalo Bulletin: Frank Hicks
Sheridan Press: Carl Rott
Torrington News: Ted Duffey
Torrington Telegram: Ed Fessler

ALASKA

Seward, Petticoat Gazette: M. Kirtpatrick

HAWAII

Honolulu Advertiser: Eddie Sherman
Honolulu Star-Bulletin: Walt Christy
Lihue, Kauai, The Garden Island: Harold W. Ching

CANADA

Montreal, The Gazette: Bernard Dube
Montreal, The Montreal Star: Pat Pearce
Toronto Star: William Drylie
Toronto Star: Gordon Sinclair
Toronto, The Telegram: Alex Barris
Toronto, The Telegram: Lloyd Finley
Toronto, The Telegram: Ron Poulton



**Ed Herlihy**

**TELEVISION**

**BEHIND THE  
MIKE  
←←←←←←←←←←  
BEFORE THE  
CAMERA**

**YEARBOOK**

**1958**



## HUGH DOWNS

"TONIGHT" — NBC-TV

"THE ARLENE FRANCIS SHOW" — NBC-TV

"MONITOR" — NBC-RADIO

*Exclusive Representative: Martin Goodman*

36 Central Park South

PL 1-3555



# RADIO-TV ARTISTS

—their work during 1957

— A —

**AFRA, TYBEE**

B. Feb. 12, 1933; America's Greatest Bands, CBS-TV; Steve Allen, NBC-TV; Art Ford, WABD, La Voz Dominicana, Dominican Republic; Nescafe Program, Ch. 2, Mexico City

**AGRONSKY, MARTIN**

Look Here  
NBC-TV

**ALAMPI, PHIL**

Farm News  
NBC

**ALEXANDER, BEN**

Braguet  
NBC-TV

**ALLEN, CASEY**

B. April 25, Minneapolis, Minn.; Kitty Foyle, NBC-TV; Studio One, Ma Perkins, CBS

**ALLEN, GRACIE**

The Burns and Allen Show  
CBS-TV

**ALLEN, STEVE**

N. Y.; Tonight, NBC; The Steve B. Dec. 26, 1921, New York, Allen Show, NBC-TV

**ALLENBY, PEGGY**

The Edge of Night  
CBS-TV

**ALLISON, FRAN**

Breakfast Club  
ABN

**AMES, TEAL**

The Edge of Night  
CBS-TV

**ANDERSON,  
EDDIE**

Jack Benny Program, CBS

**ANDERSON, HERB OSCAR**

APN

**ANDERSON, WARNER**

The Lineup  
CBS-TV

**ANDREWS,  
JOHNNY**

B. April 1, Boston, Mass.; Johnny Andrews Radio Show, WRCA; Sunday Schedule, NBC-TV; Monitor (as Communicator) NBC; Hi-Mom, WRCA-TV; Arlene Francis Show, NBC

**ANSARA, MICHAEL**

Broken Arrow  
ABC-TV

**ARDEN, EYE**

The Eye Arden Show  
CBS-TV

**ARMSTRONG, LOUIS**

The Edsel Show  
CBS-TV

**ARNAZ, DESI**

The Lucille Ball—Desi Arnaz Show, I Love Lucy, CBS-TV

**ARNES, JAMES**

Gunsmoke  
CBS-TV

**ARTHUR, JACK**

Indictment  
CBS

**ARYAN, JAN**

Zorro  
ABC-TV

— B —

**BACKUS, JIM**

I Married Joan  
NBC-TV

**BAER, PARLEY**

Gunsmoke  
CBS

**BAILEY, JACK**

Queen for a Day  
MBS, NBC-TV

**BAILEY, ROBERT**

Yours Truly, Johnny Dollar  
CBS

**BAIRD, ELL**

Washington Square  
NBC-TV

**BAIRD, CORA**

Washington Square  
NBC-TV

**BAKER, ART**

You Asked for It  
ABC-TV

**BALDWIN, DON**

Changung Times  
CBS

**BALL, LUCILLE**

The Lucille Ball—Desi Arnaz Show, I Love Lucy, CBS-TV



*Frankie Laine*

To Broadcasters

**AP**

Means

**A**dded **P**rofits

**A**dded **P**restige

**The Associated Press**

50 Rockefeller Plaza

New York 20, N. Y.



**BALLABIO, DENNIS**

B. Oct. 21, 1924; Perry Como Show, Robert Montgomery, Children's Hour, Five Star Matinee, NBC; Herb Shriner Show, Studio One—Goldbergs, CBS; My True Story, ABC

**BANNISTER, PAUL**

Brighter Day  
CBS-TV

**BARRY, JACK**

Tic Tac Dough, Twenty-One, High Low  
NBC-TV

**BARTLETT, BONNIE**

Love of Life  
CBS-TV

**BAVIER, FRANCES**

The Eve Arden Show, It's a Great Life  
CBS-TV, NBC-TV

**BAXTER, DR. FRANK**

Telephone Time  
ABC-TV

**BEAUMONT, HUGH**

Leave it to Beaver  
CBS-TV

**BECKER, SANDY**

Young Doctor Malone  
CBS

**BERRY, NOAH, JR.**

Circus Boy  
ABC-TV, NBC-TV

**BENADARET, BEA**

The Burns & Allen Show  
CBS-TV

**BENDIX, WILLIAM**

Life of Riley  
NBC-TV

**BENNY, JACK**

B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS, CBS-TV

**BERGEN, POLLY**

B. July 14, 1930, Knoxville, Tenn.; The Polly Bergen Show, Perry Como Show, Steve Allen Show, NBC-TV; Playhouse 90 (Helen Morgan), General Electric Theater, Ed Sullivan, To Tell The Truth, CBS-TV

**BERLE, MILTON**

Milton Berle Show, NBC-TV

**BERNSTEIN, LEONARD**

The New York Philharmonic  
CBS

**BETHUNE, ZINA**

The Guiding Light  
CBS-TV

**BETTGER, LYLE**

Court of Last Resort, NBC-TV; Family Theater, MBS

**BIGGS, E. POWER**

E Power Biggs Organ Program  
CBS

**BILLINGSLEY, BARBARA**

Leave it to Beaver  
CBS-TV

**BISHOP, WILLIAM**

It's a Great Life  
NBC-TV

**BLAINE, JIMMY**

Ruff N' Reddy, NBC-TV

**BLAIR, JANET**

Caesar's Hour  
NBC-TV

**BLYTH, ANN**

Family Theater  
MBS

**BOB & RAY**

Monitor  
NBC

**BOLGER, RAY**

Washington Square  
NBC-TV

**BOND, WARD**

Wagon Train  
NBC-TV

**BONTEMPI, PINO & FEDORA**

Continental Cookery with the Bontempis, WABC-TV; Continental Cookery, What's Cooking?, At Home with Fedora Bontempi, Channel 8 Kitchen, For Ladies Only, WNHC-TV, New Haven, Conn.

**BOONE, PAT**

B. June 1, 1934, Jacksonville, Fla.; Pat Boone Chevy Show Room, ABC-TV

**BOONE, RICHARD**

B. Los Angeles, Calif.; "Have Gun, Will Travel," CBS-TV; Star of Medic Series, CBS-TV

**BEACKEN, EDDIE**

Masquerade Party  
NBC-TV

**BRADY, PAT**

The Roy Rogers Show  
NBC-TV



**The Fitzgeralds**  
WOR



**SPRING  
BYINGTON**

*Star of*

**DECEMBER  
BRIDE**

**SAM  
LEVENSON**





# RADIO-TELEVISION ARTISTS

**BRANNUM, LUMPY**

Captain Kangaroo  
CBS-TV

**BRASFIELD, UNCLE GYP**

Country Music Jubilee  
ABC-TV

**BRENNAN, WALTER**

Family Theater, MBS; Real  
McCoy's, ABC-TV

**BRENT, ROMNEY**

Zorro  
ABC-TV

**BRESLIN, PATRICIA**

The People's Choice  
NBC-TV

**BRITT, JIM**

All Star Golf  
ABC-TV

**BRITTON, PAMELA**

Blondie  
NBC-TV

**BROOK, CLIVE**

Secrets of Scotland Yard  
MBS

**BROOKE, WALTER**

Brighter Day  
CBS-TV

**BROOKS, RAND**

Adventures of Rin Tin Tin  
ABC-TV

**BROWN, JIM L.**

Adventures of Rin Tin Tin

**BROWN, JOE E.**

Family Theater  
MBS

**BROWN, JOHN MASON**

The Last Word  
CBS, CBS-TV

**BRUNS, MONA**

Brighter Day  
CBS-TV

**BRYANT, WILLIAM**

The Web  
NBC-TV

**BRYSON, LYMAN**

Invitation to Learning  
CBS

**BUNCE, ALAN**

The Couple Next Door, CBS

**BURKE, PAUL**

Adventure at Scott Island  
ABC-TV

**BURNS, GEORGE**

The Burns and Allen Show  
CBS-TV

**BURNS, RONNIE**

The Burns and Allen Show  
CBS-TV

**BURNS, STAN**

Entertainment Press Conference,  
Dumont; NBC Monitor; Cerebral  
Palsy Telethon, WOR-TV; Stan  
Burns Show, WINS

**BURR, STAN**

As the World Turns  
CBS-TV

**BURR, RAYMOND**

Family Theater, MBS; Perry  
Mason, CBS-TV

**BURROWS, ABE**

What's it for  
NBC-TV

**BUTTONS, RED**

Sayonara

**BUTTRAM, PAT**

Just Entertainment  
CBS

**BYINGTON,  
SPRING**

B. Oct. 17, Colorado Spring,

Colo.; "December Bride," CBS-  
TV

**— C —****CAESAR, SID**

B. Sept. 8, 1922, New York,  
N. Y.; Sid Caesar Invites You,  
ABC-TV

**CAGNEY, JAMES**

Family Theater  
MBC

**CAGNEY, JEANNE**

Family Theater, Queen for a  
Day  
MBS

**CALDWELL, SAM**

Garden Gate  
CBS

**CALVIN, HENRY**

Zorro  
ABC-TV

**CAMARGO,  
RALPH**

U. S. Steel, Our Miss Brooks,  
William Bendix Show, Have Gun,  
Will Travel; CBS-TV

**CAMPBELL, CAROLE ANN**

Mickey Mouse Club  
ABC-TV

**CAMPBELL, KAY**

Ma Perkins  
CBS

**CAMPBELL, WILLIAM**

Family Theater  
MBS

**CAREY, OLIVE**

Mr. Adams and Eve  
CBS-TV

**CAREY, PHIL**

The 77th Bengal Lancers  
NBC-TV



## BRYNA RAEBURN

RADIO REGISTRY

The  
**DANNY THOMAS**  
Show

CBS-TV

MARTERTO ENTERPRISES, INC.



**JONATHAN WINTERS**

Exclusive representative Martin Goodman  
36 Central Park South



# RADIO-TELEVISION ARTISTS



**CARLISLE, KITTY**  
To tell the Truth  
CBS-TV

## **CARLON, FRAN**

B. April 2, Indianapolis, Ind.;  
Big Story (live & film), Modern  
Romances, Robert Montgomery,  
NBC; A.M.A. Recordings, Indus-  
trial for N.A.M.—Squibb—Mut-  
ual Life

**CARROLL, MADELEINE**  
Affairs of Dr. Gentry  
NBC

**CARROLL, PAT**  
Caesar's Hour  
NBC-TV

## **CARSON, JEANNIE**

B. May 23, Pudsey, Yorkshire,  
England; Hey Jeannie, CBS-TV

**CARSON, JOHNNY**  
Do you trust your Wife?  
ABC-TV

**CARTWRIGHT, ANGELA**  
The Danny Thomas Show  
CBS-TV

**CAULFIELD, JOAN**  
Sally  
NBC-TV

**CERF, BENNETT**  
What's My Line  
CBS-TV

**CEZON, CONNIE**  
Perry Mason  
CBS-TV

**CHANDLER, GEORGE**  
Lassie  
CBS-TV

**CHANDLER, JEFF**  
Family Theater  
MBS

**CHAPIN, LAUREN**  
Father Knows Best  
NBC-TV

**CHAPMAN, BRUCE**  
The Answer Man  
MBS

**CHASE, ILKA**  
Masquerade Party  
NBC-TV

**CLARK, DICK**  
Dick Clark—Saturday Night,  
American Bandstand, ABC-TV

**CLOONEY, ROSEMARY**  
The Edsel Show  
CBS-TV

**COCA, IMOGENE**  
Sid Caesar—Imogene Coca  
ABC-TV

**COLLINGWOOD, CHARLES**  
Odyssey  
CBS-TV

**COLLINS, RAY**  
Perry Mason  
CBS-TV

**COLLYER, BUD**  
Beat the Clock, To tell the  
Truth  
CBS-TV

## **COMO, PERRY**

Perry Como Show, NBC-TV

**CONNOR, WHITFIELD**  
The Guiding Light  
CBS-TV

**CONRAD, WILLIAM**  
Gunsmoke  
CBS

**CONRIED, HANS**  
Tonight, What's it For?  
NBC-TV

**CONSIDINE, MILLIE**  
Nightline

## **CONTE, JOHN**

B. Sept. 15, Palmer, Mass. Mat-  
inee Theater, NBC-TV

**CONWAY, SHIRL**  
Caesar's Hour  
NBC-TV

**COOPER, JACKIE**  
The People's Choice  
NBC-TV

**CORE, NATALIE**  
Home  
NBC-TV

**CORRELL, CHARLES**  
Amos 'n' Andy Music Hall  
CBS

**COSELL, HOWARD**  
Sports Focus  
ABC-TV

**COTTEN, JOSEPH**  
On Trial  
NBC-TV

**COUGHLIN, JOHN**  
Susan's Show  
CBS-TV

**COURTH, HAZEL**  
Dick and the Duchess  
CBS-TV

**COURTLAND, JEROME**  
Disneyland  
ABC-TV

**COWLING, SAM**  
Breakfast Club  
ABN

**COX, WALLY**  
Adventures of Hiram Holiday  
NBC-TV

**CRABBE, BUSTER**  
Captain Gallant of the Foreign  
 Legion  
NBC-TV

**CRANE, LOR**  
Rocket to Stardom  
KTTV, Hollywood, Calif.

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**HARRY VON ZELL**

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**BURNS and ALLEN**

for

**CARNATION**

**AND**

**B. F. GOODRICH**

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more every year)





# RADIO-TELEVISION ARTISTS



## CRAWFORD, BRODERICK

Highway Patrol  
NBC-TV

## CRENNA, RICHARD

Real McCoys  
ABC-TV

## CROSBY, BING

The Edsel Show  
CBS-TV

## CROSBY, LINDSAY

The Edsel Show  
CBS-TV

## CULLEN, BILL

I've got a Secret  
CBS-TV

## CULP, ROBERT

Trackdown  
CBS-TV

## CUMMINGS, BOB

The Bob Cummings Show  
NBC-TV

## — D —

## DALTON, ALENE

The Story of Princess  
MBS

## DALY, JOHN

What's my Line  
CBS-TV

## D'ANDREA, TOM

Life of Riley  
NBC-TV

## DARWELL, JANE

Circus Boy  
NBC-TV

## DAVIES, BLAIR

The Brighter Day  
CBS-TV

## DAVIS, JOAN

I Married Joan  
NBC-TV

## DAVIS, WATSON

Adventures in Science  
CBS

## DAY, DENNIS

Family Theater  
MBS

## DEAN, JIMMY

The Jimmy Dean Show  
CBS-TV

## DeCAMP, ROSEMARY

The Bob Cummings Show  
NBC-TV

## DEMING, ELLEN

The Guiding Light  
CBS-TV

## DENNING, RICHARD

Family Theater  
MBS

## DEVINE, ANDY

Wild Bill Hickok  
ABC-TV, CBS-TV

## DE WITT, GEORGE

Name That Tune, CBS-TV

## DIAMOND, BOBBY

Fury  
NBC-TV

## BODD, JIMMIE

B. Mar. 28, Cincinnati, Ohio;  
Mickey Mouse Club, ABC-TV

## DONAHUE, ELINOR

Father Knows Best  
NBC-TV

## DOUGLAS, SUSAN

The Guiding Light  
CBS-TV

## DOW, TONY

Leave it to Beaver  
CBS-TV

## DOWNS, HUGH

Home, The Arlene Francis Show,  
Tonight, NBC-TV

## DRAKE, GALEN

Galen Drake Show  
CBS

## DRAPER, RUSTY

Rusty Draper Show  
CBS

## DREES, JACK

Wednesday Night Flights  
ABC-TV

## DREW, WENDY

As the World Turns  
CBS-TV

## DRISCOLL, PATRICIA

Robin Hood  
CBS-TV

## DUFF, HOWARD

Mr. Adams and Eve  
CBS-TV

## DUMAS, ELAINE

Romance of Helen Trent  
CBS

## DUNCAN, ALISTAIR

Our Gal Sunday  
CBS

## DUNCAN, ARCHIE

Robin Hood  
CBS-TV

## DUNN, JAMES

It's a Great Life  
NBC-TV

## DUNNE, IRENE

Family Theater  
MBS

## DURANTE, JIMMY

B. Feb. 10th, New York, N. Y.

## — E —

## EASTMAN, RICHARD

Tombstone Territory  
ABC-TV

H

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B



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HAPPY  
FELTON



FRAN CARLON



CASEY ALLEN

308 WEST 4th ST.  
SU. 7-5400

**EDWARDS, RALPH**

B. June 13, 1913, Merino, Colo.; This Is Your Life, NBC-TV

**ELLIOTT, EVAN**  
Adventure at Scott Island  
ABC-TV

**ELLIS, GEORGIA**  
Gunsmoke  
CBS

**EMERSON, FAYE**  
I've Got a Secret  
CBS-TV

**ERICKSON, CORYDON A.**

B. Dec. 26, 1944, New York, N. Y.; Robert Montgomery, Omnibus, U. S. Steel, etc.; Commercials, Dubbing Transcriptions, Weekday, Five Star Matinee, Animations, Paramount, Records, Industrials, etc.

**ERICKSON, LAUNCELOT D.**

B. Sept. 6, 1949, New York, N. Y.; Commercials, Industrials, Dubbing, Hatful of Rain, Faith for Today; Studio One, Five Star Matinee, Transcriptions

**EVANS, BERGEN**  
The Last Word  
CBS

**EVANS, DALE**  
The Roy Rogers Show  
NBC-TV

**EVANS, GENE**  
My Friend Flicka  
NBC-TV

**EVANS, MAURICE**  
Hallmark Hall of Fame  
NBC-TV

**EVANS, RICHARD**  
Salt Lake City Tabernacle  
Choir and Organ Program  
CBS

**F**

**FADIMAN, CLIFTON**  
Conversation, Monitor  
NBC

**FARRELL, CHARLES**  
The Charles Farrell Show  
NBC-TV

**FARRELL, TOM**  
Adventures of Rin Tin Tin  
ABC-TV

**FELTON, HAPPY**  
B. Nov. 30, 1907; Bellevue, Pa.; Happy Felton's Knothole Gang; Talk to the Stars; Happy Felton's Press Box, WOR-TV; It's a Hit, CBS-TV; Knothole Gang; BoBo Newsom, WAAB-TV

**FELTON, VERNA**  
December Bride  
CBS-TV

**FITZGERALD, ED**  
B. Nov. 24, Troy, N. Y.; Window, The Fitzgeralds, WRCA-TV

**FITZGERALD, PEGEEN**

B. Nov. 24, Norcatur, Kan.; Window, The Fitzgeralds, WRCA-TV

**FITZMAURICE, MICHAEL**

B. April 28, 1918, Chicago, Ill.

**FLEMING, ROBERT**  
Open Hearing  
ABC-TV

**FOLEY, RED**  
The Red Foley Show, Country Music Jubilee, NBC, ABC-TV

**FORBES, MURRAY**  
Ma Perkins  
CBS

**FORBES, SCOTT**  
Adventures of Jim Bowie  
ABC-TV

**FORD, PAUL**  
The Phil Silvers Show  
CBS-TV

**FORD, TENNESSEE ERNIE**

B. Feb. 13, 1919, Bristol, Tenn.; Tennessee Ernie Ford Show, The Ford Show, NBC-TV; Capitol Records

**FORREST, WILLIAM**  
Adventures of Rin Tin Tin  
ABC-TV

**FORSYTHE, JOHN**  
Bachelor Father  
CBS-TV

**FOSTER, STUART**  
Stuart Foster Show, Galen Drake Show  
CBS

**FOX, SONNY**  
Let's Take a Trip  
CBS-TV

**FRANCIS, ARLENE**  
Home Show, Arlene Francis Show,  
NBC-TV

**FRANKLIN, JOE**  
B. Mar. 9, 1926, New York, N. Y.; Joe Franklin's Memory Lane, WABC-TV

JOHN  
CONTE

*Host-Star*  
"MATINEE THEATER"  
NBC Color TV





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**MARVIN KOHN**



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**Breakfast Club**



- FRAWLEY, WILLIAM**  
The Lucille Ball—Desi Arnaz Show, I Love Lucy, CBS-TV
- FREEMAN, FLORENCE**  
Wendy Warren and the News  
CBS
- FREEMAN, MICKEY**  
The Phil Silvers Show  
CBS-TV
- FROST, ALICE**  
Our Gal Sunday, Second Mrs. Burton  
CBS

— G —

- GARDNER, IY**  
Hy Gardner Calling, Tonight, To Tell the Truth  
NBC-TV, CBS-TV
- GANER, JAMES**  
Maverick  
ABC-TV
- GARROWAY, DAYE**  
Today: Wide, Wide World  
NBC-TV
- GAUGE, ALEXANDER**  
Robin Hood  
CBS-TV
- GAYE, LISA**  
Zorro  
ABC-TV
- GERAD, KENN**  
The Secret Storm  
CBS-TV
- GILBERT, LAUREN**  
Love of Life  
CBS-TV
- GLEASON, JACKIE**  
The Honeymooners  
NBC-TV

**GOBEL, GEORGE**  
B. May 20, 1920, Chicago, Ill.;  
The George Gobel Show, NBC-TV

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BROTHERS**

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starring



**PEG LYNCH**  
and  
**ALAN BUNCE**

written by  
**PEG LYNCH**

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*Johnny*

*&*

*Penny*

*Olsen*

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# RADIO-TELEVISION ARTISTS



**GODFREY, ARTHUR**  
Arthur Godfrey Time, Ford  
Road Show  
CBS

**GOODMAN, DODY**  
Tonight  
NBC-TV

**GORING, MARIUS**  
Adventures of the Scarlet  
Pimpernel  
MBS

**GOSDEN, FREEMAN**  
Amos 'n' Andy Music Hall  
CBS

**GOSFIELD, MAURICE**  
The Phil Silvers Show  
CBS-TV

**GOTHARD, DAVID**  
Romance of Helen Trent  
CBS

**GRAHAM, BILLY**  
Hour of Decision  
NBC

**GRAHAM, NANCY ANN**  
Home  
NBC-TV

**GRANIK, TED**  
American Forum  
NBC-TV

**GRAVES, PETER**  
Fury  
NBC-TV

**GRAY, BARRY**  
The Barry Gray Show  
MBS

**GRAY, BILLY**  
Father Knows Best  
NBC-TV

**GRAY, DONALD**  
Detective's Diary, Saber of  
London  
NBC-TV

**GREAZA,  
WALTER N.**  
B. Jan. 1, 1897, St. Paul, Minn.;  
T-Men in Action (Fed. Men);  
WPXI, (Syndication); Edge of  
Night, CBS

**GREEN, KAREN**  
The Eve Arden Show  
CBS-TV

**GREENE, RICHARD**  
Robin Hood  
CBS-TV

## — H —

**HACKETT, BUDDY**  
Stanley  
NBC-TV

**HALE, BARBARA**  
Perry Mason  
CBS-TV

**HALL, HELEN**  
Family Living, Monitor,  
Nightline  
NBC

**HAMER, RUSTY**  
The Danny Thomas Show  
CBS-TV

**HAMMOND, PETER**  
Buccaners  
ABC-TV

**HART, DOROTHY**  
B. April 3, Cleveland, Ohio; Kraft  
Theatre, Goodyear Playhouse,  
Philco Playhouse, Robert Mont-  
gomery Presents, Four Star Play-  
house, Omnibus, Donger, Panto-  
mime Quiz, Suspense, Medallion  
Theatre, CBS-TV

**HAUSER, GAYLORD**  
The Gaylord Hauser Program  
MBS

**HAYDEN,  
RUSSELL**  
26 Men

**HAYES, PETER LIND**  
Peter and Mary Show  
CBS

**HAYWORTH, VINCENT**  
Keep Healthy  
MBS

**HEALY, MARY**  
Peter and Mary Show  
CBS

**HEARN, CHICK**  
All American Game of the  
Week  
ABC-TV

**HEFFNER, RICHARD D.**  
The Open Mind  
NBC-TV

**HEINKEL, SUSAN**  
Susan's Show  
CBS-TV

**HENDERSON, MARCIA**  
Dear Phoebe  
NBC-TV

**HERBERT, DON**  
Mr. Wizard  
NBC-TV

**HERLIHY, ED**  
My True Story, Monitor, NBC

**HIGBY, MARY JANE**  
This is Nora Drake  
CBS

**HOBBS, PETER**  
The Secret Storm  
CBS-TV

**HOLBROOK, HAL**  
Brighter Day  
CBS-TV



**MAGGI McNELLIS**

★



**BARBARA LEA**



**JIMMY BLAINE**

RUFF N' REDDY

N.B.C. T.V.

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PEnnypacker 5-8166 (Phila.)



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# RADIO-TELEVISION ARTISTS



## HOMES, CHARLEY

Lots of Music  
MBS

## HOPE, BOB

B. May 29, 1903, London, England; The Bob Hope Show, NBC, NBC-TV

## HOPPER, WILLIAM

Perry Mason  
CBS-TV

## HORTON, ROBERT

Wagon Train  
NBC-TV

## HOTCHKIS, JOAN

The Secret Storm  
CBS-TV

## HOUSTON, ALEC

The Jimmy Dean Show  
CBS-TV

## HOYE, GLORIA

Brighter Day  
CBS-TV

## HUGHES, MARY

Second Mrs. Burton  
CBS

## HUTCHINS, WILL

Sugarfoot  
ABC-TV

## HVLTON, JANE

Adventures of Sir Lancelot  
ABC-TV

## — J —

## JACKSON, SHERRY

The Danny Thomas Show  
CBS-TV

## JAMES, BARBARA

Max Liebman Spectacular  
NBC-TV

## JAMES, DENNIS

Entertainment U.S.A.  
CBS

## JANSSEN, DAVID

Richard Diamond Private  
Detective  
CBS-TV

## JEFFREYS, ANNE

Topper  
NBC-TV

## JOHNSTON, JOHNNY

Masquerade Party  
NBC-TV

## JORDAN, PAT

The Big Decision  
MBS

## JORDON, MARION & JIM

Fibber McGee & Molly  
NBC

## JOSLYN, ALLYN

The Eve Arden Show  
CBS-TV

## — K —

## KARLOFF, BORIS

Boris Karloff Presents  
MBS

## KEATING, LARRY

The Burns & Allen Show  
CBS-TV

## KEENE, MICHAEL

Adventure at Scott Island  
ABC-TV

## KEESHAN, BOB

Captain Kangaroo  
CBS-TV

## KEITH, RICHARD

The Lucille Ball—Desi Arnaz  
Show. I Love Lucy. CBS-TV

## KEMP, BILL

ABN

## KENNEDY, ADAM

The Californians  
NBC-TV

## KENT, ELAINE

Our Gal Sunday  
CBS

## KESNER, DICK

Lawrence Welk Show,  
Lawrence Welk's Top Tunes &  
New Talent  
ABC-TV

## KILGALLEN, DOROTHY

What's My Line  
CBS-TV

## KING, CARL

B. July 30, 1921, St. Louis, Mo.;  
The Secret Storm, Two for the  
Money, CBS-TV; King's Cross-  
road, Syndicated Film TV

## KING, YUKON

Sergeant Preston of the Yukon  
CBS-TV

## KINSELLA, WALTER

B. New York City, N. Y.; Martin  
Kane Private Eye, NBC Spectac-  
ulars, Kraft, Montgomery Pre-  
sents, Armstrong Circle Theatre,  
NBC-TV; Mama, CBS-TV

## KIRK, PHYLLIS

The Thin Man  
NBC-TV

## KIRK, TOMMY

Mickey Mouse Club  
ABC-TV

## KLAVAN AND FINCH

## KNOTTS, DON

The Steve Allen Show  
NBC-TV

## KOVACS, ERNIE

The Ernie Kovacs Show,  
'Tonight!'  
NBC-TV



**Julius LaRosa**



**WALTER GREAZA**



## Lanny Ross

WCBS-Radio  
Management General Artists Corp



## JACK STERLING



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Movies . . . "Outcasts of the City" Lorraine Productions, "Rock-A-Bye Baby" Paramount Pictures

AGENT: BILL BAXLEY

HO. 9-2878

HO. 9-3735



**KRAMER, MANDELL**  
Backstage Wife  
CBS

**KRUGER, OTTO**  
Family Theater  
MBS

— L —

**LAINÉ, FRANKIE**  
B. March 30, Chicago, Ill.; Person to Person, Shower of Stars, CBS-TV; Steve Allen Show, Perry Como Show, Nat "King" Cole Show, NBC-TV; Sunday Night at the Paladium

**LAKE, ARTHUR**  
Blondie  
NBC-TV

**LARKIN, JOHN**  
The Edge of Night  
CBS-TV

**LA ROSA, JULIUS**  
Ed Sullivan Show, CBS-TV

**LAUTER, HARRY**  
Tales of the Texas Rangers  
ABC-TV

**LAWFORD, PETER**  
Dear Phoebe, The Thin Man  
NBC-TV

**LEA, BARBARA**

**LEACHMAN, CLORIS**  
Lassie  
CBS-TV

**LEE, BRENDA**  
Country Music Jubilee  
ABC-TV

**LEE, JUDY**  
Today, NBC-TV; Judy Lee and the Weather, Forecast, 26 Men, Window, Commercial Breaks in Rose Bowl Game, Pro Bowl Game, Blue-Gray Game, WRCV-TV

**LEE, PINKY**  
The Gumby Show  
NBC-TV

**LEIGH, KELLY**  
NBC-TV Color Girl, NBC-TV

**LEIGH-HUNT, RONALD**  
Adventures of Sir Lancelot  
ABC-TV

**LEIBECK, HARVEY**  
The Phil Silvers Show

**LESCOULIE, JACK**  
Today, Tonight (America After Dark)  
NBC-TV

**LEVENSON, SAM**  
B. Dec. 28, 1911, New York, N. Y.; This Is Show Business, Toast of the Town, CBS

**LEWIS, GEORGE J.**  
Zorro  
ABC-TV

**LEWIS, JERRY**  
B. Mar. 16, 1926, Newark, N. J.; The Jerry Lewis Show, NBC-TV

**LEWIS, JUDY T.**  
B. Nov. 6, 1935, Los Angeles, Calif.; Kitty Foyle Series, Kraft Theater, Tonight, NBC-TV; The Verdict Is Yours, The Brighter Day, CBS-TV

**LEWIS, ROBERT Q.**  
Robert Q. Lewis Show, CBS

**LEWIS, SHARI**  
Hi, Mom!, NBC-TV

**LINKLETTER, ART**  
House Party, CBS, CBS-TV; People are Funny, NBC

**LOMOND, BRITT**  
Zorro  
ABC-TV

**LON, ALICE**  
Lawrence Welk Show, Lawrence Welk's Top Tunes & New Talent  
ABC-TV

**LORD, MARJORIE**  
The Danny Thomas Show  
CBS-TV

**LORNE, MARION**  
Sally  
NBC-TV

**LOUISE, ANITA**  
My Friend Flicka  
NBC-TV

**LOVE, DOTTIE**  
Arlene Francis, Max Liebman Spectaculars, Milton Berle, NBC-TV; Robert Q. Lewis, Jackie Gleason, CBS-TV

**LOVEJOY, FRANK**  
Meet McGraw  
NBC-TV

**LOWERY, ROBERT**  
Circus Boy  
ABC-TV

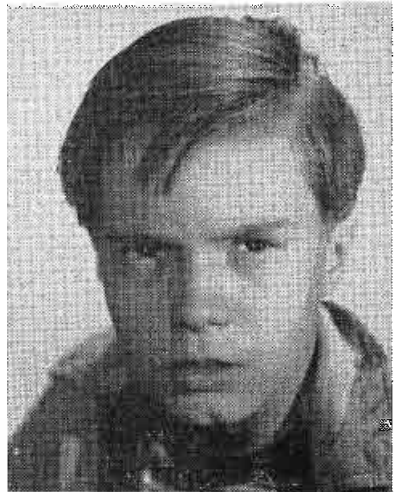
**LUPINO, IDA**  
Mr. Adam and Eve  
CBS-TV



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Hgt. 51                      Sept. 6, 1949  
Wgt. 55                      Voice 5-8

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or  
LE 2-1100



**CORYDON ERICKSON**

8-13 Year (Voice)

Your Agent  
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LE 2-1100



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"Mickey Mouse Club"



*Kelly Leigh*

JU 2-8800



# RADIO-TELEVISION ARTISTS



**LUPTON, JOHN**  
Broken Arrow  
ABC-TV

**LYNCH, PEG**  
The Couple Next Door, CBS  
**LYNN, BETTY**  
Family Theater  
MBS  
**LYNN, JERRY**  
U.S. Steel  
CBS-TV

## — Mc —

**McBRIDE, JOAN**  
Love of Life  
CBS-TV  
**McCAMMON, BESS**  
Romance of Helen Trent  
CBS  
**McCARTHY, JOSIE**  
Hi, Mom!  
NBC-TV  
**McCLORY, SEAN**  
The Californians  
NBC-TV  
**McCORD, BILL**  
Sports Highlights  
NBC  
**McCRARY, TEX**  
Tex & Jinx Show, NBC,  
NBC-TV  
Close-up, NBC-TV  
**McGEE, FIBBER AND MOLLY**  
Monitor  
NBC  
**McKAY, JIM**  
The Verdict is Yours  
CBS-TV  
**McLAUGHLIN, DON**  
Road of Life  
CBS

**McNEAR, HOWARD**  
Gunsmoke  
CBS

**McNEILL, DON**  
Breakfast Club, ABN

**McNELLIS, MAGGI**  
Assignment Broadway, Maggi's  
Magazine, MBS

## — M —

**MacDONALD, JEANNETTE**  
Family Theater  
MBS  
**MACK, TED**  
The Original Amateur Hour  
NBC-TV  
**MacLAUGHLIN, DON**  
As the World Turns  
CBS-TV  
**MADISON, GUY**  
Wild Bill Hickok  
CBS-TV, ABC-TV  
**MALONE, MARY**  
Our Gal Sunday  
CBS  
**MARCH, HAL**  
\$64,000 Question, What's it  
for?  
CBS-TV, NBC-TV  
**MARCH, LORI**  
Brighter Day  
CBS-TV  
**MARTIN, MARY**  
Annie Get Your Gun  
NBC-TV  
**MARTY, SYRA**  
Sunday Night at the  
Palladium  
BPC-TV

**MARVIN, LEE**  
M Squad  
NBC-TV  
**MARVIN, TONY**  
Arthur Godfrey Time  
CBS  
**MARX, GROUCHO**  
You Bet Your Life  
NBC, NBC-TV  
**MATHERS, JERRY**  
Leave it to Beaver  
CBS-TV  
**MAXWELL, ELSA**  
Tonight  
NBC-TV  
**MAY, DONALD**  
West Point  
ABC-TV  
**MEADOWS, AUDREY**  
The Honeymooners  
NBC-TV  
**MEADOWS, JAYNE**  
I've Got a Secret  
CBS-TV  
**MEIGHAN, JAMES**  
Backstage Wife  
CBS  
**MELVIN, ALLAN**  
The Phil Silvers Show  
CBS-TV

**MERCER, JOHNNY**  
B. Nov. 18, 1909, Savanna, Ga.

**MILLER, DEAN**  
December Bride  
CBS-TV  
**MILLER, HOWARD**  
The Howard Miller Show  
NBC-TV, CBS  
**MILLER, MARVIN (narrator)**  
The Millionaire  
CBS-TV



**DOTTIE LOVE**

MGT: ARTHUR FINK  
PRESS: GANSHAW & ATLEE



**HELENE ERICKSON**  
SINGER-ACTRESS

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Marjorie Morrow



**JOHNNY ANDREWS**



**EDDIE "ROCHESTER" ANDERSON**

**STEVE  
ALLEN**



# RADIO-TELEVISION ARTISTS



**MILLER, MITCH**  
Mitch Miller Show  
CBS

**MONTALBAN, RICARDO**  
Family Theater  
MBS

**MONTGOMERY, ROBERT**  
Presents the Johnson's Wax  
Program Presents the  
Mennen Hour, NBC-TV

**MOORE, CLAYTON**  
Lone Ranger  
ABC-TV

**MOORE, GARY**  
The Garry Moore Show, I've  
Got a Secret  
CBS-TV

**MORAN, EILEEN**  
Galen Drake Show  
CBS

**MORGAN, HARRY**  
December Bride  
CBS-TV

**MORGAN, HARRY**  
Sez Who! I've Got a Secret  
CBS, CBS-TV

**MORGAN, WESLEY**  
Life of Riley  
NBC-TV

**MORRIS, HOWARD**  
Caesar's Hour  
NBC-TV

**MUNSEL, PATRICE**  
Patrice Munsel Show  
ABC-TV

**MURRAY, JAN**  
Treasure Hunt, NBC-TV

**MURRAY, KATHRYN**  
The Arthur Murray Party  
NBC-TV

**MURROW, EDWARD R.**  
Edward R. Morrow with the

News; Person to Person, CBS,  
CBS-TV

**MYERSON, BESS**  
Big Payoff  
CBS-TV

## — N —

**NAISH, J. CARROLL**  
Family Theater  
MBS

**NARZ, JACK**  
Dotto  
CBS-TV

**NEAL, PATRICIA**  
Family Theater  
MBS

**NEBEL, JOHN**  
The Long John Show  
MBS

**NEISEN, CLAIRE**  
Backstage Wife  
CBS

**NELSON, DAVID**  
B. Oct. 24, 1936, New York,  
N. Y.; The Adventures of Ozzie  
and Harriet, ABC-TV

**NELSON,  
HARRIET**  
B. July 18, Des Moines, Iowa;  
The Adventures of Ozzie and  
Harriet, ABC-TV

**NELSON, HERBERT**  
Brighter Day  
CBS-TV

**NELSON, OZZIE**  
B. Mar. 20, Jersey City, N. J.;  
The Adventures of Ozzie and  
Harriet, ABC-TV

**NELSON, RICKY**  
B. May 8, 1940, Teaneck, N. J.;  
The Adventures of Ozzie and  
Harriet, ABC-TV; Recording star  
for Verve

**NIMMO, BILL**  
Do you Trust Your Wife  
ABC-TV

**NOLAN, KATHY**  
Real McCoys  
ABC-TV

**NORRIS, KATHI**  
True Story  
NBC-TV

**NOSSEN, BRAM**  
Our Gal Sunday  
CBS

**NOVINS, STUART**  
Face the Nation  
CBS-TV

**NYE, LOUIS**  
The Steve Allen Show  
NBC-TV

## — O —

**O'BRIEN, HUGH**  
Wyatt Earp  
ABC-TV

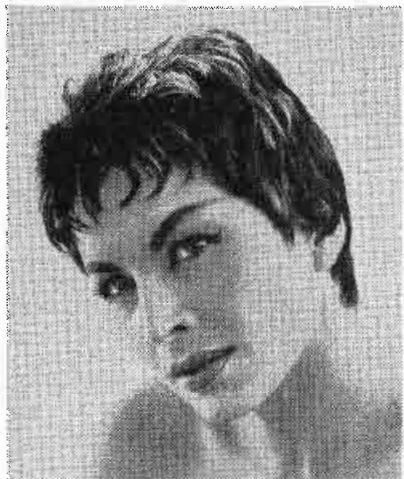
**O'BRIEN, LOUISE**  
Rusty Draper Show  
CBS

**O'BRIEN, MARGARET**  
Family Theater  
MBS

**O'HERLIHY, DAN**  
Family Theater  
MBS

**O'KEEFE, WALTER**  
NightLine  
NBC

**OLIVIER, GORDON**  
Family Theater  
MBS



**Tybee Afra**

Actress—Singer—Dancer

Gabbe, Lutz, Heller & Loeb

CL. 5-7998

HOLLYWOOD 9-1993



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**ED REIMERS**

Management  
MCA



**OLIVIER, SIR LAURENCE**  
Theatre Royal  
MBS

**OLSEN, JOHNNY**

B. Windom, Minn.; Name that Tune, CBS-TV; Olsen Rumsau Room, MBS-Radio; Masquerade Party, NBC-TV; Keep It in the Family, ABC-TV; Startime, Dumont-TV

**OLSEN, PENNY**

**O'NEAL, PATRICK**  
Dick and the Duchess  
CBS-TV

**O'SHEA, MICHAEL**  
It's a Great Life  
NBC-TV

**O'SULLIVAN, MAUREEN**  
Family Theater  
MBS

**OWEN, ETHEL**  
Second Mr. Burton  
CBS

— P —

**PAAR, JACK**  
Tonight  
NBC-TV

**PAGE, PATTI**  
The Big Record  
CBS-TV

**PAIGE, BOB**  
Big Payoff  
CBS-TV

**PAIGE, ROBERT**  
Bride & Groom  
NBC-TV

**PALMER, BETSY**  
Masquerade Party. What's it for?  
NBC-TV

**PALMER, BYRON**  
Bride & Groom  
NBC-TV

**PARKER, FESS**  
Disneyland  
ABC-TV

**PARKER, WILLARD**  
Tales of the Texas Rangers  
ABC-TV

**PAUL, EUGENIA**  
Zorro  
ABC-TV

**PAUL, LES**

B. June 9, Waukesha, Wisc.; Big Record, Jimmy Dean Show, CBS

**PAYNE, JOHN**  
The Restless Gun  
NBC-TV

**PAYNE, LOU**  
The Lou Payne Show  
MBS

**PAYNE, VIRGINIA**  
Ma Perkins  
CBS

**PEALE, DR. NORMAN**  
VINCENT  
NBC

**PEARL, MINNIE**  
Grand Ole Opry  
NBC

**PEARSON, JOHNNY**  
A&N  
NBC

**PERKINS, R. MARLIN**  
Zoo Parade  
NBC-TV

**PERREAU, GIGI**  
Family Theater  
MBS

**PETERSON, DAN**  
Doorway to Travel  
MBS

**PIKE, VERY REV. DR.**

JAMES A.  
Dean Pike  
ABC-TV

**PITTS, ZASU**  
Oh! Susanna  
CBS-TV

**POLLEN, NAT**  
Tadictment  
CBS

**POSTON, TOM**  
The Steve Allen Show  
NBC-TV

**POWELL, DICK**  
Zane Grey Theatre  
CBS-TV

**PRESTON, WAYDE**  
Colt 45  
ABC-TV

**PRICE, VINCENT**  
Family Theater  
MBS

**PRINZ, ROSEMARY**  
As the World Turns  
CBS-TV

**PROVOST, JON**  
Lassie  
CBS-TV

— R —

**RAEBURN, BRYNA**

By the People, Squad Room, True Detective, Gang Busters, Exploring Tomorrow, Mutual; True Story, Five-Star Matinee, Dr. Gentry, Penner Young, NBC; Indictment, Backstage Wife, CBS

**RAFFERTY, FRANCES**  
December Bride  
CBS-TV

**RAINWATER, MARVIN**  
Country Music Jubilee  
ABC-TV

**RANDELL, RON**  
O.S.S.  
ABC-TV

**RAYBURN, GENE**  
Tonight, The Steve Allen Show  
NBC-TV

**REAGAN, RONALD**  
General Electric Theatre  
CBS-TV

**REDGRAVE, MICHAEL**  
Adventures of Horatio  
Horoblower  
MBS

**REED, DONNA**  
Family Theater  
MBS

**REED, LYDIA**  
Real McCoys  
ABC-TV

**REED, MARSHALL**  
The Lineup  
CBS-TV

**REEVES, GEORGE**  
Superman  
ABC-TV

**REINER, CARL**  
Sid Caesar—Imogene Coca,  
Caesar's Hour  
ABC-TV, NBC-TV

**REYNOLDS, MARJORIE**  
Life of Riley  
NBC-TV

**RICHARDSON, SIR RALPH**  
Theatre Royal  
MBS

**ROBBINS, FRED**  
Assignment Hollywood  
MBS

**ROBERTS, ROY**  
Oh! Susanna  
CBS-TV

**ROBERTSON, DALE**  
Tales of Wells Fargo  
NBC-TV

**ROONEY, MICKEY**

B. Sept. 23, 1922, Brooklyn, N. Y.; The Mickey Rooney Show, Syndicated

**RORKE, HAYDEN**  
Mr Adams and Eve  
CBS-TV

**RUSSELL, WILLIAM**  
Adventures of Sir Lancelot  
ABC-TV, NBC-TV

— S —

**SANDERS, GEORGE**  
George Sanders' Mystery  
Theater  
NBC-TV

**SANDS, BILLY**  
The Phil Silvers Show  
CBS-TV

**SAWYER, JOE**  
Adventures of Rin Tin Tin  
ABC-TV

**SCOTT, MARTHA**  
Modern Romances  
NBC-TV

**SCROGGINS, ROBERT**  
Adventures of Sir Lancelot  
ABC-TV

**SECONDARI, JOHN**  
Open Hearing  
ABC-TV

**SELBY, SARAH**  
Mickey Mouse Club  
ABC-TV

**SEVAREID, ERIC**  
World News Roundup,  
Conquest, News Analysis,  
CBS, CBS-TV

**SHAW, ROBERT**  
Buccaners  
ABC-TV

**SHELDON, GENE**  
Zorro  
ABC-TV

**SHELDON, HERB**

Meet Herb Sheldon, Studio Party, Looney Tunes, Wonderama, WABD-TV

**SHEPPOD, JON**  
Lassie  
CBS-TV

**SHIELDS, ARTHUR**  
Family Theater  
MBS

**SILVERHEELS, Jay**  
Lone Ranger  
ABC-TV

**SILVERS, PHIL**  
The Phil Silvers Show

**SIMMONS, RICHARD**  
CBS-TV  
Sergeant Preston of the  
Yukon  
CBS-TV

**SINATRA, FRANK**

B. 1915, Hoboken, N. J.; The Frank Sinatra Show, ABC-TV; Records for Capitol Records

**SKELTON, RED**

B. July 18, Vincennes, Ind.; The Red Skelton Show, Shower of Stars, CBS-TV

**SMITH, BOB**  
Howdy Doody  
NBC-TV

**SMITH, CYRIL**  
Adventures of Sir Lancelot  
ABC-TV



**SMITH, KATE**  
The Kate Smith Show  
MBS

**SMOLEN, VIVIAN**  
Our Gal Sunday  
CBS

**SOCKMAN, DR. RALPH W.**  
National Radio Pulpit  
NBC

**SOMERS, CAROL**  
Romance of Helen Trent  
CBS

**SPIVAK, LAWRENCE**  
Meet the Press  
NBC NBC-TV

**STACK, ROBERT**  
Family Theater  
MBS

**STARRETT, CHARLES**  
Cowboy Theater  
NBC-TV

**STEELE, MARJORIE**  
Family Theater  
MBS

**STEELE, TED**  
B. July 9, 1917, Hartford, Conn.;  
Ted Steele Show, Ted Steele's  
Bandstand, WOR-TV, New York;  
Bethlehem Records

**STEPHENSON, JOHN**  
Bold Journey  
ABC-TV

**STERLING, ROBERT**  
Topper  
NBC-TV

**STEVENS, JULIE**  
Romance of Helen Trent  
CBS

**STEVENS, WARREN**  
The 77th Bengal Lancers  
NBC-TV

**STODDARD, HALLA**  
The Secret Storm  
CBS-TV

**STONE, GAIL**  
The Eve Arden Show  
CBS-TV

**STORM, GALE**  
Family Theater MBS  
Oh! Susanna, CBS-TV

**STORY, RALPH**  
\$64,000 Challenge  
CBS-TV

**STRITCH, ELAINE**  
NBC-TV  
Washington Square

**STUART, MARA**  
Search for Tomorrow  
CBS-TV

**SUDROW, LALE**  
Wendy Warren and the News  
CBS

**SULLIVAN, BARRY**  
Adventure at Scott Island  
ABC-TV Family Theater  
MBS

**SWIFT, ALLEN**  
B. New York, N. Y.; Popeye  
Show, WPIX, N. Y.; Two for the  
Money, CBS-TV; Voice Artist for  
TV and Radio Commercials

**SAMINGTON, DON**  
Love of Life  
CBS-TV

— T —

**TALMAN, WILLIAM**  
Perry Mason  
CBS-TV

**TERRACE, JOAN**  
Let's take a Trip  
CBS-TV

**THOMAS, DANNY**  
B. Jan. 6, 1914, Dearfield, Mich.;  
The Danny Thomas Show, CBS-TV

**THOMAS, LOWELL**  
High Adventure with Lowell  
Thomas  
CBS CBS-TV

**THOMAS, TEDI**  
Monitor NBC Tonight  
NBC-TV

**TOMPKINS, JOAN**  
Ma Perkins  
CBS

**TORON, MARTA**  
Family Theater  
MBS

**TOTTER, AUDREY**  
Family Theater  
MBS

**TROUT, ROBERT**  
World News Roundup  
CBS-TV

**TULLY, TOM**  
The Lineup  
CBS-TV

— V —

**VANCE, VIVIAN**  
The Lucille Ball—Desi Arnaz  
Show, I Love Lucy, CBS-TV

**VAN HORN, ART**  
Midday Composite Weekend  
News  
ABN

**VON ZELL, HARRY**  
B. July 11, Indianapolis, Ind.;  
Burns & Allen, CBS-TV

— W —

**WAGNER, HELEN**  
As the World Turns  
CBS-TV

**WALKER, CLINT**  
Cheyenne  
ABC-TV

**WALLACE, ANDRE**  
Romance of Helen Trent  
CBS

**WALLACE, GUY**  
Bandstand, U.S.A.  
MBS

**WALLACE, MIKE**  
Mike Wallace Interview, ABC-TV

**WALSH, JIMMY**  
Let's take a Trip  
CBS-TV

**WARREN, JANE, R. N.**  
Hi Mom!  
NBC-TV

**WARRENSKJOLD, DORATHY**  
Family Theater  
MBS

**WARRICK, RUTH**  
As the World Turns  
CBS-TV

**WATERMAN, WILLARD**  
The Great Gildersleeve  
NBC

**WATERS, KAREN**  
Captain Kangaroo  
CBS-TV

**WEBB, JACK**  
Diagnose  
NBC NBC-TV

**WEIST, DWIGHT**  
Second Mrs. Burton  
CBS

**WELK, LAWRENCE**  
Lawrence Welk Show,  
Lawrence Welk's Top Times  
& New Talent, ABC-TV

**WELLES, ORSON**  
Lives of Harry Lane  
MBS

**WHEATLEY, ALAN**  
Robin Hood  
CBS-TV

**WHITE, BETTY**  
Date with the Angels  
ABC-TV

**WILCOX, NINA**  
Adventure at Scott Island  
ABC-TV

**WILLIAMS, BILL**  
Date with the Angels  
ABC-TV

**WILLIAMS, GUINN**  
Circus Boy  
ABC-TV

**WILLIAMS, GUY**  
Zorro  
ABC-TV

**WILLIAMS, MURIAL**  
Brighter Day  
CBS-TV

**WILLIS, RICHARD**

**WILSON, JOE**  
Bowling Stars  
ABC-TV

**WIMBERLY, BILL**  
Cody Music Jubilee  
ABC-TV

**WINCHELL, PAUL**  
Circus Time, ABC-TV

**WINCHELL, WALTER**  
Walter Winchell File, The  
Walter Winchell Show  
ABC-TV NBC-TV

**WINKELMAN, MICHAEL**  
Real McGoes  
ABC-TV

**WINTERS, JONATHAN**  
The Jonathan Winters Show, To-  
night, NBC-TV

**WOODS, DONALD**  
U. S. Steel Hour, Hotel Cosmo-  
politan, CBS-TV; Schlitz Play-  
house, Film Festivals, ABC-TV;  
Host on Woolworth Hour, The  
Best in Music, CBS

**WRIGHT, WYNO**  
Squid Room  
MBS

**WYATT, JANE**  
Father Knows Best  
NBC-TV

**WYENN, THAN**  
Zorro  
ABC-TV

**WYMAN, JANE**  
The Jane Wyman Show  
NBC-TV

**WYNN, MAY**  
Nook's Ark  
NBC-TV

— Y —

**YOUNG, CARELTON**  
Family Theater  
MBS

**YOUNG, LORETTA**  
The Loretta Young Show  
NBC-TV

**YOUNG, ROBERT**  
B. Chicago, Ill.; Star of "Father  
Knows Best," NBC-TV

# VOCAL ARTISTS

RADIO AND TELEVISION  
—their work during 1957

— A —

## AMES BROTHERS

Oasis Show, Steve Allen Show,  
Pat Boone, Julius LaRosa, NBC-  
TV; Big Record, Ed Sullivan,  
CBS-TV

**ANDERSON, DICK**  
WPET, Greensboro, N.C.

**ANDERSON, PAUL**  
Saturday Breakfast Party  
WJTN, Jamestown, N.Y.

**ANDREWS, JOHNNY**  
WRCA, WRCA-TV, New York,  
N.Y.

**ARLAND, JEANIE**  
Good Neighbor Time  
WCCO, WCCO-TV,  
Minneapolis, Minn.

**ARMEN, KAY**  
Washington Square  
NBC-TV

**ARMS, RUSSELL**  
Your Hit Parade  
NBC-TV

**ARNOLD, PAUL**  
WRC, WRC-TV, Washington,  
D.C.

**ARTHUR, GEORGE**  
WBAT, Marion, Ind.

— B —

**BABBITT, HARRY**  
Matinee  
KNX, Los Angeles, Calif.

**BAIN, BUDDY**  
WCMA, Corinth, Miss.

**BANKS, MACK**  
Open House Jamboree  
WCPC, Houston, Miss.

**BARLOW, JERRY**  
KTAG-TV, Lake Charles, La.

**BARNES, HERBIE**  
WMFD-TV, Wilmington, N.C.

**BARTLEY, CHARLENE**  
WHDH-TV, Boston, Mass.

**BECKER, BARBARA**  
Howard Miller Show  
WNBQ, NBC-TV, Chicago, Ill.

**BEE, MOLLY**  
The Tennessee Ernie Ford  
Show  
NBC-TV

**BENNETT, CAROLE**  
Herb Oscar Anderson Show  
ABN

**BERGEN, POLLY**  
The Polly Bergen Show, NBC-TV

**BISSELL, MAZIE**  
Spocs Show  
WIS-TV, Columbia, S.C.

**BOND, EDDIE**  
090 Jamboree-Stomper Time  
KWEM, Memphis, Tenn.

**BOULETTE, WILLIE**  
KOVE, Lander, Wyo.

**BOWICK, BILL**  
Recordially Yours  
WGBA, Columbus, Ga.

**BROWN, KAY**  
Johnny Pearson Show  
ABN

**BRUCK, STUART**  
WGIG, Brunswick, Ga.

**BRUNELLE, LINDA**  
KHSL-TV, Chico, Calif.

— C —

**CAHILL, BOB**  
Joe Martin Calling  
WOW, WOW-TV, Omaha, Neb.

**CALLAHAN, BOB**  
Bill Weaver Show  
KCBS, San Francisco, Calif.

**CARMACK, RED**  
Saturday Frolic  
WPLA, Plant City, Fla.

**CARPENTER, SHARON**  
WMT-TV, Cedar Rapids, Iowa

**CARROLL, MARVIN**  
The Jimmy Deau Show  
CBS-TV

**CARSON, KEN**  
The Garry Moore Show  
CBS-TV

JOHNNY MERCER

**CASANAVE, DON**  
B. Oct. 3, 1931; ABC-Paramount  
Records

**CASTLE, NAN**  
KSST Sulphur Springs, Tex  
**CHARLES, RAY, SINGERS**  
Perry Como Show, NBC-TV  
Johnny Pearson Show, ABN  
**CHERNEY, GUY**  
KCBS, San Francisco, Calif.  
**CHILDERS, C. B.**  
The Alabama Boys  
WETA, Fort Payne, Ala  
**CLARK, AL**  
KOTA, KOTV-TV, Rapid City,  
S.D.  
**CLARK, SLIM**  
WABI, WABI-TV, Barzoo, Mo.

**CLOONEY, ROSEMARY**  
B. May 23, Maysville, Ky.; Star  
of the Lux Show, NBC-TV, Co-  
lumbia Recording Star

**COCHRAN, SYLVIA**  
WAVU, Albertville, Ala  
**COLE, NAT 'KING'**  
The Nat 'King' Cole Show  
NBC-TV  
**COLLINS, DOROTHY**  
Your Hit Parade  
NBC-TV  
**COLLINS, JOHNNY**  
WOKF, Jackson, Miss  
**COLLINS, TEX**  
Natty Seneade  
WAZL, Hazelton, Pa.  
**CONRAD, STAN**  
Keyboard Capers  
WEDO, McKeesport, Pa.

**COPELAND, ALAN**  
Your Hit Parade  
NBC-TV  
**CORBET, PAT**  
Joe Taylor Show  
WG, Fort Wayne, Ind  
**CORRY, JILL**  
Your Hit Parade  
NBC-TV  
**CROCKETT, JAN**  
The Jimmy Dean Show  
CBS-TV  
**CROSBY, BING**  
Ford Road Show  
CBS

— D —

**DALE, ALAN**  
Arlene Francis Show, Steve Allen  
Show, NBC-TV; Big Record, CBS-  
TV

**DAVIS, JEANETTE**  
Arthur Godfrey Time  
CBS  
**DAVIS, JO**  
The Jimmy Dean Show  
CBS-TV  
**DAVIS, SHERRA**  
Music in 3-D  
KRFD-TV, Dallas, Tex  
**DAY, DENNIS**  
Jack Benny Show  
CBS  
**DEAN, GERALD**  
Breakfast Club  
ABC  
**deCAMP, ARDENE**  
Bill Weaver Show  
KCBS, San Francisco, Calif.

**De LUCIA, CAMILLO**  
Napolitano Serenade  
WSTV-TV, Steubenville, Ohio  
**DENNY, EDWARD**  
WBWV-TV, Topeka, Kan  
**De NOON, BIG JIM**  
KWBB, Wichita, Kan  
**DEWITT, DOT**  
WHSI, Harrisville, S.C.  
**De WITT, KAY**  
WABI-TV, Barzoo, Mo  
**DOBBS, ESTELLE**  
Robinson Song Show  
KBOP, Pleasanton, Tex.  
**DOLAN, JOE**  
WFFK-TV, Peoria, Ill  
**DOREY, RAY**  
WHDH-TV, Boston, Mass.  
**DOUGLAS, BILL**  
Down in the Old Song Bar  
KONG, Visalia, Calif  
**DOUGLAS, MIKE**  
The Howard Miller Show  
NBC-TV, WNEQ, Chicago, Ill  
**DRESSLAR, LEN**  
In Town Tonight  
WBHM-TV, Chicago, Ill  
**DREW, DORIS**  
The Tennessee Ernie Ford  
Show  
NBC-TV  
**DUNCAN, CAMILLA**  
Music in 3-D  
KRFD-TV, Dallas, Tex  
**DUNN, BOB**  
The Billy Knox Show  
KLN, Oakland, Calif  
**DUNNE, JIMMY**  
Musically Yours  
WTTG, Washington, D.C.  
**DYER, STAN**  
ROSA-TV, Odessa, Tex

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HOWARD MILLER SHOW

NBC-COLOR TV

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\* \* VOCAL ARTISTS, RADIO-TELEVISION \* \*

— E —

**ERIKSON,  
HELENE**

B. New York City, N. Y.; Opera, Concert, Radio-TV, Club Dates, Dramatic Animations, Paramount Pictures, etc.

— F —

**FERNANDEZ, ROSITA**  
KCOR. KCOR-TV, San Antonio, Tex.

**FISHER, EDDIE**  
The Eddie Fisher Show  
NBC-TV

**FLOOD, DICK**  
The Jimmy Dean Show  
CBS-TV

**FOLAND, MYLES**  
WCPO-TV, Cincinnati, Ohio

**FORD, MARY**  
B. July 7, Pasadena, Calif.; Big Record, Jimmy Dean Show, CBS

**FOSTER, DENISE**  
The Wayne Mack Show  
WFAA-TV, Dallas, Tex.

**FRANKLIN, JOE**  
WKMT, Kings Mountain, N.C.

— G —

**GALE, PATTI**  
WMIS, Natchez, Miss.

**GARCIA, ADA**  
Romance Musical  
KCOR. KCOR-TV, San Antonio, Tex.

**GAY, SUSANNE**  
Soundtrack  
KTRK-TV, Houston, Tex.

**GIBBS, GEORGIA**  
The Georgia Gibbs Show  
NBC-TV

**GIBSON, DON**  
Midday Merry-go-Round  
WNOX, Knoxville, Tenn.

**GIBSON, VIRGINIA**  
Your Hit Parade  
NBC-TV

**GORDON, GEORGE**  
Danny and the Dudes  
WTOK-TV, Meridian, Miss.

**GORDON, PHIL**  
WALA-TV, Mobile, Ala.

**GORME, EYDIE**  
Tonight Show, The Steve Allen Show  
NBC-TV

**GRAMMER, BILLIE**  
The Jimmy Dean Show  
CBS-TV

**GRAVES, BILLIE**  
The Jimmy Dean Show  
CBS-TV

**GRAY, RUDY**  
KMAC, San Antonio, Tex.

**GREY, LANNY &  
GINGER**

Jingle-Transcriptions for: Quaker State Oil, Almay Cosmetics, Barricini Candy, Yonkers Raceway, Campbell's Soups, Adam Hats

**GRIFFIN, MERV**  
ABN

**GROVE,  
BETTY ANN**

Stop the Music, Paul Winchell Show, ABC-TV; CBS Celebrity Time, Bert Parks Shows, Stork

Club, Summer Time Revue, Big Payoff, CBS-TV; Jim Backus Show, ABC

— H —

**HAGAMAN, CHARLES**  
Midday Merry-go-Round  
WNOX, Knoxville, Tenn.

**HALBURNT, JOE JR.**  
Petitecat Partyline  
WBRC-TV, Birmingham, Ala.

**HALL, BUDDY**  
Jim Reeves Show  
ABN

**HAMILTON, DAVE**  
Willie Thall Show  
WKRC-TV, Cincinnati, Ohio

**HANLEY, PETER**  
Bill Kemp Show  
ABN

**HANSON, BURT**  
Good Neighbor Time  
WCCO, WCCO-TV, Minneapolis, Minn.

**HARRIS, JACK**  
WJR, Detroit, Mich.

**HARVEY, MEL**  
Feminine Fancies  
WKZO-TV, Kalamazoo, Mich.

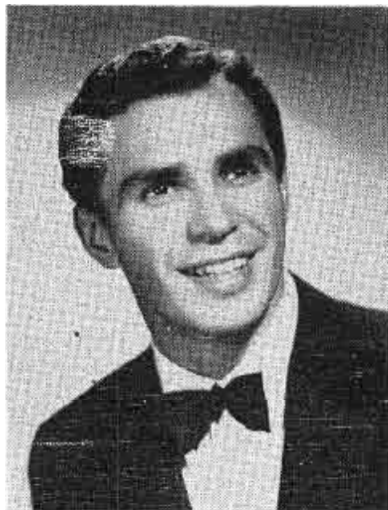
**HASKELL, JACK**  
Jim Backus Show  
ABN

**HAYES, RICHARD**  
Bandstand, NBC; Robert Q Lewis Show, CBS

**HAYMES, DICK**  
For You  
CBS

**HENDRIX, ELAINE**  
Bar 20  
KYTV, Springfield, Mo.

**HESTER, JAY**  
Quartet Time  
WFPA, Fort Payne, Ala.



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Bill Kemp Show  
ABN

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Jim Beckus Show  
ABN

**HOOD, DARLA**  
Mery Griffin Show  
ABN

**HOUSER, RAY**  
Take It Easy Time  
WTON, Stamford, Va.

**HOUSTON, BOB**  
Do you remember?  
KVCB, Farmington, N.M.

**HUFFMAN, JULE**  
WSAZ-TV, Huntington  
W, Va.

**HUGGINS, JANK**  
KTRB-TV, Ludlow,  
Tex.

**HULS, RALEIGH**  
Studing Time  
WPCR, Grand Rapids, Mich.

**HUNNICUTT, CAROL**  
Corner Store  
WBT, Charlotte, N.C.

— I —

**IRVIN, SMITTY**  
The Jimmy Dean Show  
CBS-TV

— J —

**JAMES, BARBARA**  
Musical Almanac

**JETER, KRISTY LEE**  
Lloyd & Lee Show  
KPEL, Walsenburg, Colo.

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WKTL, Cullman, Ala.

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Robert Q. Lewis Show  
CBS

**JONES, EDDIE**  
ROA, Denver, Colo.

**JONES, HERBIE**  
The Jimmy Dean Show  
CBS-TV

**JONES, WILLIAM**  
WKLX, Paris, Ky.

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WHLM, Bloomsburg, Pa.

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Rapids, Mich.

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Hotpoint Varieties  
WHST-TV, Bluefield, W. Va.

**KWOCK, KENNETH**  
KFLA-TV, Honolulu, Hawaii

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**LANDIS, BOB AND ALICE**  
KAAA, Kingman, Ariz.

**LANDRY, ANN & ART**  
Open House  
WCAX-TV, Burlington, Vt.

**LANE, ABBE**  
Xavier Cugat Show  
NBC-TV

**LANSON, SNOOKY**  
Your Hit Parade  
NBC-TV

**LARAWAY, LARRY**  
Music in the Afternoon  
WJEH, Gallipolis, Ohio

**LA ROSA, JULIUS**

Ed Sullivan Show, CBS-TV

**LAWRENCE, STEVE**  
Tonight Show, The Steve  
Allen Show  
NBC-TV

**LEACH, BILLY**  
Jim Conway Show  
WBDM-TV, Chicago, Ill.

**LE GARDE TWINS**  
Double Time  
KFLA, Los Angeles, Calif.

**LEMASTRE, MARY JANE**  
WMBD, WMBD-TV, Pocomo,  
Ill.

**LEONETTI, TOMMY**  
Your Hit Parade  
NBC-TV

**LEWIS, BILL**  
Caesar's Hour  
NBC-TV

**LINK, CARLTON**  
WEVA, Emporia, Va.

**LLOYD, BETTY**  
Moods in Melody  
WSEU, Somerset, Ky.

**LLOYD, TOMMY**  
WTOD, Toledo, Ohio

**LOR, DENISE**  
The Garry Moore Show  
CBS-TV

**LORENZO, GERRE**  
Melody Time  
WPMF, Punnasutawney, Pa.

**LUCAS, JIM**  
Sky Castle Serenade  
WSDN, Birmingham, Ala.

**LU DRICK, NORMA**  
WBSC, Bartsville, S.C.

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Sunday Night at the  
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NBC-TV

**LYNN, JUDY**  
Big Payoff  
CBS-TV

**LYNN, NICKY**  
Songs of Yesterday  
WJBB, Haysville, Mo.

— M —

**McLENDON, SAMUEL**  
WCRV, Macon, Ga.

**McLURE, HARRIET**  
Teen Tempo  
WLIT, Jackson, Miss.

**McEWEN, ALICE**  
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KIMN, Denver, Colo.

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Your Hit Parade, The Gisle  
MacKenzie Show  
NBC-TV

**MANNING, HOWARD**  
Breakfast at Sheridan  
WBBN, WBBN-TV, Buffalo  
N.Y.

**MARSHALL, JUDY**  
Hayloft Hoedown, Midday  
Round-up  
WHAS, WHAS-TV  
Louisville, Ky.

**MASK, JAMES**  
WCPD, Houston, Miss.

**MASSEY, CURT**  
KRCR, Los Angeles, Calif.

**MASSEY, SALLY**  
Swingtime Jamboree  
WBCK, Battle Creek, Mich.

**MAYN, ZULLA**  
Dream Girl  
WAOK, Atlanta, Ga.

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Voice in the Old Village Choir  
WHIS-TV, Bluefield, W. Va.

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KBIS, Hot Springs, Ark.

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Show, NBC-color TV

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KOTA, KOTA-TV, Rapid City,  
S.D.

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WCB-TV, Columbus, Miss.

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KTBC-TV, Austin, Tex.

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KWKW, Pasadena, Calif.

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KYOR, Colorado Springs, Colo.

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Teen Club  
WGN-TV, Chicago, Ill.

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KNX, Los Angeles, Calif.

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WMAQ, WNBQ, Chicago, Ill.

— N —

**NASH, BARBARA H.**  
WCYB, WCYB-TV, Bristol, Va.

**NELSON, JIM**  
WBRO-TV, Orlando, Fla.

**NELSON, RICKY**

B. May 8, 1940, Teaneck, N. J.;  
The Adventures of Ozzie and  
Harriet, ABC-TV, Recording Star  
for Verve

**NOEL, DICK**  
Breakfast Club  
ABN

**NOTEWORTHIES (GROUP)**  
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**O'CONNELL, HELEN**  
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**O'DAY, PAT**  
Remtown Matinee  
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**O'HEREN, DICK**  
WHK, Cleveland, Ohio

**OLESEN, DOROTHY**  
Bandstand  
NBC

**O'NEIL, DON**  
WHFB, Bridge Harbor, Mich.

**OSTROM, BERNIE**  
KVOX, Fargo, N.D.  
**OTTA, NONA**  
KICO, Calexico, Calif.

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**PALMER, A. P.**  
WVON, Woonsocket, R.I.  
**PALMER, COY**  
Club 1340  
KPDN, Pampa, Tex.  
**PARKER, GLORY**  
Woman's World  
KTBC-TV, Austin, Tex.  
**PARKER, RANDALL**  
WKBV, Richmond, Ind.  
**PATTERSON, CLIFF**  
Jewelry Bar  
KYTV, Springfield, Mo.  
**PETERS, PETE**  
WFRG, Reidsville, N.C.  
**PETERSON, MARLAN**  
Noontime RFD  
WMT-TV, Cedar Rapids, Iowa  
**PICKETT, BILL**  
Coffee Call  
WHAS, WHAS-TV, Louisville, Ky.  
**PIERSON, JEANNIE**  
KTVH, Hutchinson, Kan.  
**POTTER, ED**  
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WTSB, Lumberton, N.C.  
**PROCTOR, EMILY**  
WAVU, Albertville, Ala.

— R —

**RABEL, FRED**  
KHAM, Albuquerque, N.M.  
**REES, PATSY**  
Teen Platter Party  
KENS-TV, San Antonio, Tex.  
**REEVES, GLENN**  
WQIK, Jacksonville, Fla.  
**REEVES, JIM**  
ABN  
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Willie Thall Show  
WKRC-TV, Cincinnati, Ohio  
**RHODES, SLIM**  
KWEM, Memphis, Tenn.  
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Star Sales Luncheon  
WFAV, Portsmouth, Ohio  
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Marlingalres  
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KXLA, Pasadena, Calif.  
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ABN  
**RONDO, DON**  
Herb Oscar Anderson Show  
ABN

— S —

**ROSS, LANNY**  
WCBS-Radio  
**ROSS, ROBERTA**  
WMOD, Moundsville, W. Va.  
**RYAN, BUCK**  
The Jimmy Dean Show  
CBS-TV  
**RYERSON, JIM**  
Radio Hymnal  
WMUU, Greenville, S.C.

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WBRT, Bardstown, Ky.  
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**SCOTT, GWEN**  
Sontag Spins  
WOC, WOC-TV, Davenport, Iowa  
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WWKY, Winchester, Ky.  
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KSSD, Sulphur Springs, Tex.  
**SHOMETTE, BILL**  
Crossroads Store  
KENS-TV, San Antonio, Tex.

**SHORE, DINAH**

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NBC-TV

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B. 1915, Hoboken, N. J.; The Frank Sinatra Show, ABC-TV; Recordings for Capitol Records

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Rock & Pop  
WJHL-TV, Johnson City, Tenn.  
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Home Folks Party  
WNOP, Newport, Ky.  
**SMITH, WINSTON**  
KLGW, Logan, Utah  
**SOSA, PACHITO**  
WHOM, New York, N.Y.  
**SOSBE, TOMMY**  
KWTO, Springfield, Mo.  
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Merv Griffin Show  
ABN  
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50-50 Club  
WLW-TV, Cincinnati, Ohio  
**STACY, JEANNE**  
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KTAT, Frederick, Okla.  
**STEELE, TED**  
WOR-TV, New York, N. Y.

**STEPHENS, GINNY**  
Ed Harvey Show, Hi Neighbor  
WCAU-TV, Philadelphia, Pa.  
**STONEMAN, SCOTT**  
Blue Grass Champs  
WARL, Arlington, Va.  
**SUITS, GORDON**  
KGNC, KGNC-TV, Amarillo, Tex.

— T —

**TARTLER, ERNIE**  
WTSB, Lumberton, N.C.  
**TAYLOR, JOE**  
WGL, Fort Wayne, Ind.  
**TAYLOR, MORRIS**  
KHSL-TV, Chico, Calif.  
**TEMPLE, PICK**  
Giant Ranch  
WTOP-TV, Washington, D.C.

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Ozark Drifters  
KRMS, Osage Beach, Mo.  
**TRUSLEY, GENE**  
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KRMS, Osage Beach, Mo.  
**TUREK, BEVERLY**  
WFAU, Augusta, Me.  
**TURNER, JACK**  
WSPA-TV, Montgomery, Ala.

— V —

**VALLI, JUNE**  
Andy Williams—June Valli Show

— W —

**WARD, ALTON**  
Fascination Time  
WJQS, Jackson, Miss.  
**WARD, MADDY**  
Joe Martin Calling  
WOW, WOW-TV, Omaha, Neb.  
**WARREN, DON**  
Sontag Spins  
WOC, WOC-TV, Davenport, Iowa  
**WATSON, DOLORES**  
Jim Reeves Show  
ABN  
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KLZ-TV, Denver, Colo.  
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**WRIGHT, RUBY**  
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WLW-TV, Cincinnati, Ohio  
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Arlene Francis Show  
NBC-TV  
**WYNN, JAN**  
Dinner Date  
WJR, Detroit, Mich.

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7266 Franklin Ave. . . . . CRestview 5-4341

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8721 Beverly Blvd. . . . . OLeander 5-7670

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8582 Sunset Blvd. . . . . BRadshaw 2-5060

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"DIAL 116"

*In Production*

*In association with Screen Gems*

# RADIO-TV PRODUCERS

Network and Independent—and their work during 1957

## — A —

**AARON, JOHN**  
Person to Person  
CBS-TV

**ABEL, RUDY**  
Lassie  
CBS-TV

**ABERROMBIE, WAYNE**  
WRGP-TV, Chattanooga,  
Tenn.

**ABERT, E. PAUL**  
WTIC-TV, Hartford, Conn.

**ABRAHAMS, MORT**  
Suspicion  
NBC-TV

**ACKERMAN, HARRY**  
Leave it to Beaver,  
Bachelor Father  
CBS-TV

**ADKINS, GLENN JR.**  
Organ Moods  
WLOS-TV, Syracuse, N. Y.

**ALDWORTH, JACK**  
Walter Winchell File  
ABC-TV

**ALEXANDER,  
DAVID**  
Film: Decoy  
Live: U. S. Steel, Kraft

**ALLEN, CLYDE**  
Preps  
WTVM, Columbus, Ga.

**ALLIN, HENRY**  
WKXP, Lexington, Ky.

**ALLINGHAM ROBERT**  
KVAR, Mesa, Ariz.

**AMATEAU, Rod**  
Burns & Allen  
CBS-TV

**AMER, ALAN**  
My Friend Flicka  
NBC-TV

**ANDREWS, CHARLES**  
Ford Road Show (starring  
Arthur Godfrey)  
CBS

**ANN, DORIS**  
Frontiers of Faith  
NBC-TV

**ANNAND, FRANK**  
WCBS-TV, Charleston, W. Va.

**ANSPACH, Elden**  
WFRV-TV, Green Bay, Wis.

**ARMER, ALLAN A.**  
Broken Arrow  
ABC-TV

**ARNAZ, DESI**  
I Love Lucy  
CBS-TV

**ARNELL, PETER**  
B. Bridgeport, Conn.; High Fi-  
nance, CBS-TV

**ASHER, IRVING**  
My Friend Flicka  
NBC-TV

**ASHLEY, IRA**  
E. Power Biggs Organ  
Program, City Hospital,  
Keyboard Concerts, The

Music Room, Young Doctor  
Malone  
CBS

**ATLASS, FRANK**  
Susan's Show  
CBS-TV

**AUCHINCLOSS, GORDON**  
Johnny Pearson Show  
ABN

**AUTRY, CHIC**  
Evening Edition News  
WRBL-TV, Columbus, Ga.

**AWANA, CLIFF**  
KULA-TV, Honolulu, Hawaii

**AYERS, TED**  
Face the Nation  
CBS, CBS-TV

## — B —

**BAILEY, ED**  
Truth or Consequences  
NBC-TV

**BAILEY, JAMES**  
WKZO-TV, Kalamazoo, Mich.

**BANNER, BOB**  
Chevy Show (Dinah Shore)  
NBC-TV

**BARKER, CECIL**  
Bing Crosby and His Friends-  
Red Skelton Show, CBS-TV

**BARNHIZER, DAVE**  
The Howard Miller Show  
WNBQ, Chicago, Ill.

**BARRY, JACK**  
WPST-TV, Miami, Fla.

**BARRY, WESLEY**  
Wild Bill Hickok  
ABC-TV

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**BEAL, WILLIAM**  
 Timber's Workshop  
 WABC-TV, New York, N. Y.

**BEALMONT, ALAN**  
 Arlene Francis Show  
 NBC-TV

**BELL, JACK**  
 WHCT, Hartford, Conn.

**BELGIN, EDMUND**  
 The Thin Man  
 ABC-TV

**BENJAMIN, BURTON**  
 The Twentieth Century  
 CBS-TV

**BENNETT, GIL**  
 KVTY, Sioux City, Iowa

**BENSON, LEON**  
 Adventure of Scott Island  
 ABC-TV

**BENTON, HERB**  
 Jimmy Dean Show  
 CBS-TV

**BISHOP SCOTT**  
 Romper Room, V.I.P.; Middyay  
 Movie  
 WKBT, Miami, Fla.

**BISNEY, BYRON**  
 Country Music Jubilee  
 ABC-TV

**BLACKBURN, NORMAN**  
 Circus Boy  
 ABC-TV

**BLACKWELL, RURT**  
 WAVE-TV, Louisville, Ky

**BLAKE, JERRY**  
 Deke's Party Line  
 WDEF-TV, Chattanooga,  
 Tenn.

**BLOOM, DAN**  
 The World Tonight  
 CBS

**BLOOM, LLOYD**  
 KOMO-TV, Seattle, Wash.

**BOLEN, JIM**  
 News, Sports Eye  
 KTVO, Ottumwa, Iowa

**BOOKER, GEORGE**  
 WPST-TV, Miami, Fla.

**BORBA, DEAN**  
 Teenage Varieties  
 KBET-TV, Sacramento, Calif.

**BORISLOFF, NORMAN**  
 Conquest  
 CBS-TV

**BOSTIAN, ROBERT I.**  
 WAKR-TV, Akron, Ohio

**BOWE, GEORGE**  
 WTU-TV, Hartford, Conn.

**BOWER, DALLAS**  
 Adventures of Sir Lancelot  
 ABC-TV

**BRADDOCK, ART**  
 Jim Neal Show  
 WJTV, Jackson, Miss.

**BRADY, BEN**  
 Perry Mason  
 CBS-TV

**BREWER, BOB**  
 WAVE-TV, Louisville, Ky.

**BRISKIN, FRED**  
 Adventures of Rin Tin Tin  
 ABC-TV

**BRODHEAD, JOHN**  
 All American Game of the  
 Week  
 ABC-TV

**BRODWIN, HERBERT**  
 Studio Op.  
 CBS-TV

**BRODDY, WILLIAM F.**  
 Wild Bill Hickok  
 ABC-TV

**BRONSON, RICHARD B.**  
 WABT-TV, Bangor, Me.

**BROOKS, RAY**  
 RFD Jamboree  
 WHJS-TV, Bluefield, W. Va.

**BROWN, HI**  
 The Affairs of Dr. Gentry  
 NBC

**BROWNE, JOSEPH**  
 Traffic Court  
 WRC-TV, Washington, D. C.

**BURNS, HOWARD**  
 Hi Kids  
 WKRC-TV, Cincinnati, Ohio

**BUCK, JULES**  
 O. S. S.  
 ABC-TV

**BURDICK, JERRY**  
 Adventure Time  
 WTVM, Columbus, Ga.

**BURKE,  
 CAROLINE**

B. July 7, 1922, Portland, Ore.;  
 Wisdom Series, Vacation Wonder-  
 lands, NBC

**BURR, Eugene**  
 The Verdict is Yours  
 CBS-TV



**CALDWELL, SAM**  
 Garden Gate  
 CBS

**CALLAHAN, ED**  
 KMGM-TV, Minneapolis,  
 Minn.

**CALLAWAY, BOB**  
 WALB-TV, Albany, Ga.

**CAPSTAFF, AL**  
 Monitor Nightline  
 NBC

**CARLNI, ULYSSES**  
 WEHT, Evansville, Ind.

**CARRINGTON, ELAINE**  
 Pepper Young's Family  
 NBC

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Longines Symphonette  
CBS

**CASE, CARROLL**  
Sugarfoot  
ABC-TV

**CHAMBERLIN, CRAN**  
You Asked for It  
ABC-TV

**CHANDLER, JACK**  
KKT-TV, Colorado Springs, Colo.

**CHEKKEZIAN, NAZARET**  
Eye on New York  
WCBS-TV, New York, N. Y.

**CHRISTENSEN, JAMES**  
WBEN-TV, Buffalo, N. Y.

**CHUMLEY, RAY**  
WRGP-TV, Chattanooga,  
Tenn.

**CHUN, CLARENCE**  
KONA-TV, Honolulu, Hawaii

**CLAMAN, JULIAN**  
Have Gun, Will Travel  
CBS-TV

**CLARK COLBERT**  
Tales of the Texas Rangers  
ABC-TV

**CLAVER, BOB**  
Captain Kangaroo  
CBS-TV

**CLAWSON, GRANT**  
KSL-TV, Salt Lake City,  
Utah

**COATES, PAUL**  
Confidential File  
KTTV, Hollywood, Calif.

**COLE, BUD**  
Club Oasis  
NBC-TV

**COLE, SIDNEY**  
Adventures of Robin Hood  
CBS-TV

**COLGAN, FRED**  
WGEM-TV, Quincy, Ill.

**COLLIGAN, JAMES**  
Let's Take a Trip  
CBS-TV

**COLLYER, BUD**  
Beat the Clock  
CBS-TV

**CONNELL, DAVE**  
Captain Kangaroo  
CBS-TV

**COOLEY, LEE**  
Perry Coma Show, NBC-TV; "Big  
Record", CBS-TV

**COOPER, MAX**  
All Star Golf  
ABC-TV

**COOPER, SHELDON**  
Teen Club  
WGN-TV, Chicago, Ill.

**COOPERMAN, ALVIN**  
Shirley Temple Storybook  
NBC-TV

**CORMIER, DON**  
WALB-TV, Albany, Ga.

**CORVO, PHIL**  
Focus  
WNEC, New Britain, Conn.

**COSGROVE, ED**  
Tonight  
NBC-TV

**COSTELLO, ROBERT**  
Armstrong Circle Theatre  
CBS-TV

**COUGHLIN, ALFRED A.**  
Bill Kemp Show  
ABN

**CROSS, PERRY**  
Tonight  
NBC-TV

**CEOTHERS, GEORGE**  
Invitation to Learning  
CBS

## — D —

**DANIEL, AL FRED**  
WLBT, Jackson, Miss.

**DANZIGER, EDWARD**  
Saber of London, Detective's  
Diary  
NBC-TV

**DANZIGER, HARRY**  
Saber of London, Detective's  
Diary  
NBC-TV

**DARLEY, DIK**  
B. Dec. 12, 1923, Hollywood,  
Calif.; Spike Jones Show, CBS-  
TV; The Lux Show starring Rase-  
mary Clooney, NBC-TV

**DAUGHERTY, JEAN**  
Magic Toy Shop, Toy Shop  
Jamboree  
WHEN-TV, Syracuse, N. Y.

**DAVID RUSS**  
Fun Fare  
KSD-TV, St. Louis, Mo.

**DAVIS, EDDIE**  
Adventure at Scott Island  
ABC-TV

**DAVIS, WALT**  
Off the Record (Teen Age)  
KTSM-TV, El Paso, Tex.

**De ANGELO,  
CARLO**  
Producer

**DEL VALLE,  
JAIME**  
B. Jan. 19, 1910, Los Angeles,  
Calif.; The Line Up, Yours Truly,  
Johnny Dollar, CBS-TV; San  
Francisco Beat, CBS-TV; Film  
Sales

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## DEMET, PETER

All Star Golf  
ABC-TV

## DEVENDORE, DON

Cap'n Sandy & the Weather,  
Whik at the Weather  
WSVA-TV, Savannah, Ga

## DISNEY WALT

Zorro, Disneyland  
ABC-TV

## DOLAN, JAMES M.

Sports Time, Saturday Sports  
Resume,  
Sunday Sports Resume  
CBS

## DONOHUE, JACK

B. Nov 3, 1910, New York,  
N. Y.; Frank Sinatra Show, ABC-  
TV, George Gobel Show, NBC-TV

## DORON, THURSTON

Popeye Theatre  
WSFA-TV, Montgomery, Ala

## DORTCH, DAVID

The Restless Gun  
NBC-TV

## DOUGHERTY, WILLIAM

KONA-TV, Honolulu, Hawaii

## DUDDY, LYN

Mary Griffin Show  
ABN

## DUFF, GORDON

B. June 8, Dundee, Scotland;  
Studio One, CBS-TV

## DUTCHER, BILL

WMP-TV, Cedar Rapids, Iowa

### — E —

## FCKLUND, LES

Master Control  
KTLA, Los Angeles, Calif.

## EDELMAN, LOUIS F.

Adventures of Jim Bowie  
Wyatt Earp, ABC-TV; The  
Danny Thomas Show, CBS-TV

## EDWARDS, GEORGE

KTBS-TV, Shreveport, La.

## EDWARDS, RALPH

Truth or Consequences  
NBC-TV

## ELLSWORTH, WHITNEY

Superman  
ABC-TV

## ENGELBACH, DEE

Gal'n Drake Show, Second  
Mrs. Burton  
CBS

## ENGELS, WALTER

Three Star News  
WPIX, New York, N. Y.

## ENGLANDER, ROGER

New York Philharmonic  
Young People's Concerts, CBS-TV

## EPSTEIN, JON

Adventure at Scott Island  
ABC-TV

## EPSTEIN, MEL

Broken Arrow  
ABC-TV

## ESSER, JO

KULA-TV, Honolulu, Hawaii

## EVANS, J.G.

Esso Reporter, Showboat,  
Junior Auction  
WCYB-TV, Bristol, Va

## EVANS, RICHARD

Salt Lake City Tabernacle

Choir and Organ Program

CBS

## EWING, Ed

Wrestling From Roanoke  
WDBJ-TV, Roanoke, Va

### — F —

## FAICHNEY, JAMES B.

The Twentieth Century  
CBS-TV

## FARRAR, PATRICIA

Sunday's Schedule  
WRCA-TV, New York, N. Y.

## FASSETT, Jim

The New York Philharmonic,  
The Cleveland Orchestra, CBS

## FATES, GIL

What's My Line, I've Got a  
Secret, To tell the Truth  
CBS-TV

## FAUSSETT, HUDSON

The Tex Dough  
NBC-TV

## FEDDERSON, DON

The Millionaire, CBS-TV, Date  
with the Angels, ABC-TV

## FEIST, FELIX

The Californians  
NBC-TV

## FELICE, JACK

Popeye  
WPIX, New York, N. Y.

## FELLOWS, ROBERT

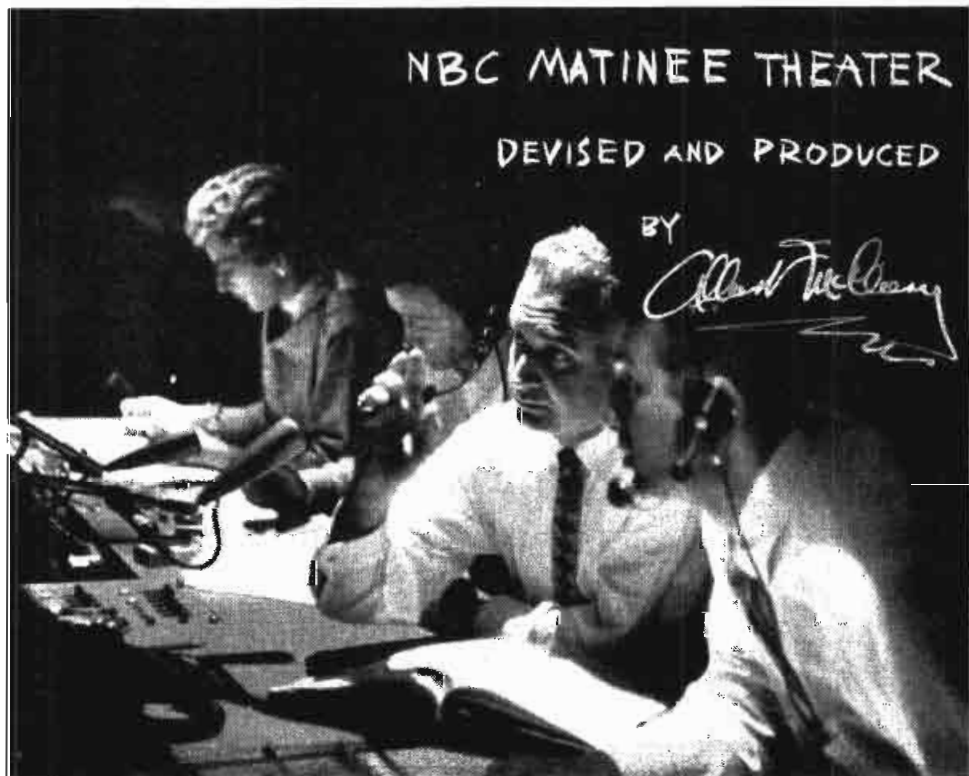
A Tim of Fate  
NBC-TV

## FELSHER, HOWARD

The Tex Dough  
NBC-TV

## FELTNER, ELVIN

A Woman's Whirl  
WHIS-TV, Bluefield, W. Va





**FELTON, HAPPY**

B. Nov. 30, 1907, Bellevue, Pa.;  
Happy Felton's Knot Hole Gang,  
Talk to the Stars, Happy Felton's  
Press Box, WOR-TV; It's a Hit,  
CBS-TV; Knothole Gang—Bobo  
Newsom, WAAP-TV

**FELTON,  
NORMAN F.**

B. April 29, 1913, London, Eng-  
land; Studio One, U. S. Steel,  
CBS-TV

**FENNELLY, VINCENT**

Trackdown  
CBS-TV

**FERRI, LUCY**

The Guiding Light  
CBS-TV

**FERRIN, FRANK**

Andy's Gang  
NBC-TV

**FINCH, HOWARD**

WJIM-TV, Lansing, Mich.

**FINCH, JACK**

Breadtime Stories  
WRGD, Schenectady, N. Y.

**FINKLE, ROBERT S.**

Perry Como Show  
NBC-TV

**FISHER, CHARLIE**

As the World Turns  
CBS-TV

**FITZMORRIS, BOB**

KRDO-TV, Colorado Springs,  
Colo.

**FLEISCHMAN, STEPHEN**

The Twentieth Century  
CBS-TV

**FLETCHER, VIC**

WEEK-TV, Peoria, Ill.

**FLOWER, JOHN**

Opry Matinee  
WSM-TV, Nashville, Tenn.

**FOREHAND, JACK**

Kiddie Time  
WMFD-TV, Wilmington, N. C.

**FORREST, RAY**

Children's Theatre, WRCA-TV

**FOSHIK, ROBERT**

Suspicion  
NBC-TV

**FRAMER, WALT**

Big Payoff  
CBS-TV

**FRANK, REUVEN**

News, Outlook  
NBC-TV

**FREEDMAN, LEWIS**

Camera Three  
WCBS-TV, New York, N. Y.

**FREEMAN, ALBERT**

Twenty-One  
NBC-TV

**FRISTOE, ALLEN**

Wendy Warren and the News  
CBS

**FROMKESS, LEON**

Fury  
NBC-TV

**FRUMKIN, PAUL**

Susan's Show  
WBEM-TV, Chicago, Ill.

**FRYE, WILLIAM**

Suspicion, NBC-TV; General  
Electric Theater, CBS-TV

**FUHRMEISTER, DIN**

Pantry Playhouse, Cartoon  
Special  
KTNT-TV, Tacoma, Wash.

— G —

**GABOR, RAY**

Popeye Playhouse  
WTJV, Miami, Fla.

**GALT, JIMMY**

County Agent  
KNDE-TV, Monroe, La.

**GALLU, SAM**

Navy Log  
ABC-TV

**GARNER, JAMES**

Luther's Matinee  
WDEF-TV, Chattanooga, Tenn.

**GERTZ, LARS**

SMU TV Workshop  
WFAA-TV, Dallas, Tex.

**GINGELL, GEORGE**

Chattahoochee R.F.D.  
WRBL-TV, Columbus, Ga.

**GISH, EDWARD**

KCRA-TV, Sacramento, Calif.

**GLIDDEN, Edith**

Romper Room  
WOC-TV, Davenport, Iowa

**GLUCKSMAN, ERNEST**

Jerry Lewis  
NBC-TV

**GODSIL, HARRY**

KPTV, Portland, Ore.

**GOLTZ, JOHN**

Wide, Wide World  
NBC-TV

**GOLDEN, MYRON**

Search for Tomorrow  
CBS-TV

**GOLDMAN, ROBERT**

Seven Lively Arts  
CBS-TV

**GOLTZ, SIDNEY C.**

All Star Golf  
ABC-TV

**GONYER, GEORGE**

WABI-TV, Bangor Me.

Jaime del Valle

“THE LINEUP”

“SAN FRANCISCO BEAT”



PRODUCERS — NETWORK AND INDEPENDENT



**GOODELL, JOHN**  
People are Funny  
NBC

**GOLDON, BOB**  
KOMO-TV, Seattle Wash.

**GOTTLIEB, ALEX**  
Oh! Susanna  
CBS-TV

**GOTTLIEB, LESTER**  
The Eric Record  
CBS-TV

**GOULD,  
WALTER J.**

B. July 31, 1911, New York,  
N. Y.; TV-Film Commercials,  
All nets; Walk Without Fear,  
NBC; Popcorn Theatre, Ramoh,  
Syndication; Up for Parole, CBS

**GRAEF, ROBERT**  
Look Here Wisdoin  
NBC-TV

**GRANET, BERT**  
The Little Bull-Doze Amoz  
Show  
CBS-TV

**GRANOFF, BUD**  
Treasure Hunt  
NBC-TV

**GRANFET, BERT**  
Walter Winchell File  
ABC-TV

**GREATHOUSE, EARL**  
Paul Bryant Sports Review  
KBTX-TV, Bryan, Tex.

**GREEN, HAL**  
Teen Age Barn  
WRGB Schenectady, N. Y.

**GREEN, JULES**  
Steve Allen Show  
NBC-TV

**GREENE, STAN**  
Tea Tea Daugh  
NBC-TV

**GREGORY, PAUL**  
Du Pont Show of the Month  
CBS-TV

**GRUENBERG,  
AXEL**

B. Aug. 17, Riga, Latvia; This  
Is Your Life, NBC-TV

**GUDELL, JOHN**  
House Party CBS-TV You Bet  
Your Life CBS-TV People  
are Funny NBC-TV



**HAGY, RUTH GERI**  
College News Conference  
ABC-TV

**HALL, STUART**  
WUAC-TV Burlington, Vt.

**HALLACK, EDDIE**  
Pastor Calls  
KRFD-TV Dallas, Tex.

**HANCE, WILEY**  
Dean Pk  
ABC-TV

**HANLIN, GEORGE**  
WJIM-TV, Lansing, Mich.

**HANNA, ART**  
This is Nora Drake  
CBS

**HANSCHMAN, NANCY**  
Adventures in Science Tele  
Levanz Question, CBS

**HARBACH, WILLIAM O.**  
Steve Allen Show  
NBC-TV

**HARMON, ROY LEE**  
WOAY-TV, Oak Hill, W. Va.

**HARRIS, SHERMAN A.**  
Lone Ranger  
ABC-TV

**HARRISON, JOAN**  
Alfred Hitchcock Presents  
CBS-TV

**HART, WALTER**  
The Couple Next Door  
CBS

**HARTMANN, EDMUND**  
The Eye Arden Show  
CBS-TV

**HAY JOHNNY**  
Margaret McDonald Show  
WBAP-TV, Fort Worth, Tex.

**HAYDEN,  
RUSSELL**

26 Men  
ABC Film Syndication  
**HEATER, MERRILL**  
\$64,000 Challenge  
CBS-TV

**HEFFNER,  
RICHARD D.**

B. Aug. 5, 1925, New York,  
N. Y.; The Open Mind, WRCA-  
TV, New York, N. Y.  
**HEIDER, FREDERICK**  
Voice of Freedom  
ABC-TV

**HEIN, JAC**  
Today, NBC-TV

**HELTON, AL**  
Fritz-A-Poppin  
KOSV-TV, Odessa, Tex.

**HENNING, PAUL**  
BobCunning Show  
NBC-TV

**HENRY, FRED**  
Date with the Angels  
ABC-TV

**JERRY STAGG**

PRODUCER



**PRODUCERS — NETWORK AND INDEPENDENT**



**HERRIDGE, ROBERT**  
Seven Lively Arts  
CBS-TV

**HERVEY, H. ALLEN**  
WNDU-TV, South Bend, Ind.

**HEVEL, BEN**  
Weatherscope, Reel 7  
KETV, Omaha, Neb.

**HEYWARD, LOUIS**  
Dick Clark—Saturday Night  
ABC-TV

**HIGGINS, CLYDE**  
Out Doors Club  
WSTV-TV, Steubenville, Ohio

**HIND-SMITH, MICHAEL**  
CBOT, Ottawa, Ont.

**HOFFMAN, JOSEPH**  
Colt 45  
ABC-TV

**HOFFMAN, Lee**  
KEY-TV, Santa Barbara, Calif.

**HOFFMAN, MILT**  
Rusty Draper Show  
CBS

**HOFFSES, DONALD D.**  
WGAN-TV, Portland, Me.

**HOLLAND, BOB**  
WTOK-TV, Meridian, Miss.

**HOLLAND, MAURY**  
Kraft Television Theatre  
NBC-TV

**HOLLANDER, JEAN**  
Beat the Clock  
CBS-TV

**HOLT, NAT**  
Tales of Wells Fargo  
NBC-TV

**HOPE, JACK**  
The Bob Hope Show  
NBC, NBC-TV

**HOPKINS, BILL**  
Gene's Breakfast Party  
KBET-TV, Sacramento, Calif.

**HOSKINS, H. J.**  
WICS, Springfield, Ill.

**HOYT, EDWIN**  
Special News programs, World  
News Roundup, CBS-TV

**HUDELSON, BEN**  
Hi Mom  
WRCA-TV, New York, N. Y.

**HUDSON, Gene**  
Children's Hour  
KYTV, Springfield, Mo.

**HUDSON, HAL**  
Zane Grey Theatre  
CBS-TV

**HUGGINS, ROY**  
Maverick  
ABC-TV

**HUME, DAVID**  
KCRA-TV, Sacramento, Calif.

**HUMMERT, ANN**  
Backstage Wife, Our Gal  
Sunday, Romance of Helen  
Trent, CBS

**HURDLE, JACK**  
Robert Q. Lewis Show  
CBS

— I —

**IRVING, CHARLES**  
Kitty Foyle  
NBC-TV

**ISAAACS, CHARLES**  
Gisele MacKenzie Show  
NBC-TV

— J —

**JACKSON, GAIL PATRICK**  
Perry Mason  
CBS-TV

**JAMPEL, CARL**  
Paul Winchell Show  
ABC-TV

**JANIS, HAL**  
Sid Caesar—Inogene Coea  
ABC-TV

**JARVIS, IRV**  
Party Hop  
WHLZ-TV, Zanesville, Ohio

**JENNINGS, JOHN**  
Danceland Bandstand  
KCRG-TV, Cedar Rapids, Iowa

**JOHNSON LEE**  
Soundtrack  
KTRK-TV, Houston, Tex.

**JOHNSON, RICHARD**  
KQTV, Fort Dodge, Iowa

**JOHNSTON, GERARD**  
All American Game of the  
Week  
ABC-TV

**JOHNSTON, JAMES**  
WMBD-TV, Peoria, Ill.

**JOHNSTONE, JACK**  
Yours Truly, Johnny Dollar  
CBS

**JONES, CLARK**  
Patrice Munsel Show  
ABC-TV

**JONES, ED**  
Barn Dance  
WOC-TV, Davenport, Iowa

**JONES, HARRY**  
Axel & His Dog  
WCCO-TV, Minneapolis-St.  
Paul, Minn.

**JONES, WARREN**  
Teen Time—Daytime  
WTVY, Dothan, Ala.

**JURIST, ED**  
What's It for, NBC-TV; Dotto,  
CBS-TV

— K —

**KANNA, RALPH**  
Digest, Small Fry Talent Club  
WNBC, New Britain, Conn.

**KELLERMAN, DON**  
Lamp Unto My Feet  
CBS-TV

**NORMAN FELTON**

**GORDON  
DUFF**

Studio  
One



— L —

**KELLY, BOB**  
Kerston Kirby ad  
KQBT-TV, Sacramento, Calif.

**KELIA MARY**  
Today  
NBC-TV

**KESLER, HENRI**  
West Point Adventure at  
Scott Island  
ABC-TV

**KILEY, JOSEPH**  
Parson Willis Show  
WTRF, Albany, N. Y.

**KIMBROUGH, BILL**  
WALE-TV, Albany, Ga.

**KINBERG, JUD**  
See a Lady Arts  
CBS-TV

**KING, JACK**  
Top Ten Dance Party  
WDXE-TV, Jackson, Tenn.

**KNIGHT, LLOYD R.**  
WGAN-TV, Portland, Me.

**KOCH, LEW**  
Southern Style Parade  
KNDL-TV, Monroe, La.

**KOEHLER, GEORGE**  
American Bandstand  
ABC-TV

**KOPLIN, MERT**  
\$64,000 Question  
CBS-TV

**KOURIS, GEORGE**  
KVT-TV, Sioux City, Iowa

**KROLL, NATHAN**  
Indefatigable  
CBS

**KULER, FRITZ**  
Football  
KRRL-TV, Dallas, Tex.

**KUNEY, JACK**  
Look Up and Love  
CBS-TV

**LANNON, JAMES**  
Parody  
KJZ-TV, Denver, C. O.

**LARGE, DON**  
Make Way for Youth  
NBC-TV

**LARKIN, JOHN**  
M Squad  
NBC-TV

**LASSALLA, PETER**  
Nightline  
NBC

**LAUGHRIDGE, DICK**  
In & Out  
WNOX-TV, Columbia, S. C.

**LAYTON, JERRY**  
Modern Romances  
NBC-TV

**LEA, ROD**  
Girl About Town  
WLVA-TV, Lynchburg, Va.

**LEE, GIL**  
KFTY, Denver, Col.

**LEE, OWEN**  
West Virginia Outdoors  
WBOY-TV, Clarkburg, W. Va.

**LEE, ROBERT E.**  
WSVA-TV, Harrisonburg, Va.

**LEICONEK, FRITZ**  
Romper Room, News  
WSAZ-TV, Huntington, W. Va.

**LEONARD, DOUG**  
Boston Movie Club  
WBZ-TV, Boston, Mass.

**LEONARD,  
HERBERT B.**

B. Oct. 8, 1923, New York, N. Y.; Adventures of Rin Tin Tin, Circus Boy, ABC-TV, The Naked City (In Production) Screen Gems; Dial 116 (In Production) Screen Gems

**LEONARD, SHELDON**  
The Danny Thomas Show  
CBS-TV

**LESSNER, JULIAN**  
Bold Journey  
ABC-TV

**LEVINGS, FRED**  
Parody Parade  
KNXT, Los Angeles, Calif.

**LEVITAN, PAUL**  
Special Events, Mass. Amusee, Inc.  
CBS-TV

**LEVY, PARKE**  
December Bride  
CBS-TV

**LEVY, RALPH**  
Shower of Stars  
CBS-TV

**LEWINE, RICHARD**  
Du Pont Show of the Month, New York Philharmonic Young People's Concerts  
CBS-TV

**LEWIS, ELLIOT**  
Court of Last Resort  
NBC-TV

**LEWIS, RICHARD**  
Saginaw, Wagon Train, M Squad  
NBC-TV

**LEWIS, THERESA**  
The Bricker Law  
CBS-TV

**LEWIS, WARREN**  
Mort McGrew  
NBC-TV

**LINDEN, BILL**  
6-30 Spooling  
WTOP-TV, Washington, D.C.

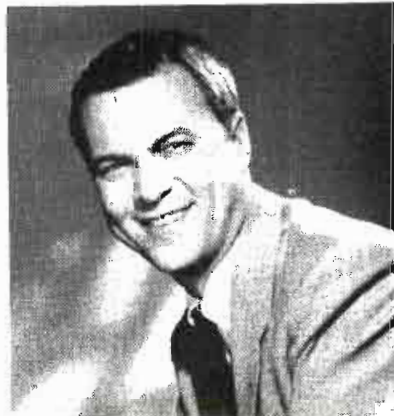
**LITTLE, BEAINE**  
The World To Go  
CBS

**LLOYD, TED**  
My True Story  
NBC

*Lee Cooley*

Producer - Writer - Director

CBS  
TV



Jac Hein

Producer

"TODAY" DAVE GARROWAY SHOW

NBC-TV

\* \* PRODUCERS — NETWORK AND INDEPENDENT \* \*

- LOBB, JAMES**  
KDAL-TV, Duluth, Minn.
- LOMAN CECIL MISS**  
Ted Steele Variety Show  
WOR-TV, New York, N. Y.
- LONDON, JOHN**  
Loretta Young Show  
NBC-TV
- LOUNSBERRY, DAN**  
Your Hit Parade  
NBC-TV
- LOUTHER, JOHN**  
Women's World, What Goes On  
WVET-TV, Rochester, N. Y.
- LUCAS, WILLIAM E.**  
Dateline Savannah  
WSAV-TV, Savannah, Ga.
- LUKSHIS, RAY**  
Le Gardee Twins  
KTLA, Los Angeles, Calif.
- LUND, BILL**  
KFEQ-TV, St. Joseph, Mo.
- LUTZ, SAM J.**  
Lawrence Welk Show,  
Lawrence Welk's Top Tunes  
& New Talent  
ABC-TV
- LYNAGH, JIM**  
Romper Room  
WSIX-TV, Nashville, Tenn.
- LYNCH, CHARLES T.**  
Channel 3 Clubhouse  
WKZO-TV, Kalamazoo, Mich.
- Mc —
- MCCARTHY, DEN**  
WITI, Milwaukee, Wis.
- MCCLEERY, ALBERT**  
B. Lawrence, Kan.; Matinee Theater, NBC-TV
- McCUSKER, BILL**  
Swing to UTOCO  
KBOL, Boise, Idaho
- McGARRETT, GEORGE**  
Jim Backus Show  
ABC
- McHENDRIX, BOB**  
Willie Thall Show  
WKRC-TV, Cincinnati, Ohio
- McKAY, DOUGLAS**  
Howard Miller Program  
CBS
- McKAY, JIM**  
Sports Time  
CBS
- McKNIGHT, TOM**  
Life of Riley  
NBC-TV
- McLEAN, JOHN**  
Big Brother  
WBZ-TV, Boston, Mass.
- McMANUS, HORACE**  
Kurt Webster Show  
WAVY-TV, Norfolk, Va
- M —
- MacDONNELL, NORMAN S.**  
Gunsmoke  
CBS, CBS-TV
- MACKENZIE, WILLIAM**  
WNDU-TV, South Bend, Ind.
- MAHONEY, CLAUDE**  
Radio Farm News  
CBS
- MALITZ, LESTER M.**  
Wednesday Night Fights  
ABC-TV
- MAMMARELLA, TONY**  
American Bandstand, Dick Clark — Saturday Night,  
ABC-TV
- MANDEVILLE, BETTY**  
F.B.I. in Peace and War  
CBS
- MANSBERGER, JOE**  
Gene's Canteen  
WTVN-TV, Columbus, Ohio
- MANSFIELD, IRVING**  
Polly Bergen Show  
NBC-TV
- MANULIS, MARTIN**  
Playhouse 90  
CBS-TV
- MARKS, HILLIARD**  
Jack Benny Program  
CBS, CBS-TV
- MARLOWE, MICHAEL**  
Capitol Cloakroom  
CBS
- MARTIN, DOUG**  
WCHS-TV, Charleston, W. Va.
- MARX, SAMUEL**  
The Thin Man  
NBC-TV
- MASELLI, DAN**  
Connecticut Life  
WHCT, Hartford, Conn.
- MASSON, BOB**  
Comedy Time  
NBC-TV
- MAX, GORDON**  
WMBD-TV, Peoria, Ill.
- MAYER, HAROLD**  
Conquest  
CBS-TV
- MEACHAM, JUSTIN**  
Press Conference  
WSBT-TV, South Bend, Ind.
- MEYERS, JOSEPH O.**  
Biographies in Sound  
NBC
- MIDGLEY, LESLIE**  
The Twentieth Century,  
Special News Programs,  
CBS-TV
- MILLER, ALAN**  
Suspicion  
NBC-TV



**RAY FORREST**

PRODUCER-HOST  
CHILDREN'S THEATRE  
WRCA-TV



**RICHARD D. HEFFNER**

PRODUCER-MODERATOR  
"OPEN MIND"  
WRCA-TV

**PRODUCERS — NETWORK AND INDEPENDENT**

**MILLER, JACK**  
Captain Kangaroo  
CBS-TV

**MINER, DICK**  
Low, Basketball  
KCRG-TV Cedar Rapids Iowa

**MINGIOLLE, JOSEPH**  
WEEK-TV Powersbur,  
Roanmond Va

**MONROE, HOWARD**  
Jamboree  
WBTV Florence S C

**MONTAGNE, EDWARD**  
Phil Silvers Show  
CBS-TV

**MOORE, DON**  
KTBS-TV Shreveport La

**MORGAN, JIM**  
Do you trust your wife  
ABC-TV

**MORRIS, JERRY**  
WTVK Knoxville Tenn

**MORROW, BILL**  
Fred Rinal Show (starring  
Rosemary Clooney and Bing  
Crosby), The Edsel Show  
CBS-TV

**MORROW, BILL**  
WSJV South Bend-Elkhart  
Ind

**MUR, ROGER**  
Howdy Doodly  
NBC-TV

**MULDERICK, RAY**  
Terrytoon Circus  
WOR-TV, New York, N Y

**MUZELL, SPECS**  
WIS-TV Columbia S C

**MURPHY, VINCE**  
WFBG-TV, Altoona, Pa

**MUSIELLO, FRANK**  
Peter and Mary Show  
CBS

**MYNATT, HARRY**  
Queen for a Day  
NBC-TV

— N —

**NAUD, TOM**  
Pat Penn Chevy Showroom  
ABC-TV

**NEISEN, MATT**  
Bowling Stars  
ABC-TV

**NELSON, OZZIE**

Adventures of Ozzie & Harriet  
ABC-TV

**NEUSER, SANDRA**  
Answer, Please!  
CBS

**NEUMAN, ALAN**  
Wide Wide World  
NBC-TV

**NICHOLSON, MALCOMB**  
WNCT Greenville N C

**NOYH, ROBERT**  
Pie Tac Dough, Twenty One  
NBC-TV

**NOBLE, FRED**  
KTCB-TV Austin, Tex

**NORTHSHIELD, ROBERT J**  
Seven Lively Arts  
CBS-TV

**NORTON, DON**  
WBHM-TV Chicago Ill

**NORVELL, HARRY**  
KOB-TV Albuquerque N M

— O —

**O'MALLEY, BOB**  
Enclind Newsreel  
WSEE, Erie, Pa

**OPENSHAW, BARON**  
KSL-TV Salt Lake City, Utah

**OPPENHEIMER, MIKE**  
See Who  
CBS  
CBS-TV

**ORR, WILLIAM T.**  
Cheyenne Maverick Colt 45  
Sugarfoot  
ABC-TV

**OTTER, JACK**  
Today  
NBC-TV

— P —

**PALMER, ST**  
KOA-TV Denver Col

**PALMER, TOM**  
Wayne Mack Show  
WFAA-TV Dallas Tex

**PARCHER, OLIVER**  
Hoosier Favorite  
WSPV-TV South Bend Ind

**PARKER, CLYDE**  
Coffee Break  
KARK-TV, Little Rock, Ark

**PARRIS, JACK**  
11th Hr Newsreel Sport-  
Final, Best of Hollywood  
KETV Omaha Neb

**PATTERSON, JIM**  
Portfolio and Chon Hour  
WCTB-TV Bostol Va

**PAYNE, TED**  
KONO San Antonio Tex

**PEED, EMILY M.**  
Listen Ladies, What's Cookin  
WJPB-TV, Farmount W Va

**PEHLMAN, CARL**  
Kee-Ver Circus  
KRTV Colorado Springs Col

**PEPIN, LEO**  
Adventures of Ozzie & Harriet  
ABC-TV



**CARLO DeANGELO**  
PRODUCER-DIRECTOR

Radio — Television — Theatre  
TV Films  
JU 2-1515



**JACK PHILBIN**

Producer  
"THE BIG RECORD", CBS-TV



# PRODUCERS — NETWORK AND INDEPENDENT

**PETERSON, CLIFF**

Breakfast Club  
ABN  
**PETERSON, EDGAR**  
Climax

**PHILBIN, JACK**

B. Lynn, Mass.; The Jackie Gleason Show, The Vic Damone Show, The Big Record, CBS-TV

**PICKENS, ART**

All Star Golf  
ABC-TV

**PIERCE, SAM**

Amos 'n' Andy Music Hall  
CBS

**PILKINGTON, BOB**

Hayloft Hoedown  
WHAS-TV, Louisville, Ky.

**PINCUS, IRVING**

Real McCoys  
ABC-TV

**PINCUS, NORMAN**

Real McCoys  
ABC-TV

**PITTMAN, FRANK**

Tombstone Territory  
ABC-TV

**POLLACHEK, CHARLES**

The Edge of Night  
CBS-TV

**POWER, JULES**

Time for Fun  
WABC-TV, New York, N. Y.

**— R —****RAINS, FRED**

Man on the Plaza  
KYTV, Springfield, Mo.

**RALSTON, GILBERT A.**

High Adventures with Lowell Thomas  
CBS-TV

**RAND, DICK**

KENI-TV, Anchorage, Alaska

**RANDALL, DAVE**

WTOG-TV, Savannah, Ga.  
NBC-TV

**REYEL, JACK**

Las Vegas Shows  
NBC-TV

**READE, REG**

Helen Neville Show  
WGR-TV, Buffalo, N. Y.

**REED, MANN**

KFTV, Denver, Colo.

**REEVES, CHARLES D.**

Dick Clark—Saturday Night  
ABC-TV

**REUTHER, MARSHALL**

Mid-Day Matinee  
WGR-TV, Buffalo, N. Y.

**REYNOLDS,****SHELDON**

Dick and the Duchess  
CBS-TV

**RICCA, ERNEST**

The Secret Storm, Love of Life  
CBS-TV

**RICHARD, HARRY**

WMBR-TV, Jacksonville, Fla.

**RICHTER, DICK**

Johnny Mountain  
WBOY-TV, Clarksburg, W. Va.

**ROACH, HAL JR.**

Telephone Time  
ABC-TV

**ROBERTS, PAUL**

The Best in Music, Road to Life  
CBS

**ROBINSON, TOMMY**

Jump Town  
WNOK-TV, Columbia, S. C.

**ROBSON, WILLIAM**

Suspense  
CBS

**ROBY, HOWARD**

WTVN-TV, Columbus, Ohio

**ROCKLIN, FRED**

WPSD-TV, Paducah, Ky.

**RODIN, GIL**

Eddie Fisher Show  
NBC-TV

**RODNEY, EUGENE B.**

Father Knows Best  
NBC-TV

**ROGERS, TED**

Wide, Wide World  
NBC-TV

**ROGERS, TOM**

Today's Kitchen  
KTSM-TV, El Paso, Tex.

**ROLAND, WILL**

Arthur Godfrey Time  
CBS

**ROMINE, CHARLES**

U. N. in Action, Odyssey  
CBS-TV

**ROOT, JOE**

WLBT, Jackson, Miss.

**ROSEN, BERNIE**

Jack of All Sports  
WTVJ, Miami, Fla.

**ROSENBERG, E. J.**

The People's Choice  
NBC-TV

**ROSENBERG, FRANK P.**

Suspicion  
NBC-TV

**ROSENMAN, S. M.**

WXIX, Milwaukee, Wis.

**ROSENTHAL, MORT**

WDAU-TV, Scranton, Pa.

**ROSS, FRANK**

Sally  
NBC-TV

**CAROLINE BURKE****SANDY SHELDON**

Producer of

The Barry Gray Network  
"Ask The Camera"—WRCA-TV  
"Luncheon At Sardi's"—WOR





**ROTH, MICKEY**  
Saturday Night Jamboree  
WSAZ-TV, Huntington, W. Va.

**ROWE, MARION**  
Adventure School  
KPIX, San Francisco, Calif.

**SHRIBMAN, JOSEPH**  
Lux Show starring Rosemary Clooney  
NBC-TV

**SILMAN, JIM**  
Grant Ranch  
WTOP-TV, Washington, D. C.

**SILVER, ARTHUR W.**  
Cheyenne  
ABC-TV

**SIMAN, SI**  
Country Music Jamboree  
ABC-TV

**SIMMONS, ED**  
Just Entertainment  
CBS

**SIMON, JACK**  
Big Adventure  
KDKA-TV, Pittsburgh, Pa.

**STEARNS, JOHN**  
Herb Oscar Anderson Show  
ABN

**STECKEL, NED**  
Dude Ranch  
WTRF-TV, Wheeling, W. Va.

**STEIN, WILLIE**  
To Tell the Truth  
CBS-TV

**STEINBRENNER, WALT**  
KWML-TV, Waterloo, Iowa

**STEINER, ED**  
World This Week  
WSM-TV, Nashville, Tenn.

**STENTA, RICHARD**  
Mitch Miller Show  
CBS

**STERNBERG, AL**  
WCKT, Miami, Fla.

**STEVENS, WILLIAM**  
Weatherman  
KTVO, Ottumwa, Iowa

**STEWART, JAMES**  
Romper Room  
WNET, Greenville, N. C.

**STEWART, ROBERT**  
Price is Right  
NBC-TV

**SUSSAN, HERB**  
Wide Wide World  
NBC-TV

**SUSSKIND, DAVID**  
Du Pont Show of the Month  
CBS-TV

**SUTTON, HOWARD**  
Bill & Mary Reid  
WLVA-TV, Lynchburg, Va.

**SUTTON, TOM**  
CKLW-TV, Detroit, Mich.

**SWANSON, ED**  
KMGH-TV, Minneapolis, Minn.

**SWINFEWER, ROY**  
WEBB-TV, Altoona, Pa.

**SYDRAI, JAMES**  
KNOX-TV, Grand Forks, N. D.

— S —

**SANDRICH, MARK JR.**  
Richard Diamond Private Detective  
CBS-TV

**SANDS, LARRY**  
Jingles Show  
WPTA, Fort Wayne, Ind.

**SANFORD, HERB**  
The Garry Moore Show  
CBS-TV

**SAUDEK, ROBERT**  
Omnibus  
NBC-TV

**SAUNDERS, DUDLEY**  
WKXP, Lexington, Ky.

**SAWYER, JACK**  
Miss Whoo?  
WLW A, Atlanta, Ga.

**SCHLAAR, WALTER J.**  
KREM-TV, Spokane, Wash.

**SCHERER, ED**  
Mill Grant Show, Grandpa's Place  
WTTG, Washington, D. C.

**SCHERMERHORN, JOHN**  
Kroger Academy Theatre, Farm & Home Luella Mortenson Show, Fern Fowler Show  
WKOW-TV, Madison, Wis.

**SCHIMMEL, CLARENCE**  
The Garry Moore Show  
CBS-TV

**SCHMYTZ, FRED**  
Little Rock Today  
KARK-TV, Little Rock, Ark.

**SCHNEIDER, MARTIN**  
Right Now, The Way To Go  
CBS-TV, New York, N. Y.

**SCHULER, ROBERT**  
Patrice Munsel Show  
ABC-TV

**SCIOSCIA, MICHAEL**  
WXEX-TV, Petersburg-Richmond, Va.

**SCOTT, STAN**  
Nine Teen Time  
WSTV-TV, Steubenville, Ohio

**SEASE, PETE**  
WSVA-TV, Harrisonburg, Va.

**SECONDARI, JOHN**  
Open Hearing  
ABC-TV

**SEEMAN, KEN**  
KOB-TV, Albuquerque, N. M.

**SELF, BILL**  
B. June 21, 1921, Dayton, Ohio;  
Frank Sinatra Show, ABC-TV

**SHAW, ALAN**  
Let's Dance  
KFEQ-TV, St. Joseph, Mo.

**SHELDON, JAMES**  
West Point  
ABC-TV

**SHELDON, SANDY**  
The Barry Gray Network, Ask the Camera, WRCA-TV; Luncheon at Sardis, WOR

**SHERMAN, ALLAN**  
I've Got a Secret, Victor Borge's Comedy in Music  
CBS-TV

**SHOOK, DEL**  
Top O the Mornin'  
WDBP-TV, Roanoke, Va.

**SIMPSON, GARRY**  
B. Feb. 16, 1919, United States;  
Wide Wide World, Armstrong Circle Theatre, Campbell Soundstage, The Jimmy Durante Show, Philco Television Playhouse, The Ed Wynn Show, NBC-TV

**SINGER, AL**  
Name That Tune  
CBS-TV

**SISK, ROBERT F.**  
Wyatt Earp  
ABC-TV

**SKAGGS, VIC**  
Jose's Storyland  
KDKA-TV, Pittsburgh, Pa.

**SKINNER, CHARLES E.**  
Sgt. Preston of the Yukon  
CBS-TV

**SKLAR, MICHAEL**  
Conquest  
CBS-TV

**SLINGLAND, FRANK**  
Meet the Press  
WRC-TV, Washington, D. C.

**SMITH, JOHN SID**  
Eddie Williams Show  
WBAP-TV, Fort Worth, Tex.

**SMITH, S. MARK**  
Suspicion  
NBC-TV

**SOBOL, EDWARD**  
Lawrence Welk Show, Lawrence Welk's Top Tunes & New Talent  
ABC-TV

**SOTILAM, JOHN**  
The Big News  
WLAC-TV, Nashville, Tenn.

**SPAFFORD, AL**  
WFAM-TV, Lafayette, Ind.

**SPARKS, ROBERT**  
The Lineup  
CBS-TV

**SPEER, CHARLES**  
Life and the World  
NBC

**SPENCER, JANET**  
Paul Winchell Show  
ABC-TV

**SPIEGEL, BILL**  
Romper Room  
WRNX-TV, Saginaw, Mich.

**SPITTLER, BOB**  
Swing Modern  
WOW-TV, Omaha, Neb.

**SPIVAK, LAWRENCE**  
Meet the Press  
NBC-TV

**STAGG, JERRY**

**STAPP, JACK**  
Jim Reeves Show  
ABN

**STARK, WILBUR**  
True Story, Modern Romances  
NBC-TV

— T —

**TABER, BILL**  
All Star Movie  
KTNB-TV, Tacoma, Wash.

**TARBOX, NORMAN**  
KWVL-TV, Waterloo, Iowa

**TATELMAN, HARRY**  
Celt 45  
ABC-TV

**TAYLOR, GENE**  
Hoedown Jamboree  
KOTA-TV, Rapid City, S. D.

**TEEL, RICHARD**  
Stuart Foster Show  
CBS

**TEICHER, LOUIS**  
Dance Orchestra, Saturday at the Chase  
CBS

**THOMAS, FRAZIER**  
Garfield Goose  
WGN-TV, Chicago, Ill.

**THOMAS, JERRA**  
Adventures of Rin Tin Tin  
ABC-TV

**THOMPSON, CHUCK**  
Dixon on Disc  
WALA-TV, Mobile, Ala.

**THORNTON, PHIL**  
This Morning  
KPIX, San Francisco, Calif.

**TOMMILSON, TOMMA**  
You asked for it  
ABC-TV

**TOI B, WARNER JR.**  
Mr. Adams and Eve  
CBS-TV

**TRIE, DICK**  
KOA-TV, Denver, Colo.

**TUGEND, HARRY**  
George Gobel Show  
NBC-TV

**TULL, ROBERT**  
WDBO-TV, Orlando, Fla.  
**TURET, LAWRENCE M.**  
WITI-TV, Milwaukee, Wis.  
**TURNER, BILL**  
WSPD-TV, Paducah, Ky.  
**TURNER, ED**  
Small Talk  
WHAS-TV, Louisville, Ky.

— U —

**UNGER, MAURICE**  
West Point  
ABC-TV  
**UTLEY, JOHN**  
WOWL-TV, Florence, Ala.  
**UZZELL, AL**  
Studio Wrestling  
WTVW, Evansville, Ind.

— V —

**VONDERGEEST, JEROME**  
KLZ-TV, Denver, Colo.

— W —

**WADE, ED**  
Coffee Break  
WBTW, Florence, S. C.  
**WAGNON, BILL**  
Town Hall Party  
KTTV, Hollywood, Calif.  
**WALLACE, CHARLES**  
KVAR, Mesa, Ariz.  
**WALSH, BILL**  
Mickey Mouse Club  
ABC-TV  
**WASCH, GEORGE**  
KPTV, Portland, Ore.  
**WASSERMAN, ALBERT**  
The Twentieth Century  
CBS-TV  
**WATSON, PAUL**  
Party Line  
WSFA-TV, Montgomery, Ala.

**WEBB, JACK**  
Dragnet  
NBC-TV

**WEBB, MARK**  
KSYD-TV, Wichita Falls, Tex.  
**WEBB, WILLIAM**  
Mr. Adams and Eve  
CBS-TV  
**WEINSTEIN, BILL**  
The Last Word  
CBS, CBS-TV  
**WEINSTEIN, HANNAH**  
Adventures of Sir Lancelot,  
Buccaneers, ABC-TV; Adventures  
of Robin Hood, CBS-TV  
**WELBORN, BILL**  
Hey Kids  
WTVW, Evansville, Ind.  
**WEST, BOB**  
Looney Tunes  
WHFD-TV, Wilmington, N. C.  
**WEST, BROOKS**  
The Eve Arden Show  
CBS-TV  
**WHEELER, DWIGHT**  
WAKR-TV, Akron, Ohio  
**WHITAKER, ARTHUR**  
WSJV, South Bend-Elkhart,  
Ind.  
**WHITE, ANDY**  
Tombstone Territory  
ABC-TV  
**WHITE, SAM**  
My Friend Flicka  
NBC-TV  
**WHITEHOUSE, WILLIAM**  
Sports Focus  
ABC-TV  
**WHITMAN, ROGER**  
Man around the House  
CBS  
**WHITMIRE, ERNIE**  
WKNX-TV, Saginaw, Mich.  
**WIGHTMAN, WARREN**  
WHBC-TV, Rochester, N. Y.  
**WILKINS, BILL R.**  
Carl Story Show  
WLOS-TV, Asheville, N. C.  
**WILLIAMS, BILL**  
Popcye  
WLAC-TV, Nashville, Tenn.  
**WILSON, JACK C.**  
Hitching Post Theatre  
WAVY-TV, Norfolk, Va.

**WILSON, JOE**  
The Pat Torpey Show, News  
WVET-TV, Rochester, N. Y.  
**WINSOR, ROY**  
The Secret Storm, Love of  
Life, Hotel Cosmopolitan  
CBS-TV  
**WOLAS, EVA**  
Climax, Jane Wyman Show  
CBS-TV, NBC-TV  
**WOLFE, ED**  
Ma Perkins  
CBS  
**WOOD, BARRY**  
Wide Wide World  
NBC-TV  
**WOOLERY, JOE**  
Sock Hop  
KVSO-TV, Ardmore, Okla.  
**WORLEY, JACK**  
WOWL-TV, Florence, Ala.  
**WOSKA, JOHN**  
WDBO-TV, Orlando, Fla.

— Y-Z —

**YATES, TED JR.**  
Mike Wallace Interview  
ABC-TV  
**YAWS, HOWARD**  
KONO, San Antonio, Tex.  
**YORKIN, BUD**  
Ford Show (Tennessee Ernie)  
NBC-TV  
**YOUNG, ROBERT**  
The Church of the Air  
CBS  
**YOUNGBLOOD, HAL**  
Stage 11  
WJHL-TV, Johnson City,  
Tenn.  
**ZARZANA, AL**  
Kitikik's Party  
KTRK-TV, Houston, Tex.  
**ZIRATO, BRUNO JR.**  
For You, Robert Q. Lewis  
Show  
CBS  
**ZOUSMER, JESSA**  
Person to Person  
CBS-TV

*For Important  
Telephone Numbers  
See Pages 100-107*



Claude Kirchner

MU. 8-6600



tom o'brien

judson 6-6300

# ANNOUNCERS—MC'S

RADIO AND TELEVISION

—their work during 1957

## — A —

**ABBOTT, JIM**  
KFJZ-TV, Fort Worth, Tex.

**ABBOTT, WALT**  
KFOX, Long Beach, Calif.

**ABRAMS, TERRY**  
WKOK, Sunbury, Pa.

**ADAMS, JIMMY**  
Musical Fun  
KBBS, Buffalo, Wyo.

**AGA, ERCEL**  
KXRA, Alexandria, Minn.

**ALBERGHINI, HAL**  
WCOU, Lewiston, Me.

**ALLAN, LEE**  
WAVY-TV, Norfolk, Va.

**ALLEN, BOB**  
WHFB, Benton Harbor,  
Mich.

**ALLEN, JOHN**  
Early Birds  
WFAA, WFAA-TV, Dallas,  
Tex.

**ALLEN, TONY**  
WUSJ, Lockport, N. Y.

**ALLISON, GENE**  
WISH-TV, Indianapolis, Ind.

**ALSTON, JOE**  
Shock  
KENS-TV, San Antonio, Tex.

**AMECHE, JIM**  
Festival of Stars  
NBC-TV

**AMMERMAN, DAN**  
Danny's Hideaway  
WVAM, Altoona, Pa.

**AMOLE, GENE**  
KDEN, Denver, Colo.

**ANDERSON, ANDY**  
Top O' the Morning  
WPAM, Pootsville, Pa.

**ANDERSON, AL**  
Spins & Needles  
KGVO, KMSO, Missoula,  
Mont.

**ANDERSON, ED**  
Radio Bazaar  
WTIC-TV, Hartford, Conn.

**ANDERSON, ERNIE**  
Tri-City Ballroom  
WTRY, Troy, N. Y.

**ANDERSON, GORDON**  
WKZO-TV, Kalamazoo, Mich.

**ANDERSON, HAROLD**  
WSWW, Plattsville, Wis.

**ANDERSON, HERB**  
WPIN, St. Petersburg, Fla.

**ANDERSON, KIRK**  
WFGM, Fitchburg, Mass.

**ANDERSON, WARREN**  
The Plainsman  
KFDA-TV, Amarillo, Tex.

**ANDREWS, DAVE**  
Dinnerbell Round-Up  
KMBC, Kansas City, Mo.  
KFRM, Concordia, Kan.

**ANDREWS, JOHNNY**  
The Johnny Andrews Show,

Monitor  
NBC

**ANDREWS, JOHNNY**  
Sunday's Schedule  
WRCA-TV, New York, N. Y.

**ANSBRO, GEORGE**  
Bill Kemp Show  
ABN

**ANTHONY, GEORGE**  
WOND, Pleasantville, N. J.

**ANTHONY, J.**  
Roving Reporter  
WHBI, Newark, N. J.

**ANTOINE, TEX**  
Tex Antoine & The Weather  
NBC-TV  
NBC-TV

**ARCE, MARTIN**  
KIPN, Phoenix, Ariz.

**ARGUEDO, OSCAR**  
KCOR, KCOR-TV,  
San Antonio, Tex.

**ARLON, JAY**  
WFBM-TV, Indianapolis, Ind.

**ARMSTRONG, BOB**  
KGRN, Grinnell, Iowa

**ARNEY, FRANK**  
WOI-TV, Ames, Iowa

**ARNOLD, BOB**  
WCSH-TV, Portland, Me.

**ARNOLD, GARY**  
Petticoat Partyline  
WBRC-TV, Birmingham, Ala.

**ASTOL, LALO**  
KCOR, KCOR-TV,  
San Antonio, Tex.



▶  
**BILL  
SHIPLEY**  
▶

**VTCHER, RANDY**  
Old Kentucky Barn Dance  
WHAS-TV  
Louisville, Ky.  
**YRKINSON, BILL**  
WNEX, Mason, Ga.  
**AUSTIN, FLETCHER**  
Silver Screen  
WBT, Charlotte, N. C.  
**AUSTIN, TED**  
Party Line  
WSTP, Salisbury, N. C.  
**AUXER, ED**  
WLAP, Kenosha, Wis.  
**AVERY, MARC**  
WAIR, Winston-Salem, N. C.  
**AVERY, PATSY**  
Adventure Time  
WTVM, Columbus, Ga.

— B —

**BABBIT, HARRY**  
KNX, Los Angeles, Calif.  
**BACARELLA, JOSEPH**  
WMIC, Monroe, Mich.  
**BAHR, GIL**  
KUAM, KUAM-TV, Azusa  
Glenn, M. I.  
**BAILEY, WILLIAM C.**  
WHDV, Bellefonte, Ill.  
**BAKER, DONALD**  
WGGG, Gainesville, Fla.  
**BAKER, JIM**  
RTWO-TV, Casper, Wyo.  
**BAKER, PAUL**  
Rise to Shine  
WLAD, Danbury, Conn.  
**BALL, NOEL**  
WSTX-TV, Nashville, Tenn.  
**BALLARD, BOB**  
Musical Retreat  
WGTC, Greenville, N. C.  
**BANE, TERRY**  
WPET, Greensboro, N. C.

**BANK, GAIL**  
RFD & MF Farm Show  
KOME-TV, Columbia, Mo.  
**BARBER, BILL**  
The Barbershop  
WOOD, Grand Rapids, Mich.  
**BARBER, DON**  
Middy Movie  
WJKT, Miami, Fla.  
**BARBER, RED**  
Red Barber's Corner  
NBC-TV  
**BARBER, BOB**  
Truth or Consequences  
NBC-TV  
**BARLOW, JOHN C. JR.**  
KSL, KSL-TV  
Salt Lake City, Utah  
**BARNHART, PHIL**  
Instrumentally Yours  
KODI, Cody, Wyo.  
**BARON, DON**  
Hi Ladies  
WVCH, Chester, Pa.  
**BARON, RICHARD**  
Club 500  
WCCM, Lawrence, Mass.  
**BARRIE, ART**  
People's Opinion  
WSPD-TV, Toledo, Ohio  
**BARRY, BERT**  
KCMS, Sacramento, Calif.  
**BARRY, TODD**  
Day Dreamer Show  
WJH, Niagara Falls, N. Y.  
**BARRY, TOM**  
WOL, Washington, D. C.  
**BARSTOW, PETE**  
WLE, Providence, R. I.  
**BARTLETT, RAY**  
KNLR, N. Little Rock, Ark.  
**BARUCH, ANDRE**  
WAIR, New York, N. Y.  
**BASELTON, GEORGE**  
WEEK-TV, Peoria, Ill.

**BASS, JOHN**  
WIRM, Columbia, Tenn.  
**BASSETT, JOHN**  
WBZ, WBZA, WBZ-TV,  
Boston-Springfield, Mass.  
**BEAL, JOHN**  
Hollywoods Best  
WNHC-TV, New Haven, Conn.  
**BEATTA, BILL**  
WWTB, Tampa, Fla.  
**BEATTA, MORGAN**  
Monitor  
NBC  
**BECK, DON**  
Country Club  
WARR, Arlington, Va.

**BECK, JACKSON**

B. July 23, 1912, New York, N. Y.; U. S. Steel Hour, CBS-TV; FBI in Peace & War, CBS; Commercials for Chesterfield, Fab, Scotkins

**BECKMAN, SPOOK**  
WTVN, Columbus, Ohio  
**BELKNAP, ALBERT**  
Musical Timetable  
WESX, Salem, Mass.  
**BELL, ALFRED**  
Jock Jockey Derby  
KTRK-TV, Houston, Tex.  
**BENDER, AUGIE**  
WWS, South Hill, Va.  
**BENDER, TED**  
Open Mike  
KPSM, El Paso, Tex.  
**BENEDICT, ANDY**  
WWRU, New York, N. Y.  
**BENNETT, BERN**  
Beat the Clock  
CBS-TV  
**BENNETT, LOU**  
WBAR, Clarksville, W. Va.



CY  
HARRICE

SU. 7-5400



**BENNETT, ROGER**  
WTSP, St. Petersburg, Fla.

**BERG, KARL**  
Ham n' Eggs  
KWBB, Wichita, Kans.

**BERG, LEE**  
International Musicale  
KPML, Denver, Colo.

**BERRY, JACK**  
WAGA, WAGA-TV, Atlanta, Ga.

**BERTENSHAW, BILL**  
The USA Show  
WHBI, Newark, N. J.

**BETHEL, AL**  
Crayon Capers  
WLBR-TV, Lebanon, Pa.

**BINFORD, WILLIAM**  
KONE, Reno, Nev.

**BINGE, RALPH**  
Breakfast in Bedlam  
WHRV, Ann Arbor, Mich.

**BINKIN, SYL**  
First Five  
WMAY, WMAY-TV, Springfield, Ill.

**BIRDAN, BIRD**  
WPTZ, Plattsburgh, N. Y.

**BIVANS, BOB**  
WITY, Danville, Ill.

**BLACK, BILL**  
Jr. Auction, Buckskin Bill  
WAFB-TV, Baton Rouge, La.

**BLACK, DAVE**  
WMC, WMCT,  
Memphis, Tenn.

**BLACK, MARTIN**  
Nite Owl Club  
KLRJ-TV, Henderson, Nev.

**BLACK, SHIRL**  
Coffee Time  
KFXD, Nampa, Idaho

**BLAINE, JIM**  
KBMI, Henderson, Nev.

**BLAINE, JIMMY**  
Stop the Music, CBS-TV; Hold that Camera, Dumont; Nescafe Commercials; Ruff 'n Reddy, NBC-TV; TV Teen Club, Talk of the Town, ABC-TV; Music and Mr. Blaine, ABC

**BLAIR, CURT**  
Popeye Theatre  
WSFA, Montgomery, Ala.

**BLAIR, FRANK**  
Life and the World, Monitor  
NBC

**BLANCHARD, LOWELL**  
Midday Merry-go-Round  
WNOX, Knoxville, Tenn.

**BLANTON, WALLY**  
KFJZ, Fort Worth, Tex.

**BLEDSON, HAL**  
Music til Midnight  
WSAV, WSAV-TV, Savannah, Ga.

**BLISS, JOCK**  
Party Line  
KFRU, Columbia, Mo.

**BOHRE, BOB**  
WRVM, Rochester, N. Y.

**BOLTON, AL**  
Corral  
KSLA-TV, Shreveport, La.

**BOLTON, JOE**  
Abbott & Costello  
WPLX, New York, N. Y.

**BOOKS, GENE**  
Breakfast Party  
WHIZ, WHIZ-TV, Zanesville, Ohio

**BOOTH, JERRY**  
Jingles Show  
WPTA, Fort Wayne, Ind.

**BOROM, BILL**  
Music to Drive By  
WOAI-TV, San Antonio, Tex.

**BOSS, ART**  
KVOX, Fargo, N. D.

**BOSWORTH, CHET**  
Alarm Clock Club  
WIRY, Plattsburg, N. Y.

**BOVA, JOE**  
Cartoon Festival  
WA&C-TV, New York, N. Y.

**BOWMAN, ROGER**  
News  
NBC-TV

**BOYETTE, PAT**  
Giant Movie  
KENS-TV, San Antonio, Tex.

**BRADFORD, ROY**  
WRKH, Rockwood, Tenn.

**BRADLEY, LYLE**  
WBVA, Richmond, Va.

**BRADSHAW, THOMAS**  
KSL-TV, Salt Lake City, Utah

**BRADY, JOSH**  
WBMM-TV, Chicago, Ill.

**BRAGG, NELSON**  
WJDA, Quincy, Mass.

**BRAND, JACK**  
B. Dec. 25, Chicago, Ill.; United States Steel Hour, CBS

**BRANDT, MEL**  
Modern Romances, Monitor  
NBC, NBC-TV

**BRANDY, BOB**  
WRBL-TV, Columbus, Ga.

**BRASCIA, VINCE**  
Nitehawk  
KBMI, Henderson, Nev.

**BRAUD, AL**  
WJBW, New Orleans, La.

**BRAUN, BOB**  
WLW, WLW-TV, Cincinnati, Ohio

**BREITHBARTH, HANS**  
Wake Up & Be Happy  
KGNB, New Braunfels, Tex.



**JERRY DAMON**

Announcer



Narrator



M.C.



NBC — NBC-TV

**BRIGGS, FRED**  
KONA TV Honolulu Hawaii

**BRYAN, GEORGE**  
High Adventure with Lowell Thomas  
CBS TV

**BRISCOE, ROY**  
WSTV TV Steubenville Ohio

**BRITT, PAUL**  
KDEF KOB TV  
Albuquerque N M

**BRITTON, BARBARA**  
\$64,000 Challenge  
\$64,000 Question  
CBS TV

**BRODIE, EARLE**  
Best on Wax  
WAKN Aiken S C

**BROOK, PHIL**  
WDBO TV Orlando Fla

**BROOKS, JACK**  
Breakfast Newsboy  
WCCO Hartford Conn

**BROUGHMAN, DON**  
KENO Las Vegas Nev

**BROWN, ART**  
WWTG Washington D C

**BROWN, BILL**  
WOF TV Ames Iowa

**BROWN, ED**  
WGBH Freeport N Y

**BROWN, JIM**  
The Bok Parade  
WSMB New Orleans La

**BROWN, PHIL**  
WJBC Minneapolis Minn.

**BROWN, RED**  
Saturday Circus  
KKOD TV El Paso Tex

**BROWNELL, BENNED**  
KFIV Modesto Calif

**BROWNING, DOUG**  
Johnny Pearson Show  
ABN

**BRUGGEMAN, VERN**  
KUTV Salt Lake City Utah

**BRUNNER, LAURA**  
WCPO TV Cincinnati Ohio

**BRYAN, BILL**  
Stamps for Shoppers  
KTOG Oklahoma City Okla

**BURNS, JACK**  
KCSA Tucson Ariz

**BURNS, MEL**  
KOOY Oklahoma City Okla

**BURNS, RICHARD**  
WCRB Boston Mass

**BURNS, STAN**

Entertainment Press Conference,  
Dumont, NBC Monitor, Cerebral  
Palsy Telethon, WOR-TV, Stan  
Burns Show, WINS

**BURRELL, JERRY**  
Something Special  
KNOR Norman Okla

**BUSSARD, ADALINE**  
KTEL Walla Walla Wash

**BUSSE, HENRY JR**  
The Heavy Hank Show  
KOWH Omaha Neb

**BUTLER, BETTY**  
Starlight Theatre  
WEAT West Palm Beach Fla

**BUTLEY, JAY**  
WJAK Jackson Tenn

**BYRON, BOB**  
WKAT Miami Beach Fla

**BYRUM, GEORGE**  
KBTY Denver Colo

— C —

**CAFASSO, WILLIAM**  
Came And Road  
WFSN Salem Mass

**CAIN, JESS**  
WNDU TV  
South Bend Ind

**CALDWELL, LARRY**  
Milligan Show  
KCSJ KCSJ TV Pueblo Colo

**CALKINS, BLEAN A.**  
Man on the Street  
KCOB Newton Iowa

**CALLAHAN, BOB**  
WNAV Annapolis Md

**CALLIGAN, VAN**  
WXIX Milwaukee Wis

**CAMARGO, RALPH**

U S Steel, Our Miss Brooks,  
William Bendix Show, Have Gun  
Will Travel, CBS-TV

**CANE, LEN**  
B340 Club  
WTRY Plattsburg N Y

**CANTER, RUSS**  
Betty Newton  
WBNS TV Columbus Ohio

**CANTOAT, VAN**  
Hitchhik Post Theatre  
WAVY TV Norfolk Va

**CARD, CLELLAN**  
As You Like It  
WCOO WCOO TV  
Minneapolis Minn

**CARL, HERB**  
KONO San Antonio Tex

**CARLE, BENNY**  
Circle 4 Ranch  
WBR TV Birmingham Ala

**CARLISE, TOM**  
Nite Beat  
KYOD Denver Colo

**CARLISLE, JIM**  
Four Time Times  
WLAG Lancaster Pa

*Jim Coy*

RADIO-TV  
COMMERCIALS  
FILMS  
MC-HOST

JU. 2-8800





**CARNETT, WILLIAM**

WJLB, Detroit, Mich.

**CAROTA, FRED**

WWSC, Glens Falls, N. Y.

**CARPENTER, KEN**

Lux Video Theatre

NBC-TV

**CARR, BOB**

WSAZ-TV,

Huntington, W. Va.

**CARROLL, FRANK**

1350 Club

WPCT, Putnam, Conn

**CARRALL, RALPH**

Binghamton, N. Y

WNBF-TV,

**CARSON, ED**

WJLM-TV, Lansing, Mich

**CARSTENS, AL**

KATE, Albert Lea, Minn

**CARTER, BILL**

WLRJ, Humbolt, Tenn.

**CARTER, MARK**

KVOR, Colorado Springs, Colo.

**CARTER, ROGER**

After Dark

WGAR, Cleveland, Ohio

**CARUSO, CARL**

Father Knows Best, O.S.S., It's

Fun to Travel

**CARVER, JOHNNY**

KFAB, Omaha, Neb

**CARY, TOM**

KMTV, Omaha, Neb.

**CASE, LEE**

WCBM, Baltimore, Md.

**CASE, NELSON**

Wide Wide World, Sid Caesar,

Jane Wyman, NBC-TV; Baseball

and Football, CBS-TV; Celebrity

Playhouse, State Trooper, Syndi-

cated

**CASSIDY, TED**

WCOA, Pensacola, Fla.

**CAUDILL, CARL**

Quiz Club

WRC-TV, Washington, D. C.

**CAUSEY, CAP'N. BID**

KNDE-TV, Monroe, La.

**CEDRIC, BILL**

WNLK, Norwalk, Conn

**CHAMPENESS, HAL**

Chic Adams Show

KENI-TV, Anchorage,

Alaska

**CHARLES, BRUCE**

Party Line

WHK, Cleveland, Ohio

**CHIENASKY, WALTER**

Midday Matinee

WCAI, Orange, Mass.

**CHILDS, JACK**

Bumper to Bumper

WCOA, Pensacola, Fla.

**CHANCELLOR, GREGG**

KSTR, Grand Junction, Colo.

**CHASTEEN, BOB**

WEBC, Duluth, Minn.

**CHEVILLAT, DON**

The Tunesmith

WNDU, WNDU-TV,

South Bend, Ind.

**CLARK, DICK**

American Bandstand

WFIL, Philadelphia, Pa

**CLARK, JEFF**

Big Movie

KFSD-TV, San Diego, Calif.

**CLARK, PAUL**

WHAS-TV, Louisville, Ky.

**CLAY, TOM**

Jack the Bellboy

WJBK, WJBK-TV,

Detroit, Mich.

**CLAYTON, BOB**

Movie 7

WCKT, Miami, Fla.

**CLEARY, BILL**

In Town Today

KREX-TV, Grand Junction,

Colo.

**CLEARY, ED**

WELO, Tupelo, Miss

**COBB, DAVID**

Jim Reeves Show

ABN

**COBB, WALLY**

WAPO, Chattanooga Tenn.

**COLDWELL, TOM**

WBOW, Terre Haute, Ind.

**COLE, BIFF**

WTWV, Evansville, Ind.

**COLE, CANE**

WLOK, Memphis, Tenn.

**COLE, LYNN**

Teen Time

KCAR, Clarksville, Tex.

**COLE, PETER**

WEAT, West Palm Beach,

Fla.

**COLEMAN, BOB**

Merry-go-round

WJPA, Washington, Pa.

**COLLINS, DOUG**

WKST-TV, New Castle, Pa.

**COLLINS, FRED**

Five Start Matinee

NBC

**COLLINS, JERRY**

WNOX, Knoxville, Tenn.

**COLLINS, KEN**

KONE, Reno, Nev.

**COLLINS, TOM**

WKBZ, Muskegon, Mich.


**COLLYER, BUD**

Beat the Clock, To Tell the

Truth, CBS-TV

**COMLEY, JACK**


WKCN, New Britain, Conn.



**RALPH PAUL**

— MANAGEMENT —  
GEORGE F. FOLEY

730 Fifth Ave.      JIudson 6-4312



**RALPH CAMARGO**

RADIO—TV  
ACTOR—ANNOUNCER  
NARRATOR  
JU 2-8800



**COMO, HUNTER**  
KDAL, KDAL-TV Duluth,  
Minn.

**CONNOR, BURT**  
Music for a Sunday  
WALK, Patchogue, N. Y.

**CONRAD, SAUL**  
Tops in Pops  
WPAC, Patchogue, N. Y.

**CONTE, JOHN**  
B. Sept. 15, Palmer, Mass.; Matinee  
Theater, NBC-TV

**CONWAY, JIM**  
WBBM-TV, Chicago Ill.

**COOK, ALLAN**  
WRZO-TV Kalamazoo, Mich

**COOK, JIM**  
WIBE, Anderson, Ind.

**COOKE, ALESTAIR**  
Omibus  
NBC-TV

**COOPER, BOB**  
KON, San Antonio, Tex.

**COOPER, JOE**  
KOLN-TV, Lincoln, Neb.

**COOPER, JOHN**  
Johnny Mountain  
Clarksburg, W. Va.

**CORBETT, JOHN**  
Car and Kitchen  
WBEN, WBEN-TV,  
Buffalo, N.Y.

**CORCORAN, BILL**  
King-TV, Seattle, Wash.

**COREY, DAVID J.**  
WJWB, Rutland, Vt.

**CORRIGAN, JOHN**  
Say It with Music  
WMOB, Moundsville, W. Va.

**COSTA, FRANK**  
Sunrise Serenade  
WKIT, Garden City, N. Y.

**COSTABILE, AL**  
Polka Time  
WRJN, Racine, Wis.

**COTTELE, BOB**  
WHDH-TV, Boston, Mass.

**COUGHLAN, DICK**  
Edgs Bunny Show  
WGN-TV, Chicago Ill.

**COY, JIM**  
B. October 5, 1916, Kansas City,  
Mo.; Playhouse 90, Doug Ed-  
wards News, CBS-TV; Summer  
Serenade, NBC; Nat King Cole  
Show, NBC-TV; Radio New York,  
WOR; Codo Three, WRCA-TV,  
WPIX

**CRAIG, CHUCK**  
KPIN, Casa Grande, Ariz.

**CRAIG, GEORGE**  
KSYD, KSYD-TV,  
Wichita Falls, Tex.

**CRAIG, VERN**  
WRAP, Allentown, Pa.

**CRANE, BOB**  
KXN, Los Angeles, Calif.

**CREWS, JAMES**  
WATM, Atmore, Ala.

**CRISSEY, DON**  
WBNY Buffalo, N. Y.

**CROCKER, SID**  
Million Dollar Premiere  
WAFB-TV, Baton Rouge, La.

**CROUCHET, GEORGE**  
KPAC, Port Arthur, Tex.

**CULLEN, BILL**  
Pulse, NBC

Price Is Right, NBC-TV

**CULAR, CAL**  
Keyboard Rapers,  
Mike Dosh Show,  
Saturday Urens

KFYR-TV, Bismarck, N. D.

**CURRIE, BILL**  
Tempus Fugit  
WRAL, WRAL-TV,  
Raleigh, N. C.

**CUTTING, ROBERT J.**  
This, That & The Other  
KGMC, Enclewood, Colo.

## — D —

**DALE, BOB**  
The Early Show  
KFMB-TV, San Diego, Calif.

**DALE, CURLEY**  
KFNF, Shenandoah, Iowa

**DALE, JACK**  
KFYO, Lubbock, Tex.

**DALE, JEFF**  
Ark La-Tex Jubilee  
KWKH, Shreveport, La.

**DAMON, JERRY**  
B. Orange, N. J.; NBC-TV Opera  
Theatre, Hy Gardner Calling,  
NBC-TV; Marathon, NBC Net-  
work News on the Hour, Monitor,  
NBC

**DANIEL, DAN**  
WDGY, Minneapolis, Minn.

**DANIELS, ED**  
WYML, Biloxi, Miss.

**D'ARCY, MIKE**  
KBON, Omaha, Neb.

**DAREEN, FRANK**  
KSJO, San Jose, Calif.

**DARY, ALAN**  
WRZ-TV, Boston, Mass.

**DAVID, RUSS**  
Playhouse Party  
KSD, KSD-TV, St. Louis, Mo.

**DAYES, BOB**  
KOOL-TV, Phoenix, Ariz.

**BILL ROGERS**

—Management—  
George F. Foley

730 Fifth Ave. Judson 6-4312

**DON MORROW**

ANNOUNCER-HOST-ACTOR

JU 2-8800



# ANNOUNCERS, EMCEES — RADIO AND TELEVISION



- DAVIES, BUD**  
Dance Party  
CKLW-TV, Detroit, Mich.
- DAVIS, BILL**  
KSYD, KSYD-TV,  
Wichita Falls, Tex.
- DAVIS, BRUCE**  
WDZ, Decatur, Ill.
- DAVIS, CHUCK**  
Money for Music  
KTOK, Oklahoma City, Okla.
- DAVIS, ED**  
Rebel Reveille  
WRBL, WRBL-TV,  
Columbus, Ga.
- DAVIS, GENE**  
Melody Matinee  
KNGS, Hanford, Calif.
- DAVIS, GENE**  
Melody Matinee  
KNGS, Hanford, Calif.
- DAVIS, GEOFF**  
WROW, WTEN, Albany, N. Y.
- DAVIS, RAY**  
WBMD, Baltimore, Md.
- DAX, BOB**  
WOKZ, Alton, Ill.
- DAY, GEORGE**  
KERO-TV, Bakersfield, Calif.
- DEAL, FRANK**  
Looney Tunes  
WCYB-TV, Bristol, Va.
- DEAL, JACK**  
WHCU, Ithaca, N. Y.
- DEANE, BUDDY**  
WUZ-TV, Baltimore, Md.
- DEANE, JERRY**  
WISC-TV, Madison, Wisc.
- DEBEAU, LARRY**  
Home ward Bound  
WTOL, Toledo, Ohio
- de CARO-SKANDERBEG, PAUL**  
Continental Music  
WRLB, Providence, R. I.
- DEE, TOMMY**  
WSBT-TV, South Bend, Ind.
- DeHAVEN, BOB**  
Good Neighbor Time  
WCCO, WCCO-TV,  
Minneapolis, Minn.
- DELL, FRANK**  
Polka Party  
WJAC, WJAC-TV,  
Johnstown, Pa.
- DELLINGER, JAN**  
KGFV, Kearney, Neb.
- del RIO, JOSE PEREZ**  
Buenos Dias  
KIWW, San Antonio, Tex.
- DeMARCÓ, JOHN**  
KULU, KULU-TV,  
Honolulu, Hawaii
- DeMOSS, LYLE**  
WOW, WOW-TV,  
Omaha, Neb.
- DENNIS, BILL**  
Downbeat  
WEAM, Arlington, Va.
- DEVINE, ANDY**  
Andy's Gang  
NBC-TV
- DEWAR, ROD**  
CJAD, Montreal, Quebec
- DeWITT, JOHN**  
Moods in Music  
WCBL, Carbondale, Pa.
- DeYOUNG, JOHN**  
WGL, Fort Wayne, Ind.
- DILL, FRANK**  
Mid-Day Matinee  
WGR-TV, Buffalo, N. Y.
- DILLINBECK, DICK**  
The Clock  
WGUY, Bangor, Me.
- DILLINGHAM, ALEX**  
WOOD-TV,  
Grand Rapids, Mich.
- DIXON, BOB**  
The Edge of Night  
CBS-TV
- DIXON, JOHN**  
WALA-TV, Mobile, Ala.
- DIXON, PAUL**  
WLW-T, Cincinnati, Ohio
- DOCKINS, KEN**  
Chest of Silver  
WHPB, Belton, S. C.
- DODD, FRANK**  
WPAR, Parkersburg, W. Va.
- DODEL, BILL**  
Rooster Reveille  
KRLC, Lewiston, Idaho
- DONAHOO, DEL**  
WOW-TV, Omaha, Neb.
- DOOLEY, PETE**  
Popeye & Pete  
WSEE, Erie, Pa.
- DOUGLAS, JAMES K.**  
WKDL, Clarksdale, Miss.
- DOUGLAS, PAUL**  
Adventure Theatre  
NBC-TV
- DOW, BOB**  
Bat Cave  
WGUY, Bangor, Me.
- DOW, DEWEY**  
WCSH-TV, Portland, Me.
- DOWIE, PAUL**  
WJEJ, Hagerstown, Md.

## **DOWNS, HUGH M.**

B. Feb. 14, 1921, Akron, Ohio;  
Jack Paar Show, Monitor, Caesar's Hour, Home, Arlene Francis Show, NBC; Sin Caesar Invites You, ABC

**DRAGIN, TED**  
Tops of the Morning  
WSAV, WSAV-TV,  
Savannah, Ga.



**DEL SHARBUTT**

Personal Mgr. - Kal Ross



**REX MARSHALL**

—MANAGEMENT—  
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312



# ANNOUNCERS, EMCEES — RADIO AND TELEVISION



**DRI M, DEWEA**  
Early Risers Club  
WSOC, WSOC-TV  
Charlotte, N. C.

**DUGDALE, CHARLIE**  
This Morning  
KPIX, San Francisco, Calif.

**DUGLAS, ROLAND**  
Music Box  
WMAA, Springfield, Mass.

**DUNAWAY, AL**  
WBFR Baton Rouge, La.

**DUNCAN, DOPEA**  
WKAP, Allentown, Pa.

**DUNN, DICK**  
WLOB, Paehtand, Mo.

**DUNN, EDDIE**  
KATR, Corpus Christi, Tex.

**DUPUY, DON**  
Calv deade of Sports  
NBC

**DUPUY, MONTA**  
World Tonight  
WFR-TV, Greenville, S. C.

**DERAND, G. THOMSON**  
WTTM, Trenton, N. J.

## — E —

**EARLE, GEORGE**  
Breakfast at Heer's  
KWTO, Springfield, Mo.

**EDWARDS, DOUGLAS**  
Armstrong Circle Theatre  
CBS-TV

**EDWARDS, HERB**  
WDDB-TV, Orlando, Fla.

**EDWARDS, JEFFREY**  
WEAT  
West Palm Beach, Fla.

**EDWARDS, JOE**  
WSAC, Ft. Knox, Ky.

**EDWARDS, RICK**  
WROK, Rockford, Ill.

**EDWARDS, TOM**  
WERE-TV, Cleveland, Ohio

**EGGERS, BILL**  
KYOR  
Colorado Springs, Colo.

**ELIE, BOB**  
Fun Time  
WHEN-TV, Syracuse, N. Y.

**EIGEN, JACK**  
WNBQ, Chicago, Ill.

**ELLIOT, WIN**  
Calv deade of Sports  
NBC

**ELLIOTT, HANK**  
WROL, Boston, Mass.

**ELIISON, MAX**  
KECK, Odessa, Tex.

**ELLSWORTH, BOB**  
WTDG-TV, Hartford, Conn.

**ELLSWORTH, LEO**  
KSRV, Ontario, Ore.

## EMERICK, BOB

B. Dec. 9, 1915, Tacoma, Wash.;  
Father Knows Best, Telephone  
Hour, Peoples Choice, WNBC;  
Zane Grey Theatre, Cheyenne,  
Roy Rogers, WCBS

**EMERY, BOB**  
Big Brother  
WBZ-TV, Boston, Mass.

**ENO, JACK**  
WEER, Buffalo, N. Y.

**ERWIN, GEORGE**  
KEJZ, Fort Worth, Tex.

**ESSEX, LOU**  
WCOA, Columbia, S. C.

**EVANS, HAL**  
WBHT, Greenville, Miss.

**EVANS, MARK**  
Sunrise Salute  
WTOP, WTOP-TV  
Washington, D. C.

**EVANS, MILTON**  
Disc n Data  
KNET, Palestine, Tex.

**EVERHART, SLIM**  
Breakfast Bell  
KFNF, Shambaugh, Iowa.

**FARICH, DICK**  
WSR, Winton, Haven, Fla.

## — F —

**FAGAN, PAT**  
TV Dance Party  
WGR-TV, Buffalo, N. Y.

**FARNSWORTH, BRUCE**  
WTYM, Springfield, Mass.

**FARRINGTON, GLEN**  
Music Box Revue  
WTAX, Springfield, Ill.

**FASSETT, JIM**  
The New York Philharmonic  
CBS

**FATKIN, MARSHALL**  
Scan the Weather  
WSTV-TV, Steubenville, Ohio

**FAVE, MARTY**  
WBRR, Chicago, Ill.

**FENNEMAN, GEORGE**  
You Bet Your Life  
NBC-TV

**FERGUSON, DON**  
Jump Town  
WNOK-TV, Columbia, S. C.

**FERGUSON, SCOTT**  
The Music Box  
WZOK, Jacksonville, Fla.

**FERLISI, UNCLE GARY**  
Fun Club  
KSBW-TV  
Salinas, Monterey, Calif.

**FESBERMAN, JAMES**  
KBSA, KFS-TV,  
Fort Smith, Ark.

**FINDLEY, BOB**  
Especially for You  
WSLI, WFTV, Jackson, Miss.



PHIL TONKEN

JU 2-8800



GENE HAMILTON

NBC — WRCA-TV



# ANNOUNCERS, EMCEES — RADIO AND TELEVISION



**FINLEY, ART**  
Tooney Town  
KQVR-TV,  
Stockton-Sacramento, Calif.

**FINLEY, STUART**  
Other Two Billion,  
25th Semester  
WRC-TV, Washington, D. C.

**FISHER, DON**  
Talent Trends  
WLBR-TV, Lebanon, Pa.

**FISHER, ED**  
WHIZ-TV, Zanesville, Ohio

**FISHER, HAL**  
WSJV,  
South Bend-Elkhart, Ind.

**FISHER, HOWIE**  
Fisherman's Wharf  
KFMA, Davenport, Iowa

**FISHER, JOHN**  
WCRB, Boston, Mass.

**FISHER, JOHN**  
WCLT, Newark, Ohio

**FISHER, TRUMAN**  
KSET, El Paso, Tex.

**FISKE, FRED**  
WWDC, Washington, D. C.

**FITTS, LEV**  
KSPV, Artesia, N. M.

**FITZGERALD, JIM**  
WGAN-TV, Portland, Me.

**FITZGERALD, PAT**  
WNDU-TV, South Bend, Ind.

**FITZMAURICE,  
MICHAEL**  
B. April 28, 1918, Chicago, Ill.

**FLANNAGAN, BOB**  
The Timekeeper  
WMBG, Richmond, Va.

**FLEMING, ARNAULD**  
Musical Notebook  
WCLT, Newark, Ohio

**FLETCHER, TOM**  
Magazine of the Air  
WHK, Cleveland, Ohio

**FLETCHER, WARREN**  
KSL-TV, Salt Lake City, Utah

**FLYNN, CHARLES**  
WPBG-TV, Altoona, Pa.

**FOLEY, JACK**  
Musical Caravan  
WIZE, Springfield, Ohio

**FOLEY, RED**  
The Red Foley Show  
NBC

**FOLLIS, WOODY**  
KSST, Sulphur Springs, Tex.

**FORD, JAMES**  
Easy Listening  
WOIKO, Albany, N. Y.

**FORD, MARK**  
KDAY, Hollywood, Calif.

**FORD, ROZ**  
All Nite Show  
WITH, Baltimore, Md.

**FOREMAN, DON**  
KXLR, N. Little Rock, Ark.

**FORREST, RAY**  
Children's Theatre  
WRCA-TV, New York, N. Y.

**FORSTER, ROGER**  
Let's Find Out  
WKOW-TV, Madison, Wis.

**FOSTER, WALTON**  
KWFR, San Angelo, Tex.

**FOX, LES**  
WMMW, Meriden, Conn.

**FRANKLIN, ALLEN**  
WKOW-TV, Madison, Wis.

**FRANKLIN, JOE**  
Memory Lane  
WABC-TV, New York, N. Y.

**FRASER, GORDON**  
Monitor  
NBC

**FRASIER, WILSON**  
WMOX, Meridian, Miss.

**FREDRICKS, JOE**  
WPDX, Clarksburg, W. Va.

**FREELAND, BILL**  
WRVA, Richmond, Va.

**FREEMAN, VERNE**  
Platter Party  
WJQS, Jackson, Miss.

**FREIN, DEAN**  
KXIC, Iowa City, Iowa

**FRENCH, RICHARD**  
WILS, Lansing, Mich.

**FROH, DAVE**  
Club 1320  
WILS, Lansing, Mich.

**FROLAND, JOHN**  
Cloud Club  
WMC, WMCT,  
Memphis, Tenn.

**FULLEN, GENE**  
WTVN-TV, Columbus, Ohio

**FUNNELL, BOB**  
KSBW, KSBW-TV, KSBY-TV,  
Salinas, Calif.

— G —

**GAILLARD, MARSHALL**  
Dawn in Dixie  
WAIM, WAIM-TV,  
Anderson, S. C.

**GAINES, JIM**  
Record Hop  
KALB, KALB-TV,  
Alexandria, La.

**GALLAHER, EDDIE**  
Sundial  
WTOP, WTOP-TV,  
Washington, D. C.

**GALLANT, JIM**  
Bandstand  
WNHC-TV, New Haven, Conn.



## CARL KING

Management: CARL EASTMAN  
80 Park Ave.



## BOB EMERICK



# ANNOUNCERS, EMCEES — RADIO AND TELEVISION



- GALLOP, FRANK**  
Monitor  
The Perry Como Show  
NBC-TV
- GAMBLING, JOHN A**  
Music from Studio X  
WOR, WOR TV  
New York, N Y
- GANDER, DARREL**  
KI DZ Hutchinson Minn
- GARDNER, REED**  
WZOR Jacksonville Fla
- GARDNER, RUSS**  
WSVA TV, Harrisonburg Va
- GARDNER, WES**  
Man about the House  
WBJL Brewton Ala
- GARRETT, JAMES**  
Ji Town Meeting  
WJR Detroit Mich
- GARROWAY, DAVE**  
Monitor  
NBC
- GARTEN, LLOYD**  
WJIM TV Lausung Mich
- GARVEY, JOSEPH**  
WHUC, Hudson, N Y
- GARWOOD, JOHNNY**  
1240 Club  
WNBZ Saranac Lake N Y
- GATZ, DON**  
KXOA Sacramento, Calif
- GAYRANOVIC, JOE**  
American Czech Hour  
KFRD Rosenberg, Tex
- GAYLORD, WILLIE**  
WAMS Wilmington Del
- GAYNOR, DON**  
Jimmy Dean Show  
CBS TV
- GERKDES, BOB**  
Dishpan Concert  
KLTU Longview, Tex
- GENTRY, PAUL**  
KVIN Vinita, Okla
- GEORGE, LEE**  
WMBH Joplin Mo
- GERMAIN, BOB**  
WACR Columbus Miss
- GIBBONS, LONNIE**  
Circle 5 Roundup  
KALB TV Alexandria, La
- GIBBS, HARRY**  
Wrangler's Club  
KSD TV, St. Louis Mo
- GIBSON, ALEC**  
4-Star Movies  
WRBM-TV Chicago Ill
- GIBSON, PAUL**  
WBM TV Chicago Ill
- GILDEMAN, GIL**  
Coffee Time  
KTMS Santa Barbara Calif
- GILLESPIE, JOE**  
Road Show  
KNBC San Francisco Calif
- GILLAND, BILL**  
Saturday Playhouse  
CBS-TV
- GINDIN, JOSEPH**  
WHUC, Hudson N Y
- GIUFFRE, GUS**  
KRAM, Las Vegas Nev
- GILADDEN, BILL**  
Roadshow  
WAVE, WAVE TV,  
Louisville, Ky
- GILSON, BOB**  
Pantry Playhouse  
KNTN TV Tacoma Wash
- GLOVER, ART**  
Kitchen Karavad  
WBJL, WDBJ TV  
Roanoke Va
- GODFREY, KATHY**  
Connecticut Ed Meet me at  
Maxwell's  
WHCT Hartford, Conn
- GOEKNER, BOB**  
Showtime  
KCBS San Francisco, Calif
- GOLDEN, JERRY**  
Susan's Show  
CBS TV
- GOMEZ, HAROLD**  
WJWB, New Orleans, La.
- GONZALEZ, ED**  
Clockwatchers  
WUMB Harrisburg, Pa
- GOODING, BOB**  
KTBC KTBC TV,  
Austin, Tex
- GOODMAN, EARL**  
Melody Manor  
WUCH Chester Pa
- GOODMAN, MAX**  
The Sheriff Max Show  
WBAM TV,  
Hattiesburg Miss
- GOODWIN, JACK**  
Platter Parade  
WMOU Berlin N H
- GORDON, JOHN**  
KFX Portland Ore
- GORDON, PAUL**  
800 Radio Row  
WLAD Danbury Conn
- GOUNDER, JACK**  
WEEU Reading Pa
- GOVE, ELLIOT**  
Timekeeper  
WFSR Syracuse N Y
- GOWDY, CURT**  
Sports News  
NBC TV
- GRAHAM, JERRY**  
TV Ranch Club  
WNEP Binghamton, N Y



**BROOKE TAYLOR**

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730-5th Ave., N.Y.C.

JU 6-6915



**Malcolm Richards**

Free-lance

TV - Radio

Announcer - Narrator

Registry

White Plains 6-8583  
(telephone)



# ANNOUNCERS, EMCEES — RADIO AND TELEVISION



**GRANGE, RED**  
Football  
NBC-TV

**GRANT, ALLEN**  
Popeye-Bugs Bunny Theatre  
KFDA-TV, Amarillo, Tex.

**GRANT, JACK**  
Musical Day  
WGMA, Hollywood, Fla.

**GRANT, JOE**  
WAKR-TV, Akron, Ohio

**GRANT, MILT**  
WTTG, Washington, D. C.

**GRANT, RAY**  
KNAL, Victoria, Tex.

**GRAUER, BEN**  
Big Story, Ask Congress  
Citizens Searchlight Union,  
NBC-TV  
Monitor, NBC

**GRAVES, GENE**  
WTTM, Trenton, N. J.

**GRAY, BARRY**  
WMCA, New York, N. Y.

**GRAY, ED**  
WTOK-TV, Meridian, Miss.

**GRAYDON, JOE**  
KENO's First 40  
KENO, Las Vegas, Nev.

**GRAYSON, JAY**  
WBAL, WBAL-TV,  
Baltimore, Md.

**GRAZAN, JOE**  
Ranch BVP  
WBVP, Beaver Falls, Pa.

**GREEN, DON**  
KFYR, KFYR-TV,  
Bismarck, N. D.

**GREER, CHARLIE**  
WAKR-TV, Akron, Ohio

**GREGG, AL**  
WNAV, Annapolis, Md.

**GREGORY, BILL**  
Meet Your Neighbor  
WNBF-TV, Binghamton, N. Y.

**GREY, MITCH**  
Merry-go-round  
WJPA, Washington, Pa.

**GRIBBLE, STAN**  
Wake-Up Club  
KWHK, Hutchins, Kan.

**GRIFFEN, PETE**  
Top Ten Dance Party  
WDEF-TV, Chattanooga, Tenn.

**GRIFFIN, VAN**  
Musical Clock  
KFBU, Columbia, Mo.

**GROFF, JERRY**  
WEHT, Evansville, Ind.

**GUNTER, HARDROCK**  
Saturday Jambore  
WWVA, Wheeling, W. Va.

**HALL, MONTY**  
Monitor  
NBC

**HALL, PHIL**  
WTOG, Toledo, Ohio

**HALL, RUSS**  
Afternoon Special  
WTH, Baltimore, Md.

**HALLENEBECK, KEN**  
WRLE, Greenfield, Mass.

**HALLORAN, RYAN**  
Movies at Midday  
WAVE-TV, Louisville, Ky.

**HALVORSEN, DICK**  
KGM, KGM-TV,  
KMAU-TV, KHBC-TV,  
Honolulu, T. H.

## — H —

**HADLOCK, JIM**  
Popeye  
KLAS-TV, Las Vegas, Nev.

**HAINES, MARLIN**  
Kartoon Carnival  
KROD-TV, El Paso, Tex.

**HALE, CECIL**  
Music Hall  
WSAI, Cincinnati, Ohio

**HALE, GEORGE**  
WABI, WABI-TV,  
Bangor, Me.

**HALE, PHIL**  
WKNB, WNBC,  
New Britain, Conn.

**HALES, JIMMY**  
WDVH, Gainesville, Fla.

**HALEY, BUD**  
KPSD, San Diego, Calif.

**HAMILTON, GENE**  
Operas, Henry J. Taylor, NBC-TV; Monitor, Classical Music for People Who Hate Classical Music, WRCA

**HANCOCK, HANK**  
WINR-TV, Binghamton, N. Y.

**HANCOCK, JOIN**  
Words and Music  
WLCX, La Crosse, Wis.

**HANDLEN, GEORGE**  
Radio Clock  
KXOA, Sacramento, Calif.


**HANNA, ART**  
Studio One  
CBS-TV

**HANNES, GARY**  
WIMS, Michigan City, Md.


**HANSEN, BOB**  
KKOG, Oeden, Utah

**HANSON, HARLON**  
Hi Neighbor  
KDMA, Montevideo, Minn.

**HARDEN, GENE**  
WTWA, Thomson, Ga.



**BUD COLLYER**



**FRED SCOTT**  
ANNOUNCER—MC—HOST



ANNOUNCERS, EMCEES — RADIO AND TELEVISION

**HARDWICK, BOB**  
WBHM-TV, Indianapolis, Ind.

**HARDY, RAY**  
KGIL, San Francisco, Calif.

**HARGIS, DON**  
KWYO, Sheridan, Wyo.

**HARMON, GARY**  
Bunky the Clown  
WHEH, Evansville, Ind.

**HARMON, JAY**  
RFJ #1330  
KPH, Wichita, Kan.

**HARNISH, BOB**  
WPST-TV, Miami, Fla.

**HARPER, JOHN**  
WWRU, New York, N. Y.

**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

**HARRIS, DEAN**  
Breakfast Bell  
WHEN-WHEN TV  
Syndicate, N. Y.

**HARRIS, WAYNE**  
Melodies for Mikady  
WWIT, Canton, N. Y.

**HARRISON, ARCH**  
WFLA, Fredericksburg, Va.

**HARRISON, CHARLES**  
Movie Madness  
Movietime USA  
KPRK-TV, Houston, Tex.

**HARRISON, JACK**  
Van Winkle Show  
KKLD-TV, Dallas, Tex.

**HART, AL**  
KTRB-TV, Shreveport, La.

**HARVEY, PAT**  
Pat's Pop Shop  
WGEM-TV, Quincy, Ill.

**HARVEY, TOM**  
CKEY, Toronto, Ontario

**HASTINGS, DON**  
WMT-TV, Cedar Rapids, Iowa

**HATREN, TOM**  
KTLA, Los Angeles, Calif.

**HAYLOCK, CLIFF**  
A Man and His Wife  
WCTV, New Brunswick, N. J.

**HAYDEN, FRANK**  
Sprus n Needles  
WORD, Spartanburg, S. C.

**HAYDEN, JIM**  
KROU, Boise, Idaho

**HAYMEN, CLARENCE**  
Poppa-Stoppa  
WJMR-TV, New Orleans, La.

**HAYNES, JERRY**  
Top 10 Dance Party  
WFAA-TV, Dallas, Tex.

**HAZELTON, BILL**  
Rivard Revue  
WALK, Patchogue, N. Y.

**HEENAN, TOM**  
WILK, WILK TV  
Wilkes-Barre, Pa.

**HELPER, AL**

All Star Baseball Game, World  
Series, Rose Bowl game, Friday  
night Fights, NBC's Weekly Cover-  
age of Football, NBC-TV;  
Dodgers Baseball games, WOR-  
TV; Jack Benny Show, CBS-TV

**HEMMETER, KAN**  
Name the Year  
KVOA, KVOA TV  
Tucson, Ariz.

**HENDERSON, HANK**  
KGBG, Galveston, Tex.

**HENNIG, HAROLD**  
WEOK, Waukegan, N. Y.

**HENRICH, WALT**  
WERE-TV, Cleveland, Ohio

**HENRA, DICK**  
Music Highlights  
WPDE, Flat Mieh.

**HENRY, PAT**  
KROW, Oakland, Calif.

**HENSON, DOUGLAS**  
WJMJ, Philadelphia, Pa.

**HEPNER, FRED JR.**  
KNRO, Aberdeen, Wash.

**HERBERT, DON**  
The General Electric Theatre  
CBS-TV

**HERING, JIM**  
Rise 'N' Shine  
WMOB, Mountsville, W. Va.

**HERLIHY, ED**

My True Story, Monitor NBC

**HERNANDEZ, JOE**  
Progreso Latino  
KPRD, Rosenberg, Tex.

**HICKS, GEORGE**  
U. N. in Action  
CBS-TV

**HILEMAN, MAJORIE**  
Kafce Kitch & Swap Shop  
KVOG, Casper, Wyo.

**HILL, AL**  
WPTZ, Plattsburgh, N. Y.

**HILL, BILL**  
WTVW, Evansville, Ind.

**HILL, BILL**  
WJIG, Tullahoma, Tenn.

**HILL, DEAN**  
KWCB, Seelye, Ark.

**HILL, JACK**  
TV Weatherman  
Coke Club House  
KNME-TV, Monroe, La.



**CARL CARUSO**  
ANNOUNCER - MC  
JU 2-8800



**NELSON CASE**  
EXCLUSIVE MANAGEMENT  
CARL EASTMAN  
80 Park Ave. MU 2-4986

**HILLIARD, JOHN**  
KONA-TV, Honolulu, Hawaii

**HILLS, HAL**  
KTNT, Tacoma, Wash

**HINKLE, ED**  
WJNR-TV, Binghamton, N. Y.

**HINSON, GENE**  
WEGO, Concord, N. C.

**HINTON, JIM**  
KSVP, Artesia, N. M

**HIPPS, TOM**  
Million Dollars  
WTVM, Columbus, Ga.

**HOBART, CHARLES**  
WENY, Elmira, N. Y.

**HODGSON, JAY**  
KTBC-TV, Austin, Tex.

**HOLIDAY, JOHNNY**  
WRVM, Rochester, N. Y.

**HOLLAND, BILL**  
KLZ-TV, Denver, Colo.

**HOLLIDAY, BOB**  
WPBC, Minneapolis, Minn

**HOLMES, DICK**  
WILM, Wilmington, Del.

**HOLTMAN, JOHN**  
WFAM-TV, Lafayette, Ind

**HOOD, JOHN**  
WMTS, Murfreesboro, Tenn.

**HOPKINS, HAPPY**  
Night Beat  
WSAI, Cincinnati, Ohio

**HOWARD, PAUL**  
WCUE, Akron, Ohio

**HOWARD, TOBE**  
WLOU, Louisville, Ky.

**HOWE, CHARLES**  
KRGJ, Grand Island, Neb.

**HOWELL, BILL**  
Panorama  
WSAC, Ft. Knox, Ky.

**HOYLE, STOWE**  
Circle B Ranch  
WFBC-TV, Greenville, S C

**HUDSON, BOB**  
Groovin with Groovy  
WMBY, New Orleans, La.

**HUGGINS, FRED**  
WPBB, Jackson, Ala.

**HUGH, IVOR**  
Music Room  
WCCC, Hartford, Conn.

**HUME, PAUL**  
Good Music Time  
WOL, Washington, D. C.

**HUNTER, BEN**  
KFT, Los Angeles, Calif.

**HUNTER, DEAN**  
Best Sellers, WMGM, Walter  
Winchell Show, Mutual

**HURLBUT, JIM**  
Zoo Parade  
NBC-TV

**HURST, JACK**  
WLEE, Richmond, Va.

**HUTTON, WILLIAM**  
KNOX-TV, Grand Forks, N.D.

**HYDEN, BILL**  
KVOO, Tulsa, Okla.

— I —

**IRVIN, JOHN**  
First Run Movie  
KETV, Omaha, Neb.

**IRVING, ROBERT**  
Coffee Time  
WHY, Orlando, Fla.

**IVES, ROBERT**  
Big Spin  
WFBL, Syracuse, N. Y.

**JACKSON, BOB**  
Bandstand  
KGNC, KGNC-TV,  
Amarillo, Tex.

**JAEGER, BILL**  
Carnival of Music  
WFBR, Baltimore, Md.

**JAMES, CURTIS**  
KAFY, Bakersfield, Calif.

**JAMES, DENNIS**  
B. Aug. 24, 1917, Jersey City,  
N. J.; Club 60, NBC; Big Record,  
High Finance, Chance of Life-  
time, On Your Account, CBS-TV

**JAMES, HUGH**  
Voice of Firestone  
ABC-TV

**JAMOND, WALT**  
KROW, Oakland, Calif.

**JAY, ALAN**  
WPTR, Albany, N. Y.

**JAY, BILL**  
Popeye  
WLAC-TV, Nashville, Tenn.

**JENSEN, LEE**  
Big Four Bandstand  
KBIF, Fresno, Calif.

**JENSEN, LEIF**  
WDRG, Hartford, Conn.

**JENSEN, VAL**  
WLOX, Biloxi, Miss.

**JOHNSON, BILL**  
Time for Everybody  
WLAC, WLAC-TV,  
Nashville, Tenn.

**JOHNSON, CLAY**  
KSCB, Liberal, Kan.

**JOHNSON, HARRY**  
Beachcomber's Almanac  
WNDB, Daytona Beach, Fla

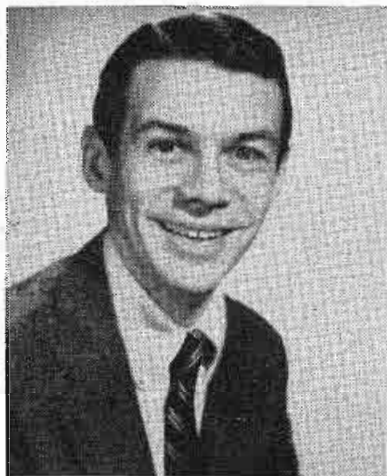
— J —

**JACK, HARRY**  
WKIT, Garden City, N. Y



**FRED PARSONS**

JU 2-8800



**DEAN HUNTER**

Mgt: Carl Eastman

80 Park Ave.

MU 2-4986

**JOHNSON, JACKIE**  
Burger Show  
WRMA Montgomery Ala

**JOHNSON, TOM**  
WILB Greensburg Pa

**JOHNSTON, W. R. "Doc"**  
WBIR Knoxville Tenn

**JOLLEY, BUSS**  
KWIL Albany Ga

**JOLLIFF, KENNETH**  
WFGM Fitchburg Mass

**JONES, ART**  
WISN-TV Milwaukee Wis

**JONES, BOB**  
KEAB Omaha Neb

**JONES, CARL**  
WILM Wilmington Del

**JONES, DON**  
KBYM Billings Mont

**JONES, GARY**  
Platter Party  
WJZM Clarksville Tenn

**JONES, HASKELL**  
Video Varieties  
KCMO-TV Texarkana, Tex

**JONES, HOWARD**  
KWBB Wichita Kan

**JONES, JAY**  
KSTN Stockton Calif

**JONES, JAY**  
KTUL KTUL-TV,  
Tulsa Okla.

**JONES, JIM**  
Music of the Southland  
WETO Gadsden Ala

**JONES, LARRY**  
WBBC Flint Mich

— K —

**KALLAV, ED**  
Fanny Fleeces  
WAVV-TV Louisville Ky

**KARAS, STAN**  
Downbeat  
WEAM Arlington Va

**KARRENBAR, BILL**  
3 T's  
WBBC Canton Ohio

**KAY, DONNA**  
Home Maker Harmonies  
KFIR North Bend Oh

**KEARNEY, GERRY**  
WMUR-TV, Manchester N H

**KEATHLEY, HAMPTON**  
KTRE KTRE TV  
Lufkin Tex

**KEENER, PHIL**  
Sunny Side Up  
KDWT, Stamford Tex

**KEITH, BOB**  
WLOP-TV Orlando Fla

**KELLY, DAN**  
1400 Club  
WRDQ Augusta Me

**KELLY, DON**  
WDGY Minneapolis Minn

**KELLY, LEON**  
WKTY La Crosse Wis

**KELLY, PHIL**  
WKTY La Crosse Wis

**KELPE, HENRY**  
KMTV, Omaha, Neb.

**KENNEDY, BILL**  
CKLW-TV Detroit Mich

**KENNEDY, HAL**  
Petroleum Party  
KRTV  
Colorado Springs Colo

**KENNEDY, HAL**  
WPEA Pensacola Fla

**KENNEDY, JOE**  
RSD Des Moines Iowa

**KENNGOTT, AL**  
WLAG-TV Nashville Tenn

**KERN, BRUCE**  
Notes and Quotes  
WTTU-TV Hartford Conn

**KERR, JOHN**  
WKGX Knoxville Tenn

**KERSTING, DICK**  
WHTL Holland Mich

**KERWOOD, ORIE**  
KMMJ Grand Island Neb

**KEY, IRVIN**  
Musical Journey  
WGOV Valdosta Ga

**KIERNAN, WALTER**  
Monitor  
NRB

**KILB RN, LARRY**  
KFBL Wichita Kan

**KILGORE, MERLE**  
KENT, Shreveport La.

**KIMBLE, BILL**  
WBNB-TV, Binghamton NY

**KING, CARL**

B Dec 30, 1921, St Louis, Mo.,  
Democratic and Republican Con-  
ventions, Miss America Contest,  
ABC-TV, Two for the Money,  
CBS-TV, King's Crossroad, Syn-  
dicated Film Series

**KING, ED**  
Party Line  
KDBA KDBA TV  
Pittsburgh Pa

**KING, ERNIE**  
Sunday Matine  
WJAK Jackson Tenn

**KING, HAL**  
WLBH Bowling Green Ky

**KING, HAL**  
Man of the Plaza  
KSTV Springfield Mo

**KING, RICHARD**  
KCOG, Centerville Iowa



*Jack Brand*

Represented by

MARY DOOLING

730-5th Ave., N.Y.C. JU. 6-6915

**KINSELLA,  
WALTER**

B. New York City, N. Y.; Martin Kane Private Eye, NBC Spectacular, Kraft, Montgomery Presents, Armstrong Circle Theatre, NBC-TV; Mama, CBS-TV

**KIRBY, DURWARD**  
The Garry Moore Show  
CBS-TV

**KIRCHNER,  
CLAUDE**

Terrytoon Circus, WOR-TV; Mighty Mouse Theatre, Lassie, CBS; Roy Rogers Show, General Electric Theatre, NBC; Wild Bill Hickok, CBS-TV

**KIRWIN, JIM**  
Sirupost  
WNLK, Norwalk, Conn.

**KLINNER, JOE**  
The Night Owl  
WSGN, Birmingham, Ala.

**KNIGHT, ED**  
Party Line  
KGFW, Kearney, Neb.

**KNIGHT, GUY**  
KCMJ, Palm Springs, Calif.

**KNIGHT, JOE**  
Nightbeat  
WAVE, WAVE-TV,  
Louisville, Ky.

**KOHLMEYER, BOB**  
WKXY, Sarasota, Fla.

**KOSTER, HERB**  
WGY, Schenectady, N. Y.

**KRAUSE, CHARLES**  
Jolly Cholly  
WCMI, Ashland, Ky.

**KRONSNABLE, GEORGE**  
Sheriff George  
KDIX-TV, Dickinson, N. D.

**KVALE, BERNIE**  
WBIZ, Eau Claire, Wis.

**— L —**

**LACY, JACK**  
WINS, New York, N. Y.

**LADD, ED**  
MBS

**LAFLIN, JACK**  
WCHS-TV, Charleston, W. Va.

**LAMBERT, KEN**  
WLDS, Jacksonville, Ill.

**LAMBERT, LARRY**  
WPET, Greensboro, N. C.

**LAMOND, DON**  
KFOX, Long Beach, Calif.

**LAMONT, ROY**  
Teen Age Party  
WRVA-TV, Richmond, Va.

**LAMPSON, LES**  
Hollywood Showtime  
KOTV, Tulsa, Okla.

**LANCOUR, HOWARD**  
WCAX-TV, Burlington, Vt.

**LANDRY, JAMES**  
WBAT, Marion, Ind.

**LANE, DICK**  
KTLA, Los Angeles, Calif.

**LANE, RICHARD**  
WSBC, Chicago, Ill.

**LANIER, DON**  
WLAP, WKXP-TV,  
Lexington, Ky.

**LANIER, RAY**  
Early Birds  
KUJ, Walla Walla, Wash.

**LAVERNE, GENE**  
WFEA, Manchester, N. H.

**LAWRENCE, G. W.**  
KFAL, Fulton, Mo.

**LAWRENCE, MORT**  
Big Payoff  
CBS-TV

**LAWSON, JESTER**  
Wake up Show  
WRMA, Montgomery, Ala.

**LAWSON, RALPH**  
KWWL-TV, Waterloo, Iowa

**LEDBETTER, BILL**  
Koffee Klutch Klub  
KHEP, Phoenix, Ariz.

**LEE, BOB**  
WCOM, Parkersburg, W. Va.

**LEIBERT, AL**  
WGBS, Miami, Fla.

**LEONARD, ED**  
WSAN, Allentown, Pa.

**LESCOULIE, JACK**

B. Nov. 17, 1917; Today, Meet the Champions, NBC-TV; Jackie Gleason, CBS-TV

**LEWIS, DICK**  
KLZ-TV, Denver, Colo.

**LEWIS, EARL**  
Favorite Stars  
WRNB, New Bern, N. C.

**LEWIS, JOHN**  
Supper Club  
KPTV, Portland, Ore.

**LEWIS, RICHARD E.**  
Alarm Clock Club  
WJLK, Asbury Park, N. J.

**LEYDEN, BILL**  
It Could Be You  
NBC-TV

**LEZOTTE, GEORGE**  
WAVZ, New Haven, Conn.

**LILLY, BOB**  
Open House  
KOA, Denver, Colo.

**LINCOLN, ED**  
WSBA, WSBA-TV, York, Pa.

**LINDY, JAY**  
Lunch at Hereford House  
KBTN, Neosho, Mo.

**LINN, SAM**  
KULA-TV, Honolulu, Hawaii

**LITE, EMILY**  
Kitchen Kapers  
WFBC-TV, Greenville, S. C.

**LIVINGSTON, DAVE**  
ERIC, Beaumont, Tex.

**LOCKNER, ART**  
Tune Shop  
WVEC, WVEC-TV,  
Hampton, Va.

**LOCKWOOD, BOB**  
Mr. Morning  
WENE, Binghamton, N. Y.

**LOFLIN, BOB**  
Teen Time  
WCBI-TV, Columbus, Miss.

**LOFTSNESS, RAY**  
KSOO, KSOO-TV,  
Sioux Falls, S. D.

**LONGERGAN, STAN**  
WEBK-TV, Peoria, Ill.

**LONG, THOMAS E. S.**  
WHKY, Hickory, N. C.

**LONGFELLOW, TOM**  
Teen Time Jamboree  
KARK-TV, Little Rock, Ark.

**LONGWORTH, BILL**  
WGBI, WDAU-TV,  
Scranton, Wilkes-Barre, Pa.

**LOONEY, TOM**  
Coffee Capers  
KOSA, KOSA-TV,  
Odessa, Tex.

**LOWELL, DON**  
KIBH, Seward, Alaska

**LUBER, FRANK**  
WIPA, Annapolis, Md.

**LUCEY, SKY**  
Jr. Auction  
WTVN-TV, Columbus, Ohio

**LUCHT, JOHN**  
WTBA, Madison, Wis.

**LUKE, HARRY**  
Lunch at the Star  
WNAB, Bridgeport, Conn.

**LUNDBOM, DEL**  
Hometown Reporter  
KIDO-TV, Boise, Idaho

**LYNN, MEL**  
Time to Smile  
KARK, KARK-TV,  
Little Rock, Ark.

**LYON, JOHN**  
WBBQ, Augusta, Ga.

**LYONS, JIMMIE**  
WINE, Buffalo, N. Y.

**— Mc —**

**McAULIFFE, TOM**  
WELM, Fitchburg, Mass.

**McBRIDE, FOREST**  
Cas Walker Farm & Home  
Hour  
WBIR-TV, Knoxville, Tenn.

**McCANN, DICK**  
KBON, Omaha, Neb.

**McCANN, LARRY**  
Charm Theatre  
WXYZ-TV, Detroit, Mich.

**McCAULEY, JOE**  
Start the Day Right  
WIP, Philadelphia, Pa.

**McCAY, RAY**  
Skipper Ray  
WLW-A, Atlanta, Ga.

**McCLURE, DANNY**  
WMSJ, Sylva, N. C.

**McCOY, ROBERT**  
KOB-TV, Albuquerque, N. M.

**McCULLOUGH, DAN**  
As the World turns  
CBS-TV

**McDONALD, AL**  
The Morning Men  
KOTA, KOTA-TV,  
Rapid City, S. D.

**McDONALD, DICK**  
KMNS, Sioux City, Iowa

**McDOWELL, JOHNNY**  
Breakfast at Radio Ranch  
WFPA, Fort Payne, Ala.

**McFARLAND, JOE**  
KDAL, KDAL-TV,  
Duluth, Minn.

**McGEHEE, GENE**  
WEXX-TV,  
Petersburg-Richmond, Va.

**McKOWAN, JAMES**  
WSGW, Saginaw, Mich.

**McGOWAN, JOHN**  
KOSA-TV, Odessa, Tex.

**McILVAIN, MERT**  
Tops in Pops  
WREN, Topeka, Kan.

**McKAY, TED**  
WKRC-TV, Cincinnati, Ohio

**McKEEHEN, DONALD**  
KREM-TV, Spokane, Wash.

**McKINLEY, LARRY**  
WMRY, New Orleans, La.

**McKINNEY, JIM**  
WCVS, Springfield, Ill.

**McLEAN, CLYDE**  
Corner Store  
WBT, Charlotte, N. C.

**McLENDON, RAY**  
Noon Express  
WAVU, Albertville, Ala.

**McLEOD, DON**  
McLeodsville, U. S. A.  
WJBK, WJBK-TV,  
Detroit, Mich.



**McNELLY, BOB**  
Musical Breakfast  
KCFQ Phoenix Ariz  
**McPHERSON, CLAYDE**  
WROB West Palm Beach  
**McQUAY, CARL**  
WHOZ Harrison Ark

— M —

**MABRY, HARVA**  
WMPY Memphis Tenn  
**MacDONALD, ROD**  
Loony Times  
WREX Rockford Ill  
**MACE, MAX**  
Music in the Night  
WRRB Greenville S C  
**MACK, WAYNE**  
Candlelight Concert  
WDRK Cleveland Ohio  
**MACK, WAYNE**  
WFAA-TV Dallas Tex  
**MAHER, BILL**  
MBS  
**MAHONEY, GEORGE**  
KOB KOBY  
Albuquerque N M  
**MAI, ENO**  
WALA-TV Mobile Ala  
**MALONEY, JERRY**  
WSJV  
South Bend Elkhart Ind  
**MANNING, HALL**  
Music in the Air  
WNSN Sarasota N Y  
**MANSFIELD, BILL**  
MBS  
WGGG Greensville Pa  
**MANSFIELD, CHARLIE**  
Hills for Mrs  
WHAV, Haverhill Mass  
**MARCH, ROBERT**  
Tex Kids  
KERO-TV Bakersfield Calif  
**MARCK, TIM**  
Heart Beat  
KVOO Denver Colo  
**MARLEE, TINA**  
WAVZ New Haven Conn

**MARSHALL, REX**

B Jan. 9, 1919, New Jersey, Dis-  
neyland, ABC-TV; December  
Bride, Doug Edwards News, Zane  
Grey Theatre, CBS-TV; Loretta  
Young Show, The Line-Up, NBC-  
TV

**MARSHALL, SANFORD**  
MBS  
**MARTIN, JIM**  
WISR Butler Pa  
**MARTIN, JOE**  
Calling all Cars  
KOSA KOSA-TV  
Odessa Tex  
**MARTIN, KEN**  
WHLE Hempstead N Y  
**MARTIN, STEVE**  
KTTY Hollywood Calif  
**MARTINEZ, DORA**  
Latin Voice in Home  
KPSO Edinburg Tex  
**MARZOA, EDWARD**  
Sussex County Quiz  
WJWL Georgetown Del  
**MASON, JERRY**  
HFr Highway  
WIFE Springfield Ohio  
**MASSEY, BOB**  
WJNO  
West Palm Beach Fla.  
**MASSINGALE, LUTHER**  
WDEF-TV  
Chattanooga Tenn  
**MATHEWY, HOLLIV**  
Lucky Bud  
WRRB Greenville S C

**MATTHEWS, HOLLY**  
Popeye & His Pal  
KSLA-TV Shreveport La  
**MATHIS, RALPH C.**  
Wake up Dixie  
WCPB Houston Miss  
**MATHIS, ROBIN H.**  
Open House  
WCPB Houston Miss  
**MATTHEWS, PAT**  
Sunrise Screenplay  
WKOP Binghamton N Y  
**MAUGHAN, GENE**  
Sunshine Smith  
WACR Columbus Miss  
**MAYES, DOUG**  
WBTY Charlotte N C  
**MEARLAN, MIKE**  
Starline Luncheon Club  
WBEN WBEN-TV  
Burlingame N Y  
**MERTIN, DICK**  
KJWV Hamilton Tex  
**MELTON, JIM**  
Western Hit Parade  
KSL Silver City N M  
**MENDES, JIM**  
WICE Providence R I  
**MENGEREE, BOB**  
Reading Home  
WIP Philadelphia Pa  
**MENTZER, EARL**  
WJEL Hazletstown Md  
**MERCEN, TOM**  
WMAQ WNBQ Chicago Ill  
**MERGNER, ROY**  
Music in Afternoon  
WNEZ Saratoga Lake N Y  
**MERTZ, CHARLES**  
WMRN Marion Ohio  
**MEYERS, DON**  
WSPD-TV Toledo Ohio  
**MICHAEL, BOB**  
In the Mood  
WELM Elmira N Y  
**MICHAELS, ALAN**  
WISN Dayton Ohio  
**MICHELMAN, ED**  
KGMW KGMW-TV  
KMAV-TV KBBB-TV  
Honolulu T H  
**MIELENZ, JERRY**  
WJAG Norfolk Neb  
**MILLER, BOB**  
WLV I Indianapolis Ind  
**MILLER, BRUCE**  
WLOV Norfolk Va  
**MILLER, HOWARD**  
WNBQ Chicago Ill  
**MILLS, FRANK**  
WRAP WRAP-TV  
Fort Worth Tex  
**MILNER, ART**  
KWON KWON-TV  
Candler N J  
**MITCHELL, EVERETT**  
National Farm & Home Home  
NB  
**MITCHELL, RAY**  
KOSG Ontario Calif  
**MITCHELL, REX**  
KVSQ-TV Ardmore Okla  
**MOELLER, ARLO E. JR.**  
KGNB New Brunsdels Pa  
**MOLINARO, LARRY**  
Pork n Piggy  
WVAR Norristown Pa  
**MOLLISON, GRAY A.**  
Madness Concert  
KWHO Sd Lake City Fla  
**MOLLOY, TOM**  
1269 Club  
WERC Erie Pa  
**MONK, MARION**  
Teen Tempos  
WRBL WRBL-TV  
Columbus Ga

**MOONEY, FRANK**  
Rise and Shine  
WHM WHM-TV  
Reading Pa  
**MOONEY, JACK**  
Academy Theatre  
KOATV Denver Colo  
**MOORE, CARL**  
Beantown Martine  
WBEI Boston Mass  
**MOORE, VERN**  
Shir News  
KIDO-TV Boise Idaho  
**MORRELL, LARRY**  
WRAP WRAP-TV  
Fort Worth Tex  
**MORRIS, JACK**  
WNSR-TV Binghamton N Y

**MORROW, DON**

B Jan. 29, 1927, Stamford,  
Conn; Rin-Tin-Tin, ABC-TV;  
Wide Wide World, Dragnet, This  
is Your Life, NBC-TV; Vic Da-  
mone Show, Gunsmoke, CBS-TV

**MORROW, JACK**  
WIBC Indianapolis Ind  
**MORSON, LES**  
WNLC New London Conn  
**MOUTTEER, JOHN**  
Time-keeper  
WFRY Troy N Y  
**MOWERS, BOB**  
Spinners Station  
WPOR Portland Maine  
**MUELLER, JERRY**  
WJEB Detroit Mich  
**MULCAHY, JOHN F.**  
WRIV Riverhead N Y  
**MULLIGAN, RAY**  
WSAN Albiontown Pa  
**MURPHY, BILL**  
KNOX So Louis Mo  
**MURPHY, ED**  
WYR Syracuse N Y  
**MURPHY, JOHNNA**  
Musical Clock  
CKOY Ottawa Ontario

— N —

**NASH, BOB**  
KFYO Lubbock Tex  
**NEAL, JIM**  
WSLI WJTA Jackson Miss  
**NEALE, TOM**  
Tribble Jam  
WCOM Bakersburg W Va  
**NEDIN, DICK**  
Musical Showcase  
WEOK Poughkeepsie N Y  
**NEILL, EVERETT**  
Photo Shows  
WMBR Meigsport Pa  
**NELSON, LINDBEA**  
Sports  
NBE-TV  
**NELSON, MIKE**  
WJAG Norfolk Neb  
**NELSON, STANLEY**  
Musical Clock  
KITE San Antonio Tex  
**NESBITT, BARRY**  
CKPR Toronto Ontario  
**NEWCOMB, ALAN**  
Southern Hospitality  
WPTV Charlotte N C  
**NEWHOUSE, HAROLD L.**  
KRWV The Dallas Co  
**NEWMAN, JIMMY**  
1290 Club  
WFGG Santee S C  
**NICHOLS, BOB**  
Nontoludrag  
KLCB Lakew Mont  
**NICHOLS, J. STEVE**  
KBLD Hot Springs Ark

**NICHOLSON, NICK**  
Take it Easy  
WFSR, Butler, Pa.

**NICKUM, BILL**  
Journey into Melody  
WBRK, Pittsfield, Mass.

**NIELSEN, WARREN**  
KMA, KMTV,  
Shenandoah, Iowa

**NIEMI, TED**  
Magazine of the Air  
WKBN, WKBN-TV,  
Youngstown, Ohio

**NOBLE, MARK**  
KGUL-TV, Galveston, Tex.

**NOLEN, GEORGE**  
KFJZ-TV, Fort Worth, Tex.

**NORMAN, CHUCK**  
KSTL, St. Louis, Mo.

**NORMAN, HERB**  
WWRL, New York, N. Y.

**NORTON, MIKE**  
WPOR, Portland, Me.

**NORWOOD, BILL**  
Camera 9, Shoppers Guide  
WNCT, Greenville, N. C.

**NOWAK, LLOYD**  
WVWW, Platteville, Wis.

**NUGENT, ART**  
Record Go Round  
KAGR, Yuba City, Calif.

**NUSS, TOM**  
The Big Break  
KHOL-TV, Kearney, Neb.

— O —

**O'BRIEN, DAVE**  
Dixie Weather News  
WDXI-TV, Jackson, Tenn.

**O'BRIEN, ELLIS**  
WCSH-TV, Portland, Me.

**O'BRIEN, TOM**  
B. April 3, 1925, New York,  
N. Y.; Man to Man, WOR-TV;  
Monitor, NBC; Night Patrol,  
WINS; Big Story, WABD

**ODOM, HOMER**  
WACO, Waco, Tex.

**ODOM, RAY**  
Old Cowhand Show  
KMOP, Tucson, Ariz.

**O'DONNELL, LEW**  
Panorama  
WHEN-TV, Syracuse, N. Y.

**O'KEEFE, DENNIS**  
Suspicion  
NBC-TV

**O'KEEFE, WALTER**  
Nightline  
NBC

**OLIN, JERRY**  
WMOU, Berlin, N. H.

**OLSEN, JOHNNY**  
B. Windom, Minn.; Name that  
Tune, CBS-TV; Olsen Rumpus  
Room, ABS-Radio, Masquerade  
Party, NBC-TV; Keep it in the  
Family, ABC-TV; Startime, Du-  
mont-TV

**OLSON, CHUCK**  
KSO, Des Moines, Iowa

**OLSON, HARVEY**  
Music Box  
WDRG, Hartford, Conn.

**O'NEIL, DAVE**  
KFH, Wichita, Kan.

**O'NEILL, JOHN**  
WMFR, High Point, N. C.

**O'NEILL, KEVIN**  
Popeye Cartoon Theatre  
Junior Auction  
WKRQ-TV, Mobile, Ala.

**O'REILLY, MIKE**  
Ten Gallon Mike,  
Popeye Theatre  
WJTV, Jackson, Miss.

**OSTEN, DICK**  
KNOX-TV, Grand Forks, N.D.

**OVERTON, DAVE**  
Your Big Day  
WSM-TV, Nashville, Tenn.

**OWENS, BRAD**  
WMLX, Mt. Vernon, Ill.

**OWENS, GARY**  
KIMN, Denver, Colo.

**OZINGA, TOM**  
Smiling Time  
WFUR, Grand Rapids, Mich.

— P —

**PAGE, DAVE**  
KREM-TV, Spokane, Wash.

**PAGE, LARRY**  
Merry-go-round  
WTCO, WTCO-TV,  
Savannah, Ga.

**PALMA, LARRY**  
KEVT, Tucson, Ariz.

**PALMER, RUD**  
The Big Moment  
NBC-TV

**PALMER, DUKE**  
Good Earth  
KBOR, Brownsville, Tex.

**PALMER, JOHNNY**  
WNBC, New Britain, Conn.

**PARK, CHARLES**  
Time out for Music  
WJR, Detroit, Mich.

**PARKER, BILL**  
WTNR-TV, Binghamton, N. Y.

**PARKER, LARRY**  
KSYL, Alexandria, La.

**PARKER, LOU**  
WWHG, Hornell, N. Y.

**PARKER, TONY**  
KMGM-TV,  
Minneapolis, Minn.

**PARKS, BERT**  
Bandstand, NBC;  
Hold that Note, NBC-TV

**PARKS, LARRY**  
Coffee Time  
WMAQ, Forest, Miss.

**PARMELEE, CHARLES**  
WSPD-TV, Toledo, Ohio

**PARR, JACK**  
WDZ, Decatur, Ill.

**PARSONS, FRED**  
B. June 13, 1920, Huntington, W.  
Va.; Beat the Clock, 20th Cen-  
tury Fox Hour, To Tell the Truth,  
CBS-TV; Monitor, NBC; Meet  
the Press, Steve Allen Show,  
NBC-TV

**PATRICK, GEORGE**  
KXEL, Waterloo, Iowa

**PAUL, JIM**  
Melody Mailman  
WNOK, WNOK-TV,  
Columbia, S. C.

**PAUL, RALPH**  
Strike it Rich, "Dotto," The Mil-  
lionaire, CBS-TV; Goodyear Play-  
house, The Big Payoff, NBC-TV

**PAUL, VINCE**  
KWNO, Winona, Minn.

**PAYE, DON**  
Wake-Up Show  
WICY, Malone, N. Y.

**PEACH, FRED**  
WHYN, WHYN-TV,  
Springfield, Mass.

**PENDELL, GEORGE**  
Platter Parade  
KTOW, Oklahoma City, Okla.

**PERALTA, GILBERT**  
Fiesta Time (Spanish)  
KOFA, Yuma, Ariz.

**PERRIN, KEYES**  
WPTR, Albany, N. Y.

**PERRIN, VIC**  
Sergeant Preston of the  
Yukon  
CBS-TV

**PERRY, BLANDE**  
Town and Country Jamboree  
KLRA, Little Rock, Ark.

**PETERS, BOB**  
Musical Clock  
KGVO, KMSO,  
Missoula, Mont.

**PETERS, CHARLOTTE**  
KSD-TV, St. Louis, Mo.

**PETERSON, RODNEY**  
740 Spotlight  
KBOE, Oskaaloosa, Iowa

**PETERSON, ART**  
Big Time Revue  
WPBL, Syracuse, N. Y.

**PETERSON, DAN**  
Man around the House  
CBS

**PETERSON, JIM**  
Trail Tales  
WREX-TV, Rockford, Ill.

**PETRICH, LEE**  
Movie Date  
KONO, San Antonio, Tex.

**PHELPS, ROBERT**  
Premiere Playhouse  
WLOS-TV, Asheville, N. C.

**PHILIPPE, GENE**  
KFVD, KQTV,  
Fort Dodge, Iowa

**PHILLIPS, DON**  
WEW, St. Louis, Mo.

**PHILLIPS, HARRY**  
WAYE, Baltimore, Md.

**PHILLIPS, WALTER**  
Teen Club  
WGN-TV, Chicago, Ill.

**PIASTRO, MISHEL**  
Longines Symphonette  
CBS

**PIFER, DON**  
KDAC, Fort Bragg, Calif.

**PIKE, DICK**  
WNOP, Newport, Ky.

**PITCAITHLEY, AL**  
Coffee Club  
KPBM, Carlsbad, N. M.

**PITTS, BILL**  
Music from Studio X  
KTSM, El Paso, Tex.

**PLAISANCE, LOU**  
KEYR, KFYR-TV,  
Bismarck, N. D.

**PLATIS, GEORGE**  
KBTW, Denver, Colo.

**PLEASANT, JOHN**  
WBRM, Marion, N. C.

**POLSON, MELVIN**  
Club 71 Request  
KLMX, Clayton, N. M.

**POTTER, WES**  
Adventure Club  
WFLE-TV, Evansville, Ind.

**POTTS, DAVID MICHAEL**  
WGBB, Freeport, N. Y.

**POWELL, GLENN**  
KOTA, KOTA-TV,  
Rapid City, S. D.

**POWELL, JACK**  
Cactus Jack  
WANE-TV, Fort Wayne, Ind.

**POWERS, JIMMY**  
Cavalcade of Sports  
NBC-TV

**PRENTICE, ED**  
Trackdown  
CBS-TV

**PRESCOTT, GEORGE**  
WLEE, Richmond, Va

**PRESCOTT, NORM**  
WBZ, WBZA, WBZ-TV,  
Boston-Springfield, Mass.

**FRETON, ART**  
Sunday Showcase  
WLOB, Portland Me.

**PREVITTI, BILL**  
Teenage Canteen  
KGGM-TV,  
Albuquerque, N M

**PRICE, E. A.**  
WGOA, Winter Garden, Fla.

**PRICE, NATHAN**  
WGOA, Winter Garden Fla.

**PRICE, PRESTON**  
KOMO, KOMO-TV,  
Seattle Wash

**PRIDDY, AL**  
KEX, Portland Ore.

**PRINGLE, DAVID**  
WPAG-TV Ann Arbor, Mich

**FRITCHARD, WAHNE**  
KSOO, KSOO-TV  
Sioux Falls, S D

**PRAOR, CACTUS**  
KTBC, KTBC-TV  
Austin, Tex.

**PUCKETT, DENNY**  
Dices & Denny  
KIKS, Sulphur La.

**PUGH, CHUCK**  
WMBG, Richmond, Va.

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**RAMAY, JOE**  
KLYN, Amarillo, Tex

**RAMSEY, RAY**  
KREM, Spokane, Wash.

**KANDOLPH, BOB**  
Sunday foreign language  
WBOS, Boston, Mass.

**RANEY, REX**  
WHR-TV, Knoxville, Tenn

**RATCHAK, MIKE**  
On Mike  
WAAP, Chicago, Ill.

**RAPER, JIMMY**  
Klothes Kapers  
WENC, Elizabeth City, N. C

**RASH, LES**  
WKAM, Goshen Ind

**RASSBACH, JIM**  
WEAW, Evanston, Ill.

**RAST, MIKE**  
WCOB, Columbia S. C

**RAYMOND, SAM**  
Rohn Easy  
WVOD, Lynchburg, Va.

**RAYMOND, WARREN**  
As You Like It  
WFNJ, Trenton, N. J

**RAYNER, RAY**  
WBEM-TV, Chicago, Ill

**REED, WARREN**  
All Star Movie  
KTNV-TV, Tacoma, Wash

**REEDER, TOM**  
Sunday Headown  
WAFB, Arlington, Va.

**REIG, HOWARD**  
WRCA, WRCA-TV,  
New York, N Y  
NBC

**REIGHARD, RICH**  
WCUF, Akron, Ohio

**REILLY, ED**  
WBLY, Waterbury, Conn.

**REIMERS, EDWIN W.**

B. Oct. 26, Moline, Ill.; Playhouse 90, CBS-TV; Maverick, ABC-TV

**REMINGTON, JACK**  
WKRC-TV, Cincinnati, Ohio

**RENGERS, LEE**  
WKMH,  
Dearborn-Detroit, Mich.

**RENWICK, CHUCK**  
WKXX-TV, Saginaw, Mich

**REYNOLDS, BOB**  
Music to Remember  
WBYS, Canton, Ill.

**REYNOLDS, CLIP**  
WCSB-TV, Portland Me

**REYNOLDS, DON**  
KGNC, KGNC-TV  
Amarillo, Tex

**REYNOLDS, LEE**  
Grandpa's Place  
WTPB, Washington, D C.

**REYNOLDS, RALPH**  
WROK, Rockford, Ill

**RHOADS, JERRY**  
WJNO  
West Palm Beach, Fla

**RICHARDS, BILL**  
WCHS-TV, Charleston W V.

**RICHARDS, MALCOLM**

Commercials, NBC Spectaculars; Commercials, CBS "Amos & Andy Show"; Announcer for Restless Gun, NBC-TV Malcolm Richards Show, TV & Radio

**RICHARDSON, EARL**  
Lady Date  
WRVA-TV, Richmond, Va

**RICHARDSON, SARA**  
Cindy Myers Show  
WFAM-TV, Lafayette, Ind.

**RICHARDSON, JIM**  
WSDC-TV, Madison, Wis.

**RICHARDSON, PORTER**  
KVMC, Colorado City, Tex

**RICHESON, DON**  
The Hermit Cave  
WADS, Ansonia-Dorby, Conn

**RICHMOND, BOB**  
Mathmagics  
WREN, Topeka Kan.

**RIGGS, GLENN**  
Herb Osear Anderson Show  
ABN

**RING, BILL**  
People-Places-Things  
KQVR-TV,  
Stockton-Serranito Calif.

**RIPPE, BILL**  
WRCA, WRCA-TV,  
New York, N. Y.

**ROBBINS, FRED**  
Monitor  
NBC

**ROBBINS, JOHN**  
Music for You  
WHDJ, Olean, N Y

**ROBERTS, BILL**  
KGYW, Vallejo Calif.

**ROBERTS, BILL**  
WBOW, Terre Haute, Ind.

**ROBERTS, DON**  
WCOL, Lewiston, Me.

**ROBERTS, FORD**  
Hawkeye Hits  
WMT-TV, Cedar Rapids, Iowa

**ROBERTS, HOWDY**  
Musical Clock  
WMT-TV, Cedar Rapids, Iowa

**ROBERTS, JERRY**  
The Road Show  
WHJK, Greensburg, Pa.

**ROBERTS, JIM**  
Home-ward Bound  
WILBC, Canton, Ohio

**ROBERTS, PETER**  
Monitor  
NBC

**ROBERTS, ROY**  
The Big Clock  
WSMB, New Orleans, La.

**ROBERTS, WALT**  
WBBB, Warren, Ohio

**ROBERTSON, DON**  
Apron Serenade  
WNOK, Columbia S. C.

**ROBERTSON, TRAFONT**  
Sunrise & Sunset Serenade  
WTAR, WTAR-TV,  
Norfolk Va

**ROBIN, JERRY**  
WKLX, Paris Ky.

**ROBINSON, DAVE**  
WFBR, Baltimore, Md.

**ROBINSON, DAVE**  
KOMO, KOMO-TV,  
Seattle, Wash

**ROBINSON, EDWARD**  
WCRE, Cheraw, S. C.

**ROBINSON, HERB**  
Spirituals  
KATZ, St. Louis, Mo.

**ROBINSON, HERMAN**  
KAST, Astoria, Ore.

**ROCHE, HAL**  
KBOB, Brownsville, Tex

**ROCKEFELLER, JACK**  
KNOX, KNOX-TV,  
Grand Forks, N. D

**RODELL, JOHN**  
KSD, KSD-TV, St. Louis, Mo.

**ROGERS, BILL**

\$64,000 Question, \$64,000 Challenge, G. E. Theatre, CBS-TV; Texaco Command Performance, NBC-TV; Walter Winchell File, ABC-TV

**ROGERS, BILL**  
WEBQ, Harrisburg, Ill.

**ROGERS, BILL**  
Academy Theatre  
WMPD-TV, Wilmington, N. C.

**ROGERS, CHET**  
WBOE, Dunkirk, N. Y.

**ROGERS, DAVE**  
Club 970  
WJMX, Florence, S. C.

**ROGERS, LEW**  
Breakfast Club  
WFCT, Putnam Conn.

**ROSSE, COLIN**  
J260 Club  
WCHV, Charlottesville, Va.

**ROUSSEAU, EUGENE**  
WVON, Woonsocket, R. I.

**ROWE, PAUL**  
WFDR, Manchester, Ga.

**ROWE, RED**  
Panorama Pacific  
KNXP, Los Angeles, Calif.

**ROWE, TED**  
WBBZ, Ponca City, Okla.

**ROWELL, GLENN**  
HiBz A-Poppin  
KOTA-TV, Rapid City, S. D.

**ROWLAND, KEN**  
Teen DJ Contest  
WOW-WOW-TV,  
Omaha, Neb.

**RUBIN, ROBERT**  
This, That & The Other  
KGMG, Englewood, Colo.

**RUD, BILL**  
KVOA, KVOA-TV,  
Tucson, Ariz.

**RIDD, BOB**  
Rise 'n Shine  
KMON, Great Falls, Mont.

**RIETZ, EDWARD J. JR.**  
WRAC, Racine, Wis.





**RUGGLES, DON**  
Fun  
KFEQ-TV, St. Joseph, Mo.

**RUSSELL, DON**  
Monitor  
NBC

**RUSSELL, DON**  
WSTC, Stamford, Conn.

**RUSSELL, JIM**  
Fig Garden Hillbilly  
KGST, Fresno, Calif.

**RYAN, JACK**  
WAKR-TV, Akron, Ohio

**RYAN, JOHNNY**  
KVOO, Tulsa, Okla.

**RYAN, MEL**  
KTMS, Santa Barbara, Calif.

**RYBACKI, RICHARD**  
WBBC, Flint, Mich.

**RYLE, GLENN**  
Hi Kids  
WKRC-TV, Cincinnati, Ohio

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**SABO, LES**  
KFGO, Fargo, N. D.

**SAFFORD, TED**  
Musical Clock  
WREB, Holyoke, Mass.

**SAGGESE, BOB**  
T.N.T.  
WMBL, Macon, Ga.

**SAMS, B. J.**  
WKGN, Knoxville, Tenn.

**SANDERS,  
GEORGE R.**

B. Feb. 11, 1924, Utica, N. Y.;  
Sanders Meanders, (243 independent stations); Sanders Meanders in Hi Fi, KMLA, Las Angeles; Starviews, Syndicated TV Program

**SANDERS, GORDON**  
Amlico  
KRLD-TV, Dallas, Tex.

**SANDS, GEORGE**  
Rise and Shine  
WMAA, Springfield, Mass.

**SANFORD, CHUCK**  
WGAN, Portland, Me.

**SARAGUSA, JOE**  
KWTX, Waco, Tex.

**SARGENT, NEIL**  
Musical Snax  
KTAR, KVAR,  
Phoenix, Ariz.

**SAUNDERS, AL**  
WSBA, WSBA-TV, York, Pa.

**SAUNDERS, BRUCE**  
Hoosier Favorite  
WSBT-TV, South Bend, Ind.

**SCHAELE, PAUL**  
Music til Nine  
KLMS, Lincoln, Neb.

**SCHENCK, BUD**  
Popeye Playhouse  
WTRF-TV, Wheeling, W. Va.

**SCHERMAYER, JIM**  
Wonderful Music  
KCBD, KCBD-TV,  
Lubbock, Tex.

**SCHMITT, DON**  
Weather  
WMPV, Madison, Wis.

**SCHNECK, LeROY**  
WNAE, Warren, Pa.

**SCHOCH, BOB**  
WSBA, TV, York, Pa.

**SCHOLL, DUTCH**  
Barbershoppers  
WNOP, Newport, Ky.

**SCHOLZ, BOB**  
WBEL, Beloit, Wis.

**SCHUETT, PAUL**  
KTNT, Tacoma, Wash.

**SCHULTE, MIKE**  
Comic Strip  
KOMU-TV, Columbia, Mo.

**SCHULTZ, DICK**  
Platter Party Parade  
WLOX, Biloxi, Miss.

**SCHOFFELD, CARTER**  
WDBO-TV, Orlando, Fla.

**SCOTT, BOB**  
WOOD, Grand Rapids, Mich.

**SCOTT, BOB**  
WBLT, Bedford, Va.

**SCOTT, CHUCK**  
WLAC, WLAC-TV,  
Nashville, Tenn.

**SCOTT, DAVE**  
KQV, Pittsburgh, Pa.

**SCOTT, FRED**  
B. June 25, Dayton, Ohio; Bugs  
Bunny Presents, Liberate-Host,  
WABD

**SCOTT, JANET**  
Starlight Theatre  
WEAT,  
West Palm Beach, Fla.

**SCOTT, LES**  
WMAK, Nashville, Tenn.

**SHAFFER, GARY**  
Wake up to Music  
WHDL, Olean, N. Y.

**SHALLCROSS, BILL**  
WRIV, Riverhead, N. Y.

**SHANNON, BILL**  
KONO, San Antonio, Tex.

**SHARBUTT, DEL**  
B. Feb. 16, 1912, Cleburne, Tex.;  
Jim Backus, Radio, ABN, Your  
Hit Parade, NBC-TV

**SHARLAND, EARL**  
WWSC, Glens Falls, N. Y.

**SHARP, ELI**  
Adventures in Music  
KALM, Honolulu, Hawaii

**SHARP, IRVING**  
Daily Dozen  
WDBJ, WDBJ-TV,  
Roanoke, Va.

**SHEA, ROBERT**  
KXOK, St. Louis, Mo.

**SHELTON, JIM**  
WIBC, Indianapolis, Ind.

**SHERIFF, KEITH**  
Nighbeat  
WHHM, Memphis, Tenn.

**SHERRY, ROD**  
Fri. & Sun. Movie  
KFSD-TV, San Diego, Calif.

**SHUMP, BERT**  
WSAZ-TV,  
Huntington, W. Va.

**SHIPLEY, BILL**  
The Big Story, NBC-TV; You Are  
There Jonathan Winters Show,  
CBS-TV

**SHORE, HAL**  
Sound Off, Shore Patrol  
WBCM, Bay City, Mich.

**SHRIVER, BOB**  
Warner Bros. Theatre  
KOA-TV, Denver, Colo.

**SHUMAN, LYLE**  
This, That & The Other  
KVMC, Colorado City, Tex.

**SIMMONS, BARRY**  
Symphony Hall  
KLX, Oakland, Calif.

**SIMMS, FRANK**  
The Garry Moore Show  
CBS-TV

**SIMMS, HAL**  
The Big Record  
CBS-TV

**SIMONDS, RAY**  
WEIM, Fitchburg, Mass.

**SINCLAIR, DICK**  
Polka Party  
KFI, Los Angeles, Calif.

**SKAFF, NED**  
Jockey Club  
WCHS, WCHS-TV,  
Charleston, W. Va.

**SKAGGS, SAM**  
WPSD-TV, Paducah, Ky.

**SKELTON, MANCEL**  
KTXL, San Angelo, Tex.

**SLATTERY, JACK**  
House Party  
CBS-TV

**SLOCUM, KENT**  
KVTV, Sioux City, Iowa

**SMEDE, DAN**  
Club 630  
KIDO-TV, Boise, Idaho

**SMITH, DON**  
WBNS-TV, Columbus, Ohio

**SMITH, IRVING J.**  
B. Aug. 30, 1928, Camden, N. J.;  
Wake Up to Music, WINS, New  
York; Irv Smith Show, WHB,  
Kansas City

**SMITH, JIM**  
WING, Dayton, Ohio

**SMITH, LEE**  
WORL, Boston, Mass.

**SMITH, SEALY**  
KOSA-TV, Odessa, Tex.

**SMITH, WILLIAM**  
KTAG-TV, Lake Charles, La.

**SMOTHERMAN, ROSS**  
Channel 8 Presents  
WSIX-TV, Nashville, Tenn.

**SNODGRASS, DAVE**  
Companion Show  
WGFS, Covington, Ga.

**SOLEM, JEFF**  
KABR, Aberdeen, S. D.

**SORKIN, DAN**  
WCFL, Chicago, Ill.

**SOTTILE, AL**  
Talk of the Town  
WHAN, Charleston, S. C.

**SPAIN, DON**  
Top 40  
WKRM, Columbus, Tenn.

**SPENCER, BILL**  
WOKJ, Jackson, Miss.

**SPENCER, GORDON**  
Carnival of Music  
WOND, Pleasantville, N. J.

**SPENGLER, KEN**  
WCVS, Springfield, Ill.

**SPILLMAN, SANDY**  
Money Tree  
KPIX, San Francisco, Calif.

**SPOO, EDDIE**  
KWWL, KWWL-TV,  
Waterloo, Iowa

**SPOO, EDDIE**  
WLEA, Hornell, N. Y.

**SPRUELL, RAY**  
KTBS-TV, Shreveport, La.

**SPRY, DICK**  
KEEP, Twin Falls, Idaho

**STACKE, PAUL**  
Hospitality House  
KFEQ, St. Joseph, Mo.

**STAMBAUGH, HENRY**  
WJLB, Detroit, Mich.

**STAMPS, MACK**  
Coffee Time  
WFNC, Fayetteville, N. C.

**STANT, JACK**  
Polka Party  
WDRF, Chester, Pa.

**STANTON, ED**  
WHLE Hempstead, N. Y.

**STARK, DICK**

B. Nov. 7, 1911, Grand Rapids, Mich.; Gunsmoke, What's My Line?, Leave it to Beaver, CBS-TV; Patrice Munsel, ABC-TV; Wells Fargo, Comedy Time, NBC-TV

**STARLING, DAVID**  
Perry Mason  
CBS-TV

**STARLING, FRANK**  
Toast & Coffee  
WWOD Lynchburg, Va.

**STARR, BOB**  
WJBC Birmingham, Ill.

**STARR, SALLY**  
Popeye Theatre  
WFIL Philadelphia, Pa.

**STEBBINS, ROGER**  
Music Box  
WERG Erie, Pa.

**STEELE, BILL**  
Top Twenty Five  
WCMB Harrisburg, Pa.

**STEELE, DON**  
KLIK, Jefferson City, Mo.

**STEIN, WALLY**  
WPAY, Portsmouth, Ohio

**STENGER, PETE**  
Wake up and sing  
WSAZ-TV

Huntington, W. Va.

**STEPHENS, CARL**  
Cartoon Carl  
WSFA-TV, Montgomery, Ala.

**STEPHENS, MAXIE**  
Musical Clock  
WJWV Peasapine, Miss.

**STEPHENS, STEVE**  
KTHV, Little Rock, Ark.

**STERLING, JACK**

B. June 24, 1915, Baltimore, Md.; The Jack Sterling Show, WCBS, Radio, New York

**STERLING, KEITH**  
Make Believe Ballroom  
CKOY, Ottawa, Ontario

**STEVENS, MARK**  
Here's Your Music  
WERL WEEK-TV,  
Proton, Ill.

**STEVENS, OSCAR**  
KEVT, Tucson, Ariz.

**STEVENS, RALPH**  
WRAY, Princeton, Ind.

**STEWART, JOHN**  
KDKA KDKA-TV  
Pittsburgh, Pa.

**STIKES, JOHN**  
WPBB, Jackson, Ala.

**STOHL, HANK**  
Big Adventure  
KDKA-TV, Pittsburgh, Pa.

**STOKES, DICK**  
RFD 9 Farm News  
WNCT, Greenville, N. C.

**STOLL, PAUL**  
KRIO, KRIO-TV,  
Colorado Springs, Colo.

**STOLLARD, LEROY**  
KNAC-TV, Fort Smith, Ark.

**STRAND, FORT**  
Cup'n Sandy  
WSAV-TV, Savannah, Ga.

**STRASSER, MEL**  
What's On Your Mind  
WART, Mason, Ind.

**STUART, ALLEN**  
WHLE, Hempstead, N. Y.

**STUART, MARYE**  
WENC, Whitesville, N. C.

**STUART, ROGER**  
Request Please  
WHUM, WHUM-TV,  
Reading, Pa.

**STUMPO, LOU**  
Ter County Bandstand  
KEY-T  
Santa Barbara, Calif.

**STURM, DEAN**  
WSAZ-TV,  
Huntington, W. Va.

**SUMMERS, BILL**  
Gospel Team  
WLOU, Louisville, Ky.

**SUNDINE, PAT**  
Especially for You  
WOT-TV, Dayton, Ohio

**SWAIN, HANK**  
WSPB, Sarasota, Fla.

**SWANEY, HAROLD**  
WGAN-TV, Portland, Me.

**SWAYZE, JOHN CAMERON**  
Armstrong Circle Theatre  
NBC-TV

Montpelier, N.H.

**SWIET, DEE**  
WISH-TV, Indianapolis, Ind.

**SWENSON, WARD**  
KNOX, KNOX-TV,  
Grand Forks, N. D.

**SWIFT, ALLEN**

B. New York City, N. Y.; Popeye Show, WPIX, N. Y.; Two for the Money, CBS-TV; Voice Artist for TV and Radio Commercials

**SWINSON, ROBERT**  
Separates  
WFCB, Goldsboro, N. C.

**SAVERN, HANK**  
Keyboard Concerts  
CBS

**SZELL, GEORGE**  
The Cleveland Orchestra  
CBS

**— T —**

**TALBOT, JOHN**  
KWWL, KWWL-TV  
Waterloo, Iowa

**TANKERSLEY, CECIL**  
Toast of the Coast  
WMOG, Brunswick, Ga.

**TANNER, KEN**  
Yawn Patrol  
WROV, Roanoke, Va.

**TAPLIN, TAP**  
WKRA, Buffalo, N. Y.

**TAYLOR, BROOKE**

B. Nov. 21, Indiana  
Alcoa Hour, NBC-TV, Pillsbury, CBS-TV

**TAYLOR, BRAYN**  
You Name It  
KOZE, Lewiston, Idaho

**TAYLOR, DOUG**  
Tailored for You  
KIMN, Denver, Colo.

**TAYLOR, GENE**  
KGYW, Vallejo, Calif.

**TAYLOR, HERB**  
KBAL-TV, Duluth, Minn.

**TAYLOR, KEN**  
WVCG, Coral Gables, Fla.

**TAYLOR, TED**  
Night Shift  
KNBC, San Francisco, Calif.

**TEDLIE, BUD**  
KSM, Sikeston, Mo.

**TEDRICK, AUDREY**  
Back Fence  
KWRT, Knoxville, Mo.

**TEEL, JERRY**  
KSTN, Stockton, Calif.

**TEER, ED**  
KBYN-TV, Bryan, Tex.

**TELLEZ, RUDY**  
Off the Record  
KPSM-TV, El Paso, Tex.

**TENNANT, JACK**  
WAJR, Morgantown, W. Va.

**TENNENT, DICK**  
WJPP-TV, Fairmont, W. Va.

**TERMINE, JIM**  
WAMS, Wilmington, Del.

**TERRU, JIM**  
KPDN, Panama, Tex.

**TEUBER, RON**  
WMRP, Flint, Mich.

**TRALL, WILLIE**  
WKRC-TV, Cincinnati, Ohio

**THIBODEAU, JOHN**  
WABL-TV, Bangor, Me.

**THOMAS, BERNIE**  
KDEP, Albuquerque, N. M.

**THOMAS, EARL**  
WRSB, Seaside, Springs,  
Glens Falls, N. Y.

**THOMAS, JERRY**  
WBZ, Eau Claire, Wis.

**THOMAS, JOHNNA**  
Looney Tunes  
WMFD-TV, Wilmington, N. C.

**THOMAS, LAUREL G.**  
KBRL, McCook, Neb.

**THOMAS, VAL**  
WGAY, Silver Springs, Md.

**THOMAS, WAYNE**  
KTM, San Rafael, Calif.

**THOMPSON, CROCKETT, JR.**  
WHIS-TV, Bluefield, W. Va.

**THOMPSON, DANNY**  
Highway Patrol  
WTHP, Charleston, W. Va.

**THOMPSON, DONALD**  
WPAG-TV, Ann Arbor, Mich.

**THOMPSON, ELWOOD**  
Musical Clock  
WPLY, Painesville, Ohio

**THOMPSON, JIM**  
KSPR-TV, Casper, Wyo.

**THOMPSON, OLLIE**  
KWBW, Hutchinson, Kan.

**THORNTON, WILBUR**  
KROA, Kennett, Mo.

**THORP, WILLIAM**  
WMXB, Myrtle Beach, S. C.

**TIERNY, GEORGE**  
WSDR, Sterling, Ill.

**TINGLEY, H. IRVING**  
Toast n' Tunes  
WBRR, Rockford, Ill.

**TIPPINS, AL**  
Popeye Playhouse  
WPGA-TV, Jacksonville, Fla.

**TISDALE, JERRY**  
Teen Program  
WHLO, Evergreen, Ala.

**TITUS, FRANK**  
WWSN, Woonsocket, R. I.

**TOBEY, CLIFF**  
Music Hall  
WCAW, Charleston, W. Va.

**TOLAND, DON**  
KOA, Denver, Colo.

**TOLAR, RAY**

WMPA, Aberdeen, Miss.

**TOMBERLIN, RONNIE**Million Dollar Ballroom  
WLOS-TV, Asheville, N. C.**TOMPKINS, JACK NEIL**

WWNC, Asheville, N. C.

**TONEY, HOWARD**

WKCB, Richmond, Ind.

**TONKEN, PHIL**

B. Apr. 13, 1919, Hartford, Conn.; Sid Caesar Presents, ABC-TV; The Big Picture (381 TV Stations); Sunday Radio News, Sunrise Serenade, WOR; 20th Century Fox Hour

**TOOTHMAN, BOB**Hit the Road  
WBOY, WBOY-TV, Clarisburg, W. Va.**TOUCHTON, JOHN**Parade of Music  
WBLE, Marietta, Ga.**TOWNSEND, DUDLEY**Saturday Session  
WDBJ-TV, Roanoke, Va.**TRACY, WILLIAM**Musical Clock  
WKRQ, Mobile, Ala.**TRANER, DAN**Traveling Music  
WYTI, Rocky Mount, Va.**TRAVERS, GUY**

WIPA Annapolis, Md.

**TRAVERS, REGGIE**

RIBH, Seward, Alaska

**TRENT, GEORGE**Sincerely Yours  
WAGA, WAGA-TV, Atlanta, Ga.**TRUSSELL, CHARLIE**

KXEL, Waterloo, Iowa

**TUCKER, DARRELL**

KWJB, Globe, Ariz.

**TUCKER, DON**Wake up Dixie  
WHNY, McComb, Miss.**TUCKER, JACK**

WFVA, Fredericksburg, Va.

**TUCKER, LINDSAY**

WVEC-TV, Hampton-Norfolk, Va.

**TUCKER, TOM**Get Together  
WRAL, WRAL-TV, Raleigh, N. C.**TURNER, DICK**

WAAB, Worcester, Mass.

**TURNER, RAY**Bandstand, Night Watch  
WTAR, WTAR-TV, Norfolk, Va.**TURNER, ROBERT PAUL**Music for Memories  
KVOC, Casper, Wyo.**TYSON, DAVEY**

WCAE, Pittsburgh, Pa.

**— U —****UNDERWOOD, JIM**

KRLD, KRLD-TV, Dallas, Tex.

**UNDSETH, JOHN**

WKLK, Cloquet, Minn.

**UNKOW, MEL**

WSSC, Chicago, Ill.

**UPTON, DON**

WIS-TV, Columbus, S. C.

**— V —****VAIL, JACK**Musical Day  
WGMA, Hollywood, Fla.**VALE, JOE**Night Patrol  
WCGC, Belmont, N. C.**VALLE, DAN**

WFAS, White Plains, N. Y.

**VAN, JOE**

WKMH, Dearborn-Detroit, Mich.

**VAN DAM, LEON**

WRLZ, Kalamazoo, Mich.

**VAN DYKE, JOHN**

WIZZ, Streator, Ill.

**VAN HOOK, EDDIE**

WSFC, Somerset, Ky.

**VAN HORN, ARTHUR**

WABC, New York, N. Y.

**VAN LANDINGHAM, LOUIS**

KXRL, Russellville, Ark.

**VAN NESTE, BOB**Favorite '50  
KODY, North Platte, Neb.**VAN'T HUL, BERNIE**

WHTC, Holland, Mich.

**VAN VOORHIS, H. P.**

WLBR, Lebanon, Pa.

**VAUGHAN, BOB**Nitecap  
WSPA, WSPA-TV, Spartanburg, S. C.**VAUSE, ALLEN**TobaccoLand Timetable  
WTSB, Lumberton, N. C.**VELO, DICK**

KTAC, Tacoma, Wash.

**VERNON, MAC**Penthouse Party  
WMSC, Columbia, S. C.**VICKERS, LOYAL**

KPUG, Bellingham, Wash.

**VILLANUEVA, ERNIE**Spanish Program  
KVEN, Ventura, Calif.**VILLANUEVA, ROBERTO**

KTXN, Austin, Tex.

**VINCENT, SCOTT**Merv Griffin Show  
ABN**VINES, CARL**

WHPB, Belton, S. C.

**VOGEL, C. P. JR.**Trade Arcade  
WWNR, Beckley, W. Va.**VOGEL, LEE**

WHB, Kansas City, Mo.

**VOGT, KEN**

WXIX, Milwaukee, Wis.

**VOLBERDING, GARRY**

KCHA, Charles City, Iowa

**VON, TONY**

KTAE, Taylor, Tex.

**VON PEIN, JOHN**

WKBV, Richmond, Ind.

**VON SOVOVE, RAY**

KROG, Sonora, Calif.

**VON ZELL, HARRY**Burns & Allen  
CBS-TV**— W —****WADE, OZZIE**

WKNE, Keene, N. H.

**WAHL, JIM**Alarm Clock Club  
KGMS, Sacramento, Calif.**WAHLEN, BERT**

KSET, El Paso, Tex.

**WAINWRIGHT, HERMAN**710 Record Room  
WKRQ, Mobile, Ala.**WAITES, JIM**

KTFS, Texarkana, Tex.

**WALKER, ALYCE**

KCMJ, Palm Springs, Calif.

**WALKER, FRED**Pop or Flop  
WCMT, Martin, Tenn.**WALLACE, GUY**

MBS

**WALLACE, MIKE**

B. May 9, 1918, New York; Mike Wallace Interview, ABC

**WALLER, EDMUND W.**

WTOR, Torrington, Conn.

**WALLER, HARLEY**

KLLGA, Algona, Iowa

**WALTERS, GENE**Great Day in the Morning  
KRSN, Los Alamos, N. M.**WALTON, JAMES**Fun Fare  
WHAS, WHAS-TV, Louisville, Ky.**WARD, JIM**

WILK, WILK-TV, Wilkes-Barre, Pa.

**WARE, JACK**

KOOL-TV, Phoenix, Ariz.

**WARNOCK, DON**

KWBW, Hutchinson, Kan.

**WATERS, GENE**Farm Corner  
WSAL, Logansport, Ind.**WEAVER, BILL**

KCBS, San Francisco, Calif.

**WEAVER, JOE**Kaffee Klatsch  
WTOL, Toledo, Ohio**WEAVER, ROBYN**

WIRL, Peoria, Ill.

**WEBSTER, DOC**

WJTN, Jamestown, N. Y.

**WEBSTER, KURT**

WAVY-TV, Norfolk, Va.

**WEHLING, BOB**Zorro  
ABC-TV**WELCH, AL**

KTRE, KTRE-TV, Lufkin, Tex.

**WELLS, EARL**

WSPD-TV, Toledo, Ohio

**WELLS, JACQUE**

WJZ-TV, Baltimore, Md.

**WEST, WAYNE**

WBMD, WBMD-TV, Peoria, Ill.

**WESTON, LEE**

KDLN, Detroit Lakes, Minn.

**WESTOVER, JIM**

KQV, Pittsburgh, Pa.

**WHEAT, RAY**

WAAF, Chicago, Ill.

**WHEDBEE, BILL**Big 30 Revue  
KPOA, Honolulu, Hawaii**WHEELER, WILLIAM**

WEEU, Reading, Pa.

**WHITAKER, JACK**

KALL, Salt Lake City, Utah

**WHITE, DAVE**

KMCO, Conroe, Tex.



# ANNOUNCERS, EMCEES — RADIO AND TELEVISION



**WHITE, HARRY**  
KNEX, McPherson, Kan.

**WHITEHEAD, BRUCE**  
KBOI, KBOI-TV  
Boise, Idaho

**WHITAKER, GENE**  
WNCA, Silver City, N. C.

**WHITMAN, STAN**  
Melody Matinee  
WENE, Binghamton, N. Y.

**WHITNEY, BOYD**  
K-LYN, Amarillo, Tex.

**WHITTEN, WILL**  
Klokwatcher  
WRDG, Augusta, Me.

**WHITTINGHILL, DICK**  
KTTY, Hollywood, Calif.

**WICKERSHAM, DEAN**  
WBLA, Augusta, Ga.

**WIDITZ, PAUL**  
WBMD, Baltimore, Md.

**WILDS, TED**  
WAKN, Aiken, S. C.

**WILLEFORD, GEORGE**  
WLEW-1, Indianapolis, Ind.

**WILLETTE, TOM**  
WRGP-TV,  
Chattanooga, Tenn.

**WILLIAMS, JACK**  
WGBS, Miami, Fla.

**WILLIAMS, JIM**  
Rise & Shine  
WNAH, Nashville, Tenn.

**WILLIAMS, JOHN**  
KMED, Medford, Ore.

**WILLIAMS, MANNING**  
Award Theatre  
KGUL-TV, Galveston, Tex.

**WILLIAMS, VAN**  
1360 Club  
WLOT, Lake City, S. C.

**WILLIAMS, WAYNE**  
Housewife's Holiday  
WBGR, Jesup, Ga.

**WILLIAMSON, BRUCE L.**  
WHIM, Providence, R. I.

**WILLS, FORREST**  
Musical Clock  
WTRI, WOKO, Albany, N. Y.

**WILLOUGHBY, WINK**  
WNAH, Nashville, Tenn.

**WILLSON, PRESTON**  
Musiemakers  
WSSS, Crewe, Va.

**WILSON, ANDY**  
WLOF-TV, Orlando, Fla.

**WILSON, BILL**  
Quizmaster Quizdown  
WJAC-TV, Johnstown, Pa.

**WILSON, DANNY**  
Just Plain Music  
WHAY, Haverhill, Mass.

**WILSON, DON**  
KWFX, KWFX-TV, KBTX-TV,  
Waco, Tex.

**WILSON, EARL**  
WLBH, Mattoon, Ill.

**WILSON, GEORGE**  
WMBR, Greenville, S. C.

**WILSON, GLENN**  
Motorists Matinee  
WPAR, Parkersburg, W. Va.

**WILSON, JOHN**  
620 Matinee  
KTAR, KVAR,  
Phoenix, Ariz.

**WILSON, JOHN**  
1280 B'fast Club  
WLMJ, Jackson, Ohio

**WILSON, JOHN**  
Musical Clock  
WFLO, Farmville, Va.

**WILSON, JOHN**  
KENS-TV, San Antonio, Tex.

**WILSON, KEN**  
KUEQ, Phoenix, Ariz.

**WILSON, LEO**  
WHOP, Hopkinsville, Ky.

**WILSON, READ**  
WWNC, Asheville, N. C.

**WILSON, RON**  
WAVP, Avon Park, Fla.

**WILSON, STU**  
Are Ya Listen'g?  
KBIG, Avalon, Calif.

**WILSON, STU**  
Tri State Almanac  
WKBN, WKBN-TV  
Youngstown, Ohio

**WILSON, WALTER**  
Crossroads Inn  
WKOA, Hopkinsville, Ky.

**WINDER, BERTEL**  
Wings of Faith  
WXOR, Baton Rouge, La.

**WINGARD, MIKE**  
WTRA, Fishbowl  
WTRA, Fort Pierce, Fla.

**WINGATE, JOHN**  
WOR News; Nightbeat, WABD

**WINKLE, POP**  
Trading Post  
WBRZ, Baton Rouge, La.

**WINN, BILL**  
The Millman  
WESH, Bradford, Pa.

**WINTER, BILL**  
Breakfast with the Parson  
KHAM, Albuquerque, N. M.

**WINTERS, JIM**  
WABI, Bangor, Me.

**WINTERS, MITCH**  
Dancer Time  
WSSV, Petersburg, Va.

**WIPPEL, BILL**  
KOZE, Lewiston, Idaho

**WOLD, DEE**  
KEYZ, Williston, N. D.

**WOLEVER, JACK**  
Let's Go Fishing  
KWFC, Hot Springs, Ark.

**WOLFE, JOHN**  
WDOH, Osceola, N. Y.

**WOLFE, JOHN**  
Your Big Day  
WSM-TV, Nashville, Tenn.

**WOLFENDEN, BOB**  
Dancin' Party  
WMEV, Marion, Va.

**WOLSON, LEONARD**  
Sunny Side  
WPTS, Pittston, Pa.

**WOOD, BILL**  
Sunrise Serenade  
KODY, North Platte, Neb.

**WOOD, BOB**  
WEBQ, Harrisburg, Ill.

**WOOD, DALE**  
Sounding Board  
KOEL, Oelwein, Iowa

**WOOD, TRENT**  
WMCT, Memphis, Tenn.

**WOODLEY, DALE**  
Popeye Clubhouse  
WCCO-TV,  
Minneapolis, St. Paul, Minn.

**WOODS, JOHN**  
WAAB, Worcester, Mass.

**WOODWARD, LEE**  
Showtime Matinee  
KOPV, Tulsa, Okla.

**WOODWARD, QUENTIN**  
KONG, Visalia, Calif.

**WOOTEN, DEE**  
KWFR, San Angelo, Tex.

**WORREL, BLAINE**  
Man in the House  
KGB, San Diego, Calif.

**WRIGHT, RAY**  
KGCX, Sidney, Mont.

**WYANT, ELDEN**  
WHAK, Rogers City, Mich.

**WYATT, DEWITT**  
WPDX, Clarksburg, W. Va.

**WYLER, BILL**  
WPST-TV, Miami, Fla.

**— XYZ —**

**YATES, JOHNSA**  
Weather  
KPEQ-TV, St. Joseph, Mo.

**VELLAND, STARR**  
KILZ-TV, Denver, Colo.

**YORK, PRESTON**  
Precious Memories  
WAOK, Atlanta, Ga.

**YOUNG, AL**  
WCMA, Corinth, Miss.

**YOUNG, BARBARA**  
Menus 'n Manners  
WCTV, Thomasville, Ga.

**YOUNG, BILL**  
WKMT,  
Kruis Mountain, N. C.

**YOUNG, H. PRESTON JR.**  
WHLF, South Boston, Va.

**YOUNG, JERRY**  
WCEH, Hawkinsville, Ga.

**YOUNG, MAC**  
Mad House  
KBHS, Hot Springs, Ark.

**YOUNG, O. C.**  
WHIS, WHIS-TV  
Blanchard, W. Va.

**YOUNG, TOMMY**  
WTOK-TV, Meriden, Miss.

**ZACK, ED**  
WOC, WOC-TV  
Davenport, Iowa

**ZAK, BILL**  
KTRH, Houston, Tex.

**ZAKRAJSEK, DICK**  
WATT, WPBN-TV  
Caddis, Mich.

**ZENTNER, SAM**  
KCOK, Tulare, Calif.

**ZETIMAYR, CAL**  
Record Room  
WHNY, McComb, Miss.

**ZIMLICH, WILLEM A.**  
Zim Spins, One for the Road  
KRDG, Reading, Calif.

**ZIMMEKS, DON**  
Backyard Theatre  
KENS-TV, San Antonio, Tex.

**ZINK, CHUCK**  
Popeye Playhouse  
WTVJ, Miami, Fla.

**ZURLO, SAM**  
Timefest  
WCSS, Amsterdam, N. Y.

**ZWEMER, CHUCK**  
WISN-TV, Milwaukee, Wis.

# Country Music Rocks the Country, And Rolls Up Station Incomes



By  
**CHARLES BERNARD**  
President  
Charles Bernard Co.  
and  
Founder of  
"CAWMBA"

**T**WO of the greatest success stories in all of radio's history are centered on Country Music programs which have helped to pioneer this unique showmanship into the better than \$100 million-a-year business it is today. Almost 35 years ago, when "National Barn Dance" and "Grand Ole Opry" were infants, back in Chicago and Nashville, respectively, no one would have dared predict this phenomenal success over a third of a century later.

Let's look at the record. "The National Barn Dance" was sponsored by Alka Seltzer for 15 years, Keystone Steel & Wire for 25 years, and Phillips Petroleum Co. for 15 years. The "Grand Ole Opry" has expanded to the point where sponsors are on a waiting list to advertise, and many of their advertisers have been pounding away for over a decade. Easily a quarter of a million people see and enjoy their Opry yearly, with similar jamborees springing up all over the country.



"The Ozark Jubilee," or as it is better known, "Red Foley's Country Music Show," emanating from Springfield, Missouri is another lavish network presentation. Others include "The Jimmy Dean Show" out of Washington, D. C., "The Old Dominion Barn Dance" in Richmond, "The Cowtown Hoedown" in Fort Worth, "The Louisiana Hayride" and many more. However, the big switch has been in independent radio throughout the country, where more and more radio stations are switching their programming formats from pop to Country and Western Music.

Practically every major market has a station featuring this specialized programming, and one of the most successful independent pioneers is WARL, which covers the Washington market with solid Country Music, and has, for the past 10 years. In addition to Dow Chemical, which sponsors "The Red Foley Show" on NBC Radio, other national advertisers include Bristol-Myers, Phillips Petroleum, R. J. Reynolds, R. C. Cola, Philip Morris, General Motors, Miles Laboratories, The Ford Motor Co., Life Magazine, Beech-nut Gum and Lydia Pinkham.



This year more than 50 million country music records will be sold, which is 40 per cent of the total sales of all single popular music records. Eddie Arnold alone has sold

over 30 million records in 10 years. Many of the performers of top Country Music shows are in demand to make spot commercials. One artist, Arthur Smith, M-G-M recording star whose "Guitar Boogie" sold more than three million records, has done TV commercials for Bristol-Myers' Sal Hepatica, Lever Brothers, Groce Laboratories, Brown & Williamson Tobacco Company, and many others.

One of the reasons why sponsors like to spot their commercials in Country Music shows is that the music has appeal for all age groups. Grandpas and grade schoolers often tune in the same program. The music is down-to-earth, and is written and performed with sincere emotion. The people who listen to Country Music are much more faithful, and buy something because they believe. The main reason a sponsor gets sales results from Country Music stations is that the listeners are geared to hearing words, not background music. Almost every Country Music song ever written is a story set to music, and when the listeners are trained to hear these musical stories, there is no resentment when a folksy announcer comes in to sell the sponsor's product. They're used to listening to words; consequently, they hear the commercials, and respond.



Country Music is not only sweeping the U. S., but is hungrily consumed throughout the world. When Guy Mitchell's "country" rendition of "Singing the Blues" sold three million copies, it was also big in Canada, Great Britain, Australia, Japan and South Africa. Because Country and Western Music has become so popular, and has had such a tremendous influence on the buying habits of our nation's shoppers, radio stations in major market areas like Los Angeles, Pittsburgh, Minneapolis and Kansas City have converted their programming to C/W, which led to the formation of "CAWMBA"—The Country and Western Music Broadcasters Assn., which is rapidly becoming a network vehicle for national advertising.



## **AL HELFER**

**GILLETTE**

**CAVALCADE OF SPORTS**

**TELEVISION — RADIO**

# SPORTS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1957

### — A —

**ABEL, GEORGE**  
KSD-TV, St. Louis, Mo.

**ACKERMAN, AL**  
WOOD, WOOD-TV,  
Grand Rapids, Mich.

**ADAMS, J. PAUL**  
WILD, Boston, Mass.

**ADAMS, JIM**  
WKZO-TV, Kalamazoo, Mich.

**ADAMS, TONY**  
WCAX-TV, Burlington, Vt.

**ADELL, RAY**  
WGBB, Freeport, N. Y.

**ADELSON, JIM**  
WINR-TV, Binghamton, N. Y.

**AGRESTA, PHIL**  
WBT, Charlotte, N. C.

**AHMANN, MARK**  
KCIM, Carroll, Iowa

**AKERS, DICK**  
WKBL, Covington, Tenn.

**ALAN, STEVE**  
KICD, Spencer, Iowa

**ALARIE, DICK**  
WPCT, Putnam, Conn.

**ALBRIDGE, KEN**  
KHMO, KHQA, Hannibal, Mo.

**ALDRIDGE, MAHLON**  
KFRU, Columbia, Mo.

**ALEHS, JOHN**  
KPSO, Falfurrias, Tex.

**ALLBRIGHT, NAT**  
WEAM, Arlington, Va.

**ALLEN, HUGH**  
WRKH, Rockwood, Tenn.

**ALLEN, JIM**  
KLFY-TV, Lafayette, La.

**ALLEN, JIM**  
KSMO, Salem, Mo.

### ALLEN, MEL

B. Feb. 14, 1913, Birmingham, Ala.; New York Yankees Baseball, WPX, 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; ABC Radio, NBC Radio

**AMBROSE, JOHN V.**  
WTAG, Worcester, Mass.

**ANDERSON, ALLEN**  
WASA, Havre De Grace, Md.

**ANDERSON, BOB**  
KVAL-TV, Eugene, Ore.

**ANDERSON, CHICK**  
WEOA, WEHT, Evansville, Ind.

**ANDERSON, CHUCK**  
KTRR, Rolla, Mo.

**ANDERSON, KIRK**  
WFGM, Fitchburg, Mass.

**ANDERSON, TOM**  
WGEZ, Beloit, Wis.

**ANDREWS, FRED**  
WHAK, Rogers City, Mich.

**ANTHONY, JOHN**  
WITL-TV, Milwaukee, Wis.

**ARMENDARIZ, JOE**  
KIFN, Phoenix, Ariz

**ARMSTRONG, FRANK**  
WDIA, Memphis, Tenn.

**ARRAGON, JACK**  
WPET, Greensboro, N. C.

**ARTHUR, HARRY**  
KNDE-TV, Monroe, La.

**ASSAF, WOODIE**  
WJDX, WLBT, Jackson, Miss.

**ATWOOD, TED**  
KWHK, Hutchins, Kan.

**AUSLEY, WALLY**  
WTK, Durham, N. C.

**AXELSON, JOE**  
WWNS, Statesboro, Ga.

### — B —

**BAGLI, GUY**  
WTVT, Tampa, Fla.

**BAILEY, CHARLEY**  
WEBB, Buffalo, N. Y.

**BAILEY, ED**  
KNLR, N. Little Rock, Ark

**BAILEY, JIM**  
KBIF, Fresno, Calif.

**BAKER, DICK**  
WSAI, Cincinnati, Ohio

**BAKER, GEORGE**  
WESA, Charleroi, Pa.

**BAKER, ROGER**  
WGR-TV, Buffalo, N. Y.

**BALCH, FRANK**  
WJOY, Burlington, Vt.

**BALLARD, CHUCK**  
WKRQ-TV, Mobile, Ala.

**BALTER, SAM**  
KTLA, Los Angeles, Calif.

**BARBA, DICK**  
WIDE, Biddeford, Me.

**BARBER, PHIL**  
KTRB, Modesto, Calif.

**BARKER, EDDIE**  
KRID-TV, Dallas, Tex.

**BARNETT, BOB**  
KVBC, Farmington, N. M.

**BARRETT, DENNY**  
WKB, WRBN-TV,  
Youngstown, Ohio

**BARRETT, TONY**  
KENT, Shreveport, La.

**BARON, BILL**  
WOSS, Amsterdam, N. Y.

**BARROWS, ED**  
WICE, Providence, R. I.

**BARRUS, GABBY**  
KODI, Cody, Wyo.

**BARRY, BOB**  
KNOR, Norman, Okla.

**BARRY, GUY**  
WLAN, WLAN-TV, Lancaster, Pa.

**BARRY, NORMAN**  
WNBQ, Chicago, Ill.

**BASNIK, BOB**  
WELY, Ely, Minn.

**BATES, MARYIN**  
WGBP, Evansville, Ind.

**BAUMGARTEN, BILL**  
KBLF, Red Bluff, Calif.

**BAUMHOL, ART**  
WLAP, WKXP-TV,  
Lexington, Ky.

**BAXTER, BOB**  
WCOS, Columbia, S. C.

**BEAL, CLYDE**  
WOPM, Cumberland, Ky.

**BEATTY, ROSS**  
KOSJ, KCSJ-TV, Pueblo, Colo.

**BECK, DICK**  
WGUY, Bangor, Me.

**BECK, WILLIAM H.**  
Football Time  
KDZA, Pueblo, Colo.

**BECKER, GUS**  
KBOM, Mandan, N. D.

**BEGLEY, JIM**  
WAGE, Springfield-Chicopee,  
Mass.

**BELCHER, ROD**  
KOL, Seattle, Wash.

**BELL, ALLEN**  
KREW, Sunnyside, Wash.

**BELLOWS, CLINT**  
KSRV, Ontario, Ore.

**BENDER, BOB**  
WTRL, Bradenton, Fla.

**BENDER, TOM**  
KDKA, KDKA-TV, Pittsburgh,  
Pa.

**BENNETT, BOB**  
WIPA, Annapolis, Md.

**BENNETT, DEAN**  
KSL, KSL-TV, Salt Lake City,  
Utah

**BENSON, RUSS**  
WOKZ, Alton, Ill.

**BENTON, BILL**  
WMAP, Monroe, N. C.

**BERGER, BOB**  
KTWO-TV, Casper, Wyo.

**BERRY, TOM**  
KATL, Miles City, Mont.

**BEVERAGE, JACK**  
KOOL-TV, Phoenix, Ariz.

**BEYER, HAL**  
KLOO, Corvallis, Ore.

**BILLINGSLEY, BLADEN**  
WFVA, Fredericksburg, Va.

**BLACK, JOHN**  
WTNJ, Trenton, N. J.

**BLACKBURN, BOB**  
KEX, Portland, Ore.

**BLAND, CHARLES**  
KDEX, Dexter, Mo.

**BLUE, IRA**  
KNBC, San Francisco, Calif.

**BOARDMAN, EARL**  
WLAP, WKXP-TV,  
Lexington, Ky.

**BOGGS, OTIS**  
WRUF, Gainesville, Fla.

**BOHNHOFF, ED**  
KILQ, Grand Forks, N. D.

**BOLAND, JOE**  
WSBT-TV, South Bend, Ind.

**BONASSO, RUSSELL**  
WHAR, Clarksburg, W. Va.

**BONE, BILL**  
WNOK, WNOK-TV, Columbia,  
S. C.

**BONNER, JIM**  
WRCV-TV, Philadelphia, Pa.

**BONNETT, JACK T.**  
WTV, Titusville, Pa.

**BOONE, EVERETT**  
WMMH, Marshall, N. C.

**BORBRIDGE, JOHN**  
KSEW, Sitka, Alaska

**BOWER, BOB**  
WTP, Charleston, W. Va.

**BOYD, RAY**  
KHUZ, Borger, Tex.

**BOYER, JOHNNY**  
WCAE, Pittsburgh, Pa.

**BRACHER, BERNIE**  
KROD-TV, El Paso, Tex.

**BRACKNEY, TOM**  
KSPT, Sandpoint, Idaho





**SPORTS COMMENTATORS, RADIO-TELEVISION**



**BRADLEY, WES**  
KVOR, Colorado Springs, Colo.

**BRADWAY, HARRY**  
WFAM, WFAM-TV, Lafayette, Ind.

**BRATTIN, DICK**  
WKPT, Kingsport, Tenn.

**BRICKHOUSE, JACK**  
WGN-TV, Chicago, Ill.

**BRIGHT, HARRY**  
WETZ, New Martinsville, W. Va.

**BRITT, JIM**  
All Star Golf, ABC-TV, Ariz.

**BROOK, ART**  
KPHO, KPHO-TV, Phoenix, Ariz.

**BRODERS, P. M.**  
KXIC, Iowa City, Ia.

**BRODY, STEVE**  
KBZY, Salem, Ore.

**BROOKS, BILL**  
KCKT-TV, Great Bend, Kan.

**BROOKS, BOB**  
KCRG-TV, Cedar Rapids, Iowa.

**BROWN, BO**  
KETX, Livingston, Tex.

**BROWN, HANK**  
WLEH, Little Falls, N. Y.

**BROWN, R. FRED JR.**  
WLOS, WLOS-TV, Asheville, N. C.

**BROWN, RAYMOND**  
WHUB, Cookeville, Tenn.

**BROWN, TERRY K.**  
WMAN, Mansfield, Ohio.

**BROWN, THOMAS**  
WESX, Salem, Mass.

**BROWN, TRAVIS**  
WYMB, Manning, S. C.

**BROWNE, ART**  
WCTP, New Brunswick, N. J.

**BRUBAKER, BILL**  
KRHD, Duncan, Okla.

**BRUNDIGE, BILL**  
KHLJ, KHLJ-TV, Los Angeles, Calif.

**BRYAN, BILL**  
KTOK, Oklahoma City, Okla.

**BRYAN, L. L.**  
KXJL, Russellville, Ark.

**BULL, DALE**  
WQFA, Moline, Ill.

**BUNN, NEAL**  
WORM, Savannah, Tenn.

**BUNNELL, BOB**  
KACE, Riverside, Calif.

**BURNETTE, DAL**  
WHRG, Richmond, Va.

**BARUM, BUCK**  
WTRJ, Humboldt, Tenn.

**— C —**

**CAHILL, AG**  
WPTZ, Plattsburgh, N. Y.

**CAMERON, GEORGE**  
WEAV, Plattsburgh, N. Y.

**CAMERON, HOWARD**  
WHWB, Rutland, Vt.

**CAMERON, JIM**  
WTFN, Topeka, Kan.

**CAMPANA, VINCE**  
WLYC, Williamsport, Pa.

**CAMPBELL, BILL**  
WCAU-TV, Philadelphia, Pa.

**CAMPBELL, BUD**  
KARK, KARK-TV, Little Rock, Ark.

**CAMPBELL, DAVE**  
WBRC, WBRC-TV, Birmingham, Ala.

**CAMPBELL, JOHN T.**  
KXEL, Missoula, Mont.

**CAMPBELL, NEENIE**  
WMCK, McKeesport, Pa.

**CANTON, AMY**  
WCYI, Connellsville, Pa.

**CAPPELL, L. D.**  
KYPI, Villo Plate, La.

**CARLSON, BOB**  
KARK, Karkesville, Mo.

**CARLSON, TED**  
KSTN, Salem, Ore.

**CARLTON, BOB**  
WJRI, Lenox, N. C.

**CARNEGIE, TOM**  
WFEM-TV, Indianapolis, Ind.

**CARSON, TOM**  
WJW, WJW-TV, Cleveland, Ohio.

**CARTER, LEW**  
WMOG, Brunswick, Ga.

**CASE, JOHN G.**  
WCNY-TV, Corthage, N. Y.

**CASEY, AL**  
KGER, Sterling, Colo.

**CASEY, DAN**  
WAMS, Wilmington, Del.

**CASEY, JAMES**  
WALM, Albion, Mich.

**CAULEY, AL**  
CJAD, Montreal, Quebec.

**CELANIA, JOE**  
WTAW, Evansville, Ind.

**CHAFFIN, ALBERT**  
WHPE, High Point, N. C.

**CHALDA, BUD**  
KXGN, KXGN-TV, Glendive, Mont.

**CHALMERS, JAMES**  
WFGM, Fitchburg, Mass.

**CHAMBERLAIN, GUS**  
WALP, Chattanooga, Tenn.

**CHAPMAN, ARCH**  
KWWL, KWWL-TV, Waterloo, Iowa.

*Chris*

*Schenkel*

Sports Announcer

AL 4-7981





**CHARLES, BERT**  
WVYO, Columbus, Ohio

**CHASE, BOB**  
WOWO, Fort Wayne, Ind.

**CHILDS, LELAND**  
WBRC, WBRC-TV,  
Birmingham, Ala.

**CHOMEL, FRANCIS E.**  
WCNB, Connersville, Ind.

**CIRALDO, AL**  
WGST, Atlanta, Ga.

**CLAPPER, KEN**  
WRTA, Altoona, Pa.

**CLARK, KEITH**  
KIFI, Idaho Falls, Idaho

**CLARK, RALPH L.**  
WIBV, Belleville, Ill.

**CLARKE, HERB**  
WRVA-TV, Richmond, Va.

**CLAUSSEN, GENE**  
KXIC, Iowa City, Iowa

**CLAWSON, LEW**  
WVVA, Wheeling, W. Va.

**CLAY, RANDY**  
WQAI-TV, San Antonio, Tex.

**CLARY, BILL**  
KREX, KREX-TV,  
Grand Junction, Colo.

**CLARY, TOM**  
WCLT, Newark, Ohio

**CLEMENT, TOM**  
KNDC, Hettinger, N. D.

**CLEVELAND, ACE**  
WBKH, Hattiesburg, Miss.

**CLIFTON, CHARLES**  
KFKD, Los Angeles, Calif.

**COFFMAN, CLARE**  
KVOA, KVOA-TV, Tucson,  
Ariz.

**COHEN, DR. HARRY**  
WJPA, Washington, Pa.

**COKER, WHITEY**  
KWLL, Albany, Ore.

**COLBY, LEN**  
WKZO-TV, Kalamazoo, Mich.

**COLE, CLIFTON**  
KERG, Eugene, Ore.

**COLE, DON**  
KGCX, Sidney, Mont.

**COLE, PETER**  
WEAT, West Palm Beach,  
Fla.

**COLEMAN, BILL**  
WJDA, Quincy, Mass.

**COLEMAN, KEN**  
WHK, Cleveland, Ohio

**COLLIER, ART**  
WLW-I, Indianapolis, Ind.

**COLLINS, SID**  
WIBC, Indianapolis, Ind.

**COMLEY, JACK**  
WNBC, New Britain, Conn.

**CONWAY, ED**  
WVOT, Wilson, N. C.

**COOK, BOB**  
WRJN, Racine, Wis.

**COOK, DAN**  
KENS-TV, San Antonio, Tex.

**COOLEY, BILL**  
KORC, Mineral Wells, Tex.

**COPP, EARL**  
WFVA, Fredericksburg, Va.

**CORBETT, CARL**  
KCOG, Centerville, Iowa

**CORBIN, BOB**  
WLOI, Laporte, Ind.

**CORDELL, SAM**  
WBMC, McMinnville, Tenn.

**CORLEY, BILL**  
WBNS-TV, Columbus, Ohio

**CORNELIUS, GLENN**  
WWRD, Tuscaloosa, Ala.

**CORRICK, DAN**  
KLGa, Algona, Iowa

**COSELL, HOWARD**  
Sports Focus (local); Speaking  
of Sports (net); All League  
Clubhouse (net) ABN,  
WABC, New York, N. Y.

**COTE, DOC**  
WTWN, St. Johnsbury, Vt.

**COX, ORVAL**  
WSAT, Salisbury, N. C.

**COYLE, ERNIE**  
WWKY, Winchester, Ky.

**CRADDOCK, JACK**  
WKDL, Clarksdale, Miss.

**CRAIG, BILL**  
WHAP, Hopewell, Va.

**CRAMER, CHRIS**  
WCHV, Charlottesville, Va.

**CREAGER, MACK**  
KRMG, Tulsa, Okla.

**CREWS, BILL**  
KTVI, St. Louis, Mo.

**CRISP, JACK**  
WAIP, Mobile, Ala.

**CRISTIL, JACK**  
WELQ, Tupelo, Miss.

**CROCKETT, HUDLEY**  
WSIX-TV, Nashville, Tenn.

**CROGHAN, JOE**  
WBAL, WBAL-TV, Baltimore,  
Md.

**CROWE, JOHN**  
WJAC, WJAC-TV, Johnstown,  
Pa.

**CRUMBLEY, CHARLIE**  
WLAU, Laurel, Miss.

**CRYAN, WALLY**  
WARA, Attleboro, Mass.

**CRYSDALE, JOE**  
CKBY, Toronto, Ontario

**CULLINANE, JOE**  
KWIK, Pocatello, Idaho

**CULP, JOHN**  
WAVU, Albertville, Ala.

**CUMMINS, CHARLIE**  
WAVP, Avon Park, Fla.

**CUMMINS, JACK**  
WTVJ, Miami, Fla.

**CUMMINS, TAIT**  
WMT-TV, Cedar Rapids, Iowa

**CUNIO, GENE**  
WLZU, Erie, Pa.

**CUNNINGHAM, DON**  
WBEN, WBEN-TV, Buffalo,  
N. Y.

**CURRY, BUTCH**  
WMRY, New Orleans, La.

**CURTIS, BILL**  
WRAP, Norfolk, Va.

**CUSICK, FRED**  
WEEI, Boston, Mass.

## — D —

**DAHL, DON**  
KDAL, KDAL-TV, Duluth,  
Minn.

**DALY, JACK**  
CBOF, CKOY, Ottawa, Ont.

**DANIELS, DAN**  
WTOP, WTOP-TV,  
Washington, D. C.

**DARDANO, NICK**  
WTLB, Utica, N. Y.

**DARLAND, BILL**  
KVCL, Winnfield, La.

**DATSIS, JIM**  
WTVL, Waterville, Me.

**DAVENPORT, JOE**  
WANS, Anderson, S. C.

**DAVID, JEFF**  
KVOL, Lafayette, La.

**DAVIS, BILL**  
WETO, Gadsden, Ala.

**DAVIS, DICK**  
WKNX-TV, Saginaw, Mich.

**DAVIS, EARL**  
KPAT, Pampa, Tex.

**DAVIS, LEN**  
WGL, Fort Wayne, Ind.

**DAVIS, LES**  
KVTV, Sioux City, Iowa

**DAVIS, LES**  
WNAX, Yankton, S. D.

**DAVISON, BOBBY**  
WVOP, Vidalia, Ga.

**DEAN, ROBERT**  
KPUG, Bellingham, Wash.

**DEINES, NAY**  
KMMJ, Grand Island, Neb.

**DELANEY, BOB**  
WCTV, Thomasville, Ga.

**DEMAREE, L. P.**  
KWRP, Warren, Ark.

**DEMING, BUD**  
KIBS, Bishop, Calif.

**DENT, GARY**  
WWNR, Beckley, W. Va.

**DENT, JACK**  
WBOF, Virginia Beach, Va.

**DE VICTOR, MARTY**  
WBNS-TV, Columbus, Ohio

**DE WITT, DEWEY**  
WABI-TV, Bangor, Me.

**DEWITT, DEWEY**  
WAGM, WAGM-TV,  
Presque Isle, Me.

**DEXTER, LUIN K.**  
KORT, Grangeville, Idaho

**DIFEE, BILL**  
WFNS, Burlington, N. C.

**DILLON, LENNY**  
WFAS, White Plains, N. Y.

**DI NATALE, JOE**  
KODY, North Platte, Neb.

**DITMER, BOB**  
WHGR, Houghton Lake,  
Mich.

**DITBERT, ED**  
KRIC, Beaumont, Tex.

**DOBBINS, JOE**  
WLNH, Laconia, N. H.

**DOCKENEY, EDWARD**  
WEPM, Martinsburg, W. Va.

**DOEBLER, SHERM**  
WITT, Lewisburg, Pa.

**DOHL, PAUL**  
WCHN, Norwich, N. M.

**DOMMER, BILL**  
WBEL, Beloit, Wis.

**DONLEY, RED**  
WSTV-TV, Steubenville, Ohio

**DOUGLAS, WAYNE**  
KEEP, Twin Falls, Idaho

**DOW, BOB**  
WGUY, Bangor, Me.

**DOYLE, VINCE**  
WSJV, South Bend-Elkhart,  
Ind.

**DRAPER, LARY**  
WAFC, Stannton, Va.

**DREES, JACK**  
WBKB, Chicago, Ill.

**DROELLE, GEORGE**  
WCLI, Corning, N. Y.

**DROZD, JOHN D.**  
WEED, Rocky Mount, N. C.

**DUANE, JACK**  
KGHF, Pueblo, Colo.

**DUDLEY, BILL**  
WLVA-TV, Lynchburg, Va.

**DUDLEY, JIMMY**  
WERE-TV, Cleveland, Ohio

**DUFFY, RAY**  
WMTS, Murfreesboro, Tenn.

**DULL, JIM**  
WDAU-TV, Scranton, Pa.

**DUNBAR, WALT**  
WFGA-TV, Jacksonville, Fla.

**DUNPHY, DON**  
Cavalcade of Sports  
NBC, MBS

**DUNPHY, JERRY**  
CBS Sports  
WBBM-TV, Chicago, Ill.

**DUPONT, JOE**  
KMRS, Morris, Minn.

## — E —

**EDGAR, GEORGE**  
KLAN, Renton, Wash.



**EDWARDS, GLENN**  
KSBW-TV, Sabinas-Monterey  
Calif.

**EDWARDS, JOE**  
WAMW, Washington, Ind.

**EGAN, LEO**  
WBZ-TV, Boston, Mass.

**ELLAS, BOB**  
KPMC, Bakersfield, Calif.

**ELLAS, EDDIE**  
WABR-TV, Akron, Ohio

**ELLASON, ERIC**  
WCMY, Ottawa, Ill.

**ELLIOTT, JIM**  
WWWR, Russellville, Ala.

**ELLIOTT, MIKE**  
WESX, Salem, Mass.

**ELLIOTT, WIN**  
Cavalcade of Sports  
NBC

**ELLIS, STEVE**  
WPST-TV, Miami, Fla.

**ELLISON, BILL**  
WIRC-TV, Ithaca, N. Y.

**ELSON, BOB**  
WCEL, Chicago, Ill.

**EMERA, TED**  
WTSJ, Hanover, N. H.

**ENGSTROM, NORM**  
KDLN, Detroit Lakes, Minn.

**ENKOTH, DICK**  
WCCO, WCCO-TV,  
Minneapolis, Minn.

**ERCK, LOU**  
KSTT, Sulphur Springs, Tex.

**ERDMANN, JACOB J.**  
WRAC, Racine, Wis.

**ERDOSSY, BILL**  
WHP-TV, Harrisburg, Pa.

**ERICKSON, BERT**  
WAPG, Arcadia, Fla.

**ERP, JOHNNA**  
WMAQ, WNBQ, Chicago, Ill.

**ERWIN, JIM**  
WSYV-TV, Steubenville, Ohio

**ERWIN, SKIP**  
WIL, St. Louis, Mo.

**ERWIN, TOMMY**  
KVLB-TV, Alexandria, La.

**EBERTON, WILLIAM**  
WNDU, WNDE-TV,  
South Bend, Ind.

**EBANKS, BLAIR**  
WTAR-TV, Norfolk,  
Va.

**EVANS, JOHN**  
WIS, WIS-TV, Columbia, S. C.

**EVANS, JONES**  
WBAX, Wilkes-Barre, Pa.

## — F —

**FABRE, N. B.**  
WVVV, WJPR-TV, Grafton,  
W. Va.

**FAKIER, THEO**  
KFIB, Thibodaux, La.

**FALKENSTEIN, MAX**  
WREN, Topeka, Kan.

**FALLOU, FRANK**  
WBOS, Boston, Mass.

**FALLOU, FRANK**  
KWTN, KWFX-TV, KBTX-TV,  
Waco, Tex.

**FARIS, CLINT**  
WGTM, Wilson, N. C.

**FARRAR, WAYNE**  
WTON, Staunton, Va.

**FARRELL, PETE**  
WTPP, Lewisburg, Pa.

**FAV, HAINES**  
KYOS, Bowlingham, Wash.

**FENSLER, DICK**  
KMAN, Manhattan, Kan.

**FENTON, EDDIE**  
WIBM, Baltimore, Md.

**FERDON, WIN**  
WOBX, Jacksonville, Fla.

**FERGUSON, JOHN**  
WBRZ, Baton Rouge, La.

**FIDLER, DOC**  
WISL, Shamokin, Pa.

**FIELDING, LEONARD**  
WDXI-TV, Jackson, Tenn.

**FIELDS, AL**  
WTOB, Torrington, Conn.

**FILES, FRANK**  
WNAE, Warren, Pa.

**FILLINGHAM, BILL W.**  
WNAV, Annapolis, Md.

**FINCANNON, BOB**  
WBRJ, Marion, Ind.

**FINCH, HOWARD**  
WJIM, WJIM-TV, Lansing,  
Mich.

**FINDLAY, JIM**  
KOBK, Las Cruces, N. M.

**FINDLAYSON, JACK**  
KRDO, KRDO-TV,  
Colorado Springs, Colo.

**FINNERTY, HUGH**  
KOTV, Tulsa, Okla.

**FISHER, FRANK**  
WHLB, Greensburg, Pa.

**FISHER, HANK**  
WEEK, WEEK-TV, Peoria,  
Ill.

**FISHER, LEE**  
KOMU-TV, Columbia, Mo.

**FISHER, WALDO**  
WEAW, Evanson, Ill.

**FITZGER, LEO**  
KUIJ, Walla Walla, Wash.

**FITZPATRICK, WILLARD**  
WLMJ, Jackson, Ohio.

**FLEET, TOM**  
KAXN, Sinton, Tex.

**FLEMING, PAT**  
WDBQ, Dubuque, Iowa.

**FLEMING, BILL**  
WWJ-TV, Detroit, Mich.

**FLORA, EARL**  
WBNS-TV, Columbus, Ohio.

**FLOWERS, CHARLIE**  
KMIT, Marshall, Tex.

**FLANN, JOHN**  
WICY, Madoc, N. Y.

**FLANN, TONY**  
WISN, WISN-TV, Milwaukee,  
Wis.

**FORBES, ROBERT**  
WTHL, Terre Haute, Ind.

**FOSTER, BUD**  
KLN, Oakland, Calif.

**FOWLE, R. A.**  
WHD, Washington, N. C.

**FOWLER, WILLIAM**  
WBAE, Marion, Ind.

**FOX, RUFÉ**  
KAGT, Anacortes, Wash.

**FOX, WILLIAM F. JR.**  
WIBC, Indianapolis, Ind.

**FRANCIS, LES**  
WIOF, Hopkinsville, Ky.

**FRANK, MORRIS**  
KTRK-TV, Houston, Tex.

**FREEDMAN, BERT**  
WVAC, Mt. Carmel, Ill.

**FRENCH, BOB**  
WISY, Hattiesburg, Miss.

**FRENCH, JACK**  
KNOX, KNOX-TV,  
Grand Forks, N. D.

**FRINK, BILL**  
WIMA, WIMA-TV, Lima,  
Ohio.

**FRISCH, FRANKIE**  
MBS

**FULLER, KEN**  
WRBL, WRBL-TV, Columbus,  
Ga.

**FULMER, DALE**  
WHLN, Bloomsburg, Pa.

**FULTON, BOB**  
WIS-TV, Columbia, S. C.

**FUNDERBURK, FRANK**  
WMAF, Monroe, N. C.

**FAPPE, PAUL G.**  
WSIP, Painsville, Ky.

## — G —

**GAGE, FRED**  
WLAM, Lewiston, Me.

**GAGE, FRED**  
WIBA, Madison, Wis.

**GAINES, AL**  
WLEB, Little Falls, N. Y.

**GAIR, WALLA**  
WBCS, Springfield, Ill.

**GALLAGHER, BOB**  
WNEB, Worcester, Mass.

**GALLIVAN, DANNY**  
CJAD, Montreal, Quebec.

**GALVIN, DAN**  
KSRQ, Santa Rosa, Calif.

**GANST, EBB**  
WCGC, Belmont, N. C.

**GARCIA, RUDY**  
KWKW, Pasadena, Calif.

**GARDNER, BILL**  
WFBG-TV, Altoona, Pa.

**GARDNER, DON**  
WKBN, WKBN-TV,  
Youngstown, Ohio.

**GARRETT, FRED**  
WMM, Flint, Mich.

**GARRITY, BILL**  
KCBS, San Francisco, Calif.

**GARRITY, VINCE**  
WAAF, Chicago, Ill.

**GAUCHET, GORDON**  
WNLC, Norwalk, Conn.

**GAVIN, MICHAEL**  
WCM, Lawrence, Mass.

**GEDDES, BILL**  
KACE, Riverside, Calif.

**GEMAR, WILLIAM**  
KWHW, Abing, Okla.

**GEORGE, STEVE**  
KGMS, Sacramento, Calif.

**GERARD, BILL**  
WSPB, Sarasota, Fla.

**GHEZA, BOB**  
WVEC-TV, Hampton-Norfolk,  
Va.

**GIBBONS, JIM**  
WRC-TV, Washington, D. C.

**GIBBS, FRANK**  
KEXO, Grand Junction, Colo.

**GIEFFORD, FRANK**  
KERO-TV, Bakersfield, Calif.

**GIFT, HARRY**  
KENL, Arcata, Calif.

**GILBERT, GARY**  
KNGS, Sanford, Calif.

**GILBERT, RAY**  
WMBH, Joplin, Mo.

**GILCHRIST, KEN**  
WKOP, Bangor, N. Y.

**GILLESPIE, J. W.**  
KALM, Thayer, Mo.

**GILMARTIN, STEVE**  
WBCI, Hartford, Conn.

**GILROY, JERRY**  
WJPS, Princeton, Pa.

**GISMONDI, JIMMY**  
WHSB, Farmington, Pa.

**GLICKMAN, MARTY**  
WJGM, New York, N. Y.

**GOBEN, BOB**  
WJOL, Joliet, Ill.

**GODFREY, DICK**  
KCBS, San Francisco, Calif.

**GOLDEN, RAY**  
KSTN, Stockton, Calif.

**GOLDEN, TOM**  
KATE, Albert Lea, Minn.

**GOLLEHON, JOE**  
WMEV, Marion, Va.

**GOOD, BERNARD**  
WIPS, Ticonderoga, N. Y.

- GOODMAN, KEN**  
WXEX-TV, Petersburg-Richmond, Va.
- GOODRICH, BILL**  
WSPA, WSPA-TV, Spartanburg, S. C.
- GOODRICH, WARD**  
WHYS, Ocala, Fla.
- GORDON, JIM**  
N. Y. Yankees  
WMGM, New York, N. Y.
- GORDON, LARRY**  
KWIL, Albany, Ore.
- GOUGH, GLENN II.**  
WMSA, Massena, N. Y.
- GOVAN, EATON P. JR.**  
WEPG, South Pittsburgh, Tenn.
- GOWDY, CURT**  
WHDH-TV, Boston, Mass.
- GRAMMER, JOE**  
WFDR, Manchester, Ga.
- GRANGER, JERRY**  
KHOL-TV, Kearney, Neb.
- GRANT, HAL**  
WDBJ-TV, Roanoke, Va.
- GRASER, WELDON**  
CFCP, Montreal, Quebec
- GRAY, JAMES**  
WTVR, Richmond, Va.
- GREBE, GUS**  
KWIZ, Santa Ana, Calif.
- GREEN, DON**  
KFYR-TV, Bismarck, N. D.
- GREEN, HOWARD**  
WOND, Pleasantville, N. J.
- GREENE, DICK**  
WOL-TV, Ames, Iowa
- GREENE, DON**  
WCYB, WCYB-TV, Bristol, Va.
- GREENWAY, ELLIS T.**  
WKHY, Hickory, N. C.
- GREGSON, AL**  
WPAM, Pottsville, Pa.
- GRIEVE, STAN**  
KLK, Jefferson City, Mo.
- GRIFFIN, JERRY**  
WDAU-TV, Scranton, Pa.
- GRIFFITHS, BILL**  
WELM, Elmira, N. Y.
- GRIFFITHS, DAVE**  
WSCR, Scranton, Pa.
- GRIMBERG, WARREN**  
KAST, Astoria, Ore.
- GRISWOLD, ROGER**  
WBMD, Baltimore, Md.
- GRIZZARD, HERMAN**  
WLAC, WLAC-TV, Nashville, Tenn.
- GROSS, DON**  
KFSS, Joplin, Mo.
- GROSS, RAY**  
WREKD, Rockland, Me.
- GUNDAKER, ED**  
WHP, WHP-TV, Harrisburg, Pa.
- GUOKAS, MATT**  
WPEN, Philadelphia, Pa.
- H —
- HACKMAN, JACK**  
WDLB, Marshfield, Wis.
- HAGEN, BOB**  
WEEK, Akron, Ohio
- HAGERICH, GARY**  
WCRO, Johnstown, Pa.
- HALEY, DOC**  
KLMX, Clayton, N. M.
- HALL, HALSEY**  
WCCO, WCCO-TV, Minneapolis, Minn.
- HALYARD, O. C.**  
WEKY, Richmond, Ky.
- HAMILTON, KEN**  
WEBQ, Harrisburg, Ill.
- HAMPTON, BING**  
WNGO, Mayfield, Ky.
- HANCOCK, AL**  
KBYE, Oklahoma City, Okla.
- HANEY, BILL**  
WKBJ, Milan, Tenn.
- HANEY, BOB**  
WSTC, Somerset, Ky.
- HANEY, CHUCK**  
KCHI, Chillicothe, Mo.
- HANLEY, DON**  
WMAV, WMAV-TV, Springfield, Ill.
- HANNA, BUD**  
KHSL-TV, Chico, Calif.
- HANNA, ERLE**  
WKRQ, Mobile, Ala.
- HANSEN, BILL**  
KCOL, Fort Collins, Colo.
- HANSEN, HARLAN**  
KHAS-TV, Hastings, Neb.
- HANSON, HARLEY**  
KOTA, KOTA-TV, Rapid City, S. D.
- HANSSON, PETE**  
KBOL, Boulder, Colo.
- HARBISON, S. T.**  
WTAX, Springfield, Ill.
- HARDAWAY, JOHN**  
KSEI, Pocatello, Idaho
- HARMON, JOHN**  
WMAZ, WMAZ-TV, Macon, Ga.
- HARMON, TOM**  
KNX, Los Angeles, Calif.
- HARPER, WAYNE**  
KELD, El Dorado, Ark.
- HARRINGTON, JOHN**  
WBBM-TV, Chicago, Ill.
- HART, HAL**  
WOC, WOC-TV, Davenport, Iowa
- HARVISON, FATS**  
WLAU, Laurel, Miss.
- HARSE, WARREN**  
KPDN, Pampa, Tex.
- HATCHER, WILSON**  
WKLO, Louisville, Ky.
- HAWKINS, VERN**  
KWTO, Springfield, Mo.
- HAYDEN, JIM**  
KBOL, KBOL-TV, Boise, Idaho
- HAYS, JOHN**  
KLOO, Corvallis, Ore.
- HEALY, CHUCK**  
WBEN-TV, Buffalo, N. Y.
- HEALY, DAN**  
WBRK, Pittsfield, Mass.
- HEALY, JIM**  
KBIG, Avalon, Calif.
- HEARN, CHICK**  
All American Games of the Week  
ABC-TV
- HEARN, CHICK**  
KRCR, Los Angeles, Calif.
- HEBERT, ROY**  
KTRH, Houston, Tex.
- HELLBRONER, LEW**  
WJQS, Jackson, Miss.
- HELLER, AL**  
All Star Baseball Game, World Series, Rose Bowl Game, Friday Night Fights, NBC's Weekly Coverage of Football, NBC-TV; Dodgers Baseball Games, WOR-TV; Jack Benny Show, CBS-TV
- HELLAMS, LYMAN**  
WSLI, WJTV, Jackson, Miss.
- HENRIKSON, LES**  
WAGA, WAGA-TV, Atlanta, Ga.
- HENRY, EARL**  
WHUM, WHUM-TV, Reading, Pa.
- HENRY, JOHN**  
KOA, Denver, Colo.
- HENSKE, ROBERT**  
KGFL, Roswell, N. M.
- HERING, JIM**  
WMOD, Moundsville, W. Va.
- HERRINGTON, JIM**  
WJIM, WJIM-TV, Lansing, Mich.
- HESLER, FRED**  
KTTV, Hollywood, Calif.
- HEVEX, IRA I.**  
WHAJ, Greenfield, Mass.
- HEWITT, BILL**  
CKFH, Toronto, Ontario
- HEWITT, FOSTER**  
CKFH, Toronto, Ontario
- HEWITT, JACK**  
WENY, Elmira, N. Y.
- HICKEY, BILL**  
WCBS-TV, New York, N. Y.
- HICKMAN, HERMAN**  
Sports Time  
CBS
- HICKOK, BILL**  
WHIS-TV, Bluefield, W. Va.
- HICKS, CHARLES**  
WWIT, Canton, N. C.
- HIGGINS, BILL**  
KVFD, KQTV, Fort Dodge, Iowa
- HIGHT, BILL**  
KBIM, Roswell, N. M.
- HILL, ART, JR.**  
WSWW, Platteville, Wis.
- HILL, BOB**  
WTVH, Peoria, Ill.
- HILL, CLAYTON**  
KMAC, San Antonio, Tex.
- HILL, DAVE**  
KMAN, Manhattan, Kan.
- HILL, EDDIE**  
WRR, Dallas, Tex.
- HILL, JOE**  
WTVN, WTVN-TV, Columbus, Ohio
- HILL, PAUL**  
WWTW, Cadillac, Mich.
- HILL, WALTER**  
WJBO, Baton Rouge, La.
- HINNERS, ROBERT**  
WLEC, Sandusky, Ohio
- HODGE, TED**  
WENY, Elmira, N. Y.
- HOFFMAN, BILL**  
WNLC, New London, Conn.
- HOGAN, BILL**  
WLBG, Laurens, S. C.
- HOBROOK, DEL**  
KLOG, Kelso, Wash.
- HOLDEN, JODY**  
KYTV, Springfield, Mo.
- HOLMES, JOHNNY**  
KODE-TV, Joplin, Mo.
- HOOKER, KEN**  
CKKY, Coolidge, Ariz.
- HOONAN, BOB**  
KXRO, Aberdeen, Wash.
- HOOPER, CORKY**  
WKSR, Pulaski, Tenn.
- HOOPER, DON**  
KWBB, Wichita, Kan.
- HORNE, C. R.**  
KXRJ, Russellville, Ark.
- HOSKINS, JACK**  
WHLN, Harlan, Ky.
- HOUCK, JOHN**  
WSSO, Starkville, Miss.
- HOURIGAN, TERRY**  
WARK, Hagerstown, Md.
- HOWARD, BILL**  
WFMD, Frederick, Md.
- HOWARD, BILL**  
WJPG, Green Bay, Wis.
- HOWARD, BOB**  
KCAP, Helena, Mont.
- HOWARD, BOB**  
WBRX, Berwick, Pa.
- HUBBELL, RALPH**  
WBN, WBEN-TV, Buffalo, N. Y.



**HUDDLESTON, DEE**  
WIEL, Elizabethtown, Ky.

**HUGHES, CHUCK**  
KOSA KOSA-TV, Odessa, Tex.

**HULL, CHUCK**  
KLAS-TV, Las Vegas, Nev.

**HULL, DICK**  
WFRP, Savannah, Ga.

**HUNT, BILL**  
WPXI-TV, Jackson, Tenn.

**HUNTER, AL**  
WESB, Bradford, Pa.

**HUNTER, DAN**  
WPDE, Flint, Mich.

**HUNTER, HARRY**  
KCIL, Houma, La.

**HUNTINGTON, CLAY**  
KMO, Tacoma, Wash.

**HYDE, WARREN G.**  
WJBB, Haleyville, Ala.

**HYMAN, ED**  
KONO, San Antonio, Tex.

## — I —

**INGALLS, WALLIE**  
KGRH, Fayetteville, Ark.

**INGHAM, BOB**  
KSD, KSD-TV, St. Louis, Mo.

**INGLES, ED**  
WGAU, Athens, Ga.

**IRONS, LYLE**  
KGYN, Guyton, Okla.

**IRWIN, PUSS**  
KCUL, Ft. Worth, Tex.

**ISAACS, FRED**  
WROP, Virginia Beach, Va.

**ISON, HAPPY**  
WRIS, Orlando, Fla.

## — J —

**JACKSON, DICK**  
WSAL, Logansport, Ind.

**JACKSON, LEVI**  
WCHB, Inkster, Mich.

**JACKSON, WAYNE**  
WMFD-TV, Wilmington, N. C.

**JACOBS, DAVE**  
WWNC, Asheville, N. C.

**JACOBS, ROLAND**  
WWLP, Springfield, Mass.

**JAFFEE, SYD**  
WNHC-TV, New Haven, Conn.

**JAMES, JACK**  
KVFC, Cortez, Colo.

**JAMES, JOHN**  
WEDO, McKeesport, Pa.

**JANSSEN, WIFF**  
KIDO-TV, Boise, Idaho

**JARSTAD, JOHN**  
KTIW, Seattle-Tacoma, Wash.

**JENKINS, BOB**  
KGFV, Kearney, Neb.

**JOHNSON, AL**  
WJAK, Jackson, Tenn.

**JOHNSON, BOB**  
WAKU, Latrobe, Pa.

**JOHNSON, ED**  
WHAU, Haverhill, Mass.

**JOHNSON, JAMES**  
KBTX-TV, Bryan, Tex.

**JOHNSON, LEE**  
WGAU, Valdosta, Ga.

**JOHNSON, NEAL**  
WGEN, Mt. Pleasant, Mich.

**JOHNSON, OZZIE**  
KTOW, Oklahoma City, Okla.

**JOHNSON, ROLLIE**  
WCCO-TV, Minneapolis-St. Paul, Minn.

**JOHNSTON, JOHNNY**  
WVPA, Williamsport, Pa.

**JOHNSTON, RICHARD**  
KIST, Santa Barbara, Calif.

**JONES, BOB**  
KTRK-TV, Houston, Tex.

**JONES, LARRY**  
KFJL, Klamath, Falls, Ore.

**JONES, PAUL**  
WPKC, Bogalusa, La.

**JOYCE, FRANK**  
KOB, KOB-TV, Albuquerque, N. M.

**JOYCE, JOHNNY**  
WFNC, Fayetteville, N. C.

**JOYNES, JERRY**  
WROV, Roanoke, Va.

## — K —

**KAHN, AL**  
WAGR, Lumberton, N. C.

**KALLAY, ED**  
WAVE, WAVE-TV, Louisville, Ky.

**KAMINSKI, CHESTER**  
WAAB, Worcester, Mass.

**KANE, MICHAEL J.**  
WFOK, Sunbury, Pa.

**KASSERA, L. G.**  
WHIZ, Eau Claire, Wis.

**KAYE, KERM**  
KGO, Torrington, Wyo.

**KAUFMAN, EDWIN L.**  
WIZE, Springfield, Ohio

**KAUFMAN, SAM**  
WOL, Washington D. C.

**KEARNS, CHARLIE**  
WKTY, La Crosse, Wis.

**KEATING, WILLIAM**  
WHYN, WHYN-TV, Springfield, Mass.

**KEHL, BILL**  
WING, Dayton, Ohio

**KEHL, TONY**  
KOLT, Scottsbluff, Neb.

**KEITER, LES**  
WINS, WABC-TV, New York, N. Y.

**KELLER, BOB**  
WLBK, Lebanon, Pa.

**KELLER, ROGER**  
WSAZ-TV, Huntington, W. Va.

**KELLA, BILL**  
WIKB, Iron River, Mich.

**KELLY, DAN**  
CKOV, Ottawa, Ontario

**KELLY, GENE**  
WIP, Philadelphia, Pa.

**KELLY, HAL**  
CKEY, Toronto, Ontario

**KELLY, STEVE**  
WLLP, Kenosha, Wis.

**KELLA, THOMAS**  
WMBD-TV, Peoria, Ill.

**KEMBRLING, CLIFFORD**  
WCME, Brunswick, Me.

**KEMPER, KEN**  
WPAD, Paducah, Ky.

**KEMPER, WARREN**  
KPK, Wenatchee, Wash.

**KENNEDY, ED**  
WKRC-TV, Cincinnati, Ohio

**KENT, BOB**  
WOAY-TV, Oak Hill, W. Va.

**KERCHER, DICK**  
WKAM, Goshen, Ind.

**KEKSHIN, CAL**  
KMTV, Omaha, Neb.

**KESLER, STEVE**  
WKMT, Kings Mountain, N. C.

**KETTERSON, WILL**  
WTRI, Albany, N. Y.

**KEYS, DICK**  
WHIZ, WHIZ-TV, Zanesville, Ohio

**KIMBROUGH, BILL**  
WALB-TV, Albany, Ga.

**KING, BILL**  
KOLN-TV, Lincoln, Neb.

**KING, BILL**  
WENK, Union City, Tenn.

**KING, JACK**  
WROB, West Point, Miss.

**KING, LARRY**  
WAHR, Miami Beach, Fla.

**KINGMAN, J. E.**  
WGAC, Augusta, Ga.

**KINSINGER, VERN**  
KTEL, Walla Walla, Wash.

**KIRBY, TED**  
WGGG, Brunswick, Ga.

**KIRKSEY, PAUL**  
WPAO, Cleveland, Tenn.

**KIRMEYER, MIKE**  
KCOK, Tulare, Calif.

**KIRWAN, DENNIS**  
KJOY, Stockton, Calif.

**KISER, JIMMY**  
WSOC, WSOC-TV, Charlotte, N. C.

**KLAGES, KARL**  
KXNU, Logan, Utah

**KLEIN, DON**  
KCBS, San Francisco, Calif.

**KLEMP, LLOYD**  
KUBA, Yuba City, Calif.

**KLINE, JACK**  
KBMO, Benson, Minn.

**KLINKERMAN, DALE**  
KWFT, Wichita Falls, Tex.

**KLISE, RODERICK**  
KQTY, Everett, Wash.

**KNIGHT, JAMES**  
WTRF-TV, Wheeling, W. Va.

**KORZELIUS, GENE**  
WBNU, Buffalo, N. Y.

**KRAHLING, ED**  
WFAH, Alliance, Ohio

**KRAUSE, ED**  
WNDU-TV, South Bend, Ind.

**KREMER, DON**  
WKNX-TV, Saginaw, Mich.

**KRESAL, E. W.**  
WKLK, Cloquet, Minn.

## — L —

**LACKAFF, SAM**  
KENE, Toppenish, Wash.

**LADAS, DON**  
WJOL, Joliet, Ill.

**LAFRANCHISE, CHARLES**  
KPPV, Portland, Ore.

**LAHM, BILL**  
WCOW, Sparta, Wis.

**LAMBEAR, DOUG**  
KGV, KGV-TV, Portland, Ore.

**LAMBY, BOB**  
KNAL, Victoria, Tex.

**LANE, EDDIE**  
WKST-TV, New Castle, Pa.

**LANE, YAN**  
WDOK, Cleveland, Ohio

**LANG, RAY**  
KXRA, Alexandria, Minn.

**LANGE, BEL**  
KOVY-TV, Stockton-Sacramento, Calif.

**LANKFORD, RICHARD**  
WRAY, Princeton, Ind.

**LASHLEY, DON**  
WBW, Bedford, Ind.

**LATCHES, GUS**  
WDUX, Waukegan, Wis.

**LAUDERDALE, BILL**  
KVSQ-TV, Ardmore, Okla.

**Laurie, BEN**  
KONO, San Antonio, Tex.

**LAUZE, BOB**  
WKXL, Concord, N. H.

**LAYONG, REGGIE**  
WHAT, Philadelphia, Pa.

**LAWS, BILL**  
KEX, Oakland, Calif.

**LAWSON, BUZ**  
WGER, Indianapolis, Ind.

**LAWSON, TEX**  
KUSP, San Bernardino, Calif.



**LEAMING, JIM**  
WIP, Philadelphia, Pa.

**LEBHAR, BERTRAM JR.**  
WEAT, West Palm Beach, Fla.

**LeBLANK, CHUCK**  
WELM, Fitchburg, Mass.

**LEDFORD, CAWOOD**  
WHAS, WHAS-TV, Louisville, Ky.

**LEE, ALLEN**  
WRGP-TV, Chattanooga, Tenn.

**LEE, BARNEY**  
WJBK, WJBK-TV, Detroit, Mich.

**LEIGEIS, BILL**  
WMBV-TV, Marinette, Wis.

**LEIGHTON, ALVER**  
KLIZ, Brainerd, Minn.

**LEMME, JOHN H.**  
KLTJ, Little Falls, Minn.

**LEO, FRED**  
KDBN, KBTB, Denver, Colo.

**LEONARD, JIM**  
WBUY, Lexington, N. C.

**LESCOULIE, JACK**

B. Nov. 17, 1917; Today, Meet the Champions, NBC-TV; Jackie Gleason, CBS-TV

**LEVIN, HERB**  
WSOO, Sault Ste. Marie, Mich.

**LEWIS, AUDREY**  
KTRM, Beaumont, Tex.

**LEWIS, BARNEY**  
WLDS, Jacksonville, Ill.

**LEWIS, ED**  
KIT, Yakima, Wash.

**LEWIS, EVAN**  
WBIA, Augusta, Ga.

**LIBBY, ED**  
WCAW, Charleston, W. Va.

**LIEGEIS, BILL**  
WMAM, Marinette, Wis.

**LIND, ELLIS**  
KSTN, Stockton, Calif.

**LISTER, BILL**  
WMTV, Madison, Wis.

**LITCHFIELD, EDWARD**  
WPEP, Taunton, Mass.

**LLOYD, VINCE**  
WGN-TV, Chicago, Ill.

**LOCHMAN, WALT**  
WBB, Kansas City, Mo.

**LOCKETT, PAUL**  
WNAG, Grenada, Miss.

**LOMAX, STAN**  
WOR, WOR-TV, New York, N. Y.

**LOMBARDI, LOUIS R.**  
WKNE, Keene, N. H.

**LORD, BILL**  
KJBC, Midland, Tex.

**LOVE, DAN**  
KTBC, KTBC-TV, Austin, Tex.

**LOZANO, GUILERMO**  
KCOR, KCOR-TV, San Antonio, Tex.

**LUMAN, ROYCE**  
KSFA, Nacogdoches, Tex.

**LUNDQUIST, ELDY**  
WERC, Elkhart, Ind.

**LUNDQUIST, JIM**  
KDHL, Faribault, Minn.

**LURIE, AL**  
KTUC, Tucson, Ariz.

**LUTHER, RAY**  
WVCO, Columbus, Ohio

**LUZMOOR, BILL**  
KOVE, Lander, Wyo.

**LYDLE, BILL**  
WSVA-TV, Harrisonburg, Va.

**LYLES, OBY**  
WHSC, Hartsville, S. C.

**LYNCH, BUD**  
WWJ, WWJ-TV, Detroit, Mich.

**LYNCH, EDDIE**  
WBGH, Jesup, Ga.

**— Mc —**

**McADAMS, HARRY**  
KWEW, Hobbs, N. M.

**McALEE, GERALD**  
KDPH, Dubuque, Iowa

**McALLISTER, DON**  
WBDO-TV, Orlando, Fla.

**McALLISTER, GRADY**  
WKKO, Cocoa, Fla.

**McARTHUR, DOUG**  
KTAC, Tacoma, Wash.

**McARTNEY, CHARLES**  
KLTJ, Little Falls, Minn.

**McCAUGHEY, PAT**  
WWSR, St. Albans, Vt.

**McCOLGAN, BILL**  
WGAR, Cleveland, Ohio

**McCORMICK, CHARLIE**  
WJEH, Gallipolis, Ohio

**McCURRY, BILL**  
KOBE, Las Cruces, N. M.

**McCUTCHEON, MADISON**  
KONO, San Antonio, Tex.

**McDONALD, ARCH**  
WTOP, WTOP-TV, Washington, D. C.

**McDONALD, CHARLES**  
WKAM, Goshen, Ind.

**McDONOUGH, TOM**  
WENE, Binghamton, N. Y.

**McGILL, LAWRENCE**  
WFTM, Maysville, Ky.

**McGOWAN, MAX**  
WDIG, Dothan, Ala.

**McGRATH, NED**  
WJOC, Jamestown, N. Y.

**McHARGUE, CORKY**  
WBOW, Terre Haute, Ind.

**McINTYRE, JIM**  
WISH, WISH-TV, Indianapolis, Ind.

**McKAY, JIM**  
Saturday Sports Resume, Sunday Sports Resume, CBS

**McKEE, DICK**  
WMOU, Berlin, N. H.

**McKEE, GOODSON**  
WACO, Waco, Tex.

**McKELFRESH, AL**  
WTVW, Evansville, Ind.

**McKELLAR, DON**  
WBLL, Bloomington, Ill.

**McKEOWN, GEORGE**  
WEKZ, Monroe, Wis.

**McLEAN, DONALD**  
WHDL, Olean, N. Y.

**McLEAN, JACK**  
WJPS, WPIE-TV, Evansville, Ind.

**McLINDEN, JAY**  
WJPB-TV, Fairmont, W. Va.

**McMULLEN, DICK**  
WALA-TV, Mobile, Ala.

**McNAMEE, JACK**  
WOKO, Albany, N. Y.

**— M —**

**MacADIE, JACK**  
WICH, Norwich, Conn.

**MACDONALD, GEORGE**  
WLTC, Gastonia, N. C.

**MacDONALD, JOHN**  
WHEC, WHEC-TV, Rochester, N. Y.

**MACK, BOB**  
WSTN, St. Augustine, Fla.

**MacLEAN, JOHN**  
MBS

**MacNEILL, BOB**  
WSVA-TV, Harrisonburg, Va.

**MacRAE, JOHN**  
WABI, Bangor, Me.

**MacWILLIAMS, DON**  
WCST-TV, Portland, Me.

**MACY, BOB**  
WATN, Watertown, N. Y.

**MADSEN, REED**  
KSCV, Richfield, Utah

**MAHAR, DICK**  
KAUS, KMMT-TV, Austin, Minn.

**MAHONEY, JOHN**  
KVIN, Vinita, Okla.

**MAKER, BOB**  
KCVL, Colville, Wash.

**MAKEY, ROBERT**  
WEAT, West Palm Beach, Fla.

**MALE, BRUCE**  
WSAM, Saginaw, Mich.

**MANGOLD, FRANK**  
KWPC, Muscatine, Iowa

**MANN, BOB**  
WGIL, Galesburg, Ill.

**MANNERS, DAVE**  
WAPX, Montgomery, Ala.

**MANNING, TOM**  
KYW-TV, Cleveland, Ohio

**MAPES, BILL**  
WOWL-TV, Florence, Ala.

**MAPLES, GRADY FRANKLIN**  
KGMC, Englewood, Colo.

**MARGET, MANNY**  
KVOX, Fargo, N. D.

**MARKER, PAUL**  
KGUL-TV, Galveston, Tex.

**MARS, LEE**  
KTBS-TV, Shreveport, La.

**MARSH, ROY**  
KAST, Newcastle, Wyo.

**MARSHALL, GRANT**  
KBUR, Burlington, Iowa

**MARTIN, CHUCK**  
WANS, Anderson, S. C.

**MARTIN, DAVE**  
WHAS, WHAS-TV, Louisville, Ky.

**MARTIN, DICK**  
WCMI, Ashland, Ky.

**MARTIN, MURPHY**  
KTRE, KTRE-TV, Lufkin, Tex.

**MARTIN, NED**  
WCHS, WCHS-TV, Charleston, W. Va.

**MARTIN, REGGIE**  
WSPD-TV, Toledo, Ohio

**MARX, ELZER**  
WITV, Danville, Ill.

**MASON, FRANK**  
WSLB, Ogdensburg, N. Y.

**MASON, LUTE**  
KFMB-TV, San Diego, Calif.

**MATTHEWS, NORMAN M.**  
WDIX, Orangeburg, S. C.

**MAXWELL, JOCKO**  
WNJR, Newark, N. J.

**MAXNARD, BILL**  
KETS, KTTS-TV, Springfield, Mo.

**MAZER, BILL**  
WGR-TV, Buffalo, N. Y.

**MEEKINS, CLAIR**  
WFIN, Findlay, Ohio

**MEHAFFEY, JAY**  
KOSA-TV, Odessa, Tex.

**MELBY, LLOYD**  
KLTZ, Glasgow, Mont.

**MENKE, ED**  
WBUY, Lexington, N. C.

**MERCER, BILL**  
KRLD, KRLD-TV, Dallas, Tex.

**MEREDITH, JIM**  
KBBS, Buffalo, Wyo.

**MERNER, BILL**  
WHAP, Hopewell, Va.

MERRIMAN, DON  
WMSN Olean, N. Y.  
MESSER, FRANK  
WRNL, Richmond, Va.  
MEIVERE, DONALD  
WWSO, Glens Falls, N. Y.  
MEYERS, CASEY  
KCSB, San Bernardino, Calif.  
MICHAEL, RAY  
WRC, WRC-TV, Washington, D. C.  
MILLER, BOB  
KEYZ, Williston, N. D.  
MILLER, BUD  
WISC-TV, Madison, Wis.  
MILLER, ERNEST  
KOKA, Shreveport, La.  
MILLER, JACK B.  
KBEP, Phoenix, Ariz.  
MILLER, JIM  
WLAU, WLAU-TV, Nashville, Tenn.  
MIAMS, BILL  
KBVY, Colorado Springs, Colo.  
MISTOVICH, MIKE  
KVET, Austin, Tex.  
MITCHELL, TED  
KTM, San Rafael, Calif.  
MITCHELL, BILL  
KWFC, Hot Springs, Ark.  
MITCHELL, BO  
WBSR, Pensacola, Fla.  
MITCHELL, BOB  
KSLM, Skidston, Mo.  
MITCHELL, JOE  
WPSD-TV, Paducah, Ky.  
MOLEN, SAM  
KMBK, Kansas City, Mo.  
KFRM, Concordia, Kan.  
MONROE, BOB  
KCHA, Charles City, Iowa.  
MONSEN, J. SHELDON  
KSI, Cedar City, Mo.  
MONTEJANO, DICK  
KPCO, Calexico, Calif.  
MOORE, TED  
WFRV-TV, Green Bay, Wis.  
MOOREHEAD, TOM  
WFIL, Philadelphia, Pa.  
MORAN, GUSSE  
WGM, New York, N. Y.  
MOREHOUSE, GENE  
WFEA, Manchester, N. H.  
MORGAN, HANK  
WQXI, Atlanta, Ga.  
MORGAN, RAY  
WTFJ, Washington, D. C.  
MORISOLI, MIKE  
KSBY-TV, San Luis Obispo, Calif.  
MORRIS, ROBERT A.  
KRRR, Norfolk, Neb.  
MORRIS, TRUMAN A.  
WBEX, Chilesicthe, Ohio.  
MORRIS, VANCE  
WNET, Greenville, N. C.  
MORRISON, SI  
KMCO, Comge, Tex.  
MORROW, BEN  
WCBY, Chesapeake, Mich.  
MORTON, CONNIE  
WRHI, Rock Hill, S. C.  
MORTON, ED  
WQXI, Atlanta, Ga.  
MONDER, CLURE  
WCKT, Miami, Fla.  
MOTT, BOBBY  
WTVM, Columbus, Ga.  
MULHERIN, PAT  
WBHQ, Augusta, Ga.  
MULLARKEY, TOM  
WBAP, WBAP-TV, Fort Worth, Tex.  
MULLINAN, WALLY  
WESC, Greenville, S. C.  
MULLINS, MIKE  
KIPN, Phoenix, Ariz.

MUNGER, REX  
WAPL, Appleton, Wis.  
MUNLEY, JACK  
KTVB, Hutchinson, Kan.  
MUNSON, LARRY  
WSM-TV, Nashville, Tenn.  
MURDOCK, CHARLIE  
WQAM, Miami, Fla.  
MURDOCK, HOWARD  
WMS, Michigan City, Ind.  
MURPHY, DENNIS  
WERC, Duluth, Minn.  
MURPHY, DWAYNE  
KNOC, Nat. Hotches, La.  
MURPHY, ED  
WCMR, Harrisburg, Pa.  
MURPHY, ROBERT  
WATW, Ashland, Wis.  
MURRAY, DON  
WAZL, Hazleton, Pa.  
MURRAY, WILLIAM (RED)  
KPYA, KPQD, Anchorage, Alaska.  
MUZZY, JIM  
WHBC, Canton, Ohio.

O'MALLEY, CHUCK  
WACE, Springfield, Chicopee, Mass.  
O'MARA, BILL  
KING, KING-TV, Seattle, Wash.  
O'NEILL, EUGENE  
WVON, Woonsocket, R. I.  
O'ROURKE, JOHN  
KBIZ, KTVQ, Ottumwa, Iowa.  
ORTIZ, AL  
KTRC, Santa Fe, N. M.  
OSBORN, GENE  
KGGM-TV, Albuquerque, N. M.  
OSBORNE, WAYNE  
WOPA, Oak Park, Ill.  
OSTERMAN, LARRY  
KCOW, Alliance, Neb.  
OVERMAN, JACK  
WPAY, Portsmouth, Ohio.  
OWEN, ROBERT  
WHLE, South Boston, Va.  
OWENS, MOREY  
WROR, Rockford, Ill.

— N —

NACHTWEH, LES  
KING, KING-TV, Seattle, Wash.  
NAHAN, STU  
KORA, KORA-TV, Sacramento, Calif.  
NAMO, JACK  
WJOB, Hammond, Ind.  
NATION, HERSCHEL  
WDEF-TV, Chattanooga, Tenn.  
NAUGLE, DAVE  
KFJZ-TV, Fort Worth, Tex.  
NEAL, BOB  
WERE-TV, Cleveland, Ohio.  
NEINAS, CHUCK  
WBEV, Beaver Dam, Wis.  
NELSON, DEB  
WBW-TV, Topeka, Kan.  
NELSON, JOHNNY  
WWHG, Hornell, N. Y.  
NELSON, LINDSEY  
WRCA, WRCA-TV, New York, N. Y.  
NEVINS, ELLIOT  
WSRN, Sangerettes, N. Y.  
NEY, CHUCK  
KAVL, Storm Lake, Iowa.  
NICERSON, JIM  
WLBZ-TV, Muncie, Ind.  
NICHOLSON, JAMES  
WGMW, Mendville, Pa.  
NORRIS, BOB  
WDVH, Gainesville, Fla.  
NORTON, MIKE  
WPOR, Portland, Me.  
NORTON, RAY  
WIBM, Memphis, Tenn.  
NOYES, AL  
WHAV, Haverhill, Mass.

— O —

O'BLENESS, GENE K.  
WATO, Oak Ridge, Tenn.  
O'BRIEN, SHERRY  
WJMJ, Philadelphia, Pa.  
OCHMANSKI, LOU  
WFAU, Augusta, Me.  
O'HALLORAN, HAL  
KVOO, Tulsa, Okla.  
OLES, PAUL  
WCDL, Carbondale, Pa.  
OLSON, DANNY  
KSOO, KSOO-TV, Sioux Falls, S. D.  
OLSON, HERB  
KORE, Eugene, Ore.

— P —

PAGE, ELIOT  
WDEF, Waterbury, Vt.  
PALM, JIM  
WJUN, Millintown, Pa.  
PALMER, BILL  
WBB, New Smyrna Beach, Fla.  
PALMER, HAP  
WJOT, Lake City, S. C.  
PARKER, DON  
WGBB, Freeport, N. Y.  
PARKER, ED  
KHSJ-TV, Chico, Calif.  
PARKER, VIRGIL  
KRSN, Los Alamos, N. M.  
PARKINSON, RALPH  
KHQZ, Harrison, N. J.  
PARKS, DARVL  
WRCR-TV, Cincinnati, Ohio.  
PARMET, GUS  
WICE, Providence, R. I.  
PARSONS, MARSHALL  
WCCR, Miami, Fla.  
PASEK, CHUCK  
KYSM, Mukitoe, Minn.  
PASS, NOEL  
WMOX, Mendon, Mass.  
PATRICK, JOE  
KFAH, Omaha, Neb.  
PATRICK, VAN  
WHRV, Ann Arbor, Mich.  
PAUL, JIM  
WNOR-TV, Columbia, S. C.  
PAUL, LEROY  
WSP-TV, Montgomery, Ala.  
PAULIN, ED  
WMRN, Marion, Ohio.  
PAYNE, JACK  
WOW, WOW-TV, Omaha, Neb.  
PEAK, JIM  
KSET, El Paso, Tex.  
PENFIELD, ADD  
WBIG, Greensboro, N. C.  
PERRY, DICK  
KISD, Sioux Falls, S. D.  
PERRY, JOHN  
WGBI, WDAU-TV, Scranton, Wilkes Barre, Pa.  
PETERS, RICHARD  
WATJ, Athens, Ohio.  
PETERSEN, KEL  
KSLM, Fairmont, Minn.  
PETERSON, JOHN  
WHDH, Warren, Ohio.  
PEYTON, JIM  
WDSM-TV, Duluth, Minn.  
PEEFMAUE, NICK  
WTRR, Sanford, Fla.





# SPORTS COMMENTATORS, RADIO-TELEVISION



**PHELAN, JOHN**  
KTSM, KTSM-TV, El Paso, Tex.

**PIERRO, LOU**  
WHUC, Hadson, N. Y.

**PINER, JACK**  
WSOO, Sault Ste. Marie, Mich.

**PLATT, BILL**  
WBBZ, Ponca City, Okla.

**PLOC, RUDY**  
WKOW, WKOW-TV, Madison, Wis.

**POPWELL, JAMES D.**  
WCEH, Hawkinsville, Ga.

**PORTER, JIM**  
WJEH, Gallipolis, Ohio

**POUNDER, RAY**  
KLAN, Renton, Wash.

**POWERS, JIMMY**  
WRCA, WRCA-TV, New York, N. Y.

**POWERS, PERCY H. JR.**  
WRBC, Jackson, Miss.

**PRATT, FLOYD**  
WBCM, Bay City, Mich.

**PIEESTER, BILLY**  
WMIS, Natchez, Miss.

**PRIME, HARRY**  
WCAU-TV, Philadelphia, Pa.

**PRINCE, BOB**  
WCAE, Pittsburgh, Pa.

**PROCTOR, BOB**  
WLBJ, Bowling Green, Ky.

**PRUITT, BOB**  
WRBL-TV, Columbus, Ga.

**EXLES, DAVE**  
WMOA, Marietta, Ohio

## — Q —

**QUIGLEY, DON D.**  
KWEI, Weiser, Idaho

**QUIHUIS, MIKE**  
KEVT, Tucson, Ariz.

**QUIMBY, LEE**  
WSBS, Gt. Barrington, Mass

**QUINN, JIMMY**  
WMFC, Monroeville, Ala.

## — R —

**RAFFERTY, JOHN**  
WHIT, New Bern, N. C.

**RAINS, DOUG**  
KFDA-TV, Amarillo, Tex.

**RAND, FRED**  
WAZF, Yazoo City, Miss.

**RASKIN, RICHARD**  
WGNY, Newburgh, N. Y.

**RATHBUN, JACK**  
WTVM, Columbus, Ga.

**RATHER, DAN**  
KTRH, Houston, Tex.

**RAY, MARVIN**  
WZRO, Jacksonville Beach, Fla.

**RAYBURN, JOHN**  
WEEK, WEEK-TV, Peoria, Ill.

**REDDY, JOHN**  
WOKY, Milwaukee, Wis.

**REDMOND, DON**  
WPAC, Patchogue, N. Y.

**REESE, JIM**  
KOSA-TV, Odessa, Tex.

**REEVE, RAY**  
WRAL, WRAL-TV, Raleigh, N. C.

**REGAN, BOB**  
KGB, San Diego, Calif.

**REID, JIM**  
WPTF, Raleigh, N. C.

**REIGHARD, RICK**  
WCUE, Akron, Ohio

**REIMERS, BOB**  
KBRK, Brookings, S. D.

**RENEHAN, BILL**  
WLVA, WLVA-TV, Lynchburg, Va.

**RENFROW, CHARLIE**  
WHKP, Hendersonville, N. C.

**RESLEY, PAT**  
WTAW, Bryan, Tex.

**REYNOLDS, JOHNNIE**  
WCNT, Centralia, Ill.

**REYNOLDS, PAUL**  
WTVT, Tampa, Fla.

**REYNOLDS, ROBERT**  
WJR, Detroit, Mich.

**RHOADS, JERRY**  
KSLV, Monte Vista, Colo.

**RHOADS, JERRY**  
WJNO, West Palm Beach, Fla.

**RIODES, RICHARD R.**  
WMON, Montgomery, W. Va.

**RICHARDS, FLOYD**  
WTFCTV, Hartford, Conn.

**RICHARDSON, RICK**  
KBMI, Henderson, Nev.

**RICHARDSON, ROBERT L.**  
KBYJ, Jamestown, N. D.

**RICHMADE, JOHN**  
KFJL, Walsenburg, Colo.

**RICHY, BOB**  
KELP, KELP-TV, El Paso, Tex.

**RICO, WILLIAM V.**  
WHOM, New York, N. Y.

**RIDER, STUART I.**  
KUAM, KUAM-TV, Agana, Guam, M. I.

**RIFENBURG, DICK**  
WBEN-TV, Buffalo, N. Y.

**RIGGS, JOHN**  
WRIV, Riverhead, N. Y.

**RIGLER, BOB**  
KCLB, Libby, Mont.

**RIMMER, JACK**  
WGBG, Greensboro, N. C.

**RISENHOOVER, DICK**  
KGNC, KGNC-TV, Amarillo, Tex.

**RISER, JIMMIE C.**  
WGGG, Gainesville, Fla.

**RITZERT, ROBERT**  
WVAB, Bridgeport, Conn.

**RIVAS, CARLOS**  
KPOA, Honolulu, Hawaii

**RIZZUTO, PHIL**  
Sports 'Time  
CBS

**ROANE, TOM**  
WDDT, Greenville, Miss.

**ROBERTS, BRUCE**  
WBBM-TV, Chicago, Ill.

**ROBERTS, SAM**  
WHBU, Anderson, Ind.

**ROBERTSON, BOB**  
KTNT, KTNT-TV, Tacoma, Wash.

**ROBERTSON, FORD**  
WFDA, Amarillo, Tex.

**ROBINSON, MAX**  
WJTN, Jamestown, N. Y.

**RODIO, JIM**  
WOND, Pleasantville, N. J.

**ROGERS, GEORGE**  
KAGR, Yuba City, Calif.

**ROGERS, KENNETH**  
KENM, Portales, N. M.

**ROMANO, RALPH**  
WWSC, Glens Falls, N. Y.

**ROMINE, ROD**  
KCJB, KCJB-TV, Minot, N. D.

**ROPER, KEITH**  
WABJ, WNEM-TV, Adrian, Mich.

**ROSCOE, PAUL**  
KSAI, Salina, Kan.

**ROSELLE, JIM**  
WJTN, Jamestown, N. Y.

**ROSS, CHARLIE**  
WMOU, Berlin, N. H.

**ROSS, JACK**  
WBBC, Flint, Mich.

**ROSS, PHIL**  
KTHS, KTHV, Little Rock, Ark.

**ROTH, BOB**  
WTOC-TV, Savannah, Ga.

**ROUTH, BILL**  
WSSC, Sumter, S. C.

**ROYER, VIRGIL**  
WTVB, Coldwater, Mich.

**RUBIO, ZATARAIN**  
KCOR, KCOR-TV, San Antonio, Tex.

**RUICK, MELVILLE**  
City Hospital  
CBS

**RUNDLES, JAMES**  
WOKJ, Jackson, Miss.

**RUSE, DON**  
KRMW, The Dalles, Ore.

**RUSSELL, EARLE**  
KSTO, San Jose, Calif.

**RUST, ART**  
WWRL, New York, N. Y.

**RUSTONS, RAY**  
WVNA, Charlottesville, Va.

**RUTLEDGE, BUDDY**  
WHMA, Anniston, Ala.

**RUTLEDGE, KEN**  
KRIG, Odessa, Tex.

**RYAN, BILL**  
WNOG, Naples, Fla.

## — S —

**SADLER, ROBERT**  
WPAR, Parkersburg, W. Va.

**SAMP, PHIL**  
WMBD, WMBD-TV, Peoria, Ill.

**SANDERS, STU**  
KFOK, Long Beach, Calif.

**SANYILLE, LARRY**  
KPLT, Paris, Tex.

**SAUEL, JOHNNY**  
WING, Dayton, Ohio

**SAUNDERS, ERNIE**  
WMIUR-TV, Manchester, N. H.

**SAUTER, DAVE**  
WTRI, Albany, N. Y.

**SCANNELL, JIM**  
WMBV-TV, Marinette, Wis.

**SCEARCE, BOB**  
WAFB-TV, Baton Rouge, La.

**SCHAFFER, HERB**  
KNUJ, New Ulm, Minn.

**SCHENKEL, CHRIS**  
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 Productions, Milwaukee Braves, Midwest Network; Sports Final, WABC-TV

**SCHERMERHORN, JOHN**  
WKOW-TV, Madison, Wis.

**SCHOLEM, RICHARD JAY**  
WTIG, Massillon, Ohio

**SCHORR, RICHARD**  
WHOK, Lancaster, Ohio

**SCHRADER, WALT**  
WBOY-TV, Clarksburg, W. Va.

**SCHRENGOST, TOM**  
WACB, Kittanning, Pa.

**SCHULZE, DICK**  
WCWC, Ripon, Wis.

**SCHUSSLER, DALE**  
WKWK, Wheeling, W. Va.

**SCHWEDER, JOHN**  
WGPA, Bethlehem, Pa.

**SCHWING, BILL**  
WBBF, WCBF-TV, Rochester, N. Y.



SCOTT, HAROLD  
WJAC-TV, Johnstown, Pa.

SCOTT, RAY  
WNOP, Newport, Ky.

SCOTT, RAY  
KDKA, KDKA-TV,  
Pittsburgh, Pa.

SENYCZKO, EDWARD  
WTTW, Port Huron, Mich.

SERPICO, DAN  
WOCB, West Yarmouth, Mass.

SEVEY, BOB  
KULA-TV, Honolulu, Hawaii

SHADBURN, BILL  
WSAY, WSAV-TV,  
Savannah, Ga.

SHAEFFER, MAX  
WDAN, WDAN-TV, Danville,  
Ill.

SHANLEY, GIB  
WOHO, Toledo, Ohio

SHAEP, JACK  
KJOE, Shreveport, La.

SHAYER, DANNY  
WAGR, Lumberton, N. C.

SHILL, BILL  
WREX-TV, Rockford, Ill.

SHIELDON, RUSS  
KGLD, Reno, Nev.

SHEPARD, STEVE  
KMTV, Omaha, Neb.

SHERMAN, W. C. "BUD"  
WBAF, WBAF-TV,  
Fort Worth, Tex.

SHIPLEY, ROBERT  
WJMA, Orange, Va.

SHRYVER, BILL  
WTOW, Towson, Md.

SHULL, CHUCK  
WRVA-TV, Richmond, Va.

SHUTTS, WILLIAM F.  
KVOC, Casper, Wyo.

SIMONDS, RAYMOND  
WTSA, Brattleboro, Vt.

SIMPSON, JIM  
WRC, WRC-TV, Washington,  
D. C.

SIMS, FRANK  
WCMH, Dearborn-Detroit,  
Mich.

SKETH, BILL  
KTMH, Muskogee, Okla.

SLATER, MANNING  
WUC, Bridgeport, Conn.

SLATER, SAM  
WCOM, Parkersburg, W. Va.

SLAYTON, GLENN  
WFUN, Huntsville, Ala.

SMITH, AL  
WFLD, Farmville, Va.

SMITH, ART  
WPRX, West Frankfort, Ill.

SMITH, BOB  
WRVA, Richmond, Va.

SMITH, BORDEN  
WKSJ, Milford, Del.

SMITH, BOCKY  
WLOF-TV, Orlando, Fla.

SMITH, CAL  
WVXL, Manchester, Ky.

SMITH, DALE  
WMEF, Lewistown, Pa.

SMITH, HAL  
WELP, Easley, S. C.

SMITH, JIM  
WHLL, Wheeling, W. Va.

SMITH, ROBERT  
KKTU, Colorado Springs,  
Colo.

SMITH, RUSS  
KCPM, Minot, N. D.

SMOTHERS, JIMMY  
WZOB, Fort Payne, Ala.

SNOW, SPENCER  
KFJR, North Bend, Ore.

SNYDER, DWIGHT  
WJAY, Mullins, S. C.

SNAIDER, ED  
WDAX, McRae, Ga.

SOBEL, BUD  
WNOX, Knoxville, Tenn.

SOBOL, JOHNSA  
WILK, WILK-TV,  
Wilkes-Barre, Pa.

SOLIE, GORDON  
WTSJ, St. Petersburg, Fla.

SOLOMON, JAY  
WHRV, Ann Arbor, Mich.

SOMMERVILLE, DAVE  
WFYF, Alma, Mich.

SORG, DICK  
WPRO, Fremont, Ohio

SOSHI, WINKEY  
WRUS, Russellville, Ky.

SPECIALI, JOHNSA  
WFMD, Frederick, Md.

SPENCER, LESTER G.  
WKBV, Richmond, Ind.

SPENCER, MILTON  
WFLA, WFLA-TV, Tampa,  
Fla.

SPIKER, JESS  
WEDO, McKeesport, Pa.

SPRACKLIN, JIM  
KWYO, Sheridan, Wyo.

SQUIER, KEN  
WDEY, Waterbury, Vt.

STANCZYK, DON  
KRAL, Rawlins, Wyo.

STANGEL, WOODY  
WOMT, Manitowish, Wis.

STANLEY, BILL  
WNOE, New Orleans, La.

STANTON, PETE  
WJPA, Washington, Pa.

STARR, BOB  
WJBC, Bloomington, Ill.

STEELE, BOB  
WTCI-TV, Hartford, Conn.

STEPHENS, MAXIE  
WRJW, Pearyune, Miss.

STERN, BILL  
NBS

STETHMAYR, CAL  
KLEP, Golden Meadow, La.

STEWART, LARRY  
WDWS, Champaign, Ill.

STIEGLER, ERNIE  
WAEJ, Allentown, Pa.

STONE, RONNIE  
KSWO, KSWO-TV, Lawton,  
Okla.

STOREY, ROY  
KNX, Los Angeles, Calif.

STORY, EDWARD  
WGH, Norfolk Newport News,  
Va.

STOUT, ALLEN  
WLWT, Cincinnati, Ohio

STRATTON, DICK  
WMBR-TV, Jacksonville, Fla.

STRATTON, GIL  
KNXT, Los Angeles, Calif.

STRICKLAND, DEAN  
WHNY, McComb, Miss.

STRONG, FORD  
KSPR, Grand Junction, Colo.

SUCHER, LYNN  
KFBL, Wichita, Kan.

SULLIVAN, JIM  
WDQG, Marine City, Mich.

SWINNERS, LOUIS  
WOIC, Columbia, S. C.

SUTTERFIELD, PHIL  
WCSC, WSCS-TV,  
Charleston, S. C.

SUTTON, DEVON  
KOGA, Ogallah, Neb.

SWAN, JOHN  
WHAB, Baxley, Ga.

SWEGNEY, DICK  
WGWR, Ashboro, N. C.

SWERNEY, FRANK  
WJJD, Chicago, Ill.

SWINNEY, ED  
KCID, Caldwell, Idaho

SWASHER, BOB  
WPSD-TV, Palmdale, Ky.

— T —

TABNER, DOUG  
WTOL, Toledo, Ohio

TAFT, BILL  
KCLS, Flagstaff, Ariz.

TASNADY, JOHN  
KUGN, Eugene, Ore.

TATE, VERNER  
WFBF-TV, Greenville, S. C.

TAYLOR, BOB  
WVSC, Somerset, Pa.

TAYLOR, RICHARD  
WBTW, Florence, S. C.

TAYLOR, RUSS  
CPCE, Montreal, Quebec

TERRE, DON  
KMA, KMTV, Shenandoah,  
Iowa

TEDDER, HOWIE  
WTPM, Trenton, N. J.

TENNANT, BOB  
WHEC-TV, Rochester, N. Y.

TENNENT, LINDSAY  
WCBI-TV, Columbus, Miss.

TERRY, BOB  
KJNF, Shenandoah, Iowa

THACKER, JIM  
WSAZ-TV, Huntington,  
W. Va.

THACKER, TOM  
KWRG, Abilene, Tex.

THELHUS, ED  
WRFQ, Athens, Ga.

THOMAS, BOBBY  
WMEY, Marion, Va.

THOMAS, GLENN  
WJEF, Hagerstown, Md.

THOMAS, ROLLIE  
KFI, Los Angeles, Calif.

THOMASSON, HOMER  
WDVA, Danville, Va.

THOMPSON, CORLEY  
KBTN, Neosho, Mo.

THOMPSON, JIMMY  
WJLJ, Niagara Falls, N. Y.

THORNLEY, HANK  
KBET-TV, Sacramento, Calif.

THURSON, LARRY  
KCID, Caldwell, Idaho

TIDWELL, TRAVIS  
WGSN, Birmingham, Ala.

TIGHE, RON  
KSID, Sidney, Neb.

TOEPE, JACK  
WATE, WPNB-TV, Cadillac,  
Mich.

TOLBERT, JERRY  
KOA-TV, Denver, Colo.

TOLBERT, WINDELL  
WBLO, Evergreen, Ala.

TORGERSON, STAN  
WMCT, Memphis, Tenn.

TOWNSEND, JAY  
KPEL, Lafayette, La.

TRABER, JIMMY  
KNAL, Victoria, Tex.

TREWET, BU D  
KKOG, Ogden, Utah

TROTTER, HUGH (SKIP)  
WSEV, Sevierville, Tenn.

TSCHEMA, GEORGE  
KONG, Visalia, Calif.

TUCKER, JOE  
WWSW, Pittsburgh, Pa.

TUCKER, TOMMY  
WZOK, Jacksonville, Fla.

TURON, ED  
WEOL, Elyria, Ohio

TURRENTINE, R. C.  
WCRE, Charaw, S. C.

— U —

UEFF, ROBERT  
WPAQ-TV, Ann Arbor, Mich.

ULIS, FRAN  
KGBX, Springfield, Mo.



# SPORTS COMMENTATORS, RADIO-TELEVISION



**ULRICH, MAX**  
WSJS, WSJS-TV,  
Winston-Salem, N. C.  
**UNDERWOOD, RALPH T.**  
WCNB, Connorsville, Ind.  
**UPRIGHT, GENE**  
WIS-TV, Columbia, S. C.

## — V —

**VACHE, ROBERT**  
KVAR, Mesa, Ariz.  
**VALENTI, FRANK**  
KGMB, KGMB-TV, KMAU-TV,  
KHBC-TV, Honolulu, T. H.  
**VALICENTI, JOE**  
WBBW, Youngstown, Ohio  
**VANDENBERG, ED**  
WKRZ, Oil City, Pa.  
**VANDERHEYDEN, ROBERT**  
WSTC, Stamford, Conn.  
**VANDER SLOOT, CHUCK**  
WFUR, Grand Rapids, Mich.  
**VAN HAGGEN, STAN**  
KROG, Sonora, Calif.  
**VAN KUREN, JIM**  
CKLW, CKLW-TV, Detroit,  
Mich.  
**VAN SANT, JOHN T.**  
WSAN, Allentown, Pa.  
**VARGO, AL**  
WAVY-TV, Norfolk, Va.  
**VARLEY, MAC**  
KCAE, Clarksville, Tex.  
**VAUGHN, RICHARD**  
WARE, Ware, Mass.  
**VENNER, FRANK**  
WSPD-TV, Toledo, Ohio  
**VICK, DICK**  
KGEZ, KGEZ-TV,  
Kalispell, Mont.  
**VILLANI, JOHN**  
WELC, Welch, W. Va.  
**VOLKEMA, HAL**  
WHTC, Holland, Mich.

## — W —

**WAITE, DAVE**  
WDAM-TV, Hattiesburg,  
Miss.  
**WALDEN, WARREN**  
WJAR-TV, Providence, R. I.  
**WALESKI, EDDIE**  
WSBA-TV, York, Pa.  
**WALKER, DREW**  
KWRO, Coquille, Ore.  
**WALKER, HAL**  
WXIX, Milwaukee, Wis.  
**WALKER, JOE**  
WMBM, Miami Beach, Fla.  
**WALKER, LLOYD**  
KFTM, Ft. Morgan, Colo.  
**WALLACE, BOSS**  
WACO, Waco, Tex.  
**WALLIS, DAVE**  
KCLA, Pine Bluff, Ark.  
**WALSH, FRANK**  
WBCM, Bay City, Mich.  
**WALSHAK, DAVID**  
KCTI, Gonzales, Tex.  
**WALTMAN, LAVERNE**  
WLPO, La Salle, Ill.  
**WALTON, EARL**  
WJZM, Clarksville, Tenn.  
**WALTON, R.**  
WSPN, Saratoga Springs,  
N. Y.  
**WANZER, HAL**  
WLSI, Pikeville, Ky.  
**WARD, BILL**  
WBT, WBTW, Charlotte, N. C.  
**WARD, JOHN**  
WKGX, Knoxville, Tenn.  
**WARREN, ARCHIE**  
WYCL, York, S. C.

**WARREN, MELVIN**  
WHOE, Leaksville, N. C.  
**WATERHOUSE, LARRY**  
WCMR, Elkhart, Ind.  
**WATSON, CHARLES**  
KBOA, Kennett, Mo.  
**WATSON, JIM**  
WWNS, Statesboro, Ga.  
**WATRICK, DON**  
WXYZ, WXYZ-TV, Detroit,  
Mich.  
**WEAVER, BOB**  
KKO, El Centro, Calif.  
**WEAVER, HANK**  
KABC, KABC-TV,  
Los Angeles, Calif.  
**WEAVER, RICK**  
KFH, Wichita, Kan.  
**WEBB, JIM**  
WMSR, Manchester, Tenn.  
**WEEMS, WILLIE**  
WMAG, Forest, Miss.  
**WEILER, BOB**  
KDIX, KDIX-TV,  
Dickinson, N. D.  
**WEISER, DAVE**  
KEYY, Provo, Utah  
**WELBORNE, CURT**  
WGBG, Greensboro, N. C.  
**WELCH, JOE**  
WSAR, Fall River, Mass.  
**WELLS, BILL**  
KWRF, Warren, Ark.  
**WELLS, DON**  
WCFL, Chicago, Ill.  
**WELLS, GEORGE**  
KFH, Wichita, Kan.  
**WELLS, LEFTY**  
KVKM, Monahans, Tex.  
**WELLS, LINN**  
WGAN-TV, Portland, Me.  
**WELSH, BILL**  
KTTV, Hollywood, Calif.  
**WENDLANDT, LEW**  
WGEZ, Beloit, Wis.  
**WEST, JIM**  
WBAL, WBAL-TV,  
Baltimore, Md.  
**WESTERVELT, R. H.**  
WJBS, DeLand, Fla.  
**WHALEN, JOSEPH B.**  
WVPO, Stroudsburg, Pa.  
**WHITAKER, BOB**  
WMIX, Mt. Vernon, Ill.  
**WHITE, TERRY**  
WHAW, Weston, W. Va.  
**WHITLOCK, CHUCK**  
KROD, KROD-TV, El Paso,  
Tex.  
**WHITNEY, PHIL**  
WINC, Winchester, Va.  
**WHITSON, BOB**  
WMAK, Nashville, Tenn.  
**WHITTED, NORFLEY**  
WSRC, Durham, N. C.  
**WHYTE, ROBERT A.**  
KFEQ, KFEQ-TV,  
St. Joseph, Mo.  
**WILLIAMS, CHUCK**  
KWNO, Winona, Minn.  
**WILLIAMS, GARNET**  
WFIW, Fairfield, Ill.  
**WILLIAMS, LEE**  
WTVL, Waterville, Me.  
**WILLIAMS, OMAR**  
WLWD, Dayton, Ohio  
**WILLS, MICKY**  
WJLD, Birmingham, Ala.

**WILNER, RON**  
WAYE, Baltimore, Md.  
**WILSON, BERNARD**  
KAAA, Kingman, Ariz.  
**WILSON, BOB**  
KETV, Omaha, Neb.  
**WILSON, CHUCK**  
WBVP, Beaver Falls, Pa.  
**WILSON, JOE**  
ABC-TV  
**WILSON, ROY**  
WJPA, Washington, Pa.  
**WINGATE, DON**  
WAAG, Adel, Ga.  
**WISE, WES**  
WFAA, WFAA-TV, Dallas,  
Tex.  
**WOLF, ART**  
WNBF-TV, Binghamton, N. Y.  
**WOLF, C.**  
WNBF-TV, Binghamton, N. Y.  
**WOLF, FRED**  
WXYZ-TV, Detroit, Mich.  
**WOLF, HAL**  
KNBC, San Francisco, Calif.  
**WOLFF, BOB**  
WWDC, Washington, D. C.  
**WOOD, EARL**  
WROC-TV, Rochester, N. Y.  
**WOOD, GEORGE**  
KBNS-TV, San Antonio, Tex.  
**WOODMAN, DAVE**  
KNDE-TV, Monroe, La.  
**WOODSIDE, SAM**  
WHCU, Ithaca, N. Y.  
**WOODWARD, LEROY**  
WVJS, Owensboro, Ky.  
**WYATT, GEORGE**  
WCMA, Corinth, Miss.  
**WYLIE, BOB**  
WAKR-TV, Akron, Ohio  
**WYMAN, MAL**  
KALL, Salt Lake City, Utah  
**WYNNE, BILL**  
WOWL-TV, Florence, Ala.  
**WYNNE, JIMMY**  
WATR, Winston-Salem, N. C.

## — Y —

**YELLAND, STARR**  
KLZ-TV, Denver, Colo.  
**YENTES, GERALD**  
WMOR, Morehead, Ky.  
**YORK, TOM**  
WBRC-TV, Birmingham, Ala.  
**YOUNG, J. NORMAN**  
WEGO, Concord, N. C.

## — Z —

**ZABITKA, MATT**  
WDRF, Chester, Pa.  
**ZECCHINI, FRANK**  
KFMA, Davenport, Iowa  
**ZELICH, MARK**  
WSAU-TV, Wausau, Wis.  
**ZENNER, BOB**  
KWVL, KWVL-TV,  
Waterloo, Iowa  
**ZIMMER, LARRY**  
KFRU, Columbia, Mo.  
**ZIMMERMAN, BOB**  
KRUX, Phoenix, Ariz.  
**ZOOG, A. HARRY**  
WEIC, Charleston, Ill.  
**ZUBER, ED**  
WYVE, Wyttheville, Va.



**BEN GRAUER**

NBC

Radio

TV



**GABE  
PRESSMAN**

— • —  
WRCA/WRCA-TV  
NEWS

# NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1957

## — A —

**ABRAMS, AL JR.**  
WEDO, McKeesport, Pa.

**ACHOR, DAVE**  
WCHT, Chillicothe, Ohio

**ADAMS, CEDRIC**  
WCCO, WCCO-TV,  
Minneapolis, Minn.

**ADAMS, RON**  
KVOD, Denver, Colo.

**ADAMS, W. CLARENCE**  
KBTM, Jonesboro, Ark.

**AKERS, CARL**  
KLZ-TV, Denver, Colo.

**ALCOTT, CARROLL**  
KNX, Los Angeles, Calif.

**ALDRICH, LES**  
KICA, Clovis, N. M.

**ALLEN, CLARE**  
WEBB, Buffalo, N. Y.

**ALLEN, DON**  
KIMN, Denver, Colo.

**ALLEN, FRANK**  
KOWH, Omaha, Neb.

**ALLEN, FRED**  
KSRO, Santa Rosa, Calif.

**ALLEN, GEORGE**  
WBVP, Beaver Falls, Pa.

**ALVAREZ, GUSTAYO**  
KCOR, KCOR-TV,  
San Antonio, Tex.

**ANDERSON, AL**  
KTRH, Houston, Tex.

**ANDRIESE, TED**  
WFUR, Grand Rapids, Mich.

**ANTHONY, DICK**  
KDAL, KDAL-TV, Duluth,  
Minn.

**ANTHONY, JULIAN**  
John Daly and the News  
ABC-TV

**AUDREY, BOB**  
WHAT, Philadelphia, Pa.

**ARMSTRONG, BILL**  
WRAL-TV, Raleigh, N. C.

**ARMSTRONG, JOHN**  
WHDL, Olean, N. Y.

**ARTHUR, BOB**  
WEEK, WEEK-TV, Peoria,  
Ill.

**ASH, MERRILL**  
KOL, Seattle, Wash.

**ASHER, JAMES D.**  
WJDA, Quincy, Mass.

**ASHLEY, CHARLES**  
WEET, Boston, Mass.

**ATKINS, TOM**  
WPTA, Fort Wayne, Ind.

**ATKINSON, STAN**  
KCRN-TV, Sacramento, Calif.

**AYCRIGG, BEN**  
WLOF-TV, Orlando, Fla.

**BACKMAN, LON**  
WBOF, Virginia Beach, Va.

**BADER, HUGH**  
WHB, Kansas City, Mo.

**BAKER, HAROLD**  
WFGA-TV, Jacksonville, Fla.

**BAKER, JOHN**  
WBBC, Canton, Ohio

**BALL, BOB**  
WDSM-TV, Duluth, Minn.

**BALMERT, FRANK**  
WPAY, Portsmouth, Ohio

**BANCROFT, GRIFFING**  
News Capitol Cloakroom, The  
Leading Question  
CBS

## BANGHART, KENNETH

B. Sept. 11, New Jersey; 8:55  
A.M. News, Sunday Eleventh Hour  
News, WRCA-TV; Ken Banghart  
Show, 4:05-6:00 P.M., WRCA;  
6 P.M. News, NBC

**BABATH, RAY**  
WAIM, WAIM-TV, Anderson,  
S. C.

**BARCLAY, PAUL**  
WHUM, WHUM-TV, Reading,  
Pa.

**BARENTS, BARRY**  
WKNB, WNBC, New Britain,  
Conn.

## — B —

**BACK, GUNNAR**  
WFIL, Philadelphia, Pa.

**BACKLIN, JIM**  
KFYR-TV, Bismarck, N. D.



**JOHN WINGATE**

WOR News . . . "Night Beat"



**KENNETH BANGHART**

NBC — WRCA - WRCA-TV

CI 7-8300



# RADIO-TELEVISION NEWS COMMENTATORS



**BARKER, EDDIE**  
KRLL, KRLL-TV, Dallas, Tex.

**BARNES, CHRIS**  
WALE, Fall River, Mass.

**BARRETT, RICHARD**  
KREM-TV, Spokane, Wash.

**BARTHOLO, JOSE**  
KTWW, San Antonio, Tex.

**BARRON, KARL**  
KPTM, San Rafael, Calif.

**BARRY, BOB**  
WNNS, Olean, N. Y.

**BARTHOLOMOW, JOHN**  
KRTV, Colorado Springs, Colo.

**BASS, BERNICE**  
WIBL, Newark, N. J.

**BASSO, NICK**  
WSAZ-TV, Huntington, W. Va.

**BATTS, J. WAAMAN**  
WPET, Greensboro, N. C.

**BEAN, BOB**  
WFTV, Charlotte, N. C.

**BEATTY, MORGAN**  
News of the World, Monitor, N.B.

**BEAUCHAMP, DENNIS**  
WDMJ-TV, Macon, Mich.

**BEDFORD, PAUL**  
KYW-TV, Cleveland, Ohio.

**BELL, NICK**  
WGTV, Bangor, Me.

**BELL, RIDLEY**  
WRBL-TV, Columbus, Ga.

**BENTLEY, JULIAN**  
WBHM-TV, Chicago, Ill.

**BENTON, MONROE**  
WELM, Elmhurst, N. Y.

**BERK, PHIL**  
KOMU-TV, Columbia, Mo.

**BERKLEY, GEORGE**  
WAAB, Worcester, Mass.

**BERRILL, LARRY**  
KBIG, Avalon, Calif.

**BEST, VICTOR**  
WBZ-TV, Boston, Mass.

**BEHLER, DON**  
WDFB, Benton Harbor, Mich.

**BINGHAM, BOB**  
WLPB, Birmingham, Ala.

**BISHOFF, WALTER**  
WTTX, Wilmington, Del.

**BISHOP, PAT**  
KFI, Los Angeles, Calif.

**BISSETT, FRANK**  
KRLL-TV, Dallas, Tex.

**BISSEY, JAMES**  
WBLY, Springfield, Ohio.

**BLAINE, GENE**  
WAKE, Atlanta, Ga.

**BLAIR, FRANK**  
Today Show, Monitor, N.B., NBC-TV.

**BLANCHARD, DICK**  
WEAW, Evanston, Ill.

**BLANCHARD, RED**  
KPQP, Los Angeles, Calif.

**BOAZ, BOB**  
Esso Reporter, WCBS-TV, Charleston, W. Va.

**BODDEN, BOB**  
WSWW, Platteville, Wis.

**BOGGS, NELL**  
WCBS-TV, Charleston, W. Va.

**BOISSEAU, PAT**  
WKRC-TV, Cincinnati, Ohio.

**BOLEN, BILL**  
WSGN, Birmingham, Ala.

**BOLTON, LES**  
KARK, KARK-TV, Little Rock, Ark.

**BOLTON, PAUL**  
KTBC, KTBC-TV, Austin, Tex.

**BOND, BU D**  
KTAC, Tacoma, Wash.

**BORDEN, JACK**  
WHCF, Hartford, Conn.

**BOYD, FORREST**  
WLW-TV, Indianapolis, Ind.

**BRADY, HENRY**  
WBNV, Buffalo, N. Y.

**BRADFORD, BOB**  
WRFV, Athens, Ga.

**BRADFORD, JOHN**  
WQVM, Lawrence, Mass.

**BRADLEY, JOHN L.**  
KSL, KSL-TV, Salt Lake City, Utah.

**BRAND, PAUL**  
WNEF-TV, Binghamton, N. Y.

**BRANT, ROBERT F.**  
WTIV, Titusville, Pa.

**BRANUM, CHARLES**  
WEBQ, Harrisburg, Ill.

**BREDIN, J. K.**  
WNOR, WNOR-TV, Columbia, S. C.

**BRENDLER, GENE**  
KPTV, Portland, Ore.

**BRINGHAM, DAVE**  
WJET, Erie, Pa.

**BRINKLEY, DAVE**  
NBC-TV.

**BRINKLEY, RUSS**  
WHP, WHP-TV, Harrisburg, Pa.

**BROKAW, FOREST**  
KVOO, Tulsa, Okla.

**BRONSON, RICHARD B.**  
WABL, Bangor, Me.

**BROOK, PHIL**  
WDBQ-TV, Orlando, Fla.

**BROOKS, BILL**  
KCKT-TV, Great Bend, Kan.

**BROOKS, CLIFF**  
WGBP, Evansville, Ind.



## BOB WILSON

NBC — New York



## RADIO-TELEVISION NEWS COMMENTATORS



- BROOKS, NED**  
 Three Star Extra; Meet the Press  
 NBC, NBC-TV  
**BROOKS, WEYMAN**  
 WTVM, Columbus, Ga.  
**BROUGHMAN, GLEN**  
 WRBL, WRBL-TV, Columbus, Ga.  
**BROWN, CECIL**  
 ABN  
**BROWN, GLENN**  
 WDLB, Marshfield, Wis.  
**BROWN, HOWARD**  
 WCKT, Miami, Fla.  
**BROWN, HUGH**  
 KXLR, N. Little Rock, Ark.  
**BROWN, R. FRED JR.**  
 WLOS-TV, Asheville, N. C.  
**BROWN, ROBERT**  
 WMAY, WMAY-TV, Springfield, Ill.  
**BROWN, STAN**  
 KLZ-TV Denver, Colo.  
**BROWNING, BOB**  
 WSKN, Saugerties, N. Y.  
**BRUNER, BOB**  
 WMT-TV, Cedar Rapids, Iowa  
**BRYANT, TED**  
 KING-TV, Seattle, Wash.  
**BRYSON, CONREY**  
 KTSM, KTSM-TV, El Paso, Tex.  
**BUCK, HERB**  
 WWTB, Tampa, Fla.  
**BUNDLIE, CHARLES K.**  
 KNOX, KNOX-TV, Grand Forks, N. D.  
**BURDETT, WINSTON**  
 CBS-TV  
**BURK, SAM**  
 KIRX, Kirksville, Mo.  
**BURKE, JAMES**  
 WAVY-TV, Norfolk, Va.  
**BURKE, TODD**  
 WEOL, Elyria, Ohio  
**BURNS, BILL**  
 KDKA-TV, Pittsburgh, Pa.  
**BUTLER, COIT**  
 KONO, San Antonio, Tex.  
**BUTNER, JOHN**  
 KCLE, Cleburne, Tex.  
**BUTTERFIELD, R. B.**  
 WLOX, Biloxi, Miss.  
**BUTZ, BOB**  
 KLZ-TV, Denver, Colo.  
**BYRON, JAMES A.**  
 WBAP, WBAP-TV, Fort Worth, Tex.
- C —
- CAINE, BEN**  
 KDEF, Albuquerque, N. M.  
**CALDWELL, CHARLES**  
 WJPS, Evansville, Ind.  
**CALDWELL, HOWARD**  
 WTHJ, Terre Haute, Ind.  
**CALMER, NED**  
 News; The World Tonight  
 CBS  
**CAMPBELL, MAL**  
 WAJR, Morgantown, W. Va.  
**CAMPBELL, REX L.**  
 KSL, KSL-TV, Salt Lake City, Utah  
**CANHAM, ERWIN D.**  
 ABN, ABC-TV  
**CARLIN, BOB**  
 WANE, WANE-TV, Ft. Wayne, Ind.  
**CARLSON, RICHARD**  
 WLYC, Williamsport, Pa.  
**CARMEN, NEAL**  
 WESO, Southbridge, Mass.  
**CARRIER, JOHN**  
 WELM, Fitchburg, Mass.  
**CARTER, HORACE W.**  
 WMFD-TV, Wilmington, N. C.  
**CARTER, WINFRED R.**  
 WMFR, High Point, N. C.
- CASE, NELSON, JR.**  
 WPST-TV, Miami, Fla.  
**CASEY, MARY ANN**  
 KEY-TV, Santa Barbara, Calif.  
**CASELL, CLANCY**  
 KCBS, San Francisco, Calif.  
**CASSIDY, HENRY**  
 News  
 NBC  
**CASTLE, CHARLES C.**  
 WGMA, Hollywood, Fla.  
**CASTOR, JERRY**  
 WCSI, Columbus, Ind.  
**CAUDLE, BOB**  
 WTOG-TV, Savannah, Ga.  
**CAVIN, RODNEY**  
 WEAT, West Palm Beach, Fla.  
**CAWLEY, TOM**  
 WNN-TV, Binghamton, N. Y.  
**CEDERBERG, CARL**  
 WWJ, WWJ-TV, Detroit, Mich.  
**CERULA, PAUL**  
 WAZL, Hazleton, Pa.  
**CHAMBERS, JIM**  
 WHOL, Allentown, Pa.  
**CHAMBERS, STAN**  
 KTLA, Los Angeles, Calif.  
**CHAPA, J. A.**  
 WBCB, Chicago, Ill.  
**CHAPEL, JOHN K.**  
 KIX, Oakland, Calif.  
**CHAPLIN, W. W.**  
 News  
 NBC  
**CHAPMAN, ARCH**  
 KWWL, KWWL-TV, Waterloo, Iowa  
**CHAPMAN, TOM**  
 KSON, San Diego, Calif.  
**CHAPPEL, LOU**  
 WDMJ-TV, Marquette, Mich.  
**CHARLES, BILL**  
 WSPD-TV, Toledo, Ohio  
**CHATFIELD, CHARLES J.**  
 WHCU, Ithaca, N. Y.  
**CHENEY, RAYMOND J.**  
 WMIX, Mt. Vernon, Ill.  
**CHERRY, HUGH**  
 WSIX-TV, Nashville, Tenn.  
**CHILSEN, WALTER J.**  
 WSAU-TV, Wausau, Wis.  
**CHRISTENSON, RAY**  
 WLQL, Minneapolis, Minn.  
**CHRISTIE, GEORGE**  
 WTSP, St. Petersburg, Fla.  
**CHURCH, WELLS**  
 CBS-TV  
**CLARK, BLAIR**  
 The World Tonight  
 CBS  
**CLARK, DALE**  
 WAGA, WAGA-TV, Atlanta, Ga.  
**CLARK, RAY**  
 WOW, WOW-TV, Omaha, Neb.  
**CLARK, TYLER**  
 KENT-TV, Anchorage, Alaska  
**CLEARY, J. M.**  
 WESB, Bradford, Pa.  
**CLEAVER, JIM**  
 WBCK, Battle Creek, Mich.  
**CLELAND, BOB**  
 KTNF, Tacoma, Wash.  
**CLEMENTS, JACK**  
 WRVA, Richmond, Va.  
**CLIFFORD, KEN**  
 KCOK, Tulare, Calif.  
**CLYDE, BOB**  
 WREX-TV, Rockford, Ill.  
**COATES, PAUL**  
 Tonight Show  
 NBC-TV  
**COBB, JOE**  
 WCSH-TV, Portland, Me.  
**COCHRAN, RON**  
 WCBS-TV, New York, N. Y.
- COFFIN, TRIS**  
 WWDC, Washington, D. C.  
**COLLINGWOOD, CHARLES**  
 CBS  
**COLLINS, JUD**  
 WSM-TV, Nashville, Tenn.  
**COLLINS, REID**  
 KWTK, Waco, Tex.  
**COMBS, GEORGE HAMILTON**  
 WABC, New York, N. Y.  
**COMPTON, DICK**  
 WNAX, Yankton, S. D.  
**COMPTON, WALTER**  
 MBS (Washington)  
**CONNOR, TOM**  
 WEEK, WEEK-TV, Peoria, Ill.  
**CONNOIS, DAVE**  
 WNLC, New London, Conn.  
**CONOWAY, RAY**  
 KTRK-TV, Houston, Tex.  
**CONRAD, STEVE**  
 WRGT-TV, Chattanooga, Tenn.  
**CONSIDINE, BOB**  
 Tonight Show, News  
 NBC, NBC-TV  
**CONWAY, TOM**  
 WKNB, WNBC, New Britain, Conn.  
**CORBIN, LOU**  
 WFBR, Baltimore, Md.  
**CORDRAY, BOB**  
 WFBB, Middletown, Ohio  
**CORLEY, BOB**  
 WQXI, Atlanta, Ga.  
**COSTANTINO, JOE**  
 KEY-TV, Santa Barbara, Calif.  
**COSTELLO, BILL**  
 ABN, ABC-TV, Washington, D. C.  
**COSTELLO, ED**  
 KOSA-TV, Odessa, Tex.  
**COVAIA, AL**  
 KTBS, San Francisco, Calif.  
**CRABILL, VON**  
 WAWI, Dayton, Ohio  
**CRAEGER, JOEL**  
 ABN  
**CRAIG, CHARLES**  
 WBYA, Danville, Va.  
**CRANE, DAVID H.**  
 WDEV, Waterbury, Vt.  
**CREMER, CHARLES**  
 WREX-TV, Rockford, Ill.  
**CRONKITE, WALTER**  
 Answer, Please! CBS News;  
 The Twentieth Century  
 (narrator) CBS  
**CROSS, MILTON**  
 ABN  
**CROUCH, AL**  
 KENT, Shreveport, La.  
**CUMMISKEY, JOE**  
 WHEN, WHEN-TV, Syracuse, N. Y.  
**CUNNINGHAM, BILL**  
 MBS  
**CURTIS, JIM**  
 WSBA-TV, York, Pa.  
**CURTIS, RAY**  
 WDAM-TV, Hattiesburg, Miss.
- D —
- DALE, ALLAN**  
 KEYS, Corpus Christi, Tex.  
**DALTON, KEN**  
 WBEF, Brockton, Mass.  
**DALY, JOHN**  
 ABN, ABC-TV  
**DANIELS, BILL**  
 KFWE, Los Angeles, Calif.  
**DANTZLER, RAY**  
 WFGA-TV, Jacksonville, Fla.  
**DARY, DAVE**  
 KWFT, Wichita Falls, Tex.  
**DAVIDSON, W. R.**  
 WAKN, Aiken, S. C.  
**DAVIES, BOB**  
 KVDQ, Denver, Colo.



— E —

DAVIS, GARY C.  
WHPE High Point N C

DAVIS, SID  
WKBN WRBN TV Youngs-  
town Ohio

DAVIS, TED  
WRAL WRAL TV Raleigh  
N C

DAVIS, WAANE  
WESG Greenville S C

DAV, CHARLES  
WGAR Cleveland Ohio

DAV, JOHN  
WHOH TV Boston Mass

DAVE, ROLAND E.  
WAFB TV Baton Rouge La

DEAN, CAROL  
WFOF Lewiston Me

DEBSAM, W. E.  
WNCT Greenville N C

DECKER, BEN  
WQXT Palm Beach Fla

DECKER, TOM  
WVET-TV Rochester N Y

DEE, JUNE  
KWBB Wichita Kan

DELLA MALVA, JOSEPH  
WDGY Minneapolis Minn

DEVERILL, ED  
KPSD San Diego Calif

DEWART, JAMES  
WERC Erie Pa

DIAMOND, ACE  
KACE Riverside Calif

DICKSON, CHUCK  
KCUL Fort Worth Tex

DIEM, BILL  
WLOW Norfolk Va

DIETZ, DICK  
WAKR-TV Akron Ohio

DIXON, LARRA  
KVTY Springfield Mo

DIXON, RANDY  
WDBS Philadelphia Pa

DOGGETTE, BAKRY  
WVFC-TV Hampton Norfolk  
Va

DOLAN, FRANK  
WKOP Binghamton N Y

DONNELLA, BILL  
WISV, WTRC South Bend  
Elkhart Ind

DOOLITTLE, LEWIS  
WMBH Harrisburg Pa

DORRIS, BILL  
KJLX Oakland Calif

DOREMUS, WARREN  
WHFC-WHFC-TV Rochester  
N Y

DORR, RUSSELL A.  
WGAN TV Portland Me

DORSEY, CLAUDE  
KRBK Kansas City Mo  
KFRM Concordia Kan

DOWNS, BILL  
CBS-TV

DOYLE, GEORGE  
KPH Wichita Kan

DOYLE, TOM  
KOB KOB-TV Albuquerque  
N M

DRAKE, MARON  
KTAR KVVR Phoenix Ariz

DREIFER, ALEX  
News Man on the Go  
NBC

DRYFOOS, LEON  
WLEF Erie Pa

DUFFY, ROBERT J.  
KFTM Ft Morgan Colo

DUNBAR, DR. WILLIS E.  
WKZO TV Kalamazoo Mich

DUNLAP, WALLACE  
WTAQ TV Cambridge Mass

DUNNIGAN, KEN  
KILT Houston Tex

DURKIN, JAY  
WDFW Westfield Mass.

EARLE, BILL  
WHEL Elizabethtown Ky

EARLE, TOM  
CBOT Ottawa Ontario

EARLY, BOB  
KWJB Globe Ariz

EARSHART, MILT  
KNAC-TV, Fort Smith Ark

EBEL, WALTER  
KBLO Hot Springs Ark

ECKHAHL, ART  
KHOL-TV Kearney Neb

ECKERT, JOHN  
WDAN TV Lenoirville Ill

EDWARDS, CHARLES  
WKDA Nashville Tenn

EDWARDS, DOUGLAS  
Douglas Edwards with the  
News  
CBS-TV

EDWARDS, JOHN  
ABN ABC-TV Washington  
D C

EDWARDS, KENYON  
WTTG Washington D C

EDWARDS, ROSS  
WCHS WCHS-TV  
Charleston W Va

EDWARDS, TOMMY  
WAYX Waycross Ga

EGAN, LEO  
WBZ WBZA WBZ-TV  
Boston Springfield Mass

EID, LEO  
NBC

ELLIOTT DOUCE  
KOSA-TV Odessa Tex

ELLIOTT, JIM  
WNAV Bridgeport Conn

EMERSON, BARON  
WJEA Hornell N Y

ENGEL, JOHN  
WGDS Miami Fla

ENGLE, CLIFF  
KBJ KBJ-TV Los Angeles  
Calif

ESCHEN, FRANK  
KSD KSD-TV St Louis Mo

ELBANKS, GEORGE K.  
WFTZ New Martinsville  
W Va

EVANS, JIM  
WBLM Bloomburg Pa

EVANS, RONALD  
WRBL WRBL-TV Columbus  
Ga

EVANS, WALT  
KTBB Tyler Tex

EVERITT, TOM  
KBOP Pheasanton Tex

EVERSOLE, JACK  
WKCT Bowling Green Ky

— F —

FENTRESS, STEVE  
WGN-TV Chicago Ill

FERN, CHARLES J.  
KTOH Lahoe Kauai Hawaii

FERNANDEZ, CHARLES  
WKXY Sarasota Fla

FERRIS, BOB  
KABC KABC-TV  
Los Angeles Calif

FIELD, KAY  
WISH-TV Indianapolis Ind

FIELD, TOM  
WRCV-TV Philadelphia Pa

FINN, TOM  
WOHO Toledo Ohio

FINNEY, FRED  
KTCU Tucson Ariz

FINNING, FRANK  
WKNE Keene N H

FIORINO, YANCE  
WGMA Hollywood Fla

FISHER, RUD  
WHRK Akron Ohio

FISHER, HAL  
WALK Philadelphia N Y

FISHER, LEW  
WINS New York N Y

FITCH, JERRY  
KJLN Glenwood Springs  
Colo

FITZGIBBONS, JACK  
WARR-TV Akron Ohio

FLEMING, ROBERT  
ABN ABC-TV Washington  
D C

FLETCHER, NORM  
KNOC, Natchitoches La

FLECKINGER, DAREN  
KNOA Sacramento Calif

FLORNOY, BOB  
WKY WKY-TV Oklahoma  
City Okla

FLANN, ARTHUR  
WRAV Haverhill Mass

FLANN, FAIBA  
WBBM-TV Chicago Ill

FLANN, JOHN T.  
MBS

FOGARTY, JACK  
WCPO-TV Cincinnati Ohio

FONTAINE, HERBERT  
WJHA Quincy Mass

FORBES, GILBERT  
WFRM-TV Indianapolis Ind

FORD, PUCK  
WPTZ Plainburgh N Y

FORD, JAFRVA  
MBS (Washington)

FORREST, WILLIAM  
WGNV Newburgh N Y

FORSELL, RON  
KOL Seattle Wash

FOSTER, CEDRIC  
MBS

FOX, GARFIELD L.  
WISN Wisconsin Wis

FOX, JOHN  
WKKO Coshocton Fla

FRAM, JOHN  
WAVI Dayton Ohio

FRANCES, AL  
WBBB Canton Ohio

FRANK, BILL  
WJLM Washington D C

FRANK, BOB  
WOC-TV Davenport Iowa

FRANK, MORTON  
WTHC Massillon Ohio

FRANK, ROBERT  
Woc, WOC-TV Davenport  
Iowa

FRANZER, BOB  
WJPE-TV Fairmont W Va

FREDERICK, CLARE  
WUCY Chubbuck N Mich

FREDERICK, PAULINE  
NBC-TV

FREEDMAN, BERT  
WAWC Mt Carmel Ill

**FREEMAN, CLAUDE**  
WFBC-TV, Greenville, S. C.

**FREEMAN, GEORGE**  
WBBW, Youngstown, Ohio

**FRENCH, JIM**  
KING, KING-TV, Seattle, Wash.

**FRENCH, KEN**  
MBS (Washington)

**FRENCH, PETE**  
KYW-TV, Cleveland, Ohio

**FRENETTE, OSCAR**  
WSOO, Sault Ste. Marie, Mich.

**FREUND, GEORGE**  
KDTN, Dubuque, Iowa

**FRICKE, ROGER**  
WZRO, Jacksonville Beach, Fla.

**FRIEND, GEORGE**  
WFLA, Plant City, Fla.

**FRIETS, JIM**  
KAGT, Anacortes, Wash.

**FROGGE, JOHN**  
WKIT, Garden City, N. Y.

**FROMME, GALEN**  
WBAL, WBAL-TV, Baltimore, Md.

**FUCHS, DR. LARRY**  
WCRB, Boston, Mass.

**FYFFE, BILL**  
WJIM, WJIM-TV, Lansing, Mich.

— G —

**GAAL, FRANK**  
WKMH, Dearborn-Detroit, Mich.

**GARDNER, DON**  
ABN

**GARR, BILL**  
KPOP, Los Angeles, Calif.

**GARRISON, JOHN**  
WFUN, Huntsville, Ala.

**GARTLAND, JACK**  
WTTM, Trenton, N. J.

**GASMAN, BILL**  
KREW, Sunnyside, Wash.

**GASTON, ROBERT**  
WAVY-TV, Norfolk, Va.

**GATES, ART**  
WYVE, Wytheville, Va.

**GATES, JIM**  
WFBG-TV, Altoona, Pa.

**GAYMAN, L. VAUGHN**  
WDBQ, Dubuque, Iowa

**GEARHART, JIM**  
WROV, Roanoke, Va.

**GER, STEVE**  
WHEN, WHEN-TV, Syracuse, N. Y.

**GERAGHTY, LARRY**  
WCSH-TV, Portland, Me.

**GERALD, BILL**  
KTVA, Anchorage, Alaska

**GERMAN, BILL**  
WJWL, Georgetown, Del.

**GESSNER, BOB**  
WNNJ, Newton, N. J.

**GIBBON, JIM**  
WLAU, Laurel, Miss.

**GIBSON, CURT**  
WNLK, Norwalk, Conn.

**GIBSON, PHIL**  
WMBD, WMBD-TV, Peoria, Ill.

**GIFFORD, DAVE**  
WJET, Erie, Pa.

**GIGUERE, JON**  
KCSJ, KCSJ-TV, Pueblo, Colo.

**GILBERT, LEE**  
WHEE, Martinsville, Va.

**GILBERT, LIVINGSTON**  
WAVE-TV, Louisville, Ky.

**GILL, BILL**  
KCMC-TV, Texarkana, Tex.

**GILLELAND, JAMES**  
WGBS, Miami, Fla.

**GIROUX, LEE**  
KRCA, Los Angeles, Calif.

**GLADSTONE, HENRY**  
MBS (New York); It's Fun to Travel, WOR-TV, New York, N. Y.

**GLEASON, JOHN H.**  
WIMS, Michigan, City, Md.

**GLEESON, W. L.**  
KICO, Calexico, Calif.

**GLENN, TONY**  
KSTL, St. Louis, Mo.

**GNEISER, BOB**  
WCBM, Baltimore, Md.

**GODDARD, BILL**  
WGSN, Huntington, N. Y.

**GODDARD, DON**  
John Daly and the News ABC-TV

**GODDARD, TRACE**  
WDSM-TV, Duluth, Minn.

**GODECK, BOB**  
KVEN, Ventura, Calif.

**GODFREY, RICHARD**  
WJRD, Tusculoosa, Ala.

**GOERG, FRANK**  
WOWO, Fort Wayne, Ind.

**GOETHALS, PHILLIP**  
KREM, Spokane, Wash.

**GOLDER, HARRY**  
KLAS, Las Vegas, Nev.

**GONVER, GEORGE**  
WABI-TV, Bangor, Me.

**GORDON, G. B.**  
WICS, Springfield, Ill.

**GORDON, HENRY**  
KPAT, Pampa, Tex.

**GORDON, LOU**  
WXYZ-TV, Detroit, Mich.

**GOSS, FRANK**  
KNX, Los Angeles, Calif.

**GRAHAM, DON**  
WCEL, Chicago, Ill.

**GRAHAM, GORDON**  
WTW-I, Indianapolis, Ind.

**GRAMER, BILL**  
WGTO, Cypress Gardens, Fla.

**GRANT, AUSTIN**  
CKLW, CKLW-TV, Detroit, Mich.

**GRANT, HAMILTON**  
CJAD, Montreal, Quebec

**GRANT, PETER**  
WLW, WLW-TV, Cincinnati, Ohio

**GRANT, TAYLOR**  
WRCV-TV, Philadelphia, Pa.

**GRAUER, BEN**

B. June 2, 1908, New York, N. Y.; Ask Congress, Citizens Union Searchlight, Discussion, WRCA, WRCA-TV; Monitor — Communicator, Sound of Science, 9P.M.—News on the Hour, NBC Radio Network

**GRAY, LYMAN**  
WALB-TV, Albana, Ga.

**GRAYSON, GLENN**  
WHJB, Greensburg, Pa.

**GREEN, EARL**  
WTVN-TV, Columbus, Ohio

**GREEN, JOHN**  
KPHO, KPHO-TV, Phoenix, Ariz.

**GREEP, J. WALTER**  
WVJS, Owensboro, Ky.

**GREER, BOB**  
KMOM, Great Falls, Mont.

**GRESHAM, FERRELL**  
KELD, El Dorado, Ark.

**GRIFFIN, BILL**  
WFIG, Sumter, S. C.

**GRIFFIN, DARYL**  
WTVY, Dothan, Ala.

**GRIFFITH, BILL**  
KMBC, Kansas City, Mo.

**KFRM, Concordia, Kan.**

**GRIFFITH, CHARLIE**  
WGEM, WGEM-TV, Quincy, Ill.

**GRIFFITH, DON**  
WCOA, Pensacola, Fla.

**GRIFFITH, FRED**  
WTIP, Charleston, W. Va.

**GRIFFITH, LES**  
ABN

**GRIMSBY, ROGER**  
WXIX, Milwaukee, Wis.

**GRIMSLEY, JOE**  
WJOT, Lake City, S. C.

**GROVE, WILLIAM**  
WMBR-TV, Jacksonville, Fla.

**GUNAN, GREGG**  
KLOV, Loveland, Col.

**GUTHERLESS, ED**  
KLAN, Renton, Wash.

— H —

**HAGEMAN, HAROLD**  
WCUE, Akron, Ohio

**HALE, JIM**  
WJIM-TV, Lansing, Mich.

**HALL, BEDLEY**  
KUBA, Yuba City, Calif.

**HALL, RON**  
KCUL, Fort Worth, Tex.

**HALL, ROY**  
WJMR-TV, New Orleans, La.

**HALLIGAN, JOHN**  
KBOE, Oskaloosa, Iowa

**HALLOCK, MEL**  
KMON, Great Falls, Mont.

**HALPIN, GREG**  
WCBM, Baltimore, Md.

**HALTERMAN, KENNETH**  
WCUE, Akron, Ohio

**HAMLIN, MILES B.**  
WAMM, Flint, Mich.

**HAMLYN, ED**  
WLWD, Dayton, Ohio

**HANCOCK, BOB**  
WGGG, Gainesville, Fla.

**HANCOCK, DENNIS JR.**  
WAZP, Yazoo City, Miss.

**HANCOCK, HAL**  
WENE, Binghamton, N. Y.

**HANGER, ROBERT**  
WHTN-TV, Huntington, W. Va.

**HARDY, ROBERT**  
WLL, St. Louis, Mo.

**HARKNESS, RICHARD**  
News  
NBC

**HARKNESS, RICHARD**  
WRC, WRC-TV, Washington, D. C.

**HARPER, JERRY**  
WMTV, Madison, Wis.

**HARPER, JOSEPH**  
WHP-TV, Harrisburg, Pa.

**HARRINGTON, JOHN**  
KTAR, KVAR, Phoenix, Ariz.

**HARRINGTON, JOHN**  
WBBM-TV, Chicago, Ill.

**HARRISON, CHARLES**  
WMBD-TV, Peoria, Ill.

**HARRISON, ROBERT B.**  
WENC, Henderson, N. C.

**HARSCH, JOSEPH C.**  
News  
NBC

**HARTZELL, HOWARD**  
WJTN, Jarrestown, N. Y.

**HARVEY, BOYD**  
WSAM, Saginaw, Mich.

**HARVEY, PAUL**  
ABN, ABC-TV

**HARVEY, PAUL**  
News from ABN  
WCFL, Chicago, Ill.

**HARVEY, PAUL**  
WBKB, Chicago, Ill.

**HATFIELD, GLEN**  
KTMT, Tucson, Ariz.



# RADIO-TELEVISION NEWS COMMENTATORS



**HAMORTH, BILL**  
KFI, Los Angeles, Calif.

**HAVES, GEORGE**  
MBS

**HAYWARD, BRUCE**  
KTFM, St. Louis, Mo.

**HEATZER, GABRIEL**  
MBS

**HECKMAN, FRED**  
WIBC, Indianapolis, Ind.

**HELSBY, H. R.**  
WHDH, Okla., N. Y.

**HEMMERS, LOUIS**  
WPAZ-TV, Ann Arbor, Mich.

**HENDRICKSON, GRANT**  
WMTT, Greenville, S. C.

**HENTLE, RAY**  
Three Star Extra  
NBC

**HENRY, BILL**  
News  
NBC

**HENRY, BILL**  
WSPA-TV, Monticellery, Ala.

**HENRY, MIKE**  
KFWB, Los Angeles, Calif.

**HENTON, EARL**  
KDAL-TV, Duluth, Minn.

**HERMAN, DON**  
WHRM, Ann Arbor, Mich.

**HERMAN, GEORGE**  
News, World News Roundup  
CBS

**HEROD, HARRY L.**  
KDKA, Shipopot, Ind.

**HERRING, CHARLES**  
KING-TV, Seattle, Wash.

**HERRON, FRANK**  
KNEW, Spokane, Wash.

**HICKLING, LEE**  
WNEF-TV, Burlington, N. Y.

**HICKON, RICHARD**  
WANE-TV, Fort Wayne, Ind.

**HIGGIE, LES**  
MBS, Washington

**HILBORN, JIM**  
KPRK-TV, Houston, Tex.

**HILDRETH, RICHARD**  
WTRY, Philadelphia, N. Y.

**HILL, J. D.**  
KWBK, Hutchins, Kan.

**HILLE, BOB**  
KSD, KSD-TV, St. Louis, Mo.

**HILLE, DAVLTON C.**  
WMOB, Muskegon, Mich.

**HILMAN, WILLIAM**  
MBS

**HILMER, GLENN JR.**  
WCME, Brunswick, Me.

**HINSJAW, FRED**  
WED-TV, Miami, Ind.

**HIRSCH, WOODY**  
WNOX, Knoxville, Tenn.

**HODGKINSON, BRIAN**  
WLOK, Cleveland, Ohio.

**HOGAN, JOE**  
KRLL, KRLL-TV, Dallas, Tex.

**HOLBROOK, JOHN**  
WSP-TV, Miami, Fla.

**HOLCOMB, GRANT**  
KNXT, Los Angeles, Calif.

**HOLM, CAL**  
WARR-TV, Akron, Ohio.

**HONEYMAN, RISS**  
WDXI, WDXI-TV, Jackson, Tenn.

**HOOD, BILL**  
KSYD-TV, Wichita Falls, Tex.

**HOOLEY, JACK**  
WLOC-TV, Rochester, N. Y.

**HOOPER, JACK**  
WGBB, Harrisburg, Pa.

**HOOPER, RAY**  
WEEKY, Richmond, Ky.

**HOOPER, WILLIAM**  
WVCK, Knoxville, Tenn.

**HOOPER, RICHARD**  
KREM, KREM-TV, Spokane, Wash.

**HORNBER, JACK**  
KMGH-TV, Minneapolis, Minn.

**HORTON, BEN**  
WLOU, Louisville, Ky.

**HOTTELET, RICHARD C.**  
The Morning News  
CBS-TV

**HOULMAN, BILL**  
WEEK-TV, Young, Ill.

**HOWARD, PETE**  
KFNE, Sherrandoah, Iowa.

**HOWE, QUINCY**  
MBS

**HOWELL, BOB**  
KROK, Tyler, Tex.

**HOWELL, HENRY**  
WOAI-TV, San Antonio, Tex.

**HOWELL, BEN**  
KREX, KREX-TV, Grand Junction, Colo.

**HOWER, HAINES, ET. COL.**  
KBHS, Hot Springs, Ark.

**ROY, PARKER**  
WLAN, Lewiston, Me.

**HOYT, ROBERT M.**  
WSBT, South Bend, Ind.

**HUDDY, BILL**  
KEY-TV, Santa Barbara, Calif.

**HUGHES, DICK**  
WREB, Muskegon, Mich.

**HUGHES, JIM**  
WBNX-TV, Searow, Mich.

**HUSTEY, CHET**  
NBC News, Outlook  
NBC-TV

**HUSTEY, JIM**  
NBC News

**HUTTENBACH, ROBERT L.**  
MBS

**HUTCHESON, KEN**  
KNEW, Spokane, Wash.

**JEFFREY, ED**  
KRYA, KRYA-TV, Sacramento, Calif.

**JEFFRIES, ALLEN**  
WISH, WISH-TV, Indianapolis, Ind.

**JELINEK, DAWSON**  
KFFM, Ft. Morgan, Colo.

**JERGENSEN, GAIL**  
KHTT, North Platte, Neb.

**JESTER, LEWIS T.**  
WVEU, WVEU-TV, Hampton, Va.

**JOHN, DICK**  
WPTT, Tampa, Fla.

**JOHNS, BILL**  
KFDV-TV, Amarillo, Tex.

**JOHNSON, ARY**  
KPGO, Fargo, N. D.

**JOHNSON, BOS**  
WVAZ-TV, Huntington, W. Va.

**JOHNSON, WAYNE**  
WERT-TV, Cleveland, Ohio.

**JOLLA, RISS**  
KFBH, Wichita, Kan.

**JONES, BOB**  
KNOL, KNOL-TV, Monroe, La.

**JONES, DR. BOB SR.**  
WMTL, Greenville, S. C.

**JONES, TOM**  
WAWK, Winchester, Ky.

**JONES, AERN**  
WHYNS-TV, Springfield, Mass.

**JONZ, TALE**  
WMMO, Aurora, Ill.

**JORGENSEN, BILL**  
WTVN, WTVN-TV, Columbus, Ohio.

**JOY, DICK**  
KFTV, Hollywood, Calif.

**JOYCE, JOHNNY**  
WENC, Fayetteville, N. C.

## I

**IDE, CARL**  
KDKA-TV, Pittsburgh, Pa.

**ILGENFELD, WARREN**  
WISR, Buffalo, Pa.

**INGSTAD, BOB**  
KOVC, Arden City, N. D.

**IONNE, JOE**  
WWRN, Marion, Ohio.

**IRLAND, WILLARD**  
KOMO, KOMO-TV, Seattle, Wash.

**IRWIN, LAW**  
KPOL, Los Angeles, Calif.

**IZZARD, BOB**  
KGSN, KGSN-TV, Amarillo, Tex.

**IZZARD, WES**  
KGSN, KGSN-TV, Amarillo, Tex.

## J

**JACKSON, VILLAN**  
CBS

**JACKSON, DON**  
KTHB, Tyler, Tex.

**JACKSON, KEITH**  
KOMO-TV, Seattle, Wash.

**JACOBSEN, MARTIN**  
KHSI-TV, Chgo., Calif.

**JAMES, STEVEN**  
WLD, Boston, Mass.

**JAMES, TONY**  
WGBR, Freeport, N. Y.

**JARLSON, ALAN**  
KRAM, Los Angeles, Nev.

**JARRELLE, W. W.**  
WKTC, Thomasonville, Ga.

**JARVEL, IVAN**  
WTOH, Toledo, Ohio.

## K

**KAMBER, FLOYD**  
KMIY, Omaha, Neb.

**KALLSEN, RICHARD**  
CBS-TV

**KAPLAN, STAN**  
KPOW, Oklahoma City, Okla.

**KARNAS, PETER**  
WRTF, Middletown, Wis.

**KASSER, CY**  
WUHF, Boston, Mass.

**KAUFMAN, ROBERT**  
WISR, Buffalo, Pa.

**KAYANAGHI, WALT**  
KFAH, Omaha, Neb.

**KEARNS, FRANK**  
CBS-TV

**KERN, HAROLD**  
KFBF-TV, San Diego, Calif.

**KELLEY, PAUL**  
WFSN, Salem, Mass.

**KELLY, BOB**  
WMTL, Milwaukee, Wis.

**KENDRICK, ALEXANDER**  
CBS-TV

**KENNEDY, ED**  
WVLR, Springfield, Mass.

**KENNEDY, JESS**  
WMBD, WMBD-TV, Point, Ill.

**KENNEDY, MICHAEL**  
KRYE, Oklahoma City, Okla.

**KENNEDY, TED**  
KHAS-TV, Hustings, Neb.

**KENNA, H. B.**  
WCOM, Parkersburg, W. Va.

**KENT, GORDON**  
KRAM, Los Angeles, Nev.

**KENT, HAL**  
WDRD-TV, Orlando, Fla.

**KENT, JIMMY**  
WMAK, Nashville, Tenn.



# RADIO-TELEVISION NEWS COMMENTATORS



**KEPLER, BILL**  
WTVW, Evansville, Ind.

**KERLIN, J. C.**  
WGBF, Evansville Ind.

**KERN, EUGENE**  
T. N. on the Record  
CBS

**KE'NER, BILL**  
WVAM, Altoona, Pa.

**KIDNEY, DICK**  
WVFC, WVEC-TV,  
Hampton-Norfolk, Va.

**KIFRAN, WALTER**  
Moulter  
NBC

**KIETH, JOE**  
K'OE, Shreveport, La.

**KI'GORE, GEORGE**  
KDTH, Dubuque, Iowa

**KILGORE, LYLE**  
KFXM, San Bernardino, Calif

**KING, IVAN**  
WTFM, Trenton, N. J.

**KING, JIM**  
WAGA, WAGA-TV, Atlanta,  
Ga.

**KIRSCHHEIM, BILL**  
WBBQ, Augusta, Ga.

**KLINE, ERNIE**  
WBVP, Beaver Falls, Pa.

**KNELL, JACK**  
WBT, Charlotte, N. C.

**KNIGHT, KIRK**  
WWJ-TV, Detroit, Mich.

**KNOX, RALPH**  
WBBF, Rochester, N. Y.

**KNUTSON, DON**  
WKLZ, Kalamazoo, Mich.

**KNUTSON, HAL**  
KBOI, Boise, Idaho

**KNUTSON, MILO G.**  
WKTY, La Crosse, Wis.

**KRASNE, BY**  
KOLN-TV, Lincoln, Neb.

**EREGLOH, HUBERT**  
WSPR, Springfield, Mass.

**KRIEGL, GIL**  
WITH, Baltimore, Md.

**KRISTOF, JOHN**  
WCHS, WCHS-TV,  
Charleston, W. Va.

**KRIEGER, BILL**  
KDAL, KDAL-TV, Duluth,  
Minn.

**KUPCINET, IRV**  
Tonight Show  
NBC-TV

**KURTZ, KEN**  
WIS, WIS-TV, Columbia, S. C.

**KUTZ, EDWARD C.**  
WSPD-TV, Toledo, Ohio

## — L —

**LADD, ED**  
MBS (New York)

**LAFFOON, HAL**  
KBIS, Bakersfield, Calif.

**LA FRANCE, CONRAD**  
WNAE, Warren, Pa.

**LAMANNA, JAMES**  
WFB, Syracuse, N. Y.

**LAMB, VOLNEY**  
WBOW, Terre Haute, Ind.

**LANE, JOHN**  
WGIG, Brunswick, Ga.

**LANZ, RICHARD**  
WTOG-TV, Savannah, Ga.

**LAPE, BOB**  
WTCE, Providence, R. I.

**LAPIKE, RAY**  
KACE, Riverside, Calif.

**LA PRISE, RAY**  
WNDB, Daytona Beach, Fla.

**LARSEN, GENE**  
KFGW, Kearney, Neb.

**LARSEN, WHITEY**  
WNAX, Yankton, S. D.

**LASCELLE, THATCHER**  
WSSV, Petersburg, Va.

**L'AMAM, JACK**  
KCA, Los Angeles, Calif.

**LAVIGNE, RICHARD O.**  
WRFB, Holyoke, Mass.

**LAY, ROBERT C.**  
WMAF, Madison, Fla.

**LAZIER, ED**  
WCEF, Parkersburg, W. Va.

**LEA, ROD**  
WLVA, WLVA-TV,  
Lynchburg, Va.

**LEAK, SID**  
KWEM, Memphis, Tenn.

**LEHMAN, JACK**  
KLAS-TV, Las Vegas, Nev.

**LEISER, ERNEST**  
CBS-TV

**LEISURE, CLARENCE**  
KNBC, San Francisco, Calif.

**LENHARDT, NORM**  
WJBK, WJBK-TV, Detroit,  
Mich.

**LEONARD, DICK**  
KCBS, San Francisco, Calif

**LEONARD, ED**  
WICH, Norwich, Conn.

**LEONARD, VINCE**  
WISH-TV, Indianapolis, Ind.

**LEOPOLD, DAVID F.**  
WBBR, Buffalo, N. Y.

**LE SEUR, LARRY**  
News, U. N. in Action  
CBS, CBS-TV

**LEVINE, IRVING R.**  
NBC

**LEWIS, FRANK**  
WAEB, Allentown, Pa.

**LEWIS, FULTON JR.**  
MBS

**LEWIS, GEORGE**  
WSAZ-TV, Huntington,  
W. Va.

**LEWIS, JOHN F.**  
WBAL, WBAL-TV, Baltimore,  
Md.

**LIPPOLD, HENRY**  
WMT-TV, Cedar Rapids, Iowa

**LISSER, ALAN**  
KBIG, Avalon, Calif.

**LITTLE, JAMES G.**  
WTAG, Worcester, Mass.

**LLOYD, KEITH**  
KVOI, Uvalde, Tex.

**LONG, CHET**  
WBNS-TV, Columbus, Ohio

**LONG, JOE**  
KILT, Houston, Tex.

**LORD, GEORGE**  
WCAU-TV, Philadelphia, Pa.

**LOSER, RAY V.**  
WFGM, Fitchburg, Mass.

**LOWE, HOLLAND**  
WCME, Brunswick, Me.

**LUOTTO, STEVEN**  
WSBC, Chicago, Ill.

**LUTHER, JOHN**  
WERC, Erie, Pa.

**LYMAN, PETER**  
WBOY-TV, Clarksburg,  
W. Va.

**LYONS, DON**  
KPAC, KPAC-TV,  
Port Arthur, Tex.

## — Mc —

**McBEE, KEITH**  
WJZ-TV, Baltimore, Md.

**McBRIDE, BOB**  
WMBH, Joplin, Mo.

**McCAFFERY, JOHN K. M.**  
News  
NBC-TV, WRCA-TV,  
New York, N. Y.

**McCAFFREY, JOSEPH**  
MBS (Washington)

**McCALL, TOM**  
KGW, KGW-TV, Portland, Ore.

**McCLEES, RAY**  
WNCA, Silver City, N. C.

**McCORMICK, ROBERT**  
NBC

**McCORMICK, STEVE**  
MBS (Washington)

**McCrary, EVERETT**  
WJSB, Orestview, Fla.

**McCULLOUGH, RICHARD**  
WJZM, Clarksville, Tenn.

**McDOWELL, ALLISON**  
KDKA, KDKA-TV, Pittsburgh,  
Pa.

**McEWEN, CHARLES**  
KTRB, Modesto, Calif.

**McGAUGHEY, ROBERT**  
WKOA, Hopkinsville, Ky.

**McGEHAN, JACK**  
KEYZ, Wiliston, N. D.

**McGRATH, EDWARD J. JR.**  
WJOC, Jamestown, N. Y.

**McINTOSH, HUGH**  
KOMO, KOMO-TV, Seattle,  
Wash.

**McINTYRE, DALE**  
WMIC, Monroe, Mich.

**McINTYRE, FRANK C.**  
KEEP, Twin Falls, Idaho

**McINTYRE, W. Y.**  
KNDC, Heltfinger, N. E.

**McLOUGHLIN, LAMONT**  
WNDU, WNDU-TV,  
South Bend, Ind.

**McMAHON, JAMES**  
KSEM, Moses Lake, Wash.

**McMURRAY, SCOTT**  
WSTV-TV, Steubenville, Ohio

**McMURTRIE, BURT**  
KTAC, Tacoma, Wash.

## — M —

**MACDONALD, ARCEI**  
WBZ-TV, Boston, Mass

**MacFARLANE, IVAN ROSS**  
WAYE, Baltimore, Md.

**MacKENZIE, JOHN**  
KBET-TV, Sacramento, Calif

**MACMILLAN, ANDREW**  
WGAN-TV, Portland, Me.

**MacNEILL, DAVID**  
WCRB, Boston, Mass.

**MacVANE, JOHN**  
United Nations correspondent  
ABN, ABC-TV

**MAGNUSON, HENRY**  
WCSE-TV, Portland, Me.

**MAHONEY, CLAUDE**  
Radio Farm News  
CBS

**MAIZE, JIM**  
KVOA, KVOA-TV, Tucson,  
Ariz.

**MALDEN, KEN**  
WILD, Boston, Mass.

**MANNING, JOSEPH**  
WWBG, Hornell, N. Y.

**MARANO, TONY**  
WCTC, New Brunswick, N. J.

**MARBLE, HARRY**  
WGAN, Portland, Me.

**MARCHAND, ALEX**  
KALB, KALB-TV, Alexandria,  
La.

**MARTIN, DON**  
KTLN, Denver, Colo.

**MARTIN, JIM**  
WGAR, Cleveland, Ohio

**MARTIN, R. J.**  
WCRY, Macon, Ga.

**MARTIN, RALPH**  
WDGY, Minneapolis, Minn.

**MASON, WILBUR**  
WQUA, Moline, Ill.

**MATERS, JOHN**  
WILS, Lansing, Mich.

**MATLOCK, STAN**  
WKRC, Cincinnati, Ohio

**MATTHEWS, FRANK**  
WOAI-TV, San Antonio, Tex.



# RADIO-TELEVISION NEWS COMMENTATORS



**MAXHAM, GLENN**  
WEPZ, Duluth, Minn.

**MAY, ROY**  
WHL, St. Louis, Mo.

**MAYER, KEN**  
WCAU-TV, Philadelphia, Pa.

**MAYERS, CAL**  
WPMC, Bay City, Mich.

**MAYES, DOUG**  
WBTY, Charlotte, N. C.

**MAYHEW, TOM**  
WTVR, Knoxville, Tenn.

**MAYO, BEN**  
WGAC, Augusta, Ga.

**MEFKS, FRED**  
KSPR-TV, Casper, Wyo.

**MEIGHAN, PAUL**  
KSLA-TV, Shreveport, La.

**MELLA, WILLIAM F.**  
WVNC, Asheville, N. C.

**MENKE, ED**  
WBLY, Lexington, N. C.

**MERCHANT, STAN**  
KVTY, Sioux City, Iowa

**MERRAMAN, PHILIP**  
WICC, WICC-TV, Bridgeport, Conn.

**METZGER, DON**  
WHTT, Milwaukee, Wis.

**MEYER, EDWARD**  
WGH, Norfolk Newport News, Va.

**MICHAELS, PAT**  
KWIZ, Santa Ana, Calif.

**MICHELSEN, BILL**  
KOA-TV, Denver, Colo.

**MILLER, BILL**  
WTAX, Springfield, Ill.

**MILLER, BOB**  
KALB-TV, Alexandria, La.

**MILLER, BRUCE**  
WDSU, WDSU-TV, New Orleans, La.

**MILLER, CHESTER**  
KNAC-TV, Fort Smith, Ark.

**MILLER, DAVE**  
WRVM, Rochester, N. Y.

**MILLER, DON**  
KMNS, Sioux City, Iowa

**MILLER, TOM**  
KWWL-TV, Watertown, Iowa

**MILLER, W. F.**  
WMAV, WMAV-TV, Springfield, Ill.

**MITCHELL, DOUG**  
KUTV, Salt Lake City, Utah

**MITTFAN, RAY**  
WHRB, Benton Harbor, Mich.

**MOLL, ALLAN**  
KALL, Salt Lake City, Utah

**MOLL, SAM**  
KSOQ, Salt Lake City, Utah

**MONROE, HARRY**  
WRVA, Richmond, Va.

**MOORE, DAVE**  
WCCO-TV, Minneapolis, St. Paul, Minn.

**MOORE, GEORGE**  
KTHS, KTHV, Little Rock, Ark.

**MORGAN, EDWARD P.**  
ABN

**MORGAN, JAMES T.**  
WHLN, Hartan, Ky.

**MORGAN, MURRAY**  
KMO, Tacoma, Wash.

**MORGAN ROY E.**  
WILK, WILK-TV, Wilkes-Barre, Pa.

**MORGAN, STEVE**  
WOKY, Milwaukee, Wis.

**MORISOLI, MIKE**  
KSBW, KSBW-TV, KSBY-TV, Salinas-Monterey, Calif.

**MORPHEW, DICK**  
WJDX, WLTP, Jackson, Miss.

**MORRIS, DUDLEY**  
KGBX, Springfield, Mo.

**MORENA, DICK**  
KIBR, Burlington, Iowa

**MORSEY, JERRY**  
KXIC, Iowa City, Iowa

**MOSHER, SOL**  
KYTV, Springfield, Mo.

**MOZLEY, DON**  
KCRS, San Francisco, Calif.

**MUDD, ROGER**  
WTOP, WTOP-TV, Washington, D. C.

**MUELLER, MERRILL**  
NBC

**MULLEN, FRANK**  
WTRV, Troy, N. Y.

**MULLIGAN, KNIGHT**  
WSTN, St. Augustine, Fla.

**MURRAY, LOU**  
WRTA, Altoona, Pa.

**MURROW, EDWARD R.**  
CBS-TV

**MUSTIN, BENNY**  
MBS, Washington

**MVERS, BILL**  
KVOR, Colorado Springs, Colo.

## — N —

**NAJAMY, ABE**  
WLAB, Danbury, Conn.

**NAVARRO, AUGIE**  
KALL, Salt Lake City, Utah

**NAVEN, DEAN**  
KMA, KMTV, Shenandoah, Iowa

**NEBELLETT, BOB**  
WJTV, Jackson, Miss.

**NEEL, BILL**  
KTHS, KTHV, Little Rock, Ark.

**NEIL, JACK**  
KTRM, Beaumont, Tex.

**NELDS, JAMES**  
WLOB, Portland, Me.

**NELSON, LES**  
KFOX, Long Beach, Calif.

**NELSON, ROBERT**  
WSYR, Syracuse, N. Y.

**NESTER, ROY**  
WINE, Winchester, Va.

**NEWCOMBE, CHARLES**  
WSPA, WSPA-TV, Spartanburg, S. C.

**NEWMAN, ROBERT**  
WFEI, Reading, Pa.

**NICHOLS, LES**  
KIMN, Denver, Colo.

**NICKERSON, ROY**  
KTCU, Tucson, Ariz.

**NIKITAS, CHRIS**  
WPEA, Manchester, N. H.

**NORDEEN, JOHN**  
WJAG, Norfolk, Neb.

**NORTON, DON**  
KOTV, Tulsa, Okla.

**NORWOOD, CHARLES**  
WHTC, Hartford, Conn.

**NOVINS, STUART**  
Face the Nation  
CBS, CBS-TV

**NUSS, R. DOUG**  
WNOP, Newport, Ky.

## — O —

**OBBERG, ANDY**  
WRVA-TV, Richmond, Va.

**OHLSINGER, JACQUE**  
WHIS-TV, Bluefield, W. Va.

**O'BRIEN, JOHN**  
WDNE, Eilons, W. Va.

**O'BRIEN, TOM**  
B. April 3, 1925, New York, N. Y.; Man to Man, WOR-TV, Monitor, NBC; Night Patrol, WINS; Big Story, WABD

**O'CONNOR, DON**  
WISN-TV, Milwaukee, Wis.

**O'CONNOR, LEN**  
WMAQ, WSBQ, Chicago, Ill.

**ODENS, PETER**  
KOFI, Ontario, Calif.

**ODOM, MITCH**  
KNEA, Jonesboro, Ark.

**OGILVIE, JACK**  
WBEN, KBBN-TV, Buffalo, N. Y.

**OLDHAM, JACK**  
CKEY, Toronto, Quebec

**OLIVER, JIM**  
KHS, Bi-hop, Calif.

**O'NEAL, GLENN**  
KWHN, Fort Smith, Ark.

**OSGOOD, DICK**  
WXYZ, WXYZ-TV, Detroit, Mich.

**O'SHEA, JOHN**  
WHIC, Hudson, N. Y.

**OWEN, DON**  
KSLA-TV, Shreveport, La.

**OWENS, DON**  
WARR, Arlington, Va.

**OWENS, PAUL**  
WLBH, Lebanon, Ky.

**OWENS, RAY**  
WHEN-TV, Syracuse, N. Y.

## — P —

**PALMER, CURTIS**  
KWDM, Des Moines, Iowa

**PALMER, GEORGE**  
WKRR-TV, Cincinnati, Ohio

**PALMER, LOU**  
WIBC, Indianapolis, Ind.

**PASSAGE, GEORGE**  
WRVA-TV, Richmond, Va.

**PATRICK, JOE**  
KRFX, Phoenix, Ariz.

**PATRICK, LARRY**  
WAIR, Winston-Salem, N. C.

**PAUL, RON**  
WIBR, Baton Rouge, La.

**PAULE, ERNE**  
WDSB, Evansville, Ind.

**PEARSON, DREW**  
KEEN, San Francisco, Calif.

**PEARSON, FORT**  
KPIX, San Francisco, Calif.

**PEARSON, LEON**  
NBC

**PENDLETON, CHUCK**  
KJBS, San Francisco, Calif.

**PENZA, RALPH**  
KWWL, KWWL-TV, Waterloo, Iowa

**PEPPER, BILL**  
WBNS-TV, Columbus, Ohio

**PEPPER, FRANK**  
WOTV, Tallahassee, Fla.

**PERRINI, MIKE**  
WKMH, Dearborn-Detroit, Mich.

**PETRY, RICHARD**  
WFAL, Fayetteville, N. C.

**PETERS, ART**  
WDAS, Philadelphia, Pa.

**PETERS, JOHN**  
WBOY-TV, Clarksburg, W. Va.

**PETERSEN, J. K.**  
KTVH, Hutchinson, Kan.

**PETTIT, ED**  
MBS (New York)

**PHILBIN, REGIS**  
KSON, San Diego, Calif.

**PHILLIPS, GEORGE**  
WAVZ, New Haven, Conn.

**PRUPPS, JOE**  
WWDU, Washington, D. C.

**PIEZE, ELLIOTT**  
WMBM, Miami Beach, Fla.

**PINKHAM, VIRGIL**  
MBS



# RADIO-TELEVISION NEWS COMMENTATORS



- PITCOCK, BOB**  
KWBY, Colorado Springs, Colo.
- PLASAK, MARTIN**  
WBOW, Terre Haute, Ind.
- PLATT, BILL**  
KFH, Wichita, Kan.
- PLATT, DAVID MILTON**  
WEAT, West Palm Beach, Fla.
- POLLIS, MERLE**  
WEEP, Pittsburgh, Pa.
- POLLOCK, ED**  
WWVA, Wheeling, W. Va.
- PORTER, BEN G. JR.**  
WCYR, Macon, Ga.
- POTTER, DON**  
WKXN-TV, Saginaw, Mich.
- POWELL, CHARLES**  
KVTU, Sioux City, Iowa
- POWELL, RUSSELL**  
KFRE, KFRE-TV, Fresno, Calif.
- POWELL, TOM**  
WGII, Scranton-Wilkes Barre, Pa.
- POWERS, JACK**  
WSMB, New Orleans, La.
- PRESSMAN, GABE**  
Shell Local News, WRCA-TV;  
On the Spot Reports, WRCA,  
WRCA-TV
- PRICE, DAN**  
WFDP, Flint, Mich.
- PRICE, GRANT**  
KXEL, Waterloo, Iowa
- PRICE, JOHN**  
WHP, WHP-TV, Harrisburg, Pa.
- PRICE, RALPH**  
WJHL-TV, Johnson City, Tenn.
- PUMPHREY, HORACE**  
WSGN, Birmingham, Ala.
- PUTNAM, GEORGE**  
KTTV, Hollywood, Calif.
- R —
- RABER, ALAN D.**  
WKAP, Allentown, Pa.
- RALEIGH, JOHN**  
WRCV-TV, Philadelphia, Pa.
- RAMOS, RALPH**  
KFDM-, KFDM-TV,  
Beaumont, Tex.
- RANDALL, PORTER**  
KFJZ, Fort Worth, Tex.
- RANKIN, DAVE**  
WHKK, Akron, Ohio
- RASH, BRYSON**  
WRC, WRC-TV, Washington,  
D. C.
- RAUER, MAX**  
KWDM, Des Moines, Iowa
- RAY, GEORGE**  
WTVH, Peoria, Ill.
- RAY, ROBERT L.**  
WPTV, Palm Beach, Fla.
- READ, BROOKS**  
WBRZ, Baton Rouge, La.
- REAMER, DON**  
WDXB, Chattanooga, Tenn.
- REDABAUGH, HAROLD**  
KRDO, KRDO-TV,  
Colorado Springs, Colo.
- REED, TOM**  
WMIS, Natchez, Miss.
- KENDELL, RICHARD**  
ARN, ABC-TV, Washington,  
D. C.
- RENICK, RALPH**  
WTVJ, Miami, Fla.
- REX, JOSEPH**  
WMBD-TV, Peoria, Ill.
- RHODES, JOHN**  
WRRR, Rockford, Ill.
- RHYNER, WARREN**  
WFRV-TV, Green Bay, Wis.
- RICE, CONRAD C.**  
WSPB, Sarasota, Fla.
- RICE, CRAWFORD**  
WSFA-TV, Montgomery, Ala.
- RICH, JOHN**  
NBC
- RICHIE, BILL**  
KYSD, KYSD-TV,  
Wichita Falls, Tex.
- RIDDELL, CORWIN L.**  
KWFR, San Angelo, Tex.
- RIDER, JACK**  
WELS, Kingston, N. C.
- RIBDY, BOB**  
KODY, North Platte, Neb.
- RILEY, DWAYNE X.**  
WTVV, Cadillac, Mich.
- RININGER, RON**  
WJAC-TV, Johnstown, Pa.
- RIPPE, BILL**  
NBC
- RITCHEY, CHARLIE**  
WFBG-TV, Altoona, Pa.
- ROBERTS, BILL**  
WMT-TV, Cedar Rapids, Iowa
- ROBERTS, CLETE**  
KNXT, Los Angeles, Calif.
- ROBERTS, JOHN**  
WPIL, Philadelphia, Pa.
- ROBERTSON, DON**  
WNOK-TV, Columbia, S. C.
- ROBINSON, HERB**  
KOMO-TV, Seattle, Wash.
- ROBINSON, WIP**  
WSVA-TV, Harrisonburg, Va.
- ROGERS, RIK**  
WJAN, Spartanburg, S. C.
- ROLLINGS, JACK**  
KGKB, Tyler, Tex.
- ROLLINS, TOM**  
KSYD, KSYD-TV,  
Wichita Falls, Tex.
- ROLLISON, FRED**  
WFIE-TV, Evansville, Ind.
- ROMAN, ROY**  
WTVR, Richmond, Va.
- ROPER, TOM**  
WBBH, Warren, Ohio
- ROSE, JOE**  
KONA-TV, Honolulu, Hawaii
- ROSS, BILL**  
KSLM, Salem, Ore.
- ROTHAHEL, ARTHUR**  
WLNH, Laconia, N. H.
- ROTTMAN, MEL**  
WRIT, Milwaukee, Wis.
- ROWLAND, DON**  
WBSR, Pensacola, Fla.
- RUDES, JIM**  
WSPD-TV, Toledo, Ohio
- RUDLOFF, EVERETT**  
WJLK, Asbury Park, N. J.
- RUILE, PAUL**  
WGRC, Louisville, Ky.
- RUNYON, ROBERT**  
WKHM, Jackson, Mich.
- RUPPERT, TRAVERS**  
WAKK, Hagerstown, Md.
- RUSSELL, DON**  
Monitor  
NBC
- RUSSELL, LAVERNE**  
KJW, Walla Walla, Wash.
- RUST, PAUL**  
WQAM, Miami, Fla.
- RYAN, BILL**  
News  
NBC-TV
- RYAN, EDWARD**  
WTOP, WTOP-TV,  
Washington, D. C.
- S —
- SADLON, EARL**  
WBUT, Butler, Pa.
- SAIZAN, THOMAS P.**  
WJBO, Baton Rouge, La.
- SAKS, BERNIE**  
WISL, Shamokin, Pa.
- SALISBURY, JOHN**  
KPTV, Portland, Ore.
- SAMBORN, ALBERT**  
WPAG-TV, Ann Arbor, Mich.
- SANDEFUR, HUGH EDWARD**  
WSON, Henderson, Ky.
- SANDERS, BOB**  
WAUD, Auburn, Ala.
- SANDERS, DICK**  
WJDX, WLBT, Jackson, Miss.
- SARDELLA, CARLOS**  
WOND, Pleasantville, N. J.
- SAUNDERS, C. J.**  
KCLS, Flagstaff, Ariz.
- SAUNDERS, CARL**  
KXLA, Pasadena, Calif.
- SCHAEFFER, MARTIN E.**  
WSON, Henderson, Ky.
- SCHERER, RAY**  
NBC News
- SCHNEIDER, AUSTIN**  
KETV, Omaha, Neb.
- SCHOENBRUN, DAVID**  
CBS-TV
- SCHORR, DANIEL**  
CBS-TV
- SCHOTTELKOTTE, AL**  
WSAI, Cincinnati, Ohio
- SCHREIBER, ART**  
WHIZ, WHIZ-TV, Zanesville,  
Ohio
- SCHROEDER, DOROTHY JEANE**  
WSAZ-TV, Huntington,  
W. Va.
- SCOTT, HAROLD**  
WJAC-TV, Johnstown, Pa.
- SCOTT, JOHN**  
MBS (New York)
- SCOTT, JOHN**  
WMTX, Mt. Vernon, Ill.
- SCOTT, JOHN W.**  
KENS-TV, San Antonio, Tex.
- SCOTT, KEN**  
WHY, Montgomery, Ala.
- SEARLS, GUY**  
CBS-TV
- SECONDARI, JOHN**  
Open Hearing, Sunday  
ABN, ABC-TV, Washington,  
D. C.
- SEFTERS, JIM**  
KWBB, Wichita, Kan.
- SEGAL, ZEKE**  
WMIE, Miami, Fla.
- SEIBERT, RAY**  
WBBH, Warren, Ohio
- SELIKOFF, ARTHUR**  
KVOX, Fargo, N. D.
- SENTER, JACK**  
KEYS, Corpus Christi, Tex
- SEVAREID, ERIC**  
News Analysis  
CBS
- SEYMOUR, JIM**  
WDVH, Gainesville, Fla.
- SHANNON, BILL**  
WBAT, Marion, Ind.
- SHANNON, GEORGE**  
WTOK-TV, Meridan, Miss.
- SHARMAN, GEORGE**  
KONO, San Antonio, Tex.
- SHAW, CHARLES**  
WCAU-TV, Philadelphia, Pa.
- SHAW, JOSEPH V.**  
WTSL, Hanover, N. H.
- SHAW, SID**  
WSAV, WSAV-TV,  
Savannah, Ga.
- SHEEHAN, WILLIAM**  
WJR, Detroit, Mich.
- SHELL, TED**  
WBNS TV, Columbus, Ohio



# RADIO-TELEVISION NEWS COMMENTATORS



## T

- SHELLER, LEROY**  
WDMJ, WDMJ-TV  
Marquette, Mich.
- SHEPHERD, BILL**  
WBLL, Delon, Wis.
- SHERLOCK, JACK**  
KOA-TV, Denver, Colo.
- SHERWOOD, BOB**  
WOKY, Milwaukee, Wis.
- SHERWOOD, DON**  
WIMA, WIMA-TV, Lima  
Ohio
- SHIELDS, LARRY**  
KLAS-TV, Las Vegas, Nev.
- SHROVER, LAWRENCE**  
WPRC, Lincoln, Ill.
- SHULTZ, JOHN W.**  
WHIE, Martinsville, Va.
- SIDOR, TED**  
WJOL, Hammond, Ind.
- SIMMONS, FRITZ**  
WFRP, Savannah, Ga.
- SINGISER, FRANK**  
MBS (New York)
- SIPHERD, ART JR.**  
KCMJ, Palm Springs, Calif.
- SISSKIND, CARL J.**  
KGMG, Englewood, Colo.
- SLACK, HELEN**  
WLFH, Little Falls, N. Y.
- SKINNER, DAVE**  
WHRJ, Marion, Ind.
- SKINNER, RALPH**  
WLAM, Lewiston, Me.
- SKJELSTAD, JIM**  
KBLE, Red Bluff, Calif.
- SKIBINNA, EVERETT**  
KTEL, Walla Walla, Wash.
- SLATON, BILL**  
WJQS, Jackson, Miss.
- SLAMAKER, GENE**  
KYW-TV, Cleveland, Ohio
- SMALL, ALAN**  
CKFH, Toronto, Ontario
- SMALL, BILL**  
WLAS-TV, Louisville, Ky.
- SMALL, LEE**  
KNOE, KNOE-TV, Monroe,  
La.
- SMITH, BURLEIGH**  
KERO-TV, Bakersfield, Calif.
- SMITH, CAROLINE**  
KGFJ-TV, Galveston, Tex.
- SMITH, DAVE**  
KVEF, Austin, Tex.
- SMITH, DAVENPORT**  
WBIO, WBRC-TV  
Birmingham, Ala.
- SMITH, DON**  
KXOV, Sacramento, Calif.
- SMITH, FRANK**  
KFEQ-TV, St. Joseph, Mo.
- SMITH, GRAHAM**  
WBML, Mason, Ga.
- SMITH, HARRY**  
WSGW, Savannah, Mich.
- SMITH, HOWARD K.**  
CBS-TV
- SMITH, JAY**  
WRRK, Rockford, Ill.
- SMITH, JIM**  
WGEM-TV, Quincy, Ill.
- SMITH, JOHN**  
KTRH, Houston, Tex.
- SMITH, LEON**  
WBTM, Danville, Va.
- SMITH, LESTER**  
MBS (New York)
- SMITH, LANN**  
WMOU, Berlin, N. H.
- SMITH, PAUL**  
KNDG, Iowa City, Iowa
- SMITH, RALPH**  
WTRJ, Proser, Ill.
- SMITH RALPH**  
WFOA, WEHT, Evansville  
Ind.
- SMITH, WILLIAM R.**  
WPEW, Philadelphia, Pa.
- SNYDER, JAMES**  
KDKA, KDKA-TV  
Pittsburgh, Pa.
- SNYDER, JAMES**  
WTRF-TV, Wheeling, W. Va.
- SNYDER, TOM**  
WSAV-TV, Savannah, Ga.
- SOKOLSKY, GEORGE**  
ABN
- SOMERS, RAY**  
WRFK, Athens, Ga.
- SOWARD, OLAF**  
WIBW, WIBW-TV, Topeka,  
Kan.
- SOVELL, F. C.**  
WLAG, WLAG-TV, Nashville,  
Tenn.
- SPEAR, DAN**  
KAFY, Bakersfield, Calif.
- SPRAGG, GRAYDON**  
WBAY, Greenfield, Mass.
- SQUIRES, KEN**  
WHIL, Boston, Mass.
- STAIRS, ROBERT**  
KHDO, Sioux Falls, S. D.
- STARINES, JACK**  
WFNS, Burlington, N. C.
- STAR, RAY**  
WJAN, Spartanburg, S. C.
- STEFFY, BILL**  
WICE, Providence, R. I.
- STEGER, JOHN**  
WGSN, Huntington, N. Y.
- STEMLER, NICK**  
WVPR, Tampa, Fla.
- STEPHENS, DR. RUTH**  
WEGN, Knoxville, Tenn.
- STEPHENS, DR. WALDO**  
KOMA, Oklahoma City, Okla.
- STEPHENSON, R. J.**  
WJAC, WJAC-TV, Johnstown,  
Pa.
- STEVENS, FRANK**  
WTRF-TV, Wheeling, W. Va.
- STEWART, BILL**  
WFBP, Minneapolis, Minn.
- STEWART, JACK**  
WAPK, Newport, R. I.
- STEWART, LARRY**  
KXJW, St. Louis, Mo.
- STEWART, SAM**  
KTEL, KTEL-TV, Tulsa,  
Okla.
- STIDSTONE, G. W.**  
WLEA, Bismarck, N. Y.
- STILL, BRUCE**  
WCAS, Springfield, Ill.
- STILLE, BERT**  
WTVN, WTVN-TV,  
Columbus, Ohio
- STONE, RUD**  
WOWO, Fort Wayne, Ind.
- STONER, PETER**  
WJBR, WJBR-TV, Detroit,  
Mich.
- STOUT, BILL**  
KNXT, Los Angeles, Calif.
- STOUT, NED C.**  
WCLT, Newark, Ohio
- STROHEHN, DOUG**  
WSAV-TV, Savannah, Ga.
- SUIT, HAL**  
WALB-TV, Albany, Ga.
- SULLIVAN, J. V.**  
WGAN-TV, Burlington, Vt.
- SULLIVAN, PAUL**  
MBS (Philadelphia)
- SUMPE, C. RUSSELL**  
WERY, Warrenton, Oreg.
- SUTTON, SCOTT**  
WTOP-TV, Washington, D. C.
- SWANSON, KEITH**  
KSRV, Ontario, Ore.
- SWAW, TED**  
KSD-TV, Wichita Falls, Tex.
- SWAYZE, JOHN CAMERON**  
WABC-TV, New York, N. Y.
- SMERENA, GEORGE**  
WTRV, Troy, N. Y.
- TABERNER, ORRIS**  
WFOD, Toledo, Ohio
- TALBOT, BILL**  
KMTV, Omaha, Neb.
- TAYLOR, AL**  
WFL, Philadelphia, Pa.
- TAYLOR, BOB**  
KOLN-TV, Lincoln, Neb.
- TAYLOR, CLIFF**  
WLEU, Erie, Pa.
- TAYLOR, DEL**  
WHLL, Wheeling, W. Va.
- TAYLOR, FRANCIS P.**  
WSTV-TV, Scrubensville, Ohio
- TAYLOR, FRANK**  
WJPM, Smithfield, N. C.
- TAYLOR, LOUISE**  
WEP, Charleston, Ill.
- TAYLOR, VESTAL**  
WFFD-TV, Wilmington, N. C.
- TEMBY, BRITTON**  
WWJ, WWJ-TV, Detroit,  
Mich.
- TEMPLETON, JOE**  
WTVJ, Miami, Fla.
- TERMIN, JONAS**  
WDDI, Indiana, Pa.
- TERRY, GENE**  
WTFD, KHQA-TV, Quincy,  
Ill.
- TERRY, JOHN**  
WYKO, Columbus, Ohio
- TIBBALS, HARRY**  
WJLM, Wilmington, Del.
- TROMAS, GIL**  
WFYC, Akron, Mich.
- THOMAS, JOHN G.**  
WCKB, Dunn, N. C.
- THOMAS, WALTER**  
KLEF, Little Falls, Minn.
- THOMPSON, JAMES W.**  
WJLL, Sagara Falls, N. Y.
- THOMPSON, JOHN**  
KELP, KELP-TV, El Paso,  
Tex.
- THOMPSON, PAUL**  
KENS-TV, San Antonio, Tex.
- THOMPSON, ROBERT**  
WJXB, Myrtle Beach, S. C.
- THOMPSON, JACK**  
Wou, WDC-TV, Lavenport,  
Iowa
- THOMPSON, TONY**  
WEOL, Elora, Ohio
- THORNE, TED**  
WGN-TV, Chicago, Ill.
- THORNE, TED**  
WLOI, Lenoire, Ind.
- THORNLEY, HANK**  
KBET-TV, Sacramento, Calif.
- TICKNOK, LYLE**  
KQHE, Pueblo, Colo.
- TIDEMANN, WARNER**  
WBLN, Bloomington, Ill.
- TILLMAN, JOHN**  
WPIX, New York, N. Y.
- TEBIAS, DICK**  
WCLJ, Corning, N. Y.
- TOLLESON, GENE**  
KENE, Torpansh, Wash.
- TOMLINSON, BILL**  
WBB, Dubuque, Minn.
- TOPINSKI, RUDY**  
WSAT, WSAT-TV, Wausau,  
Wis.
- TOWNES, MILO**  
KLDK, Jefferson City, Mo.
- TOWNSEND, CHET**  
WJPF, Harris, Ill.
- TOWNSEND, BALLEAS**  
Radio World News Roundup  
CBS
- TRAVIS, G. EDWARD**  
WGH, Norfolk, Newport News,  
Va.
- TRIPLETT, ED**  
KPIG, Bellingham, Wash.





**TRIPPE, JIM**  
WETO, Gadsden, Ala.

**TROUT, ROBERT**  
CBS, WCBS-TV, New York, N. Y.

**TRUERE, BOB**  
WCOS, Columbia, S. C.

**TUCKER, ART**  
KSVL, Richfield, Utah

**TUCKER, NORMAN**  
WBGR, Jesup, Ga.

**TUMA, CY**  
KOTV, Tulsa, Okla.

**TUREK, BOB**  
WGEM, Quincy, Ill.

**TURNER, ULMER**  
WBBK, Chicago, Ill.

**TYLER, WAYNE**  
WLVA-TV, Lynchburg, Va.

**TYSS, TY**  
WLFH, Little Falls, N. Y.

— U —

**UBELL, EARL**  
MBS (Science)

**UEBELHART, JAMES W.**  
WSPD-TV, Toledo, Ohio

**UMPLEBY, ROBERT**  
WJOB, Hammond, Ind.

**UNDERWOOD, JIM**  
KRLD-TV, Dallas, Tex.

**UNTERBORN, RICHARD**  
KTBS-TV, Shreveport, La.

**UTLEY, CLIFTON**  
WMAQ, WNBQ, Chicago, Ill.

— V —

**VAN, LYLE**  
MBS (New York)  
WOR, WOR-TV, New York, N. Y.

**VAN DEE, JAMES**  
WVMI, Biloxi, Miss.

**VAN DEERLIN, LIONEL**  
KFSD, KPFD-TV, San Diego, Calif.

**VANDERCOOK, JOHN W.**  
ABN

**VANDER KELEN, DONALD A.**  
WDCZ, Green Bay, Wis.

**VANDEVENTER, BOB**  
WBAP-TV, Fort Worth, Tex.

**VAN HORN, ARTHUR**  
ABN

**VAN SICKLE**  
WHAS-TV, Louisville, Ky.

**VANT HULL, FRED**  
KMGM-TV, Minneapolis, Minn.

**VAN TOL, THOMAS**  
WGRD, Grand Rapids, Mich.

**VAN VOORHIS, WESTBROOK**  
MBS (New York)

**VASTINE, ROY**  
WPAV, Portsmouth, Ohio

**VAUGHN, JOE**  
WLEC, Sandusky, Ohio

**VEIDT, BILL**  
KCNY, San Marcos, Tex.

**VERNON, ROY**  
KJAY, Topeka, Kan.

**VIDNOVIC, SAM**  
WMCK, McKeesport, Pa.

**VINALL, JAMES**  
WJR, Detroit, Mich.

**VOGEL, PHIL**  
WOAY-TV, Oak Hill, W. Va.

**VOLGER, GEORGE J.**  
KWPC, Muscatine, Iowa

**VON FEUD, CHARLES**  
Radio News of America  
CBS, CBS-TV

**VOSBURGH, HARRY**  
WSLB, Ozdenburg, N. Y.

— W —

**WABER, TOM**  
WXYZ, WXYZ-TV, Detroit, Mich.

**WADE, STEVE**  
WAEB, Allentown, Pa.

**WAGNER, JOHN**  
KWBB, Wichita, Kan.

**WAGY, NORMAN**  
WKST-TV, New Castle, Pa.

**WALDON, ALAN**  
WPAC, Patchogue, N. Y.

**WALKER, AL**  
WCAW, Charleston, W. Va.

**WALKER, WELDON**  
WARL, Arlington, Va.

**WALLACE, MIKE**

B. May 9, 1918, New York, N. Y.; Mike Wallace Interview, ABC

**WALSH, GORDON**  
WINC, Winchester, Va.

**WARD, KEITH**  
KJBC, Midland, Tex.

**WARD, L. AUDREY**  
WBBI, Newark, N. J.

**WARD, LARRY**  
KTVI, St. Louis, Mo.

**WARD, MAC**  
KNDE-TV, Monroe, La.

**WARD, RUSS**  
WRC-TV, Washington, D. C.

**WARD-STEINMAN, IRVING**  
KDSS, Alexandria, La.

**WARREN, CHARLES**  
MBS (Washington)

**WARREN, CHUCK**  
KPHO, KPHO-TV, Phoenix, Ariz.

**WARREN, DOUG**  
WKDN, Camden, N. J.

**WARREN, JIM**  
KGB, San Diego, Calif.

**WARREN, MATTHEW**  
WTTG, Washington, D. C.

**WARREN, STEVE**  
WMC, WMCT, Memphis, Tenn.

**WARWICK, STAN**  
KXLA, Pasadena, Calif.

**WATSON, BOB**  
WQXI, Atlanta, Ga.

**WAYMAN, KEN**  
KTIV, Sioux City, Iowa

**WAYNE, MAURV**  
KTBS-TV, Shreveport, La.

**WEBB, BRYAN**  
WTSP, St. Petersburg, Fla.

**WEEKS, ED**  
KOVC, Valley City, N. D.

**WELLS, FRANK**  
WSGW, Saginaw, Mich.

**WESSON, DICK**  
KABC, KABC-TV, Los Angeles, Calif.

**WEST, DICK**  
WFAA, WFAA-TV, Dallas, Tex.

**WESTBROOK, RICHARD**  
WHOK, Lancaster, Ohio

**WESTBROOK, TED**  
WKBV, Richmond, Ind.

**WESTERKAMP, DICK**  
WWJ-TV, Detroit, Mich.

**WHALEN, TOM**  
WBAP-TV, Fort Worth, Tex.

**WHEELER, DICK**  
WFAA-TV, Dallas, Tex.

**WHITE, IY**  
WLBB, Lebanon, Pa.

**WHITELEY, BOB**  
WKBL, Covington, Tenn.

**WHITELY, GORDON**  
WLAP, WLXP-TV, Lexington, Ky.

**WHITTIER, CHUCK**  
WILK, WILK-TV, Wilkes-Barre, Pa.

**WILBANKS, BOB**  
WBIW, Bedford, Ind.

**WILLIAMS, BILL**  
WSM-TV, Nashville, Tenn.

**WILLIAMS, LAFE**  
KFEQ, KFEQ-TV, St. Joseph, Mo.

**WILLIAMS, LOU**  
WCEN, Mt. Pleasant, Mich.

**WILLIAMS, MANNING**  
KGUL-TV, Galveston, Tex.

**WILLIAMS, PAUL**  
WWJ-TV, Detroit, Mich.

**WILLIAMS, RICH**  
WKBV, Richmond, Ind.

**WILLIFORD, EARL**  
WBLO, Evergreen, Ala.

**WILSON, BOB**

B. Aug. 27, 1915, Muncie, Ind.; The Saturday Night News, WRCA-TV; The World News Roundup, Metropolitan Life's Good Morning News, Today in Wall Street, The 11th Hour News Special, WRCA; NBC News, NBC-TV

**WILSON, EARL**  
Tonight Show  
NBC-TV

**WILSON, EDWARD**  
KOAM, KOAM-TV, Pittsburg, Kan.

**WILSON, GLEN**  
WLW-T, Cincinnati, Ohio

**WILSON, JOHN**  
KONO, San Antonio, Tex.

**WILSON, PHIL**  
WTVH, Peoria, Ill.

**WILSON, RAY**  
KFBM-TV, San Diego, Calif.

**WINGATE, JOHN**

B. Jan. 16, 1921; Night Beat, WABD; 6:15 P.M. News Extra, 7:20 P.M. News, WOR; 2:30 and 5:30 P.M. News, Mutual

**WOLFE, DAVE**  
WJOC, Jamestown, N. Y.

**WOMACK, BURL**  
WSAV, WSAV-TV, Savannah, Ga.

**WOOD, ED**  
WTVN-TV, Columbus, Ohio

**WOOD, JAMES L.**  
WSBT, South Bend, Ind.

**WOODS, CHARLES**  
ABN

**WOODWARD, ROSS**  
KXL, Portland, Ore.

**WORKHOVEN, MERRILL**  
WOW, WOW-TV, Omaha, Neb.

**WORKMAN, W. D. JR.**  
WIS, WIS-TV, Columbia, S. C.

**WRIGHT, J. BRADLEY**  
KSL-TV, Salt Lake City, Utah

— XYZ —

**YANO, M.**  
KULA-TV, Honolulu, Hawaii

**YOUNG, BRIG**  
WHTC, Holland, Mich.

**YOUNG, LEE**  
KIEEP, Phoenix, Ariz.

**ZAMES, CHARLES**  
WSAN, Allentown, Pa.

**ZEIGIN, JACK**  
WING, Dayton, Ohio

**ZIEBARTH, E. W.**  
WCCO, WCCO-TV, Minneapolis, Minn.

**ZOLA, LEONARD**  
WESX, Salem, Mass.



# LEONARD VALENTA

TELEVISION  
DIRECTOR

TRafalgar 7-0962

Agent:  
Ashley-Steiner, Inc.  
579 Fifth Ave., N.Y.C.  
MU 8-8330

## Don Richardson

*Director*



*Management*

JEROME HELLMAN ASSOCIATES

PL 5-7715



# RADIO-TV DIRECTORS

RADIO AND TELEVISION

—their work during 1957

— A —

**ALLEN, CRAIG**

Sports Review, Mr. Peepers, Wide  
Wide World, NBC-TV

**ALTER, PAUL**

Price Is Right, I've Got A  
Secret

NBC-TV; CBS-TV

**AMATEAU, ROD**

Burns & Allen  
CBS-TV

**ANDERSEN, BRUCE**

High Adventure with Lowell  
Thomas  
CBS-TV

**ANDREWS, CHARLES**

Ford Road Show (Starring  
Arthur Godfrey) CBS

**ARMSTRONG, RICHARD**

College News Conference  
ABC-TV

**ASHER, WILLIAM**

Sally  
NBC-TV

**ASHLEY, IRA**

City Hospital; Young Doctor  
Malone  
CBS

**ATKINS, IRV**

People Are Funny  
NBC-TV

**AUCHINCLOSS, GORDON**

Johnny Pearson Show  
ABN

**AUERBACH, LARRY**

Love of Life  
CBS-TV

— B —

**BANNER, BOB**

Chevy Show  
NBC-TV

**BARB, RICHARD**

Broken Arrow  
ABC-TV

**BELLAMY, EARL**

Lone Ranger, ABC-TV; Tales  
of Wells Fargo, NBC-TV

**BENSON, LEON**

West Point; Adventure at  
Scott Island  
ABC-TV

**BERENSON, IRVING**

U.N. on the Record  
CBS

**BERNS, SEYMOUR**

The Edsel Show, Bing Crosby  
and His Friends, Red Skelton  
Show  
CBS-TV

**BIRCH, PETER**

Captain Kangaroo  
CBS-TV

**BISHOP, TERRY**

Adventures of Robin Hood  
CBS-TV

**BISNEY, BYRON**

Country Music Jubilee  
ABC-TV

**BLAIR, GEORGE**

Superman  
ABC-TV

**BLEYER, ROBERT**

Arthur Godfrey Time  
CBS

**BLOOM, NORTON**

Conquest  
CBS-TV

**BOTTICHER, BUD**

Fury, NBC-TV; Maverick,  
ABC-TV

**BRAHM, JOHN**

Suspicion  
NBC-TV

**BRODHEAD, JOHN**

All American Game of the  
Week  
ABC-TV

**BROWN, DAVE**

Paul Winchell Show, ABC-TV;  
Treasure Hunt, NBC-TV

**BROWN, JIM**

Man Around the House  
CBS

**BROWNING, KIRK**

Shirley Temple Storybook  
NBC-TV



**Cort Steen**

DIRECTOR  
OF

**"VOICE OF FIRESTONE"**

ABC-TV



**BARRY SHEAR**

**BARRY**

*directs*

**EDDIE FISHER**

*on*

**NBC** thru

MCA

★

Contact Dick Rubin



# RADIO-TV DIRECTORS



**BUSCEMI, TOM**  
Bowling Stars  
ABC-TV

— C —

**CARR, THOMAS**  
Breakdown  
CBS-TV

**CARTON, ALAN**  
Longines Symphonette  
CBS

**CASELLI, LAMAR**  
The Last Word  
CBS CBS-TV

**CASTLE, WILLIAM**  
The Californians  
NBC-TV

**CHAFFEY, DON**  
Adventures of Robin Hood  
CBS-TV

**CLARK, JAMES**  
Playhouse 90  
CBS-TV

**CLAXTON, WILLIAM**  
The Californians  
NBC-TV

**COLE, BUD**  
Club Oasis  
NBC-TV

**COLLIERAN, WILLIAM**  
Du Pont Show of the Month  
CBS-TV, Polly Bergen Show,  
NBC-TV

**COOPER, HAL**  
Search for Tomorrow  
CBS-TV

**COOPER, JACKIE**  
The People's Choice  
NBC-TV

**CORDAY, TED**  
As The World Turns  
CBS-TV

**CORRIGAN, WILLIAM**  
Arms-Tongue Circle Theatre  
CBS-TV

**CORSLAND, ALLAN JR.**  
CBS-TV

**COUGHLIN, ALFRED A.**  
Bid Kamp Show  
ARN

**CRAFTREE, ARTHUR**  
Adventures of Sir Lancelot  
ABC-TV

**CUMMINGS, BOB**  
Bob Cummings Show  
NBC-TV

— D —

**DAILEY, BOB**  
Person to Person  
CBS-TV

**DANIELS, JACK**  
Woody Woodpecker  
ABC-TV

**DARLEY, DIK**  
Lux Show Starring Rosemary  
Clooney  
NBC-TV

**DAUGHERTY, HERSCHEL**  
Suspicion, Wagon Train  
NBC-TV

**DAVIS, EDDIE**  
Adventure at Scott Island  
ABC-TV

**DAVIS, HOWARD**  
Toony, Howdy Doody  
NBC-TV

**DAY, ROBERT**  
Adventures of Robin Hood  
CBS-TV

## DE ANGELO, CARLO

B. Rome, Italy, Ave Maria Hour,  
Transcriptions; "Run, Thief,  
Run", Play—Directed

**DE CAPRIO, AL**  
Phil Silvers Show  
CBS-TV

**DE CORDOVA, FRED**  
December Bride  
CBS-TV

**DESMOND, JOHN**  
Odyssey, Hotel Cosmopolitan  
CBS-TV

**DEW, EDDIE**  
Sgt. Preston of the Yukon  
CBS-TV

**DIAMOND, VERN**  
World News Roundup, Miss  
America, CBS-TV

**DIETRICK, GARTH**  
Tonight  
NBC-TV


**DISKIN, MARSHALL**  
Dean Pike  
ABC-TV

**DOLAN, JAMES M.**  
Sports Time, Saturday Sports  
Resume, Sunday Sports Re-  
sume, CBS

**DONEHUE, VINCENT J.**  
Playhouse 90  
CBS-TV

## DONNER, RICHARD D.

Industrial, Comm., Theatrical  
Films & TV Shows



**GARRY SIMPSON**  
Producer - Director

**DICK SCHNEIDER**  
DIRECTOR  
NBC-TV



# RADIO-TV DIRECTORS



## DONOVAN, TOM

Studio One  
CBS-TV

## DOUGHERTY, HERSCHEL

Alfred Hitchcock Presents  
CBS-TV

## DUBIN, CHARLES S.

New York Philharmonic  
Young People's Concerts,  
Seven Lively Arts, CBS-TV;  
Twenty-One, NBC-TV.

## DUDDY, LYN

Merv Griffin Show  
ABN

## DUNLAP, RICHARD

Omnibus, Kraft Television  
Theatre, NBC-TV

## DWAN, ROBERT

You Bet Your Life  
NBC-TV

### — E —

## ENGELBACH, DEE

Galen Drake Show, Second  
Mrs. Burton, CBS

## ENGLANDER, ROGER

Odyssey  
CBS-TV

## ENGLISH, JOHN

Lassie  
CBS-TV

### — F —

## FASSETT, JIM

The New York Philharmonic  
CBS

## FAUSSETT, HUDSON

Tic Tac Dough  
NBC-TV

## FELDMAN, RICHARD

Look Here, NBC-TV; Pat  
Boone Chevy Showroom, ABC-  
TV

## FELTON, NORMAN

Studio One, CBS-TV

## FERBER, MEL

Seven Lively Arts  
CBS-TV

## FERRIN, FRANK

Andy's Gang  
NBC-TV

## FLOREY, ROBERT

Wagon Train, M-Squad  
NBC-TV

## FORD, PHIL

Lassie  
CBS-TV

## FOSTER, NORMAN

Zorro  
ABC-TV

## FOX, VAN

Wide Wide World  
NBC-TV

## FRANKENHEIMER, JOHN

Playhouse 90  
CBS-TV

## FRISTOE, ALLEN

Wendy Warren and the News  
CBS

### — G —

## GADETTE, FRED

You Asked for It  
ABC-TV

## GALLU, SAM

Navy Log  
ABC-TV

## GARNETT, RAY

Turn of Fate  
NBC-TV

## GERSTAD, HARRY

Superman  
ABC-TV

## GIBBS, PARKER

NBC Bandstand  
NBC

## GIRARD, BERNARD

The Thin Man, M-Squad  
NBC-TV

## GODFREY, PETER

Turn of Fate, Court of Last  
Resort, NBC-TV

## GOLTZ, SIDNEY C.

All Star Golf  
ABC-TV

## GORMAN, WALTER

The Guiding Light  
CBS-TV

## GOTLIEB, DICK

This Is Your Life  
NBC-TV

## GOULD, WALTER

### J.

B. July 31, 1911, New York City,  
N. Y.; TV Film Commercials,  
All-Nets; Walk without Fear,  
NBC; Popcorn Theatre, Ramah,  
Syndication; Up for Parole, CBS

## GRAHAM, WILLIAM

Kraft Television Theatre  
NBC-TV

## GREEN, HILTON

The Restless Gun  
NBC-TV

# GREY LOCKWOOD

## NBC-TV DIRECTOR



## CRAIG ALLEN

Management:  
GEORGE F. FOLEY

730 Fifth Ave.

JUdson 6-4312



# RADIO-TV DIRECTORS



## GREENE, DAVID

Studio One  
CBS-TV

## GRIES, TOM

Court of Last Resort, Turn of  
Fate, NBC-TV

## — H —

## HANNA, ART

Our Gal Sunday, This Is Nora  
Drake, CBS

## HASKIN, BRVON

The Californians, Turn of Fate  
NBC-TV

## HEALION, WILLIAM

Today  
NBC-TV

## HELLER, FRANKLIN

What's My Line, To Tell the  
Truth, CBS-TV

## HEMION, DWIGHT

Steve Allen Show  
NBC-TV

## HENDERSON, JOHN T. JR.

Woolworth Hour, Radio  
Novels, Commercials, CBS

## HERRMANN, HARRY

Kraft Television Theatre  
NBC-TV

## HEWITT, DON

Douglas Edwards with the  
News, CBS-TV

## HILL, CHARLES N.

Person to Person  
CBS-TV

## HILL, GEORGE ROY

Playhouse 90, Seven Lively  
Arts, CBS-TV

## HITCHCOCK, ALFRED

Alfred Hitchcock Presents  
CBS-TV; Suspicion, NBC-TV

## HOADE, MARTIN

Frontiers of Earth  
NBC-TV

## HOBS, BILL

Your Hit Parade  
NBC-TV

## HOBSON, JAMES

Lawrence Welk Show, Law-  
rence Welk's Top Tune & New  
Talent, ABC-TV

## HOFFMAN, MILT

Rusty Draper Show  
CBS

## HOLMES, JIM

Wednesday Night Fights  
ABC-TV

## HOPPER, JERRY

Bachelor Father  
CBS-TV

## HOWELL, BILL

As the World Turns  
CBS-TV

## HOWELL, CLIFF

Amos 'n' Andy Music Hall  
CBS

## HOYT, ED

World News Roundup  
CBS-TV

## HUGHES, DEL

The Brighter Day  
CBS-TV

## HULTGREN, ROBERT

Howdy Doody  
NBC-TV

## HURDLE, JACK

Robert Q. Lewis Show  
CBS

## — I —

## IRVING, CHARLES

Search for Tomorrow  
CBS-TV

## — J —

## JACKMAN, FRED

Circus Boy  
ABC-TV

## JOHNSTONE, JACK

Yours Truly, Johnny Dollar  
CBS

## JONES, CLARK

Patrice Munsel Show  
ABC-TV

## — K —

## KANE, MIKE

House Party  
CBS, CBS-TV

## KELLEY, JOHN

Family Theatre  
MBS

## KERN, JAMES V.

Date with the Angels, ABC-  
TV; I Love Lucy, CBS-TV

## KESSLER, HENRY

Adventure at Scott Island,  
West Point, ABC-TV

## KILEY, TIM

Let's Take a Trip  
CBS-TV

## KINNEY, WES

Modern Romances  
NBC-TV

## KINON, RICHARD

Mr. Adams and Eve  
CBS-TV

# RICHARD D. DONNER

SDGA. SDIG. RTDG

## DIRECTOR

851 Beverly Glenn  
Beverly Hills  
Calif.

630 Gramatan Ave.  
Mount Vernan  
N. Y.

# WALLY GOULD

*TV Film*

*Director*

15 East 48th Street  
MUrray Hill 8-3724



# RADIO-TV DIRECTORS



**KITCHELL, JIM**  
NBC News, Outlook  
NBC-TV

**KNOWLES, BERNARD**  
Adventures of Sir Lancelot  
ABC-TV

**KULIK, BUZZ**  
Climax  
CBS-TV

## — L —

**LACHMAN, MORT**  
Bob Hope Show  
NBC-TV

**LAFERTY, PERRY**  
Name That Tune  
CBS-TV

**LANDERS, LEW**  
Tales of the Texas Rangers  
ABC-TV

**LANDIS, JOE**  
Gisele MacKenzie Show  
NBC-TV

**LEADER, ANTON**  
Meet McGraw  
NBC-TV

**LEHMAN, BOB**  
Truth or Consequences  
NBC-TV

**LEONARD, RICHARD**  
Backstage Wife, Romance of  
Helen Trent, CBS

**LEONARD, SHELDON**  
The Danny Thomas Show,  
CBS-TV; Real McCoys, ABC-  
TV

**LEVENS, PHIL**  
Treasure Hunt  
NBC-TV

**LEVY, RALPH**  
Jack Benny, Shower of Stars  
CBS-TV

**LINDEN, BILL**  
Jimmy Dean  
CBS-TV

## **LOCKWOOD, GREY**

Robert Montgomery Presents,  
Colgate Comedy Hour, Lights  
Out, Perry Como Show, NBC-TV

**LOWE, DAVID**  
Do You Trust Your Wife  
ABC-TV

**LUCAS, JOHN MEREDYTH**  
Court of Last Resort  
NBC-TV

**LUMET, SIDNEY**  
Studio One, U. S. Steel, Seven  
Lively Arts, Du Pont Show of  
the Month, CBS-TV

## — Mc —

**MCDONALD, FRANK**  
Wild Bill Hickok, Wyatt Earp  
ABC-TV

**MCDUGALL, DON**  
Trackdown  
CBS-TV

**MCGARRETT, GEORGE**  
Jim Backus Show  
ABN

**McKAY, JIM**  
Sports Time  
CBS

**McKINLEY, BARRY**  
Susan's Show  
CBS-TV

**McLAGLEN, ANDREW V.**  
Have Gun, Will Travel  
CBS-TV

## — M —

**MacALLEN, JAMES**  
Lamp Unto My Feet  
CBS-TV

**MacDONNELL, NORMAN S.**  
Gunsmoke  
CBS

**MacGREGOR, KEN**  
My True Story  
NBC

**MACKENZIE, MURDO**  
Ford Road Show (Starring  
Rosemary Clooney and Bing  
Crosby), CBS

**MAHONEY, CLAUDE**  
CBS Radio Farm News

**MANDEVILLE, BETTY**  
F.B.I. In Peace and War  
CBS

**MARSHALL, SANFORD**  
Exploring Tomorrow  
MBS

**MARTINSON, LESLIE H.**  
Sugarfoot  
ABC-TV

**MARVEL, TED**  
The Sunday News Special  
CBS-TV

**MEDFORD, DON**  
Suspicion  
NBC-TV

# FRANK SATENSTEIN

## DIRECTOR

## JACKIE GLEASON SHOW

CBS-TV



**MEREDITH, BURGESS**

Playhouse 90  
CBS-TV

**MILLER, SIDNEY**

Mickey Mouse Club  
ABC-TV

**MONTEY, GLORIA**

The Secret Storm  
CBS-TV

**MORSE, HOLLINGSWORTH**

The Californians, NBC-TV  
Broken Arrow, ABC-TV

**MULLIGAN, ROBERT**

Seven Lively Arts, Du Pont  
Show of the Month, CBS-TV

**MURPHY, RALPH**

Lassie  
CBS-TV

**MESELLO, FRANK**

Peter and Mary Show  
CBS

**MAIERS, FRANK**

Sat. Preston of the Yukon  
CBS-TV

— N —

**NATHANSON, TED**

Arline Francis Show  
NBC-TV

**NAZZARO, RAY**

Erny  
NBC-TV

**NEILSON, JAMES**

Susanna, The Restless Gun  
NBC-TV, Alfred Hitchcock  
Presents, CBS-TV

**NELSON, OZZIE**

Adventures of Ozzie & Harriet,  
ABC-TV

**NELSON, RALPH**

Du Pont Show of the Month  
CBS-TV

**NICKELL, PAUL**

Cluny  
CBS-TV

**NORTSHIELD, ROBERT J.**

Seven Lively Arts  
CBS-TV

— O —

**O'SULLIVAN, ROBERT HUGH**

Family Theater  
MBS

— P —

**PAUL, BYRON**

The Verdict Is Yours  
CBS-TV

**PENN, ARTHUR**

Playhouse 90  
CBS-TV

**PETERSON, CLIFF**

Breakfast Club  
ABC

**PETERSON, RALPH**

NBC News  
NBC-TV

**PETRIE, DANIEL**

Du Pont Show of the Month  
CBS-TV

**PEYSER, JOHN**

Meet McGraw, M. Squad  
NBC-TV

**POST, TED**

Gunsmoke  
CBS-TV

— Q —

**QUINLAN, BOB**

The CBS Morning News, Bing  
Crosby and His Friends, CBS-  
TV

— R —

**REISSER, ALLEN**

Playhouse 90  
CBS-TV

**REYNOLDS, SHELDON**

Dick and the Duchess, CBS-TV

**REYNOLDS, TOM**

Modern Romances, True Story  
NBC-TV

**RICH, JOHN**

The Eve Arden Show  
CBS-TV

**RICHARDSON, DON**

"Mama", Film; U. S. Steel  
Hour, CBS-TV; The Thirteen  
Clocks, ABC-TV; A Sound of  
Hunting, Broadway Play

**ROBBIE, SEYMOUR**

\$61,000 Question, \$64,000  
Challenge, CBS-TV

**ROBERTS, PAUL**

Indictment, Road to Love, The  
Couple Next Door, CBS

**ROBINSON, LEE**

The B. Adventure, with Lowell  
Thomas, CBS-TV

*For Advertising Agencies—*

*Personnel & Radio-TV Accounts*

*See Page 131*



**ROBSON, WILLIAM**  
Suspense  
CBS

**RUBENS, AARON**  
Phil Silvers Show  
CBS-TV

**RUDOLPH, OSCAR**  
Lone Ranger  
ABC-TV

— S —

**SAMETH, JACK**  
Mike Wallace Interview  
ABC-TV

**SAMMON, ROBERT**  
Person to Person  
CBS-TV

**SANDER, LESLIE**  
Fury  
NBC-TV

**SATENSTEIN, FRANK**

Jackie Gleason Show, CBS-TV

**SCHAFFNER, FRANKLIN**  
Playhouse 90  
CBS-TV

**SCHIMMEL, CLARENCE**  
The Gary Moore Show  
CBS-TV

**SCHNEIDER, DICK N.**

Wide Wide World, Emmy Awards, Academy Awards, Survival Street, Do Re Mi, NBC-TV; Salute to Eisenhower, Closed Circuit, Demo. & Rep. Conventions, NBC

**SCHNUR, JERRY**  
Dotto  
CBS-TV

**SCHUSTER, HAROLD**  
The Californians, Meet McGraw, NBC-TV

**SEITER, WILLIAM**  
Oh! Susanna  
CBS-TV

**SHARPE, ROBERT K.**  
Seven Lively Arts  
CBS-TV

**SHAW, JEROME**  
The Big Record  
CBS-TV

**SHEAR, BARRY**  
Eddie Fisher Show, NBC-TV

**SHELDON, JAMES**  
Court of Last Resort, NBC-TV; West Point, ABC-TV

**SILBERSHER, MARVIN**  
Look Up and Live  
CBS-TV

**SILVERSTEIN, ELLIOTT**  
U. S. Steel  
CBS-TV

**SIMPSON, GARRY**  
B. Feb. 16, 1919, United States; Wide Wide World, Armstrong Circle Theatre, Campbell Soundstage, The Jimmy Durante Show, Philco Television Playhouse, The Ed Wynn Show, NBC

**SINCLAIR, ROBERT**  
Shirley Temple Storybook  
NBC-TV

**SIODMAK, ROBERT**  
O.S.S.  
ABC-TV

**SKUTCH, IRA**  
Beat the Clock  
CBS-TV

**SLINGLAND, FRANK**  
Meet the Press  
NBC-TV

**SMIGHT, JACK**  
Studio One, Seven Lively Arts, CBS-TV; Suspicion, NBC-TV

**SMITH, BERNIE**  
You Bet Your Life  
NBC-TV

**SPRINGSTEEN, R. G.**  
Mickey Mouse Club  
ABC-TV

**SQUIRE, ANTHONY**  
Adventures of Robin Hood  
CBS-TV

**STAPP, JACK**  
Jim Reeves Show  
ABN

**STEARNS, JOHN**  
Herb Oscar Anderson Show  
ABN

**STEEN, CORT**

B. July 14, 1918, Pittsburgh, Pa.; Voice of Firestone, ABC-TV; \$64,000 Question, \$64,000 Challenge, CBS-TV

**STENTA, RICHARD**  
Sez Who?  
CBS

**STEVENS, ROBERT**  
Allred Hitchcock Presents, CBS-TV; Suspicion, NBC-TV

**STOLOFF, VICTOR**  
High Adventure with Lowell Thomas, CBS-TV

**STRATTON, RICHARD**  
Open Hearing  
ABC-TV

**SUGHKUE, JACK**  
NBC News, Outlook  
NBC-TV

**SUTTER, DANIEL**  
Five-Star Matinee  
NBC

— T —

**TEELA, RICHARD**  
Stuart Foster Show  
CBS

**TEWKSBURY, PETER**  
Father Knows Best  
NBC-TV

**THORPE, JERRY**  
The Lucille Ball-Desi Arnaz Show, CBS-TV; Walter Winchell File, ABC-TV

**TOWER, HARRY ALAN**  
Harry Lime; Scarlet Pimpernel, Theater Royal, Horatio Hornblower, Queen's Men, MBS

**TRENNER, BARON JR.**  
Sports Foens  
ABC-TV

**TUGEND, HARRY**  
George Gobel Show  
NBC-TV

— V —

**VALENTA, LEONARD F.**

B. Nov. 22, 1923, Philadelphia, Pa.; Big Story, NBC-TV; Studio One, Tales of Tomorrow, Charlie Wild, CBS-TV

**VAN DYKE, WILLIARD**  
High Adventure with Lowell Thomas, CBS-TV

**VINCENT, CHARLES**  
Keep Healthy  
MBS

**VINCENT, CHIC**  
Pepper Young's Family  
NBC

**VOUSAS, GEORGE**  
NBC

— W —

**WAGNER, GEORGE**  
Wagon Train  
NBC-TV

**WALKER, ELBERT**  
Queen For A Day  
NBC-TV

**WALKER, ROBERT G.**  
Circus Boy  
ABC-TV

**WALTERS, VINCE**  
Walter Cronkite with the News, CBS-TV

**WEBB, JACK**  
Dragnet  
NBC-TV

**WEISS, DON**  
M-Squad, Suspicion, Wagon Train, NBC-TV

**WHELAN, KEN**  
Big Payoff  
CBS-TV

**WHORE, RICHARD**  
Gunsmoke  
CBS-TV

**WOLFE, ED**  
Ma Perkins  
CBS

**WOOD, JACK**  
The Guiding Light

**WRIGHT, WYNN**  
Squad Room  
MBS

— Y —

**YATES, EDWARD J.**  
American Bandstand  
ABC-TV

**YORKIN, ALAN "BUD"**  
Ford Show  
NBC-TV

— Z —

**ZIRATO, BRUNO JR.**  
The Best In Music  
CBS



**PAUL TAUBMAN**  
**MUSICAL DIRECTOR**

*"TWENTY ONE"*

*"TIC TAC DOUGH"*

*"DOUGH RE MI"*

*"EDGE OF NIGHT"*

PAUL TAUBMAN'S

**Penthouse**  
*club*  
30 Central Park South  
NEW YORK CITY

Contact Thru  
Radio Registry  
Murray Hill 8-6600

# MUSICAL DIRECTORS

## RADIO AND TELEVISION

—their work during 1957

### — A —

**ADAMS, JOHN O.**  
KVIN, Vinita, Okla.

**ADAMS, SHIRLI**  
KISD, Sioux Falls, S. D.

**ADKINS, RUTH**  
WEIC, Charleston, Ill.

**AGA, ROGER**  
KXRA, Alexandria, Minn.

**ALLAN, STANLEY**  
WPAC, Patchogue, N. Y.

**ALLEN, DEBBIE**  
KECK, Odessa, Tex.

**ALLISON, DALE K.**  
KLOO, Corvallis, Ore.

**AMBROSE, DON**  
WHED, Washington, D. C.

**ARCHER, LOIS**  
WWON, Woonsocket R. I.

**ARMSTRONG, LOUIS**  
The Edsel Show  
CBS-TV

**ARTER, MALCOLM**  
WKOK, Sunbury, Pa.

**ASHWORTH, AUDIE B.**  
WBMC, McMinnville, Tenn.

**ATCHER, RANDY**  
Hayloft Hoedown  
WHAS-TV, Louisville, Ky.

**ATTEBERRY, TERRY**  
KCCL, Fort Collins, Col.

**ATWELL, LEE**  
WHBC, Canton, Ohio

**AYRES, MITCHELL**  
The Perry Como Show  
NBC-TV

**AYRES, NORMAN**  
WCSH-TV, Portland, Me.

### — B —

**BAIN, PAUL**  
KQUE, Albuquerque, N. M.

**BALLANTINE, EDDY**  
Breakfast Club  
ABN

**BANCROFT, PIERSON**  
KTAR, KVAR, Phoenix, Ariz.

**BARKEE, ROBERT**  
KLIZ, Brainerd, Minn.

**BARLOW, HOWARD**  
Voice of Firestone  
ABC-TV

**BARRY, DICK**  
WSGW, Saginaw, Mich.

**BARRY, TODD**  
WJLL, Niagara Falls, N. Y.

**BASH, OTTO**  
WSM-TV, Nashville, Tenn.

**BECKER, LOUISE**  
KIMN, Denver, Col.

**BELK, MARY BOND**  
KTRM, Beaumont, Tex.

**BELL, FRANK**  
WEEL, Boston, Mass.

**BENSON, BROWNIE**  
WSAZ-TV, Huntington, W. Va.

**BERG, KATHY**  
KNZA, Pueblo, Col.

**BERNSTEIN, LEONARD**  
N. Y. Philharmonic, New York  
Philharmonic Young People's Concerts  
CBS-TV

**BETHELL, DAN**  
WMNS, Olean, N. Y.

**BIESER, DICK**  
WCNT, Centralia, Ill.

**BILSKE, ROBERT F.**  
WNEB, Worcester, Mass.

**BINGHAM, ANITA**  
KMOP, Tucson, Ariz.

**BLACK, KEN**  
KWDM, Des Moines, Iowa

**BLANK, RALPH E.**  
WJJD, Chicago, Ill.

**BLASINGAME, BUDDY**  
KCNY, San Marcos, Tex.

**BLOOD, RUSSELL W.**  
WLOB, Portland, Me.

**BOLEN, JIM**  
KBIZ, Ottumwa, Iowa

**BOWMAN, BEVERLY**  
KGFL, Roswell, N. M.

**BOX, EUEL**  
The Wayne Mack Show  
WFPA-TV, Dallas, Tex.

**BRADLEY, BRUCE**  
WROW, WTEN, Albany, N. Y.

**BRADLEY, OWEN**  
Jim Reeves Show  
ABN



## SAMMY KAYE

ABC-Radio  
Sunday Serenade



Exclusively  
Columbia Records



Management—David Krengel



Direction—M.C.A.

Publicity—David O. Alber

- BRADY, WILLIAM P.**  
WJBC, Chicago, Ill.
- BRESLER, JERRY**  
Me-A Griffin Show  
AEN
- BRIDGES, DORIS**  
WKMT, Kuz's Mountain, N. C.
- BRIGHT, WELDON**  
KGNC, KGNC-TV, Amarillo,  
Tex.
- BRITT, VIRGINIA**  
KTEL, Houston, La.
- BROOKS, BILL**  
WELF, Brewton, Ala.
- BROOKS, DALE**  
Country Jamboree  
WBOY-TV, Clarksburg, W. Va.
- BROOKS, HETTIE LUE**  
KWFC, Hot Springs, Ark.
- BROSCHIE, BRYANT**  
WMBR-TV, Jacksonville, Fla.
- BROWN, LES**  
The Bob Hope Show  
NBC-TV
- BROWN, TOM**  
KHRE, Midland, Tex.
- BUETTNER, EYE**  
WKTL, Colburn, Ala.
- BUMGARDNER, LARRY**  
WYCL, York, S. C.
- BURGER, RALPH P.**  
KBBS, Buffalo, Wyo.
- BURKETT, LOUIS**  
WBRO, Fremont, Ohio
- BURWELL, TED**  
WHIT, New Bern, N. C.
- BYRD, VIRGINIA**  
WISH, WISH-TV, Indianapolis,  
Ind.
- C —
- CALABRESE, RAY**  
WHLM, Bloomburg, Pa.
- CALDO, JACK**  
WITAW, Weston, W. Va.
- CAMBERT, RAYMOND W.**  
KVOO, Casper, Wyo.
- CAMARGO, MATEO**  
KFOR, KFOR-TV, San An-  
tonio, Tex.
- CAMPBELL, DICK**  
WBYA, Tenbylle, Va.
- CAMPBELL, JAN**  
WOAA-TV, Oak Hill, W. Va.
- CAMPBELL, BILL**  
WROF, Albion, Pa.
- CANTY, JOHN R.**  
WCOM, Lawrence, Mass.
- CARL, LEN**  
WLAP, WKXP-TV, Lexing-  
ton, Ky.
- CARLSON, WALTER**  
WBAY, New Britain, Conn.
- CARN, DORWOOD**  
WJIM, WJIM-TV, Lansing,  
Mich.
- CARTER, MARY**  
WRAY, Princeton, Ind.
- CASPELL, ELEANOR**  
WPDS, Pittston, Pa.
- CATES, GEORGE**  
Lawrence Welk Show, Law-  
rence Welk's Top Tunes &  
New Talent, ABC-TV
- CAVANUGH, PAGE**  
Double-Time  
KPLA, Los Angeles, Calif.
- CHANEY, GENE**  
WBBZ, Ponca City, Okla.
- CHARLES, TOMMY**  
WSGN, Birmingham, Ala.
- CHASINS, ABRAM**  
WQXR, New York, N. Y.
- CHERRY, ELIZABETH**  
KVTX, KVTX-TV, KBTX-TV,  
Waco, Tex.
- CLARK, ALAN**  
WKY, WKY-TV, Oklahoma  
City, Okla.
- CLARY, ROBERT**  
WSOY, De-satur, Ill.
- CLETRO, EDDIE**  
La Gards Twins
- CLIA, Los Angeles, Calif.**
- CLOUTIER, NORMAN L.**  
WHAU, Greenfield, Mass.
- COFFEE, LEE**  
WBYV, Belleville, Ill.
- COFFEEN, K. RICHARD**  
WMED, WMBD-TV, Peoria,  
Ill.
- COLLINS, PAUL**  
KFRD, Rosenberg, Tex.
- COLLYER, DICK**  
WARK, Hagerstown, Md.
- COMINILLO, CLYDE**  
KOA, Denver, Colo.
- COOKE, RUSSELL**  
WVNR, Beckley, W. Va.
- COOPER, HARRY**  
WROM, New York, N. Y.
- COTE, BERT**  
WCOL, Lewiston, Me.
- COTTONGIM, EARL**  
W-S-F, Somerset, Ky.
- COY, CINDY**  
WPDX, Clarksburg, W. Va.
- COY, JOHNNY**  
WAPL, Appleton, Wis.
- CRANDALL, VIC**  
KGOB, Torrington, Wyo.
- CRANE, LOR**  
Rocket to Stardom  
KTTV, Hollywood, Calif.
- CRAWFORD, FRED**  
WMOB, Muskegon, Mich.
- CROWL, ALMA**  
WESA, Charleston, Pa.
- CRITCHFIELD, JERRY DON**  
WCBL, Benton, Ky.



**Bernie Wayne**

Jingles: Chock Full O'Nuts  
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

Agent . . . M.C.A. 598 Madison Ave.  
att: Bobby Brenner

**CUGAT, XAVIER**  
The Xavier Cugat Show  
NBC-TV  
**CURTIN, MARK**  
KFYO, Lubbock, Tex.

— D —

**DAHLGREN, BOB**  
KALB, KALB-TV, Alexandria,  
La.  
**DANIEL, DAVE**  
WMRB, Greenville, S. C.  
**DANNA, VIC**  
WEBR, Buffalo, N. Y.  
**DATWYLER, SANDRA**  
KLGK, Logan, Utah  
**DAVIS, BILL**  
WLOW, Norfolk, Va.  
**DEAN, C. E.**  
WFPA, Fort Payne, Ala.  
**DEATON, BILL**  
KRVC, Arkadelphia, Ark.  
**DELFINO, FRANK**  
WICC, WICC-TV, Bridgeport,  
Conn.  
**DELZELL, BILL**  
KMMJ, Grand Island, Neb.  
**DEREMER, NELO**  
WBCM, Bay City, Mich.

**DE VOL, FRANK**

B. Sept. 20, 1911, Moundsville,  
W. Va.; Musical Director-Arr-  
anger, "The Lux Show" Starring  
Rosemary Clooney, NBC-TV

**DEWEY, ANN**  
WTVN, WTVN-TV, Columbus,  
Ohio  
**DIANE, R. E.**  
KCUU, Ft. Worth, Tex.  
**DI FILLIPO, KIM**  
WNOK, WNOK-TV, Columbia,  
S. C.

**DI NARDO, RUTH**  
WWHG, Hornell, N. Y.  
**DINNING, SHERRY**  
WHB, Kansas City, Mo.  
**DOOLEY, PETER**  
WEOA, WEHT, Evansville,  
Ind.  
**DUTTON, DOLLIE**  
Organ Melodics  
KVSQ-TV, Ardmore, Okla.  
**DYER, WILARD**  
KTBC, KTBC-TV, Austin, Tex.

— E —

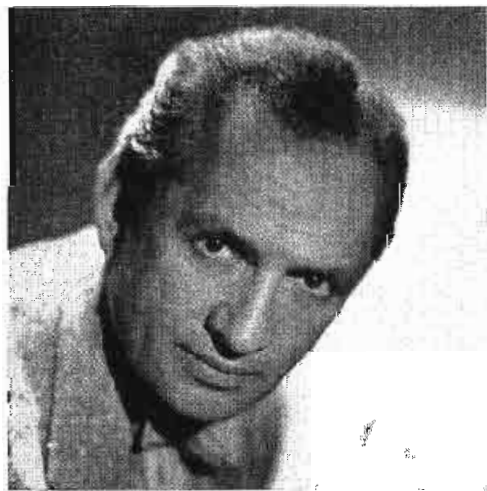
**EARLES BARBARA**  
WHOE, Leaksville, N. C.  
**EDELEN, CHARLES**  
KEXO, Grand Junction, Colo.  
**EDEN, HARRY**  
KCVR, Lodi, Calif.  
**EELS, ANNA MARY**  
WMT-TV, Cedar Rapids, Iowa  
**EGNOT, LILLIAN**  
WERC, Erie, Pa.  
**ELLISON, PAUL**  
WHAR, Clarksburg, W. Va.  
**ELLMORE, TERRY**  
KIT, Yakima, Wash.  
**ELSTUN, CHUCK**  
WARN, Fort Pierce, Fla.  
**EMBREE, DOC**  
KXXX, Colby, Kan.  
**EMERSON, BYRON**  
WLEA, Hornell, N. Y.  
**ENIS, BILL**  
KXOL, Ft. Worth, Tex.  
**ESPOSITO, CHARLIE**  
WCPM, Cumberland, Ky.  
**ETTERS, CLARENCE**  
WBT, Charlotte, N. C.  
**EVANS, ROBERT**  
WLAG, Lagrange, Ga.

— F —

**FELLOWS, BARRET**  
KIHN, Hugo, Okla.  
**FERGUSON, SCOTT**  
WZOK, Jacksonville, Fla.  
**FESSLER, JEAN**  
WTAD, KHQA-TV, Quincy,  
Ill.  
**FITCH, MARCIE**  
KGLN, Glenwood Springs,  
Col.  
**FLANNIGAN, PAUL**  
WPTR, Albany, N.Y.  
**FLEMING, ROBERT W.**  
KNEW, Spokane, Wash.  
**FLINN, PAUL**  
WJAC, WJAC-TV, Johnstown,  
Pa.  
**FLOURNOY, ROSE**  
WRBL, WRBL-TV, Columbus,  
Ga.  
**FURBES, HANK**  
WILD, Boston, Mass.  
**FOREMAN, PHYLLIS**  
WLOX, Biloxi, Miss.  
**FOX, LES**  
WMMW, Meriden, Conn.  
**FOX, ROGER**  
KFAL, Fulton, Mo.  
**FRANCIS, YDEEN**  
WKAN, Kankakee, Ill.  
**FRANCOIS, PAT**  
KBAK, Stockton-Sacramento,  
Calif.  
**FRANZ, DONALD**  
KATE, Albert Lea, Minn.

— G —

**GAINES, WALT**  
WLFH, Little Falls, N.Y.  
**GALE, PATTI**  
WMIS, Natchez, Miss.



**JACK SHAINDLIN**

**MUSICAL  
DIRECTION**

Steinway Hall  
113 West 57th St.  
New York City  
PL 7-3795

**GALLANT, NORMAN**  
WFAI, Augusta, Me.

**GALLICCHIO, JOSEPH**  
The Howard Miller Show  
NBC-TV, WNBQ, WMAQ  
Chicago, Ill.

**GARTNER, GORDON**  
KNBC, Hager, N.D.

**GASKILL, BARBARA**  
KOB, KOB-TV, Albuquerque  
N.M.

**GAYLORD, CHESTER**  
WFGM, Fairburn, Miss.

**GENTRY, JOE**  
KSAI, Richfield, Utah

**GIBSON, JIM**  
WLAF, Laurel, Miss.

**GIBSON, ADRIAN D.**  
WZOR, Fort Payne, Ala.

**GIERSDORF, RIP**  
KRLD-TV, Dallas, Tex.

**GIBERT, LARY**  
Wildc. Tball Show  
WKRC-TV, Cincinnati, Ohio

**GILKEY, SAM**  
WKQA, Hopkinsville, Ky.

**GILL, GRACE**  
KFN, Phoenix, Ariz.

**GITZ, JEAN**  
WLCX, La Crosse, Wis.

**GOODMAN, THOMAS**  
WDBQ, Dubuque, Iowa

**GOOTZ, BOB**  
The Notables  
WBOY-TV, Clarksburg  
W. Va.

**GORDON, HAL**  
WXYZ, WXYZ-TV, Detroit  
Mich.

**GORHAM, GROVERNEL**  
KNFA, Jonesboro, Ark.

**GOSA, JAMES**  
KFOK, Long Beach, Calif.

**GOULDING, WILMA**  
KNCO, Garden City, Kan.

**GOUR, NORMAN**  
WPUT, Butler, Pa.

**GOVAN, VINETTE B.**  
WEPG, South Pittsburg  
Tenn.

**GOV, ART**  
KLTZ-TV, Denver, Col.

**GRANT, GEORGE III**  
WHPE, High Point, N.C.

**GUER, JEFF**  
WBEX, Chillicothe, Ohio

**GUNDERSON, DALE**  
KBBW, Aberdeen, Wash.

— H —

**HALL, ELIZABETH**  
WFEH, East Point, Ga.

**HALLBERG, CARL F.**  
WHY, Orlando, Fla.

**HAMANN, GLORIA BUSSE**  
WBOK, Cleveland, Ohio

**HANDLEY, GERTRUDE**  
WFDR, Manchester, Ga.

**HARRILL, NELSON J.**  
WGWK, Ashboro, N.C.

**HARRISON, BILL**  
WPTA, Thomson, Ga.

**HARRISON, GUY FRASER**  
Oklahoma City Symphony  
Ore., MBS.

**HARTMAN, LOLA**  
KPEQ, KPEQ-TV, St. Joseph,  
Mo.

**HARWOOD, BRIAN**  
WBEV, Waterbury, Vt.

**HAUPTMAN, RUTH ANN**  
WCLJ, Curdville, N.Y.

**HAYS, REX**  
WNAK, Yankton, S.D.

**HEFTI, NEAL**  
Bill Kemp Show  
ABN.

**HEITSCHMIDT, MORRIS**  
KNEX, McPherson, Kan.

**HEMPHILL, JAMES**  
WJHB, Talladega, Ala.

**HENDERSON, SKITCH**

B. Jan. 27; Steven Allen Show,  
NBC-TV; Bandstand, NBC

**HERBERT, ALAN**  
WNIX, Springfield, Vt.

**HERMANN, RALPH**  
Herb Oscar Anderson  
ABN.

**HEUER, MIKE**  
KMA, KMTV, Shenandoah,  
Iowa.

**HICKMAN, DON**  
WENK, Union City, Tenn.

**HICKS, FRANK**  
KRHD, Duncan, Okla.

**HILL, J.**  
KEEF, Twin Falls, Idaho

**HUNETT, ART**  
WDRF, Chester, Pa.

**HIXSON, ALAN**  
WEKZ, Monroe, Wis.

**HOBBY, WESLEY**  
WADS, Ansonia-Derby, Conn.

**HOFF, CARL**  
The Walter Winchell Show  
NBC-TV.

**HOGAN, HARLAN**  
WSPB-TV, South Bend, Ind.

**HOGE, GENE**  
KDEX, Dexter, Mo.

**HOLMES, BOB**  
WLEU, Erie, Pa.

**HOOVER, ROBERTA**  
WJDS, Jacksonville, Ill.

**HOSEA, FRANK**  
WJBO, Baton Rouge, La.



**CHARLES SANFORD**

— 0 —

MUSICAL DIRECTOR

— 0 —

CI 7-1900



✻ ✻ ORCHESTRA LEADERS, CONDUCTORS, ORGANISTS — RADIO-TV ✻ ✻

**HOUSTON, ED**  
CKEY, Toronto, Ontario

**HOWLAND, CAROLYN**  
KNOR, Norman, Okla.

**HUBBS, FRANK**  
WAPQ, Chattanooga, Tenn.

**HUFFERD, JIM**  
WCNB, Connorsville, Ind.

**HUGGINS, FRED**  
WPBB, Jackson, Ala.

**HUGHES, HUGH**  
WMAG, Forest, Miss.

**HUNT, GINGER**  
KMAC, San Antonio, Tex.

**HURLEY, BOB**  
WGAY, Silver Spring, Md.

— I —

**IHRKE, ELMER**  
WEMP, Milwaukee, Wis.

**IMBROGULIO, JOSEPH**  
WFBR, Baltimore, Md.

— J —

**JACOBS, LUCY C.**  
WDAX, McRae, Ga.

**JAKLE, KEN**  
WLBH, Mattoon, Ill.

**JEFFARES, PAMELA**  
WAGA, WAGA-TV, Atlanta, Ga.

**JEFFERIES, BOB**  
WIZZ, Sreator, Ill.

**JEROME, HENRY**  
B. Nov. 12, 1917, New York City, N. Y.; Tonight, NBC, ABC, CBS, Radio

**JOHNS, WILLIAM S.**  
WSAC, Ft. Knox, Ky.

**JONES, MARY**  
WSLI, WJTV, Jackson, Miss.

— K —

**KALER, RANDALL**  
WFAS, White Plains, N.Y.

**KALLAS, JOAN**  
KPER, Gilroy, Calif.

**KANG, Y. O.**  
KULA-TV, Honolulu, Hawaii

**KANNON, CHARLES**  
WMC, WMCT, Memphis, Tenn

**KARANT, MARTIN**  
WKPT, Kingsport, Tenn.

**KAYE, SAMMY**

Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records; RCA, Thesaurus

**KELLEY, CHAUNCEY**  
WFRP, Savannah, Ga.

**KELLOGG, J.**  
WMBG, Richmond, Va.

**KENNEDY, GERRY**  
WGEZ, Beloit, Wis.

**KEYSER, WARREN**  
WILM, Wilmington, Del.

**KILGORE, W. S.**  
WCYB, WCYB-TV, Bristol, Va.

**KILLMER, WAYNE**  
KODI, Cody, Wyo.

**KINDER, ROD**  
KGEM, Boise, Idaho

**KING, BILL**  
WTOC, WTOC-TV, Savannah, Ga.

**KING, DEL**  
KWHK, Hutchins, Kan.

**KING, JERE**  
WCYB-TV, Bristol, Va.

**KIRSCHBAUM, HARRIET**  
WLVC, Williamsport, Pa.

**KLASSMAN, MARLENE**  
WHAT, Philadelphia, Pa.

**KNIGHT, MORRIS**  
WRFC, Athens, Ga.

**KOTTLER, MISCHA**  
WWJ, WWJ-TV, Detroit, Mich.

**KOURY, REX**  
KABC, KABC-TV, Los Angeles, Calif.

**KURTZ, BETTY**  
WHLL, Wheeling, W. Va.

**KUSHON, FRED**  
KVEN, Ventura, Calif.

— L —

**LAMBER, JULIE**  
WLOY, Laporte, Ind.

**LAMBERT, NORM**  
WABI, WABI-TV, Bangor, Me.

**LAMBERT, ROG**  
WKXP, Lexington, Ky.

**LAMM, AL**  
WOW, WOW-TV, Omaha, Neb.

**LAMPKIN, PHIL**  
MBS (Washington)

**LANDRY, ART**  
Open House  
WCAX-TV Burlington, Vt.

**LANGENFELD, BERNARD**  
KEYJ, Jamestown, N.D.

**LARGE, DONALD E.**  
WJR, Detroit, Mich.

**LASH, CLIFF**  
50-50 Club  
WLW-TV, Cincinnati, Ohio

**LAUDEMAN, PETE**  
WDSU, WDSU-TV, New Orleans, La.

**LAURENCE, BOB**  
WIP, Philadelphia, Pa.

**LAWRENCE, ELLIOT**  
Jim Backus Show  
ABN



**HENRY JEROME**

Green Room  
Hotel Edison

CBS-ABC  
Roulette Records



**SKITCH HENDERSON**

**LAWRENCE, RICHARD**  
WBNY Buffalo, N.Y.

**LAWSON, JACK**  
KXOA, Sacramento, Calif.

**LEE, DIANA**  
WLRP, New Albany, Ind.

**LEE, MARION**  
KLN, Oakland, Calif.

**LEON, IRVING**  
WDAS, Philadelphia, Pa.

**LEONARD, HOWARD**  
WLOB, Portland, Me.

**LEONARD, JOHN F.**  
KROG, Sonoma, Calif.

**LEWIS, JOSEPHINE**  
WNCX, Greenville, N.C.

**LEWIS, SALLA**  
WKNB, WNBC, New Britain, Conn.

**LIAPPAS, VASILIOS**  
WGDS, Miami, Fla.

**LINDSAY, MORT**  
Pat Boone Chevy Showroom  
ABC-TV

**LISSFELD, J. FRED**  
WCAE, Pittsburgh, Pa.

**LIVINGOOD, JAY**  
KVOG, Ogden, Utah

**LOCKHART, HARRY**  
WAVE, WAVE-TV  
Louisville, Ky.

**LOCKHART, PHYLLIS**  
WWSO, Glens Falls, N.Y.

**LOMBARDO, GUY**

B. June 2, 1901, London, Ont.,  
Canada, Lombardland, U.S.A.,  
Mutual, Guy Lombardo Show,  
Transcribed Syndicated

**LONG, GOLDIE**  
KPEG, Spokane, Wash.

**LORENZ, DON**  
WJUN, Middletown, Pa.

**LUBIN, HARRY**  
The Loretta Young Show  
NBC-TV

— Me —

**McAUTHOR, CAROL**  
WHIS, WHIS-TV, Bluefield,  
W. Va.

**McCLURE, MARY MARGARET**  
WKBY, Richmond, Ind.

**McCORMICK, TOM**  
WERE-TV, Cleveland, Ohio

**McDEVITT, LEO**  
WOKO, Albany, N.Y.

**McELROY, MOLLY**  
WBDO-TV, Orlando, Fla.

**McGANN, ROSEMARY**  
WJBR, WJBR-TV, Detroit,  
Mich.

**McGEE, JAMES**  
WKGN, Knoxville, Tenn.

**McGLOOEN, LOONIS**  
WRTV, Charlotte, N.C.

**McGOWAN, JOHN**  
KOSA-TV, Odessa, Tex.

**McGUIRE, JAMES**  
KPAM, Portland, Ore.

**McKEE, MARY ELAAN**  
WAYT, Albertville, Ala.

**McKINNEY, ALENE**  
KBBG, Avalon, Calif.

**McKINNEY, JEAN**  
KHUZ, Borger, Tex.

**McKINSEY, W. ROBERT**  
WBAL, WBAL-TV, Baltimore,  
Md.

**McLEAN, DON**  
KPYR-TV, Bismark, N.D.

**McLEAN, DOROTHY**  
WJPS, Evansville, Ind.

**McMILLAN, MARGARET**  
WDDP, Greenville, Miss.

**McNAMARA, TOM**  
WBOF, Virginia Beach, Va.

— M —

**MACK, ELLAN**  
KBUR, Burlington, Iowa

**MADDEN, PAT**  
KASH, Eugene, Ore.

**MAGUIRE, KENNETH T.**  
WLSH, Lansford, Pa.

**MARCO, RAY**  
WTPR, Torrington, Conn.

**MARTIN, DICK**  
WABC, Washington, D.C.

**MAUPIN, REX**  
WIKB, Chicago, Ill.

**MAXWELL, STANLEY E.**  
WJFK, Asbury Park, N.J.

**MAHBERRY, EVELYN**  
WMTS, Munciesboro, Tenn.

**MEADOWS, JANE**  
WHIS-TV, Bluefield, W. Va.

**MEIFORD, CHUCK**  
WMAK, Nashville, Tenn.

**MELIS, JOE**  
Tonight Show  
NBC-TV

**MENTZER, EARL**  
WJEL, Hazerstown, Md.

**MERCER, KEN**  
WBEI, Daytona Beach, Fla.

**METCALFE, ROBERT E.**  
WOH, East Liverpool, Ohio

**METZNER, BILL**  
WCCO-TV, Minneapolis, St.  
Paul, Minn.

**MICHAEL, MIKE**  
KDMR, El Dorado, Ark.

**MILES, IVAN**  
WGST, Atlanta, Ga.

**MILLER, BERNICE**  
WAMY, Amory, Miss.

**MILLER, WILJOHN**  
WREL, Bradenton, Fla.

**MIRETTI, AUDREY**  
KVM, Honolulu, Hawaii



**HANK SYLVERN**

Composer — Conductor — Arranger

MU. 8-6600

**DAVID ROSE**

✻ ✻ ORCHESTRA LEADERS, CONDUCTORS, ORGANISTS — RADIO-TV ✻ ✻

**MITCHELL, BOB**  
KFI, Los Angeles, Calif.

**MITCHELL, PAUL**  
Jewelry Bar, Hymn Time  
KYTV, KWTO, Springfield,  
Mo.

**MITROPoulos, DIMITRI**  
The New York Philharmonic  
CBS

**MOORE, VERN**  
KIDO-TV, Boise, Idaho

**MORGAN, BETTY**  
WMIX, Mt. Vernon, Ill.

**MORGAN, RON**  
WESX, Salem, Mass.

**MORRIS, JOHN**  
KSA-L, Salina, Kan.

**MOSER, CLYDE**  
WTAR, WTAR-TV, Norfolk,  
Va.

**MOSLEY, AL**  
WGTM, Wilson, N.C.

**MOSLEY, EDGAR**  
KREM, Spokane, Wash.

**MUNKOE, WALTER**  
CKOY, Ottawa, Ontario

**MURFF, FRED**  
WLAC, WLAC-TV, Nashville,  
Tenn.

**MURPHY, JOHN R.**  
WTLB, Utica, N.Y.

**MURRAY, DEAN**  
KBON, Omaha, Neb.

**MURRELL, DELORES**  
WKIS, Orlando, Fla.

— N —

**NALL, HAROLD**  
WFNS, Burlington, N.C.

**NALLE, BILLY**  
Studio One, CBS-TV  
Kraft Theatre, NBC-TV

**NAYLA, NAJLA**  
KTOK, Oklahoma City, Okla.

**NEAL, PAUL E.**  
WBNE-TV, Columbus, Ohio

**NELMS, BILL**  
WTAX, Springfield, Ill.

**NEWCOMER, DONNA**  
WLS, Lansing, Mich.

**NEWELL, MILDRED**  
KONG, Visalia, Calif.

**NEWSOM, RITA**  
KNLR, N. Little Rock, Ark.

**NICKERSON, JOE**  
WWLP, Springfield, Mass.

**NOBLES, MONA MERLE**  
WMIE, Miami, Fla.

— O —

**O'CONNOR, R.**  
WRS, Saratoga Springs-Glens  
Falls, N.Y.

**O'CONNOR, THOMAS H.**  
WBMD, Baltimore, Md.

**OLIVER, RICHARD**  
WAAB, Worcester, Mass.

**OLSON, WALLACE**  
WCCO, WCCO-TV,  
Minneapolis, Minn.

**O'NEILL, JOSEPH**  
KVOO, Tulsa, Okla.

**OPHEIM, DON**  
KSEL, Lubbock, Tex.

— P —

**PAGE, DOROTHY E.**  
WPAY, Portsmouth, Ohio

**PAGE, RONNIE**  
WKDA, Nashville, Tenn.

**PALMER, BILL**  
Romper Room  
WTN-TV, Columbus, Ohio

**PARNOV, MOSHE**  
WHC-TV, Hartford, Conn.

**PARK, BARBARA**  
KGIH, Little Rock, Ark.

**PARKER, BILL**  
KNUJ, New Ulm, Minn.

**PARRINO, TED**  
KRLD, KRLD-TV, Dallas,  
Tex.

**PARRISH, JACK**  
WEKY, Richmond, Ky.

**PAUL, LES**  
B. June 9, Waukesha, Wis.; Big  
Record, Jimmy Dean Show, CBS

**PAVEY, RICHARD**  
WJLB, Detroit, Mich.

**PENA, JOSIE**  
KOBE, Las Cruces, N.M.

**PETERS, JIMMY**  
WAVZ, New Haven, Conn.

**PETERSON, CHARLES**  
KENE, Toppenish, Wash.

**PETERSON, ROBERT**  
WHAP, Hopewell, Va.

**PETERSON, SANDRA**  
KLMS, Lincoln, Neb.

**PETRILLO, CAESAR**  
WBEM-TV, Chicago, Ill.

**PETRILLO, LEE**  
WCFI, Chicago, Ill.

**PHILIPS, JOHN**  
WCHF, Chippewa Falls, Wis.

**PHILLIPS, GENE**  
WMAN, Mansfield, Ohio

**PHIPPS, LOUELLA**  
KGBX, Springfield, Mo.

**PICARD, MARVIN**  
WDOF, Dade City, Fla.

**PILDNER, HENRY**  
WGAR, Cleveland, Ohio

**PIPKIN, SHIRLEY**  
KPSA, KPSA-TV, Fort Smith,  
Ark.

**PORTER, BOYD JR.**  
KTRE, KTRE-TV, Lufkin,  
Tex.

**POURNELLE, RUTH**  
KBYR, Anchorage, Alaska

**PRICE, DOROTHY**  
WJAR-TV, Providence, R.I.

**PRICE, JEANETTE**  
KLLK, Jefferson City, Mo.

**PRICE, JOHN**  
WHVH, Henderson, N.C.

**PURNELL, DOLLY**  
WRFN, Topeka, Kan.

**PURSELEY, FRANK**  
WLVA, WLVA-TV,  
Lynchburg, Va.

— R —

**RASE, BILL**  
KCRA, KCRA-TV,  
Sacramento, Calif.

**RASKIN, JUNE**  
WGN, Newburgh, N.Y.

**REAM, LEE**  
WRTA, Altoona, Pa.

**RECORE, ARVIE**  
WLWD, Dayton, Ohio

**REDWINE, JOHN G.**  
WMTN, Morristown, Tenn.

**REEVE, KEITH**  
WVAM, Altoona, Pa.

**REILING, JACK**  
WAAF, Chicago, Ill.

**REPNE, BURT**  
WRVA, Richmond, Va.

**REYNOLDS, JACK**  
KELP, KELP-TV, El Paso,  
Tex.

**REYNOLDS, MICKEY**  
KOMA, Oklahoma City, Okla.

**REYNOLDS, TOM**  
WOR, WOR-TV, MBS, New  
York, N.Y.

**RICHARDS, JACK**  
WEIM, Hitchburg, Mass.

**RICHARDS, STAN**  
WORL, Boston, Mass.

**RICHARDSON, KAY**  
KRSN, Los Alamos, N.M.

**RICHARDSON, PETE**  
WJBS, DeLand, Fla.

**RIDDLE, NELSON**  
B. June 1, 1921, Hackensack,  
N. J.; Arranger-Conductor, "The  
Frank Sinatra Show," ABC-TV

**RIGHTER, G. H.**  
WATN, Watertown, N.Y.

**RIPOSO, TONY**  
Marie Toy Shop Jamboree

**ROBINSON, ROBIN**  
WTSI, Hanover, N.H.

**ROGERS, BILL**  
KPDA, Amarillo, Tex.

**ROGERS, CHUCK**  
KGM, Englewood, Col.

**ROHR, JACK V.**  
WCBM, Baltimore, Md.

**ROSAS, GIL**  
KEY-TV, Santa Barbara, Calif.

**ROSE, DAVID**  
B. June 24, London, England;  
Red Skelton Show, Shower of  
Stars, CBS-TV; Woolworth Hour,  
CBS; Pasadena Pops Playhouse  
KNXT

**ROSE, RAYMOND**  
KGAS, Carthage, Tex.

**ROSS, LEN**  
KDB, Santa Barbara, Calif.

**ROSS, TONY**  
WBW, Youngstown, Ohio

**RUMMINGER, BARBARA**  
WMIU, Greenville, S.C.

**RUSSELL, CHARLES**  
KVFC, Cortez, Col.

**RYAN, GENE (MISS)**  
WEJL, Scranton, Pa.

— S —

**SAFRANSKI, EDDIE**  
The Georgia Gibbs Show  
NBC-TV

**SANFORD, CHARLES**  
Bob Hope Show, Beatrice Lillie,  
Show of Shows, Max Liebman  
Presents, Jerry Lewis Show,  
Patrice Munsel Show, NBC-TV

**SAUNDERS, DOROTHY**  
KCLS, Flagstaff, Ariz.

**SCHOENKOPF, SANDRA**  
KSON, San Diego, Calif.

**SCHRADER, JOHN**  
WHAS, WHAS-TV, Louisville,  
Ky.

**SCHULTZ, STEVE**  
WOR-TV, New York, N.Y.

**SCHULZ, DALE**  
KBMO, Benson, Minn.

**SCHWARCK, RUTH**  
KICD, Spencer, Iowa

**SCOTT, RAYMOND**  
Your Hit Parade  
NBC-TV

**SCOTT, SHIRLEY**  
WSYL, Sylvania, Ga.

**SCOTT, TED R.**  
KULA, KULA-TV, Honolulu,  
Hawaii

**SEISE, LUCILLE K.**  
WSAZ-TV, Huntington,  
W. Va.

**SEGREST, CHARLES**  
KPAC, KPAC-TV, Port  
Arthur, Tex.

**SENIORS, BILL**  
WOBS, Jacksonville, Fla.

**SEVERE, HOWARD**  
WHBC, WHBC-TV, Rochester,  
N.Y.

**SHAINDLIN, JACK**  
20th Century-Fox, Columbia;  
Louis deRochemont Prods.; Coral,  
Mercury Records

**SHEFFER, GLEN**  
WKVA Lewiston, Pa.

**SHELLADY, ROBERT**  
KXIC Iowa City Iowa

**SHELLEY, LIBBEV**  
KCHV Coachella Calif

**SHEPHERD, ESTHER**  
WAAG Adel Ga

**SHERMAN, JOHN**  
KVOS Bellingham, Wash.

**SHERLER, FLL**  
WALK Poughogue, N.Y.

**SHOOP, DAVE**  
WHP WHP-TV Harrisburg, Pa.

**SHORES, ALICE**  
WROW Madison Wis

**SIMPSON, JOHN**  
KOTA, KOTA-TV Rapid City, S.D.

**SIMPSON, JOY**  
WIMO, Winder, Ga.

**SKINNER, THOMAS**  
WDEL Elizabethtown Ky.

**SMITH, DON**  
WRBF Washington, N.C.

**SMITH, FRANK**  
WBFB-TV Chicago Ill

**SMITH, GARDNER**  
WHEN, WHEN-TV Syracuse, N.Y.

**SMITH, TRELIS**  
KSMO Salem, Mo

**SNYDER, GEORGE V.**  
WSAN, Allentown, Pa.

**SONTAG, GEORGE**  
WOC, WOC-TV Davenport, Iowa

**SPENCER, HARRY**  
WBTM, Danville, Va.

**STANGRY, VIRGINIA**  
WGTO, Cypress Gardens, Fla

**STANZIOLA, JOHN**  
WAZL, Hazelton Pa

**STELLIGES, DON**  
KEX, Portland, Ore.

**STENSLAND, WARNER**  
KVNC Winslow Ariz

**STEPHENS, DAVE**  
WCAE-TV, Philadelphia, Pa.

**STEPHENS, ROBERT**  
WCDL, Carbondale Pa

**STERLING, LOWELL**  
Hoodown Jamboree  
KOTA-TV Rapid City S.D.

**STEWART, NORMA**  
WJPF Herrin, Ill

**STILL, PATRICIA**  
KNET Palestine, Tex

**STOKE, CLIFFIE**  
KXLA, Pasadena Calif.

**STRAUS, DON**  
KXLL, Missoula, Mont.

**STRICKLAND, ANDRE**  
WAGR, Lambertson, N.C.

**STUART, EARL**  
WWJ-TV, Detroit, Mich.

**STUART-VAIL, ROBERT**  
WCRB, Boston, Mass.

**SWANSON, GLEN**  
KDEN, Denver, Col.

**SYLVERN, HENRY (HANK)**

B. Mar. 26, Brooklyn, N. Y.;  
Studio One, CBS-TV; Comic  
Weekly Mon, NBC; ABC-Para-  
mount

— T —

**TANAKA, GEORGE**  
KONA TV, Honolulu, Hawaii

**TAUBMAN, PAUL**  
Twenty-One, Tic Tac Dough,  
Edgo of Night, You're On Your  
Own, Winky Dink and You, Bride  
and Groom

**TAYLOR, BILL**  
KBIM KosweB N.M.

**TAYLOR, LIB**  
WRAP Norfolk Va

**TERTZAKIAN, JERRY A**  
KBTN Neashe, Mo

**THOMALE, TINY**  
Midday Roundup & Hayloft  
Hoodown  
WEAS-TV Louisville Ky.

**THOMAS, FRANK**  
WCCG Belmont N.C.

**THOMAS, PEG**  
KSTR, Grand Junction, Col

**THOMPSON, MAURICE**  
Teen Tempos  
WJET Jackson, Miss.

**THORNAL, MRS. JACKIE**  
WIS WIS-TV Columbia S.C.

**TOMLINSON, CLAUDE**  
WIVR Knoxville, Tenn

**TOWERS, DEL**  
WKKO, Cocon Fla

**TOWNSEND, WALLA**  
CKLW, CKLW-TV Detroit  
Mich.

**TRAMWELL, LANN**  
WRAP, WRAP-TV Fort  
Worth, Tex

**TRAYERS, GUY**  
WIPV Annapolis Md.

**TRENDLER, ROBERT**  
Teen Club  
WGN-TV, Chicago Ill

**TRENT, STEVE**  
WAMI Adrian, Mich.

**TROTTER, JOHN SCOTT**  
The George Gobel Show  
SB-TV

**TURNER, DORICE**  
WEEQ, Hatesburg, Ill

**TURNER, HARRA**  
KQHL, KQHL-TV Billings,  
Mont.

— U —

**UNDERWOOD, JEAN**  
KICQ Colexien Calif

**UNDERWOOD, LIZ**  
WBNI Richmond Va

— V —

**VABER, ALAN D.**  
WSES, Gt. Berrington, Mass.

**VANHATTEM, HENRY**  
WFLR Grand Rapids, Mich

**VAN ROY, ROBERT**  
KLOQ Kelso Wash

**VAST, DONNA**  
KCRB Chamute Kan

**VON EBRENKROOK, COELA**  
KREP, Phoenix Ariz.

**VOORHEES, DONALD**  
The Telephone Hour  
NRB

— W —

**WADE, PEGGY**  
WCEH, Hawksville, Ga.

**WAGNER, WILLIAM R.**  
WORE, CHERAW S.C.

**WALKER, DON**  
Your Hit Parade  
NBC-TV

**WALKER, EDWARD C.**  
WFLA WFLA-TV, Tampa,  
Fla.

**WALKER, HENRY**  
WEDQ, McKeesport Pa

**WALKER, LEE**  
KVEL, Vero, Fla

**WALL, JOHN**  
WMPM, Smithfield N.C.

**WALTHOUR, MAXINE**  
WKMH, Dearborn-Detroit  
Mich.

**WARD-STEINMAN, DAVID**  
KDBS Alexandria, La

**WALLA, Leesville, La.**

**WARE, RUTH**  
KLPW, Union Mo.

**WARLAND, G. D.**  
KJFF, Webster City Iowa

**WARREN, JAMES**  
KXA Seattle Wash.

**WAYNE, BERNIE**

Composer, Author, Director,  
Free-Lance

**WAYNE, ROGER**  
WILLI, HENSFORD N.Y.

**WEED, BUDDY**  
Johnny Peers in Show  
ABN

**WEEKS, DICK**  
KTAC, Tacoma, Wash.

**WEISS, DICK**  
WGBA Columbus Ga

**WELCH, VIRGINIA**  
KWBB Wichita Kan

**WEST, ROY J.**  
WMRO, Aurora, Ill

**WHALEN, TOM**  
KILT Houston Tex

**WHEELER, FREDERICK**  
WGMA, Hollywood, Fla

**WHEELER, RON**  
KEAT, Fayettevck, Okla.

**WHITE, ALBERT**  
KCBS, San Francisco, Calif.

**WHITE, SHIRLEY**  
WCHV, Charlottesville, Va.

**WHITMAN, STANLEY**  
WENE, Longhantton N.Y.

**WIERMAN, PAUL**  
WCLB, Manitowish, Wis.

**WILCOX, DONNA**  
KBOL Boulder Col.

**WILLIAMS, DEL**  
WIMS, Michigan City, Md.

**WILLIAMS, INEZ**  
KPH, Wichita, Kan.

**WILLIAMS, JAMES**  
WGBG Greensboro, N.C.

**WILSON, BETTY**  
WWNC, Asheville N.C.

**WILSON, KENNETH**  
WHDJ-TV Boston, Mass.

**WINTERS, JOSEPH**  
WTOW, Towson Md.

**WINTON, ED**  
KIXL, Dallas, Tex.

**WOLFORD, DONALD**  
WKBN, WKBN-TV  
Youngstown Ohio

**WOLFORD, PATI**  
KOLQ-TV Reno Nev.

**WOOD, J. B.**  
WGBF Evansville Ind.

**WOODALL, DOUG**  
KOZE Lewiston, Idaho

**WOLEVA, LLOYD**  
WJRI Lebanon, N.C.

**WOOTEN, ROBERT**  
KROP, Salt Lake City, Utah

**WOOTEN, JANET**  
KMBZ Kansas City Mo.

**WULFKOTTE, BERNARD**  
WAVI, Layton, Ohio

— Y —

**YAGER, ROBERT**  
WFBM-TV, Indianapolis Ind.

**YOUNG, CHUCK**  
KYW-TV, Cleveland, Ohio

**YOUNGBLOOD, JIMMY**  
WPAD Paducah, Ky.

**YOUNGS, ELIZABETH M.**  
WEBB, Southern Pines N.C.

— Z —

**ZIMMERMAN, HARRY**  
The Dinah Shore Show  
MBS, NBC-TV

**ZAVICK, MARSHALL**  
KXLW St. Louis, Mo.

# RADIO-TV WRITERS

Advertising Agency—Network—Free Lance  
and their work in 1957

## — A —

**ACE, GOODMAN**  
Perry Como Show  
NBC-TV

**ADAMSON, ED**  
F.B.I. in Peace and War  
CBS

**AFELDER, PAUL**  
The Cleveland Orchestra: The  
Music Room; E. Power Biggs  
Organ Program  
CBS

**ALLEN, RAY**  
Dick and the Duchess  
CBS-TV

**ALLISON, ROBERT**  
Lamp Unto My Feet  
CBS-TV

**ALSBERG, ARTHUR**  
Bachelor Father  
CBS-TV

**APSTEIN, THEODORE**  
Alcoa-Goodyear, U. S. Steel,  
Matinee Theatre, NBC-TV

**ARNOLD, DANNY**  
Lux Show Starring Rosemary  
Clooney  
NBC-TV

**ARNOLD, DANNY**  
Lux Show Starring Rosemary  
Clooney, NBC-TV

**ARNOLD, ELLIS**  
Turn of Fate  
NBC-TV

**AUKTHUR, ROBERT ALAN**  
Playhouse 90  
CBS-TV

**AZINE, HAROLD**  
Wide Wide World  
NBC-TV

## — B —

**BACKUS, HENNY**  
Jim Backus Show  
ABN

**BAER, ART**  
Robert Q. Lewis Show  
CBS

**BAKER, HERBERT**  
Eddie Fisher Show  
NBC-TV

**BALDWIN, DON**  
Changing Times  
CBS

**BALLAD, RIC**  
Today  
NBC-TV

**BALZER, GEORGE**  
Shower of Stars; Jack Benny  
Show  
CBS-TV

**BARNES, BILLY**  
Gisele MacKenzie Show  
NBC-TV

**BARRETT, TONY**  
The Californians  
NBC-TV

**BARRINGTON, LOWELL**  
Meet McGraw  
NBC-TV

**BELLAK, GEORGE**  
Playhouse 90  
CBS-TV

**BENNETT, ROBERT C.**  
Sgt. Preston  
CBS-TV

**BENSFIELD, DICK**  
Adventures of Ozzie & Harriet  
ABC-TV

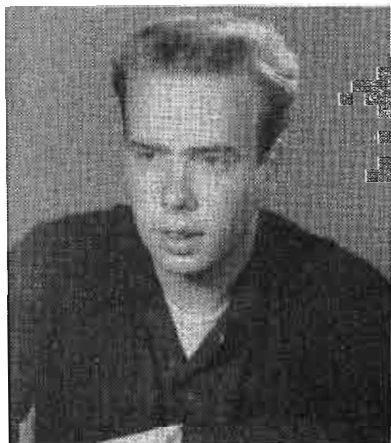
**BERNSTEIN, LEONARD**  
New York Philharmonic  
Young People's Concerts  
CBS-TV

**BIXBY, CARL**  
Edge of Night  
Life Can Be Beautiful

**BLAKE, PEGGY**  
Backstage Wife  
CBS

**BLOOM, HAROLD**  
M-Squad  
NBC-TV

**BOGERT, VIN**  
The Garry Moore Show  
CBS-TV



**EARLE DOUD**  
(WRITER: COMEDY)

(Jack Paar — Bob and Ray)  
(Steve Allen — Johnny Carson)  
(Jackie Gleason — Jonathan Winters)  
("Father Knows Best")

(Representation:)  
ASHLEY-STEINER INC.)

**CARL BIXBY**

**EDGE OF NIGHT**

**LIFE CAN BE BEAUTIFUL**

TELEVISION

Sturges Highway Southport, Conn.  
Clearwater 9-3275

**BORETZ, ALVIN**  
 Alvin  
 Matinee Theater, NBC-TV

**BOURJAILLY, VANCE**  
 Du Pont Show of the Month  
 CBS-TV

**BRADFORD, JOHNSA**  
 Chevy Show  
 NBC-TV

**BRADY, FREDERIC**  
 Meet McGraw; Turn of Fate  
 NBC-TV

**BRANDEL, MARC**  
 Turn of Fate  
 NBC-TV

**BROOKS, JACK**  
 George Gobel Show  
 NBC-TV

**BROOKS, MARGOT**  
 Romance of Helen Trent  
 CBS

**BROOKS, MEL**  
 Sid Caesar  
 ABC-TV

**BROWN, G. CARLETON**  
 The People's Choice  
 NBC-TV

**BUBLICK, JUDITH**  
 High Adventure with Lowell  
 Thomas  
 CBS-TV

**BULLOCK, HARVEY**  
 Dick and the Duchess  
 CBS-TV

**BURANELLI, PROSPER**  
 High Adventure with Lowell  
 Thomas  
 CBS-TV

**BURNS, STEVE**  
 Steve Allen Show  
 NBC-TV

**BURNS, WILLIAM**  
 Burns & Allen  
 CBS-TV

**BURT, FRANK**  
 Digniel  
 NBC-TV

**BURTON, JAY**  
 Pery Como Show  
 NBC-TV

— C —

**CALMER, NED**  
 Ned Calmer and the News  
 CBS

**CAMERER, DAVE**  
 Sports Time  
 CBS

**CARROLL, BOB JR.**  
 The Lucille Ball Best Army  
 Show, I Love Lucy  
 CBS-TV

**CARROLL, JEAN**  
 Our Gal Sunday  
 CBS

**CHARELL, LISSA**  
 Today  
 NBC-TV

**CHEVIGNA, HECTOR**  
 Second Mrs. Burton  
 CBS

**CLAIRE, LUDI**  
 Du Pont Show of the Month  
 CBS-TV

**CLAYBER, BOB**  
 Captain Kangaroo  
 CBS-TV

**COHEN, HARRISON J.**  
 Longines-Symphonicette  
 CBS

**COLLEARY, BOB**  
 Captain Kangaroo  
 CBS-TV

**COLLINGWOOD, CHARLES**  
 Charles Collingwood and the  
 News  
 CBS

**CONNELLA, JOE**  
 Leave It To Beaver  
 CBS-TV

**CONWAY, DICK**  
 Life of Riley; Lucille Young  
 Show  
 NBC-TV

**COOL, GOMER**  
 You Asked For It  
 ABC-TV

**COOPERSMITH, JEROME**  
 Bi. Story

**COPPEL, ALEC**  
 Turn of Fate  
 NBC-TV

**CORCORAN, BOB**  
 Modern Romances  
 NBC-TV

**COTLER, GORDON**  
 Match Miller Show  
 CBS

**CRAMON, MICHAEL**  
 Digniel  
 NBC-TV

**CREAN, ROBERT**  
 Peter and Mary Show  
 CBS

**CROTHERS, GEORGE**  
 Invitation to a Beheading  
 CBS

**CUNNINGHAM, PAUL**  
 Today  
 NBC-TV

**CURPIS, CALLA**  
 Do You Trust Your Wife  
 ABC-TV

**CUTLER, STAN**  
 Shirley Temple Storybook  
 NBC-TV

— D —

**DALTON, DENNIS**  
 Today  
 NBC-TV

**DANA, BILL**  
 Steve Allen Show  
 NBC-TV

**DANK, MORT**  
 The Morninz News  
 CBS-TV

**DAVIS, PHIL**  
 The Thin Man  
 NBC-TV

**DAVIS, STAN**  
 Susan's Show  
 CBS-TV

**DAVIS, WATSON**  
 Adventures in Science  
 CBS

**DEMILING, BILL**  
 The Gary Moore Show  
 CBS-TV

**DESMAN, LOU**  
 December Bride  
 CBS-TV

**DIAMOND, SELMA**  
 Pat Boone Chevy Showroom  
 ABC-TV

**DOUD, EARLE**

B. Feb. 14, 1927, Chicago, Ill.,  
 Bob and Roy, ABC-TV, Jack  
 Paar, Jackie Gleason, CBS; Jack  
 Paar, Steve Allen, Jonathan Win-  
 ters, NBC-TV, Father Knows  
 Best, Screen Gems

**DOUGAL, BERNARD**  
 Johnny Pearson Show  
 ABC

**DOUGLAS, JACK**  
 Tonight  
 NBC-TV

**DOWNS, BARRY**  
 Datto  
 CBS-TV

**DOZIER, ROBERT**  
 Studio One  
 CBS-TV

**DRANE, MARCIA**  
 The Gary Moore Show  
 CBS-TV

**DURKES, F. WILLIAM JR.**  
 Shirley Temple Storybook  
 NBC-TV

**DURSTON, DAVID**  
 Your Hit Parade  
 NBC-TV

— E —

**EDWARDS, BLAKE**  
 Meet McGraw  
 NBC-TV

**EDRICH, MAX**  
 Saturday  
 NBC-TV

**ELLISON, DICK**  
 For You  
 CBS

**ELKIN, SAMUEL**  
 Kraft  
 NBC-TV

**ELLIOTT, JACK**  
 The Big Record  
 CBS-TV

**ELWARD, JAMES**  
 F. S. Show  
 CBS-TV

**ENGLBACH, D.**  
 Golden Drink Show  
 CBS

**ETTLINGER, DON**  
 Captain Grief, Kraft  
 NBC-TV

**EVANS, CLIFF**  
 Today  
 NBC-TV

— F —

**FERRIN, FRANK**  
 Andy's Game  
 NBC-TV

**FISHER, BOB**  
 The People's Choice  
 NBC-TV

**FITTS, MARGARET**  
 Shirley Temple Storybook  
 NBC-TV

**FORD, MARY**

**FOSTER, GEORGE**  
 Pery Como Show  
 NBC-TV

**FOSTER, NORMAN**  
 Zorro  
 ABC-TV

**FOWLER, KEITH**  
 Burns & Allen  
 CBS-TV

**FRANK, YASHA**  
 Friendship  
 NBC-TV

**FRANKEL, ELLIOT**  
 Outlook  
 NBC-TV

**FRIEDBERG, BILLY**  
 Phil Sayers Show  
 CBS-TV

— G —

**GABRIELSON, FRANK**  
 Shirley Temple Storybook  
 NBC-TV

**GARY, BEVERLY**  
 Today  
 NBC-TV

**GELBERT, LARRY**  
 Prince Mused Show  
 ABC-TV

**GETHERS, STEVEN**  
 Lamp Unto My Feet, Good-  
 Year, Look Up & Live, Kraft

**GIDDING, NELSON**  
 Sat. Boston  
 CBS-TV

**GILBERT, CRAIG**  
 Let's Take a Trip  
 CBS-TV

**GIER, BERNE**  
 Playhouse 90  
 CBS-TV



**GILL, FRANK JR.**  
The People's Choice  
NBC-TV

**GILLIS, JACKSON**  
Mickey Mouse Club  
ABC-TV

**GILROY, FRANK**  
Matinee Theater, Playhouse 90

**GLICKMAN, WILL**  
Du Pont Show of the Month  
CBS-TV

**GOLDMAN, HAL**  
Shower of Stars; Jack Benny Show  
CBS-TV

**GOLDSTEIN, JESSE**  
Red Skelton Show  
CBS-TV

**GOODMAN, HAL**  
Steve Allen Show  
NBC-TV

**GORDON, AL**  
Shower of Stars; Jack Benny Show  
CBS-TV

**GORDON, SHELBY**  
U. S. Steel  
CBS-TV

**GORDON, SMIRL**  
Bob Cummings Show  
NBC-TV

**GOULD, WALTER**

**J.**

B. July 31, 1911, New York City, N. Y.; TV Film Commercials, All Nets; Walk Without Fear, NBC; Popcorn Theatre, Ramah, Syndication; Up For Parole, CBS.

**GRABEL, DAN**  
Today  
NBC-TV

**GRANT, PERRY**  
Adventures of Ozzie & Harriet  
ABC-TV

**GREEN, MORT**  
Perry Como Show  
NBC-TV

**GROSSMAN, CHARLES**  
Road of Life  
CBS

**— H —**

**HAILEY, ARTHUR**  
U. S. Steel, Studio One

**HALEY, HAL**  
The Morning News  
CBS-TV

**HANFF, HELENE**  
Matinee Theater  
NBC-TV

**HARGROVE, MARION**  
The Restless Gun  
NBC-TV

**HART, ED**  
Changing Times  
CBS

**HELM, HARVEY**  
Burns & Allen  
CBS-TV

**HENDERSON, JOHN T. JR.**  
The Woolworth Hour, CBS; Tournament of Roses Spectacular, CBS-TV; Matinee Theater, NBC-TV; Radio Novels

**HENNING, PAUL**  
Bob Cummings Show  
NBC-TV

**HOPNER, ARTHUR**  
News; Outlook  
NBC-TV

**HERMAN, GEORGE**  
George Herman and the News  
CBS

**HESS, JOHN D.**  
Love of Life  
CBS-TV

**HEYWARD, DEKE**  
The Garry Moore Show  
CBS-TV

**HILL, WILLIAM**  
News; Outlook  
NBC-TV

**HINKLEY, DON**  
Steve Allen Show  
NBC-TV

**HOFFMAN, CHARLES**  
The Thin Man  
NBC-TV

**HOFFMAN, MILT**  
Rusty Draper Show  
CBS

**HOLLOWAY, JEAN**  
Shirley Temple Storybook  
NBC-TV

**HORNER, CHUCK**  
The Garry Moore Show  
CBS-TV

**HORWITT, ARNOLD**  
Vie Damone Show  
CBS-TV

**HOTCHNER, A. E.**  
Seven Lively Arts  
CBS-TV

**HURLEY, JOE**  
Seven Lively Arts  
CBS-TV

**HYAMS, JOE**  
Seven Lively Arts  
CBS-TV

**— J —**

**JACKSON, ALLAN**  
Allan Jackson and the News  
CBS

**JACOBSON, BILL**  
The Big Record  
CBS-TV

**JACOBY, COLEMAN**  
Phil Silvers Show  
CBS-TV

**JOELSON, BENJAMIN**  
Robert Q. Lewis Show  
CBS

**JOHN, BOBBIE**  
Dick Clark—Saturday Night  
ABC-TV

**JOHNSON, JOHANNA**  
Keyboard Concerts  
CBS

**JULIAN, ARTHUR**  
December Bride  
CBS-TV

**JUNKIN, HARRY W.**  
Modern Romances  
NBC-TV

**— K —**

**KAMMERMAN, ROY**  
Do You Trust Your Wife  
ABC-TV

**KEAN, EDWARD**  
Howdy Doody  
NBC-TV

**KELSEY, JACK**  
The Secret Storm  
CBS-TV

**KEMPLEY, WALTER**  
Tonight  
NBC-TV

**KEYES, PAUL**  
Tonight  
NBC-TV

**KIBBIE, ROLAND**  
Ford Show  
NBC-TV

**KINOY, ERNEST**  
Goodyear, Frontiers of Faith, Suspicion

**KIRGO, GEORGE**  
Arlene Francis Show  
NBC-TV

**KLEIN, LARRY**  
Steve Allen Show  
NBC-TV

**KLING, WOODY**  
Robert Q. Lewis Show  
CBS

**KNOPF, CHRISTOPHER**  
The Restless Gun  
NBC-TV

**— L —**

**LACHMAN, MORT**  
Bob Hope Show  
NBC-TV

**LANGLEY, NOEL**  
Shirley Temple Storybook  
NBC-TV

**LARKIN, BILL**  
Bob Hope Show  
NBC-TV

**LEAR, NORMAN**  
Ford Show  
NBC-TV

**LEE, CHARLES**  
Bob Hope Show  
NBC-TV

**LEE, JAMES H.**  
Omnibus (Life of Sam. Johnson)  
NBC-TV

**LEHNER, JIM**  
Jim Backus Show  
ABN

**LEDS, HOWARD**  
Lux Show Starring Rosemary Clooney  
NBC-TV

**LESSING, NORMAN**  
Shirley Temple Storybook  
NBC-TV

**LESUEUR, LARRY**  
Larry LeSueur and the News  
CBS

**LEVITT, GENE**  
The Californians  
NBC-TV

**LEWIS, MILTON**  
This Is Nora Drake  
CBS

**LEWIS, MORT**  
This Is Your Life  
NBC-TV

**LEWIS, PHIL**  
The Morning News  
CBS-TV

**LIPSCOTT, ALAN**  
The People's Choice  
NBC-TV

**LISS, JOE**  
Wide Wide World  
NBC-TV

**LOCKE-ELLIOTT, SUMNER**  
Alcoa Hour, Studio One  
CBS-TV

**LOWENWATER, PAUL**  
The World Tonight  
CBS

**LOWTHER, GEORGE**  
Matinee  
NBC-TV

**LUTER, JOHN**  
Special CBS News programs  
CBS-TV

**LYNCH, PEG**  
The Couple Next Door  
CBS

**— Mc —**

**McCLEERY, WILLIAM**  
Alcoa, Matinee  
NBC-TV

**McCRACKEN, EILEEN**  
Matinee  
NBC-TV

**McCRACKEN, RICHARD**  
Matinee  
NBC-TV

**McCUTCHEN, DICK**  
Today  
NBC-TV

**McGIFFERT, JOHN**  
Seven Lively Arts  
CBS-TV





**McGREGG, JOHN**  
The Californians  
NBC-TV

**McKAY, JIM**  
Sunday Sports Resume  
Sunday Sports Resume  
CBS

**McKEYS, EDDY**  
Breakfast Club  
ABC

— M —

**MacLANE, ROLAND**  
Don't You Show Life of Riley  
NBC-TV

**MAHONEY, CLAUDE**  
Radio Farm News  
CBS

**MANDEL, LORING D.**  
Seven Lively Arts  
CBS-TV

**MANN, ABBY**  
Studio One, Capt. Grant  
Mafine

**MARCUS, LARRY**  
M Squad  
NBC-TV

**MARREN, LARRY JR.**  
Jack Paar Show  
NBC-TV

**MARMOR, HELEN**  
Today  
NBC-TV

**MARTIN, MADELAN**  
The Eddie Ball-Dost Amaz Show I Love Lucy  
CBS-TV

**MARX, MARVIN**  
Phil Silvers  
CBS-TV

**MELTZER, NEWTON**  
Kraft  
NBC-TV

**MENDRICK, WILLIAM**  
Frip Story  
NBC-TV

**MESTON, JOHN**  
Gunsmoke  
CBS, CBS-TV

**MICHAELS, JOE**  
Today  
NBC-TV

**MILES, HANK**  
The Garry Moore Show  
CBS-TV

**MILLER, MERLE**  
Playhouse 90  
CBS-TV

**MILLER, PETE**  
Today  
NBC-TV

**MISROCK, HENRY**  
I. S. Steel  
CBS

**MITTMAN, RICK**  
You Asked For It  
ABC-TV

**MOLL, ELLIC**  
Playhouse 90  
CBS-TV

**MONASTER, NATE**  
Bachelor Father  
CBS-TV

**MORRIS, MIKE**  
Arlene Francis Show  
NBC-TV

**MORROW, BILL**  
The Edsel Show  
CBS-TV

**MORSE, CARLETON E.**  
Rusty Foley  
NBC-TV

**MOSER, TAD**  
Playhouse 90  
CBS-TV

**MOSER, JAMES**  
Delancey  
NBC-TV

**MOSBER, BOB**  
Leave It To Jerry  
CBS-TV

**MOTRNE, WILLIAM**  
Studio One  
CBS-TV

**MURCOFF, JOEL**  
M Squad  
NBC-TV

**MURROW, EDWARD R.**  
Edward R. Murrow with the News  
CBS

— V —

**NAGLER, BARNEY**  
Red Riders Corner  
NBC-TV

**NEWMAN, IRVING GAYNOR**  
I. S. Steel  
CBS-TV

**NEINSON, DON**  
Adventures of Ozzie & Harriet  
ABC-TV

**NEISEK, SANDRA**  
Answer Please  
CBS

**NEUMAN, E. JACK**  
Meet McGraw  
NBC-TV

**NEWMAN, ROBERT**  
City Hospital  
CBS

**NICHOLS, WILLIAM**  
Hillbilly  
NBC-TV

**NISS, STANLEY**  
Wildcat, Winchell Film  
ABC-TV

**NIXON, AGNES**  
As The World Turns  
CBS-TV

**NORRIS, MARIANNA**  
Dance Orchestra Saturday of the Chase Street Koster Show  
CBS

— O —

**O'BRIEN, DAVE**  
Red Skelton Show  
CBS-TV

**ORKIN, HARVEY**  
Fido Fisher Show  
NBC-TV

— P —

**PICKARD, ELON**  
George Gobel Show  
NBC-TV

**PARKER, RAY**  
House Party  
CBS

**PAUL, DUDLEY**  
G. S. S.  
ABC-TV

**PAUL, NORMAN**  
Buns & Allen  
CBS-TV

**PELLETIER, LOUIS**  
FBI in Peace and War  
CBS

**PERELMAN, S. J.**  
Seven Lively Arts, Ed Paar Show of the Month  
CBS-TV

**PERRIN, SAM**  
Show of Stars Jack Benny Show  
CBS-TV

**PEYSER, ARNOLD**  
Chevy Show  
NBC-TV

**PHILLIPS, IRVA**  
As The World Turns The Guiding Light  
CBS-TV

**PHILLIPS, PAUL**  
This Is Your Life  
NBC-TV

**PICKARD, JOHN**  
Wendy Warner and the News  
CBS

**PICKARD, LARRY**  
Today  
NBC-TV

**POLLOCK, EILEEN**  
Breakfast Day  
CBS-TV

**POLLOCK, ROBERT**  
Breakfast Day  
CBS-TV

**PROVO, FRANK**  
Wendy Warner and the News  
CBS

— Q —

**QUEEN, ROBERT L.**  
Nick Kenny WAHD-TV, Tabloid Times, WPIX-TV, Documentaries, WRA-TV, WQBS-TV, WATV-TV, GAYE Documentaries, WAB-TV, WQBS-TV, WAHD-TV

**QUILLAN, JOE**  
Bing Crosby and His Friends Eddie Fisher Show  
CBS-TV, NBC-TV

— R —

**RAPP, JOHN**  
Bob Hope Show  
NBC-TV

**RAYNOB, BILL**  
Wild Bill Hickok  
ABC-TV

**REYNOLDS, SHELDON**  
Dick and the Duchess, CBS-TV

**RIPLEY, BETTY**  
Mary Griffin Show  
ABC

**ROBIN, ALLEN**  
Do You Trust Your Wife  
ABC-TV

**ROBINSON, JOHN**  
Frasier  
NBC-TV

**ROBINSON, MAURIE**  
Today  
NBC-TV

**RODMAN, HOWARD**  
Lump Live My Feet  
CBS-TV

**ROGERS, BOB**  
Gusie MacKenzie Show  
NBC-TV

**ROGERS, ROSWELL**  
Fisher Knows Best  
NBC-TV

**ROONEY, ANDREW A.**  
Seven Lively Arts  
CBS-TV

**ROSE, REGINALD**  
Studio One  
CBS-TV

**ROSEN, ARNIE**  
Phil Silvers Show  
CBS-TV

**ROSEN, MILTON**  
George Gobel Show  
NBC-TV

**ROSKAM, CLAIR**  
Lump Live My Feet Camera Three  
CBS-TV

**ROSS, JEROME**  
Studio One  
CBS-TV

**RUDLEY, SARETT**  
Rusty Foley  
NBC-TV



# RADIO-TELEVISION WRITERS



**RUTHMAN, BOB**  
Today  
NBC-TV  
**RYAN, TERRY**  
Phil Silvers Show  
CBS-TV

## — S —

**SAKS, SOL**  
Mr. Adams and Eve  
CBS-TV  
**SANDLER, JESSE**  
Wide Wide World  
NBC-TV  
**SAPINSLEY, ALVIN**  
Shirley Temple Storybook  
NBC-TV  
**SARGENT, HERB**  
Steve Allen Show  
NBC-TV  
**SCHILLER, BOB**  
The Lucille Ball - Desi Arnaz  
Show; I Love Lucy  
CBS-TV  
**SCHIRANK, JOSEPH**  
Shirley Temple Storybook  
NBC-TV  
**SCHWARTZ, SHERWOOD**  
Red Skelton Show  
CBS-TV  
**SCHWEITZER, SAMUEL S.**  
US Steel Matinee  
**SCOTT, ROLAND**  
The Garry Moore Show  
CBS-TV  
**SELEN, JERRY**  
Pat Boone Chevy Showroom  
ABC-TV  
**SERLING, ROD**  
Playhouse 90  
CBS-TV  
**SEVAREID, ERIC**  
News Analysis  
CBS  
**SHANNON, ROBERT**  
Dick and the Dutchess  
CBS-TV  
**SHARNIK, JOHN**  
Special CBS News programs  
CBS-TV  
**SHARP, PHIL**  
Phil Silvers Show  
CBS-TV  
**SHAW, DAVID**  
Playhouse 90  
CBS-TV  
**SHOENFELD, BERNARD**  
M-Squad  
NBC-TV  
**SHUKEN, PHIL**  
Sally  
NBC-TV  
**SILVERMAN, ED**  
Sports Focus  
ABC-TV  
**SIMON, DANNY**  
Sid Caesar  
ABC-TV  
**SIMON, MAYO**  
Studio One, Lamp Unto My  
Feet, Sid Caesar  
**SIMON, ROBERT A.**  
Classical Music For People  
Who Hate Classical Music  
NBC  
**SLATE, LANE**  
U.N. In Action  
CBS-TV  
**SLOANE, ALLAN**  
Indictment, Navy Log  
CBS, ABC-TV  
**SLOCUM, CHARLIE**  
The Garry Moore Show  
CBS-TV  
**SLOTE, LESLIE**  
Du Pont Show of the Month  
CBS-TV  
**SMITH, FITZGERALD**  
Monitor  
NBC

**SMITH, HOWARD K.**  
Howard K. Smith and the  
News  
CBS  
**SNYDER, HOWARD**  
Gisele MacKenzie Show  
NBC-TV  
**SOCOLOV, SANFORD**  
Walter Cronkite with the  
News: The Sunday News Spe-  
cial  
CBS-TV  
**SOLLIPHANT, STERLING**  
M-Squad  
NBC-TV  
**SOMMERS, JAY**  
Adventures of Ozzie & Harriet  
ABC-TV  
**STARKS, FRED**  
High Adventure with Lowell  
Thomas  
CBS-TV  
**SPARKS, WILL**  
Wide Wide World  
NBC-TV  
**SPELLING, AARON**  
Playhouse 90  
CBS-TV  
**STANDER, ARTHUR**  
The Danny Thomas Show  
CBS-TV  
**STARK, SHELLY**  
Herb Oskar Anderson Show  
ABN  
**STEIN, JOSEPH**  
Du Pont Show of the Month  
CBS-TV  
**STERN, LEONARD**  
Steve Allen  
NBC-TV  
**STEVENS, LESIE**  
Du Pont Show of the Month;  
Playhouse 90  
CBS-TV  
**STEWART, MIKE**  
Sid Caesar  
ABC-TV  
**SULLIVAN, NORMAN**  
Bob Hope Show  
NBC-TV  
**SULTAN, ARNE**  
Polly Bergen Show  
NBC-TV

## — T —

**TAYLOR, DOUGLAS**  
Big Story, US Steel  
**TEITELBAUM, DAVE**  
Today  
NBC-TV  
**THOMAS, LOWELL JR.**  
High Adventure with Lowell  
Thomas  
CBS-TV  
**THOMPSON, PALMER**  
Turn of Fate  
NBC-TV  
**TOLKIN, MEL**  
Sid Caesar  
ABC-TV  
**TOMBRAGEL, MAURICE**  
Sgt. Preston  
CBS-TV  
**TOVROV, ORIN**  
Ma Perkins  
CBS  
**TROUT, ROBERT**  
Robert Trout and the News  
CBS  
**TWITTEE, PAT (Miss)**  
Jim Reeves Show  
ABN

## — U —

**UPTON, GABRIELLE**  
Shirley Temple Storybook  
NBC-TV

**USTINOV, PETER**  
Du Pont Show of the Month  
CBS-TV

## — V —

**VENDIG, IRVING**  
The Edge of Night  
CBS-TV  
**VICTOR, DAVID**  
The Restless Gun  
NBC-TV  
**VLACHOS, JOHN**  
Studio One, Climax  
**VON FREMD, CHARLES**  
Radio News of America  
CBS

## — W —

**WALDMAN, TOM**  
Lux Show Starring Rosemary  
Clooney  
NBC-TV  
**WALLACE, ART**  
Armstrong, Goodyear  
**WANG, GENE**  
Perry Mason  
CBS-TV  
**WARE, LEON**  
Turn Of Fate  
NBC-TV  
**WARRK, MARTIN**  
House Party  
CBS  
**WASSERMAN, DALE**  
Studio One  
**WAYNE, FRANK**  
Beat the Clock  
CBS-TV  
**WEDLOCK, HUGH**  
Gisele MacKenzie Show  
NBC-TV  
**WEISKOFF, BOB**  
The Lucille Ball - Desi Arnaz  
Show; I Love Lucy  
CBS-TV  
**WELLES, HALSTED**  
Suspicion  
NBC-TV  
**WELLS, BOB**  
Chevy Show  
NBC-TV  
**WESSON, DICK**  
Bob Cummings Show  
NBC-TV  
**WEST, PAUL**  
Father Knows Best  
NBC-TV  
**WHEDON, JOHN**  
Alcoa, Kraft  
**WHITE, LES**  
Bob Hope Show  
NBC-TV  
**WILBUR, CAREY**  
The Californians  
NBC-TV  
**WILLIS, MAGGIE**  
Allan Jackson and the News  
CBS  
**WINKLER, HARRY**  
George Gobel Show  
NBC-TV  
**WISHENGRAD, MORTON**  
CBS, NBC Specials  
Frontiers of Faith  
**WOLFF, PERRY**  
Seven Lively Arts  
CBS-TV  
**WORTH, MARVIN**  
Polly Bergen Show  
NBC-TV

## — Z —

**ZELINKA, SID**  
Phil Silvers  
CBS-TV



KLAVAN and FINCH

# DISC JOCKEYS

## RADIO AND TELEVISION

—their work during 1957

### — A —

**ACKERLEY, BOB**  
KOMO, KOMO-TV, Seattle, Wash.

**ACTOR, ALLEN**  
WHLY, Orlando, Fla.

**ADAMS, BOB**  
WAKE, Atlanta, Ga.

**ADAMS, BOB**  
KNOE, KNOE-TV, Monroe, La.

**ADAMS, DON**  
KLAS, Las Vegas, Nev.

**ADKINS, ROBERT D.**  
KNEW, Spokane, Wash.

**AGEE, BOB**  
WBIR-TV, Knoxville, Tenn.

**AGEE, TOM**  
WINA, Charlottesville, Va.

**AIKEN, LARRY**  
WEOA, WEHT, Evansville, Ind.

**AIME, VIC**  
WNNJ, Newton, N. J.

**ALBAN, DAVE**  
WALK, Patchogue, N. Y.

**ALBERT, BILL**  
WLW, WLW-TV, Cincinnati, Ohio

**ALEXANDER, ERNIE**  
WIBR, Baton Rouge, La.

**ALEXANDER, LEE**  
KECK, Odessa, Tex.

**ALFORD, DICK**  
KXLR, N. Little Rock, Ark.

**ALLDREDGE, JAY**  
WBRC, WBRC-TV, Birmingham, Ala.

**ALLEN, ART**  
WABJ, WNEB-TV, Adrian, Mich.

**ALLEN, CHUCK**  
WKHM, Jackson, Mich.

**ALLEN, DON**  
WMFL, Daytona Beach, Fla.

**ALLEN, HERB**  
WESA, Charleroi, Pa.

**ALLEN, MARK**  
WRAP, Norfolk, Va.

**ALLEN, MILTON**  
KORA, Bryan, Tex.

**ALLEN, OLIVER**  
WRAP, Norfolk, Va.

**ALLEN, PERRY**  
KTLN, Denver, Colo.

**ALLISON, LEON**  
KLAJ, Lakewood, Colo.

**ALLYN, JACK**  
WROV, Roanoke, Va.

**ALONSO, IVO LUIS**  
KIPN, Phoenix, Ariz.

**ANDERSEN, BERT**  
KTAC, Tacoma, Wash.

**ANDERSON, ACE**  
WRMA, Montgomery, Ala.

**ANDERSON, DON**  
KFH, Wichita, Kan.

**ANDERSON, HARRY**  
KENO, Las Vegas, Nev.

**ANDERSON, HERB OSCAR**  
Make Believe Ballroom  
WABC, New York, N. Y.

**ANDERSON, HOWARD**  
WLDB, Atlantic City, N. J.

**ANDERSON, NORWOOD**  
WFMC, Goldsboro, N. C.

**ANDERSON, SAMMY**  
WKAP, Allentown, Pa.

**ANDREWS, DON**  
WSGW, Saginaw, Mich.

**ANDREWS, JOHNNY**  
WTRC, Elthart, Ind.

**ANDREWS, PERRY**  
WBAL, WBAL-TV, Baltimore, Md.

**ANTHONY, AL**  
KAPY, Bakersfield, Calif.

**ANTHONY, CARMINE**  
WJJD, Chicago, Ill.

**ANTHONY, WILLIAM D. JR.**  
WEED, Rocky Mount, N. C.

**ANTOINE, TEX.**  
WRCA, WRCA-TV, New York, N. Y.

**ARHELL, BUD**  
WANS, Anderson, S. C.

**ARMSTRONG, BOB**  
WGUY, Bangor, Me.

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio

**ARNOLD, BOB**  
WCSH-TV, Portland, Me.

**ARNOLD, CHUCK**  
WIRL, Peoria, Ill.

**ARNOLD, CHUCK**  
WSOK, Nashville, Tenn.

**ASHTON, KEITH**  
KRAK, Stockton-Sacramento, Calif.

**ATKINS, BILL**  
KDOJ, Tyler, Tex.

**ATWOOD, RUSS**  
WMAS, Springfield, Mass.

**AUGELLO, JOE**  
WOHO, Toledo, Ohio

**AYALA, MARCOS GARCIA**  
KIFN, Phoenix, Ariz.

**AYLWARD, BILL**  
WMTR, Morristown, N. J.

**AYLWARD, JIM**  
WREB, Holyoke, Mass.

**AVRES, KIRBY**  
WEEX, Easton, Pa.

### — B —

**BABB, MORGAN**  
WSOK, Nashville, Tenn.

**BACKLIN, JIM**  
KPYR, KPYR-TV, Bismarck, N. D.

**BAHR, GIL**  
KUAM, KUAM-TV, Azusa, Gaum, M. I.

**BAILEY, BOB**  
KENO, Las Vegas, Nev.

**BAILEY, CHARLIE**  
WATO, Oak Ridge, Tenn.

**BAILEY, CHARLIE**  
WJMX, Florence, S. C.

**BATLEY, RUSS**  
KSOO, KSOO-TV, Sioux Falls, S. D.

**BAKER, BILL**  
WSTN, St. Augustine, Fla.

**BAKER, BILL**  
WIBC, Indianapolis, Ind.

**BAKER, DICK**  
WPTN, St. Petersburg, Fla.

**BALDWIN, BUD**  
WING, Dayton, Ohio

**BALJR, DON**  
WHAY, New Britain, Conn.

**BALLANCE, BILL**  
KFWB, Los Angeles, Calif.

**BALLARD, DREW**  
KVMC, Colorado City, Tex.

**BANGHART, KEN**  
WRCA, WRCA-TV, New York, N. Y.

**BANKS, CHARLIE**  
WLSB, Wallace, N. C.

**BANN, BOB**  
KWSO, Wasco, Calif.

**BARBONE, TED**  
WFEN, Findlay, Ohio

**BARKER, EDDIE**  
KWFT, Wichita Falls, Tex.

**BARLEY, ROGER**  
KALL, Salt Lake City, Utah

**BARR, FRED**  
WWRL, New York, N. Y.

**BARRETT, RONNIE**  
WDOK, Cleveland, Ohio

**BARRIE, JOE**  
WKAN, Kankakee, Ill.

**BARRY, GENE**  
WING, Dayton, Ohio

**BARRY, JACK**  
WILM, Wilmington, Del.

**BARTELL, PAUL**  
WFOK, Milwaukee, Wis.

**BARTON, FRED**  
WANE, WANE-TV, Ft. Wayne, Ind.

**BARTON, KEARNEY**  
KTW, Seattle, Wash.

**BASSETT, BOB**  
WHIM, Providence, R. I.

**BATH, JIM**  
KALB, KALB-TV, Alexandria, La.

**BAXTER, GORDON**  
KTRM, Beaumont, Tex.

**BEACH, RON**  
KNOT, Prescott, Ariz.

**BEAL, GEORGE**  
WRGS, Rogersville, Tenn.

**BEALL, BOB**  
KODI, Cody, Wyo.

**BEASLEY, BUZZ**  
KATZ, St. Louis, Mo.

**BEATTIE, GEORGE III**  
KWBY, Colorado Springs, Colo.

**BECK, LEW**  
KAWL, York, Neb.

**BEEM, ART**  
Hillbilly Hit Parade  
KLRA, Little Rock, Ark.

**BEKAS, TONY**  
WNAR, Norristown, Pa.

**BELL, BILL**  
KLX, Oakland, Calif.

**BELL, DAN**  
WNOK, WNOK-TV, Columbia, S. C.

**BELL, JACK**  
KAGF, Riverside, Calif.

**BELLAIRS, MAL**  
WBBM-TV, Chicago, Ill.

**BELYEA, BRITT**  
WKXL, Concord, N. H.

**BENHAM, DICK**  
WBET, Brockton, Mass.

**BENNETT, BILL**  
WDGY, Minneapolis, Minn.

**BENNETT, JOHN**  
WNNI, Newton, N. J.

**BENNICK, DICK**  
WTOB, Winston-Salem, N. C.

**BENSON, CHUCK**  
WHPB, Benton Harbor, Mich.

**BENSON, RED**  
WPEN, Philadelphia, Pa.

**BENTON, LOU**  
KFDM, KFDM-TV, Beaumont, Tex.

**BERNAM, MEL**  
WAMS, Wilmington, Del.

**BERRER, KEN**  
WKAN, Kankakee, Ill.

**BERRY, BILL**  
WDBO, Orlando, Fla.

**BERRY, BILL**  
WDSU, WDSU-TV, New Orleans, La.



PAT JORDAN



WES McWAIN

THE WHEEL OF CHANCE  
THE BIG DECISION  
MUTUAL



**BERRY, PETE**  
WBRK, Pittsfield, Mass.

**BETZER, DANNY**  
KGBX, Springfield, Mo.

**BIGGS, TED**  
KWHN, Fort Smith, Ark.

**BIRCHER, BILL**  
WTNJ, Trenton, N. J.

**BISHOP, GORDON**  
WSTV-TV, Steubenville, Ohio

**BISHOP, BENNY**  
WLDB, Atlantic City, N. J.

**BLACKWELL, KEN**  
WCBS, Greenwood, S. C.

**BLAINE, JOHN**  
WMRI, Marion, Ind.

**BLAIR, HARRY**  
WGL, Fort Wayne, Ind.

**BLAIR, RAY**  
WRRR, Rockford, Ill.

**BLAKE, PETER**  
WKIT, Garden City, N. Y.

**BLANTON, OTIS**  
WLBJ, Bowling Green, Ky.

**BLEVINS, KENNETH**  
WTHH, Port Huron, Mich.

**BLOCK, MARTIN**  
Make Believe Ballroom  
WABC, New York, N. Y.

**BLOOD, RUSSELL W.**  
WLOB, Portland, Me.

**BLOOM, LYNN**  
WMBF, Lewistown, Pa.

**BLV, DAN**  
WWNC, Asheville, N. C.

**BOARDMAN, GARY**  
WWSR, St. Albans, Vt.

**BOLENDER, DICK**  
WBRK, Pittsfield, Mass.

**BOLLER, PHIL**  
WKHM, Jackson, Mich.

**BONNER, ED**  
KXOK, St. Louis, Mo.

**BONNEWITZ, DICK**  
WFOK, Poughkeepsie, N. Y.

**BOONE, CHUCK**  
KFGO, Fargo, N. D.

**BOOTH, SID**  
KFRU, Columbia, Mo.

**BOSMAN, JOHN**  
WABL, Bangor, Me.

**BOULDIN, ART**  
WICH, Norwich, Conn.

**BOURQUE, WARREN**  
WNLG, New London, Conn.

**BOYD, MIKE**  
WGAY, Silver Spring, Md.

**BRADLEY, BOB**  
WRBL, WRBL-TV, Columbus, Ga.

**BRADLEY, MIKE**  
KOIL, Omaha, Neb.

**BRADSHAW, JOHN**  
WBOP, Virginia Beach, Va.

**BRADY, ED**  
KNBC, San Francisco, Calif.

**BRADY, JOSH**  
WBBM-TV, Chicago, Ill.

**BRANDT, DEL**  
KLMS, Lincoln, Neb.

**BRANSOME, BILL**  
WCAU-TV, Philadelphia, Pa.

**BRAY, ED**  
WALT, Tampa, Fla.

**BRENNAN, TOM**  
KPB, Wichita, Kan.

**BRENNEN, TOM**  
KRRK, Los Angeles, Calif.

**BRENT, GENE**  
WHTN-TV, Huntington, W. Va.

**BRIEN, RAY**  
KLTB, Salt Lake City, Utah

**BRODE, BUDDY**  
WNAR, Norristown, Pa.

**BROOKHART, GARY**  
WCEF, Parkersburg, W. Va.

**BROOKS, AL**  
WISH, WISH-TV, Indianapolis, Ind.

**BROOKS, FRANK**  
WRVA, Richmond, Va.

**BROWN, BILL**  
WNEB, Worcester, Mass.

**BROWN, DICK**  
WTRY, Troy, N. Y.

**BROWN, JOHNNY**  
WROK, Rockford, Ill.

**BROWN, TED &  
REDHEAD**

WMGM, New York, N. Y.

**BROWN, THACK**  
WIEF, Hagerstown, Md.

**BROWN, TOM**  
WKK, Cleveland, Ohio

**BROWNING, BILL**  
KFMB, KFMB-TV, San Diego, Calif.

**BRUCE, JACK**  
WNAX, Yankton, S. D.

**BRUSH, BARRY**  
WGSM, Huntington, N. Y.

**BRYAN, CHARLIE**  
WSMB, New Orleans, La.

**BRYAN, JERRY**  
KAWL, York, Neb.

**BRYANT, BRISTOE**  
WILB, Detroit, Mich.

**BUDD, MILTON H.**  
WMBD, WMBD-TV, Peoria, Ill.

**BUECHLER, JOHN**  
WRIT, Milwaukee, Wis.

**BUEHLMAN, CLINT**  
WBEN, WBEN-TV, Buffalo, N. Y.

**BUERRY, JOE**  
WJWL, Georgetown, Del.

**BUHANAN, DALE**  
KSCB, Cedar City, Utah

**BULLOCK, S.**  
WSPN, Saratoga Springs, N. Y.

**BURGESS, PHIL**  
WNIX, Springfield, Vt.

**BURKES, STEVE**  
WMOX, Meridian, Miss.

**BURKS, SPIDER**  
KSTL, St. Louis, Mo.

**BURNETT, JIM**  
WHBC, Canton, Ohio

**BURNS, EDDIE**  
WLBS, Birmingham, Ala.

**BURNS, GARY**  
KBAM, Longview, Wash.

**BURNS, RAY**  
KVRC, Arkadelphia, Ark.

**BURNS, STAN**

Entertainment Press Conference,  
DuMont; NBC Monitor; Cerebral  
Pulsey Telethon, WOR-TV; Stan  
Burns Show, WINS

**BURNS, TOMMY**  
KMA, KMTV, Shenandoah,  
Iowa

**BURNS, WALT**  
KOCS, Ontario, Calif.

**BURROUGHS, LARRY**  
KPHO, KPHO-TV, Phoenix,  
Ariz.

**BURTON, RED**  
WHVH, Henderson, N. C.

**BUSHNELL, DOWELL**  
KGBK, Tyler, Tex.

**BUSSELL, JERRY**  
WALB, WALB-TV, Albany, Ga.

**BUTLER, CLIFF**  
WLou, Louisville, Ky.

**BYRD, JIMMY**  
WSRC, Durham, N. C.

**CALLAHAN, CHARLES**  
WESB, Bradford, Pa.

**CAMACHO, CESAR**  
KCOR, KCOR-TV, San Antonio, Tex.

**CAMERON, GEORGE**  
WEAY, Plattsburg, N. Y.

**CAMILLI, JIMMY**  
WCSS, Amsterdam, N. Y.

**CAMPAGNA, VINCE**  
KPMC, Bakersfield, Calif.

**CAMPBELL, DEWITT**  
WAVL, Dayton, Ohio

**CAMPBELL, JOE**  
WDOS, Oneonta, N. Y.

**CAMPBELL, OLIN**  
WFNS, Burlington, N. C.

**CAMPO, BOB**  
WHJB, Greensburg, Pa.

**CANN, HILMAR**  
KSRO, Santa Rosa, Calif.

**CANNON, STEVE**  
WLOL, Minneapolis, Minn.

**CANTU, BOB**  
KWIZ, Santa Ana, Calif.

**CAPPS, JIMMY**  
WPTF, Raleigh, N. C.

**CAPPS, RUSSELL**  
WRAL, WRAL-TV, Raleigh, N. C.

**CARD, DEX**  
WGAN, Portland, Me.

**CARDEN, JOHN**  
WROK, Rockford, Ill.

**CARDWELL, JACK**  
WAIP, Mobile, Ala.

**CARIDAS, WILLIAM**  
WHOK, Lancaster, Ohio

**CARLE, LARRY**  
WOND, Pleasantville, N. J.

**CARLSON, WARREN**  
WKNE, Keene, N. H.

**CARMICHAEL, ROBERT L.**  
KNEW, Spokane, Wash.

**CARNEY, JACK**  
WLL, St. Louis, Mo.

**CARR, DICK**  
WBNY, Buffalo, N. Y.

**CARRIGAN, SYD**  
WBRM, Marion, N. C.

**CARROLL, GODWIN**  
WCSC, WCSC-TV, Charleston, S. C.

**CARROLL, RAY**  
WHCC, WHCC-TV, Bridgeport, Conn.

**CARROLL, ROGER**  
K-GAY, Salem, Ore.

**CARTER, JAMES**  
WOIC, Columbia, S. C.

**CARTWRIGHT, DON**  
KSUB, Cedar City, Utah

**CASE, GEORGE & MARILU**  
WSA1, Cincinnati, Ohio

**CASSADAY, BILL**  
KARK, KARK-TV, Little Rock, Ark.

**CASSELL, BARRY**  
WCAU-TV, Philadelphia, Pa.

**CASLEYBERRY, EDDIE**  
WMBM, Miami Beach, Fla.

**CATE, LOU**  
WFBG-TV, Altoona, Pa.

**CATLIN, DOUG**  
WBLEF, Bedford, Va.

**CAYANAUGH, JOHN**  
WAMW, Washington, Ind.

**CECIL, CHUCK**  
KFI, Los Angeles, Calif.

**CERVERA, ERNESTO**  
KWKW, Pasadena, Calif.

**CHAMBERLAIN, DON**  
KGMB, KGMB-TV, Honolulu, T. H.

**CHAMBERS, BOB**  
WSPB, Sarasota Fla.

**CHAMPION, JESSE**  
WJLD, Birmingham Ala

**CHAPAU, TED**  
WZOK, Jacksonville, Fla.

**CHARLES, NICK**  
WSLB, Ogdensburg N. Y.





**CHARLES, PRESTON**  
WAGA, WAGA-TV, Atlanta, Ga.

**CHARNELL, JAN**  
KWIL, Albany, Ore.

**CHASE, GENE**  
WLL, St. Louis, Mo.

**CHECK, RAY**  
WNLK, Norwalk, Conn.

**CHENOWETH, JACK**  
WAKR TV, Akron, Ohio

**CHESSER, SHORTY**  
WHAS, WHAS-TV, Louisville, Ky.

**CHICK, JOHN**  
KRMG Tulsa, Okla.

**CHILDRESS, LEROA**  
ML, Any, N. C.

**CHRISCO, RON**  
KHLY, El Paso, Tex.

**CHRISTIAN, JOHN**  
WEEP, Pittsburgh, Pa.

**CHURCHES, GLENN**  
KCRS, KCRS-TV, Sacramento, Calif.

**CHURCHILL, DON**  
KEEN, San Jose, Calif.

**CIMINO, RICK**  
KJOY, Stockton, Calif.

**CLARK, DEL**  
WJJD, Chicago, Ill.

**CLARK, GORDON**  
KOGT, Orange, Tex.

**CLARK, JAY**  
WAYZ, New Haven, Conn.

**CLARK, NEIL**  
WRBA, Pittsfield, Ill.

**CLARKE, EDDIE**  
WBB, Kansas City, Mo.

**CLAXTON, DAVE**  
WSLB, Ogdensburg, N. Y.

**CLEMENTS, WAYNE**  
WMEV, Marion, Va.

**CLOTON, CALVIN**  
KPSA-WPSA-TV, Fort. Smith, Ark.

**CODY, WAYNE**  
WMAY, WMAY-TV, Springfield, Ill.

**COLBY, CAL**  
WDRG, Hartford, Conn.

**COLE, BOB**  
KABC, KABC-TV, Los Angeles, Calif.

**COLEMAN, JERRY**  
KSEL, Lubbock, Tex.

**COLEMAN, KING**  
WFEF, Miami, Fla.

**COLLINS, AL**  
KALJ, Salt Lake City, Utah

**COLLINS, DAVE**  
WHTN-TV, Huntington, W. Va.

**COLLINS, GEORGE**  
WKPT, Kingsport, Tenn.

**COLLINS, JIM**  
WAMM, Flint, Mich.

**COLONE, ANN**  
WGL, Fort Wayne, Ind.

**COLONNA, VIC**  
WFLN, Huntsville Ala.

**COLUMBINE, RUSS**  
KMYR, Denver, Colo.

**CONKLIN, MIKE**  
WBYS, Canton, Ill.

**CONNELL, PAT**  
WNJR Newark, N. J.

**CONRAD, RUSS**  
KEX, Portland, Ore.

**CONTI, LARRY**  
WSTV-TV, Steubenville, Ohio

**CONWAY, KEN**  
KMHU, Marshall, Tex.

**COOK, BILL**  
WVMC, Mt. Carmel, Ill.

**COOK, DICK**  
WBRN, Big Rapids, Mich.

**COOK, ED**  
WTOU, Louisville, Ky.

**COOK, JACK**  
WNOX, WNOX-TV, Columbia S. C.

**COOLEY, JOHN**  
WGAY, Silver Spring Md.

**COONTZ, EDDIE**  
KOMA, Oklahoma City, Okla.

**COOPER, BOB**  
KIJN, Hugo, Okla.

**COOPER, TERRY**  
KCHI, Chultheothe, Mo.

**CORDIC, REGE**  
KDKA, KDKA-TV, Pittsburgh, Pa.

**COTCHILL, BOB**  
WBBZ, Vineland, N. J.

**COUGHLIN, LEIS**  
WENY, Ebnora N. Y.

**COVINGTON, BILL**  
WGTC, Greenville, N. C.

**COVINGTON, FRED**  
WGST, Atlanta, Ga.

**COX, FORREST**  
WJDX, WLBZ, Jackson, Miss.

**COX, JOE**  
WANN, Louisville, Ky.

**COY, JOHNNY**  
WIRL, Peoria, Ill.

**CRAIG, CHUCK**  
WHBC, Canton, Ohio

**CRAWFORD, JIM**  
WRTM, Danville, Va.

**CRAWFORD, PAUL**  
KTXN, Austin, Tex.

**CREVELING, JOHNNY**  
WJET, Erie, Pa.

**CROMWELL, JAMES**  
KTBB, Tyler, Tex.

**CROWELL, GEORGE**  
KIJL, KIJL-TV, Los Angeles, Calif.

**CROWELL, JAMES E.**  
WPRC, Lincoln, Ill.

**CROWLEY, MORT**  
KIMN, Denver, Colo.

**CUMMINGS, AL**  
KING, KING-TV, Seattle, Wash.

**CUMMISKEY, BOB**  
WUCC, Hartford Conn.

**CURRA, BULL**  
WIS, WIS-TV, Columbia, S. C.

**CURTIS, RAY**  
KPHO, KPHO-TV, Phoenix, Ariz.

## — D —

**DAHLGREN, BOB**  
WAYE, WAYE-TV, Louisville, Ky.

**DALE, BOBBY**  
KGGG, Fargo, N. D.

**DALTON, BOB**  
WTOP, WTOP-TV, Washington, D. C.

**DANIEL, NATE**  
KCRS, Midland, Tex.

**DANIELS, TIM**  
WKBI, Covington Tenn.

**DANN, HARVEY**  
WJAG, Norfolk, Neb.

**DARY, ALAN**  
WBZ, WBZA, WBZ-TV, Boston-Springfield, Mass.

**DAUGHERTY, DAVID**  
WTRP, La Grange, Ga.

**DAVENPORT, DON**  
WVERZ, Monroe, Wis.

**DAVID, TOBY**  
CKLW, CKLW-TV, Detroit, Mich.

**DAVIDSON, LEE**  
WKTP, Poughkeepsie, N. Y.

**DAVIES, BUD**  
CKLW, CKLW-TV, Detroit, Mich.

**DAVIS, BRAD**  
WACE, Springfield Cheshire, Mass.

**DAVIS, EARL**  
KTHS, KTHV, Little Rock, Ark.

**DAVIS, HERB**  
WEAM, Arlington, Va.

**DAVIS, JOHN**  
WFAU, Anokusa Me.

**DAVIS, NIAL**  
WKLC, St. Albans, W. Va.

**DAVIS, RON**  
WREN, Topeka Kan.

**DAVIS, SONNY**  
WNNC, Newton N. C.

**DAVIS, STAN**  
KOY, Oklahoma City, Okla.

**DAVIS, TONY**  
WTSL, Haveret, N. H.

**DAWES, BILL**  
WCTO, Cincinnati Ohio

**DAV, CARL**  
WCSI, Columbus, Ind.

**DEANE, JOE**  
WBFB, WCFB-TV, Rochester, N. Y.

**DEBARDELABEN, BOB**  
WLEE, Richmond, Va.

**DEEGAN, MICHAEL**  
WJMJ, Philadelphia, Pa.

**DEHARO, TONY**  
KGGG, Dallas, Tex.

**DEBART, VIRGIL**  
KTNT, Tacoma, Wash.

**DETRICK, HARRY A.**  
WATO, Oak Ridge, Tenn.

**DEKLE, ANSEL**  
WKTG, Thomasville, Ga.

**DELAEROIX, RICHARD**  
WJBW, New Orleans, La.

**DELAND, JIM**  
WWJ, WWJ-TV, Detroit

**DE LARA, MARIO**  
WHOM, New York N. Y.

**DEMARKE, PAUL**  
KVOM, Morilton Ark.

**DENNIS, JOE**  
WBBY, Waterbury, Conn.

**DERRICK, CHARLES**  
WOLF, Columbia S. C.

**DESTOCKIE, BOB**  
WPAY, Portsmouth Ohio.

**DEVON, FRI**  
WQXR, New York N. Y.

**DEWITT, CHUCK**  
WPLN, St. Petersburg, Fla.

**DEXTER, RON**  
KCBD, KCBD-TV, Lubbock, Tex.

**DIAZ, JUAN R.**  
WHOM, New York, N. Y.

**DICKEY, GENE**  
WBBZ, Flint, Mich.

**DILL, FRANK**  
WGR-TV, Buffalo, N. Y.

**DILLON, EDDIE**  
KVOR, Colorado Springs, Colo.

**DINGMAN, R.**  
WSPN, Saratoga Springs N. Y.

**DIROMA, DICK**  
WJWG, Conway N. H.

**DI SALVO, HU GO**  
WTOU, Kokomo, Ind.

**DIX, MIKE**  
KPSM, El Paso, Tex.

**DIXON, DAVE**  
KATZ, St. Louis Mo.

**DODD, ESTHER K.**  
WNSA, Silver City, N. C.

**DODD, JIM**  
WGST, Atlanta, Ga.

**DODDS, DAB**  
WGTO, Cypress Gardens, Fla.

**DOGGETT, TOM**  
KORE, Eugene, Ore.

**DOLAN, TOM**  
WJZM, Clarksville, Tenn.

**DOLL, KENNY**  
WSVA-TV, Harrisonburg, Va.

**DONALD, VIVIAN**  
WMP, Mobile, Ala.

**DORRIS, LEE**  
WBEE, Chicago Ill.

**DOUGHERTY, CHUCK**  
WQAM, Miami, Fla.

**DOUGHERTY, CHUCK**  
KQV, Pittsburgh, Pa.

**DOUGLAS, BOB**  
WDCC, Port Jervis, N. Y.





# DISC JOCKEYS, RADIO-TELEVISION



**DOUGLAS, SAM**  
WXOK, Baton Rouge, La.

**DOUGLAS, STAN**  
WTWN, St. Johnsbury, Vt.

**DOWNEY, GEORGE**  
WNEB, Worcester, Mass.

**DOWNIE, HARRY**  
WICC, WICC-TV, Bridgeport, Conn.

**DOWING, CLYDE**  
WRRR, Rockford, Ill.

**DRAKE, FRANK**  
WG, Norfolk-Newport News, Va.

**DRAPER, BILL**  
WKXY, Sarasota, Fla.

**DRESEN, GEORGE**  
WLCS, La Crosse, Wis.

**DREWS, BOB**  
KOIL, Omaha, Neb.

**DROWN, DOUG**  
WTWN, St. Johnsbury, Vt.

**DRU, GORDIE**  
KBKW, Aberdeen, Wash.

**DU BLON, JACK**  
KWFR, San Angelo, Tex.

**DU BOSE, PAUL**  
WKAB, Mobile, Ala.

**DUCK, ORM**  
KPLT, Paris, Tex.

**DUFF, GLEN**  
WVCH, Chester, Pa.

**DU MONT, OSCAR**  
WKDN, WKDN-TV, Camden, N. J.

**DUNBAR, JERRY**  
WBEL, Beloit, Wis.

**DUNBAR, JIM**  
WDSU, WDSU-TV, New Orleans, La.

**DUNBAR, TAD JR.**  
KNET, Palestine, Tex.

**DUNCAN, JIM**  
WGGH, Marion, Ill.

**DUNN, TOM**  
WPEO, Peoria, Ill.

**DuFUY, MONTY**  
WFBC-TV, Greenville, S. C.

**DURHAM, ERNIE**  
WJLB, Detroit, Mich.

— E —

**EATON, GORDON**  
WCCO, WCCO-TV, Minneapolis, Minn.

**EATON, JACK**  
WMC, WMCT, Memphis, Tenn.

**EBBESEN, HARRY**  
KYNT, Yankton, S. D.

**ERBERHART, Prof. WALTER C.**  
WEW, St. Louis, Mo.

**ECKELBARGER, DAN**  
WKAM, Goshen, Ind.

**EDDY, FORREST**  
KBHS, Hot Springs, Ark.

**EDWARD, BILL**  
WRVM, Rochester, N. Y.

**EDWARDS, CHUCK**  
KSET, El Paso, Tex.

**EDWARDS, GENE**  
KILT, Houston, Tex.

**EDWARDS, HOWARD**  
KONO, San Antonio, Tex.

**EDWARDS, JIM**  
WPPA, Pensacola, Fla.

**EDWARDS, LEW**  
KIT, Yakima, Wash.

**EDWARDSSEN, BILL**  
WGY, Schenectady, N. Y.

**EIGEN, JACK**  
WMAQ, WNBQ, Chicago, Ill.

**ELKINS, TOM**  
WOC, WOC-TV, Davenport, Iowa

**ELLIOTT, BOB**  
KENT, Shreveport, La.

**ELLIOTT, DON**  
WSAN, Allentown, Pa.

**ELLIS, TOM**  
KVET, Austin, Tex.

**ELLSWORTH, JACK**  
WALK, Patchogue, N. Y.

**ELSE, MICKEY**  
KSD, KSD-TV, St. Louis, Mo.

**ENGBRETTSON, HAL**  
KGYW, Vallejo, Calif.

**ENNIS, CHUCK**  
WREN, Topeka, Kan.

**ENTLEY, BOB**  
WKLC, St. Albans, W. Va.

**ERBE, GALE**  
KHEP, Phoenix, Ariz.

**ERICKSON, ROALL**  
KMO, Tacoma, Wash.

**ETZEL, JACK**  
KWHK, Hutchinson, Kan.

**EVANS, BOB**  
KWKC, Abilene, Tex.

**EVANS, DICK**  
KTUL, KTUL-TV, Tulsa, Okla.

**EVANS, FRANK**  
WHBO, Tampa, Fla.

## — F —

**FAIRWEATHER, JACK**  
KYOC, Casper, Wyo.

**FALCON, BOB**  
WNAV, Annapolis, Md.

**FARMER, JERRY**  
WFMO, Fairmont, N. C.

**FARRAYE, LOU**  
WDBJ, WDBJ-TV, Roanoke, Va.

**FARRELL, BATES**  
WKMH, Dearborn-Detroit, Mich.

**FATMAN, LLOYD**  
WHAT, Philadelphia, Pa.

**FAVE, MARTY**  
WAAJ, Chicago, Ill.

**FEATHERSTONE, BOB**  
KPDA, Anarillo, Tex.

**FENDER, BOB**  
WEBC, Duluth, Minn.

**FENNEL, GEORGE**  
WHIL, Boston-Medford, Mass.



Ted Brown and the Redhead  
WMGM



# DISC JOCKEYS, RADIO-TELEVISION



**FERGUSON, JIM**  
WPCA, Pensacola, Fla.

**FERRIS, BART**  
WPLK, Alexandria, Va.

**FERRON, TOM**  
WMMM Marinette, Wis.

**FIELD, ELLIOT**  
KPWB Los Angeles, Calif.

**FIELD, ELLIOT**  
KILT, Houston, Tex.

**FIGUERAS, BOB**  
WLYC Williamsport, Pa.

**FILE, AUCIE**  
WALA WALA-TV, Mobile, Ala.

**FILIPAK, STEVE**  
WBRV, Ann Arbor, Mich.

**FINEAV, FRED**  
KVCB, Farmington, N. M.

**FINN, GREG**  
WORL Boston, Mass.

**FISCHER, LARRY**  
WNOE, New Orleans, La.

**FISHER, GEORGE**  
WBBQ Augusta, Ga.

**FIXARIS, FRANK**  
WCSH-TV, Portland, Me.

**FLANNAGAN, BOB**  
WMBG, Richmond, Va.

**FLEMING, NEDD**  
WAEB, Allentown, Pa.

**FLOCKER, DAVE**  
WJLP, Kenosha, Wis.

**FLOHR, MORT**  
WLEY, Hornell, N. Y.

**FLOOD, HAROLD**  
WKRM, Columbia, Tenn.

**FLOOD, JOE**  
KTLN, Denver, Colo.

**FLORENCE, DICK**  
WCMR Elkhart, Ind.

**FOLTZ, BOB**  
WBBS, Uniontown, Pa.

## FORD, ART

WNEW, New York, N. Y.

**FORD, HONEYBOY**  
WSRC, Durham, N. C.

**FORD, LEE ALLEN**  
WAPX Montgomery, Ala.

**FORD, MILTON Q.**  
WOF, Washington, D. C.

**FORD, TED**  
KREX, KREX-TV, Grand Junction, Colo.

**FORSSELL, GENE**  
KDB, Santa Barbara, Calif.

**FORSTER, BOB**  
WTHL, Baltimore, Md.

**FOSTER, JOHN**  
WBAX, Wilkes Barre, Pa.

**POWLER, JIM**  
WGFC, Albany, Ga.

**FOX, AL**  
WAHR, Miami Beach, Fla.

**FRANCISCO, CHUCK**  
WJJD, Chicago, Ill.

**FRANK, BECHER**  
WGRC, Louisville, Ky.

**FRAY, JACQUES**  
WQXR, New York, N. Y.

**FRAZEE, SKIP**  
KMMO, Marshall, Mo.

**FRAZIER, BOB**  
WAAB, Worcester, Mass.

**FREDERICK, ALAN**  
WGBB, Freeport, N. Y.

**FREDRUS, DON**  
WTAW, Bryan, Tex.

**FREEMAN, AUBREY**  
WCPC, Houston, Miss.

**FREEMAN, BILL**  
KGFV, Kearney, Neb.

**FREY, WILLIAM**  
WATH, Athens, Ohio.

**FRITTS, PAUL**  
WMFR, High Point, N. C.

**FILCHER, MILTON**  
WIED, Washington, N. C.

**FULKS, CHARLES**  
WRKH, Rockwood, Tenn.

**FULLER, BOB**  
KSHL, Silver City, N. M.

**FULLER, JERRY**  
KSSP, Sulphur Springs, Tex.

**FURCK, BOB**  
KPAK, KVAR, Phoenix, Ariz.

**FURSETH, ERIC**  
WILS, Lansing, Mich.

## G

**GAINES, TOM**  
KISD, Sioux Falls, S. D.

**GALE, JACK**  
WTHL, Baltimore, Md.

**GALLAGHER, DENNIS**  
KOPK, Yuma, Ariz.

**GANNON, JOE**  
KWPC, Muscatine, Iowa.

**GARCIA, WOODY**  
WTSF, St. Petersburg, Fla.

**GARDNER, RON**  
KFXM, San Bernardino, Calif.

**GARLAND, KEN**  
WPOR, Portland, Me.

**GARRETT, TOM 'SNCF'**  
KSYD, KSYD-TV, Wichita Falls, Tex.

**GARRISON, GARY**  
WHYN, WHYN-TV, Springfield, Mass.

**GARTEN, LLOYD**  
WJIM, WJIM-TV, Lansing, Mich.

**GAUSTAD, GEORGE**  
REJX, Jamestown, N. D.

**GANNOR, BOB**  
WAHR, Miami Beach, Fla.

**GEARHART, AAL**  
KICNO, San Bernardino, Calif.

**GEARING, JOSEPH**  
WLEU, Erie, Pa.

**GEORGE, TOM**  
WHRK, WJRK-TV, Detroit, Mich.

**GIBBONS, JIM**  
WOL, Washington, D. C.

**GIBSON, JERRY**  
KXRO, Aberdeen, Wash.

**GILBERT, GLEN**  
WATP, WPTX-TV, Cadillac, Mich.

**GILES, JAY H.**  
WSQV, Decatur, Ill.

**GILL, J. CIRT, JR.**  
WGBB, Greensboro, N. C.

**GINSBURG, ARNIE**  
WBOS, Boston, Mass.

**GLYNN, BILL**  
KRSS, Los Alamos, N. M.

**GODFREY, WILLIAM**  
KQUE, Albuquerque, N. M.

**GONNEAU, PIERRE**  
WBRB, Buffalo, N. Y.

**GONZALEZ, JOSE T.**  
KCTT, Corpus Christi, Tex.

**GOOD, DALE**  
KRKO, Everett, Wash.

**GOODNIGHT, AL**  
KGBD, KGBD-TV, Lubbock, Tex.

**GORDON, BILL**  
WHR, Cleveland, Ohio.

**GORDON, JERRY**  
WJWG, Conway, N. H.

**GORDON, PHIL**  
WALA WALA-TV, Mobile, Ala.

**GORDON, REV. I. H.**  
WLOK, Memphis, Tenn.

**GOURLIE, BUD**  
WJPG, Green Bay, Wis.

**GRACE, MELVIN**  
WORS, Jacksonville, Fla.

**GRADY, CHARLES**  
WTMA, WTMA-TV, Lima, Ohio.

**GRAHAM, BOB**  
RPAJ, Duluth, Minn.

**GRANT, BRUCE**  
WGRD, Grand Rapids, Mich.

**GRANT, DON**  
RQGI, Grand Island, Neb.

**GRANT, GARY**  
KTMS, Santa Barbara, Calif.

**GRANT, JOE**  
WBVA, Danville, Va.

**GRAY, JIM**  
WMBG, Richmond, Va.

**GREEN, ART**  
WKAT, Miami Beach, Fla.

**GREEN, BOB**  
WRMT, Kings Mountain, N.C.

**GREEN, DALE**  
KBRB, Springdale, Ark.

**GREEN, HAL**  
WBAC, Cleveland, Tenn.

**GREEN, JERRY**  
KVET, Austin, Tex.

**GREENWOOD, BILL**  
WZRO, Jacksonville Beach, Fla.

**GREGORY, RICHARD**  
WSSO, Sault Ste. Marie, Mich.

**GRIFFIN, JERRY**  
WGH, WDAI-TV, Scranton, Wilkes Barre, Pa.

**GRIFFIN, SIS, BESSIE**  
WBYV, New Orleans, La.

**GRIMM, RASTA**  
WLOH, Princeton, W. Va.

**GRIMSLEY, AERN**  
KNCO, Garden City, Kan.

**GRISWOLD, JACK**  
WELI, Scranton, Pa.

**GROCE, ROCKY**  
WRVM, Rochester, N. Y.

**GROSS, BOB**  
WANE, WANE-TV, Ft. Wayne, Ind.

**GROVES, JOE**  
KIEF, Albuquerque, N. M.

**GUEST, JOHN**  
KOB, KOB-TV, Albuquerque, N. M.

**GUMM, BILL**  
WRJN, Racine, Wis.

**GUNKLE, VERNON**  
KJCS, Flagstaff, Ariz.

**GUY, AUBREY**  
WMPB, Memphis, Tenn.

**GWANN, EASY**  
WIBC, Indianapolis, Ind.

## H

**HADAWAY, EARL**  
WAPX, Montgomery, Ala.

**HAGGART, BUD**  
WDFE, Flint, Mich.

**HAGGEN, HAROLD**  
KTVW, Seattle, Wash.

**HAGUE, EARL**  
WPLX, Alexandria, Va.

**HAIT, MAJ.**  
WKTP, Ponchaikeste, N. Y.

**HALE, PHIL**  
WRNB, WRNB, New Britain, Conn.

**HALL, JIM**  
WVVA, Wheeling, W. Va.

**HAMILTON, ED**  
KENT, Shreveport, La.

**HAMILTON, JIM**  
WTOL, Toledo, Ohio.

**HAMMOND, DON**  
WDBE, Daytona Beach, Fla.

**HANCOCK, HUNTER**  
KPOP, Los Angeles, Calif.

**HANKIN, WALLY**  
WINC, Winchester, Va.

**HANLEY, ANDY**  
WBOB, Tampa, Fla.

**HANNA, BOB**  
KRBW, Hitehinson, Kan.

**HANNA, RICK**  
WBUT, Butler, Pa.

**HANNAH, WAJNE**  
WQKE, Oak Ridge, Tenn.

**HANSEN, DALE**  
KIFI, Idaho Falls, Idaho.

**HANSON, CHARLIE**  
WISN, WISN-TV, Milwaukee, Wis.

**HANTEN, JEROME C.**  
KONE, Reno, Nev.

\* \* DISC JOCKEYS, RADIO-TELEVISION \* \*

**HARDIN, CHUCK**  
KWTX, KWTX-TV, KBTX-TV,  
Waco, Tex.

**HARDY, FRANCIS**  
KFQD, Anchorage, Alaska

**HARRIOTT, JIM**  
WFLA, WFLA-TV, Tampa,  
Fla.

**HARRIS, ED**  
WAYE, Baltimore, Md.

**HARRIS, HAROLD**  
WMFC, Monroeville, Ala.

**HARRISON, HARRY**  
WPEO, Peoria, Ill.

**HART, LARRY**  
KWEL, Midland, Tex.

**HARVEY, PAT**  
WGEM, Quincy, Ill.

**HASTINGS, DON**  
WMT-TV, Cedar Rapids, Iowa

**HAWKINS, RALPH**  
WAVY-TV, Norfolk, Va.

**HAYES, BRUCE**  
KFWB, Los Angeles, Calif.

**HAYES, DENNY**  
KRDO, KRDO-TV, Colorado  
Springs, Colo.

**HAYES, PHIL**  
WPAV, Portsmouth, Ohio

**HAYES, STAN**  
WINR-TV, Binghamton, N. Y.

**HAYWARD, BRUCE**  
KXOK, St. Louis, Mo.

**HEALY, GENE**  
WPAC, Patchogue, N. Y.

**HEATH, JOHN**  
WEIC, Charleston, Ill.

**HEATON, JACK**  
WVEC, WVEC-TV, Hampton,  
Va.

**HEDBERG, PAUL**  
KMRS, Morris, Minn.

**HEINRICH, SPUD**  
KWSO, Wasco, Calif.

**HELDER, BOB**  
WFMD, Frederick, Md.

**HELLER, HAL**  
KJAY, Topeka, Kan.

**HENDERSON, GENE**  
WRDO, Augusta, Me.

**HENDERSON, LARRY**  
KGBC, Galveston, Tex.

**HENDON, DOUG**  
WSMB, New Orleans, La.

**HENDRICKS, JOHN LEE**  
KSBW, KSBW-TV, KSBY-TV,  
Salinas, Calif.

**HEMING, JIM**  
WMOD, Moundsville, W. Va.

**HERMAN, FRED**  
WSSV, Petersburg, Va.

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**MORENO, BUDDY**  
WHHM, Memphis, Tenn.

**MORGAN, BILL**  
WMAK, Nashville, Tenn.

**MORGAN, HAL**  
WGAR, Cleveland, Ohio

**MORGAN, MIKE**  
WELM, Elmira, N. Y.

**MORRIS, JACK**  
KLX, Oakland, Calif.

**MORRIS, ROY**  
WAPQ, Chattanooga, Tenn.

**MORROW, DAN**  
WKXY, Sarasota, Fla.

**MORTON, BROOKS**  
WTOL, Toledo, Ohio

**MORTON, JAY**  
WEDO, McKeesport, Pa.

**MORTON, LOU**  
WQXI, Atlanta, Ga.

**MORTON, ROSS**  
WWHG, Hornell, N. Y.

**MOSS, DAN**  
WTOC, WTOC-TV, Savannah, Ga.

**MOTERN, TOM**  
WBIR-TV, Knoxville, Tenn.

**MOYLE, WILL**  
WVET, WVET-TV, Rochester, N. Y.

**MOYNIHAN, JOHN**  
WGAW, Gardner, Mass.

**MULCAHY, PAUL**  
WESO, Southbridge, Mass.

**MULHOLLAND, ROSS**  
WHRV, Ann Arbor, Mich.

**MULL, JACK**  
WEEZ, Easton, Pa.

**MURDOCK, JACK**  
WMAN, Mansfield, Ohio

**MURPHY, BILL**  
KANN, Sinton, Tex.

**MURPHY, HAL**  
WSAZ-TV, Huntington, W. Va.

**MURRAY, JOHNNY**  
WQXI, Atlanta, Ga.

**MUSGRAVE, BOB**  
KWFR, San Angelo, Tex.

**MYERS, PETE**  
WHKK, Akron, Ohio

## — N —

**NABER, DAYE**  
WVMC, Mt. Carmel, Ill.

**NAKAI, RAYMOND**  
KCLS, Flagstaff, Ariz.

**NAVA, MILT**  
KWKW, Pasadena, Calif.

**NEAGLE, DON**  
WKCT, Bowling Green, Ky.

**NEAVERTH, DAN**  
WBNY, Buffalo, N. Y.

**NEELY, JAY**  
WGBB, Freeport, N. Y.

**NELSON, ART**  
KABC, KABC-TV, Los Angeles, Calif.

**NELSON, CHUCK**  
KBAM, Longview, Wash.

**NELSON, DON**  
WQDA, Moline, Ill.

**NELSON, GENE**  
KRAK, Stockton-Sacramento, Calif.

**NELSON, LOUIS**  
WGH, Norfolk-Newport News, Va.

**NELSON, RALPH**  
WSTC, Stamford, Conn.

**NELSON, TIM**  
WTVI, Titusville, Pa.

**NESBIT, BILL**  
WCAE, Pittsburgh, Pa.

**NESBITT, JIM**  
WYMB, Manning, S. C.

**NEUBERGER, STAN**  
WEKZ, Monroe, Wis.

**NEWCOMB, ALAN**  
WBT, Charlotte, N. C.

**NEWMAN, BOB**  
WKAP, Allentown, Pa.

**NICHOLS, ROY**  
KXLR, N. Little Rock, Ark.

**NICKSON, NICK**  
WBBF, WCBF-TV, Rochester, N. Y.

**NIELSEN, MARK JR.**  
KROG, Ogden, Utah

**NILSEN, ANDY**  
KLAN, Renton, Wash.

**NIXON, JOE**  
KRKD, Los Angeles, Calif.

**NIXON, MILT**  
WGEE, Indianapolis, Ind.

**NOBLES, GENE**  
WLAC, WLAC-TV, Nashville, Tenn.

**NOE, BOB**  
WBEL, Beloit, Wis.

**NORDMEYER, BOB**  
WKID, Champaign-Urbana, Ill.

**NORGARD, BOB**  
WFRO, Fremont, Ohio

**NORMAN, ALAN**  
WJIM, WJIM-TV, Lansing, Mich.

**NORMAN, BOB**  
WAVZ, New Haven, Conn.

**NORMAN, HAL**  
KGHP, Pueblo, Colo.

**NORMAN, HAL**  
KFDM, KFDM-TV, Beaumont, Tex.

**NORMAN, JOSEPH**  
KICO, Calexico, Calif.

**NORMAN, ROBBIE**  
WSYL, Sylvania, Ga.

**NORTH, JOHN**  
WEAM, Arlington, Va.

**NORTON, BOBBY**  
KFJI, Klamath Falls, Ore.

**NORTON, NORMAN**  
KTEL, Walla Walla, Wash.

**NOVAK, DICK**  
KGW, KGW-TV, Portland, Ore.

**NIZUM, BILL**  
WKWK, Wheeling, W. Va.

**OAKES, TEXAS JIMMIE**  
WTCR, Ashland, Ky.

**OBERLEY, J.**  
WIZE, Springfield, Ohio

**O'BRIEN, BILL**  
WHHY, Montgomery, Ala.

**O'DAY, HAPPY**  
KYES, Roseburg, Ore.

**ODDIS, RAY**  
WJET, Erie, Pa.

**O'DELL, MAURICE**  
WJAN, Spartanburg, S. C.

**O'GRADY, JOE**  
WPTH, Port Huron, Mich.

**O'HARA, BOB**  
WILS, Lansing, Mich.

## — O —

**O'HARA, JIM "SHAMUS"**  
WOKY, Milwaukee, Wis.

**O'HARA, LEE**  
WESX, Salem, Mass.

**O'HARA, MARTY**  
WDEV, Waterbury, Vt.

**O'HARA, TOD**  
WILD, Boston, Mass.

**OLDS, MIKE**  
KWFW, Hobbs, N. M.

**O'LEARY, FRANK**  
WJOL, Joliet, Ill.

**O'LEARY, JIM**  
KBIG, Avalon, Calif.

**OLIVE, GRAY**  
WMSC, Columbia, S. C.

**OLIVER, BILL**  
WKIS, Orlando, Fla.

**OLNEY, DEL**  
KWIJ, Portland, Ore.

**OLSEN, LEON**  
KIDO-TV, Boise, Idaho

**OLSON, RAY**  
WSAL, Logansport, Ind.

**O'NEAL, COLEMAN**  
WSEI, Wallace, N. C.

**O'NEIL, CHUCK**  
WFEA, Manchester, N. H.

**O'QUINN, JIMMY**  
KVMC, Colorado City, Tex.

**ORR, JEROME**  
KELD, El Dorado, Ark.

**ORTON, DEAN**  
KCRS, Midland, Tex.

**OSLAND, NORM**  
KGRN, Grinnell, Iowa

**OTIS, JOHNNY**  
KFOK, Long Beach, Calif.

**OWEN, FRED**  
WYMB, Manning, S. C.

**OWENS, GARY**  
WNGE, New Orleans, La.

**OWENS, JESSE**  
WAAT, Chicago, Ill.

**OWENS, MARION CHARLES**  
WELP, Easley, S. C.

**OWENS, SHEILA**  
WEIC, Charleston, Ill.

## — P —

**PALEN, JIM**  
WOKZ, Alton, Ill.

**PALLAN, ART**  
KDKA, KDKA-TV, Pittsburgh, Pa.

**PARDELLO, JAMES**  
KBMO, Benson, Minn.

**PARIS, DON**  
WTRB, Ripley, Tenn.

**PARKER, CY**  
WLOI, Laporte, Ind.

**PARKER, EDDIE**  
WRGN, Knoxville, Tenn.

**PARKER, TOM**  
KSJS, Sedalia, Mo.

**PARKHURST, BOB**  
KRMG, Tulsa, Okla.

**PARSONS, BEN**  
WRBL, WRBL-TV, Columbus, Ga.

**PARSONS, BRUCE**  
WCTC, New Brunswick, N. J.

**PATRIDGE, DICK**  
WHM, Providence, R. I.

**PASQUALI, JOE**  
WVSC, Somerset, Pa.

**PATE, JESSE**  
KTAN, Sherman, Tex.

**PATRICK, JOHN**  
KDZA, Pueblo, Colo.

**PAUL, NICK**  
KRLD, KRLD-TV, Dallas, Tex.

**PAULEY, RICH**  
WFLA, WFLA-TV, Tampa, Fla.

**PAWLAK, TONY**  
WFAM, WFAM-TV, Lafayette, Ind.

**PAXTON, BOBBY**  
WFTW, Ft. Walton Beach, Fla.





# DISC JOCKEYS, RADIO-TELEVISION



**PAXTON, TOM**  
WKY, WKY-TV Oklahoma City, Okla

**PAYNE, LLOYD**  
WDXB, Chattanooga, Tenn.

**PEARBODY, DICK**  
KBEN, Denver, Colo

**PECK, R. H.**  
KREM, Boise Idaho

**PELOQUIN, PETE**  
WCFE, Chippewa Falls, Wis.

**PENNINGTON, MEL**  
KGBC, Galveston, Tex.

**PEOPLES, JIMMY**  
WMTN, Morristown, Tenn.

**PERKINS, GENE**  
KBOL, KBOL-TV, Boise, Idaho

**PERRY, BOB**  
WCKR, Miami Fla

**PERRY, CHARLES**  
WAVY, Albertville, Ala.

**PERRY, JAY**  
WTOP, WTOP-TV, Washington, D. C.

**PERRY, KEN**  
KXOA, Sacramento, Calif

**PERRY, PORTIA**  
WJAT, Philadelphia Pa

**PERRY, T. T.**  
WCDF, Carbondale, Pa

**PETERSON, ROLEF B.**  
KSL, KSL-TV, Salt Lake City, Utah

**PETTIT, BILL**  
WIDE, Bideford, Me.

**PETRIE, BOB**  
WAKU, Latrobe Pa

**PHELAN, TOM**  
KREM, Spokane Wash

**PHILLIPS, BILL**  
WBAX, Wilkes Barre, Pa

**PHILLIPS, CHUCK**  
WEMP, Milwaukee Wis

**PHILLIPS, ED**  
WSIX-TV, Nashville, Tenn.

**PHILLIPS, JOSEPH A.**  
WDX Orangeburg S. C.

**PHILLIPS, WILLIAM**  
WDKN, Dickson, Tenn.

**PHISTER, JOE**  
KHO, Sioux Falls S. D.

**PICUS, LARRY**  
WSTN, St. Augustine Fla

**PIERCE, ALLEN**  
WYZE, Atlanta, Ga.

**PINGREE, FRANK**  
WKXL, Concord N. H.

**PLANCHÉ, JOHN**  
KPEL, Lafayette La.

**PLEDGER, DOUG**  
KNBC, San Francisco Calif

**PLYLER, DAVE**  
WGRG, Greensboro N. C.

**POLAND, SAM**  
WCHS, WCHS-TV, Charleston W. Va.

**POLEO, RON**  
WTNJ, Trenton N. J.

**POLLACK, FRANK**  
KRFX, Phoenix, Ariz.

**POLLOCK, BOB**  
WCLT, Newark Ohio

**POMES, DON**  
WCWA, Charleston, W. Va.

**POOLE, BOB**  
WBIG, Greensboro, N. C.

**POOLE, JACK**  
WEAT, West Palm Beach Fla

**PORTER, BOB**  
WJLD, Chicago, Ill.

**PORTER, DON**  
KXL, Portland, Ore.

**PORTER, ROLAND**  
WJAK, Jackson, Tenn.

**PORWANTKI, LEO**  
WLJP, Kenosha Wis.

**POSKA, AL**  
KFI, Los Angeles, Calif.

**POST, CHUCK**  
WOCB, West Vermont, Mass.

**POTTER, BOB**  
KCLD, Leavenworth Kan

**POTTER, WILLIAM**  
WNLC, New London Conn.

**POWERS, JOE**  
WRMD, Baltimore, Md.

**PRESELEY, BOB**  
KTFB, KTFB-TV, Austin, Tex.

**PRICE, SAM**  
KNEE, Medford Ore.

**PRIDE, ANDY**  
WLD, Boston Mass.

**PRIMIKIRIS, JOHN**  
WHDL, Olean N. Y.

**PRINCE, JIM**  
WSEV, Seasideville, Tenn.

**PROVENSEN, DICK**  
RGEJ, Los Angeles, Calif.

**PRUITT, AL**  
WNSC, Durham N. C.

**PUCKETT, TRUMAN**  
WJLD, Birmingham Ala.

**PUDNEY, EARLE**  
WGY, Schenectady N. Y.

**PUETT, GRADY**  
WLSB, Birmingham, Ala.

**PUTNAM, DON**  
WBBZ, Poplar City, Orla.

**PALE, JACK**  
WIP, Philadelphia Pa.



**QUINN, TOM**  
WMAX, Grand Rapids, Mich.

**QUAAR, MACKIE**  
WIS, WIS-TV, Columbia S. C.

**QUEENEY, JIM**  
KPAQ, KPAQ-TV, Port Arthur Tex.

**QUILLIN, TED**  
KEWB, Los Angeles, Calif.

**QUIMBY, JOHN**  
KRNO, San Bernardino Calif.

**QUINTANA, VIRGINIA**  
KPLJ, Walsburg, Colo.



**RADKA, AL**  
KERE, KERE-TV, Fresno Calif.

**RAE, BOB**  
KPMC, Bakerfield Calif.

**RAHMAN, BOB**  
WIFN, WFN-TV, Syracuse, N. Y.

**RALSTON, ELDRIDGE**  
WTRF, Chester Pa.

**RAMSEY, NICK**  
WFAA, WFAA-TV, Dallas Tex.

**RYNDELL, BILL**  
WERE-TV, Cleveland Ohio.

**RANKIN, BILL**  
KRTR, KRTR-TV, Thermopiles, Wyo.

**RATNER, SOL**  
WFRP, Savannah, Ga.

**RATTIGAN, JACK**  
WHOL, Allentown Pa.

**RAWE, RICK**  
WETZ, New Martinsville, W. Va.

**RAY, FRANKIE**  
KQLO-TV, Reno Nev.

**RAY, JIMMY**  
KGLI, Ft. Worth Tex.

**RAYBALL, JOE**  
WBAY, Bayville Mass.

**RAYMOND, HAL**  
WEEK, WEEK-TV, Esport Ill.

**RAYMOND, JACK**  
WRIT, Milwaukee Wis.

**REDFEARN, BRAD**  
KLTJ, Longview, Tex.

**REED, B. MITCHEL**  
KFWB, Los Angeles, Calif.

**REEVES, JACK**  
KTFB, Texarkana, Tex.

**REID, CLARK**  
WJBR, WJBR-TV, Detroit, Mich.

**REILLY, JIM**  
WPSL, Shamokin, Pa.

**REM, CHARLIE**  
WCOM, Parkersburg, W. Va.

**RENNER, DEWEY**  
WPPC, Minneapolis Minn.

**RENO, DAVID**  
WPRC, Lincoln, Ill.

**REVELES, DAN**  
RGEJ, Los Angeles Calif.

**REYNOLDS, BILL**  
KROP, Tucson, Ariz.

**REYNOLDS, LEO**  
KROP, Tucson, Ariz.

**REYNOLDS, RON**  
KOUR, Lodi Calif.

**REYNOLDS, RUSTY**  
KJOK, Tyler, Tex.

**RICE, DICK**  
WSPD-TV, Toledo Ohio.

**RICH, AL**  
WJAC, WJAC-TV, Johnstown, Pa.

**RICHARD, PAUL**  
WSPD-TV, Toledo, Ohio.

**RICHARDS, DICK**  
KENS-TV, San Antonio Tex.

**RICHARDS, DON**  
KRGJ, Grand Island Neb.

**RICHARDS, RON**  
KGVO, KMSO, Missouri, Mont.

**RICHARDS, TONY**  
WLYA, WLYA-TV, Lynchburg Va.

**RICHARDSON, ART**  
WJQS, Jackson, Miss.

**RICHARDSON, EARL**  
WEAM, WEAM-TV, Lafayette Ind.

**RICHARDSON, J. P.**  
KPRM, Beaumont Tex.

**RIDGEBURG, JOHN**  
WLAN, Nashville Tenn.

**RICKARDS, REESE**  
WTAG, Worcester, Mass.

**RIDGEWAY, JACK**  
KBLA, Hot Springs Ark.

**RIDGEWAY, JIM**  
KWKC, Abilene, Tex.

**RIGGS, A. E. (BUTCH)**  
WRO, Ironton, Ohio.

**RIGGS, TOMMY**  
WCAE, Pittsburgh Pa.

**RIGNEY, CHUCK**  
WMSR, Manchester, Tenn.

**RILEY, JOHN**  
WFBG-TV, Altoona Pa.

**ROACH, MAC**  
KBC, Beaumont Tex.

**ROBERTS, ART**  
WCFE, Akron Ohio.

**ROBERTS, BILL**  
GLAD, Montreal, Quebec.

**ROBERTS, CHUCK**  
WDFE, Budo City Fla.

**ROBERTS, DON**  
KOA, Denver, Colo.

**ROBERTS, HOWIE**  
WCFB, Chicago, Ill.

**ROBERTS, JERRY**  
WBCM, Bay City, Mich.

**ROBERTS, JOE**  
WFAA, WFAA-TV, Dallas Tex.

**ROBERTS, PAUL**  
KECK, Odessa, Tex.

**ROBERTS, ROBERT A.**  
WMMW, Meridian Conn.

**ROBERTS, SID**  
WJLD, Chicago, Ill.

**ROBERTS, STAN**  
WBBE-TV, Binghamton, N. Y.

**ROBERTSON, ART**  
KWBK, Fort Smith, Ark.

**ROBIN, BOB**  
WBB, Kansas City, Mo.

**RODIO, JIM**  
WTFM, Trenton, N. J.

**ROGERS, CHRIS**  
WFGN, Knoxville Tenn.

**ROGERS, LEE**  
KTHS, KTHV, Little Rock, Ark.



**ROPER, PRES**  
WMAN, Mansfield, Ohio

**ROSE, BILL**  
KAAA, Kingman, Ariz.

**ROSE, CARL**  
WGKV, Charleston, W. Va.

**ROSE, PHIL**  
KFBI, Wichita, Kan.

**ROSE, RONALD**  
KSDA, Redding, Calif.

**ROSE, TOMMY**  
KITN, Olympia, Wash.

**ROSENBERG, DARYL**  
WIBV, Belleville, Ill.

**ROSS, AL**  
WRC, WRC-TV, Washington, D. C.

**ROSS, ED**  
WHLL, Wheeling, W. Va.

**ROSS, LANNY**

Jan. 19, 1906, Seattle, Wash.;  
Lanny Ross Show, WCBS, New York, N. Y.

**ROSS, LEN**  
KDB, Santa Barbara, Calif.

**ROTHMAN, MEL**  
WRIT, Milwaukee, Wis.

**ROWAN, BILL**  
WCSS, Amsterdam, N. Y.

**ROWE, DILLARD**  
WGFS, Covington, Ga.

**ROWLAND, MARSHALL**  
WQIK, Jacksonville, Fla.

**ROWLEY, DALE**  
KLMs, Lincoln, Neb.

**ROWZIE, JACK**  
WWDC, Washington, D. C.

**RULEY, TOM**  
WMRI, Marion, Ind.

**RUMORE, DUKE**  
WGSN, Birmingham, Ala.

**RUSH, RED**  
KYA, San Francisco, Calif.

**RUSSELL, BARCLAY**  
WOAT-TV, San Antonio, Tex.

**RUSSELL, TOM**  
WEEL, Boston, Mass.

**RUTH, HERB**  
WCRO, Johnstown, Pa.

**RYAN, CHARLES**  
WKYR, Keyser, W. Va.

**RYAN, DANN**  
WBBW, Youngstown, Ohio

**RYAN, JOE**  
WALL, Middletown, N. Y.

— S —

**SAHLEY, ALBERT**  
WWNR, Beckley, W. Va.

**SALEM, GEORGE**  
KWBY, Colorado Springs, Colo.

**SALINE, MARLIN A.**  
KYNA, Flagstaff, Ariz.

**SANDERS, BILL**  
WDXB, Chattanooga, Tenn.

**SANDERS, ERNEST**  
WFRO, Fremont, Ohio

**SANDERS, HANK**  
KBLO, Hot Springs, Ark.

**SANDY, KEITH**  
CKEY, Toronto, Ontario

**SANSOM, KENNETH**  
KSL, KSL-TV, Salt Lake City, Utah

**SARASEN, ROBERT R.**  
WCCM, Lawrence, Mass.

**SARGENT, KENNY**  
KGKO, Dallas, Tex.

**SAUNDERS, AL**  
WSBA, WSBA-TV, York, Pa.

**SAUNDERS, BRUCE**  
WSBT, South Bend, Ind.

**SAUNDERS, CARL**  
KXLA, Pasadena, Calif.

**SAUNDERS, EMERY**  
WHAT, Philadelphia, Pa.

**SAUNDERS, WARREN**  
KING, KING-TV, Seattle, Wash.

**SAWYER, BUD**  
WAAB, Worcester, Mass.

**SAYER, LeROY**  
KTBB, Tyler, Tex.

**SCHIELE, DAVE**  
WOW, WOW-TV, Omaha, Neb.

**SCHERER, BILL**  
KDUZ, Hutchinson, Minn.

**SCHMIDT, BILL**  
KIND, Independence, Kan.

**SCHMIDT, BOB**  
WWSR, St. Albans, Vt.

**SCHOFIELD, JOHN**  
WSAU, WSAU-TV, Wausau, Wis.

**SCHRIEVER, LOU**  
WJVL, Niagara Falls, N. Y.

**SCHWAMB, RUSSEL J.**  
KONG, Visalia, Calif.

**SCOTT, ANDY**  
WMSC, Columbia, S. C.

**SCOTT, DAVE**  
KVOD, Denver, Colo.

**SCOTT, GREYT**  
WINE, Buffalo, N. Y.

**SCOTT, HOWARD**  
WBAC, Cleveland, Tenn.

**SCOTT, JIM**  
KTBC, KTBC-TV, Austin, Tex.

**SCOTT, JOE**  
KCMJ, Palm Springs, Calif.

**SCOTT, LEE**  
WGSa, Ephrata, Pa.

**SCOTT, PAUL**  
WCCO, Hartford, Conn.

**SEALY, BOB**  
KAST, Astoria, Ore.

**SEANEY, E. JAMES**  
WDZ, Decatur, Ill.

**SEARLE, STEVE**  
WNDB, Daytona Beach, Fla.

**SEARS, CHARLIE**  
KWTV, KWTV-TV, KBTX-TV, Waco, Tex.

**SEARS, DADDY**  
WAOK, Atlanta, Ga.

**SEBASTIAN, JOEL**  
WNCH, New Haven, Conn.

**SEMPLE, HUGH**  
KWDM, Des Moines, Iowa

**SEVERSON, DICK**  
KAUS, KMMT-TV, Austin, Minn.

**SEVERSON, LEN**  
KLAN, PENTON, Wash.

**SEXTON, CARROLL**  
WCRS, Greenwood, S. C.

**SEYMOUR, ROBIN**  
WKMH, Dearborn-Detroit, Mich.

**SHARP, DON**  
KVOL, Lafayette, La.

**SHARP, JERRY**  
WATW, Ashland, Wis.

**SHARPE, ED**  
WAGA, WAGA-TV, Atlanta, Ga.

**SHAW, AL**  
KFEQ, KFEQ-TV, St. Joseph, Mo.

**SHAW, GORDIE**  
KFRB, Fairbanks, Alaska

**SHAW, JOHNNY**  
WOBS, Jacksonville, Fla.

**SHEA, FRAN**  
WHYN, WHYN-TV, Springfield, Mass.

**SHEEHAN, ED**  
KGMB, KGMB-TV, KMAU-TV, KHBC-TV, Honolulu, T. H.

**SHELBY, HARRY**  
KBLF, Red Bluff, Calif.

**SHELTON, GENE**  
WBBA, Pittsfield, Ill.

**SHEPARD, ART**  
WSAR, Fall River, Mass.

**SHEPHERD, MAXINE**  
WAAG, Adel, Ga.

**SHERBAHN, DICK**  
WLAN, WLAN-TV, Lancaster, Pa.

**SHERIDAN, PHIL**  
WFIL, Philadelphia, Pa.

**SHERMAN, BRAD**  
WKAT, Miami Beach, Fla.

**SHERMAN, EDDIE**  
KRSL, Russell, Kan.

**SHERMAN, ELDY**  
KDLM, Detroit Lakes, Minn.

**SHIVER, JACK**  
WMEN, Tallahassee, Fla.

**SHOECRAFT, PAUL**  
KWJB, Globe, Ariz.

**SHRIVER, GEORGE**  
WHEE, Washington, N. C.

**SHUPERT, BILL**  
WSCR, Scranton, Pa.

**SIGARS, KENNETH**  
KOAM, KOAM-TV, Pittsburgh, Kan.

**SIGMON, BARNETT M.**  
WHKY, Hickory, N. C.

**SIMMONS, JAY**  
WTRR, Sanford, Fla.

**SIMPSON, ART**  
KOL, Seattle, Wash.

**SIMPSON, DICK**  
WHIZ, WHIZ-TV, Zanesville, Ohio

**SIMPSON, JOHNNY**  
WTSP, St. Petersburg, Fla.

**SINCLAIR, BOB**  
KMAC, San Antonio, Tex.

**SINGER, JOE**  
WHOW, Clinton, Ill.

**SINK, ARDELL**  
WBUY, Lexington, N. C.

**SKELTON, JOHN B. JR.**  
WCPC, Houston, Miss.

**SKINNER, DAVE**  
KSTN, Stockton, Calif.

**SLACK, DEAN**  
WJOY, Burlington, Vt.

**SLAUGHTER, JOHN**  
KORC, Mineral Wells, Tex.

**SMALLS, TOMMY**  
WURL, New York, N. Y.

**SMITH, REBOP**  
WMAF, Monroe, N. C.

**SMITH, BOB**  
WJAM, Marion, Ala.

**SMITH, BOB**  
WJWL, Georgetown, Del.

**SMITH, DENNIS**  
WLAU, Laurel, Miss.

**SMITH, DON**  
WACL, Waveross, Ga.

**SMITH, DONNIE**  
WSEB, Quitman, Ga.

**SMITH, ED**  
KGFZ, Tyler, Tex.

**SMITH, FODDIN' CURLY**  
WTCR, A-ahland, Ky.

**SMITH, GUY**  
KCKN, Kansas City, Kan.

**SMITH, HAL**  
WKDA, Nashville, Tenn.

**SMITH, KEN**  
KSOO, KSOO-TV, Sioux Falls, S. D.

**SMITH, MILTON**  
WMBM, Miami Beach, Fla.

**SMITH, PETE**  
KDAY, Hollywood, Calif.

**SMITH, ROBERT E.**  
WTC-TV, Hartford, Conn.

**SMITHERMAN, ROSS**  
WSIX-TV, Nashville, Tenn.

**SMYSER, BETTY**  
KPOA, Honolulu, Hawaii

**SMYTHE, PETE**  
KOA, Denver, Colo.

**SNOW, PHIL**  
WBBK, Hattiesburg, Miss.

**SNYDER, GLORIA**  
KPEG, Spokane, Wash.

**SNYDER, TOM**  
WSAV, WSAV-TV, Savannah, Ga.

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WARK, Hagerstown, Md.



**SOUTHWICK, TOREY**  
KMBZ, Kansas City, Mo.  
KFRM, Concordia, Kan.

**SOWERS, JOHN**  
WQNT, Palm Beach, Fla.

**SPAIR, BILL**  
WDBL, WDBJ-TV, Roanoke, Va.

**SPAINHOWER, DON**  
KOVO, Provo, Utah

**SPANS, OWEN**  
WPT, Charlotte, N. C.

**SPARROW, JIM**  
KRIK, Phoenix, Ariz.

**SPAUDLING, ROBERT**  
WDOE, Dunkirk, N. Y.

**SPECTALE, JOHN**  
WEMD, Frederick, Md.

**SPECTOR, JACK**  
WPTB, Albany, N. Y.

**SPEIGHTS, TERRY**  
WFKH, Hattiesburg, Miss.

**SPENCER, JACK**  
RMO, Tacoma, Wash.

**SPENCER, RAYMOND**  
KSDO, San Diego, Calif.

**SPIERANZO, EMIL**  
WPSA, Brattleboro, Vt.

**SPIRES, JAMES**  
WCLC, James-town, Tenn.

**SPOLMAN, GEORGE**  
WCHA, Chambersburg, Pa.

**SPRINGER, JOHN**  
KMA, KMTV, Shenandoah, Iowa.

**SQUIRES, DON**  
WCYS, Springfield, Ill.

**STALLARD, BILL**  
WNYA, Norton, Va.

**STALLARD, DAL**  
KCKN, Kansas City, Kan.

**STAR, HAL**  
KGW, KGW-TV, Portland, Ore.

**STARWYCK, STEVE**  
KGRH, Fayetteville, Ark.

**STEARL, HAROLD**  
WSTC, Stamford, Conn.

**STEFFES, ART**  
KVOX, Fargo, N. D.

**STEGNER, EARL**  
WBFM, Danville, Va.

**STEIN, MIKE**  
WAKR-TV, Akron, Ohio.

**STEINBECK, DICK**  
KWBW, Hutchinson, Kan.

**STELL, BILL**  
WJWS, South Hill, Va.

**STEPHENS, MIKE**  
CJAD, Montreal, Quebec.

**STERKEL, RICK**  
KLTZ, Glasgow, Mont.

**STERLING, LOWELL**  
KOTA, KOTA-TV, Rapid City, S. D.

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KILT, Houston, Tex.

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KPAQ, KPAC-TV, Port Arthur, Tex.

**STEVENS, JOHNNY**  
WSSV, Petersburg, Va.

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**STEVENS, RAY**  
CKOY, Ottawa, Ontario.

**STEWART, CHARLIE**  
WNEK, Macon, Ga.

**STEWART, PUP**  
KAFY, Bakerfield, Calif.

**STIERMAN, VERN**  
KJGE, Shreveport, La.

**STILES, DANNY**  
WTCO, New Brunswick, N. J.

**STOKES, AL**  
WAKN, Fort Pierre, S. D.

**STONE, CLAIR**  
WJPG, Green Bay, Wis.

**STRAND, NORM**  
WSAV, WSAV-TV, Savannah, Ga.

**STRICKHOUSER, SHERM**  
WIFE, Providence, R. I.

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KASH, Eugene, Ore.

**STUART, CHUCK**  
WARA, Andover, Mass.

**STUART, KEN**  
KFTN, Olympia, Wash.

**STUART, RANDY**  
WENK, Union City, Tenn.

**STUBBS, BILL**  
WIBH, Newark, N. J.

**STUTZ, CARL**  
WKVA, Richmond, Va.

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KFLI, Idaho Falls, Idaho.

**SULLIVAN, BARNEY**  
KRAM, Las Vegas, Nev.

**SULLIVAN, BILL**  
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WFBL, Syracuse, N. Y.

**SULLIVAN, DENNIS**  
KELZ, Fort Worth, Tex.

**SULLIVAN, MARTY**  
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**SUMNER, DICK**  
WIBC, Indianapolis, Ind.

**SUNDERLAND, BOB**  
KTFM, Temple, Tex.

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WAVY, Wheeling, W. Va.

**SUTTON, PARKETT**  
WELS, Kingston, N. C.

**SWAFFORD, RAY**  
WWSL, Manchester, Ky.

**SWAIN, HAMPTON**  
WFMJ, Macon, Ga.

**SWANSON, FRED**  
WHLA, New Britain, Conn.

**SWEENEY, FRANK**  
WJAM, Lewiston, Me.

**SWEENEY, RON**  
KLTJ, Longview, Tex.

— T —

**TATE, JIM**  
WOKZ, Mion, Ill.

**TAYLOR, CLIFF**  
WALE, Fall River, Mass.

**TAYLOR, FRANK**  
WBRE, Chester, Pa.

**TAYLOR, SAMMY**  
KWJJ, Portland, Ore.

**TAYLOR, TRU**  
WSAR, Fall River, Mass.

**TEAS, WALT**  
WFBR, Baltimore, Md.

**TEIG, DAVE**  
WJLR, WJLK-TV, Wilkes-Barre, Pa.

**TELLEZ, RUDY**  
KTSM, El Paso, Tex.

**TERKY, CHEM**  
KRLD, Dallas, Tex.

**THELE, DUKE**  
WJBW, New Orleans, La.

**THIES, FRANK**  
WQIK, Jacksonville, Fla.

**THOMALE, TINY**  
WHAS, WHAS-TV, Louisville, Ky.

**THOMAS, MITCH**  
WBAS, Philadelphia, Pa.

**THOMAS, MITCH**  
WJLM, Wilmington, Del.

**THOMAS, RAY**  
WJAN, Charleston, S. C.

**THOMAS, TOMMY**  
K-LYN, Amarillo, Tex.

**THOMASON, JIMMY**  
KEEN, San Jose, Calif.

**THOMPSON, DICK**  
KBAR, El Cajon, Calif.

**THOMPSON, RON**  
WVKO, Columbus, Ohio.

**THOMPSON, RUSS**  
CKEY, Toronto, Ontario.

**THORPE, BILL**  
WEBL, Syracuse, N. Y.

**THORPE, EDDY**  
WMLF, Miami, Fla.

**THRASH, WADLEY**  
WNEK, Macon, Ga.

**THURMAN, WALTER**  
WMBD, WMBD-TV, Peoria, Ill.

**TIDEY, ART**  
KSBW, KSBW-TV, Salinas, Calif.

**TIMMER, JOE**  
WGPA, Bethlehem, Pa.

**TIPTON, JOSEPH**  
WPTS, Pitsburg, Pa.

**TOLLESON, BART**  
KDVJ, KPVT, Salt Lake City, Utah.

**TONEY, DELANO**  
WGAJ, Athens, Ga.

**TOURRE, BETTY JEANNE**  
WKBZ, Muskegon, Mich.

**TOWNSE, GORDON**  
WBSR, Pensacola, Fla.

**TOWNSEND, JIM**  
WCMT, Martin, Tenn.

**TRAEK, DAVE**  
WNOG, Naples, Fla.

**TRAYNERS, JAMES**  
KIBH, Seward, Alaska.

**TRAVIS, LARRY**  
KELP, KELP-TV, El Paso, Tex.

**TRIEST, STEVE**  
WABJ, Adrian, Mich.

**TRIVINO, HECTOR**  
KCOR, KCOR-TV, San Antonio, Tex.

**TRIMBLE, JOHN "JOLLY"**  
WHTF, Charleston, W. Va.

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WAGR, Lumberton, N. C.

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WJGM, New York, N. Y.

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KABC, KABC-TV, Los Angeles, Calif.

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KNOL, Ft. Worth, Tex.

**TULIN, NORM**  
WORB, Boston, Mass.

**TULL, AIM**  
KNOE, KNOE-TV, Monroe, La.

**TUNSTALL, BILL**  
WERY, Macon, Ga.

**TURNER, DUKE**  
KFXM, San Bernardino, Calif.

**TURNER, JIM**  
WST, Charlotte, N. C.

**TARRE, ROBERT**  
KDBS, Alexandria, La.

— U —

**UNDERHILL, LEO**  
WCKY, Cincinnati, Ohio.

**UPTON, REED**  
KOB, KOB-TV, Albuquerque, N. M.

**URDAHL, JERRY**  
KVNT, Yankton, S. D.

— V —

**VALENTINE, GLENN V.**  
KBYE, Oklahoma City, Okla.

**VALENTINO, GENE**  
WATR-TV, Waterbury, Conn.

**VAN, CHARLIE**  
KONO, San Antonio, Tex.

**VAN, ROGER**  
WEAW, Evanson, Ill.

**VANCE, DICK**  
WEEK, WEEK-TV, Peoria, Ill.



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WHOL, Allentown, Pa.

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WKBN, WKBN-TV,  
Youngstown, Ohio

**VARNADORE, ART**  
WBAR, Bartow, Fla.

**VAUGHN, REESE J.**  
WBIA, Augusta, Ga.

**VELA, FRED**  
KIRT, Mission, Tex.

**VENTRELLA, TONY**  
WEDC, Chicago, Ill.

**VENTURINO, DICK**  
KTAR, KVAB, Phoenix, Ariz.

**VERNON, WES**  
KBMY, Billings, Mont.

**VESTRO, AL**  
WATR-TV, Waterbury, Conn.

**VILLEGAS, HENRY**  
KEVT, Tucson, Ariz.

**VINING, HERB**  
WARE, Ware, Mass.

**VINSON, JIMMY**  
WMAZ, Macon, Ga.

**VOGEL, LEE**  
WEDO, McKeesport, Pa.

**VOSS, BOB**  
WROD, Daytona Beach, Fla.

## — W —

**WAGNER, ANN**  
WPBM-TV, Indianapolis, Ind.

**WAGNER, JACK**  
KEJ, KHJ-TV, Los Angeles,  
Calif.

**WAGONER, PETE**  
KISD, Sioux Falls, S. D.

**WAIN, NORMAN**  
WDOK, Cleveland, Ohio

**WALKER, CHARLIE**  
KMAC, San Antonio, Tex.

**WALKER, ED**  
WRC, WRC-TV, Washington,  
D. C.

**WALKER, JOHNNY**  
KTMS, Santa Barbara, Calif.

**WALLACE, DON**  
KTUL, KTUL-TV, Tulsa,  
Okla.

**WALLEY, WILLIAM**  
KFRB, Fairbanks, Alaska

**WALSH, BOB**  
WHIL, Boston-Medford, Mass.

**WALTERS, BILL**  
WDUZ, Green Bay, Wis.

**WALTON, ART**  
WBRC, WBRC-TV,  
Birmingham, Ala.

**WAMBACH, PETE**  
WCMB, Harrisburg, Pa.

**WANCOCK, HUNTER**  
KFOX, Long Beach, Calif.

**WARD, PETE**  
WNA, Charlottesville, Va.

**WARNER, CARL**  
WJJD, Chicago, Ill.

**WARNER, DEAN**  
WDEW, Westfield, Mass.

**WARNER, MARTHA JANE**  
KSTN, Stockton, Calif.

**WARNES, BOB**  
KOVO, Provo, Utah

**WARREN, DOC**  
KSYD, KSYD-TV,  
Wichita Falls, Tex.

**WATSON, BEV**  
KTTS, KTTS-TV,  
Springfield, Mo.

**WAX, JERRY**  
WALL, Middletown, N. Y.

**WAYMAN, TOM**  
KDYL, KTVT, Salt Lake City,  
Utah

**WAYNE, DON**  
KCSJ, KCSJ-TV, Pueblo, Colo.

**WEBB, GERALD K.**  
KRMW, The Dallas, Ore.

**WEBB, JOHNNY**  
KLRA, Little Rock, Ark.

**WEBB, RICHARD C.**  
KVOG, Ogden, Utah

**WEBBER, BILL**  
WFIL, Philadelphia, Pa.

**WEBER, LARRY**  
WJEJ, Hagerstown, Md.

**WEEMS, TED**  
KIXL, Dallas, Tex.

**WELDE, KEITH**  
WCMR, Elkhart, Ind.

**WELLS, BOB**  
WEBR, Buffalo, N. Y.

**WERY, BOB**  
WGTO, Cypress Gardens, Fla.

**WESCOTT, HARRY**  
WHUM, WHUM-TV,  
Reading, Pa.

**WESSLEY, TED**  
WZIG, Massillon, Ohio

**WEST, CLARK**  
WBMD, Baltimore, Md.

**WHEELER, DOC**  
WWRL, New York, N. Y.

**WHIPPLE, DOUG**  
KPQ, Wenatchee, Wash.

**WHITAKER, DICK**  
WJOC, Jamestown, N. Y.

**WHITE, BILL**  
WLDS, Jacksonville, Ill.

**WHITE, BILL**  
WGBI, WDAU-TV,  
Scranton-Wilkes Barre, Pa.

**WHITE, BOB**  
WCCO, WCCO-TV,  
Minneapolis, Minn.

**WHITE, LLOYD**  
WLMJ, Jackson, Ohio

**WHITE, MAURI**  
KGHL, KGHL-TV, Billings,  
Mont.

**WHITE, ROGER**  
WDEK, Dickson, Tenn.

**WHITE, WAYMAN**  
WAUG, Augusta, Ga.

**WHITMORE, KENNETH**  
WGAW, Gardner, Mass.

**WHITSON, JERRY**  
KMHT, Marshall, Tex.

**WHITTINGTON, DICK**  
KROW, Oakland, Calif.

**WICK, DON**  
WIVK, Knoxville, Tenn.

**WIGGS, BILL**  
WVOT, Wilson, N. C.

**WILL, BOB**  
WWDC, Washington, D. C.

**WILLES, RAY**  
KBZY, Salem, Ore.

**WILLIAMS, CHUCK**  
KFDA, Amarillo, Tex.

**WILLIAMS, CURLEY**  
WMIL, Milwaukee, Wis.

**WILLIAMS, DANNY**  
WKY, WKY-TV,  
Oklahoma City, Okla.

**WILLIAMS, GEORGE**  
WMAK, Nashville, Tenn.

**WILLIAMS, JOE**  
WSOY, Decatur, Ill.

**WILLIAMS, JOINNIE**  
WNAV, Annapolis, Md.

**WILLIAMS, RONNIE**  
WHBI, Newark, N. J.

**WILLIS, CLIF**  
WIMA, WLMA-TV,  
Lima, Ohio

**WILLIS, JIM**  
KPQ, Wenatchee, Wash.

**WILLMAN, JACK**  
WMBY, New Orleans, La.

**WILLMS, CHARLES J.**  
KBMO, Benson, Minn.

**WILSON, BIG**  
KYW-TV, Cleveland, Ohio

**WILSON, BOB**  
KOLB, Omaha, Neb.

**WILSON, GEORGE**  
CKFH, Toronto, Ontario

**WING, KEN**  
KJOY, Stockton, Calif.

**WINSLOW, RICHARD**  
WDNC, Durham, N. C.

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WXYZ, WXYZ-TV,  
Detroit, Mich.

**WOLF, ROD**  
WRTA, Altoona, Pa.

**WOLFE, BOB**  
KTKT, Tucson, Ariz.

**WOLFE, JOHN**  
WMBB, Uniontown, Pa.

**WOOD, DICK**  
WSPR, Springfield, Mass.

**WOOD, WARREN**  
WMBF, Flint, Mich.

**WOODMAN, C. V. JR.**  
KMCO, Conroe, Tex.

**WOODRUFF, GENE**  
WADK, Newport, R. I.

**WOODS, DALE**  
KUEN, Wenatchee, Wash.

**WOODS, GEORGE**  
WDAS, Philadelphia, Pa.

**WOOLEY, JIM**  
WICKT, Bowling Green, Ky.

**WRIGHT, JOHNNY**  
WFBC-TV, Greenville, S. C.

**WYNN, LARRY**  
WSBC, Chicago, Ill.

## — X Y Z —

**YALE, STERLING**  
KCNA, Tucson, Ariz.

**YEAGER, RAY**  
KROW, Oakland, Calif.

**YOCAM, JOE**  
KFWB, Los Angeles, Calif.

**YORK, BILL**  
KFSB, Joplin, Mo.

**YORK, JOHN**  
WRB, Dallas, Tex.

**YOUNG, BILL**  
WACO, Waco, Tex.

**YOUNG, ED**  
KVOD, Denver, Colo.

**YOUNG, ED**  
WGRC, Louisville, Ky.

**YOUNG, JOE**  
KBUR, Burlington, Iowa

**YOUNG, JOHN**  
WPRC, Lincoln, Ill.

**YOUNT, CHUCK**  
WKBV, Richmond, Ind.

**ZAPUTIL, BILL**  
KGHL, KGHL-TV,  
Billings, Mont.

**ZUCCARO, BERNARD**  
WIBR, Baton Rouge, La.

**ZURLO, RUDY**  
WCKB, Dunn, N. C.

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 Abovitz, Virginia . . . . . KGGM, KGGM-TV, Alhambra, N. M.  
 Acosta, Dorothy . . . . . KASL, Newsmetro, WFO, Albany, N. Y.  
 Aday, Alysse . . . . . WCLL, Corning, N. Y.  
 Adams, Carol . . . . . WHBB, Canton, Ohio  
 Adams, Deborah . . . . . WFIL, Philadelphia, Pa.  
 Adams, Edna M. . . . . WLSJ, Lakewood, Pa.  
 Aiken, Ann . . . . . KFJZ-TV, Fort Worth, Tex.  
 Alexander, Mildred . . . . . WPAR, WPAR-TV, Norfolk, Va.  
 Allen, Betty . . . . . WCMJ, Ashland, Ky.  
 Allen, Nancy . . . . . WLAT, Laurel, Miss.  
 Allen, Ruth . . . . . WGAR, Cleveland, Ohio  
 Alwyn, Eve . . . . . WEAJ, West Palm Beach, Fla.  
 Alvin, Kay . . . . . WSAK, Allentown, Pa.  
 Anderson, Betty . . . . . WREX-TV, Rockford, Ill.  
 Anderson, Betty . . . . . WSKR, Durham, N. C.  
 Anderson, Fred . . . . . KKRX, Alexandria, Minn.  
 Anderson, June . . . . . KMMJ, Grand Island, Neb.  
 Anderson, Millie . . . . . WNAE, Warren, Pa.  
 Andrews, Betty . . . . . WJEL, Hagerstown, Md.  
 Antoine, Valere . . . . . KFQD, Anchorage, Alaska  
 Antonetti, Clara . . . . . WTS-A, Brattleboro, Vt.  
 Arnes, Emudeene . . . . . KODD-TV, Joplin, Mo.  
 Artman, Marion . . . . . WGAP, Maryville, Tenn.  
 Ashley, Doris . . . . . WFSB, Greenville, S. C.  
 Ashlock, Margaret . . . . . WMT-TV, Cedar Rapids, Iowa  
 Ashmore, Dorothy . . . . . WCAT, Orange, Mass.  
 Ashton, Ruth . . . . . KNX, Los Angeles, Calif.  
 Atkinson, Nancy L. . . . . WJZM, Clarksville, Tenn.  
 Atter, Virginia . . . . . WMBR-TV, Jacksonville, Fla.  
 Austin, Carole . . . . . KSNR, Norman, Okla.

## B

Bachler, Jeanne . . . . . KGST, Fresno, Calif.  
 Bachman, Mary . . . . . WBRG, WBRG-TV, Birmingham, Ala.  
 Baham, Alice . . . . . WIZE, Springfield, Ohio  
 Bailey, Ann D. . . . . WSHF, Piquette, Ky.  
 Bailey, Bertha . . . . . WRMA, Monticemy, Ala.  
 Bailey, Catherine . . . . . KKTV, Colorado Springs, Colo.  
 Bailey, Lizz . . . . . KTRF, Corpus Christi, Tex.  
 Bailey, Lynn . . . . . WNOG, Naples, Fla.  
 Bailey, Pat . . . . . KNRO, Aberdeen, Wash.  
 Bailey, Virginia M. . . . . WPME, Pikesville, Pa.  
 Baker, Donna . . . . . WMTV, Madison, Wis.  
 Baker, Gertrude . . . . . WUCF, Butler, Pa.  
 Baker, Sue . . . . . WJHL, Niagara Falls, N. Y.  
 Baker, Susan Lucy . . . . . WJAL, Athens, Ga.  
 Baldwin, Belle S. . . . . KRIS, Sedalia, Mo.  
 Baldwin, Helen . . . . . WNEF-TV, Binghamton, N. Y.  
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 Banga, Mickey . . . . . WSJZ-TV, Huntington, W. Va.  
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 Banovich, Lauraine . . . . . WGMA, Hollywood, Fla.  
 Bannhouse, Nancy . . . . . WTG, Massillon, Ohio  
 Bannard, Louise . . . . . WQXI, Atlanta, Ga.  
 Barry, Barbara . . . . . WHEK-TV, Peoria, Ill.  
 Bartel, Edna . . . . . WENY, Elmira, N. Y.  
 Bartchelder, Ruth . . . . . WJCE, Springfield, Chicago, Miss.  
 Barts, Helen . . . . . KYOS, Bellingham, Wash.  
 Barby, Cathy . . . . . WNET, Memphis, Tenn.  
 Barr, Lou M. . . . . KRPT, Sandpoint, Idaho  
 Bazzari, Gail . . . . . WCHY, Charlottesville, Va.  
 Benson, Marlene . . . . . WIRO, Trenton, Ohio  
 Beck, Claudia KESA . . . . . KFS-TV, Fort Smith, Ark.  
 Beddas, Trudy . . . . . WSN-TV, Milwaukee, Wis.  
 Bell, Helena . . . . . WTVU, Rock Hill, S. C.  
 Bender, Leona . . . . . KENS-TV, San Antonio, Tex.  
 Bendit, Julie . . . . . WFAA-TV, Dallas, Tex.  
 Bennett, Nancy . . . . . KTVR, KVAR, Phoenix, Ariz.  
 Bennett, Penny . . . . . WABI-TV, Bangor, Me.  
 Benson, Barbara . . . . . WJOC, Jamestown, N. Y.

Berzoni, Marie . . . . . KTHB, The Wood, La.  
 Bernson, Kathryn . . . . . KMRB, Morris, Minn.  
 Berry, Doris . . . . . KOLB, Southboro, Neb.  
 Berry, Marjorie . . . . . WJPS, Evansville, Ind.  
 Best, Mabel H. . . . . WNBZ, Spartanburg, S. C.  
 Best, Muriel . . . . . WSTP, Stamford, Conn.  
 Belden, Paul . . . . . KTFB, Texarkana, Tex.  
 Beins, Herta . . . . . KTHK-TV, Houston, Tex.  
 Bellows, Virginia . . . . . KPTN, Casa Grande, Ariz.  
 Belton, Constance . . . . . WOHL, East Liverpool, Ohio  
 Beltes, Pat . . . . . WFTS, Huntsville, Ala.  
 Belton, Betty . . . . . KDWI, Stamford, Tex.  
 Belton, Mary . . . . . KOEL, Jackson, Iowa  
 Belton, Mary . . . . . WGNV, Newburgh, N. Y.  
 Belton, Mary . . . . . WRTA, Altoona, Pa.  
 Belton, Mary . . . . . WAEF, Staunton, Va.  
 Bell, Barbara . . . . . WEAH, Arlington, Va.  
 Blake, Ruth . . . . . WFEA, Manchester, N. H.  
 Blake, Esther . . . . . WCVT, Northville, Pa.  
 Blaze, Eleanor J. . . . . WJHQ, Lancaster, Ohio  
 Black, Ruth . . . . . WMS, Michigan City, Ind.  
 Blair, Vincent . . . . . KMMO, Mounds, Mo.  
 Blake, Marion . . . . . KRTM, Jonshoro, Ark.  
 Blair, Mary . . . . . WKRZ, Kasonsko, Miss.  
 Blount, Fredora . . . . . WNH-TV, New Haven, Conn.  
 Blair, Marge . . . . . WDXI, WDXI-TV, Jackson, Tenn.  
 Borren in, Lou . . . . . KNTV, Bellingham, N. D.  
 Bottoms, Jeanette . . . . . KXFR, Fayette City, Ark.  
 Boudreau, Verla . . . . . WHBL, Boston, Mass.  
 Bouldin, Betty Ruth . . . . . WZOB, Fort Payne, Ala.  
 Bowen, Jerry . . . . . KHSI-TV, Clovis, Calif.  
 Bowen, Maxine . . . . . KBRB, Springdale, Ark.  
 Boyd, Betty . . . . . KOTV, Tulsa, Okla.  
 Brand, Kay . . . . . KORT, Greeleyville, Idaho  
 Brandenburg, Catherine . . . . . WREN, Topeka, Kan.  
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 Brand, Betty . . . . . WKRC, Cincinnati, Ohio  
 Brand, Norma . . . . . WRBL-TV, Columbus, Ga.  
 Brath, Janice . . . . . KXAX, Colby, Kan.  
 Brassa, Grace M. . . . . WHPE, Bolton, S. C.  
 Brock, Mabel . . . . . WMTS, Marlborough, Tenn.  
 Bronson, Kathryn . . . . . WLEF, Springfield, Mass.  
 Brooks, Bessie . . . . . KRFA, S. geogoches, Tex.  
 Brooks, Martha . . . . . WGY, Schenectady, N. Y.  
 Brooks, Shirley . . . . . WKDL, Clarksville, Miss.  
 Brown, Betty . . . . . WGBI, Evansville, Ind.  
 Brown, Betty Jane . . . . . WHHL, Warren, Ohio  
 Brown, Gloria . . . . . KYW-TV, Cleveland, Ohio  
 Brown, Olivia . . . . . WMW-TV, Memphis, Tenn.  
 Brown, Sandy . . . . . KOBK, Las Cruces, N. M.  
 Bruce, Evelyn . . . . . WLET, Tallahassee, Fla.  
 Brunton, Albert . . . . . KXK, Iowa City, Ia.  
 Bull, Peggy . . . . . KCMJ, Palm Springs, Calif.  
 Burchard, Nelda . . . . . KQAS, Carthage, Tex.  
 Burden, Patricia . . . . . WBAR, Bartow, Fla.  
 Burke, Jessie . . . . . WVMC, Mt. Carmel, Ill.  
 Burke, Kathy . . . . . WDLT, Fort Jervis, N. Y.  
 Burnett, Hazel . . . . . WSBF-TV, South Bend, Ind.  
 Bushnell, Georgiana . . . . . WFXN, St. Petersburg, Fla.  
 Butterfield, Catherine . . . . . WLOK, Biloxi, Miss.  
 Butzin, Bernice . . . . . WWCW, Ripon, Wis.

## C

Callaway, Evelyn . . . . . KCSJ, Pueblo, Col.  
 Callahan, Elaine . . . . . WYFF, Rocky Mount, Va.  
 Callahan, Norma . . . . . WAJX, Morgantown, W. Va.  
 Callison, Helen . . . . . KFJL, Klamath Falls, Ore.  
 Calloway, Elizabeth . . . . . KTRF, KTRF-TV, Latkin, Tex.  
 Calusen, Magdalena . . . . . KEYJ, Jamestown, N. D.  
 Cameron, Barbara . . . . . WPO-TV, Cincinnati, Ohio  
 Campbell, Dorothy . . . . . WRDQ, Augusta, Me.  
 Campbell, Fran . . . . . WFSN, Burlington, N. C.  
 Campbell, Mrs. Lanthier . . . . . WHKY, Hickory, N. C.  
 Campbell, Marjorie B. . . . . WJEL, G. High-land, Ohio  
 Campbell, Louella . . . . . WERY, Richmond, Ky.  
 Cain, Peggy . . . . . WNAO, Grinnell, Miss.  
 Caranella, Bobby . . . . . WNBZ, Vineland, N. J.  
 Carlson, Charlotte . . . . . WRRR, Rockford, Ill.  
 Carlson, Sarah B. . . . . WLYC, Williamsport, Pa.  
 Carey, Pat . . . . . WLRH, Mattoon, Ill.

Carpenter, Pat. . . . .WBCK, Battle Creek, Mich.  
 Carpenter, Ruth. . . . .WCEF, Parkersburg, W. Va.  
 Carr, Betty. . . . .WBBZ, Ponca City, Okla.  
 Carroll, Cleora M. . . . .WWHG, Hornell, N. Y.  
 Carroll, Marion. . . . .WICS, Springfield, Ill.  
 Carter, Francis. . . . .WAZL, Hazelton, Pa.  
 Carter, Joan. . . . .KTSM, El Paso, Tex.  
 Carver, Louise. . . . .WKZO-TV, Kalamazoo, Mich.  
 Casey, Mary Ann. . . . .KEY-F, Santa Barbara, Calif.  
 Casey, Wynne. . . . .WJOY, Burlington, Vt.  
 Cason, Marion. . . . .WAIR, Winston-Salem, N. C.  
 Cass, Betty. . . . .WIBA, Madison, Wis.  
 Caston, Dorothy. . . . .WHBC, WHEC-TV, Rochester, N. Y.  
 Catlett, Betty. . . . .WKOA, Hopkinsville, Ky.  
 Cavanaugh, Gloria B. . . . .WJDM, WJIM-TV, Lansing, Mich.  
 Cavin, Patty. . . . .WRC, WRC-TV, Washington, D. C.  
 Chase, Janet. . . . .KITN, Olympia, Wash.  
 Chase, Julie. . . . .WTAG, Worcester, Mass.  
 Chenault, Evelyn. . . . .WHIN, Gallatin, Tenn.  
 Childers, Marge. . . . .KDEF, Albuquerque, N. M.  
 Clark, Doris. . . . .CJAD, Montreal, Quebec  
 Clark, Frances. . . . .KROG, Sonora, Calif.  
 Clarke, Betty. . . . .WFDE, Flint, Mich.  
 Clearman, Sylvia. . . . .WMOX, Medidian, Miss.  
 Clemons, Frances. . . . .WTRP, La Grange, Ga.  
 Clinard, Mary K. . . . .WSIX-TV, Nashville, Tenn.  
 Close, Bibby. . . . .KALB-TV, Alexandria, La.  
 Coker, Carolyn. . . . .KRLD-TV, Dallas, Tex.  
 Colbert, Jean. . . . .WTIC-TV, Hartford, Conn.  
 Cole, E. Rae. . . . .WPMP, Pascagoula, Miss.  
 Colman, Carolyn. . . . .WHLL, Wheeling, W. Va.  
 Collier, Sunshine. . . . .WCBL, Benton, Ky.  
 Collins, Edna. . . . .KCID, Carroll, Iowa  
 Collins, Jan. . . . .KFTM, Ft. Morgan, Col.  
 Collins, Kay. . . . .WIS, WIS-TV, Columbia, S. C.  
 Coullin Dee. . . . .KJOE, Shreveport, La.  
 Connelly, Jeanne. . . . .WNEB, Worcester, Mass.  
 Connors, Dorsey. . . . .WNBO, Chicago, Ill.  
 Cook, Connie. . . . .WOW, WOW-TV, Omaha, Neb.  
 Cooke, Joyce. . . . .KFDM, KFDM-TV, Beaumont, Tex.  
 Cooper, Madge. . . . .WMRN, Marion, Ohio  
 Cope, Kitty. . . . .WSAV, WSAV-TV, Savannah, Ga.  
 Cope Susan B. . . . .WMBR, Greenville, S. C.  
 Corwin, Madeline. . . . .WCRB, Boston, Mass.  
 Costa, Esther. . . . .WESO, Southbridge, Mass.  
 Cotton, Sarah. . . . .KGFJ, Roswell, N. M.  
 Connce, Lois O. . . . .WCMA, Corinth, Miss.  
 Coury, Connie. . . . .WMOU, Berlin, N. H.  
 Cowley, Bee. . . . .WIBL, Elizabethtown, Ky.  
 Cox, Cladia. . . . .KYTV, Springfield, Mo.  
 Crabbaugh, Marjorie W. . . . .KXRI, Russellville, Ark.  
 Craig, Louise. . . . .WSFC, Somerset, Ky.  
 Cramb, Beryl. . . . .KLMR, Lamar, Col.  
 Crane, Carolyn. . . . .KRMO, Monett, Mo.  
 Craven, Helen Marie. . . . .WGBG, Greensboro, N. C.  
 Crawford, Georgia A. . . . .KONI, Broken Bow, Neb.  
 Crowe, Wanda. . . . .WMMH, Marshall, N. C.  
 Currier, Bernice. . . . .KMA, KM TV, Shenandoah, Iowa

DeVore, Gloria. . . . .KFDM-TV, Beaumont, Tex.  
 DeWire, Bunny. . . . .WITM, Lewisburg, Pa.  
 Dial, Linda. . . . .WESA, Charlerol, Pa.  
 Disque, Ruth. . . . .WCNT, Centralia, Ill.  
 Ditmer, Beverly. . . . .WHGR, Houghton Lake, Mich.  
 Dixon, Martha. . . . .WJMN-TV, Lansing, Mich.  
 Dixon, Vonda. . . . .WARN, Fort Pierce, Fla.  
 Doane, Dorothy. . . . .WLLS, Lansing, Mich.  
 Dodge, Jane. . . . .KVOR, Colorado Springs, Colo.  
 Doke, Dele. . . . .KWTO, Springfield, Mo.  
 Donat, Esther. . . . .KFEQ, KFEQ-TV, St. Joseph, Mo.  
 Donovan, Bea. . . . .KING-TV, Seattle, Wash.  
 Doonan, Katie. . . . .WCHS, WCHS-TV, Charleston, W. Va.  
 Doris, Billie Jean. . . . .WSM-TV, Nashville, Tenn.  
 Dorsett, Elenore. . . . .WFNC, Fayetteville, N. C.  
 Dorsey, Polly. . . . .WBMD, Baltimore, Md.  
 Dorsey, Thelma. . . . .WTAY, Robinson, Ill.  
 Doss, Thelma. . . . .KORC, Mineral Wells, Tex.  
 Dosssett, Mildred. . . . .WRJW, Picayune, Miss.  
 Doty, Mary. . . . .WTRL, Bradenton, Fla.  
 Douglas, Jan. . . . .WEOK, Poughkeepsie, N. Y.  
 Dow, Peg. . . . .WKQT, South Paris, Me.  
 Drake, Patti. . . . .WORO, Worcester, Mass.  
 Drew, Sally. . . . .WJER, Dover, Ohio  
 Duncan, Eleanor. . . . .WSOY, Deatur, Ill.  
 Duncan, Jean. . . . .WGGH, Marion, Ill.  
 Duncan, Priscilla. . . . .KSIL, Silver City, N. M.  
 Dunn, Ura. . . . .WJLK, Asbury Park, N. J.  
 Dunsford, Ann. . . . .WMFD-TV, Wilmington, N. C.  
 Duvall, Carol. . . . .WOOD, WOOD-TV, Grand Rapids Mich.  
 Dyson, Leola. . . . .WRAP, Norfolk, Va.

— E —

Early, Michele. . . . .KVOG, Ogden, Utah  
 Eason, Lib. . . . .WVOT, Wilson, N. C.  
 Edmunds, June. . . . .WKGN, Knoxville, Tenn.  
 Elizabeth, Faye. . . . .WVJ-TV, Detroit, Mich.  
 Ellen, Joan. . . . .WOKE, Oak Ridge, Tenn.  
 Elliot, Jean. . . . .WCUE, Akron, Ohio  
 Ellis, Dorothy. . . . .WLOI, Laporte, Ind.  
 Ellis, Lorraine. . . . .KFSD, San Diego, Calif.  
 Eiman, Evelyn. . . . .KTHS, KTHV, Little Rock, Ark.  
 Elmen, Evalyn. . . . .KTHV, Little Rock, Ark.  
 Engelbrecht, Bettie. . . . .WTVK, Knoxville, Tenn.  
 Entee, Edith. . . . .WKIS, Orlando, Fla.  
 Ernst, Mildred. . . . .KRTR, KWRB-TV, Thermopolis, Wyo.  
 Eubanks, Lani. . . . .WETZ, New Martinsville, W. Va.  
 Eubanks, Velma. . . . .WMUU, Greenville, S. C.  
 Evans, Christine. . . . .WBHD-TV, Boston, Mass.  
 Evans, Joan. . . . .WIBC, Indianapolis, Ind.  
 Evans, Robbie. . . . .WKBJ, Milan, Tenn.  
 Evans, Sally. . . . .WMT-TV, Cedar Rapids, Iowa

— F —

Fabiani, Rozell. . . . .WRBL-TV, Columbus, Ga.  
 Farber, Wilda. . . . .WJTV, Jackson, Miss.  
 Farese, Angela. . . . .WBOS, Boston, Mass.  
 Farley, Grace. . . . .KCID, Caldwell, Idaho  
 Farrell, Betty. . . . .KSDA, Redding, Calif.  
 Faulk, Pauline E. . . . .WCKB, Dunn, N. C.  
 Faye, Carol. . . . .WAPO, Chattanooga, Tenn.  
 Feezor, Betty. . . . .WBTV, Charlotte, N. C.  
 Felix, Delia. . . . .KEVT, Tucson, Ariz.  
 Felton, Barbara. . . . .WROV, Roanoke, Va.  
 Ferrebee, Sally. . . . .WVPO, Stroudsburg, Pa.  
 Field, Iris. . . . .WLOH, Princeton, W. Va.  
 Fitzgerald, Jaqueline. . . . .WKLZ, Kalamazoo, Mich.  
 Flemming, Mary Lou. . . . .KGRH, Fayetteville, Ark.  
 Flores, Mary. . . . .WGST, Atlanta, Ga.  
 Flower, Elsie. . . . .KRAK, Stockton-Sacramento, Calif.  
 Flowers, Elizabeth. . . . .WHSC, Hartsville, S. C.  
 Floyd, Odell. . . . .WCEH, Hawkinsville, Ga.  
 Flynn, Gail. . . . .WAOV, Vincennes, Ind.  
 Fontaine, Mary. . . . .WKZO-TV, Kalamazoo, Mich.  
 Fontaine, Pat. . . . .KARK, KARK-TV, Little Rock, Ark.  
 Ford, Beverly. . . . .KNOX, KNOX-TV, Grand Forks, N. D.  
 Ford, Gerry. . . . .WLTC, Gastonia, N. C.  
 Fortescue, Priscilla. . . . .WEEI, Boston, Mass.  
 Fortier, Roselle Coury. . . . .WCOW, Lewiston, Me.  
 Fountain, Jean. . . . .WMFD-TV, Wilmington, N. C.  
 Fowler, Betty. . . . .WOWL-TV, Florence, Ala.  
 Fowler, Fern. . . . .WKOW-TV, Madison, Wis.  
 Fox, Phyllis. . . . .WFAM-TV, Lafayette, Ind.

— D —

Daehler, Polly. . . . .WPAY, Portsmouth, Ohio  
 Daisa, Wanda. . . . .KBTX-TV, Bryan, Tex.  
 Dale, Dorothy. . . . .WBET, Brockton, Mass.  
 Daniels, Betty. . . . .WDVH, Gainesville, Fla.  
 Daniels, Nan. . . . .WLEA, Hornell, N. Y.  
 Daniels, Yvonne. . . . .WOB3, Jacksonville, Fla.  
 Darling, Dixie. . . . .WTVM, Columbus, Ga.  
 Davidson, Charlotte. . . . .KSBY-TV, San Luis Obispo, Calif.  
 Davis, Alma. . . . .WCSC, WCSC-TV, Charleston, S. C.  
 Davis, Jerry (Mrs.). . . . .WGG, Brunswick, Ga.  
 Davis, Pat. . . . .KCLW, Hamilton, Tex.  
 Davis, Sara. . . . .KAGR, Yuba City, Calif.  
 Davis, Zona, B. . . . .WGRA, Effingham, Ill.  
 Dawley, Dorothy. . . . .WSLL, WJTV, Jackson, Miss.  
 Day, Erin. . . . .KGYO, KMSO, Missoula, Mont.  
 Dean, Jan. . . . .KICQ, Calexico, Calif.  
 Dean, Pat. . . . .WFMD, Frederick, Md.  
 Deane, Martha. . . . .WOR, WOR-TV, New York, N. Y.  
 Decker, Kay. . . . .KODI, Cody, Wyo.  
 Deer, Dottie. . . . .WFMC, Goldsboro, N. C.  
 De Graw, Louise. . . . .KATL, Miles City, Mont.  
 Deitemeyer, Ramona. . . . .KOLN-TV, Lincoln, Neb.  
 DeLoach, Gayle. . . . .WIRJ, Humboldt, Tenn.  
 Denham, Jean. . . . .WJBS, DeLand, Fla.  
 Dennis, Dorothy. . . . .KTTN, Trenton, Mo.  
 Denton, Pat. . . . .KGNC, KGNC-TV, Amarillo, Tex.  
 Detlinger, Alma. . . . .WQXR, New York, N. Y.



# WOMEN COMMENTATORS, RADIO-TV



Franklin Hazel WFOU-TV Savannah, Ga.  
 Furber Alice Fern WCYB WCAB-TV  
 Bristol, Va.  
 Fries Betty WGOV, Valdosta, Ga.

Harrison Lorenne KENI-TV Anchorage, Alaska  
 Harrison Virginia WTRB Ripley, Tenn.  
 Harston Lynette KLDN Logan, Utah  
 Hart Connie KTRB-TV Shreveport, La.  
 Hart Helene KFNE Shenandoah, Iowa  
 Hart Rita WIBV Belleville, Ill.  
 Hartshel Alice KTFB Tyler, Tex.  
 Hasler Linda KFSP Johnn, Mo.  
 Hay Beverly KIST Santa Barbara, Calif.

## - G -

Gagnan Hazel KTOH Lihou, Kauai, Hawaii  
 Galyan Grace B WBRV Waterbury, Conn.  
 Gardner Dorothy KTLA Los Angeles, Calif.  
 Gato Mary WZZZ Sreator, Ill.  
 Gatz Lora KVPI Ville Platte, La.  
 Gaty Alice KVPI Ville Platte, La.  
 Gaty Betty KJLT North Platte, Neb.  
 Gaty Mary KFBC KTFB-TV Austin, Tex.  
 Gay Pat KLZ-TV Denver, Colo.  
 Gerhard Mary Anne WBRB

Hayes Georgia WPST-TV Miami, Fla.  
 Hayes Mary A WREB Holyoke, Mass.  
 Baynes Trudy WCBR Indlester Mich.  
 Hayward Joyce WLVJ Atlanta, Ga.  
 Healey Meg KINL Dallas, Tex.  
 Heiser Gwennie KLOO Leavenworth, Kan.  
 Hempel Elmore KFTV Hollywood, Calif.  
 Henderson D. J. WPAJ Paducah, Ky.  
 Henderson Sally WCOA Pensacola, Fla.  
 Hennessy Edna KSWO KSWO-TV Lawton Okla.  
 Henriques Betty WEIM Fitzburg, Mass.  
 Henry Dorothy KGRN Grinnell Iowa  
 Henry Gloria WSVJ South Bend-Elkart Ind.  
 Henry Loue KRFO Owatonna, Minn.  
 Henry Rachel WJOT Lake City, S. C.  
 Hensley Joan WTLR Ugea, N. Y.

Gellertsch Barbara WTVY Dothan, Ala.  
 Gerd Mary Lou WTVB Henderson N. C.  
 Gibbs Aznes WOST-TV Portland, Me.  
 Gilford Phyllis Knight WIAS, WHAS-TV  
 Louisville, Ky.  
 Gilliland Mary KIBL Seward, Alaska  
 Gilmer Edna KSLV Monte Vista, Colo.  
 Gilmore Gloria WEER Southern Pines, N. C.  
 Gilstrap Romaine KFAE Taylor, Tex.  
 Girdi Kay KYOU Greeley, Colo.

Hersh Gladys E WKAP Allentown, Pa.  
 Hickox Mary KEI Los Angeles, Calif.  
 Hill Elaine WWSR St. Albans, Vt.  
 Hillstead Helene KPSO Edinburg, Tex.  
 Hines Kay KBMY Billings, Mont.  
 Hinkle Evelyn KNFT Palestine, Tex.  
 Hinchaw Marge KVTY Sioux City, Iowa  
 Hodges Dorothy WGTN Wilson, N. C.  
 Hodges Gene WROD Daytona Beach, Fla.  
 Hoffman Emily G WFPD Washington, S. C.  
 Hoke Doris WLEU Erie, Pa.

Gladstein Bobby KTMG McAlester Okla.  
 Glunt Sara Lou WTRF-TV Wheeling, W. Va.  
 Goodman Carolyn WMTT Memphis Tenn.  
 Goke Frances WSWW Plattville, Wis.  
 Goldberg Arlene KBOB Brimmar-Mandan, N. D.  
 Goodwin Norma KTVV Anchorage, Alaska  
 Goodright Jennie KEMS El Dorado Ark.  
 Goodwin Barbara WMAQ Forest, Miss.  
 Gordon Lincy KWHL Albany, Ore.  
 Gossett Donna REYY Provo, Utah  
 Gottlieb Ruth WMSC Columbia, S. C.

Hoffman Gloria WEEL Reading, Pa.  
 Holliday Mary KBRN Kirksville, Mo.  
 Holliday Mary WACO Waco, Tex.  
 Hollingsworth Mayme KWRF Warren, Ark.  
 Holmes Louis KSLA-TV Shreveport, La.  
 Holmes Virginia KIBS Bishop, Calif.  
 Holl, Elissa WHAW Weston, W. Va.  
 Hoogenhouse Mary W. WCOW Sparta, Wis.  
 Horn Elaine KPUG Bellingham, Wash.

Gratham Dorothy WEVA Fredericksburg, Va.  
 Graves Constance D WDEV Waterbury, Vt.  
 Graziam Roy WWOX Woonsocket, R. I.  
 Greaves Penny KWKC Abilene, Tex.  
 Green Beverly KVAL-TV Eugene, Ore.  
 Green Conde KBOB Brownsville, Tex.  
 Green Vera WAAK Worcester, Mass.  
 Greenfield Jeanne WMB Kansas City, Mo.  
 Greene June K WHA Greenfield, Mass.  
 Greene Robbie L WSOX Nashville, Tenn.

Holmes Louis KSLA-TV Shreveport, La.  
 Holmes Virginia KIBS Bishop, Calif.  
 Holl, Elissa WHAW Weston, W. Va.  
 Hoogenhouse Mary W. WCOW Sparta, Wis.  
 Horn Elaine KPUG Bellingham, Wash.  
 Houston Jean KGRF Pueblo, Colo.  
 Howard Ann WDBI-TV Roanoke, Va.  
 Howard Lucy WWXL Manchester, Ky.  
 Hubbard Margie Lou KPLT Paris, Tex.  
 Hulbert Marie KOLN-TV Lincoln, Neb.  
 Hubek Helen WPTV Palm Beach, Fla.  
 Humphrey Helen WWSC Glen Falls, N. Y.  
 Hunt Betty J. KJHM Roswell, N. M.

Greenfield Jeanne WMB Kansas City, Mo.  
 Greene June K WHA Greenfield, Mass.  
 Greene Robbie L WSOX Nashville, Tenn.  
 Greenwood Katherine WALL Middletown, N. Y.  
 Gregory Lucy WHRV Ann Arbor, Mich.  
 Gregory Mary Jane WBRZ Baton Rouge, La.  
 Grey Ethel WJOP Kokomo, Ind.  
 Grey Edda WWTJ Canton, N. C.  
 Griffin Helen WBLB Bowling Green, Ky.  
 Grimes Ida WYZE Atlanta, Ga.  
 Grubbs Janet KQLO-TV Reno, Nev.  
 Gumb JoAnn KENO Las Vegas, Nev.  
 Guy Corrin KTLA Los Angeles, Calif.

Hunt Betty J. KJHM Roswell, N. M.  
 Hamison Nell WJAK Jackson, Tenn.  
 Hutch Nita WTVN WTVN-TV Columbus Ohio  
 Hutchins Minabelle WPTW Piquin, Ohio  
 Hutchins Polly WLOE-TV Orlando, Fla.  
 Hutchison Elizabeth S. WGVN Greenville, Miss.  
 Hutchison Early WILKWHK-TV  
 Wilkes-Barre, Pa.  
 Huttmaker Barbara KEEN Wenatchee, Wash.  
 Hydriek Mrs. J. C. Jr. WDXB Orangeburg, S. C.  
 Hyman Maxine WYMB Muncing, S. C.

## - H -

Haden Evelyn WKWK Wheeling, W. Va.  
 Hadley Cis KCBT KCBT-TV Mount, N. D.  
 Haebels Arlene WUCO-TV,  
 Minneapolis-St. Paul, Minn.  
 Haider Betty WMOG Brunswick, Ga.  
 Hagler Frances KJND Independence, Kan.  
 Hager Elvora WAVE Asheville, Ala.  
 Hagler Barbara WAMW Washington, Ind.  
 Hall Barbara WHEU Hines, N. Y.  
 Hall Blaise WHAB Daxley, Ga.  
 Hall Margaret WHTS Norwich, N. M.  
 Hall Polly WBRT Bardonia, Ky.  
 Hall Jane C WSON Henderson, Ky.  
 Hamilton Jan WMAK Nashville, Tenn.  
 Hamilton Mrs. Pat CKOY Ottawa, Ontario

Hutch Nita WTVN WTVN-TV Columbus Ohio  
 Hutchins Minabelle WPTW Piquin, Ohio  
 Hutchins Polly WLOE-TV Orlando, Fla.  
 Hutchison Elizabeth S. WGVN Greenville, Miss.  
 Hutchison Early WILKWHK-TV  
 Wilkes-Barre, Pa.  
 Huttmaker Barbara KEEN Wenatchee, Wash.  
 Hydriek Mrs. J. C. Jr. WDXB Orangeburg, S. C.  
 Hyman Maxine WYMB Muncing, S. C.

Hanscomb Olga WFLA-TV Tampa, Fla.  
 Hansen Sally KSVL Richfield Utah  
 Hansen Jean WNET-TV Rochester, N. Y.  
 Harlan Cynthia WWTY Cadillac, Mich.  
 Harpold Mary E. KYOL Fossil, Tex.  
 Harris Fran WWJ WWJ-TV Detroit, Mich.  
 Harris Frances Kay RGBC Galveston, Tex.

Hutch Nita WTVN WTVN-TV Columbus Ohio  
 Hutchins Minabelle WPTW Piquin, Ohio  
 Hutchins Polly WLOE-TV Orlando, Fla.  
 Hutchison Elizabeth S. WGVN Greenville, Miss.  
 Hutchison Early WILKWHK-TV  
 Wilkes-Barre, Pa.  
 Huttmaker Barbara KEEN Wenatchee, Wash.  
 Hydriek Mrs. J. C. Jr. WDXB Orangeburg, S. C.  
 Hyman Maxine WYMB Muncing, S. C.

## - I -

Ingram Marjorie WJWS South Hill, Va.  
 Ison Jim WKBY Richmond, Ind.  
 Iszard Ann WJNO West Palm Beach, Fla.

## - J -

James Mary Ann WFRV-TV Green Bay, Wis.  
 Jamison Ruth G WATO Oak Ridge, Tenn.  
 Jarmian Frances WDNK Durham, N. C.  
 Jancouanna Doris KSTL St. Louis, Mo.  
 Jennings Smiley WRGB Schenectady, N. Y.  
 Jannquist Dorothy WMBV-TV Marinette, Wis.  
 Jewell Joan WBCF Flint, Mich.  
 John Ann WWRB New York, N. Y.  
 Johnson Bea WMBG Kansas City, Mo.  
 Johnson Betty KPRM Concordia Kan.  
 Johnson Betty KBTN Neosho, Mo.  
 Johnson Fran KLAS-TV Hastings, Neb.  
 Johnson Pat WHAV Haverhill, Mass.  
 Jones Ann WLAP WKXP-TV Lexington, Ky.  
 Jones Helen WELC Chicago, Ill.  
 Jones Kathryn WJET Erie, Pa.  
 Jones Ruth WDVZ Indiana, Pa.



Jones, Sue.....WCOS, Columbia, S. C.  
 Jordan, Barbara.....WSYR, Syracuse, N. Y.  
 Joye, Betty Jean.....WPRY, Perry, Fla.

Lynn, Jane.....WKRC-TV, Cincinnati, Ohio  
 Lynn, Kathryn.....KFAL, Fulton, Mo.

— K —

Kaiser, Doren.....WBEV, Beaver Dam, Wis.  
 Kantzer, Gay.....WSAL, Logansport, Ind.  
 Karlhom, Barbara.....WJRD, Tuscaloosa, Ala.  
 Kaseman, Joanne.....WISL, Shamokin, Pa.  
 Kasten, Ruth.....WOMT, Manitowoc, Wis.  
 Kaufman, Yvonne.....WVSC, Somerset, Pa.  
 Kay, Donna.....KFIR, North Bend, Oreg.  
 Kearns, June.....WTOC, WTOC-TV, Savannah, Ga.  
 Keitzel, Helen.....WBNY, Buffalo, N. Y.  
 Keller, Nan.....KBYE, Oklahoma City, Okla.  
 Kelly, Karen.....WBBW, Youngstown, Ohio  
 Kelly, Mary Ruth.....WDAU-TV, Scranton, Pa.  
 Kennedy, Carol.....WKNX-TV, Saginaw, Mich.  
 Ketts, Mary.....KKGQ, Ogden, Utah  
 Key, Marian.....KDAL-TV, Duluth, Minn.  
 Kiely, Pat.....KDKA-TV, Pittsburgh, Pa.  
 Kiker, Becky.....WJMX, Florence, S. C.  
 Kimball, Betty.....WHAY, New Britain, Conn.  
 Kincaid, Clare.....KASH, Eugene, Ore.  
 King, June.....WJDX, WLBT, Jackson, Miss.  
 King, William.....WENK, Union City, Tenn.  
 Kinney Sue.....WLWI, Indianapolis, Ind.  
 Kirby, Ann.....WGAF, Valdosta, Ga.  
 Kirk, Dorothy Ann.....KILQ, Grand Forks, N. D.  
 Kirk, Mary.....KBTB, Deuver, Colo.  
 Klein, Betty.....KOGT, Orange, Tex.  
 Knight, Leona.....WSPD-TV, Toledo, Ohio  
 Knight, Phyllis.....WHAS-TV, Louisville, Ky.  
 Knouse, Anita.....KETX, Livingston, Tex.  
 Knowles, Joyce.....WBMC, McMinnville, Tenn.  
 Koutschav, Jackie (Miss).....KBRB, McCook, Neb.  
 Kohnowsky, Rosella.....KLFM, Minot, N. D.  
 Kovar, Ima Dell.....KNAL, Victoria, Tex.  
 Kraus, Betty.....WIRY, Plattsburg, N. Y.  
 Krenk, Mary.....KVAL-TV, Eugene Ore.  
 Krieger, Vivien.....WESB, Bradford, Pa.  
 Kummer, Eloise.....WBBM-TV, Chicago, Ill.  
 Kyle, Peggy.....WELS, Kingston, N. C.

— L —

Labbitt, Myrtle.....CKLW, CKLW-TV, Detroit, Mich.  
 Lane, Marian.....WRKD, Rockland, Me.  
 Lang, Polly.....WNOP, Newport, Ky.  
 Larson, Beatrice.....WBEZ, Eau Claire, Wis.  
 Larson, Kay.....WHEN, WHEN-TV, Syracuse, N. Y.  
 La Rue, Marguerite.....KRIQ, Odessa, Tex.  
 Laubach, Betty.....WHLM, Bloomsburg, Pa.  
 Lauten, Jane C.....WGAN, WGAN-TV, Portland, Me.  
 Leblanc, Barbara.....KALB, KALB-TV, Alexandria, La.  
 Lee, Carroll.....KECK, Odessa, Tex.  
 Lee, Dorothy.....KPQ, Wenatchee, Wash.  
 Lee, Judy.....WRCV-TV, Philadelphia, Pa.  
 Lee, June.....KSTR, Grand Junction, Colo.  
 Lee, Letha.....KPAC, KPAC-TV, Port Arthur, Tex.  
 Lee, Pat.....WBT, Charlotte, N. C.  
 Lee, Patricia.....WRGS, Rogersville, Tenn.  
 Lee, Virginia.....WLEE, Richmond, Va.  
 Leonard, Beth.....KING-TV, Seattle, Wash.  
 Leonard, Dodee.....KGFV, Kearney, Neb.  
 Leonard, Elizabeth.....KING, KING-TV, Seattle, Wash.  
 Leslie, Ann.....WISN, Milwaukee, Wis.  
 Lewallen, Dorothy.....WGWR, Asheville, N. C.  
 Lewis, Josephine.....WNCT, Greenville, N. C.  
 Lewis, Wilma.....KAVL, Lancaster, Calif.  
 Ley, Martha.....WHOM, New York, N. Y.  
 Liggett, Lucy.....WLEC, Sandusky, Ohio  
 Lindamood, Virginia.....WSVA-TV, Harrisburg, Va.  
 Linder, Helen M.....WBLY, Lexington, N. C.  
 Lindsey, Geri.....KPTV, Portland, Ore.  
 Lite, Emily.....WTFBC-TV, Greenville, S. C.  
 Livermore, Mercer.....WKRO, Cocoa, Fla.  
 Lockwood, Pat.....WDAX, McKee, Ga.  
 Lohmann, Paula.....WMBD, WMBD-TV, Peoria, Ill.  
 Loucks, Barbara.....WADS, Ansonia-Derby, Conn.  
 Luebke Grace.....WFRO, Fremont, Ohio  
 Lull, Lucia.....WMBE, Huntsville, Ala.  
 Lynady, Jean.....WCDD, Carbondale, Pa.  
 Lynch, Doris.....KWSO, Wasco, Calif.  
 Lynn, Bonnie.....WBZ-TV, Boston, Mass.  
 Lynn, Carol.....WIRL, Peoria, Ill.

— Mc —

McCollum, Coleen.....WCBF-TV, Columbus, Miss.  
 McConnell, Terry.....WSTN, St. Augustine, Fla.  
 McCord, Erma.....WHBU, Anderson, Ind.  
 McCoy, Marlys.....WMOD, Moundsville, W. Va.  
 McCrary, Jinx Falkenberg.....WRCA, WPCA-TV, New York, N. Y.  
 McCrary, Judith.....WJSB, Crestview, Fla.  
 McCully, June.....WKXP, Lexington, Ky.  
 McDonald, Geri.....WCBY, Cheboygan, Mich.  
 McDonald, Margaret.....WBAP-TV, Fort Worth, Tex.  
 McDonald, Mary.....KOB, KOB-TV, Albuquerque, N. M.  
 McElroy, Rosalie.KVOA, KVOA-TV, Tucson, Ariz.  
 McGirk, Eleanor.....WFBG-TV, Altoona, Pa.  
 McGregor, Marguerite.....WPEP, Taunton, Mass.  
 McIntyre, Mildred.....WRCO, Richland Center, Wis.  
 McLellan, Annette.....KBMX, Coalinga, Calif.  
 McMeen, Jo.....WMRP, Lewistown, Pa.  
 McMurray, Barbara.....WLRP, New Albany, Ind.  
 McNaill, Trudy.....WROC-TV, Rochester, N. Y.  
 McNeely, Beth.....WTSF, St. Petersburg, Fla.  
 McPherson, Charlotte.....WTTM, Trenton, N. J.  
 McVay, Betty Lou.....WOI-TV, Ames, Iowa

— M —

MaeEachron, Peg.....WQXT, Palm Beach, Fla.  
 MacLean, Jill.....WJHL-TV, Johnson City, Tenn.  
 Madden, Gertrude.....WWPA, Williamsport, Pa.  
 Madsen, Connie.....KSDJ, Sidney, Neb.  
 Magers, Jean.....WISN-TV, Milwaukee, Wis.  
 Malin, Theda.....WEBR, Buffalo, N. Y.  
 Malory, Virginia.....WTVR, Richmond, Va.  
 Mmabe, Winifred.....KULA-TV, Honolulu, Hawaii  
 Maan, Peggy.....WTVB, Durham, N. C.  
 Mann, Suzanne.....KEEN, San Jose, Calif.  
 Manning, Mary.....WLAC, WLAC-TV, Nashville, Tenn.  
 March, Donna.....WADK, Newport, R. I.  
 Maria, Juana.....KIWW, San Antonio, Tex.  
 Marin, Fina.....KWKW, Pasadena, Calif.  
 Marini, Patricia.....CFCF, Montreal, Quebec  
 Mariotti, Dolores.....WLSV, Wellsville, N. Y.  
 Marks, Judy.....WXIX, Milwaukee, Wis.  
 Marshall, Jane.....WTHH, Port Huron, Mich.  
 Martin, Clara.....WBG, Greensboro, N. C.  
 Martin, Esther.....KOTH, Dubuque, Iowa  
 Martin, Georgia.....WCEN, Mt. Pleasant, Mich.  
 Martin, Mollie.....WBAL, WBAL-TV, Baltimore, Md.  
 Mason, Mary.....WHAT, Philadelphia, Pa.  
 Masters Margaret.....KSL, KSL-TV, Salt Lake City, Utah  
 Matheson, Edith.....KFBB-TV, Great Falls, Mont.  
 Matz, Dody.....WHLF, South Boston, Va.  
 Manck, Vivienne.....KBBS, Buffalo, Wyo.  
 May, Mary Ruth.....WMTN, Morristown, Tenn.  
 Maywood, Pat.....KOGA, Ogallala, Neb.  
 Mead, Dottie.....WSPB, Sarasota, Fla.  
 Melrose, Edythe Fern.....WXYZ-TV, Detroit, Mich.  
 Mercer, Sylvia.....WHYS, Ocala, Fla.  
 Merritt, Betty L.....WAGA, WAGA-TV, Atlanta, Ga.  
 Merritt, Henri.....WFIG, Sumter, S. C.  
 Merryfield, Mary.....WMAQ, WNBQ, Chicago, Ill.  
 Mesery, Maye.....KVNU, Logan, Utah  
 Mickles, Lillian.....WHGB, Harrisburg, Pa.  
 Middleton, Mary Sue.....WHLN, Harlan, Ky.  
 Miles, Eddie Mae.....WLSM, Louisville, Miss.  
 Miller, Jan.....WDUX, Waupaca, Wis.  
 Miller, Mrs. William.....WBEN-TV, Buffalo, N. Y.  
 Milligan, Marian.....WTAD, KHQA-TV, Quincy, Ill.  
 Miuhahan, Ann D.....WCCM, Lawrence, Mass.



Mittemil Norma.....KJFJ Webster City Iowa  
 Mizner, Connie.....KVNC, Winslow, Ariz.  
 Moir, Joyce.....KGEZ, KGEZ-TV, Radispeil, Mont.  
 Monk, Izabella.....WRJN, Racine, Wis.  
 Monroe, Willa.....WDLA, Memphis, Tenn.  
 Moody, Marian McCook.....KRNQ, San Bernardino Calif.  
 Moon, Virginia.....KTRM, Beaumont, Tex.  
 Moore, Eleanor.....WSBT, South Bend Ind.  
 Moore, Ellie.....WBRR-TV, Knoxville, Tenn.  
 Moore, Mary.....WJAG, Norfolk, Neb.  
 Moore, Mary Louise.....WBED, Washington, N. C.  
 Moore, Meade.....WVNC, Elizabeth City, N. C.  
 Moore, Sally.....WAMM, Flint, Mich.  
 Morgan, Abbe.....KMRT, Marshall, Tex.  
 Morgan, Mary.....CKLW-TV, Detroit, Mich.  
 Mork, Carol.....WPDR, Portage, Wis.  
 Morris, Mary.....WBEX, Chillicothe, Ohio  
 Morrison, Grace.....WERC, Erie, Pa.  
 Morse, Molly.....KFMB, KFMB-TV, San Diego Calif.  
 Morsenson, Luella.....WKOW, Madison, Wis.  
 Moseley, June.....WACH, Waycross, Ga.  
 Mossman, Sally.....WMCK, McKeesport, Pa.  
 Mutschelbacher, Nelle.....KRXL, Roseburg, Ore.  
 Mundy, Carolyn.....WRIB, Providence, R. I.  
 Myberg, Gertrude.....KGHL, KGHL-TV, Billings, Mont.

— N —

Neal, Eleanor.....WMBM, Miami Beach, Fla.  
 Nelson, Betty.....WBBD, Bradenton, Fla.  
 Nelson, Eunthe.....KLTZ, Glasgow, Mont.  
 Nelson, Gert.....WAOK, Atlanta, Ga.  
 Nelson, Irene.....WLIP, Kenosha Wis.  
 Nelson, Runona H.....KRAL, Rawlins, Wyo.  
 Nesbit, Jean.....KCKN, Kansas City, Kan.  
 Neville, Helen.....WGR-TV, Buffalo N. Y.  
 Newport, Joan.....KSCB, Liberal, Kan.  
 Nicholson, Trudi.....WJBT, Jackson, Miss.  
 Noddermer, Rosanna.....WPLY, Plymouth, Wis.  
 Norlander Joan.....KNUG, New Blm, Minn.  
 Norman, Nancy.....WDZ, Decatur, Ill.  
 Norris, Waldo.....WMBR-TV, Jacksonville, Fla.  
 Nugent, Helen.....WKRCTV, Cincinnati, Ohio  
 Nutley, Pat.....WGEZ, Beloit, Wis.  
 Nutting, Sue.....RNOT, Prescott, Ariz.

— O —

Oblinger Jackie.....WHIS, WHIS TV, Bluefield, W. Va.  
 O'Connor, Helen.....WCHI, Chillicothe, Ohio  
 O'Day Bille.....WCKR, Miami, Fla.  
 O'Leil, Martha.....WFLX, Wilmington, Del.  
 Ochsman Judy.....WHOF, Virginia Beach, Va.  
 Oliver, Sheryl.....WCRE, Charaw, S. C.  
 Oppenheimer, Kitty.....KTFM, San Rafael, Calif.  
 Oris, Josephine.....WJMJ, Philadelphia, Pa.  
 Ossola, Margaret.....WJAJ, WJAJ-TV, Johnstown, Pa.  
 Ouellette, Sonia.....WLAN, Lewiston, Me.  
 Owen-Franz.....WBET, Bedford Va.

— P —

Pack, Patti.....KFRE, KFRE-TV, Fresno, Calif.  
 Packard, Margaret O.....KTRC, Santa Fe, N. M.  
 Page, Mrs.....WJR, Detroit, Mich.  
 Page, Evelyn.....WTVL, Waterbury, Me.  
 Page, Pat.....WPEN, Philadelphia, Pa.

Pagnotti, Elbe.....WPTS, Pittston, Pa.  
 Palmer, Alice.....WPAW, Bryan, Tex.  
 Palmer, Pat.....KCA, Tucson, Ariz.  
 Palmer, Travis.....WSSO, Starkville, Miss.  
 Pamela Genevieve.....WBOY, WBOY-TV, Clarkburg, W. Va.  
 Park, Marion.....WING, Winchester, Va.  
 Parker, Elise.....KOOL-TV, Phoenix, Ariz.  
 Parker, Ethel.....WELM, Elmira, N. Y.  
 Parker, Janet.....KHUZ, Borger, Tex.  
 Parker, Mary Elizabeth.....KBOF, Pleasanton, Tex.  
 Parker, Nancy.....WVAX-TV, Burlington, Vt.  
 Parrott Sarah.....WJAM, Marietta, Ala.  
 Parr, Dorothy.....WONY, Cortright, N. Y.  
 Parr, Fran.....KSOX, Raymondville, Tex.  
 Parr, Jeanne.....WVSC-TV, Madison, Wis.  
 Parush, Helen.....KNXT, Los Angeles, Calif.  
 Parze, Rita.....WOPF, Owosso, Mich.  
 Parley, Gay.....MBS, New York, N. Y.  
 Payne, Mrs. Reg.....KDEF, Center, Tex.  
 Pearson, June.....KTOW, Oklahoma City, Okla.  
 Pedlow, Marjorie.....WBRE, Chester, Pa.  
 Penland Nell Bates.....WAYX, Waycross, Ga.  
 Perdue Toby A.....WLSB, Big Stone Gap, Va.  
 Perkins, Maggie.....WOCB, West Yarmouth, Mass.  
 Persons, June.....WELA, Ely, Minn.  
 Person, Berdell.....KIMN, Denver, Colo.  
 Peters, Esther.....WENH, Lacombe, N. H.  
 Peters, Irene.....RWJM, Willmar, Minn.  
 Peters, Marjorie.....KMTV, Omaha, Neb.  
 Pfiffer, Mary Lou.....WRFD, Worthington, Ohio  
 Pihko, Elinde.....WMBE, Miami, Fla.  
 Philip, Lee.....WBBM-TV, Chicago, Ill.  
 Phillips, Hazel.....WWSR, Beckley, W. Va.  
 Phillips, Jean.....WARR, Hagerstown, Md.  
 Phillips, Winnie.....WAYE, Baltimore, Md.  
 Pizzi, Thelma.....WDF, Dale City, Fla.  
 Plores, Jackie.....WTVJ, Miami, Fla.  
 Ploswaty, Deborah.....WHRA, Fort Pierce, Fla.  
 Potts, Muriel.....WWSR, Butler, Pa.  
 Poyer, Jane.....WPTW, Florence, S. C.  
 Pummer, Betsy.....WSEF-TV, Montgomery, Ala.  
 Pope, Betty.....WCPN, Houston, Miss.  
 Posy, Joanne.....KHSL-TV, Chico, Calif.  
 Potterfield, Peggy.....WNJB, Daytona Beach, Fla.  
 Presby, Joyce.....KGYN, Guyton, Okla.  
 Pressly, Harriet.....WTFE, Raleigh, N. C.  
 Prosser, Flo.....KLES, Alexandria, La.  
 Price, Margaret.....WJLM, Wilmington, Del.  
 Price, Nancy.....WISA, Charlottesville, Va.  
 Price, Pam.....WBBQ, Augusta, Ga.  
 Prosser, Frances M.....KGMF, Englewood, Colo.  
 Prosser, Marie.....KAYE, Albert Lea, Minn.  
 Professor Fathi M.....WNER, Lave Oak, Fla.  
 Prue, Beverly.....WDOE, Dunkirk, N. Y.  
 Puckett, Martha.....WUBT-TV, Columbia, Miss.  
 Purdy Gladys.....KVIN, Yunta, Okla.

— Q —

Quartzin Edith.....KRUX, KRUX TV, Grand Junction, Colo.  
 Quimby, Wilda Grint.....WRAC, Racine, Wis.

— R —

Racine, Shirley.....KSYL, Alexandria, La.  
 Radford, Margaret.....WARL, Arlington, Va.  
 Ranspizer, Jeanne.....KHED, Phoenix, Ariz.  
 Randall, Fern.....KWRT, Bloomville, Mo.  
 Randolph, Leola.....KENM, Portage, N. M.

\* \* \* WOMEN COMMENTATORS, RADIO-TV \* \* \*

Rankin, Mary.....KVFD, Fort Dodge, Iowa  
 Rawles, Dolly.....KMON, Great Falls, Mont.  
 Reagan, Gail.....KCMC-TV, Texarkana, Tex.  
 Redington, Ruth.....WKNE, Keene, N. H.  
 Reece, Mary Lou.....WGBA, Columbus, Ga.  
 Reese, Paula.....WMOA, Marietta, Ohio  
 Reeves, Ida Marie.....WAZF, Yazoo City, Miss.  
 Reising, Marie.....WOND, Pleasantville, N. J.  
 Reynard, Jeanne.....KYSM, Mankato, Minn.  
 Reynolds, Jessie.....WBRM, Marion, N. C.  
 Reynolds, Rita.....KCUL, Ft. Worth, Tex.  
 Rhodes, Roxie M.....KTTR, Rolla, Mo.  
 Rice, Catherine.....WFAU, Augusta, Me.  
 Rich, Charlotte W.....WLOB, Portland, Me.  
 Richards, (Mrs.) Jackie..WKRG-TV, Mobile, Ala.  
 Richerson, Ann.....WMFC, Monroeville, Ala.  
 Riley, Sue..WNDU, WNDU-TV, South Bend, Ind.  
 Rion, Virginia.....KCHL, Chillicothe, Mo.  
 Ristola, Mary.....KAST, Astoria, Ore.  
 Ritchie, Esther L.....WKLX, Paris, Ky.  
 Robbins, Doris.....KTWO-TV, Casper, Wyo.  
 Roberston, Ruth M.....WIPS, Ticonderoga, N. Y.  
 Robinson, Dottie B.....WENE, Binghamton, N. Y.  
 Robinson, Helen.....WAVP, Avon Park, Fla.  
 Roessler, Delores.....KWEPW, Hobbs, N. M.  
 Rogers, Margie.....KGB, San Diego, Calif.  
 Rogerson, Gloria.....WWVA, Wheeling, W. Va.  
 Rogge, Betty.....WING, Dayton, Ohio  
 Roland, Rusty.....WKOP, Binghamton, N. Y.  
 Rotph, Olivette.....WFTM, Maysville, Ky.  
 Ronan, Honore.....WDAN, Danville, Ill.  
 Ronkin, Carmen.....WJTV, Jackson, Miss.  
 Ross, Dorothy.....KTNT, Tacoma, Wash.  
 Rowe, Flo Beach.....WSLB, Ogdenburg, N. Y.  
 Rowe, JoAnn.....KRDO, KRDO-TV, Colorado Springs, Colo.  
 Rubenstein, Eve.....KQTV, Fort Dodge, Iowa  
 Rude, Jeanne.....KTVI, St. Louis, Mo.  
 Rudolph, Joann.....WKCT, Bowling Green, Ky.  
 Rundvold, Inga.....WRC-TV, Washington, D. C.  
 Russel, Marvel.....KWTV, KWTV-TV, KBTV-TV, Waco, Tex.  
 Russell, Lois Gene.....KVMA, Magnolia, Ark.  
 Ryan, Helen.....WTHI, Terre Haute, Ind.  
 Ryan, Patti.....WLWD, Dayton, Ohio

— S —

Sadler, Vera.....KTAC, Tacoma, Wash.  
 Sale, Jo (Mrs.).....WLVA, WLVA-TV, Lynchburg, Va.  
 Salisbury, Sally.....KSL-TV, Salt Lake City, Utah  
 Sanders, Harriet.....KLTF, Little Falls, Minn.  
 Sandin, Norma.....KDLM, Detroit Lakes, Minn.  
 Sandri, Gladys.....WKIB, Iron River, Mich.  
 Sands, Eleanor Hanson...WHK, Cleveland, Ohio  
 Sandy, Dixie.....KFH, Wichita, Kan.  
 Saunders, Dorothy.....KCLS, Flagstaff, Ariz.  
 Sawyer, Peggy.....KBTV, Denver, Colo.  
 Schemmerhorn, Merle.....KLCB, Libby, Mont.  
 Scheurich, Catherine.....WITY, Danville, Ill.  
 Schlautman, Irene.....KBMO, Benson, Minn.  
 Schrader, Marlene.....WPRC, Lincoln, Ill.  
 Schram, Violet.....KPOP, Los Angeles, Calif.  
 Schrimsher, Don.....KSST, Sulphur Springs, Tex.  
 Schwarz, Monica.....WASA, Havre De Grace, Md.  
 Scott, Shirley.....WSYL, Sylvania, Ga.  
 Scale, Vonelle.....WHNY, McComb, Miss.  
 Seigler, Mary Alice...WALD, Walcottboro, S. C.  
 Shadburne, Bettie.....WCMP, Cumberland, Ky.  
 Shaler, Pat.....WABJ, Adrian, Mich.

Shand, Ruth.....WALE, Fall River, Mass.  
 Shanton, Peggy.....WSEV, Sevierville, Tenn.  
 Sharp, Fern.....WBNS-TV, Columbus, Ohio  
 Sheffield, Francis.....WTMH, East Point, Ga.  
 Shelton, Owanah.....KWFT, Wichita Falls, Tex.  
 Sherban, Ollie.....KACE, Riverside, Calif.  
 Shiffler, Jean.....WPTZ, Plattsburgh, N. Y.  
 Shorten, Martha.....KGB, San Diego, Calif.  
 Shriver, Melba.....KUAM, KUAM-TV, Agana, Guam, M. I.  
 Shumate, May Floyd...KRKK, Rexburg, Idaho  
 Sim, Wilma.....KSD, KSD-TV, St. Louis, Mo.  
 Skach Tesse.....KBAM, Longview, Wash.  
 Slater, Patricia.....WNLC, New London, Conn.  
 Slaton, Norma.....WEBQ, Harrisburg, Ill.  
 Slatton, Pat (Mrs.)...WJBB, Haleyville, Ala.  
 Smith, Caroline.....KGUL-TV, Galveston, Tex.  
 Smith, Drue.....WDEF-TV, Chattanooga, Tenn.  
 Smith, D'Voe Lee.....KCLE, Cleburne, Tex.  
 Smith Eileen.....KNEX, McPherson, Kan.  
 Smith, Eugenia.....WJBC, Bloomington, Ill.  
 Smith, Irene.....KSMO, Salem, Mo.  
 Smith, Jane.....KVEN, Ventura, Calif.  
 Smith, Joan.....WEOB, Elyria, Ohio  
 Smith, Libby.....WDSM-TV, Duluth, Minn.  
 Smith, Loui.....KMO, Tacoma, Wash.  
 Smith, Mamie Lee.....WJAY, Mullins, S. C.  
 Smith, Margaret..KHQ, KHQ-TV, Spokane, Wash.  
 Smith, Mary.....KDZA, Pueblo, Colo.  
 Smith, Patricia.....WLAG, Lagrange, Ga.  
 Smith, Sue Marshall...WDEC, Americus, Ga.  
 Smizer, Ernestine.....KFGT, Fremont, Neb.  
 Sontag, Esther.....WKBN-TV, Youngstown, Ohio  
 Southey, Jean B.....WTSB, Hanover, N. H.  
 Spann, June S.....KWAQ, Stuttgart, Ark.  
 Spaulding, Jeanne.....WUSJ, Lockport, N. Y.  
 Spear, Bea.....KDIX, Dickinson, N. D.  
 Speece, Wynn Hubler...WNAX, Yankton, S. D.  
 Spencer, Eula.....WXOK, Baton Rouge, La.  
 Standish, Martha.....WPOR, Portland, Me.  
 Stanley, Ginger.....WDBO-TV, Orlando, Fla.  
 Stanton, Marge.....KBAB, El Cajon, Calif.  
 Stark, Beverly.....WMTV, Madison, Wis.  
 Steensrud, Eileen.....WEKZ, Monroe, Wis.  
 Steeves, Pat.....WTWN, St. Johnsburg, Vt.  
 Stevens, Carrie.....WBAW, Barnwell, S. C.  
 Stevens, Dorothy.....WLAN, WLAN-TV, Lancaster, Pa.  
 Stevenson, Connie.....WKXL, Concord, N. H.  
 Stewart, Joanne.....KVSO-TV, Ardmore, Okla.  
 Stewart, Becky Ann...WPBC, Minneapolis, Minn.  
 Stewart, Faye.....KPIX, San Francisco, Calif.  
 Stokes, Barbara.....WAGS, Bishopville, S. C.  
 Stone, Luise.....KAAA, Kingman, Ariz.  
 Stone, Marlys.....KVOX, Fargo, N. D.  
 Storm, Marjorie.....WPCT, Putnam, Conn.  
 Straker, Easter.....WIMA, WIMA-TV, Lima, Ohio  
 Stringer, Tippy.....WRC-TV, Washington, D. C.  
 Storemel, Ginny.....WMTE, Manistee, Mich.  
 Strong, Norma.....WKIC, Hazard, Ky.  
 Struther, Susie.....WJLB, Detroit, Mich.  
 Strutin, Betty Parks...WSCR, Scranton, Pa.  
 Suffer, Marie.....WALA-TV, Mobile, Ala.  
 Sukoski, Deanne.....WFRX, West Frankfort, Ill.  
 Sullivan, Margaret...WRUS, Russellville, Ky.  
 Sullivan, Milly.....KORA-TV, Sacramento Calif.  
 Sullivan, Ruth Delmar..KEYS, Corpus Christi, Tex.  
 Sundin, Anita...WOC, WOC-TV, Davenport, Iowa  
 Sweney Ruth.....WHYN-TV, Springfield, Mass.  
 Swift, Mildred.....KNDE-TV, Monroe, La.



T

Talbot, Mabel ..... WJPM, Southfield, N. C.  
 Tapley, Donaldene ..... WGUY, Bantox, Me.  
 Taylor, Ethel ..... WQIC, Columbia, S. C.  
 Taylor, Gertrude ..... WPTN, Tryon, N. C.  
 Taylor, Lynn ..... KPST-TV, San Diego, Calif.  
 Taylor, Nancy ..... WOTW, Nashua, N. H.  
 Taylor, Rosemary ..... KLAN, Renton, Wash.  
 Taylor, Teena ..... WHMA, Anniston, Ala.  
 Taylor, Thelma ..... WBFI, Newark, N. J.  
 Taylor, Wilma ..... WBLL, Batesburg, S. C.  
 Templeton, Marion ..... KWPC, Muscatine, Iowa  
 Tench, Urs ..... WCGC, Belmont, N. C.  
 Terrebonne, Betty ..... KLFY, Golden Meadow, La.  
 Thabes, Nordica ..... KLUZ, Brainerd, Minn.  
 Thomas, Ray ..... KYOL, Latayette, La.  
 Thomas, Ann ..... WMNS, Olean, N. Y.  
 Thompson, Bernice ..... WVAS, Philadelphia, Pa.  
 Thompson, Betsey ..... WSBS, Gt. Barrington, Mass.  
 Thompson, Betty ..... WTRC, Elkhardt, Ind.  
 Thompson, Dobbie ..... WVOP, Vidalia, Ga.  
 Thompson, Shirley ..... WJLN, Lebanon, Ky.  
 Torney, Mary Jo ..... KMGM-TV, Minneapolis, Minn.  
 Todd, Jane ..... KCBS, San Francisco Calif.  
 Tremonting Deanna ..... WMOS, Muskegon, Mich.  
 Trobe, Gertrude ..... WBVP, Beaver Falls, Pa.  
 Troutwine, Fern ..... WFFB, Middletown, Ohio  
 Truxax, Anne ..... KILX, Oakland, Calif.  
 Tussing, Ann ..... KRLL, Lewiston, Idaho  
 Tuttle, Sally Jane ..... KCVL, Coville, Wash.  
 Tyler, Janet ..... WABC-TV, New York, N. Y.

U

Upton, Grace ..... WHEE, Martinsville, Va.

V

Van Andel, Dorothy ..... WFUR, Grand Rapids, Mich.  
 Vance, Beverly ..... WEEK, WEEK-TV, Pocomt, Ill.  
 Van Haver Betty ..... WRBZ, Muskegon, Mich.  
 Vaughn, Perry ..... WVVV, WJBP-TV, Graton, W. Va.  
 Vaught, Annadee ..... KWFC, Hot Springs, Ark.  
 Venti, Jenn ..... KQNY, San Marcos, Tex.  
 Vespool, Flora ..... WHAR, Clarksburg, W. Va.  
 Vidonsan, Carolina ..... KCBRTV, San Antonio, Tex.  
 Voss, Jan ..... WMP-TV, Cedar Rapids, Iowa

W

Waggoner, Ruth ..... KCOB, Fort Collins, Colo.  
 Wakefield, JoAnn ..... WTV, Titusville, Pa.  
 Waldherr, Mary ..... WAUD, Auburn, Ala.  
 Walker, Wilma ..... WRKH, Rockwood, Tenn.  
 Wall, La Von ..... KVSL, Vernal, Utah  
 Waller, Mord ..... KBBA, Benton, Ark.  
 Walling, Esther ..... WDOS, Oneonta, N. Y.  
 Walls, Bonnie ..... KBOI, Boise, Idaho  
 Walters, Helen Humer ..... WOKZ, Altou, Ill.  
 Walton, Sue ..... WFW, Fairfield, Ill.  
 Ware, Dixie ..... KNDL-TV, Monroe, La.  
 Warner, Jo ..... KPEG, Spokane, Wash.  
 Warren, Martone ..... WSOO, South Ste. Marie, Mich.  
 Washburn, Virginia ..... WHAP, Hopewell, Va.  
 Wassner, Wanda ..... WOWL-TV, Florence, Ala.  
 Waterhouse, Norma Jean ..... WCMR, Elkart, Ind.  
 Wight, Dorothy ..... KVFC, Cortez, Colo.  
 Weaver, Jeanne ..... WHUC, Hudson, N. Y.

Webb, Annabell ..... KSUM, Fairmont, Minn.  
 Webster, Edith Danham ..... KWDM, Des Moines, Iowa  
 Webster, Meiga ..... WJTN, Jamestown, N. Y.  
 Weber, Margaret ..... KAYD, Storm Lake, Iowa  
 Webster, Gladys ..... WCAU-TV, Philadelphia, Pa.  
 Weedman, Polly ..... KOTA, KOTA-TV, Rapid City, S. D.  
 Weger, Mary ..... WMAP, Madison, Fla.  
 Weiler, Louise WAVE WAVE-TV, Louisville, Ky.  
 Weimberg, Harryette ..... KWJB, Globe, Ariz.  
 Welch, Barbara ..... KKHD, Duncan, Okla.  
 Welch, Jenn ..... KVKM, Monahan, Tex.  
 Wells, Lydia ..... WNAH, Bridgeport, Conn.  
 Weppeper, Barbara ..... KSBW-TV, Salinas-Monterey, Calif.  
 West, Kay ..... KEX, Portland, Ore.  
 Weston, Jane ..... WOWO, Fort Wayne, Ind.  
 Whitley, Tibb ..... KJBN, Hugo, Okla.  
 Wheeler, Mary ..... KTAT, Frederick, Okla.  
 Wheeler, Wilma ..... KDRS, Paragoune, Ark.  
 White, Margo ..... KOB-TV, Albuquerque, N. M.  
 Whitman, Margo ..... WSHU-TV, New Haven, Conn.  
 Whiteman, Phyllis ..... WBAT, Marion, Ind.  
 Whitlock, Sallie ..... WEVA, Emporia, Va.  
 Williams, Edythe ..... WHIT, New Bern, N. C.  
 Williams, Helen ..... WCIC, Jamestown, Tenn.  
 Williams, Lucille ..... WSBB, New Smyrna Beach, Fla.  
 Williams, MaryAnn ..... WJBA, Washington, Pa.  
 Williams, Phyllis ..... WKAM, Goshen, Ind.  
 Willis, Ella Mae ..... KVOM, Morriston, Ark.  
 Willis, Barbara ..... WAGR, Lambertton, N. C.  
 Willis, Jeanne ..... KSYD, KSYD-TV, Wichita Falls, Tex.  
 Wilson, Dorothy ..... KVVH, KVVH-TV Honolulu, T. H.  
 Wilson, Joan ..... WTNJ, Trenton, N. J.  
 Wilson, Julie ..... KFPM, San Bernardino, Calif.  
 Wilson, Rebecca ..... WBYC, Cleveland, Tenn.  
 Windom, Jane ..... WJBB-TV, Fairmont, W. Va.  
 Wing, Jerry ..... KODY, North Platte, Neb.  
 Winn, Kay ..... KSOP, Salt Lake City, Utah  
 Winslow, Louisa ..... WERE-TV, Cleveland, Ohio  
 Wise, Helen ..... KLIK, Jefferson City, Mo.  
 Wise, Katherine ..... KOMO, KOMO-TV, Seattle, Wash.  
 Witten, Frances ..... KVMC, Colorado City, Tex.  
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**Ljnsk, Lester**  
195 S. Beverly Dr., B. H. . . . . CRestview 5-4396

**MacQuarrie Agency**  
9157 Sunset Blvd. (46) . . . . . CRestview 4-8910

**Manuel, Alvin G. Agency**  
468 N. Bedford Dr., B. H. . . . . CRestview 4-5288

**Meyers, Walter**  
9167 Sunset Blvd. (46) . . . . . CRestview 1-8161

**Morris, William, Agency**  
161 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

**Rosenberg & Coryell**  
404 N. Roxbury Dr., B. H. . . . . CRestview 4-7381

**Salkow, Lester**  
8749 Sunset Blvd. (46) . . . . . OLympia 2-6750

**Shauer, Melville A.**  
9110 Sunset Blvd. . . . . CRestview 1-1103

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449 S. Beverly Dr., B. H. . . . . CRestview 4-7643

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**Small, Paul**  
270 N. Canon Dr., B. H. . . . . CRestview 4-5877

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441 S. Beverly Dr., B. H. . . . . CRestview 4-6123

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8523 Sunset Blvd. . . . . OLympia 2-5385

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9006 Sunset Blvd. (46) . . . . . CRestview 1-6188

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575 Madison Ave. . . . . PLaza 5-4200

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**Cowl, Carl**  
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**Fishbein, Frieda**  
353 W. 57th St. . . . . Circle 7-4398

**French, Samuel**  
25 W. 45th St. . . . . JUdson 2-4706

**Gaines, Blanche**  
350 W. 57th St. . . . . PLaza 7-0537

**Hayward, Leland**  
655 Madison Ave. . . . . TEmpleton 8-5100

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1639 Broadway . . . . . COlumbus 5-1726

**Reynolds, Paul R. & Son**  
599 Fifth Ave. . . . . MUrray Hill 8-4767

**Roberts, Flora**  
545 Fifth Ave. . . . . MUrray Hill 7-4137

**Salisbury, Leah**  
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**Sanford, Jay**  
17 E. 48th St. . . . . PLaza 5-1127

**Talent Associates, Ltd.**  
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**Williams, Annie Laurie**  
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Hollywood 28, Calif.  
HOLLYWOOD 5-8444

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April 23 to 30

### Tin Pan Alley Pays Tribute to PETER DE ROSE

Fifth Commemorative Anniversary

The music of the composer of "Deep Purple," "Wagon Wheels," "When Your Hair Has Turned To Silver," "Have You Ever Been Lonely," and many other popular song hits will be featured on memorial programs during this week. In addition to the many accomplishments of his career as a broadcast pioneer and the rich heritage of song which he has left his Fellow Americans, he will always be remembered as a beloved figure in his own time.

In a tribute to Peter De Rose, his close friend Otto Harbach, known as the "Dean of American Lyric Writers," said:

*"Once in awhile you meet someone so gentle, unselfish, kind and just, that you regain your faith in human nature."*

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# Several Cardinal Principles Apply In Developing Jingles

**P**ERHAPS our beginning in radio as a singing duo (Ginger & Lanny — Two voices and a pianny) has produced one of our cardinal principles in creating an effective musical commercial — a jingle should be ENTERTAINING.

We therefore try to begin each jingle as though it is a pleasing, popular song. Once the entertaining element has been established, we then try to integrate the name of the product in a subtle but pleasant or amusing manner so that the listener does not tire of the musical message, no matter how often he hears it.

We think it should have a melodic strain or theme and the sponsor's name should fit the theme like the title of the average hit tune. Too many jingles are written like a few "hot licks" containing musical passages, but not in a memorable style so that the music and the message are soon forgotten.

We think, contrary to some, that JINGLES SHOULD NOT JANGLE. True, the irritating style causes a great deal of comment and undoubtedly is very successful for a short run. We still cling, however, to the theory that an old friend wears well, and if a jingle is pleasant and friendly, it may serve its master well for many years just as "Stardust" is always welcome. This reduces the need to start over each year with a new melody or idea. Contrarily, the same tune can go on year after year, building more and new friends but still keeping the old, without costly re-recording fees and the loss of the original good-will already built at considerable expense. In other words, if a client has a good jingle, we don't think it should be changed every year, any more than he should change his trade-mark or product name. But to last, and wear well, it cannot be irritating.



**Jingles should be SHORT AND SIMPLE.** The most popular standard songs are the ones with few notes and words—easily sung, easily remembered. Who doesn't know the words to "Let Me Call You Sweetheart?" Therefore we feel one or two salient points in 15 seconds or less will sell much better than a whole minute of boring details that

By **LANNY and GINGER GREY**  
Writers, Producers,  
Singers of "Jingles  
that don't Jangle"



obviously is designed to be high pressure selling (with negative results) instead of sincere entertainment with a slight suggestion or tie-in with the product's name which few can resent.

Finally, the PRESENTATION is important. If the jingle is not produced properly, the melody or message may never reach its goal.

The musical background should never overshadow the voices, and in our opinion, except where a choral or group effect is essential to the mood that is being created, the fewer voices, the better.

We sincerely feel that in most cases when you employ more than two voices, the clarity of the message begins to diminish. One voice is very clear—two add more interest because the basis of all life is the couple—boy-girl, husband and wife. These are the two most important people you can reach.



Let us give credit, however, to a few very outstanding cigarette commercials that have proved the exception and are excellent. Still look how simple, successful, and popular boy-girl jingles have been, like: I GO FOR A MAN WHO WEARS AN ADAM HAT, YOU'LL WONDER WHERE THE YELLOW WENT, and the PAPER-MATE PEN jingles. These are further proof that the most effective and least costly, are the boy-girl commercials. Most of the Nation's most popular jingles have few voices. One of the earliest and most successful of all, the PEPSI-COLA JINGLE, started and gained nation-wide popularity with just one male voice.

In conclusion, we feel that the trend is toward the better commercials and we are glad to see that. It is not unusual to hear people say: "The jingle was the best part of that program, last night." Like a picture is worth a thousand words, we feel a jingle is worth a thousand words of commercial copy.

# SONG HITS OF 1957

January 1, 1957 to January 1, 1958

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 1956 are noted by the date . . . (1956).

Total ACI Points	Number of Weeks in ACI Survey	Song Title	Production	Publisher
40514	38	*AROUND THE WORLD (1956)	( <i>Around The World In 80 Days</i> )	Young Southern
32357	25	*Fascination		Rush
31759	22	Round and Round		Northern
27151	28	Tammy	( <i>Tammy And The Bachelor</i> )	Montclare
26607	23	Marionne		
24627	16	Banana Boat Song		E. B. Marks-Bryden
24316	26	Love Letters in the Sand		Bourne
23512	26	I'm Gonna Sit Right Down and Write Myself a Letter		DeSylva-Brown & Henderson
19728	18	Young Love		Lowery
18901	19	*Chances Are		Korwin
18733	20	Honeycomb		Hawthorne
18246	15	*All the Way	( <i>The Joker Is Wild</i> )	Maraville
18163	13	Singing the Blues (1956)		Acuff-Rose
17824	24	And That Reminds Me ( <i>My Heart Reminds Me</i> )		Symphony House
17217	17	Butterfly		Mayland-Presley
16738	18	In the Middle of an Island		Mayfair
16621	13	*April Love	( <i>April Love</i> )	Feist
16101	26	An Affair to Remember	( <i>An Affair To Remember</i> )	Feist
15874	12	True Love (1956)	( <i>High Society</i> )	Buxton Hill
15496	14	Don't Forbid Me		Roosevelt
15456	19	Chantez Chantez		Chontex
15421	31	I Could Have Danced All Night (1956)	( <i>My Fair Lady</i> )	Chappell
15023	16	*Melodie D'Amour		Rayven
13147	21	So Rare		Robbins
13136	18	Do I Love You ( <i>Because You're Beautiful</i> )	( <i>Cinderella</i> )	Williamson
12874	17	Little Darlin'		Excellorc
12595	16	I Dreamed (1956)		Trinity
12402	26	*Till		Chappell
11722	21	White Silver Sands		Fellows-Peer
11508	19	Almost Paradise		Peer
11419	26	It's Not for Me to Say	( <i>Lizzie</i> )	Korwin
11310	19	Just in Time (1956)	( <i>Bells Are Ringing</i> )	Stratford
11282	16	All Shook Up		Shalimar
11029	15	I'm Walkin'		Reeve
10851	16	Mutual Admiration Society (1956)	( <i>Happy Hunting</i> )	Chappell

Issued with copyrighted ACI SURVEY for week ending January 9, 1958.  
Office of Research, Inc.

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# A. S. C. A. P.

By **PAUL CUNNINGHAM**  
**President**

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**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 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.

With a membership of more than 5,000, ASCAP is proud of the caliber of music its members make available to the broadcasting industry, as well as every phase of the entertainment world.

The Society maintains headquarters at 575 Madison Avenue, New York City, with 24 branches throughout the country. Officers as of January 1, 1958, are:

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 Farmer Music Co.  
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 Fields, Arthur, Publications  
 Fillmore Music House  
 Fischer, Carl, Inc.  
 Fischer, J., & Brother  
 Fisher, Fred, Music Co., Inc.  
 Flammer, Harold, Inc.  
 Flo Music, Inc.  
 Foley, Charles  
 Foreign & Domestic Music Corp.  
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 G & C Music Corp.  
 GI Music Corp.  
 Galaxy Music Corp.  
 Gallico, Al, Music Co., Inc.  
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 Goldmine Music, Inc.  
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 Gordon, Kaufman & Real, Inc.  
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 Graham Music Publishing Corp.  
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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 the 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 of France, Union Musical Espanol of Spain, Suvini Zerboni and Sonzogno of Italy, and many others.

AMP is also the sole selling and exploitation agent in the United States for serious works published by Broadcast Music, Inc., and BMI Canada, Ltd. All performing rights are cleared through BMI.

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# BROADCAST MUSIC, INC.

By **CARL HAVERLIN**  
President

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**B**ECAUSE it expresses our philosophy in 1958 just as emphatically as it did in 1957, we are repeating below our statement in last year's RADIO ANNUAL AND TELEVISION YEARBOOK:

During each day of the eighteen 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 nineteenth 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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 Beechwood Music Corp.  
 Begonia Music  
 Belfry Music  
 Bellemeade Music

Bell Music Co.  
 Bell-Tone Music Publishing Co.  
 Ben-Chazi Enter.  
 Benell Music Publ.  
 Bentley Music Co.  
 Benton Public.  
 Bergallam Music  
 Berger Publishing Company  
 Berkeley Music, Inc.  
 Berkshire Music Inc.  
 Berry Music Corp.  
 Beverly Music Inc.  
 Berwick Music Corp.  
 Biernat & Dietz Music Publ.  
 Big Chief Music Co.  
 Big "D" Pub. Co.  
 Billace Music Co.  
 Biltmore Music, Inc.  
 Blackwood Music  
 Blane Music Company  
 Blaze Songs, Inc.  
 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.  
 BMI Canada Ltd.  
 Bradshaw, Inc.  
 Brazos Valley Music  
 Brenner Music, Inc.  
 Brent Music Corp  
 Brewster Music Pub. Inc.  
 B. R. S. Music Corp.  
 Brittany Music, Inc.  
 Britton Music Corp.  
 Broadcast Music, Inc.  
 Brookdale Music Co.  
 Brownwood Music Co.  
 Bryden Music, Inc.  
 Bugle Boy Music Co.  
 Burley Music, Inc.  
 Byron Music Co.

Calabar Music Pub.  
 Calvert Pub. Co.  
 Calvin Music Co.  
 Cal-York Music, Inc.  
 Cammarota Record & Pub. Co.  
 Candice Music Inc.  
 Candy's Playhouse Inc.  
 Canford Music, Inc.  
 Capa Music

Capri Music  
 Carlot Music, Inc.  
 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.  
 Central Songs, Inc.  
 Century Songs, Inc.  
 Cerabino, L. G.  
 Challenge Music Co.  
 Chambers Music Co.  
 Champ Music Co.  
 Charill Music Pub. Co.  
 Chase Music Co.  
 Chaz-Mar Music Pub. Co.  
 Chelsea Music Corporation  
 Cherio Music Publishers, Inc.  
 Chicago Music Publisher  
 Children's Record Guild  
 Chips Music Corp.  
 Chords Music Publishers  
 Christian Music Publishing Co.  
 Cille and Dail Publications  
 Cireco Music  
 Claremont Music Company  
 Clow, O. B. (Estate of)  
 Coast to Coast Music Corp.  
 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  
 Conley Music  
 Contemporary Music  
 Continental Record Co.  
 Cool Music Co.  
 Copar Music, Inc.  
 Conrad Pub. Co.  
 Cordial Music  
 Country Music  
 Cranford Music Corp.  
 Crestline Music Pub.  
 Crestwood Publications  
 Cross Music Company  
 Crossroads Music Co.  
 Cundy-Betty Co.

D. R. & P. Co.  
 Dallas Music Co., Inc.  
 Dana Pub. Co.  
 Danby Music Co.  
 Dance Music Corp.  
 Dandelion Music Co.  
 Dare Music Co.



# BMI PUBLISHERS



Davis & Ostergard  
 Daywin Music, Inc.  
 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.  
 De Vorzon 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.  
 Eccma Music Company  
 Edizioni Kramer (Milano)  
 Edizioni Mascheroni (Milano)  
 Edizioni Musicali Di Lazzaro  
 Edizioni Musicali Italiane  
 Edizioni Suvini Zerboni  
 Edee Music Corp.  
 Edward, Arthur, Music Co.  
 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  
 Excellorec Music Co.  
 Excelsior Music Publishing Co.

Fairfax Music Company  
 Fairway Music Corp.  
 Falstaff Music Co., Inc.  
 Fanwood Music Publications

Fee Bee Music  
 Fellows Music  
 Ferrer, Jose, Music Inc.  
 Fi-Del Music Publishing Co.  
 Fiboke Music  
 Fine Songs  
 Flair Pub. Co.  
 Flex Songs  
 Florida Music Company  
 Folk Songs  
 Folkways Music Publishers Inc.  
 Ford Music, Inc.  
 Four-Star Music Company  
 Four Star Sales Co.  
 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 & H Music Publ. House  
 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 Publishers  
 Golden West Melodies, Inc.  
 Golden West Music Publications  
 Gordon Music Company  
 Gospel Quartet Music Co.  
 Gospeltone Music Corp  
 Graham Music Co.  
 Gralow Music Pub. Co.  
 Granson, Jose, Music Co.  
 Granite Music Co.  
 Great Oaks Music  
 Green Music Publications  
 Greta Music Co.

H & L Music Corp.  
 H. M. Banner Publications  
 Halama, Frank J., Publications  
 Halgra Songs

Halliburton Music  
 Hamblen, Stuart, Music Co.  
 Hamblen Music, Inc.  
 Hanna & Co.  
 Har-Bock Music Co.  
 Harmonia Publishing Co.  
 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  
 Helpport Music  
 Heim, Marty Music Co.  
 Hesch Music Corp.  
 Highland Music Co.  
 Higuera Publ. Music  
 Hill and Range Songs, Inc.  
 Hill Music Publishing Company  
 Hillbilly Music Publishing Co.  
 Hi-Lo Music  
 Hilltown Music Inc.  
 Hinds, Hayden & Eldredge, Inc.  
 Hoffman Songs  
 Hollenden Music Co.  
 Hollis Music, Inc.  
 Hollywood House Music Publishing Co.  
 Holmes Publications  
 Horn Publications  
 Hoosier Music Publications  
 House of Carols  
 House of Irish Songs  
 Howard, Jack, Publications, Inc.  
 Hudson-Dart Music Co.

Ichabod Music Co.  
 Inco Music Company  
 Independent Music Publishers  
 Indigo Music, Inc.  
 Inman, Autry, Music Pub. Co.  
 Inspirational Music Corp  
 Instrumental Music Inc.  
 Inter-American Music Pub. Co  
 Iris Music Pub.  
 Iris-Trojan Music Corp.

Jaglea Music Corp.  
 Jamboree Music  
 Jan Music  
 Jari Music Co.  
 Jason Music  
 Jatap Publ. Co., Inc.  
 Jayco Music  
 Jean Music Company  
 Jeannette Music Pub.  
 Jeramac Music Co.  
 Jet Music Pub.  
 Jiffy Pub. Co.  
 Jill Music Co.





# BMI PUBLISHERS



Jimskip Music, Inc.  
 Johnstone-Monteï, Inc.  
 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  
 Larrabee Music Co.  
 Lawn Music  
 LaVinrac Music Co.  
 Lawrence, Johnny, Music  
 Leal, Felipe Valdes

LeCoq Music  
 Lee, Robert, Music Publishers,  
 Inc.  
 Legato Music Corp.  
 Leora Music  
 Les Kangas Music Pub. Co.  
 Libijon Music Co.  
 Levingston Music, Inc.  
 Lin Pub. Co.  
 Lin-Da Publ. Co.  
 Little Jazz Music Pub., Inc.  
 Locust Music Pub.  
 Lion Public. Co.  
 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.

Martin, Mack, Music Co.  
 Marvin Music Corp.  
 Marsales, Frank  
 Martel Music Co.  
 Martens, W. F., Music Co.  
 Master Music Publishers  
 Maxted Music Co.  
 Maxwell, Ray, Pub. Co.  
 Mayland Music Publ. Co.  
 Maytime Music, Inc.  
 Maywood Music Co.  
 Maze Publications  
 McClellan Music Company  
 Medallion Music Co.  
 Meg Music  
 Mellin Music, Inc.  
 Mellow Music Publishing Co.  
 Mellstone 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.



# BMI PUBLISHERS



- 
- 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
  - Mr. Sun Co.
  - 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
  - Niksch, Donald E.
  - Nimisilla Music Company
  - Normandy Music, Inc.
  - Northeastern Music Company
  - Nor-Va-Jak
  - 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.
  - Old Judge Music
  - Oliver-Jacobs Music
  - Omnibus Music Co.
  - Opal Music Inc.
  - Open Road Music
  - Optimist Songs Co.
  - Oree Music
  
  - Orlando Music Co.
  - Ozark Music
  
  - Pace Music Co.
  - Pal Music Co.
  - Palladium Music Publishing Co.
  - Pamco Music, Inc.
  - Panda Records
  - Panhandle Music
  - Panorama Music
  - Pan Publ. Co.
  - Parade Music
  - Paris, James B.
  - Parliament Music, Inc.
  - Pastor Music Co.
  - Patmar Music Company, Inc.
  - Patricia-Kahl 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.
  - Presley, Elvis, Music, 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
  - Ranchero Songs
  - Radon Music Co.
  - Rainbow Melodies Music Co.
  
  - Rainbow Music Publishers
  - Raleigh Music Publishing Co.
  - Rancho Music
  - Rand Music Co.
  - Randolph, Al, Publications
  - Rapture Music Co.
  - Rayven Music Co., Inc.
  - Real American Pub. Co.
  - Real Gone Music, Inc.
  - Records Music Publ.
  - 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
  - Ricordi G, & Co.
  - Ridgeway Music
  - Rinker, Charles, Music Pub.
  - River Music Co.
  - Rockland Music Corp.
  - Roe Publishing Co.
  - Romance Music Publications
  - Rongwen Music, Inc.
  - Rondo Music
  - Roosevelt Music Co.
  - Rork, Ernest A., & Son
  - Ron-Ron Music
  - 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
  - Rumbalero Music, Inc.
  - Rush-Berkshire Music Corp.
  - Russell Music Co.
  
  - Sagebrush Music Pub. Co.
  - S and W Music Pub. Co.
  - San Juan Music Publishing Corp
  - Sapphire Music Publisher
  - Savannah Music, Inc.
  - Savoy Music Company
  - Sawaya Publications, Inc., The
  - Schaeffer's, Peter, Music Corp



## B M I P U B L I S H E R S



- Seabreeze Music, Inc.  
 Sea-Lark Entr., Inc.  
 Scott-Mart Music Pub. Co.  
 Seidel, Emil, Music Pib'g Co.  
 Selroy Music Pub. Co.  
 Sensational Music Pub. Co.  
 Seven Seas Music Pubs.  
 Seven-Eleven Music Pub.  
 Shaw Music  
 Shealy Music Pub. Co., Inc.  
 Sheldon-Mitchell Pub Corp.  
 Sheldon Music, Inc.  
 Shell Music Co.  
 Sheridan Music Corp.  
 Shermack Music Co.  
 Sherman-Huston Music  
 Sherman Music Co.  
 Sherwood Music Pub. Co.  
 Shirgus Publishing  
 Shopa Music Publications  
 Shutt, Albert Music Publisher  
 Signet Music Co.  
 Simon House, Inc.  
 Singer, Murray, Music Pub.  
 Skrivanek Music  
 Skyway Records & Music Pub.  
 Slate Enterprises, Inc.  
 Smith Publications  
 Snyder, Fenton Publications  
 Society of Jewish Composers,  
 Publishers and Songwriters  
 Song Ads Inc.  
 Song Prod., Inc.  
 Songs of the Hills Music Pub.  
 Co.  
 Song-Ranch Publications  
 Sonorous Music Co., Inc.  
 Sooner Music Inc.  
 Sophisticate Music, Inc.  
 Sound Music Pub. Co.  
 Space Songs  
 Spanish Music Center  
 Spin Music, Inc.  
 Spitzer Songs, Inc.  
 Starrite Pub. Co.  
 Starstan Music Corp.  
 Stella Music Co., Inc.  
 Stenton Music Inc.  
 Stern Music Publishing Co.  
 Steven, Arthur Publications  
 Stevens Music Corporation  
 Stratton Music, Inc.  
 Stuart Music, Inc.
- Studio Music Co.  
 Sudbury Music Corp.  
 Sunbeam Music Corp.  
 Sundial Songs  
 Sunrise Music Company  
 Surf Music Corp.  
 Susquehanna Prod., Inc.  
 Swansongs Publications  
 Sweco Music Corp.  
 Swing & Tempo Music Co.
- T-C Publishing Corp.  
 T. J. Music  
 Tamasa Music Co.  
 Tannen Music, Inc.  
 Taps Agency  
 Tarry-Town Music Co.  
 Tawny Publishing Co.  
 Temerity Music Inc.  
 Tennessee Music Corp.  
 Terrace Music  
 Terrific Tunes  
 Thomas Cole Publishing Co.  
 Thornwood Music Pub. Co.  
 Tiffany Music Company  
 Timberland Publishing Co.  
 Time Music Company  
 Tollie Music, Inc.  
 Tono Record Co.  
 Topik Tunes  
 Trans Music Corp.  
 Trans-World Music Publ., Inc.  
 Travis Music, Inc.  
 Tree Pub. Co.  
 Trend Music  
 Triad Music Company  
 Trianon Publications  
 Trinity Music Co., Inc.  
 Trio Music Company  
 Triumph Publications, Inc.  
 Tropical Song Counter  
 Tubb, Ernest, Music Inc.  
 Tune Towne Tunes
- Ulysses & Bagby  
 U. S. Music, Inc.  
 Una Publishing Co.  
 Unart Music Corp.  
 Unger Music  
 Unique Music Publishers  
 Universal Music Sales  
 Uranus Music Company  
 Urban, Max & Co.
- Val Music Corporation  
 Valentine Music Pub.  
 Valiant Music Company, Inc.  
 Valley-Hill Music Co.  
 Valley Publishers, Inc.  
 Valley View Music, Inc.  
 Valner, Kurt  
 Van Brunt Publishing Company  
 Vanguard Songs  
 Van's Music Co.  
 Variety Music Company  
 Venice Music, Inc.  
 Vetter, Jack, Music Corp.  
 Vidor Publications  
 Village Music Co.  
 Villanova Music Co.  
 Vincent Music Co., Inc.  
 Vogue Music Corporation  
 Volunteer Music Sales Co.
- W. F. A. Enterprises  
 Wade Franklin, Publications  
 Ward, Clara, Publications  
 Ward & Sears Music, Inc.  
 Warman Music  
 Warner Studio  
 Warren Publications  
 Waterloo Music Co.  
 Webster Music Company  
 Weddington Music, Inc.  
 Weiss & Barry, Inc.  
 Wemar Music Corporation  
 Westbrook Publications  
 Westbury Music Co.  
 Whimsy, Ltd.  
 White, Elmore, Music  
 Wilcox Music Publishing Co.  
 Wildcat Music  
 Willet, Slim, Songs  
 Williams, Dootsie, Pub.  
 Winchester Music Inc.  
 Winneton Music Corp.  
 Winthrop, G. & Company  
 Wise Music Publications  
 Wonder Music Pub. Co.  
 Wonderland Music Co., Inc.  
 Wyner Music Publishers
- Yahres Publications
- Zodiac Music Corp.  
 Zoeller Music Co.



# SESAC

**PAUL HEINECKE, PRESIDENT**

LICENSING THE PERFORMANCE,  
MECHANICAL OR SYNCHRONIZATION RIGHTS IN  
"THE BEST MUSIC IN AMERICA"  
TO THE ENTIRE ENTERTAINMENT INDUSTRY,  
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# SESAC, INC.

By **PAUL HEINECKE**  
President

===== \* =====

THIS past year it occurred to a group of us at SESAC that the time was ripe for a musical renaissance. That there was a great need on the part of most music users—radio and television stations included—for good music in quality performance was as certain as is our being in the midst of an atomic age. SESAC knows it has fulfilled much of the need by sending gratis to the broadcasting industry great quantities of recorded albums, all composed of the SESAC copyrighted repertory. Over 75,000 albums, featuring the finest in popular, jazz, classical, country and western, religious, mood, polka, and band selections, have been released to the radio and television stations of this country and Canada. Each selection in these albums has been chosen with care and discrimination. That the effort was and is successful is a matter of record—over 10,000 comment cards have been received from the broadcasting industry proclaiming the high caliber of these recordings, and telling us that they play an important part in the stations' all-round musical programming. So, by the simple science of numbers and based upon reports from the broadcasting industry itself, SESAC performances for 1957 again spiralled to great heights.

Not only are we at SESAC hopping to keep abreast of daily requests, but, also, as a result of this spotlighting of the SESAC repertory are the record companies, performing artists, orchestral societies, choral groups, dance orchestras and the producers of the country's leading radio and television shows all bolstering their programs with what remains the best music in America—the SESAC repertory.

\* \* \* \*

SESAC is proud and happy to start 1958 with the United Nations as its most recent Transcribed Library subscriber. To be sure, this is not just another account nor is it merely the act of a producer supplying a user with a much-needed item; rather is it concrete proof that music remains the international language. Good music knows no barriers, no tonal curtains; and if they be works of value, will continue to live and inspire spiritual, mental and cultural growth.

It is our hope that in some way the care, taste, talent, and repertory that have gone into the production of the SESAC Transcribed Library will not only bring happiness and entertainment to all races and creeds the world over, but, also, will serve as an instrument of peace through which the peoples of the world will come to know and understand each other better. If our music and efforts are instrumental in such an achievement, then the past years have been worth every day of their living and the future holds no challenge that we cannot meet.

Good luck and best wishes for your health and happiness in the year ahead.



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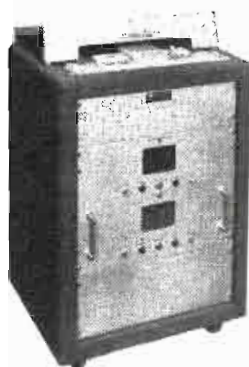
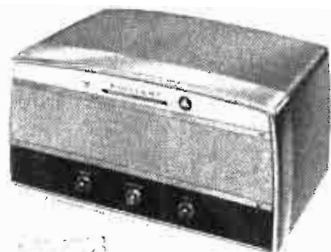




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Secretary, Ass't Treas. ....George E. Driseoll  
Vice-Pres., Gen. Counsel. ....F. H. Uriell  
Vice-Pres., Adv. ....Edmond I. Eger  
Gen. Sales Mgr. ....Richard J. Bambury  
PRODUCTS: Television receivers, televi-  
sion consoles and combinations, table radios,  
graphs, high fidelity phonographs.

## Aero Electronics Co.

1512 N. Wells St., Chicago 10, Ill.  
Phone: WHitemhall 3-0401

President .....B. S. Maxinoff  
General Manager .....T. A. Beresney  
PRODUCTS: Custom built equipment, en-  
gineering services.

## Affiliated Photographic Co.

21 W. 45th St., N. Y. 36, N. Y.  
Phone: JUdson 2-0522

Manager, TV Division .....T. Meyer  
PRODUCTS: Slides, Telpos, flip-cards,  
black & white or in color. Made to order.

## Airtron Inc.

1101 W. Elizabeth Ave., Linden, N. J.  
Phone: HUnter 6-1000

President .....David Ingalls  
Vice-Presidents .....J. W. Anderson,  
T. N. Anderson, Robert Carr, J. W. Hamil-  
ton

PRODUCTS: Duplexers, mixers, direction  
couplers, flexible waveguides.

## Alford Manufacturing Company, Inc.

299 Atlantic Ave., Boston 10, Mass.  
Phone: HANcock 6-2150

PRODUCTS: TV broadcast transmitting  
antennas, diplexing filters, hybrids, coaxial  
switches.

## Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.  
Phone: HAYmarket 1-6800

Sls. Mgr., Indust., Bdcst. Div. ....S. H. Levey  
PRODUCTS: Distributors of radio, TV,  
and industrial electronics parts and equip-  
ment including broadcast station tubes, parts,  
and supplies.



**Altec Lansing Corp.**

1515 S. Manchester Blvd., Anaheim, Calif.  
Phone: PProspect 4-2900  
161 Sixth Ave., New York 13, N. Y.  
Phone ALgonquin 5-3636

President ..... G. L. Carrington  
Exec. V.P. .... A. A. Ward  
Dir., Advanced Eng. .... J. K. Hilliard  
Gen. Sales Mgr. .... H. S. Morris  
Adv. Mgr. .... R. J. Carrington  
Comptroller. .... C. R. Rinisland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

**Ameco**

(A division of Antennavision, Inc.)  
2949 W. Osborn Rd., Phoenix, Ariz.

PRODUCTS: Antenna site equipment, distribution amplifiers, fixed pads, line splitters, customer outlet and tap boxes, terminating resistors and cable lashers.

**American Electronics, Inc.**

(Audio & Recordata Divs.)

9449 W. Jefferson Blvd., Culver City, Calif.  
Phone: TE 0-7245

Division Mgr. .... Harold Arledge  
Prod. Mgr. .... Rolf Gruenstein  
Chief Eng. .... Edward Kinney  
V.P., Chg. of Marketing .... Glenn Ronk  
Marketing Mgr., Consumer Prod. .... James Hervey

PRODUCTS: Magnetic tape recording equipment.

**American Microwave Corp.**

11754 Vose St., North Hollywood, Cal.

President ..... Fred W. Bailey  
Vice-Pres. .... Charles Theodore  
Secretary ..... E. L. Fraser  
Treasurer ..... J. W. Johnstone, Jr.  
Chief Engineer ..... Philip D. Bayless

PRODUCTS: Microwave relay systems, microwave antennas and components for all TV purposes including remote STL & off-air pickups.

**American Telephone & Telegraph Co.**

(Long Lines Dept.)

250 Park Ave., New York 17, N. Y.  
Phone: EXeter 3-5725

Div. Comm. Mgr. .... F. R. MacFarland  
COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the interstate, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

**Amperex Electronic Corp.**

230 Duffy Ave., Hicksville, N. Y.  
Phone: Wells 1-6200

President ..... Frank Randall

Product Mgr. (Transmitting Tubes)

Chas. Roddy

Dist. & Renewal Tube Sls. Mgr. ... A. J. Peterson  
PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers.

**Ampex Corp.**

934 Charter St., Redwood City, Calif.

Phone: EMerson 8-1481

N. Y. Phone: PLaza 3-9232

President ..... George I. Long, Jr.  
Ch. of Board ..... Alexander M. Poniatoff  
V.P., Gen. Mgr. .... Robert Sackman  
Mgr. Professional ..... Neal McNaughton

Products Division

Marketing Mgr. .... Robert Miner  
Prof. Prod. Division

Natl Sales Mgr. .... Robert Paulson  
PRODUCTS: Video and audio magnetic tape recorders, tape duplicators, automatic station programming equipment and Video-tape for video recorders.

**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 Magnemite.

**Amplitel, Inc.**

342 W. 40th St., New York 18, N. Y.

Phone: BRyant 9-0710

President ..... Herbert M. Ardston  
Vice-President ..... Harry Morris, Jr.  
Chief Engineer ..... Norman Perlman  
Siles Manager ..... Jack Saunders

PRODUCTS: Community antenna systems, master amplified antenna systems, individual RF amplifiers, broad band amplifiers, line dividers, TV outlets, closed circuit systems for schools, industrial plants, etc.

**Andrea Radio Corp.**

27-01 Bridge Plaza North, L.I.C., N.Y.

Phone: STillwell 4-5411

President ..... Frank A. D. Andrea  
Sec., Ch. Eng. .... H. I. Heindel  
Dir. of Purchasing ..... Bruce B. Donald  
Comptroller ..... A. Abbene  
Sales Mgr. .... John M. Dierkes  
Gen. Export Manager ..... Ramon Masvidal

PRODUCTS: Household television receivers and Hi-Fi phonographs; special electronic products; military electronics.

**Andrew Corp.**

363 E. 75th St., Chicago 19, Ill.

Phone: TRiangle 4-1400

Chairman ..... Dr. V. J. Andrew  
V.P., Gen. Mgr. .... C. Russell Cox



Sales Manager.....R. C. Bickel
Director of Marketing.....R. P. Lamons
Director of Engineering.....J. Brown
Director of Advertising.....E. Heitsch
Branch Offices

P. O. Box 416, Ridgewood, N. J.
Phone: GIlbert 5-2500

P. O. Box 225, Westwood, Mass.
Phone: DEdham 3-5520

941 E. Maryland Ave., Claremont, Calif.
Phone: LYcoming 6-3505

606 Beach St., Whittby, Ont.
Phone: MOhawk 3-3348

PRODUCTS: UHF & VHF transmission
line system; Multi-V FM antenna; coaxial
switches, telescoping masts; tower lighting
equipment.

Animation Equipment Corp.

38 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.

New Hope, Pa.
Phone: AXtel 7-2711

President.....A. C. Ansley
PRODUCTS: Printed circuits, printed cir-
cuit assemblies.

A. R. F. Products, Inc.

7627 Lake St., River Forest, Ill.
Phone: FOrest 9-6000

President.....A. H. Maciszewski
Vice-Pres.....John H. Pakan
Gen. Sales Mgr.....R. J. Napolitan
PRODUCTS: Signal generators, deviation
meters, custom radio-phonograph sets, closed
circuit TV systems.

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. Kluyskens
Service Mgr.....Robert Barnard
Traffic Mgr.....Carl Boswell

PRODUCTS: Radios: Table model, clock
radio, portable AC-DC, FM radio, transistor
radio.

Atlantic Electronics Corp.

89 Jefferson St., Passaic, N. J.
Phone: PRescott 9-3900

President.....Arthur Green
PRODUCTS: Rebuilders of CR tubes.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-6640

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, portable
tape recorders.

Auricon Div., Berndt-Bach, Inc.

6968 Romaine St., Hollywood, Calif.
Phone: HOLlywood 2-0931

Exec. 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 "Fil-
magnetic" 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
Thumb, Tom Thumb Jr., Tomhoy.

B & R Electronics Co.

1178 E. 180th St., N. Y. 60, N. Y.
Phone: SYeamore 2-3510

President.....I. Rothman
PRODUCTS: Radio receivers.

Semon Bache & Co.

636 Greenwich St., N. Y. 14, N. Y.
Phone: WATkins 4-2121

President.....David Hirsch
V.P., Sales & Adv. Mgr.....Ben Newton
Assistant Treas.....P. Schoenfeld
Secretary.....R. M. Dreyfuss
PRODUCTS: Manufacturers of mirrors,
fabricators of glass, proprietary mirror items:
heat resisting glass, heat absorbing glass,
ground glass, lenses, etc.

Background Engineers, Inc.

7313 Santa Monica Blvd., Hollywood, Cal.
Phone: HOLlywood 5-4161

President.....W. S. Tillisch
PRODUCTS: Rear projection rental ser-
vice including projectors (Bodde Projector),
rear projection screen, rear projection slides
and effects.

E. J. Baughman Co.

1914 N. Cogswell Rd., El Monte, Calif.



Phone: GIlbert 4-7586
Owner: E. J. Baughman
PRODUCTS: Microphone booms, lingers, studio lighting equipment.

Bausch & Lomb Optical Co.

683 St. Paul St., Rochester 2, N. Y.
Phone: LOcust 2-3000
N. Y. Phone: CLrele 7-5100
President: Carl S. Hallauer
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

Bayside Timers

15-25 162nd St., Flushing 58, N. Y.
Phone: INdependence 3-8935
Gen. Mgr.: Gale Dorothea
PRODUCTS: Design and manufacture timers, dimmers, and electrical controls.

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 15, Ill.
Phone: AMBassador 2-1600
Manager: George L. Oakley
PRODUCTS: Photographic equipment and closed circuit installations.

Benco Television Associates, Ltd.

27 Taber Rd., Rosdale, Ont.
Phone: CHerry 4-4296
President: P. Freen
PRODUCTS: Community antenna and distribution systems.

Bendix Aviation Corp. (Red Bank Div.)

Eatontown, N. J.
Phone: 3-2000
General Manager: E. F. Kolar
Pur. Dir.: L. Fyle
PRODUCTS: CR and special purpose tubes.

Charles Beseler Co.

919 S. 18th St., East Orange, N. J.
Phone: ORange 6-6500
General Manager: H. H. Myers
PRODUCTS: Projectors.

Blaw-Knox Equipment Div.

Box 1198, Pittsburgh, Pa.
Phone: STerling 1-2700
Mgr., Tower & Antenna: R. A. Troutan
PRODUCTS: Steel towers for AM and FM.

Blonder-Tongue Laboratories, Inc.

9 Ailing St., Newark 2, N. J.
Phone: MArket 2-8151
Sales Mgr.: Joseph H. Kerner
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast).

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: WInchester 6-3700
President: G. C. Greene
Chief Engineer: H. Paul
Sales & Prom. Mgr.: M. Halse
Prod. Mgr.: A. Costa
PRODUCTS: FM Simplex-Multiplex receiving and transmitting equipment for the Background Music Industry including Simplex-Multiplex receivers and tuners and adaptors. Modulation monitors, FM monitors and relay receivers. Other subsidiary communication authorization special service equipment.

Bryg, Inc.

324 S. McKean St., Butler, Pa.
Phone: BUtler 72-795
Pres., Gen. Mgr.: Samuel H. Depew
Vice-Pres., Eng.: Dr. Adolph Razdow
Treasurer: Ralph A. Nicholas, Sr.
PRODUCTS: Vidicon color equipment, which uses panchromatic black and white film for color telecasting, including projector, film camera and electronic units. Trinoscope recording unit which records color programs on panchromatic black and white film. Equipment available in 16mm. or 35mm.

Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.
Phone: HArrison 7-8393
President: George Drucker
PRODUCTS: Photo equipment.

Calbest Electronics Co.

1801 Exposition Blvd., Los Angeles 16, Calif.
Phone: REpublic 4-7291
President: I. Dubin
Dir. of Engineering: Herbert Fremont
Chief Engineer: Harold Parker
Dir. Merch.: Charles B. Epstein
PRODUCTS: Manufactures TV and radio

# EQUIPMENT MANUFACTURERS



...m systems, Hi-Fi  
...ombination.

## Corp.

Hollywood 38, Calif.  
...wood 2-2353  
...Robert G. Metzner  
...table transcription play-  
...agnetic tape recorders.

## Video Tube Corp.

4th St., Los Angeles, Calif.  
...one: ORegon 8-3995

.....Stephen Tidik  
PRODUCTS: TV picture tubes.

## Camera Equipment Co., Inc.

315 W. 43rd 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 4-6511

(Electronic Equipment & Tube Dept.)

V.P., Gen. Mgr.....R. M. Robinson  
Mgr., Engineering.....H. S. Dawson  
Mgr. Marketing.....I. A. Mayson  
Mgr., Product Service.....A. L. Hames  
Adv. & Sales Prom.....M. D. Locke

PRODUCTS: Complete broadcast transmitting and studio equipment and systems; broadcast consulting; engineering, production, and test facilities for development and manufacture of electronic products.

## Canadian Marconi Co.

2442 Trenton Ave., Mt. Royal, Montreal  
Phone: REgent 8-9441

President.....S. M. Finlayson  
V.P., Gen. Mgr.....J. J. Kingan  
Mgr., Comm. Products Div...C. P. McNamara  
Gen. Sales Mgr.....J. A. Hammond

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 Corp.

216 W. 14th St., New York 11, N. Y.  
Phone: WAtkins 4-5900

President.....Robert A. Gross  
Vice-Pres., Sales.....William F. Smith

## CBS-Hytron

(A Div. of CBS Inc.)

100 Endicott St., Danvers, Mass.  
Phone: SPring 4-2360  
Newark, N. J.: Market 3-5832

President.....Arthur L. Chapman  
V.P., Gen. Mgr., Semi-conductor  
Oper.....Robert G. Marchisio  
V.P., Gen. Mgr., Receiving Tube  
Oper.....Michael Callahan  
V.P., Sales.....John Q. Adams  
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. & Develop....Dr. Russell R. Law  
Dir., Gen. Engineering....Edgar K. Wimpy

### Plant Managers

Danvers.....Charles E. Coffin  
Lowell.....Edward J. Quirk  
Salem.....Walter J. Foran  
Newburyport.....Joe C. Harmony  
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  
Chmn. & Exec. V.P.....Saul Levy

### Branch Offices

1477 N.E. 129th St., N. Miami, Fla.  
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).

## Cinema Engineering Div.

(Aerovex Corp.)

1100 Chestnut St., Burbank, Calif.

Phone: Victoria 9-5511  
 General Manager.....James L. Fouch  
 PRODUCTS: Studio and motion picture  
 sound equipment.

**Cinematic Developments &  
 Cinechrome Laboratory**

2125 32nd Ave., San Francisco, Calif.  
 Phone: MONTROSE 1-2435  
 President.....Arthur H. Hart  
 PRODUCTS: Design and development of  
 special motion picture equipment.

**CMG Industries—Ideas, Inc.**

615 S. Second St., Laramie, Wyo.  
 Phone: FRANKLIN 5-2597  
 PRODUCTS: Electrical Stumbleproof  
 over-the-floor electrical extension cords, Flexi-  
 duct Stumbleproof over-the-floor rubber  
 ducts for cables and telephone, intercom, etc.,  
 wiring.

**Collins Radio Co.**

855 - 35th St., N. E., Cedar Rapids, Iowa  
 Phone: EM 3-0231  
 Dist. Sales Mgr.....John M. Haerle  
*Branch Offices*  
 1900 N. Akard St., Dallas, Tex.  
 Reg. Sls. Mgr.....T. W. Sharpe  
 1510 W. Verdugo, Burbank, Calif.  
 Reg. Sls. Mgr.....G. T. Tasto  
 1200 18th St., N. W., Washington, D. C.  
 Reg. Sales Mgr.....W. McKnight  
 1711 N.W. 36th St., Miami, Fla.  
 Sales Mgr.....L. O. Embree  
 261 Madison Ave., New York, N. Y.  
 Phone: MU 7-6740  
 Office Mgr.....C. W. Service  
 311 - 2nd Ave., S.E., Central Branch Office  
 Cedar Rapids, Iowa  
 Reg. Sales Mgr.....J. H. Hamilton  
 PRODUCTS: AM Broadcast transmitters,  
 antenna phasing and tuning equipment, FM  
 antennas, TV-STL microwave equipment,  
 broadcast and recording studio speech equip-  
 ment 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 5-1244  
 President.....W. J. Moreland  
 Vice-Pres., Engr.....J. Grayson Jones  
 Vice-Pres., Mfg.....R. M. Alston  
 Treasurer.....K. L. Peyton

Secretary.....  
 PRODUCTS: Col-  
 orchrome monitors, Ohm  
 monitoring and re-bi-oad

**Continental Electric  
 Manufacturing Company**

1212 S. Buckner Blvd., Dallas, Texas  
 Phone: EVERgreen 4-1137  
 President.....James W.  
 Sales Mgr.....Thomas B. Mos  
 PRODUCTS: AM Broadcast transmitter  
 (both standard and short wave).

**Comprehensive Filmtreat, Inc.**

121 W. 54th St., New York 19, N. Y.  
 Phone: CO 5-0372  
 President.....Michael Freedman  
 Vice-Pres.....Stanley Gitler  
 Sec'y., Treas.....Jane Lemi  
 PRODUCTS: Comprehensive filmtreat  
 process: For second and subsequent runs on  
 films in constant use; print life service; com-  
 prehensive film rejuvenation.

**Joan A. Costelow Co., Inc.**

125 Kansas Ave., Topeka, Kansas  
 Phone: CENTral 3-6398  
 President.....John A. Costelow  
 Vice-Pres., Treas.....K. A. Costelow  
 PRODUCTS: Distributes Lehigh towers,  
 Andrew Co. antennae, co-axial line, Hughey  
 & Philips tower lighting equipment.

**Crouse-Hinds Co.**

Wolf & 7th Sts., Syracuse 1, N. Y.  
 Phone: GR 4-1011  
 Chmn., Pres.....John R. Tuttle  
 Exec. Vice-President.....Robert J. Sloan  
 Vice-Pres., Sales.....Elio R. Monesmit  
 Mgr., Illumination.....J. S. Haney  
 PRODUCTS: Flashing beacons and avi-  
 ation obstruction lights for marking radio  
 and television towers in accordance with  
 CAA and FCC requirements and specifica-  
 tions, Flashing switches and electronic con-  
 trols for above.

**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.  
 General Manager.....J. L. Lahey  
 Gen. Sales Manager.....J. R. Howland  
 Asst. Gen. Mgr.....W. T. Relyea  
 Chief Eng.....J. Minsky  
 PRODUCTS: Closed circuit TV cameras  
 and systems, Professional broadcast studio  
 cameras and equipment.



**Da-Lite Screen Co., Inc.**

Warsaw, Ind.

Phone: AMherst 7-3101

President.....C. C. Cooley  
Vice-President.....H. E. Christiansen  
Vice-President, Sales.....C. J. Cerney  
PRODUCTS: Projection screens, accessories.

**Date Television Division**

(Thompson Products, Inc.)

West Tenth St., Michigan City, Ind.

Gen. Mgr.....J. L. Lahey  
Sales Mgr.....J. R. Howland  
PRODUCTS: Closed Circuit, broadcast, color TV equipment.

**Datom Industries, Inc.**

221 W. 17th St., New York, N. Y.

Phone: ALgonquin 5-0301

President.....Oscar Dolgin  
PRODUCTS: Radio receivers.

**Daven Co.**

530 W. Mt. Pleasant Ave., Livingston, N. J.  
Phone: 6-4300

President.....Lewis Newman  
Sales, Gen. Mgr.....E. L. Grayson  
PRODUCTS: Vacuum tube voltmeters. Noise and distortion meters. Transmission measuring equipment. Test equipment, audio and RF attenuators, components, switches, wirewound resistors, metal film resistors.

**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.

**Delco Radio**

(Division of General Motors)

700 E. Firmin, Kokomo, Ind.

Phone: GLadstone 2-8211

General Manager.....B. W. Cooper  
Sales Manager.....D. A. Sandberg  
PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

**Dewald Radio Mfg. Co.**

35-15 37th Ave., Long Island City, N. Y.

Phone: STillwell 4-9334

President.....David Wald  
Engineer.....Mark Glaser  
Sales Mgr.....Edwin Weisl, Jr.  
PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers.

**Diamond Power Specialty Corp.**

Box 415, Lancaster, Ohio

Lancaster, Ohio

Phone: OLive 3-6540

Chairman.....W. P. Thomas  
President.....W. J. Fitzhugh

V.P., Gen. Sales Mgr.....L. B. Schueler  
PRODUCTS: Industrial TV systems, Utilicon camera tube, FC 600 camera tube.

**Dorne & Margolin, Inc.**

29 New York Ave., Westbury, N. Y.

Phone: EDdgewood 4-3200

President.....Arthur Dorne  
Vice-Pres., Treas.....Joseph Margolin  
PRODUCTS: Antenna research, development and production.

**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

Chairman.....Allen B. Du Mont  
President.....David T. Schultz  
Vice-Pres., Treas.....Donovan H. Tyson  
V.P., Dir. Eng.

Div.....Thomas T. Goldsmith, Jr.  
V.P., Tube Oper.....Stanley J. Koch  
V.P., Ind. & Mil. Equip.

Div.....F. H. Guterinan  
V.P., Equip. Mfg. Div.....Raymond C. Maude  
Asst. Treas., Gen. Credit

Mgr.....Robert W. Norcross  
General Counsel.....George Etkin  
Controller.....George G. McConeghy  
Gen. Super.....Bruce T. Du Mont  
Ind. Rel. Dir.....Edward Van Houten  
Gen. Mgr. Qual. Control.....Nicholas De Falco  
Pub. Rel. Mgr.....Edward W. Allen, Jr.

**TUBE OPERATIONS**

Vice-Pres.....Stanley J. Koch  
Staff Asst.....Robert E. Rutherford  
Dir. of Eng.....Kenneth A. Hoagland  
Dir. of Purrh.....William J. Voss  
Ind. Sales Mgr.....Roy A. Olernd  
TV Sales Mgr.....Robert G. Scott

**Television Tube Division**

Manager.....William Carlin

**ENGINEERING DIVISION**

760 Bloomfield Ave., Clifton, N. J.  
Vice-Pres....Dr. Thomas T. Goldsmith, Jr.  
*Research and Development*

35 Market St., East Paterson, N. J.  
Director.....R. T. Cavanagh

**INTERNATIONAL DIVISION**

515 Madison Ave., New York, N. Y.  
Phone: PLaza 1-1652

Director.....Ernest A. Marx  
Asst. Dir.....Robert I. Gaines  
European Rep.....James Segre

**WEST COAST PLANT**

11800 W. Olympic Blvd., Los Angeles 64, Cal.  
Phone: GRanite 7-4271

Manager.....M. B. Kline

**BOARD OF DIRECTORS**

Chairman.....Allen B. Du Mont  
Directors.....Barney Balaban





Armand G. Erpf, Thomas T. Goldsmith, Jr., Paul Raibourn, David T. Schultz, Percy M. Stewart, Edwin L. Weisl.

PRODUCTS: TV receivers, high fidelity phonographs, radios, industrial TV system; mobile radio equipment, TV picture tubes and industrial cathode-ray tubes, cathode-ray instruments, electronic instruments, automation control systems, radar, loran, and government electronics.

Dynamic Electronics-New York, Inc. 73-39 Woodhaven Blvd., Forest Hills, N. Y. Phone: Hlinois 9-7000

President.....J. M. Winer Exec. V.P.....S. Levy Vice-Pres.....J. D. Winer Treasurer.....Louis Faferman Chief Engineer.....P. Gale Sales Manager.....David Cole

PRODUCTS: "Quadranal" speaker systems, amplifiers, preamplifiers, AM-FM tuners, "Studio Series" consoles, two unit hi-fi ensembles, "filter-tenna" TV antennas, "twin gyro" invisible indoor TV antennas, TV-M high fidelity accessories.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y.

Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept. Donald E. Hyndman

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

Phone: MURray Hill 7-7080

Mgr., East Coast Office.....E. M. Stifle 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 Vice-Pres.....N. F. Johnson Secy.-Treas.....W. C. Martz

PRODUCTS: Home and car radio receivers.

Eitel-McCullough, Inc.

San Bruno, Calif.

Phone: JUne 8-1212

President.....W. W. Eitel Exec. Vice-President.....J. A. McCullough Vice Pres., Mfg.....G. F. Wunderlich Vice Pres., Finance.....E. E. McClaran Dir. of Marketing.....O. H. Brown Dir. of Research.....J. S. McCullough

PRODUCTS: Eimac Electron. power transmitting 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.

Electro-Voice, Inc.

Cecil & Carroll Sts., Buchanan, Mich.

Phone: OXbow 5-6831

President.....A. R. Kahn Executive Vice-President.....R. E. Siekman V.P., Res. Microphones.....L. R. Burroughs

PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

Electronics Development Co., Inc.

3713 Cahuenga Blvd., N. Hollywood, Calif.

Phone: STanley 7-3223

Pres., Chief Eng.....Joseph H. Leaming Sec. Treas.....Fred P. Leaming Gen. Mgr.....D. W. Baisch

PRODUCTS: Audiplex 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 7-6800

Pres. & Treas.....Kenneth C. Meinken Vice-Pres.....Ken C. Meinken, Jr. Vice-Pres., Sales Mgr.....R. E. Brunner Purchasing Agent.....Albert Holmes

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

Pee-ident.....Harry Diamond PRODUCTS: Manufactures towers.

Emerson Radio & Phonograph Corp.

144 & Coles Sts., Jersey City 2, N. J.

Phone: SWarthmore 5-3500

President.....B. Abrams Secretary-Treasurer.....M. Abrams Exec. Vice-Pres.....Doriman D. Israel V.P. Govt. Elec.....Morton P. Rome V.P. Purchasing.....Harvey Tullo V.P., Manufacturing.....Louis G. Pacent V.P., Research Lab.....Harold Goldberg V.P., Gov't Rel.....John D. Small Dir. of Sales.....Arnold M. Henderson Dir. of Adv.....George Forman V.P., Sales.....Eugene A. Tracy V.P., Controller.....Abraham Vogel Dir., Comm. Eng.....Maurice Levy Export Manager.....Joseph Kattan

PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgm.



**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 Publication..B. van Suthpin  
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.

**Esquire Radio Corp.**

62-01 15th Ave., Brooklyn, N. Y.  
Phone: BEnsonhurst 6-2755

President.....A. R. Lieberman  
Vice President.....Jerrold A. Lieberman  
Secretary.....E. W. Lieberman  
Treasurer.....J. P. Lieberman  
Sales Manager.....Herman Marsen  
Chief Engineer.....T. S. Block  
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.

**Federal Telecommunications Laboratories  
(Div. of IT & T)**

500 Washington Ave., Nntley 10, N. J.  
Phone: NUtley 2-3600

President.....Henri G. 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, Indnst. Rel.....R. E. Chasen  
Secretary & Counsel.....W. B. Levett  
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

PRODUCTS: Optical elements including 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. Maerckle, Ben Arons  
Director of Sales.....J. J. Park

PRODUCTS: Hi-Fi Radio, Phonographs.

**Florman & Babb, Inc.**

68 West 45th St., New York 36, N. Y.  
Phone: MU 2-2928

President.....Arthur Florman  
Vice-President.....John Babb  
Treasurer.....Shirley Babb  
Secretary.....Barnett Mafechir  
Sales Manager.....Leonard W. Hollander

PRODUCTS: Film repair and splicing block, Magic "Mylar." Pro-Cine tripods, Leg-Lok triangles, split reels, changing bags, Cinevoice 400 Conversions, Gator Griplites, film footage counters, Pic-Sound readers, cameras slates, Cine calculators, flanges, fish-pole mike booms.

**Foto-Video Laboratories, Inc.**

36 Commerce Rd., Cedar Grove, N. J.  
Phone: PIlgrim 4-6000

Pres., CE.....Alhert J. Baracket  
Board Dir.....Desmont Lazotte  
Vice-Pres.....A. R. Fiore  
Treasurer.....Carl Fiore

PRODUCTS: 2-Channel color & monochrome video DA & mixer, 600 Ma. 250 to 300 V DC, regulated low voltage supply, keyed video signal generator, 5-Channel sync. distribution amplifier, amplitude linearity tester, lin. & convergence dot generator, 525-Line TV sync. generator, color subcarrier



generator, 5" TV waveform monitor, 225 MA 250 to 300 V DC regulated low voltage supply, high pass filter, video line amplifier, aperture & phase corrector, color burst keying generator, sync. signal simulator, differential test set, sync. switching unit, master control panel, monoscope camera, 2" x 2" flying spot camera, portable 525-line TV sync. generator, sync. slave, color bar signal generator, TV light box, vidicon film multiplexer, color TV sync generator, color TV tester, Associated test slides and charts, monochrome vidicon camera, monochrome vidicon camera, color image orthicon camera, color vidicon camera, demonstration slides.

### 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: Hillcrest 4-005

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  
Adv. Dir.....John Price  
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, Wisc.

Phone: JORDan 3-5517

President.....E. D. Petersen  
Secy./Treas.....C. O. Bell  
PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

### General Electric Co.

Electronics Park, Syracuse, N. Y.

Phone: GRanite 6-4111

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 E. Effinger  
Sales Mgr., Special Products.....T. J. Nicholson  
Mgr., Adv. & Special Prom.....Dale O. Akridge  
PRODUCTS: TV Receivers--monochrome and color.

#### Technical Products Department

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4111

General Manager.....W. J. Morlock  
Manager Marketing (Broadcast Equip.  
and Allied Military

Equipment).....P. L. Chamberlain  
Manager--Marketing (Closed

circuit TV).....F. P. Barnes  
PRODUCTS: Radio and TV broadcast equipment, including transmitters, antennas and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

#### Electronic Components Division

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2101

General Manager.....L. B. Davis  
Receiving Tube Dept.

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2101

General Manager.....E. D. Daniels  
PRODUCTS: Radio and TV receiving tubes, "Five-Star" high reliability tubes, micro-miniature metal ceramic receiving tubes.

#### Power Tube Dept.

Bldg. 267, General Electric Co., Schenectady 5, N. Y.

Phone: FRanklin 4-2211

General Manager.....J. F. McAllister  
PRODUCTS: Metal-ceramic transmitting tubes, TV camera tubes, microwave tubes, industrial power tubes, tank-type ignitrons.

#### Cathode Ray Tube Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4111

General Manager.....H. F. DeLong  
PRODUCTS: TV picture tubes, industrial cathode ray tubes, radar indicator tubes.

#### Semiconductor Products Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4111



General Manager.....H. B. Fancher  
**PRODUCTS:** Transistors (germanium and silicon) for all entertainment, commercial, and military markets; germanium and silicon rectifiers for electronic and electrical equipment; germanium and silicon diodes for electronic and electrical equipment.

*Specialty Electronic Components Dept.*  
 General Electric Co., W. Genesee St.,  
 Auburn, N. Y.  
 Phone: 3-7321

General Manager.....C. G. Lloyd  
**PRODUCTS:** Printed wiring boards, leadless ceramic capacitors, encapsulated resistor-capacitor networks, ferrites, delay cable, precision metal parts for electronic tubes, technical ceramics, high fidelity sound components and phono accessories.

*Communication Products Dept.*  
 Electronics Park, Syracuse 1, N. Y.  
 Phone: GRanite 6-4411

General Manager.....H. Van Aken  
**PRODUCTS:** Mobile communication equipment, two-way-radio, microwave, radio traffic coordination units, power line carrier, terminal equipment.

*Radio Receiver Dept.*  
 General Electric Co., 1285 Boston Ave.,  
 Bridgeport 2, Conn.  
 Phone: EDison 4-1012

General Manager.....W. P. Von Behren  
**PRODUCTS:** Full line of portable radios, clock-radios, table radios.

**General Precision Laboratory, Inc.**  
 63 Bedford Rd., Pleasantville, N. Y.  
 Phone: ROgers 9-5000

Bd. Chmn., Technical Dir.....R L. Carman  
 Pres., Gen. Mgr.....J. W. Murray  
 Vice Pres.....Blair Foulds  
 Sales Manager.....N. M. Marshall  
**PRODUCTS:** UHF transmitters, audio 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: WHitney 3-3140

President.....C. C. Carey  
 Vice-Pres for Sale.....A. E. Thiessen  
 Treasurer.....Lawrence H. Pexton  
 Secretary.....John D. Quackenbos  
 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, transmitter 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 factory equip., strain gauges.

**Granco Products, Inc.**

36-07 20th Ave., Long Island City 5, N. Y.  
 Phone: RAvenswood 1-0400

President.....Henry Fogel  
 V.P., Chg. Sales.....Loyd Dopkins  
 V.P. Chg. Mfg.....Seymour Napolin  
**PRODUCTS:** AM-FM radios, radio-phonograph 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.

**Grossman Radio and Electric Co.**

81 Spring St., New York, N. Y.  
 Phone: WOrth 6-0790

Partners.....Benjamin Hyman, Mortimer Grossman  
**PRODUCTS:** Radio, Phonograph Kits.

**Guild Radio & TV Co.**

460 N. Encalyptus Ave., Inglewood, Calif.  
 Phone: ORegon 8-7771

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 and Bonnet Box, radio-phono. high fidelity combinations.

**Hallamore Electronics Co.  
(Div. of The Siegler Corp.)**

Pres., Siegler Corp.....John G. Brooks  
 Pres., Hallamore Electronics

Lloyd G. Hallamore  
 Exec. V.P.....John J. Burke  
**PRODUCTS:** Closed-circuit TV industrial systems, and electronic communication systems.

**J. M. Hamilton, Inc.**

Box 2432, Gastonia N. C.  
 Phone: UNiversity 4-2115

**PRODUCTS:** Tower erection and maintenance.

**The Hammarlund Mfg. Co., Inc.**

460 West 34th St., New York 1, N. Y.  
 Phone: LONgacre 5-1300

Chairman of Board.....Joseph Lush  
 President.....Lloyd A. Hammarlund  
 Vice-Pres., Treas.....Edward A. Wittmer  
 Vice-Pres., Mfg.....Hugh A. McCloskey  
 Vice-Pres., Sales.....F. F. Sylvester  
 Vice-Pres., Eng.....R. M. Daugherty  
 Secy. & Compt.....Walter Knorr  
 Advertising & Promotion  
 Manager.....Lescarbour Agency



Personnel Director.....George Froehlich  
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

**Harwald Co., Inc.**

1245 Chicago Ave., Evanston, Ill.  
Phone: DAvis 8-7070

President .....Robert Grunwald  
PRODUCTS: Automatic slide projector, Inspect-o-Film automatic film inspecting machine.

**Harwood Manufacturing Co.**

466 W. Superior St., Chicago 10, Ill.  
Phone: WIitehall 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.

**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.**

66-02 Austin St., Forest Hills 71, N. Y.  
Phone: HIinois 9-0890

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  
Prod. Mgr.....Paul Swist  
Traffic Mgr.....Mach Wachs

PRODUCTS: AM radios, table radios, portables, transistor portables, short wave radios and clock radios.

**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., Engineering.....I. J. Kaar  
Vice President.....M. E. Paradise  
Adv. Dir.....E. A. Tischler  
Mgr. Patent Dept.....B. L. Birchard

*Consumer Products Division*

V.P., Sales.....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 Engineering.....C. A. Nichols

Prod. Mgr.....F. J. Vogt  
Quality Control Dir.....H. Roemer  
*Laboratories Division*

President.....J. D. McLean  
Vice Pres.....L. Mendelson  
Vice-Pres., Dir. of Mfg.....G. M. Hafner  
Chief Eng.....R. A. Mather  
Director of Purchasing.....R. A. Gingrich  
Dir. Military Sales.....T. C. Clark  
Advertising Director.....E. P. Davis

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment.

**Holt Electronic Research Labs.**

105 E. Spruce St., Mahanoy City, Pa.  
Phone: 1228

Chief Eng.....Luther Holt  
PRODUCTS: Community TV, Cable equipment, preamps, head end A.G.C. units, Crystal control converters, V.H.F., U.H.F. Five adjacent channel broadband amplifiers, nine adjacent channel broadband amplifiers without changing line amplifier locations, or installing locations in between, also custom made equipment and accessories.

**Houston-Fearless Corporation**

11801 W. Olympic Blvd., Los Angeles, Calif.  
Phone: BRadshaw 2-4331

Asst. Sales Mgr.....A. J. Kjonvtedt  
Vice-President.....K. B. Elliott  
PRODUCTS: Pedestals, friction heads, geared heads, dollies, cranes, remote control heads, etc.

**Huggins Laboratories, Inc.**

211 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.**

3200 N. San Fernando Blvd., Burbank, Calif.  
Phone: VIctoria 9-1104

V.P., Gen'l Mgr.....J. H. Ganzenhuber  
PRODUCTS: 300 mm. beacons, obstruction lights, photo-electric controls, beacon flashes, special junction boxes, microwave tower light control & alarm systems, and complete kits for: tower lighting, sleet melter power and control.

**Hycon Mfg. Co.**

1030 S. Arroyo Pky., Pasadena, Calif.  
Phone: RYan 1-9381

President.....Trevor Gardner  
Exec. V.P.....D. G. Sauernman  
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.

321 Stevens St., Geneva, Ill.

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

Ex. Vice Pres.....A. S. Blumenthal
Controller, Treasurer.....H. J. Lynch
V.P., Gen. Sls. Mgr.....J. J. Niesi
Mfg. Mgr.....C. E. Strickland
Asst. V.P., Sls.....J. J. Maresca
Purchasing Agent.....E. L. Bramhall

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors.

International Research Associates (Division of Iresco, Inc.)

2221 Warwick Ave., Santa Monica, Calif.
Phone: TEXas 0-4415

President.....L. E. Brown
PRODUCTS: TV monitors, receivers, video sync equipment.

International Telemeter Corp.

2000 Stoner Ave., Los Angeles, Calif.
Phone: GRanite 8-7751

Chairman .....Paul Raibourn
President.....L. A. Novins
Vice-Pres.....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. Cudahy
PRODUCTS: Microwave relay equipment & systems.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: BAldwin 4-0367

President.....J. Myron Fulkerson
Purchasing Agent.....E. W. De Laet
Secy-Treas.....J. E. Beery
PRODUCTS: Electronic equipment.

Jerrold Electronics Corp.

23rd and Chestnut Sts., Philadelphia, Pa.
Phone: LOcust 4-0707
N. Y. Phone: SYcamore 2-3700

President .....Milton Shapp
Vice Presidents.....Donald Kirk, Jr., Henry J. Arbeiter, Caywood Cooley
Asst. to the Pres.....Zalmon H. Garfield,

Sales Manager.....William Miller
Dir. of Pub. Rel.....Daniel Aaron
PRODUCTS: CATV Systems, cable theater, test instruments, preamplifiers and accessories.

E. F. Johnson Co.

Waseca, Minn.
Phone: 990

General Manager.....E. F. Johnson
General Sales Mgr.....E. T. Herbig Jr.
PRODUCTS: Antenna insulators, RF connectors, isolation inductors, inductors.

Kahn Research Laboratories, Inc.

22 Pine Street, Freeport, N. Y.
Phone: FReport 9-8800

President.....Leonard R. Kahn
V.P. Chg. of Sls.....Kenneth B. Boothe
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters.

Key Electric Co.

14 Maple Ave., Pine Brook, N. J.
Phone: CALdwell 6-4000

Partner.....Harry R. Foster
Partner, Chief Eng.....Elmo E. Crump
Sales Manager.....John Gilmore
PRODUCTS: Broadcast test equipment.

Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.
Phone: EVergreen 8-2272

General Manager.....Jack Mendelson
Sales Manager.....Benjamin Wax
Prod. Mgr.....L. L. Hechtlinger

Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)

Owens-Illinois Bldg., Toledo 1, Ohio
Phone: CHerry 2-6543

Montclair, N. J. Phone: PILgrim 6-3852
President.....R. H. Mulford
V.P., Gen. Mgr.....J. P. Kearney
V.P., Chief Engr.....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.

342 W. 40th St., New York 36, N. Y.
Phone: OXFord 5-3782

Executive-in-charge .....John Newton
PRODUCTS: Representative for Kline iron and steel.

Kline Iron & Metal Co., Inc.

1225 Huger St., Columbus, S. C.
Phone: 4-0301

President.....B. H. Kline
Tower Eng.....J. R. Trotter
PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.

**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

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 Rotolector and SAFEPATCH, 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.....J. C. Milligan  
Sales Manager.....William C. O'Donnell

PRODUCTS: Motion picture equipment, TV projection lenses and mirrors, 16 mm projection lenses, custom optical equipment.

**Kriss Electronics Corp.**

191 Oraton St., Newark, N. J.

Phone: HU 4-3137

President.....Charles J. Kriss  
Prod. Mgr.....Emmanuel Jasatik

PRODUCTS: TV tubes, cathode ray tubes.

**Kuthe Laboratories, Inc.**

730 S. 13th St., Newark, N. J.

Phone: BIGELOW 2-6000

President.....W. P. Maginnis  
Sl. Eng.....H. M. Brady

PRODUCTS: Hydrogen thyristors.

**Ladue Supply, Inc.**

8870 Ladue Rd., St. Louis 24, Mo.

Phone: PARKVIEW 5-6190

President.....W. E. Ball  
Vice-President.....J. C. Coonrod

PRODUCTS: Cast-steel package TV and radio stations.

**Lambda-Pacific Engineering, Inc.**

11725 Arroyo St., Van Nuys, Calif.

Phone: STATE 3-2400

President.....L. W. Mallach  
Sl. Mgr.....H. E. Arment

PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome, 500 mc to 12,000 mc.

**Lansdale Tube Co.  
(Div. of Philco Corp.)**

Church Road, Lansdale, Pa.

Phone: CLASSES 5-4681

Vice-Pres., Gen. Mgr.....W. J. Peltz  
Gen. Sales Mgr.....C. H. Warsaw  
Operations Mgr.....Richard S. Mandelkorn  
Gov't Sl. Mgr.....W. E. Maher  
Mgt. Tube Sales.....J. J. Grabiec

PRODUCTS: Transistors, semi conductor diodes, receiving tubes, cathode ray tubes.

**Lehigh Structural Steel Co.**

17 Battery Place, New York 4, N. Y.

Phone: WHITEHALL 4-1424

Gen. Sl. Mgr.....E. V. Murphy  
Ch. Eng. (Tower Dept.).....I. H. Taylor

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.

**Lymar Engineers, Inc.**

1132 N. Carlisle St., Philadelphia 21, Pa.

Phone: STEVENSON 7-4150

President.....Edward M. Beeler  
Vice-President.....Samuel Sabaroff  
Secy., Treas.....Donald R. Trilling

PRODUCTS: Community TV Antenna Systems, impedance matching devices, amateur radio gear.

**Machlett Laboratories, Inc.**

1063 Hope St., Springdale, Conn.

Phone: ELDSIDE 8-7511

President.....W. E. Stevenson  
Sl. Mgr., Power tube div.....R. E. Nelson  
Field Engineer, Eastern

District.....L. H. Gilbert  
Field Engineer, Central

District.....D. S. Frankel  
Field Engineer, West Coast

District.....G. J. Taylor  
Field Eng.....G. W. Whitney  
Sl. Prom. Mgr.....R. N. Rose

PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM, TV camera tubes.

**Magnasync Manufacturing Co., Ltd.**

5546 Sanzuma Ave., North Hollywood, Cal.

Phone: STANLEY 7-5193

President.....D. J. White  
V. P's.....W. H. Stutz, J. W. Green  
Sl. Mgr.....H. V. Anshetter

PRODUCTS: Motion Picture TV recording and reproducing equipment; related accessories.

**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....George H. Fezell  
 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.

**Marconi Instruments Ltd.**

111 Cedar Lane, Engelwood, N. J.  
 Phone: LOwell 7-0607

Manager.....R. J. Bailey  
 Sls. Mgr.....W. A. Buck  
 Ch. Eng.....S. Ellam

PRODUCTS: Measuring instruments for  
 FM mobile radio, measuring instruments for  
 hestg. stations, FM/AM signal generators,  
 frequency standards, deviation monitors, TV  
 sideband analyzers, etc.

**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, kinescope recording equipment  
 16 mm., rapid processing equipment for 16  
 and 35 mm. film.

**Maxson Instruments**

(Div. W. L. Maxson Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.  
 Phone: RAvenswood 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

Sls. Manager.....R. Drumbheller  
 PRODUCTS: Studio lighting control & fix-  
 tures, lighting accessories & power equip-  
 ment.

**Metzner Engineering Corporation**

1041 N. Sycamore, Hollywood 39, Calif.  
 Phone: HOLlywood 2-2353

President.....Robert G. Metzner  
 V.P., Gen. Mgr.....Robert J. Margolis  
 Sls. Mgr.....Will A. Connelly  
 Ch. Eng.....Burton W. Farber  
 Purch. Agent.....Gloria R. White  
 PRODUCTS: Transcription turntables,  
 transcription arms, tape decks, tape pre-  
 amplifier.

**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.  
 Phone: BRowing 2-3000

President.....Dana W. Atchley Jr.  
 Exec. V.P.....Vess Chigas  
 V.P., Res. & Develop.....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, Sls. Mgr.....J. M. Kuhlik, Sc.D.  
 PRODUCTS: Tech. recorders. Shoulder-  
 strap type, self-contained voice recorder for  
 interviews.

**Minnesota Mining and Mfg. Co.**

900 Bush Ave., St. Paul 6, Minn.  
 Phone: PRospect 6-8511

Sales Mgr., Magnetic Prod.....Dan Denham  
 Sales Mgr., Dist. Trades.....W. H. Madden  
 Branch Offices

6850 S. Harlem Ave., Bedford Park, Ill.  
 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. Blankenbaker  
 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  
1330 Centre St., Newton Center 59, Mass.  
Sls. Mgr. .... E. F. Gregg  
Box 2012, Buffalo 6, N. Y.  
Sls. Mgr. .... E. W. Ball  
5698 Rising Sun Ave., Philadelphia 20, Pa.  
Sls. Mgr. .... J. T. Donahue  
732 Ashby St., N. W., Atlanta 3, Ga.  
Sls. Mgr. .... G. S. Miles  
4835 Para Dr., Cincinnati, Ohio  
Sls. Mgr. .... J. J. O'Brien  
12200 Brookpark Road, Cleveland 30, Ohio  
Sls. Mgr. .... A. D. Steele  
8825 Grinnel Ave., Detroit 13, Mich.  
Sls. Mgr. .... R. F. Woelfel  
PRODUCTS: Magnetic tape & accessories.

**Mitchell Camera Corp.**

666 W. Harvard St., Glendale 4, Calif.  
Phone: Cllapman 5-1086

President ..... Mrs. Eva Fox  
PRODUCTS: Film cameras and accessories.

**Mole Richardson Co.**

937 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: OLIfield 4-3660

President ..... Peter Mole  
First Vice-Pres., Treas. .... W. K. Parker  
Exec. V.P., Sec'y ..... E. C. Palmer  
PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

**Motorola, Inc.**

4515 W. Augusta Blvd., Chicago 51, 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.

**Musicolor, 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.  
Sls. Mgr. .... Vic Brown  
PRODUCTS: Colorobot, the machine that paints tunes on a screen. Telecolor Light Mobiles; Telecolor TV Film Library with station breaks and IDs; short abstract subjects with sound, and custom-built commercial spots.

**Multiplex Services Corporation**

Suite 1-A, 160 E. 55th St., New York 22, N. Y.  
Phone: PLaza 3-8965

President ..... William S. Halstead  
Gen. Mgr. .... Don Lewis  
PRODUCTS: FM Multiplex transmitters and receivers.

**Multi-Tron Laboratory Inc.**

1621 Washington Blvd., Chicago 44, Ill.  
Phone: MANSfield 6-7310

President, Ch. Eng. .... Nicholas Glyptis  
PRODUCTS: Electronic tubes. Research development manufacturing. Electronics.

**Muntz TV, Inc.**

1000 Grey Ave., Evanston, Ill.  
Phone: DA 8-7000

President ..... W. A. Keil  
Vice-Pres. .... Jack Simberg  
Treasurer ..... D. J. Domin  
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-mount lenses to 40". Sales, service and rentals of television and motion picture equipment. 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube.

**National Television Tube Inc.**

Rt. 16 at 6th St., Saddle Brook, N. J.  
Pres., Sales Director ..... John Sansone  
Sec'y., Treas., Eng. .... A. Wasek  
PRODUCTS: Cathode Ray Tubes.

**National Video Corp.**

1300 W. 47th St., Chicago 32, Ill.  
Phone: CLiffside 4-5600

President ..... Asher J. Cole  
Sales Manager ..... Harold Cole

**Nems-Clarke Inc.**

919 Jes-up Blair Drive, Silver Spring, Md.  
Phone: JUniper 5-8300

President ..... A. S. Clarke  
Director of Sls. .... J. E. Whitehead  
Radio & TV Sls. .... A. D. Babbitt  
PRODUCTS: TR-1 TV Rebroadcast receiver, field intensity meters, phase monitors, video and audio jacks, plugs, jack panels.

**Neumade Products Corp.**

250 W. 57th St., New York 19, N. Y.  
Phone: JUdson 6-5810

President ..... Mrs. Oscar F. Neun  
Exec. V.P. .... Lee E. Jones  
PRODUCTS: Film cabinets and racks.



slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables.

O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal. Phone: HOLlywood 4-1117

President .....Frank O'Brien
Vice Pres.....Leona Smith
Sec'y.-Treas.....Wallace Seales
Chief Engr.....Curt Wynn
Sales Mgr.....John Greene

PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

Olesen Rental Co.

1535 Ivar Ave., Hollywood, Calif. Phone: HOLlywood 5-5194

President.....Stewart S. Romans
PRODUCTS: TV lighting equipment, hooms.

Gunnar A. Olsen Corp.

225 Broadway, New York 7, N. Y. Phone: BARclay 7-8390

President.....Gunnar A. Olsen
PRODUCTS: Tower Antenna systems installations & maintenance.

Olympic Radio & Television

34-01 38th Ave., Long Island City 1, N. Y. Phone: EXeter 2-5200

President .....Morris Sobin
Sp. Asst. to Pres.....Jack Ravdin
Asst. to Pres.....T. W. Buchter
Treasurer .....Louis Haber
Secretary .....A. Cooper
Vice Pres., Eng.....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. Admn. Mgr.....S. Lipper
Field Sls. Mgr.....M. Auster, S. R. Seltzer

PRODUCTS: Table and portable radios, radio phono combination, table, console and three-way combination TV receivers.

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
V.P., Gen. Counsel, Ass't 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.....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.

8345 Hayvenhurst Ave., Sepulveda, Calif. Phone: EMpire 2-3131

Chairman, President.....Joe Benaron
Prod. Mgr.....Allan Scharff
V.P., Eng.....Stanley Cutler

PRODUCTS: TV sets.

Page Communications Engineers, Inc.

710-A Fourteenth St., N.W., Wash. 5, D. C.

PRODUCTS: Design, construction, testing and operation of scatter and other advanced radio communications systems.

Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.) 620 Depot St., Parkersburg, W. Va. Phone: 7-4521

President.....W. A. Wood
PRODUCTS: Manufactures and erects TV towers.

Peerless Film Processing Corp.

165 W. 46th St., New York 36, N. Y. Phone: PLaza 7-3630

Pres., Gen. Mgr.....Kern Moyse

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif. Phone: REpublic 1-3111

President .....Louis Wutke
PRODUCTS: "Pemarx" and "Telinc" projectors, and accessories.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill. Phone: SAcramento 2-3201

Sls. Mgr.....Irving Rossman
Ch. Eng.....Rubin Shatasvky

PRODUCTS: Portable tape recorders, pre-amplifiers, professional and semi-professional equipment, mike mixers, prerecorded tapes, tape accessories.

Pembrex Theatre Supply Corp.

1969 So. Vermont Ave., Los Angeles 7, Calif. Phone: REpublic 1-3111

President.....Louis M. Wutke
PRODUCTS: PEMARC Arc Rear Projector, PEMINC Mazda Rear Projector.

Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y. Phone: PLaza 1-3200

PRODUCTS: Styroflex, Spirafil, Foamflex coaxial cable.



**Philco Corp.**

Tioga and "C" Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100

Chairman ..... William Balderston  
President ..... James Skinner, Jr.  
Exec. V.P., Oper. .... Joseph H. Gillies  
Exec. V.P., Cons. Prod. .... Larry F. Hardy  
Exec. V.P., Marketing .... John M. Otter  
Exec. V.P., Res. & Eng. .... Leslie J. Woods  
V.P., Sls. Prom. .... Raymond B. George  
Dir. of Pub. Rel. .... Robert M. Jones  
Adv. Dir. .... Max Enelow

*TV Division*

Vice-Pres., Gen. Mgr. .... Henry Bowes  
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, Hi-Fidelity phonograph.

**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 band 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  
Exec. Vice-President ..... J. N. Benjamin  
Secretary-Treasurer ..... I. W. Wyckoff  
V.P. Sales Manager ..... L. M. Sandwick  
Purchasing Agent ..... Paul Lefko  
Asst. Nat'l Sls. Mgr. .... I. I. Needle  
Adv. Sls. Prom. Mgr. .... A. Platt  
Chief Engineer ..... Richard Shottenfeld

PRODUCTS: Tuners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, speaker systems, portable phonographs; Hi-Fi console phonographs, Hi-Fi radio-phonographs, stereo components; amplifier, preamplifier.

**Pioneer Electronics Corp.**

2235 S. Carmelina, Los Angeles, Calif.  
Phone: BRadshaw 2-8053

President ..... L. M. Perrish  
V.P., Gen. Sales Mgr. .... Z. Goodman

PRODUCTS: Manufacturers of TV picture tubes.

**Polarad Electronics Corp.**

13-20 34th St., Long Island City, N. Y.  
Phone: EXeter 2-4500

President ..... Dr. D. L. Jaffe  
Exec. V.P. .... P. H. Odessy  
Sls. Mgr. .... 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.

**Prodelin Inc.**

307 Bergen Ave., Kearny, N. J.  
Phone: KEarny 2-8600

Pres., Gen. Mgr. .... I. A. Bondon  
Sales Manager ..... J. F. Cosgrove

PRODUCTS: Coaxial transmission line.

**Rocine Tower Construction Co.**

17 Center St., Brandon, Vt.  
Phone: 85

President ..... Emile Racine  
Gen. Mgr. .... Edgar S. Crosby  
Sec-Treas. .... Philip C. LaPorte

SERVICE: Tower erection—microwave installation.

**Radiant Mfg. Corp.**

8220 N. Austin, Morton Grove, Ill.  
Phone: CRawford 7-6300

President ..... H. E. Eller  
Sales Vice-Pres. .... Herschel Feldman

PRODUCTS: Projection screens.

**Radio Construction Co., Inc.**

550 Grant St., Pittsburgh, Pa.  
Phone: COurt 1-1712

PRODUCTS: Tower erection.

**Radio Corporation of America**

Executive Offices: 30 Rockefeller Plaza  
New York 20, N. Y.

Phone: COlumbus 5-5900

Ch. of the Board, Brig. Gen. David Sarnoff  
President ..... John L. Burns  
Ch. Exec. Comm. of Bd. .... Frank M. Folsom  
Sr. Exec. Vice-Pres. .... E. W. Engstrom

*Industrial Electronic Products*

Exec. V.P., Gen. Mgr. .... T. A. Smith  
Pres., RCA Comm., Gen. Mgr., Telecomm.

Dis. .... T. H. Mitchell  
Mgr., Ind. Elec. Marketing Dept.

..... A. R. Hopkins  
Chief Engineer ..... G. H. Brown  
Mgr., Prod. Dept. .... H. R. Swartz  
Mgr. Personnel ..... W. R. Fitzpatrick  
Controller ..... J. J. Graham  
Mgr., Best. & TV Equip. Dept. .... E. C. Tracy  
Mgr., Comm. Prod. Dept. .... C. M. Lewis  
Mgr., Thea. & Ind. Prod. Dept. .... H. M. Eullein  
Mgr., Bizmae Marketing ..... L. F. Jones

*Electronic Components*

Exec. V.P. .... W. W. Watts

*Electron Tube Division*

115 S. 5th St., Harrison, N. J.

V.P., Gen. Mgr. .... Douglas Y. Smith  
Mgr., Admin. .... W. H. Painter

Controller.....P. W. Hofmann  
 Mgr., Enter. Tube Prod.....J. B. Farese  
 Chief Engineer.....G. R. Shaw  
 Purch. Agent.....T. J. Scanlon  
 Mgr., Personnel.....L. A. Kameen  
 Gen. Comm. Mgr.....L. S. Thees  
 Mgr., Dist. Products.....L. F. Holleran  
 Mgr., Ind. Tube Prod.....C. E. Burnett  
 Mgr., Kinescope Oper.....H. R. Seelen  
 Mgr., Adv. & Sls. Prom.....H. S. Stamm  
 Mgr., Market Planning, Kine...C. W. Taylor  
 Mgr., Merchandising.....H. F. Bersche  
 Mgr., Market Planning, Rcvg. Tubes  
 .....K. G. Bucklin  
 Mgr., Admin. & Controls...G. C. Brewster  
 Mgr., Marketing - Enter. Tube Oper.  
 .....M. J. Carroll  
 Mgr., Mfg. Rcvg. Tube Oper...H. A. DeMooy  
 Mgr., Mfg. Ind. Tube Prod...E. M. Wood  
 Mgr., Merch. Coordination...G. G. Griffin  
 Mgr., Merch. Parts & Equip...J. J. Kearney  
 Mgr., Ind. Sls. & Tube Prod...M. Markell  
 Mgr., Marketing, Ind. Tube Prod.  
 .....G. W. Duckworth  
 Mgr., Contract Admin.....J. T. Wilson  
 Mgr., Sls. Eng., Dist. Sls.....H. C. Vance  
 Mgr., Field Sls., Dist. Sls. Prod. K. B. Shaffer  
 Mgr., Dist. Sls.....D. S. Branigan  
 Adm., Market Planning, Microwaves  
 .....V. C. Houck  
 Adm., Comm. Coordination..H. S. Gwynne

*Components Division*  
 Camden, N. J.

Gen. Mgr.....William T. Warrender  
 Controller.....H. M. Miller  
 Mgr., Personnel.....C. E. Sharp  
 Chief Engineer.....B. V. Dale

*Consumer Products*

Exec. V.P.....Robert A. Seidel

*RCA Victor Television Division*  
 Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....C. P. Baxter  
 Oper. Mgr.....G. K. Bryant  
 Purch. Agent.....J. B. Davidson  
 Gen. Sales Mgr.....J. P. Bannon  
 Chief Engineer.....D. D. Cole  
 Gen. Plant Mgr.....W. E. Albright  
 Mgr. of Merch.....A. B. Mills  
 Controller.....F. R. Demmerly  
 Adv. & Sales Prom. Mgr.....J. M. Williams  
 Mgr., Prod. Develop.....H. M. Rundle  
 Mgr., Personnel.....P. R. Slaninka

*RCA Victor Radio and "Victrola" Division*  
 Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....James M. Toney  
 Gen. Sales Mgr.....Louis J. Collins  
 Controller.....O. D. Center  
 Chief Engineer.....J. L. Franke  
 Mgr., Prod. Dept.....Thomas S. Weeks  
 Mgr., Merchandising.....A. R. Baggs  
 Purch. Agent.....W. S. Strout

*RCA Victor Distributing Corp.*

Offices in Chicago, Detroit, Buffalo, Kansas  
 City, Davenport, Ia., Los Angeles, and  
 Wichita.

President.....W. M. Norton  
 V.P. Oper. Control & Sec.-Treas...J. A. Curl

V.P. Los Angeles Branch.....H. C. Chapman  
 V.P. Detroit Branch.....N. A. Corbett  
 V.P. Chicago Branch.....C. A. Malin  
 V.P. Buffalo Branch.....E. L. Dodelin  
 V.P. Kansas City Branch.....E. E. Hart  
 V.P. Davenport Branch...L. A. Baumgartner  
 Mgr. Wichita Branch.....G. H. Bahl

*RCA Victor Record Division*

155 E. 24th St., New York, N. Y.

V.P., Gen. Mgr.....G. R. Marek  
 Mgr., Record Oper. Dept.....James Davis  
 Mgr., Single Records Dept....J. Y. Burgess  
 Mgr., Record Albums Dept...W. W. Bullock  
 Gen. Plant Mgr.....A. L. McClay  
 Mgr., Custom Records.....Emmett B. Dunn  
 Purch. Agent.....R. Bradel  
 Mgr., Advertising.....W. I. Alexander  
 Controller.....H. A. Kelleher  
 Mgr., Artists & Rep. Single  
 Records.....S. H. Sholes  
 Mgr., Red Seal Artists & Rep.....A. Kayes

PRODUCTS: Television receivers: table and console models; console color TV receivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

**Radio Engineering Laboratories, Inc.**

29-01 Borden Ave., 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  
 Sec.....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 relay 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 2-6000

President .....Hugo Cohn  
V.P. ....Ralph Mendel, Adm. Joseph J. Clark  
Sec'y-Treas. ....Harold Zeaunans

PRODUCTS: Industrial TV systems.

**Rangertone, Inc.**

73 Wimhop St., Newark 4, N. J.  
Phone: HUmboldt 5-2550

President .....R. H. Ranger  
V.P., Chg. Eng. ....C. C. Logreid  
Secretary .....Harold Gallina  
Buyer .....Jay Boyer  
Sales Manager.....R. E. Lewis

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film; Dubbers: Stereophonic sound.

**Rauland Corp.**

(Subsidiary of Zenith Radio Corp.)

4245 N. Knox Ave., Chicago, Ill.  
Phone: MULberry 5-5000

President.....E. N. Rauland

**Raven Screen Corp.**

124 E. 124th St., New York, N. Y.  
Phone: LEHigh 4-8408

Sec'y-Treas.....Ernest D. Reif  
Manager .....Fred Rose  
Engineer .....Werner Heumann

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

President.....C. E. Adams  
Exec. V.P. ....H. F. Argento  
Sr. Vice Pres. ....P. L. Spencer  
Merchandising Mgr. ....Cliff Knobler  
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

President .....Hazard Reeves  
Exec. Vice Pres. ....Frank B. Rogers, Jr.  
Vice Pres. ....Wm. H. Deacy  
Sales .....George Bassetti,  
Thomas R. Winters

Adv. Mgr. ....Thomas Dempsey  
PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic recording film, striped magnetic film, and raw stock style.

**Rek-O-Kut Company, Inc.**

33-19 108th St., Corona 68, N. Y.  
Phone: DEtender 5-3500

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, Inc.**

2988 Nebraska Ave., Santa Monica, Calif.  
Phone: EXbrook 3-5217

President.....A. E. DeLucia

PRODUCTS: Camera tubes for TV bestg. Vidicon tubes for following purposes—Ultra Violet Microscopy, Infra Red, Radiation Vidicons for use in Atomic Piles, Sub-Miniature Vidicons (RI 6912) for use in small portable cameras. Closed circuit TV equipment employing the miniature tube RI-6912.

**Roberts Electronics, Inc.**

1028 N. La Brea Ave., Hollywood 38, Calif.  
Phone: HO 2-2353

President .....Robert Craig  
Vice-Pres. ....Robert G. Metzner  
Sales Mgr. ....Frederick A. Lyman

PRODUCTS: Roberts recorder (portable semi-professional tape recorder) with Hysteresis Synchronous Motor.

**Roland Radio Corp.**

716 S. Columbus Ave., Mt. Vernon, N. Y.  
Phone: MT. Vernon 4-1500

Gen. Sales Mgr. ....P. Featherstone

PRODUCTS: Radio receivers.

**Howard W. Sams & Co., Inc.**

2201 E. 46th St., Indianapolis 5, Ind.  
Phone: CLifford 1-4534

PRODUCTS: Special products and special services. Product testing, engineering analysis, quality control test programs, comparative evaluation.

**Schafer Custom Engineering**

235 S. Third St., Burbank, Calif.  
Phone: TH 5-3561

President.....Paul C. Schafer  
Vice-Pres. ....Lee Hudson  
Chief Eng. ....William N. Amidon

PRODUCTS: Remote control equipment, automatic logging, automatic programming.

semi-automatic tape cartridge programming equipment.

**Self Winding Clock Co., Inc.**

205 Willoughby Ave., Brooklyn 5, N. Y.  
Phone: MAin 2-6300

Sales Mgr. .... Maurice P. Colucci  
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.

**Semiconductor Products**

Long Branch, N. J.  
Phone: CApital 2-6220

Manager ..... Dr. W. C. Caldwell  
Marketing Mgr. .... Dr. R. R. Meijer  
PRODUCTS: Transistors and silicon power rectifiers.

**Semon Bache & Co.**

(See Page 1245)

**Sentinel Radio Co.**

(Div. of Magnavox Co.)

2131 Bueter Rd., Ft. Wayne, Ind.  
Phone: EAstbrook 9721

President ..... Frank Freidmann  
V.P., Gen. Mgr. .... Leonard F. Cramer  
Nat. Sales Mgr. .... Verne Roberts  
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 Admns. .... 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: CApital 5-5705

N. Y. Phone: WIsconsin 7-0768  
President ..... Eugene Singer  
Vice Pres. .... E. E. Reed, F. Bunlard

Sec'y & Treas. .... D. Jubelier  
Audio-Visual Sls. .... Donald Reed  
PRODUCTS: Singer Prizomatic TV Projectors. Equipment for closed-circuit meetings.

**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 Subscribervision. .... W. J. Shanahan  
Services Offered: Electronic equipment, subscriber-vision research and development TV and electronics.

**Sonora Radio & TV Corp.**

2023 W. Carroll Ave., Chicago, Ill.  
Phone: HA 1-6330

President ..... T. F. Kelly  
PRODUCTS: Radio, TV receivers.

**Sonotone Corp.**

Box 200, Elmsford, N. Y.  
Phone: LYric 2-6400

President ..... I. I. 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

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 7-2124

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 production equipment, preview equipment and SOS Magnetic Head Attachment for preview projectors.

**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 industrial TV systems.

**Stainless, Inc.**

Third St., North Wales, Pa.  
Phone: OXBow 9-4871

President ..... Walter L. Guzewicz  
Vice-President. .... Henry J. Guzewicz  
Sales. .... John F. Guzewicz, John S. Fisher  
PRODUCTS: Self-supporting guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

**Stancil-Hoffman Corporation**

921 N. Highland Ave., Hollywood 38, Calif.  
Phone: HOLlywood 4-7461

President ..... William V. Stancil  
PRODUCTS: Magnetic recorder/reproducer for tape, Model R5. Also, magnetic tape—Duplicator for high-speed tape copies;





Model R5TD—Magnetic recorder/reproducer for 16mm., 17.5mm., and 35mm. film. Models S6 & S7—Magnetic recorder-reproducer for tape: self-contained battery-operated Model M8—Magnetic recorder/reproducer up to 15 tracks for communications recording. Model CRM15. Preamplifier mixer. 1-channel, all transistor. Model AM7: 500 Watt, 117 Volt power supply to furnish tuning fork-controlled 60 cycle or variable frequency output from 40 to 90 cycles; Model V1B.

Standard Electronics Division Radio Engineering Labs, Inc.

29-01 Borden Ave., Long Island City 1, N. Y. Phone: STillwell 6-2100

President.....H. D. Runyon
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: RPublic 7-2246

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: 12

Dist. Sales Eng. Mgr.....H. D. Peckham
288 Greksid Dr., Palo Alto, Calif.
Phone: YOrkshire 8-1281

Export Sales

CBS International
185 Madison Ave., New York, N. Y.
Phone: PLaza 1-2345

Canadian Sales

Pye Canada, Ltd.
Toronto, Ontario, Canada

PRODUCTS: TV Transmitters (VHF) Channels 2 to 13. 500 Watt—10 Kw.—25 Kw. —50 Kw. TV Amplifiers (same as above). Duplexers, dummy loads, harmonic filters, color notch filters (3.58mc), control consoles, sync generators, demodulators, AM-FM custom built transmitters.

Stephens Trusonic Inc.

8538 Warner Dr., Culver City, Calif.
Phone: TEexas 0-6671

President.....Bert Berlant
PRODUCTS: Amplifiers, cabinets, condenser microphones.

Stereovision, Inc.

500 Fifth Ave., New York, N. Y.
Phone: LOnacre 4-6836

President.....Fred Pittera
V.P. & Tech. Dir.....Dr. Carroll H. Berill
Secy.-Treas.....Solfred Maizus
Stereoptics Consul.....R. Fawn Mitchell
Gen. Counsels.....S. D. Reidel,
J. W. M. Rutenberg

PRODUCTS: 3D-TV films and manufacturers of Optical devices, stereo lenses.

Strong Electric Corp.

87 City Park Ave., Toledo, Ohio
Phone: CHerry 8-3741

President.....Arthur J. Hatch
Vice Pres.....Harold E. Brown
Asst. Secy.-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spotlights; 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., Ind. Rel.....Cole H. Pilcher
V.P., Engineering
Oper.....Howard L. Richard

V.P., Marketing.....B. K. Wickstrum
V.P., Pub. Rel.....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).

Sarkes Tarzian Inc.

(Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.
Phone: 7251

President.....Sarkes Tarzian
Comm. Manager.....Dan Meadows

PRODUCTS: TV transmitters.

Technicraft Laboratories, Inc.

Thomaston-Waterbury Rd., Thomaston, Conn.
Phone: ATlas 3-4315

Pres., Gen. Mgr.....Francis T. Eddy
V.P., Tech. Dir.....Alton R. Anderson
Sales Mgr.....Robert E. Carleton
Mgr. of Mfg.....James R. Nye

PRODUCTS: Rectangular, ridge and circular, rigid and flexible waveguides and waveguide components, test equipment and systems.

Tech-Master Corp.

75 Front St., Brooklyn, N. Y.
Phone: ULster 5-3535

President.....L. Lazoff
Gen. Mgr.....R. Lazoff
Sales Manager.....P. H. Witte

PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps radios,



Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.
Phone: 4-4446

President.....J. R. Popkin-Clorman
Exec. V.P.....S. Duhin
Vice-Pres., Sales.....H. C. Riker
Chief Engineer.....Saul Decker
Controllor.....B. Dabowski
Prod. Mgr.....D. Birnham
Govt. Sales.....L. Bailey

Western Engineering Div.

13635 Victory Blvd., Van Nuys, Calif.
Phone: ST 2-7479

Director.....S. Krinsky

PRODUCTS: Color & monochrome generating test equipment; studio equip. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras, "Trinescope" Color TV Kine-Recording monitor.

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, Jr.
V.P., Group Comm.....W. P. Rosensohn
Sales Mgr.: TV & Film.....Don Redell
Sls. Mgr., Staging Service.....W. Marsh
Sales Mgr. Equipment.....J. Blair
Acc. Execs.....Bart Swift, Hubert Wilke, Chuck Barris.

Dir. of Adv.....Alfred N. Greenberg
Bus. Mgr.....Robert N. Rosencrans

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 Boisumeau
1346 Connecticut Ave., Washington, D. C.
Phone: COLumbia 5-3161

Manager.....Robert Doyle
720 New Center Bldg., Detroit, Mich.
Phone: TRinity 1-2900

Manager.....Frank Noble
447 Jarvis St., Toronto, Canada
Phone: WALnut 2-2130

Pres., TelePrompter of
Canada.....Spence Caldwell

PRODUCTS: TelePrompter and accessories, cueing equipment for film, live TV, TV stations, public speaking; Telepro 6000 rear screen remote controlled projection; Telemation, for automatic cueing; lights; Telestage, miscellaneous studio devices, sound systems, lecterns, large screen closed-circuit TV.

Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.
Phone: BLshop 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.

Tele-Tone Company of America

1668 Webster Ave., New York 57, N. Y.
Phone: CY 9-1900

President.....B. Berger
Secretary.....I. Rothman
PRODUCTS: Radios.

Telescript-CSP Inc.

263 W. 69th St., New York, N. Y.
Phone: TRafalgar 4-7272

President.....Robert P. Swanson
V.P. Sales.....Curtis R. Howard
PRODUCTS: TV and film studio prompting equipment.

Television Associates of Indiana, Inc.

E. Barker Ave., Lakeland, 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 Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.
Phone: MICHigan 2-2281

President.....M. A. Behrend
Vice-Pres.....Jack Behrend
Secretary.....Jean Behrend
PRODUCTS: Speedi-Q, film cue marker which punches 4 holes at one time.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
Phone: LONGacre 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  
Vice-President..... Charles Odom  
Design Eng..... Frank P. Vanaman  
PRODUCTS: TV video monitors; video  
line and distribution amplifiers; 17 inch pulse  
cross monitors; industrial TV sync genera-  
tors; all above equipment used in broadcast-  
ing and closed circuit TV. Video flying spot  
scanners for 2" x 2" slides, 6" x 8" slides and  
16 millimeter sound on film motion pictures.

**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, uni-  
versal Zoomar lens, field Zoomar lens.

**Tel-Instrument Electronics Corp.**

728 Garden St., Carlstadt, N. J.  
Phone: WElster 3-1600

President..... J. Roemisch  
V.P., Sales Mgr..... E. W. Brinkerhoff  
Chief Eng..... D. L. Schacher  
PRODUCTS: Test equipment for TV, stu-  
dio equipment for monochrome & color.

**TNT Tele-Sessions, Inc. &  
Theatre Network Television, 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.  
Eastern Sales Mgr..... J. B. O'Connor  
Central Sales Mgr..... Gordon N. Morford  
Midwest Sales Mgr..... Fred V. Davis  
Western Sales Mgr..... Douglas George  
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. Weihmiller  
PRODUCTS: TV transmitter switches, dis-  
tributed 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.

**Tray-Ler Radio Corp.**

571 W. Jackson Blvd., Chicago, Ill.  
Phone: HArrison 7-9151

President..... Joe Friedman  
Asst. To President..... Harold J. Schulman  
Gen. Sales Mgr..... Ed G. May  
Adv. Mgr..... Bob Cohen  
Vice-Pres. Mfg..... Ellis Friedman  
PRODUCTS: Radio, TV, Phonograph, Hi-  
Fi.

**Transitron, Inc.**

186 Granite St., Manchester, N. H.  
Phone: NAtional 5-9701

President..... S. K. Lackoff  
Vice-Pres. Eng..... R. H. Baer  
PRODUCTS: Electronic test equipment,  
communications equipment, Hi-Fi equipment,  
components test equipment.

**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.

**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 tele-  
vision towers.

**Truscon Steel Division**

Republic Steel Corp.  
1315 Albert St., Youngstown 1, Ohio  
Phone: RIverside 6-7211

Gen. Mgr., Sales..... C. B. McGehee  
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 Riehen  
Exec. Vice-Pres..... Milton R. Schulte  
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.)

1789-1807 Braddock Ave., Pittsburgh, Pa.

Phone: CHurchill 2-5000

Vice-Pres., Gen. Mgr.....A. M. Wiggins  
Mgr., Apparatus Sales.....P. K. Eckhardt

PRODUCTS: Low frequency control and communication for TV tower elevators, audio tone remote control systems, transistorized telephones.

**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, Bogen, Pultec Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sonnd Recording—both tape and disc.

**Vacuum Tube Products Co., Inc.**

2020 Short St., Oceanside, Calif.

Phone: SAratoga 2-7648

President.....H. W. Ulmer  
Vice Pres.....James J. Sutherland  
Purch. Agent.....L. J. Huking

PRODUCTS: Special cathode ray tubes, Xenon Thyratrons, high vacuum rectifiers, vacuum gauges and controls.

**Vallen Inc.**

225 Bluff St., Akron, Ohio

Phone: BLaekstone 3-4933

President.....E. J. Vallen

PRODUCTS: Vallen panorama track, all-steel and aluminum tracks, electric curtain controls.

**Victor Animatograph Corp.**

(Division of Kalart)

Plainville, Ohio

Phone: SHERwood 7-1663

N. Y. Phone: JU 2-5170

President .....Hy Schwartz  
Vice-President.....Horace O. Jones  
Treasurer.....Morris Schwartz

PRODUCTS: Victor 16mm. sound motion picture proj., Soundview 35mm. filmstrip and sound slide projectors.

**Visual Electronics Corp.**

342 W. 40th St., New York 18, N. Y.

Phone: LOngacre 4-0518

President.....James B. Tharpe  
Vice-President.....John P. Gallagher  
Secretary .....Herbert Bloomberg  
Mgr., Closed Cir. Oper.....M. A. Mayers  
Chief Eng.....F. Cecil Grace

PRODUCTS: National distribution of all technical supplies and accessory equipment for TV broadcast equipment. Also off the air pick up and microwave relay systems, lower power installations and TV studio equipment, specialize in designing custom engineered TV systems. Mfrs. and distributors of Orth Saver.

**Ware Coupling and Nipple Co.**

5 Milner St., Ware, Mass.

Phone: 905

President.....D. W. Howe, Sr.

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  
Gen. Sales Mgr.....Harry R. Clark  
Ind. Sales Mgr.....V. J. Lombardo  
Purch. Agent.....William J. McBride  
Chief Eng.....Edward Caldicoott

PRODUCTS: Line amplifiers, bridging amplifiers, broad band amplifiers, power supplies, chain amps, substitution oscillator, power line filters, line splitters, attenuator pads, connectors, equalizer attenuator, coring tool set, tap offs, variable attenuator, faders, high voltage supply.

**Westinghouse Electric Corp.**

(Television-Radio Division)

Route 27 & Vineyard Rd., Box 71, Metuchen, N. J.

Phone: LIberty 8-5000

Vice-Pres. ....Chris Witting  
Gen. Mgr.....E. J. Kelly



Asst. Gen. Mgr. .... G. C. Larson  
 Works Mgr. .... R. A. Schieber  
 Gen. Sales Mgr. .... T. B. Kalbfus  
 Sales Mgr., TV. .... R. M. Fichter  
 Sales Mgr., Radio. .... C. J. Urban  
 Sales Mgr., Hi-Fi. .... R. H. G. Mathews  
 Service Mgr. .... K. H. Brown  
 Adv. & Sales Prom. Mgr. .... R. W. Johnson  
 Eng. Mgr. .... N. S. Kornetz  
 Purchasing Agent. .... L. W. Tomlinson

**PRODUCTS:** Television Receivers, AM  
 Radio Receivers, AM/FM Radio Receivers,  
 High Fidelity Instruments.

**Weston Electrical Instrument Corp.**

Subsidiary of Daystrom, Inc.  
 614 Frelinghuysen Avenue, Newark 12, N. J.  
 Phone: BIdelow 3-4700  
 Mgr. Elec'l. Sls. .... R. K. Putnam

*Branch Office*

205 W. Wacker Dr., Chicago 6, Ill.  
 Phone: FR 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., 425 13th St., N.W.,  
 Washington, D. C.  
 Phone: DIstrict 7-3636  
 Sales. .... L. F. Parachini

**PRODUCTS:** Electrical Indicating Instru-  
 ments, Sensitive Relays and Associated De-  
 vices, Service and Tube Testing Equipment,  
 Electrical Speed and Temperature Indicating  
 Equipment, Photoelectric Devices and Photo-  
 graphic Exposure Meters, Weston Industrial  
 and Laboratory Thermometers, Weston Air-  
 craft Instruments.

**Wheeler Laboratories, Inc.**

122 Cutter Mill Rd., Great Neck, N. Y.  
 Phone: HUnter 2-7876  
 President. .... Harold A. Wheeler  
 Chief Eng. .... David Dettinger

**PRODUCTS:** Consulting services and labo-  
 ratory facilities for special problems in the  
 field of radio and electronics—microwave  
 waveguide 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); In-  
 terlace Signal Generator; Color Bar Genera-  
 tor, Convergence Dot Generator, Multi-Burst  
 Generator, Amplitude Linearity Tester, Video

Distribution Amplifier, Pulse Distribution  
 Amplifier, Vector Display Equipment, En-  
 velope Delay Tracer, Phase Correction Net-  
 work HF, Fixed, Crossover Filter—Portable  
 or rack mounting.

**Wind Turbine Co.**

E. Market St., West Chester, Pa.  
 Phone: 3110  
 President. .... R. W. Weeks  
**PRODUCTS:** AM vertical radiators, FM  
 receiving antennas, towers for support of  
 FM and TV transmitting antennas—supply  
 and installation.

**Wollensak Optical Co.**

850 Hudson Ave., Rochester 21, N. Y.  
 Phone: COngress 6-1000  
 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 mainte-  
 nance.

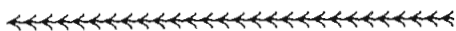
**Zenith Radio Corp.**

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 Isgrig  
 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  
 V-P, Patents. .... Francis W. Crotty  
 V-P, Export. .... John A. Miguez, Jr.  
 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 players; hearing aids.

**RADIO**

**COMMERCIAL  
AM PROGRAMS  
OF 1957**



**PROGRAM TITLES  
SPONSORS  
NETWORKS  
ADVERTISING AGENCIES**

**ANNUAL**

**1958**

# COMMERCIAL AM PROGRAMS OF 1957

(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, 1957. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABN, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

## A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Affairs of Dr. Gentry	American Dairy Assn. <i>(Dairy Products)</i>	NBC	Campbell-Mithun
	Anahist Co. <i>(Cold Remedies)</i>		Ted Bates & Co.
	Best Foods Inc. <i>(Flour, Sugar, etc.)</i>		Dancer-Fitzgerald-Sample
	Grove Labs <i>(Biological Products)</i>		Gardner Advertising
	Procter & Gamble <i>(Cosmetics)</i>		Compton Advertising
	Standard Brands Inc. <i>(Household Goods, etc.)</i>		Compton Advertising
	Standards Brands Inc. <i>(Royal Desserts)</i>		Ted Bates & Co.
	Swift & Co. <i>(Meats)</i>		J. Walter Thompson
	Allstate Insurance Co.	ABN	Leo Burnett Co.
	5-minute participation, "Impact" plan	CBS	
Anderson, The Herb Oscar Show	Foster Milburn	ABN	Street and Finney
	H. J. Heinz		Maxon, Inc.
	The Nestle Co., Inc.		Bryan Houston
	Sterling Drug, Inc.		Compton Advertising

## B

Back to God Backstage Wife	Christian Reformed Church	MBS	Stoetzel & Assocs., Inc.
	7½ minute unit participation by: Bristol Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield
	Carter Products Inc. Colgate-Palmolive Peet The Mentholatum Co. and others		Ted Bates & Company Ted Bates & Company J. Walter Thompson
Bancroft, Griffing and the News	Aero Mayflower Transit Co., Inc.	CBS	Caldwell, Larkin & Sidener- Van Riper





# COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY		
Bandstand	American Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun		
	Anahist Co. (Cold Remedies)		Ted Bates & Co.		
	Best Foods Inc. (Fannings Pickles)		Dancer-Fitzgerald-Sample		
	Calgon Inc. (Calgon)		Ketchum, MacLeod & Grove		
	Carter Prod. (Arnid, Little Liver Pills)		Ted Bates & Co.		
	General Foods (Inst. Postum)		Young & Rubicam		
	General Foods (Jello)		Young & Rubicam		
	H. J. Heinz Co. (Best of 57 record)		Maxon, Inc.		
	Hotpoint Co. (Electrical Appliance)		Maxon, Inc.		
	Norwich Pharm. Co. (Pepto Bismol)		Benton & Bowles		
	Pan Amer. Coffee Bureau (Coffee)		Robert W. Orr & Assoc.		
	Procter & Gamble (Gleem)		Compton Advertising		
	RCA (RCA Records)		Grey Advertising		
	Readers Digest Assn. (Magazine & Book Club)		J. Walter Thompson		
	Standards Brands Inc. (Instant CGS Coffee)		Compton Advertising		
	Standard Brands Inc. (Royal Dessert)		Ted Bates & Co.		
	Sterling Drug Co. (Haley's M.O.)		Dancer-Fitzgerald-Sample		
	Swift & Co. (Allsweet)		J. Walter Thompson		
	Vick Chem. Co. (Vicks Prods.)		Morse International		
	Whitehall Pharm. Co. (Anacin)		John F. Murray Adv.		
	Benny, Jack, Program		The Home Insurance Co.	CBS	Albert Frank-Guenther Law
	Bible Study Hour		Evangelical Foundation Inc. (Religion)	NBC	Paul Locke Assn.
	Block, Martin Breakfast Club		Carling Brewing Co.	ABN	Benton & Bowles
			Ac'cent International	ABN	Needham, Louis and Brorby
			Admiral Corporation		Henri, Hurst & McDonald
			American Bird Food Mfg. Corp.		George H. Hartman Company
			American Pop Corn Company		George H. Hartman Company
Asco Electronics, Inc.			Jerome O'Leary Advertising Agency		
Ball Brothers			Applegate Advertising Agency		
Beatrice Foods Co.— LaChoy Div.			Mason, Warner Company		
Beatrice Foods Co.— LaChoy Div.			Foote, Cone & Belding		
Beech-Nut Packing Company			Young & Rubicam		
Beltone Hearing Aid Co.			Olian & Bronner, Inc.		
Bristol-Myers Co. (Bufferin, Sal Hepatica)			Young & Rubicam		
Bristol-Myers Co. (Trushay)			B.B.D. & O.		
Campana Sales Company			Erwin Wasey, Ruthrauff & Ryan		
Carter Products			Sullivan, Stauffer, Colwell & Bayles		
Chrysler Corporation			McCann-Erickson		
Dixie Cup Company		Hicks & Greist			



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett-Windex & Drano		Young & Rubicam
	Drackett-Dazy & Twinkle		Ralph H. Jones
	Duffy-Mott Co., Inc.		Young & Rubicam
	E. I. Du Pont de Nemours		B.B.D. & O.
	Ecko Products		Dancer-Fitzgerald-Sample
	Fred Fear Easter Egg		Ted Bernstein Associates
	Color Co.		
	Food Plus, Inc.		Beacon Advertising Assoc.
	Food Specialties, Inc.		Charles F. Hutchinson, Inc.
	Frito Company, Inc.		Tracy-Locke Company, Inc.
	General Foods Corp.		Young & Rubicam
	General Foods Corp.		Benton & Bowles
	General Foods Corp.		Foote, Cone & Belding
	General Foods Corp.		Young & Rubicam
	Haysma Co.		O'Neil, Larson & McMahon
	H. J. Heinz Company		Maxon, Inc.
	The Kretchmer Corp.		George H. Hartman Corp.
	KYP Company		Grant Advertising
	Lewyt Corp.		Hicks & Greist
	Magla Products		Ed Leib Advertising Agency
	McCall Corporation		Donahue & Coe
	Dumas Milner Corporation		Gordon Best Company
	Mishawauka Rubber & Woolen Mfg. Co.		Campbell-Mithum
	John Marell & Co.		Campbell-Mithum
	C. H. Musselman Co.		Arndt, Preston, Chapin, Lamb & Keen, Inc.
	The Nestle Co., Inc.		Bryan Houston
	Chas. Pfizer & Co., Inc.		Leo Burnett Company
	Pioneer Industries, Inc.		Feigenbaum & Werman
	Pharma Craft Corp., Inc.		J. Walter Thompson
	Rust Craft Publishing Co.		Chambers & Wiswell, Inc.
	Sandura Company, Inc.		Hicks & Greist
	The Scholl Mfg. Co., Inc.		Donahue & Coe
	Sleep Eze Company		Mottl & Siteman Agency
	United States Steel Corp.		B.B.D. & O.

C

CBS Radio Farm News	5-minute participation, "Impact" plan	CBS	
Changing Times	Kiplinger News Letter Magazine	CBS	Albert Frank-Guenther Law
City Hospital	5-minute participation, "Impact" plan	CBS	
Collingwood, Charles, with the News	P. Lorillard Co.	CBS	Young & Rubicam
Counterspy	Ex-Lax, Inc.	MBS	Warwick & Legler
	Kraft Foods Co.		Needham, Louis & Brorby
	Helaine Seager		Dunn & Jeffrey





# COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Foley, Red, The Show	Dow Chemical Co. (Continued)	NBC	MacManus, John & Adams
Ford Road Show	Ford Motor Company Ford Division	CBS	J. Walter Thompson
Frank and Ernest	Dawn Bible Institute	MBS	Wm Gleeson Co
French, Ken	B. T. Babbitt (Continued) H. J. Heinz (Continued)	MBS	Donahue & Coe  Maxon, Inc

## G

Gang Busters	Ex-Lax, Inc. Kraft Foods Co. (A-L-Pap, 100% mustard, Kraft Dinner, Miracle Whip, Philadelphia Cream Cheese) Helaine Seager (Continued) Sterling Drug (National Foods Div., Food)	MBS	Warwick & Legler Needham, Louis & Brorby  Dunnan & Jeffrey  Carl S. Brown Co., Inc.
Garden Gate	5-minute participation, "Impact" plan	CBS	
Gleeson, Art	Permanette	MBS	Dunnan & Jeffrey
Godfrey, Arthur, Time	7 1/2-minute unit participation by: American Home Foods American Home Products Corp. Angostura-Wupperman Corp. Armour and Company Bristol-Myers Co. Chun King Sales, Inc. Curtis Circulation Co. The Frito Company General Electric, Lamp Division General Foods Corp. Hartz Mountain Products Corp. Kitchens of Sara Lee, Inc. Knouse Foods Cooperative, Inc. Libby, McNeill & Libby Niagara Therapy Mfg. Co. Peter Paul, Inc. Pharma-Craft Company Seeman Brothers, Inc. Simoniz Company Singer Sewing Machine Co. A. E. Staley Mfg. Co. Standard Brands, Inc. Weco Products Co.	CBS	Young & Rubicam  Young & Rubicam  Erwin Wasey, Ruthrauff & Ryan N. W. Ayer & Son Young & Rubicam J. Walter Thompson B.B.D. & O. Tracy-Locke Company Grey Advertising Agency  Young & Rubicam George H. Hartman Co.  Cunningham & Walsh N. W. Ayer & Son  J. Walter Thompson George L. Mallis, Inc. Dancer-Fitzgerald-Sample J. Walter Thompson Norman, Craig & Kummel Young & Rubicam Young & Rubicam Erwin Wasey, Ruthrauff & Ryan Ted Bates & Co. J. Walter Thompson
Gospel Hour, The Graham, Billy	Gospel Hour, Inc. Billy Graham Evangelical Assn.	MBS	Tom Harvey Agency
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Continued)	MBS NBC	Walter F. Bennett Co.  Wm. Esty Co



## COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Great Gildersleeve, The	Ex-Lax Inc. (Ex-Lax) Pabst Brewing Co. (Beer, Ale & Soft Drinks)	NBC	Warwick & Legler  Leo Burnett Co.
Gunsmoke	5-minute participation, "Impact" plan	CBS	
<b>H</b>			
Harkness, Richard	Ralston Purina Co. (Feed for Animals)	NBC	Gardner Advertising
Harvey, Paul	Bankers Life & Casualty Co.	ABN	Grant, Schwenck & Baker, Inc.
Heatter, Gabriel, News	Beltone (Hearing Aid) Consumer Drug Corp. Ex-Lax, Inc. (Ex-Lax) Hudson Vitamin Corp. Rhodes Pharmacal Co. (Imdrin) Sleep-Eze Co. (Sleep-Eze) Sterling Drug (National Brands Div., Fizrin)	MBS	Olian & Bronner  Dunnam & Jeffrey Warwick & Legler  Pace Advertising Olian & Bronner  Milton Carlson Co.  Carl S. Brown Co., Inc.
Henrich, Tommy	B. T. Babbitt (Bab-O) Kraft Foods Co.	MBS	Donahue & Coe
Herald of Truth Herman, George, and the News	Highland Church of Christ Aero Mayflower Transit Co., Inc.	ABN  CBS	Needham, Louis & Brorby The Martin Company  Caldwell, Larkin & Sidener- Van Riper
Higbie, Les Hilltop House	Kraft Foods Co. Carter Prod. (Arrid, Little Liver Pills) Pan Amer. Coffee Bureau (Coffee) Park & Tilford (Tintex)	MBS NBC	Needham, Louis & Brorby Ted Bates & Co.  Robert W. Orr & Assoc.  Emil Mogul Inc.
Hope, Bob, Show	Grove Labs (Bromo Quinine)	NBC	Gardner Advertising
Hour of Decision	Billy Graham Evangelistic Assn. (Religion)	ABN, NBC	Walter F. Bennett
House Party	7½-minute unit participa- tion by: California Prune & Apricot Growers Asso- ciation	CBS	Long Advertising, Inc. Erwin Wasey, Ruthrauff & Ryan
How Christian Science Heals	The Carnation Co. and others First Church of Christ, Scientist	MBS	Hoag & Provandie
Hurleigh, Robert	Kraft Foods Co.	MBS	Needham, Louis & Brorby



Indictment	5-minute participation, "Impact" plan	CBS
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# COMMERCIAL AM PROGRAMS



## J

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jackson, Allan and the News	General Motors Corp., Chevrolet Division	CBS	Campbell-Ewald Company
Just Entertainment	William Wrigley, Jr.	CBS	Erwin Wasey, Ruthrauff & Ryan

## K

Kennedy, John B.	Kraft Foods Co. (See "J" page)	MBS	Needham, Louis & Brorby
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## L

LeSueur, Larry and the News	Miles Laboratories, Inc.	CBS	Goaffrey Wade Advertising
Lewis, Robert Q., Show	5-minute participation, "Impact" plan	CBS	
Life and the World	Quaker Oat Co.	NBC	Wherry, Baker & Tilden
Longines Symphonette	Longines-Wittnauer Watch Co., Inc.	CBS	Victor A. Bennett Co.
Lutheran Hour	Lutheran Layman's League	MBS, NBC	Cotham-Vladimir

## M

Ma Perkins	7½-minute unit participations by: The Best Foods, Inc.	CBS	Earle Ludgin & Co. Guild, Bascom & Bontigli Dancer-Fitzgerald-Sample Doherty, Clifford, Steers & Shenfield Gordon Best Co. J. Walter Thompson
	Bristol-Myers Co.		Erwin Wasey, Ruthrauff & Ryan
	Dumas Milner Corp.		Needham, Louis & Brorby Inc.
	Pharma-Craft Company		
	A. E. Staley Mfg. Co.		
MacLean, John	Kraft Foods Co. (See "J" page)	MBS	
Man Around the House	5-minute participations, "Impact" plan	CBS	
McCormick, Steve	General Foods (Jell-O)	MBS	Young & Rubicam
Metropolitan Opera	The Texas Company	ABN	Cunningham & Walsh
Miller, Howard, Program	William Wrigley, Jr. Co.	CBS	Arthur Meyerhoff & Co.
Miller, Mitch, Show	5-minute participation, "Impact" plan	CBS	



## COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Monitor	Amer. Inst. of Boys' Wear (Institutional)	NBC	B.B.D. & O.
	Amer. Motors (Rambler Cars)		Geyer Advertising
	Amer. Oil Co. (Oil & Gas)		Joseph Katz Co.
	Anahist Co. (Cold Remedies)		Ted Bates & Co.
	Carling Brew Co. (Red Cap Ale)		Benton & Bowles
	Carter Prod. (Arrid, Little Liver Pills)		Ted Bates & Co.
	Dodge Div. of Chrysler Corp. (Cars)		Grant Advertising
	Ex-Lax Co. (Ex-Lax)		Warwick & Legler
	General Mills (Cheerios)		Dancer-Fitzgerald-Sample
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Grove Labs (Fitch Shampoo & Hair Products)		Harry B. Cohen Advertising
	Hotpoint Co. (Electrical Appliance)		Maxon Inc.
	Ins. Co. of North America (Insurance)		N. W. Ayer & Son
	S. C. Johnson Co. P. Lorillard Co. (Newport Cigs)		Foote, Cone & Belding Young & Rubicam
	Mack Trucks (Trucks, Trucking)		Doyle, Kitchen & McCormick
	Midas Muffler Shops (Mufflers)		Bozell & Jacobs
	North Amer. Van Lines (Moving)		Applegate Advertising
	Northwest Airlines (Air Travel)		Campbell-Mithun Inc.
	Norwich Pharm. Co. Olin Mathieson Chem. Corp. (Anti-Freeze)		Benton & Bowles Van Sant Dugdale & Co.
	Pabst Brewing Co. (Beer, Ale, Soft Drinks)		Leo Burnett Co.
	Pepsi-Cola Co. (Pepsi-Cola)		Kenyon & Eckhardt
	Plough Inc. (St. Joseph Aspirin & Various Medicated Products)		Lake, Spiro & Shurman, Inc.
	Princeton Knitting Mills (Fabrics)		Ehrlich, Neuwirth & Sobo, Inc.
	Procter & Gamble (Glaxo)		Compton Advertising
	Quaker State Refining Co. (Motor Oil)		Kenyon & Eckhardt
	RCA (Products and Services)		Kenyon & Eckhardt
	RCA (RCA Victor Records)		Grey Advertising
	Readers Digest Assn. (Magazine and Book Club)		J. Walter Thompson
	Simoniz Co. (Simoniz)		Young & Rubicam
	Standard Brands Inc. (Instant C&S Coffee)		Compton Advertising





# COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Standard Brands Inc. (Royal Crown)		Ted Bates & Company
	Vick Chem. Co. (Viceroy Brand)		Morse International
	Waverly Fabrics (Fabric)		Ehrlich, Neuwirth & Sobo, Inc.
	Whitehall Pharm. Co. (Anger)		John F. Murray
Morgan, Edward P.	American Federation of Labor and Congress of Industrial Organizations	ABN	Furman, Feiner & Co.
Murrow, Edward R., with the News Mustin, Henry	Ford Motor Company, Ford Division B. T. Babbitt (Ford)	CBS MBS	J. Walter Thompson Donahue & Coe
My True Story	Atlantis Sales Corporation	ABN	Richard A. Foley Advertising Agency
	The Bon Ami Company		Erwin Wasey, Ruthrauff & Ryan
	Campana Sales Company		Erwin Wasey, Ruthrauff & Ryan
	D-Con Company		Thompson Koch Co., Inc.
	Dromedary Company		Ted Bates & Company
	Ex-Lax, Inc.		Warwick & Legler
	Foster-Milburn Co.		Street & Finney
	General Foods Corporation		Young & Rubicam
	Leeds Chemical Products Co., Inc.		Leeds & York, Inc.
	The Nestle Co., Inc.		Bryan Houston
	The Pharma Craft, Inc.		J. Walter Thompson
	Sterling Drug, Inc. (Pharm. & Bayer)		Dancer-Fitzgerald-Sample
My True Story	Amer. Dairy Assn. (Dairy Food)	NBC	Campbell-Mithun Inc.
	Atlantis Sales Corp. (Food Food)		Richard A. Foley Adv.
	Best Foods Inc.		Dancer-Fitzgerald-Sample
	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	Foster-Milburn (Dairy's Food)		
	General Foods (Food-O)		Young & Rubicam
	Grove Lab (Eaton's Equipment)		Gardner Advertising
	Procter & Gamble (Procter)		Compton Advertising
	Swift & Co. (Food)		J. Walter Thompson
	Vick Chem. Co. (Viceroy Brand)		Morse International

## — N —

National Farm and Home Hour	Allis Chalmers Mfg. Co. (Farm Equip.)	NBC	Bert S. Gettens
News Analysis with Eric Sevareid	Aero Mayflower Transit Co., Inc.	CBS	Caldwell, Larkin & Sidener- Van Riper
Newscast (Weekday)	Cadillac Motor Car, Div. of General Motor Corp. Chrysler Division Chrysler Corp. Charles E. Hires Co. Midas Muffler Company	ABN	MacManus, John & Adams  McCann-Erickson McCann-Erickson N. W. Ayer & Son Bozell & Jacobs



# COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Newscasts (Weekend)	Plough, Inc.		Lake-Spiro-Shurman, Inc.
	R. J. Reynolds Tobacco Co.		William Esty Company
Newscasts & Sportscasts	Sterling Drug, Inc.		Compton Advertising
	Norwich Pharmacal Company	ABN	Benton & Bowles
Newscast Adjacencies	R. J. Reynolds Tobacco Co.		William Esty Company
	Miller Brewing Company	ABN	Mathisson and Associates, Inc.
	B. T. Babbitt	MBS	Donahue & Coe
	(Bab-O)		
	Benrus Watch		Lennen & Newell
	(Watches)		
	Chrysler Corp.		McCann-Erickson
	Equitable Life		Kenyon & Eckhardt
	(Insurance)		
	Ex-Lax, Inc.		Warwick & Legler
	(Ex-Lax)		
	General Foods		Young & Rubicam
	(Jell-O)		
	P. Lorillard		Lennen & Newell
	(Newport)		
	R. J. Reynolds		Wm. Esty Co.
	(Camels)		
News of the World	Carter Prod.	NBC	Ted Bates & Co.
	(Arid, Little Liver Pills)		
	Grove Lab		Garfield Advertising
	(No Doz)		
	Pharmacraft Co.		J. Walter Thompson
	(Coldene, Fresh, Ting, Surgeon's Lotion)		
	R. J. Reynolds Tobacco Co.		Wm. Esty Co.
	(Camels)		
	Scholl Mfg. Co.		Donahue & Coe
	(Zino Pads)		
	Vick Chem. Co.		Morse International
	(Vicks Prod.)		
News on the Hour	Bristol Myers	NBC	Young & Rubicam
	(Bufferin)		
	Brown & Williamson Tobacco Corp.		Ted Bates & Co.
	Calif. Packing Co.		McCann-Erickson
	(Del Monte Prod.)		
	Readers Digest Assn.		J. Walter Thompson
	(Magazine and Book Club)		
	Time Inc.		Young & Rubicam
	(Life Magazine)		
Nightline	Anahist Co.	NBC	Ted Bates & Co.
	(Cold Remedies)		
	Pabst Brewing Co.		Leo Burnett Co.
	(Beer, Ale, Soft Drinks)		
	Procter & Gamble		Compton Advertising
	(Gleem)		
	RCA		Grey Advertising
	(RCA Victor Records)		
	Readers Digest Assn.		J. Walter Thompson
	(Magazine and Book Club)		
	Whitehall Pharm. Co.		John F. Murray
	(Anacin)		
Notre Dame Football	General Motors	MBS	MacManus, John & Adams
	(Pontiac)		
	Pharma-Craft	MBS	J. Walter Thompson
	(Coldene Products)		
Notre Dame Warm-up	Pharma-Craft	MBS	J. Walter Thompson
	(Coldene Products)		
Notre Dame Wrap-up	Pharma-Craft	MBS	J. Walter Thompson
	(Coldene Products)		

\* \*      **COMMERCIAL AM PROGRAMS**      \* \*

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**O**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Old Fashioned Revival Hour On the Line with Considine	Gospel Broadcasting Assoc Mutual of Omaha	ABN NBC	R. H. Alber Company Bozell & Jacobs
One Man's Family	Anahist Co. Ex-Lax, Inc. Foster Milburn General Foods Grove Labs Hotpoint Co. Procter & Gamble Quaker Oat Co. Sleep Eze Co. Swift & Co. Whitehall Pharm Co.	NBC	Ted Bates & Co. Warwick & Legler Street & Finney Young & Rubicam Gardner Advertising Maxon Inc. Compton Advertising Wherry, Baker & Tilden Inc. Milton Carlson Co. J. Walter Thompson John F. Murray Adv.
Our Gal Sunday	7 1/2-minute unit participation by: The Best Foods, Inc. Carter Products, Inc. The Mentholatum Co. Sterling Drug Inc.	CBS	Earle Ludgin & Company Ted Bates & Co J. Walter Thompson Compton Advertising

**P**

Paar, Jack	Renuzit Home Products Co.	ABN	Arndt, Preston, Chapin, Lamb & Keen, Inc.
People Are Funny	Ex-Lax, Inc. Pabst Brewing Co. Sleep-Eze Co.	NBC	Warwick & Legler Leo Burnett Co. Milton Carlson Co.
Peter and Mary Show Philip Morris Country Music Show	A. E. Staley Mfg. Co. Philip Morris	CBS CBS	Erwin Wasey, Ruthrauff & Ryan N. W. Ayer & Son

**R**

Radio Bible Class	Radio Bible Class	MBS	John M. Camp and Co.
Radio Bible Class (8 A.M. Program)	Radio Bible Class	ABN	John M. Camp and Co.
Radio Bible Class (5 P.M. Program)	Radio Bible Class	ABN	John M. Camp and Co.



## COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Reeves, Jim Revivaltime Richfield Reporter	H. J. Heinz Company The Assemblies of God Richfield Oil Corp. (Oil & Gas)	ABN ABN NBC	Maxon, Inc. Walter F. Bennett & Co. Hixson & Jorgenson Inc.
Road of Life	Carter Products, Inc. The Mentholatum Co. 7½-minute unit participa- tions by above and others	CBS	Ted Bates & Co. J. Walter Thompson
Roberts, Oral	Oral Roberts Evangelistic Association, Inc.	ABN	C. L. Miller Company, Inc.
Romance of Helen Trent	7½-minute unit participation by:  Bristol-Myers Co. The Mentholatum Co. Pharma-Craft Company	CBS	Doherty, Clifford, Steers & Shenfield J. Walter Thompson J. Walter Thompson

## —S—

Saturday Sports Resume	5-minute participation, "Impact" plan	CBS	
Scott, John	Consumer Drug Corp. (Oragen)	MBS	Dunnan & Jeffrey
Second Mrs. Burton	7½-minute unit participation by: The Best Foods, Inc. Carter Products, Inc.	CBS	Earle Ludgin & Company Ted Bates & Co.
Secrets of Scotland Yard	Ex-Lax, Inc. (Ex-Lax) Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)	MBS	Warwick & Legler  Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunnan & Jeffrey
	Sterling Drug (National Brands Div., Fizrin)		Carl S. Brown Co.
Sez Who!	5-minute participation, "Impact" plan	CBS	
Singiser, Frank	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)	MBS	Needham, Louis & Brorby
Sports Time	R. J. Reynolds Tobacco Co.	CBS	William Esty Company
Stern's, Bill, Sports Beat	Sterling Drug (National Brands Div., Fizrin)	MBS	Carl S. Brown Co.
Sunday Sports Resume	5-minute participation, "Impact" plan	CBS	
Sunshine Boys	National Brands Division of Sterling Drug, Inc.	ABN	Carl S. Brown Co.
Suspense	5-minute participation, "Impact" plan	CBS	



# COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Telephone Hour	Bell Telephone System	NBC	N. W. Ayer & Sons
This Is Nora Drake	7 1/2-minute unit participation by: The Best Foods, Inc.	CBS	Earle Ludgin & Company Gordon Best Co. J. Walter Thompson
This Farming Business	Dumas Milner Corp. The Mentholatum Co. Massey-Harris-Ferguson Inc.	NBC	Needham Louis & Brorby
Thomas, Lowell	General Motors Corp., Delco Division	CBS	Campbell-Ewald Company
Three Star Extra	Sun Oil Co.	NBC	Erwin Wasey, Ruthrauff & Ryan
Treasury Agent	Ex-Lax, Inc.	MBS	Warwick & Legler
	Kraft Foods Co.		Needham, Louis & Brorby
	Helaine Seager		Dunnan & Jeffrey
	Sterling Drug		Carl S. Brown Co.
Trout, Robert, and the News	General Motors Corp., Chevrolet Division	CBS	Campbell-Ewald Company
True Confessions	Amer. Dairy	NBC	Campbell-Mithun Inc.
	Grove Labs		Gardner Advertising
	Procter & Gamble		Compton Advertising
	Standard Brands Inc.		Compton Advertising
	Standard Brands Inc.		Ted Bates & Co.
	Swift & Co.		J. Walter Thompson
	Whitehall Pharm. Co.		John F. Murray Adv.
True Detective Mysteries	Ex-Lax, Inc.	MBS	Warwick & Legler
	Kraft Foods Co.		Needham, Louis & Brorby
	Helaine Seager		Dunnan & Jeffrey
	Sterling Drug		Carl S. Brown Co.
Truth or Consequences	Amer. Dairy Assn.	NBC	Campbell Mithun
	Grove Labs		Gardner Advertising
	Pan Amer. Coffee Bureau		Robert W. Orr & Assoc.
	Vick Chem. Co.		Morse International



# COMMERCIAL AM PROGRAMS



## V

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Vandercook, John W.	American Federation of Labor and Congress of Industrial Organizations	ABN	Furman, Feiner & Co.
Van Voorhis, Westbrook	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine) Whitehall Pharnacal (Anacin)	MBS	Needham, Louis & Brorby  Sullivan, Stauffer, Colwell & Bayles
Voice of Firestone	The Firestone Tire & Rubber Co.	ABN	Sweeney & James
Voice of Prophecy	Voice of Prophecy	ABN, MBS, NBC	Milton Carlson Co.

## W

Warren, Wendy, and the News	7½-minute unit participations by: General Foods Corp. (Jell-O Division) Miles Laboratories, Inc. and others	CBS	Young & Rubicam Geoffrey Wade Advertising
Weather Programs (Andre Baruch & Bea Waine)	E. I. du Pont de Nemours & Company	ABN	B.B.D. & O.
When a Girl Marries	The Bon Ami Company Bridgeport Brass Company Dromedary Company, Div. of National Biscuit Co. General Foods Corp. Good Housekeeping Magazine Leeds Chemical Products Co., Inc. Park & Tilford Pharma Craft Corp., Inc.	ABN	Erwin Wasey, Ruthrauff & Ryan Hazard Advertising Co., Inc. Ted Bates Company  Young & Rubicam Grey Advertising Agency  Leeds & York, Inc.  Emil Mogul Co. J. Walter Thompson
Whispering Streets	Bon Ami Company Dromedary Company, Div. of National Biscuit Co. Foster-Milburn Co. General Foods Corp. Leeds Chemical Products, Inc. The Nestle Co., Inc. Park & Tilford Seeman Brothers Union Pharmaceutical Co.	ABN	Erwin Wasey, Ruthrauff & Ryan Ted Bates Company  Street & Finney Young & Rubicam Leeds & York, Inc.  Bryan Houston Emil Mogul Co. Norman, Craig & Kummel Grey Advertising Co.
Wingate, John	Permanette Sterling Drug	MBS	Dunnan & Jeffrey Carl S. Brown Co., Inc.
Wings of Healing	Dr. Thomas Wyatt	ABN	Century Advertising Agency
Wings of Healing	Wings of Healing	MBS	Century Advertising Agency



# COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Woman in My House	Best Foods Inc.	NBC	Dancer-Fitzgerald-Sample Young & Rubicam
	General Foods (Jif)		
	Park & Tilford (Tropicana)		Emil Mogul Co.
	Procter & Gamble (Cleen)		Compton Advertising
	Quaker Oats Co. (Quaker Oats)		Wherry, Baker & Tilden Inc.
	Swift & Co. (Allens)		J. Walter Thompson
	Vick Chem. Co. (Vick's Products)		Morse International
Whitehall Pharm. Co. (Zantac)	John F. Murray Adv.		
Word of Life Hour	Word of Life Fellowship	MBS	Walter F. Bennett Co.
World News Roundup	5-minute participation, "Impact" plan	CBS	
World Tonight, The	5-minute participation, "Impact" plan	CBS	



X Minus One	Pabst Brewing Co. (Pils, Ale, Stout, Lagers)	NBC	Leo Burnett Co.
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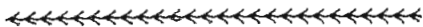


You Bet Your Life	DeSoto Motor Co. (Cars)	NBC	B.B.D. & O.
Young Doctor Malone	7 1/2-minute unit participations by:	CBS	Earle Ludgin & Company Doherty, Clifford, Steers & Shenfield
	The Best Foods, Inc. Bristol-Myers Co.		
Young's, Pepper, Family	Sterling Drug Inc.	NBC	Compton Advertising
	Best Foods Inc.		Dancer-Fitzgerald-Sample
	Ex-Lax Co. (Ex-Lax)		Warwick & Legler
	General Foods (Oral-B Toothpaste)		Young & Rubicam
	General Foods (Jell-O)		Young & Rubicam
	Grove Labs (Purina Pet Care)		Gardner Advertising
	Hotpoint Co. (Electric Appliances)		Maxon Inc.
	Park & Tilford (Tropicana)		Emil Mogul Co.
	Procter & Gamble (Cleen)		Compton Advertising
	Vick Chem. Co. (Vick's Products)		Morse International
Yours Truly, Johnny Dollar	5-minute participation, "Impact" plan	CBS	



**TELEVISION**

**COMMERCIAL  
TV PROGRAMS  
OF 1957**



**PROGRAM TITLES  
SPONSORS  
NETWORKS  
ADVERTISING AGENCIES**

**YEARBOOK**

**1958**

# COMMERCIAL TV PROGRAMS OF 1957

(NETWORK)

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1957. The programs listed are for the 12-month period ending Dec. 31, 1957. 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 Robin Hood	Johnson & Johnson Baby Products Surgical Dressing Baby Shampoo	CBS-TV	Young & Rubicam
	Wildroot Co. (Wildroot Hair Tonic)		BBDO
Afternoon Film Festival	The Kendall Company (Blue Jay Productions)	ABC-TV	Leo Burnett Co.
Air Power	Prudential Insurance Co. of America (Insurance)	CBS-TV	Calkins & Holden
All Star Golf	Miller Brewing Co. (Beer)	ABC-TV	Mathisson Associates
	Wildroot Co. (Wildroot Cream-Oil Formula No. 2 for Men)		BBDO
Allen, Steve, Show	Greyhound Corp. (Bus Travel)	NBC-TV	Grey Adv. Agency
	Pharma-Craft Co. (Cold Remedies, Deodorants)		J. Walter Thompson
	S. C. Johnson & Son, Inc. (Waxes, Polishes, Insecticides)		Needham, Louis & Brorby
Amateur Hour	Pharmaceuticals, Inc. (Sedatives, Analgesics, etc.)	ABC-TV	Edward Kletter
American Bandstand	General Mills (Cereals)	ABC-TV	Dancer-Fitzgerald-Sample
	Seven-Up Company (7-Up)		J. Walter Thompson
Andy's Gang	Minnesota Mining & Mfg. Co. (Scotch Tape, etc.)	NBC-TV	BBDO
Arden, Eve, Show	Lever Brothers Co. (Dove Beauty Bar)	CBS-TV	J. Walter Thompson
	Shulton, Inc. (Ofl Spine Tablets, Hair Preparation)		Wesley Associates
Armstrong Circle Theatre	Armstrong Cork Co. (Linoleum, Tile)	CBS-TV	BBDO
Assignment Foreign Legion	P. Lorillard Co. (Kent Cigarette)	CBS-TV	Lennen & Newell
As the World Turns	Pillsbury Mills, Inc. (Family Flour Refrigerated Dough Products, Flour Base)	CBS-TV	Campbell-Mithun



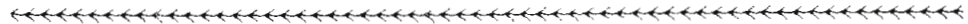
# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Mixes, Feeds) <b>Procter &amp; Gamble Co.</b> (Oxydol, Ivory Snow, Camay, Comet Cleanser)		Benton & Bowles
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		McCann-Erickson
	<b>Vick Chemical Co.</b> (Cold Remedies)		Morse International
<b>B</b>			
Bachelor Father	<b>American Tobacco Co.</b> (Hit Parade Cigarettes)	CBS-TV	BBDO
Ball, Lucille— Desi Arnaz Show	<b>Ford Division of The Ford Motor Co.</b> (Ford Automobiles)	CBS-TV	J. Walter Thompson
Baseball Game of the Week	<b>American Safety Razor Corp.</b> (Gem Razor Blades)	CBS-TV	McCann-Erickson
	<b>Falstaff Brewing Corp. Philip Morris</b> (Marlboro Cigarettes)		Dancer-Fitzgerald-Sample Leo Burnett Co.
Beat the Clock	<b>Atlantis Sales Co.</b> (French's Mustard)	CBS-TV	J. Walter Thompson
	<b>Hazel Bishop, Inc.</b> (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant)		Raymond Spector Co.
	<b>Eastman Kodak Co.</b> (All Products)		J. Walter Thompson
	<b>Gerber Products Co.</b> (Baby Foods)		D'Arcy Advertising
	<b>General Mills, Inc.</b> (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	<b>Johnson &amp; Johnson</b> (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	<b>Libby, McNeill &amp; Libby</b> (Canned Fruits, Vegetables)		J. Walter Thompson
	<b>Mogen David Wine Corp.</b> (Mogen David Wine)		Edward H. Weiss Co.
	<b>Nestle Co. Inc.</b> (Nescafe)		Bryan Houston Inc.
	<b>Nestle Co.</b> (Quik, Nestlea)		McCann-Erickson
	<b>Purex Corp.</b> (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.
	<b>Sunshine Biscuits Inc.</b> (Biscuits, Crackers)		Cunningham & Walsh
	<b>Vick Chemical Co.</b> (Cold Remedies)		Morse International
Benny, Jack, Show	<b>American Tobacco Co.</b> (Lucky Strike Cigarettes)	CBS-TV	BBDO
Bergen, Polly, Show	<b>Max Factor Co.</b> (Cosmetics, Makeup)	NBC-TV	Doyle Dane Bernbach



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Big Payoff, The	Colgate-Palmolive Co.	CBS-TV	Bryan Houston Inc.
Big Record, The	Armour & Co. General Motors Corp. Oldsmobile Division Kellogg Co. Pillsbury Mills, Inc.	CBS-TV	Foote, Cone & Belding D. P. Brother & Co. Leo Burnett Co. Leo Burnett Co.
Big Top, The	National Dairy Products Co.	CBS-TV	N. W. Ayer & Son
Bold Journey	Ralston Purina Co.	ABC-TV	Guild, Bascom, Bonfigli
Boone, Pat, Chevy Showroom	Chevrolet Motors (Div. Gen. Motors Corp.)	ABC-TV	Campbell-Ewald Co.
Bowling Stars	American Machine & Foundry Co. (Pinspotters, Inc.)	ABC-TV	Fletcher D. Richards
Brighter Day, The	Procter & Gamble Co.	CBS-TV	Young & Rubicam
Broken Arrow	Miles Laboratories, Inc. Ralston Purina Company General Electric Co.	ABC-TV	Geoffrey Wade Adv. Gardner Advertising Co. Young & Rubicam
Brothers, The	Procter & Gamble Co. W. A. Sheaffer Pen Co.	CBS-TV	Leo Burnett Co. Russel M. Seeds Co.
Buccaneers, The	Kellogg Co. Sweets Co. of America	ABC-TV	Leo Burnett Co. Henry Eisen Adv. Agency



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		
	<b>Sylvania Electric Prod. Inc.</b> (Sylvania Electric Products)	<b>CBS-TV</b>	<b>J. Walter Thompson</b>
<b>Burns &amp; Allen</b>	<b>Carnation Co.</b> (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)	<b>CBS-TV</b>	<b>Erwin Wasey, Ruthrauff &amp; Ryan</b>
	<b>General Mills, Inc.</b> (Cake Flour, Frosting & Baking Mixes)		<b>BBDO</b>
	<b>B. F. Goodrich Co.</b> (Tires, Tubes)		<b>BBDO</b>
<b>C</b>			
<b>Californians, The</b>	<b>Singer Sewing Machine Co.</b> (Sewing Machines)	<b>NBC-TV</b>	<b>Young &amp; Rubicam</b>
	<b>Thomas J. Lipton Inc.</b> (Tea, Soups, Salad Dressing)		<b>Young &amp; Rubicam</b>
<b>Captain Kangaroo</b>	<b>Brown Shoe Co.</b> (Buster Brown Shoes)	<b>CBS-TV</b>	<b>Leo Burnett Co.</b>
	<b>Luden's, Inc.</b> (Luden's Cough Drops, Candy)		<b>J. M. Mathes Inc.</b>
<b>Cavalcade of Sports</b>	<b>Participating Sponsors</b> <b>Gillette Safety Razor Co.</b> (Razors and Blades, Shaving Creams, Paper-Mate Pens & Pencils, Toni Beauty and Hair Products)	<b>NBC-TV</b>	<b>Maxon, Inc.</b>
<b>Champion, Marge &amp; Gower</b>	<b>American Tobacco Co.</b> (Lucky Strike Cigarettes, Hit Parade Cigarettes)	<b>CBS-TV</b>	<b>BBDO</b>
<b>Cheyenne</b>	<b>General Electric Co.</b> (Portable Mixer, Vacuum Cleaner, Steam Iron, Skillet, Dryers, Flash Bulbs, Sound Production Equipment, Lamps, Floor Polishers, Refrigerators, TV Receivers, Washers, Window Fans, Radio Receivers)	<b>ABC-TV</b>	<b>Young &amp; Rubicam</b>
<b>Circus Boy</b>	<b>Kellogg Co.</b> (Cereals, Dog Food)	<b>ABC-TV</b>	<b>Leo Burnett Co.</b>
	<b>Mars, Inc.</b> (Candy)		<b>Knox Reeves Adv. Inc.</b>
<b>Circus Time</b>	<b>The Bon-Ami Co.</b> (Jet Bon-Ami)	<b>ABC-TV</b>	<b>Erwin Wasey, Ruthrauff &amp; Ryan</b>
	<b>Hartz Mountain Products Corp.</b> (Accessories and Foods for Birds, Fish, Turtles, Cats, and Dog Yummies)		<b>George H. Hartman Co.</b>



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Kendall Co.		Leo Burnett Co.
Climax!	Chrysler Corp.	CBS-TV	McCann-Erickson
Club Oasis	Liggett & Myers Tobacco Co.	NBC-TV	McCann-Erickson
CBS Morning News	General Motors Corp. Oldsmobile Division	CBS-TV	D. P. Brother Co.
Colt .45	Campbell Soup Co.	ABC-TV	BBDO
	Mennen Company		McCann-Erickson
Comedy Time	Chesebrough-Ponds, Inc.	NBC-TV	J. Walter Thompson
	General Foods Corp.		Young & Rubicam
	Kraft Foods Co.		J. Walter Thompson
	The Mentholatum Co.		J. Walter Thompson
	Miles Laboratories Inc.		Goettrey Wade Adv. Inc.
	Pharmaco, Inc.		Doherty, Clifford, Steers & Shenfield
	SOS Company		McCann-Erickson
	Welch Grape Juice Co.		Richard K. Manoff Adv.
Como, Perry, Show	American Dairy Assn.	NBC-TV	Campbell-Mithun
	Kimberly-Clark Corp.		Foote, Cone & Belding
	Knemark Mfg. Co. Inc.		Emil Mogul Co.



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	a la King, Egg Noodles, Chicken Tamales with Sauce, Chili con Carne with Beans, Corned Beef Hash, Peanut Products, Canned Whole Chicken, Swift Meat & Poultry Products, Fresh or Canned Frankfurters & Sausages)		
	<b>American Motors Corp.</b> (Nash & Hudson Automobiles & Kelvinators)		Geyer Advertising
	<b>General Foods Corp.</b> (Jell-O, Jell-O Puddings & Pie Fillings, Jell-O Gelatin, Rice & Minute Potatoes, Whipped Cream Type Mixes, Baker's Instant Chocolate Drink, Kool-Aid, Kool-Shake, Birds-Eye Frozen Drink Concentrate)		Young & Rubicam
	<b>Swift &amp; Company</b> (Meat and Poultry Products)		McCann-Erickson
	<b>General Mills, Inc.</b> (Flours, Cereals, Baking Mixes, Frosting Mixes)		Tatham-Laird, Inc.
	<b>Reynolds Metals Company</b> (Aluminum Products)		Clinton E. Frank Inc.
Do You Trust Your Wife?	<b>Liggett &amp; Myers Tobacco Co.</b> (L & M Cigarettes)	CBS-TV	Dancer-Fitzgerald-Sample
Dragnet	<b>General Foods Corp.</b> (Post Cereals)	NBC-TV	Benton & Bowles
Du Pont Show of the Month	<b>Liggett &amp; Myers E. I. du Pont de Nemours Co.</b> (Institutional)	CBS-TV	Dancer-Fitzgerald-Sample
Du Pont Theatre	<b>E. I. du Pont de Nemours Co.</b> (Institutional)	ABC-TV	BBDO
Durante, Jimmy, Show	<b>P. Lorillard Co.</b> (Old Gold Cigarettes)	CBS-TV	Lennen & Newell

## — E —

Edge of Night, The	<b>Atlantis Sales Corp.</b> (French's Mustard)	CBS-TV	J. Walter Thompson
	<b>Florida Citrus Commission</b> (Florida Citrus Products)		Benton & Bowles
	<b>Pet Milk Company</b> (Evaporated Milk, Milk Products)		Gardner Advertising
	<b>Pillsbury Mills, Inc.</b> (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	<b>Procter &amp; Gamble Co.</b> (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)		Benton & Bowles
	<b>Standard Brands, Inc.</b> (Coffee, Tea, Margarine)		J. Walter Thompson
	<b>Vick Chemical Co.</b> (Cold Remedies)		Morse International





# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Edsel Show	Ford Division of The Ford Motor Co. (Ford Automobiles)	CBS-TV	Foote, Cone & Belding
Edwards, Douglas, with the News	American Can Co. (Coca-Cola)	CBS-TV	Compton Adv. Inc.
	American Home Products Corp. (Anacin, Aero Shave, Flit)		Ted Bates & Co.
	Hazel Bishop, Inc. (Lipstix, Rouge, Nail Polish, Cleaners, Make- up, Hair Spray, Shik Detergent)		Raymond Spector Co.
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Ted Bates & Co.

## F

Famous Film Theatre	Yardley of London, Inc. (Cream, Bowl, Shaving, Cream, Perfumes, Soap, Cream, Milk, Cologne & other Yardley Products)	ABC-TV	N. W. Ayer & Son
Father Knows Best	Scott Paper Co. (Paper Napkins, Tissue, Paper Towels)	NBC-TV	J. Walter Thompson
	Lever Brothers Co. (Soap, Detergents, Shampoos)		J. Walter Thompson
Fisher, Eddie, Show of	Liggett & Myers Tobacco Co.	NBC-TV	McCann-Erickson
Ford Show (Tennessee Ernie Ford)	Ford Division of Ford Motors	NBC-TV	J. Walter Thompson
Ford Theatre	Ford Division, Ford Motor Co.	ABC-TV NBC-TV	J. Walter Thompson
Francis, Arlene, Show	Sterling Drug Inc. (Laver Asprin)	ABC-TV NBC-TV	Dancer-Fitzgerald-Sample
Fury	The Borden Co. General Foods Corp. (Post-Cereals)	NBC-TV	Benton & Bowles Benton & Bowles

## G

General Electric Theater	General Electric Co. (General)	CBS-TV	BBDO
Giant Step	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals, Spices, Dog Food)		BBDO
Gleason, Jackie, Show	Bulova Watch Co., Inc. (Bulova Watch)	CBS-TV	McCann-Erickson
	P. Lorillard Co. (Old Gold Cigarettes)		Lennen & Newell
Gobel, George, Show of	RCA and Whirlpool Seeger Corp.	NBC-TV	Kenyon & Eckhardt
Godfrey, Arthur, Show	American Home Products Corp. (Chet, How-Ar-Dar, Piedmont)	CBS-TV	Young & Rubicam
	Bristol-Myers Co. (Pan-Vitafin, Pan-Buffon)		Young & Rubicam



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Noxzema Chemical Co.</b> (Noxzema Skin Cream, Shave Cream, Suntan Lotion)		Sullivan, Stauffer, Colwell & Bayles
	<b>Radio Corp. of America &amp; Whirlpool Corp.</b> (Radio & TV Receivers, Recorders, Major Kitchen Appliances, Washers, Dryers, Air Conditioners)		Kenyon & Eckhardt
	<b>Sunbeam Corp.</b> (Small Electrical Household Appliances)		Perrin-Paus Co.
Conflict	<b>Chesebrough-Ponds, Inc.</b> ABC-TV (Vaseline)		J. Walter Thompson
Conquest	<b>Monsanto Chemical Co.</b> CBS-TV (Institutional)		Gardner Adv. Agency
Country Music Jubilee	<b>Williamson-Dickie Mfg. Co.</b> ABC-TV (Dickie-work & Casual Garments)		Evans & Associates
	<b>Whitehall Pharmacal Co.</b> (Anacin)		Ted Bates & Co.
Court of Last Resort Crosby, Bob	<b>P. Lorillard Co.</b> NBC-TV <b>Best Foods, Inc.</b> CBS-TV (Rit, Shinola, Nucoa)		Lennen & Newell Earle Ludgin & Co. Dancer-Fitzgerald-Sample
	<b>Brown &amp; Williamson Tobacco Corp.</b> (Viceroy Cigarettes)		Ted Bates Co.
	<b>General Mills, Inc.</b> (Flour, Baking Mixes, Breakfast Cereals)		Dancer-Fitzgerald-Sample
	<b>Gerber Products Co.</b> (Baby Foods)		D'Arcy Advertising Co.
	<b>Mentholatum Co.</b> (Deep Heat Rub)		J. Walter Thompson
	<b>Procter &amp; Gamble Co.</b> (Ivory Flakes, Spic & Span)		Compton Adv. Inc.
	<b>S.O.S. Co.</b> (Scouring Pads)		McCann-Erickson
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products)		McCann-Erickson
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products, Pard, Vigoro)		J. Walter Thompson
	<b>The Toni Co.</b> (Toni Home Permanent Wave, Cleansing Creams, Hair-Care, Products, Shampoo, Lipstick)		North Advertising
	<b>Wesson Oil &amp; Snowdrift Sales Co.</b> (Wesson Oil)		Fitzgerald Adv. Agency
Crossroads	<b>Chevrolet Motors</b> ABC-TV (Automobiles and Trucks)		Campbell-Ewald
Cummings, Bob, Show	<b>Chesebrough-Ponds, Inc.</b> NBC-TV (Facial Makeup, Creams, Lotions, Petroleum Jelly Vaseline)		McCann-Erickson
	<b>R. J. Reynolds Tobacco Co.</b> <b>Colgate-Palmolive Co.</b> CBS-TV (Brisk, Palmolive Soap, Halo)		William Esty Co. Carl S. Brown Co.
	<b>R. J. Reynolds Tobacco Co.</b> (Winston Cigarettes)		William Esty Co.



# COMMERCIAL TV PROGRAMS



TITLE

SPONSOR-PRODUCT

NETWORK

ADVERTISING AGENCY

## —D—

Daly, John, and the News	Finishes Division of E. I. du Pont de Nemours & Co., Inc. ABC-TV (Industrial Advertising)		BBDO
	Whitehall Pharmacal Co. (Aspirin)		Ted Bates & Co.
	American Chicle Co. (Kodak)		Ted Bates & Co.
	Bulova Watch Co. (Watches, Clocks, Pads, Electric Shavers)		McCann-Erickson
	Evinrude Motors, Division of Outboard Marine & Mfg. Co. (Outboard Motors)		The Cramer-Krasselt Co.
	General Cigar Company (White Owl Cigars, Hubert Palm Cigars & Cigarettes)		Young & Rubicam
	The Bon-Ami Company (Jet Food-Air)		Erwin Wasey, Ruthrauff & Ryan
	National Carbon Co. (Div. Union Carbide Corp.) (Presting, Anti-Friction, Eveready Batteries)		William Esty Co.
	U. S. Rubber Co. (Snow Tire)		Fletcher D. Richards
Damone, Vic, Show	General Motors Corp. CBS-TV Oldsmobile Division (Oldsmobile Automobiles)		D. P. Brother Co.
	Kellogg Company (Cereals, Dog Food)		Leo Burnett Co.
Date with the Angeles	Plymouth Motors Corp. ABC-TV (Plymouth Automobiles)		Grant Adv. Inc.
Dean, Jimmy, Show	Participating Sponsors CBS-TV		
December Bride	General Foods Corp. CBS-TV (Instant Maxwell House Coffee)		Benton & Bowles
Destiny	Ford Division of the Ford Motor Co. CBS-TV (Ford Automobile)		J. Walter Thompson
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles
Detective's Diary	Sterling Drug Co. NBC-TV (AYER Aspirin, Phillips Milk of Magnesia, Dr. Lyon's Toothpowder, Enclene Cleaning Fluid)		Dancer-Fitzgerald-Sample
Dick and the Duchess	Helene Curtis Industries CBS-TV (Squeeze, Spray, Neri)		Gordon Best, Inc.
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
Disneyland	American Dairy Assn. ABC-TV (Milk, Cream, Cheese, Butter, Cottage Cheese, Ice Cream, Evaporated Milk & Non-fat Milk)		Campbell-Mithun, Inc.
	Derby Foods, Inc. (Peter Pan Pearlut Butter, Butter's Churning Butter)		McCann-Erickson



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Kellogg Co.</b> (Cereals, Dog Food)		Leo Burnett Co.
	<b>Pillsbury Mills, Inc.</b> (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
Godfrey's, Arthur, Talent Scouts	<b>Thomas J. Lipton, Inc.</b> (Lipton's Tea, Lipton's Soup Mixes)	CBS-TV	Young & Rubicam
	<b>The Toni Co.</b> (Toni Home Permanent Wave, Paper-Mate Pens)		North Advertising
Godfrey, Arthur, Time	<b>American Home Products Corp.</b> (Chef Boy-Ar-Dee Products)	CBS-TV	Young & Rubicam
	<b>Armour &amp; Co.</b> (Meat & Poultry Products)		N. W. Ayer & Son
	<b>Bristol-Myers Co.</b> (Bufferin, Ban)		Young & Rubicam
	<b>Florida Citrus Commission</b> (Florida Citrus Products)		Benton & Bowles
	<b>General Foods Corp.</b> (Baker's Coconut, Minute Rice, Baker's Cocoa, Log Cabin Syrup, Good Season's Salad Dressing Mix)		Young & Rubicam
	<b>General Foods Corp.</b> (Swansdown Cake Flour, Baker's Coconut, Minute Potatoes, Frozen Fruits & Vegetables, Meat & Fruit Pies)		Young & Rubicam
	<b>Kellogg Co.</b> (Cereals, Dog Food)		Leo Burnett Co.
	<b>The Kendall Co.</b> <b>Bauer &amp; Black Division</b> (All Curity Products)		Leo Burnett Co.
	<b>Libby, McNeill &amp; Libby Co.</b> (Canned Fruits, Vegetables)		J. Walter Thompson
	<b>Mutual Benefit &amp; Accident Association of Omaha</b> (Insurance)		Bozell & Jacobs Inc.
	<b>Norwich Pharmacal Co.</b> (Pepto-Bismol, Unguentine)		Benton & Bowles
	<b>Peter Paul, Inc.</b> (Peter Paul Mounds, Almond Joy Candy Bars)		Dancer-Fitzgerald-Sample
	<b>Pharma-Craft Co.</b> (Coldene, Ting)		J. Walter Thompson
	<b>Pillsbury Mills, Inc.</b> (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
	<b>Scott Paper Co.</b> (Paper Towels, Napkins)		J. Walter Thompson
	<b>Sherwin-Williams Co.</b> (Super Kemtone, Kem Glo, SWP House Paint, Color Harmony Book)		Fuller & Smith & Ross
	<b>Simoniz Co.</b> (Ivalon Sponges, Hilite Furniture Polish)		Young & Rubicam



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Blue Seal, Blue Wax, Car Wax, Car Polish		
	<b>Singer Sewing Machine Co.</b> Sewing Machine Sewing, Adv. Machine Chairs		Young & Rubicam
	<b>Standard Brands, Inc.</b> (Royal, Cafatin, Duetant, Blue Bonnet, Margarine, Frogen, Orange Juice, Bunt's, Libby's, Burger-Is, Dog Meal)		Ted Bates Co.
Good Morning Graham, Billy, Crusade	<b>Participating Sponsors</b> <b>Billy Graham</b> (Institutional)	CBS-TV ABC-TV	Walter Bennett Co.
Guiding Light	<b>Procter &amp; Gamble Co.</b> (Baby Soap, Dial)	CBS-TV	Compton Adv. Inc.
Gunsmoke	<b>Liggett &amp; Myers Tobacco Co.</b> (L. F. M. Cigarettes)	CBS-TV	Dancer-Fitzgerald-Sample
	<b>Remington Rand, Inc.</b> (Remington Electric Shavers, Office Equipment)		Young & Rubicam



Harbourmaster	<b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes)	CBS-TV	Wm. Esty Co.
Have Gun—Will Travel	<b>American Home Products Corp.</b> (Anacin, Escalol, Milt's Ergoline, Intra-Dol)	CBS-TV	Ted Bates Co.
	<b>Lever Brothers Co.</b> (Wink, Litchey, Soap)		J. Walter Thompson
Heckle & Jeckle Cartoon Show	<b>Johnson &amp; Johnson</b> (Stam-in-Skin, Band-Aid)	CBS-TV	Young & Rubicam
	<b>Sweets Co. of America Inc.</b> (Tostitos Rolls)		George Eisen Inc.
Hey, Jeannie	<b>Procter &amp; Gamble Co.</b> (Dial, Dial Cream)	CBS-TV	Compton Adv. Inc.
High Adventure, with Lowell Thomas	<b>General Motors Corp.</b> (Delco Division) (Delco Products & United Motor Service)	CBS-TV	Campbell-Ewald Co.
Hitchcock, Alfred, Presents	<b>Bristol-Myers Co.</b> (Opina, Trithyolol, Suderm, Vitalis, Ban)	CBS-TV	Young & Rubicam
Hollywood Film Theatre	<b>Evinrude Motors</b> (Outboard Motors)	ABC-TV	Cramer-Krasselt Co.
	<b>5 Day Laboratories Products—Div. of Asso- ciated Products, Inc.</b> (5 Day Deodorant Paris)		Grey Advertising
Hotel Cosmopolitan	<b>Atlantis Sales Corp.</b> (Frothing, Nistand)	CBS-TV	J. Walter Thompson
	<b>Swift &amp; Co.</b> (Meal E. Poulay, Eradic, Margarine, Vigour, Pard Dog Food)		McCann-Erickson
	<b>The Toni Co.</b> (Toni Home Permanent Wash, Hair Care Products, Shampoo)		Tatham-Laird, Inc.



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Howdy Doody	Continental Baking Co. (Wonder Bread, Hostess Cakes)	NBC-TV	Ted Bates Co.
<b>I</b>			
I Love Lucy	Ford Division of The Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)		Young & Rubicam
	Gold Seal Co. (Glass Wax, Snowy Bleach)		Campbell-Mithun Inc.
	Procter & Gamble Co. (Lilt Home Permanent Wave, Fluffo)		Grey Advertising
	W. A. Sheaffer Pen Co. (Fountain Pens)		Russel M. Seeds Co. Inc.
I Could Be You	Alberto-Culver Co. (Alberto VO-5 Hair Dressing & Condition- ing; Other Hair Products)	NBC-TV	Geoffrey Wade Adv. Inc.
	American Home Products Corp. (Waxes, Polishes, Analgesics)		Geyer Adv. Inc.
	Brillo Mfg. Co. Inc. (Brillo Cleaning Pads, Cleanser)		J. Walter Thompson
	Brown & Williamson Tobacco Co. (Tobacco Products)		Keyes, Madden & Jones
	Chesebrough-Ponds Inc. (Vaseline, etc.)		J. Walter Thompson
	General Foods Co.		Young & Rubicam
	Lehn & Fink Products Corp.		McCann-Erickson
	Miles Laboratories (Alka-Seltzer, One- A-Day Vitamins)		Geoffrey Wade Adv. Inc.
	Mentholatum Co. Pharmaco, Inc. (Laxatives, "Chooz")		J. Walter Thompson Doherty, Clifford, Steers & Shenfield
	Procter & Gamble Co.		Dancer-Fitzgerald-Sample
I've Got a Secret	R. I. Reynolds Tobacco Co. (Winston Cigarettes)	CBS-TV	William Esty Co.
<b>J</b>			
Jim Bowie, Adventures of	Chesebrough-Ponds, Inc. (Vaseline Products, Cold Creams & Powders)	ABC-TV	McCann-Erickson
	American Chicle Co. (Dentyne, Clorets, Roloids, Beerman's Chiclets, Clove Chewing Gum)		Dancer-Fitzgerald-Sample
Jones, Spike, Show	Liggett & Myers Tobacco Co. (L & M Cigarettes)	CBS-TV	Dancer-Fitzgerald-Sample
<b>K</b>			
Kitty Foyle	Brillo Mfg. Co.	NBC-TV	J. Walter Thompson



## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
<b>Kraft Television Theater</b>	<b>Kraft Foods Co.</b> (Salad Dressings, Cheeses, Margarine, Jellies, Candies)	<b>NBC-TV</b>	<b>J. Walter Thompson</b>
<b>Kukla, Fran &amp; Ollie</b>	<b>The Gordon Baking Co.</b> (Silvercup Bread)	<b>ABC-TV</b>	<b>N. W. Ayer &amp; Son Inc.</b>
<b>Lassie</b>	<b>Campbell Soup Co.</b> (Campbell Soups, Baked Beans, V-8)	<b>CBS-TV</b>	<b>BBDO</b>
<b>Leave It to Beaver</b>	<b>Remington Rand, Inc.</b> (Remington Electric Shavers, Office Equipment)	<b>CBS-TV</b>	<b>Compton Adv. Inc.</b>
<b>Life of Riley, The Line-Up, The</b>	<b>Lever Brothers</b>	<b>NBC-TV</b>	<b>BBDO</b>
	<b>Brown &amp; Williamson Tobacco Corp.</b>	<b>CBS-TV</b>	<b>Fed Bates Co.</b>
	<b>Procter &amp; Gamble Co.</b> (Cheer)		<b>Young &amp; Rubicam</b>
<b>Linkletter's, Art, House Party</b>	<b>Campbell Soup Co.</b> (Campbell Soups, Frozen Foods)	<b>CBS-TV</b>	<b>Leo Burnett Co.</b>
	<b>Kellogg Co.</b> (Cereals, Dog Food)		<b>Leo Burnett Co.</b>
	<b>Lever Brothers Co.</b> (Rinso, Lux Liquid, Good Luck Margarine)		<b>BBDO</b>
	<b>Pillsbury Mills, Inc.</b> (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		<b>Leo Burnett Co.</b>
	<b>Simoniz Co.</b> (Ivalon Sponges, Multi- Furniture Polish, Non- Scauff Floor Wax, Car Wax, Car Polish)		<b>Young &amp; Rubicam</b>
	<b>A. E. Staley Co.</b> (Sta-Flo Liquid Laundry Starch, Pro-myl, Sta-Plut)		<b>Erwin Wasey, Ruthrauff &amp; Ryan</b>
	<b>Standard Brands, Inc.</b> (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		<b>J. Walter Thompson</b>
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products, Margarine, Vigor, Pard Dog Food)		<b>McCann-Erickson</b>
	<b>The Toni Co.</b> (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		<b>North Advertising</b>
<b>Lone Ranger, The</b>	<b>General Mills, Inc.</b> (Cereals, Wheaties, Kix)	<b>CBS-TV</b>	<b>Dancer-Fitzgerald Sample</b>
	<b>Nestle Co. Inc.</b> (Nestle's Quik, Chocolate Bars, Sem- Sweet Morsels)		<b>McCann-Erickson</b>
<b>Lone Ranger</b>	<b>General Mills, Inc.</b> (Cereals, Flours, Baking Mixes, Frosting Mixes)	<b>ABC-TV</b>	<b>Dancer-Fitzgerald-Sample</b>





# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Swift &amp; Co. Inc.</b> (Meat and Poultry Products)		McCann-Erickson
Love of Life	<b>American Home Products Corp.</b> (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)	CBS-TV	Ted Bates Co.
Lux Show, The, with Rosemary Clooney	<b>Lever Brothers Co.</b> (Lux Products)	NBC-TV	J. Walter Thompson
<b>M</b>			
M Squad	<b>American Tobacco Co.</b> (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell, Bayles
MacKenzie, Gisele, Show	<b>Hazel Bishop</b> (Cosmetics)		Raymond Spector
	<b>Schick, Inc.</b> (Electric Shavers)	NBC-TV	Benton & Bowles
	<b>Scott Paper Co.</b> (Paper Napkins, Towels, etc.)		J. Walter Thompson
Maverick	<b>Kaiser Industries Corp.</b> (Aluminum, Steel, Gypsum, Cement Products, Trucks and Automobiles, Hotels & Jeeps)	ABC-TV	Young & Rubicam
Medical Horizons	<b>Ciba Pharmaceutical Products</b> (Institutional Advertising)	ABC-TV	J. Walter Thompson
Meet McGraw	<b>Procter &amp; Gamble</b> (Tide, Lilt, Prell, Gleem)	NBC-TV	Benton & Bowles
Meet the Press	<b>Pan American World Airways, Inc.</b>	NBC-TV	J. Walter Thompson
Mickey Mouse Club	<b>Am-Par Record Corp.</b> (Phonograph Records)	ABC-TV	Buchanan & Co.
	<b>Armour &amp; Co.</b> (Sausage & Sausage Products, Beef Stew, Corned Beef Hash, Chili Con Carne, Treet, Meat Spreads)		Tatham-Laird, Inc. N. W. Ayer & Son
	<b>Bristol Myers Co.</b> (Ipana Toothpaste)		Doherty, Clifford, Steers & Shenfield
	<b>General Foods Corp.</b> (Baker's Cocoa, Baker's Chocolate (excluding candy) Frosting & Chocolate Products)		Young & Rubicam
	<b>The Carnation Co.</b> (Milk Products, Cheese, Ice Cream, Frozen Meats & Vegetable Pies)		Erwin Wasey, Ruthrauff & Ryan
	<b>General Mills, Inc.</b> (Breakfast Cereals)		Dancer-Fitzgerald-Sample
	<b>Gold Seal Co.</b> (Glass Wax, Christmas Stencils, Glass Wax Metal Cleaner, Snowy Bleach)		Campbell-Mithun, Inc.
	<b>Mars, Inc.</b> (Candies (exclusive of confections, other than candies)		Knox Reeves Advertising



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Minnesota Mining</b> (Adhesives, Abrasives, Gift Wrap Ribbon)		BBDO
	<b>Mattel, Inc.</b> (Toys)		Carson-Roberts, Inc.
	<b>SOS</b> (Scouring Powders, Tuffy & Soft-Off)		McCann-Erickson
	<b>Miles Laboratories, Inc.</b> (Biotin, One A-Day brand Vitamins)		Geoffrey Wade Adv.
	<b>The Coca-Cola Co.</b> (Coca-Cola)		McCann-Erickson
	<b>Pillsbury Mills, Inc.</b> (Flour, Frozen, Refrigerated & Dry Mix Products)		Leo Burnett Co.
<b>Mighty Mouse Playhouse</b>	<b>Colgate-Palmolive Co.</b> (Colgate Dental Cream)	<b>CBS-TV</b>	Ted Bates Co.
	<b>General Foods Corp.</b> (Post's Cereals)		Benton & Bowles
<b>Millionaire, The</b>	<b>Colgate-Palmolive Co.</b> (Palmolive Rapid Shave, Shave Creams, After Shave Lotion, Colgate Dental Cream, Vell Liquid)	<b>CBS-TV</b>	Ted Bates Co.
<b>Mitchell, Guy</b>	<b>Max Factor Co.</b> (Pancake Make-Up, Pan-stick, Seb's Erase, Lipsticks, Nail Polishes, Curl Control, Creme Puff Make-Up, Hi-Fi Fluid Make-Up)	<b>ABC-TV</b>	Anderson-McConnell Adv.
<b>Modern Romances</b>	<b>Brillo Mfg. Co.</b> (Brillo Clearing Pads Cleaner)	<b>NBC-TV</b>	J. Walter Thompson
	<b>Corn Products Refining Co.</b> (Mazola, Karo, Kaffee-Bisco)		McCann-Erickson
	<b>Kraft Foods</b> (Cheeses, Spreads, Jellies, Candies, Salad Dressing, Fruit Drinks, Margarine and Kraft Dinner)		J. Walter Thompson
	<b>Sterling Drug Co.</b> (Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Engine Cleaning & Lighter Fluid)		Dancer-Fitzgerald-Sample
<b>Moore, Garry, Show</b>	<b>Best Foods, Inc.</b> (Hellmann's Mayonnaise, Rat Shunoff)	<b>CBS-TV</b>	Earle Ludgin & Co. Dancer-Fitzgerald-Sample
	<b>Bird &amp; Son, Inc.</b> (Flooring & Roving Material)		Humphrey, Alley & Richards, Inc.
	<b>CBS-Hytron</b> (Tubes)		Bennett & Northrop, Inc.
	<b>California Packing Co.</b> (Del Monte Products)		McCann-Erickson
	<b>Campbell Soup Co.</b> (Franco-American Spaghetti, Campbell Soups)		Leo Burnett Co.
	<b>Dow Chemical Co.</b> (Saran Wrap)		MacManus, John & Adams



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Florida Citrus Commission</b> (Florida Citrus Products)		<b>Benton &amp; Bowles</b>
	<b>General Foods Corp.</b> (Log Cabin Syrup, Minute Rice, Dream Whip, Baker's Coconut)		<b>Benton &amp; Bowles</b>
	<b>General Mills, Inc.</b> (Flour, Mixes, Cereals, Sponges)		<b>Dancer-Fitzgerald-Sample</b>
	<b>General Motors Corp. (Chevrolet Division)</b> (Chevrolet Automobiles)		<b>Campbell-Ewald Co.</b>
	<b>Gerber Products Co.</b> (Baby Foods)		<b>D'Arcy Advertising</b>
	<b>Hoover Co.</b> (Vacuum Cleaners, Floor Polishers, Irons)		<b>Leo Burnett Co.</b>
	<b>Johnson &amp; Johnson</b> (Baby Products, Surgical Dressings, Baby Shampoo)		<b>Young &amp; Rubicam</b>
	<b>Lever Brothers Co.</b> (Rinso, Lux Liquid, Good Luck Margarine)		<b>J. Walter Thompson</b>
	<b>Libby, McNeill &amp; Libby Co.</b> (Canned Fruits, Vegetables)		<b>J. Walter Thompson</b>
	<b>Nestle Co. Inc.</b> (Ever Ready Cocoa, Quik, Morsels, Chocolate Products, Nestle's Instant Coffee, Nestea)		<b>McCann-Erickson</b>
	<b>Pittsburgh Plate Glass Co. (Paint Division)</b> (Paints)		<b>Maxon, Inc.</b>
	<b>S.O.S. Co.</b> (Scouring Pads)		<b>McCann-Erickson</b>
	<b>A. E. Staley Co.</b> (Sta-Flo Liquid Laundry Starch, Sweetose Table Syrup, Sta-Puf)		<b>Erwin Wasey, Ruthrauff &amp; Ryan</b>
	<b>Sunshine Biscuits, Inc.</b> (Biscuits, Crackers)		<b>Cunningham &amp; Walsh</b>
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products)		<b>McCann-Erickson</b>
	<b>Swift &amp; Co.</b> (All Meat & Poultry Products, Pard, Vigoro)		<b>J. Walter Thompson</b>
	<b>The Toni Co.</b> (Toni Home Permanent Wave, Hair-Care Products, Cleansing Creams, Shampoo, Lipstick)		<b>North Advertising</b>
	<b>Vick Chemical Co.</b> (Cold Remedies)		<b>Morse International</b>
	<b>Yardley &amp; Co. Ltd.</b> (English Lavender Soap, Bath Oil, Dusting Powder)		<b>N. W. Ayer &amp; Son</b>
<b>Mr. Adams and Eve</b>	<b>Colgate-Palmolive Co.</b> (Lustre-Creme Shampoo, Spray Net, Ajax)	<b>CBS-TV</b>	<b>Lennen &amp; Newell, Inc.</b>
	<b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes)		<b>William Esty Co.</b>



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Munsel, Patrice, Show	Buick Motors Div. Frigidaire Div. Wash. Machines Stamps Auto Insurance Tires, Frigidaire Electronics - Bangor Food Products - Diet Machinery, Kwik-Air Conditioners - Whirlpools Lenses - International Washers - Eureka	ABC-TV	Kudner Agency
My Favorite Husband	American Tobacco Co. Cigarettes - Winston Tobacco	CBS-TV	BBDO
My Friend Flicka	Colgate-Palmolive Co. Colgate Dental Cigarettes - Atlas Fertilizer - Atlas	CBS-TV	Lennen & Newell

## N

NBC Matinee Theater	Chesebrough-Ponds Kraft Foods Procter & Gamble	NBC-TV	J. Walter Thompson J. Walter Thompson Benton & Bowles
Name That Tune	American Home Products Corp. Kellogg Company General Foods	CBS-TV	Ted Bates Co. Leo Burnett Co.
Navy Log	Whitehall Pharmacal Co. Zinc National Carbon Co. (Div. Union Carbide Corp.) Apostrophe Eureka American Tobacco Co. U. S. Rubber Co. The Key - Sh... Finger Products - Martin Kansoats - Rubber Prod. C.H. Little - Kaviton Mattresses - Gordon Tape Sprays - Florence Milkmaid	ABC-TV	Ted Bates Co. William Esty Co. Sullivan, Stauffer, Colwell & Bayles Fletcher D. Richards, Inc.
	Bulova Watch Co. Watches - Bulova Cavalry - Bulova		McCann-Erickson

## O

Oh! Susanna	Nestle Co. Inc. Nestle Helene Curtis Industries (Surgic - Kimbrell Toiletries)	CBS-TV	Bryan Houston, Inc. Edward H. Weiss Co.
Omnibus	Aluminum Limited Sales Inc. Union Carbide Corp. Aluminum Ltd., Inc. Aluminum Products Co. Inc. Union Carbide & Carbon Corp. Anti-Freeze - Fluor... Fertilizer - Fertilizer Insect Repellent Agricultural Chemicals	NBC-TV ABC-TV	J. Walter Thompson J. M. Mathes, Inc. J. Walter Thompson J. M. Mathes, Inc.



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
O.S.S.	<b>The Mennen Co.</b> (Men's & Women's Toiletries, Baby Products)	ABC-TV	McCann-Erickson
	<b>Bulova Watch Co.</b> (Watches, Clocks, Radios, Electric Shavers)		McCann-Erickson
Our Miss Brooks	<b>Best Foods, Inc.</b> (Hellmann's Mayonnaise, Nucoa)	CBS-TV	Dancer-Fitzgerald-Sample
	<b>General Mills, Inc.</b> (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	<b>Gerber Products Co.</b> (Baby Foods)		D'Arcy Advertising
	<b>Johnson &amp; Johnson</b> (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	<b>Nestle Co. Inc.</b> (Quik, Nestea)		McCann-Erickson
Ozark Jubilee (Country Music Jubilee)	<b>American Chicle</b> (Dentyne, Beemans & Clove Chewing Gum, Roloids & Chicklets)	ABC-TV	Ted Bates Co.
	<b>Eastman Kodak Co.</b> (Still and Motion Picture Films, Cameras and Projectors; Articles, Equipment & Accessories)	ABC-TV	J. Walter Thompson

## — P —

Pantomime Quiz	<b>American Oil Co.</b> (Amoco-Gas, Super Permalube Motor Oil) (East)	CBS-TV	The Joseph Katz Co.
	<b>Hamm Brewing Co.</b> (Beer) (Midwest)		Campbell-Mithun, Inc.
	<b>Time, Inc.</b> (Life Magazine) (Coast to Coast)		Young & Rubicam
People Are Funny	<b>R. J. Reynolds Tobacco Co.</b>	NBC-TV	William Esty Co.
	<b>The Toni Co.</b> (Home Permanents, Deodorants, etc.)		North Advertising
People's Choice	<b>The Borden Co.</b> (Instant Coffee, Starlac, Ice-cream, Dairy Products)	NBC-TV	Young & Rubicam
	<b>American Home Products Corp.</b> (Foods, Spaghetti, Meat Balls, Ravioli, etc.)		Young & Rubicam
	<b>Libbey-Owens-Ford Glass Company</b> (Auto Safety Glass, etc.)		
Perry Mason	<b>National Carbon Co. Inc.</b> (Prestone Anti-Freeze & Eveready Products)	CBS-TV	Fuller & Smith & Ross
	<b>Purex Corp.</b> (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		William Esty Co.
			Edward H. Weiss Co.

# COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Person to Person	American Oil Co.	CBS-TV	The Joseph Katz Co.
	Hamm Brewing Co.		Campbell-Mithun, Inc.
	Time, Inc.		Young & Rubicam
Playhouse 90	Allstate Insurance Co.	CBS-TV	Leo Burnett Co.
	American Gas Association		Lennen & Newell, Inc.
	Bristol-Myers Co.		BBDO
	Kimberly-Clark Corp.		Foote, Cone & Belding
	Philip Morris, Inc.		Leo Burnett Co.
	Ronson Corp.		Norman, Craig & Kummel
	Singer Sewing Machine Co.		Young & Rubicam
Powell's, Dick, Zane Grey Theatre	Ford Division of the Ford Motor Co.	CBS-TV	J. Walter Thompson
	General Foods Corp.		Benton & Bowles
Price Is Right, The	Alberto-Culver Co.	NBC-TV	Geoffrey Wade Advertising
	Chesebrough-Ponds, Inc.		J. Walter Thompson
	General Foods Corp.		Young & Rubicam
	Lever Brothers Co.		BBDO
	The Mentholatum Co.		J. Walter Thompson
	Miles Laboratories, Inc.		Geoffrey Wade Advertising
	S.O.S. Company		McCann-Erickson
	Starkist Tuna		Honig-Cooper
	Sterling Drug, Inc.		Dancer-Fitzgerald-Sample
	RCA		Kenyon & Eckhardt, Inc.
Spiedel Corp.	Norman, Craig & Kummel		
Private Secretary	American Tobacco Co.	CBS-TV	BBDO
	Lever Brothers		Ogilvy, Benson & Mather
	W. A. Sheaffer Pen Co.		Russel M. Seeds Co.



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Pro Football Games, Baltimore Colts	National Brewing Co. of Michigan (National Bohemian & Alters Golden Lager Beer)	CBS-TV	W. B. Doner & Co.
Pro Football Games Baltimore Colts	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games Chicago Cards-Bears	American Liberty Oil Co. (Amlico Gasoline)		Taylor Norsworthy, Inc.
Pro Football Games, Chicago Cards-Bears	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample
Pro Football Games, Chicago Cards-Bears	Pan American Oil Co. (Gasoline and Oil)		The Joseph Katz Co.
Pro Football Games, Chicago Cards-Bears	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Chicago Cards-Bears	Standard Oil Co. of Indiana (Gasoline and Oil)		D'Arcy Advertising
Pro Football Games, Detroit Lions	Goebel Brewing Co. (Beer)		Campbell-Ewald Co.
Pro Football Games, Detroit Lions	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Detroit Lions	Speedway Petroleum Corp. (Products & Services for Speedway)		W. B. Doner & Co.
Pro Football Games, Green Bay Packers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Green Bay Packers	Pabst Brewing Co. (Pabst Beer)		Leo Burnett Co.
Pro Football Games, Los Angeles Rams- San Francisco '49ers	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample
Pro Football Games, Los Angeles Rams- San Francisco '49ers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, New York Giants	P. Ballantine & Sons (Beer)		William Esty Co.
Pro Football Games, New York Giants	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Philadelphia Eagles	P. Ballantine & Sons (Beer)		William Esty Co.
Pro Football Games, Philadelphia Eagles	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Pittsburgh Steelers	Duquesne Brewing Co. (Beer)		Vic Maitland Associates
Pro Football Games, Pittsburgh Steelers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Washington Redskins	American Oil Co. (Amoco Gas, Super Permalube Motor Oil)		The Joseph Katz Co.
Pro Football Games, Washington Redskins	Pan American Oil Co. (Gasoline and Oil)		Joseph Katz Co.
Pro Football Games, Washington Redskins	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Kickoff	American Home Products Corp. (Anacin)	CBS-TV	Ted Bates Co.
	Carter Products, Inc. (Instant Rise Shaving Cream)		Sullivan, Stauffer, Colwell & Bayles
	National Carbon Co. Inc. (Prestone Anti-Freeze and Eveready Products)		William Esty Co.
Professional Hockey Games	Carling Brewing Co. Inc. (Red Cap Ale)	CBS-TV	Lang, Fisher & Stashower, Inc.





# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
<b>Q</b>			
Queen for a Day	Alberto-Culver Co. (Alberto VO-5 Hair Lotions, Conditioner, Other Hair Products)	NBC-TV	Geoffrey Wade Adv. Inc.
	American Home Products Corp. (Waxes, Polishes, Whitens, Koson, Detergent, Easy- Oil, Oven Cleaner)		Geyer Advertising
	Brown & Williamson Tobacco Co.		Keyes, Madden & Jones
	Corn Products Refining Co. (Corn Starches, Salad Cooking Oil, Kaffee Lug Food)		C. L. Miller Co.
	Chesebrough-Ponds The Mentholatum Co. (Mentholatum Products)		J. Walter Thompson J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, Oval- A Day, Harmonol)		Geoffrey Wade Adv. Inc.
	Procter & Gamble Co. (Flour, Cocoa, Liquidation, Chalkboards, Detergents)		Dancer-Fitzgerald-Sample
	Slenderella Systems, Inc. (Slenderella Saunas and Restoring Plan)		Management Associates of Conn, Inc.
	S.O.S. Company (SOS Sponging Pads)		McCann-Erickson
	Standard Brands, Inc. (Coffee, Tea, Desserts, Margarine, Dog Food)		Ted Bates Co.
	Toni Co. (Hair Care and Cosmetics Products, Deep Massage)		North Advertising
	Welch Grape Juice Co. (Grape Juice and Drink, Jellies)		Richard K. Manoff Adv.
<b>R</b>			
Real McCoys	Sylvania Electric Products Inc. (Fluorid, TV Sets, Hi-Fi, Radio Sets, Cameras, Camera Equip- ment, Radiographs, Radio C, TV Tubes, Light Bulbs)	ABC-TV	J. Walter Thompson
Restless Gun	Warner-Lambert, Inc. (Laxatives, Bromo- Seltzer, Analgesic)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
Richard Diamond, Private Detective	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
Rin Tin Tin	National Biscuit Co. (Wheat Flour, Raisin Honey, Shredded Wheat, Zwieback, Toasts, Pretzels, Potato Chips, Pale Mixes, Waffle Mix, Rusk, Crackers, Biscuits, Cracker Meal, Cookies)	ABC-TV	Kenyon & Eckhardt, Inc.



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rountree, Martha, Press Conference	Cereals, Pancake Mix, Cakes, Dates, Animal Foods, Bread & Rolls) <b>Corn Products Refining Co.</b> (Mazola Salad Oil, Cooking Oil, Karo, Bosco, Nu-Soft Fabric Softener & Kasco Dog Food)	ABC-TV	C. L. Miller

## —S—

Saber of London	<b>Sterling Drug Co.</b> (Haley's M.O., Fletcher's Castoria, Fizrin)	NBC-TV	Dancer-Fitzgerald-Sample
Sally Show, The	<b>The Chemstrand Corp.</b> (Synthetic Fibers) <b>Royal McBee Corp.</b> (Typewriters, Office Machines)	NBC-TV	Doyle Dane Bernbach Young & Rubicam
Schlitz Playhouse	<b>Schlitz Brewing Co.</b> (Schlitz Beer)	CBS-TV	J. Walter Thompson
Scotland Yard	<b>General Foods Corp.</b> (Instant Sanka)	ABC-TV	Young & Rubicam
Search for Tomorrow	<b>Procter &amp; Gamble Co.</b> (Joy, Spic & Span, Gleem)	CBS-TV	Leo Burnett Co.
Secret Storm	<b>American Home Products Corp.</b> (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heet)	CBS-TV	Ted Bates Co.
See It Now	<b>Pan American Airways</b> (Air Travel)	CBS-TV	J. Walter Thompson
Sergeant Preston of the Yukon	<b>Quaker Oats Co.</b> (Breakfast Foods)	CBS-TV	Wherry, Baker & Tilden
Shore, Dinah, Chevy Show, The	<b>Chevrolet Motor Div.</b>	NBC-TV	Campbell-Ewald Co.
Shower of Stars	<b>Chrysler Corp.</b> (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Silvers, Phil, Show	<b>Amana Refrigeration, Inc.</b> (Refrigeration Equipment) <b>Procter &amp; Gamble Co.</b> (Joy) <b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes) <b>J. B. Williams Co.</b> (Shave Cream, After Shave Lotion)	CBS-TV	Maury, Lee & Marshall Leo Burnett Co. William Esty Co. J. Walter Thompson
Sinatra, Frank, Show	<b>Bulova Watch Co.</b> (Watches, Clocks, Radios, Electric Shavers) <b>Liggett &amp; Myers Co.</b> (Chesterfield, L&M, Oasis Cigarettes)	ABC-TV	McCann-Erickson
Sir Lancelot	<b>Kellogg Company</b> (Breakfast Cereals, Dog Foods, Soft Drinks) <b>The Wander Company</b> (Ovaltine)	ABC-TV	Leo Burnett Co. Tatham-Laird, Inc.
\$64,000 Challenge, The	<b>P. Lorillard Co.</b> (Kent Cigarettes)	CBS-TV	Young & Rubicam



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
\$64,000 Question, The	Revlon, Inc. (All Revlon Products)		BBDO
	Revlon, Inc. (All Revlon Products)	CBS-TV	BBDO
Skelton, Red, Show	S. C. Johnson & Son, Inc. (Johnson Wax Consumer Products)	CBS-TV	Foote, Cone & Belding
	Per Milk Co. (Eggs and Milk Milk Products)		Gardner Adv. Agency
Spotlight Playhouse	S. C. Johnson & Son, Inc. (Johnson Wax Consumer Products)	CBS-TV	Foote, Cone & Belding
SRO Playhouse	American Home Products Corp. (Ampm, Fooda-Bite, Freezies, Infra-Bite)	CBS-TV	Ted Bates Co.
	Helene Curtis Industries (Spray, Net, Foam, Suede)		Earle Ludgin & Co.
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Colgate Liquid Soap, Listerine Crown Shampoos, Palmolive Soap, Brick, Flonaid and Vit-E-Cosmetics)	CBS-TV	Ted Bates Co.
	Westinghouse Electric Corp. (Westinghouse Kitchen Appliances, Radios, TV Sets, Turbines, Home Motors)	CBS-TV	McCann-Erickson
Sugarfoot	American Chicle Co. (Chiclets, Chirons, Gum, Bonman's Chewing Gum, Chirons and Chirons Chewing Gum)	ABC-TV	Ted Bates Co.
	National Carbon Co. (Div. Union Carbide Corp.) (Fire, Gas, Air, Fuel, Freon, and Boronics)		William Esty Co.
	Whitehall Pharmacal Co. (Anacin)		Ted Bates Co.
	Seven-Up Company (7-Up)		J. Walter Thompson Co.
	Bu'ova Watch Company (Watches, Clocks, Radios, Electric Shavers)		McCann-Erickson
	Sullivan, Ed, Show	Eastman Kodak Co. (All Products)	CBS-TV
Mercury Division of The Ford Motor Co. (Mercury Automobiles)			Kenyon & Eckhardt Inc.
Sunday News Special	American Home Products Corp. (Ampm, Fooda-Bite, Freezies)	CBS-TV	Ted Bates Co.
	Carter Products, Inc. (Acid, Rice, Carter Lava, Will)		Ted Bates Co.
	Pharmaceuticals, Inc. (Cantel, Nitro, Tamin, RDX)		Edward Kletter Associates, Inc.



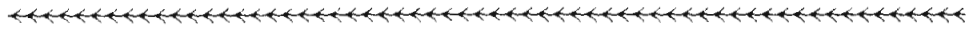
## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Superman	<b>Kellogg Company</b> (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
	<b>The Sweets Co. of America</b> (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		Henry Eisen Advertising
Suspicion	<b>Ford Division</b> <b>Ford Motor Co.</b> <b>Philip Morris &amp; Co.</b>	NBC-TV	J. Walter Thompson N. W. Ayer & Son
<b>T</b>			
Tales of the Texas Rangers	<b>General Mills, Inc.</b> (Ready-To-Eat Cereals, Dog Food, Baking Mixes, Frostings)	CBS-TV	Tatham-Laird, Inc.
	<b>Sweets Company of America</b> (Tootsie Rolls)		George Eisen, Inc.
	<b>Flav-R-Straws</b> (Flav-R-Straws)	ABC-TV	Erwin Wasey, Rathrauff & Ryan
Tales of Wells Fargo	<b>The Sweets Co. of America</b> (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		Henry Eisen Advertising
	<b>American Tobacco Co.</b> (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>Buick Motor Division of General Motors</b>		Kudner Agency, Inc.
Telephone Time	<b>Bell Telephone</b> (Institutional)	ABC-TV	N. W. Ayer & Son, Inc.
Telephone Time with John Nesbitt	<b>Bell Telephone System</b> (Bell Telephone Service)	CBS-TV	N. W. Ayer & Son, Inc.
Temple, Shirley, Fairytales	<b>John H. Breck, Inc.</b> <b>Hills Brothers Coffee, Inc.</b> <b>National Dairy Products Co.</b>	NBC-TV	N. W. Ayer & Son, Inc. N. W. Ayer & Son, Inc. N. W. Ayer & Son, Inc.
Thin Man, The	<b>Colgate-Palmolive Co.</b> (Toothpaste, Soap Detergent, Cleanser, Shaving Cream and Halo)	NBC-TV	Ted Bates & Co.
This Is Galen Drake	<b>The Best Foods, Inc.</b> (Sippy Peanut Butter, Nucoa Margarine)	ABC-TV	Guild, Bascom & Bonfigli
This Is Your Life	<b>Procter &amp; Gamble Co.</b> (Soaps, Shampoos, Cleanser, Dentfrices)	NBC-TV	Compton Advertising Inc.
Thomas, Danny, Show	<b>Armour &amp; Co.</b> (Dial Soap & Shampoo)	ABC-TV	Foote, Cone & Belding
	<b>Kimberly-Clark Co.</b> (Kleenex)		Foote, Cone & Belding
	<b>General Foods Corp.</b> (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Young & Rubicam
Those Whiting Girls	<b>General Foods Corp.</b> (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Young & Rubicam



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Max Factor &amp; Co.</b> (Max Factor Makeup, Lipstick, Hair Spray, Shampoo)		Anderson-McConnell Adv. Agency
<b>Tic Tac Dough</b>	<b>Church &amp; Dwight Co. Inc.</b> (Baking Soda) <b>Kraft Foods Co.</b> (Cheeses, Jellies, Salad Dressing, Candy, Fruit Drink, Margarine, Kraft Dinner) <b>Procter &amp; Gamble Co.</b> (Detergents, Soaps) <b>S.O.S. Co.</b> (SOS Scouring Pads, etc.) <b>Standard Brands, Inc.</b> (Margarine, Soap, Coffee, Tea, Loyal Detergent) <b>RCA</b> (TV Sets, Radios, Record Players) <b>Warner-Lambert Inc.</b> (Cotton Candy, Seitzler, Richard Hudnut Hair Line) <b>Starkist Tuna Fish Toni Co.</b> (Hair Care Products, Deep Moist Skin Cream)	NBC-TV	J. Walter Thompson J. Walter Thompson Dancer-Fitzgerald-Sample McCann-Erickson Ted Bates & Co. Kenyon & Eckhardt Lennen & Newell Honig-Cooper North Advertising
<b>To Tell the Truth</b>	<b>Pharmaceuticals, Inc.</b> (Cantil, Niron, Zarolin, RDX)	CBS-TV	Edward Kletter Associates Parkson Adv. Agency Inc.
<b>Today</b>	<b>Participating Sponsors</b>	NBC-TV	
<b>Tombstone Territory</b>	<b>Bristol Myers Co.</b> (Headache Remedy, Deodorants, Laxative, Conditioner, Hair Preparations, Hand Preparations)	ABC-TV	Young & Rubicam
<b>Top Tune &amp; New Talent</b>	<b>Dodge Div. &amp; Plymouth Div. Chrysler Corp.</b> (Dodge & Plymouth Automobiles)	ABC-TV	Grant Advertising Co.
<b>Trackdown</b>	<b>American Tobacco Co.</b> (Lucky Strike Cigarettes) <b>Socony-Mobil Oil Co.</b> (Socony Products)	CBS-TV	BBDO Compton Advertising
<b>Treasure Hunt</b>	<b>Sterling Drug, Inc.</b> (Haley's M.O., Hettner's Castoria, Fizze)	NBC-TV	Dancer-Fitzgerald-Sample
<b>Treasure Hunt</b>	<b>Mogen David</b> (Wine Products)	ABC-TV	Edward H. Weiss Co.
<b>True Story</b>	<b>Sterling Drug Co.</b> (Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyon's Toothpowder, Enzyme Cleaning Fluid)	NBC-TV	Dancer-Fitzgerald-Sample
<b>Truth or Consequences</b>	<b>Alberto-Culver Co.</b> (Alberto VO-5 Hair Dressing Product) <b>American Home Products Corp.</b> <b>General Foods Corp.</b> <b>Lehn &amp; Fink Products Corp.</b> (Lysol)	NBC-TV	Geoffrey Wade Adv. Inc. Geyer Advertising Young & Rubicam McCann-Erickson



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Lever Brothers Co.</b> (Detergents, Magarine, Soap)		BBDO
	<b>Miles Laboratories Inc.</b> (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Adv.
	<b>Sterling Drug Inc.</b> (Haley's M-O, Fletcher's Castoria, Fizrin)		Dancer-Fitzgerald-Sample
Turn of Fate	<b>Aluminum Corp. of America</b>	NBC-TV	Fuller & Smith & Ross Young & Rubicam
Twentieth Century	<b>Goodyear Tire &amp; Rubber Co.</b>		
	<b>Prudential Insurance Co. of America</b> (Insurance)	CBS-TV	Reach, McClinton & Co.
20th Century-Fox Hour	<b>General Electric Co.</b> (General Electric Appliances)	CBS-TV	Young & Rubicam
	<b>Revlon, Inc.</b> (All Revlon Products)		C. J. LaRoche & Co.
Twenty-One	<b>Pharmaceuticals, Inc.</b> (Geritol, Sominex, RDX)	NBC-TV	Parkson Adv. Agency

## — U —

Undercurrent	<b>Brown &amp; Williamson Tobacco Co.</b> (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
	<b>Procter &amp; Gamble Co.</b> (Cheer)		Young & Rubicam
United States Steel Hour, The	<b>United States Steel Corp.</b> (Institutional)	CBS-TV	BBDO

## — V —

Valiant Lady	<b>General Mills, Inc.</b> (Cold Medal Flour, Pie Crust Mix, Softasilk, Bisquick)	CBS-TV	Dancer-Fitzgerald-Sample
	<b>Nestle Co. Inc.</b> (Nestle's Quik, Chocolate Bars, Semi-Sweet Morsels)		McCann-Erickson
	<b>Standard Brands Inc.</b> (Tenderleaf Tea)		J. Walter Thompson
	<b>The Toni Co.</b> (Prom, White Rain Shampoo)		Tatham-Laird Inc.
	<b>Wesson Oil &amp; Snowdrift Sales Co.</b> (Wesson Oil)		Fitzgerald Adv. Agency
Verdict Is Yours, The	<b>Atlantis Sales Corp.</b> (French's Mustard)	CBS-TV	J. Walter Thompson
	<b>General Mills, Inc.</b> (Flour, Baking Mixes, Breakfast Cereals)		Dancer-Fitzgerald-Sample
	<b>Libby McNeill &amp; Libby Co.</b> (Canned Fruits, Vegetables)		J. Walter Thompson



# COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
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	<b>The Toni Co.</b> (Clay Doves, Laminated Wax, Hair Wash, Hair Cream, Hair Conditioner, Shampoo, Lotions)		North Advertising
	<b>Swift &amp; Co.</b> (All Meat & Poultry, Margarine, Sausages, Pork Lard, Lard)		McCann-Erickson
Vise, The	<b>Sterling Drug, Inc.</b> (Clay's Aspirin, Pungent Saline, Magnesium & Potassium, D.D. & Valium, Tooth Paste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	<b>Firestone Tire &amp; Rubber Co.</b> (Clubs, Tubs, Fenders, Valves, All Other Products Made by Firestone Tire & Rubber Co.)	ABC-TV	Sweeney & James Co.

## — W —

Wagon Train	<b>The Drackett Co.</b> (Tires, Wagon, Lumber)	NBC-TV	Young & Rubicam
	<b>Edsel Division of Ford Lewis Howe Co.</b> (Tires)		Foote, Cone & Belding McCann-Erickson
Wednesday Night Fights	<b>Pabst Brewing Co.</b> (Pilsener, Ale & Beer, Stout, Lager Beer)	ABC-TV	Leo Burnett Co.
	<b>The Mennen Company</b> (Mentholated Shave Cream, Lintol, Lintol and Lintol Shave Pre-Moisturizer, After Shave Lotion, Shampoos, Gels, Toilet and Hand Aftershave, Toilet Brush, Toilet Soap Cream, Mouth Colored)		McCann-Erickson
	<b>Milos Laboratories, Inc.</b> (Vitamin B-12, Vitamin A, Calcium, Vitamin D)		Geoffrey Wade Adv.
Welk, Lawrence, Show	<b>Dodge Div., Chrysler Corp.</b> (Jeeps, Automobiles)	ABC-TV	Grant Advertising
West Point	<b>General Foods Corp.</b> (Nissel, Horvath, Pillsbury, etc.)	CBS-TV	Benton & Bowles
	<b>Carter Products, Inc.</b> (Band-Aids, Band-Aid Band-Aids, Band-Aid Band-Aids, Band-Aid Band-Aids)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>Phillips-Van Heusen Corp.</b> (Shirts & Men's Sportswear)		Grey Advertising
What's My Line?	<b>Helene Curtis Industries</b> (Shampoo, Soap, Cream, Hair Conditioner, Shampoo)	CBS-TV	McCann-Erickson





## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Remington Rand, Inc.</b> (Remington Electric Shavers and Office Equipment)		<b>Young &amp; Rubicam</b>
<b>Wide Wide World</b>	<b>General Motors Corp.</b> (Trucks, Autos, Parts, Service)	<b>NBC-TV</b>	<b>MacManus, John &amp; Adams</b>
<b>Wild Bill Hickok</b>	<b>Kellogg Co.</b> (Breakfast Cereals, Dog Foods, Soft Drinks)	<b>ABC-TV</b>	<b>Leo Burnett Co.</b>
	<b>The Sweets Co. of America</b> (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		<b>Henry Eisen Adv. Agency</b>
	<b>Kellogg Co.</b> (Cereals, Dog Food)	<b>CBS-TV</b>	<b>Leo Burnett Co.</b>
<b>Winchell, Walter, File</b>	<b>Revlon, Inc.</b> (Facial Make-Up, Beauty Lotions, Suntan Preparations, Women's Fragrances, Beauty Creams (other than hair creams), Hair Sprays, Hair Dyes & Colorings, Baby Products, Lipsticks, Nail Polishes, Removers, Eye Preparations, Lipstick Cases, Reducing Aids, Skin Preparations, Liquid Detergents for Fabrics, Room Deodorizers)	<b>ABC-TV</b>	<b>BBDO</b> <b>C. J. LaRoche &amp; Co.</b>
	<b>North American Phillips Co.</b> (Norelco) (Men's & Women's Electric Shavers)		<b>C. J. LaRoche &amp; Co.</b>
<b>Wire Service</b>	<b>Miller Brewing Co.</b> (Beer & Ale)	<b>ABC-TV</b>	<b>Mathisson &amp; Associates</b>
	<b>R. J. Reynolds Tobacco Co.</b> (Tobacco Products)		<b>William Esty</b>
<b>Woody Woodpecker</b>	<b>Kellogg Co.</b> (Breakfast Cereals, Dog Foods, Soft Drinks)	<b>ABC-TV</b>	<b>Leo Burnett Co.</b>
<b>Wyatt Earp</b>	<b>General Mills, Inc.</b> (Gold Medal Flour, Wheaties, Cheerios, Cereals, Baking Mixes, Frostings)	<b>ABC-TV</b>	<b>Dancer-Fitzgerald-Sample</b>
	<b>The Procter &amp; Gamble Co.</b> (Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer)		<b>Compton Advertising</b>
<b>Wyman, Jane, Show</b>	<b>Hazel Bishop, Inc.</b> (Cosmetics)	<b>NBC-TV</b>	<b>Raymond Spector Co. Inc.</b>
	<b>The Quaker Oats Co.</b> (Cereals, Cat and Dog Food)		<b>Needham, Louis &amp; Brorby</b>



## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Wallace, Mike, Interview	Philip Morris, Inc. (Cigarette Products)	ABC-TV	N. W. Ayer & Son Inc.
Winchell, Paul, Show	Hartz Mountain Products (Accessories, & Food for Birds, Tropical Fish, Turtles, Cares, Dog, & Horses)	ABC-TV	George H. Hartman

## —Y—

You Are There	Prudential Insurance Co. of America	CBS-TV	Reach, McClinton & Co.
You Asked for It	Skippy Peanut Butter Div. of the Best Foods, Inc. (Skippy Peanut Butter)	ABC-TV	Guild, Bascom & Bonfigli, Inc.
You Bet Your Life	De Soto Division of Chrysler (Car)	NBC-TV	BBDO
	The Toni Co. (Home Permanent, Shampoo, Hairs, Lotions)		North Advertising
Young, Loretta, Show	Procter & Gamble (Tide, Life, Gillette, Carnal)	NBC-TV	Benton & Bowles
Your Hit Parade	The American Tobacco Co. (Winky Strike, Pall Mall, Hit Parade Cigarettes)	NBC-TV	BBDO
	The Toni Co. (Home Permanent, Shampoo, Hair Spray, Lotions)		North Adv. Inc.
You're on Your Own	Hazel Bishop Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Skin Deodorant)	CBS-TV	Raymond Spector Co. Inc.

## —Z—

Zorro	A. C. Spark Plug (Div. Gen. Motors) (Spark Plugs, Oil Filters, Fuel Pumps, Cable, etc.) Headlamps, Autronic Eye-Cyran, Speed Switch, After-Burner Controls, Inertial Coil-ignition System, Valve Lifters)	ABC-TV	D. P. Brothier & Co.
	Seven-Up Company (7-Up)		J. Walter Thompson

# STATE BROADCASTERS ASSOCIATIONS

## **Alabama Broadcasters Association**

P.O. Box 6174, University, Alabama  
 Meetings: March and October  
 Elections: March meeting  
 Members: 81  
 Pres. . . . . W. W. Hunt, WCOV, Montgomery  
 Vice-Pres. . . Ed Carrell, WGSV, Guntersville  
 Secy.-Treas. . . Bill Mapes, WOWL, Florence

## **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. . . . Lucy Krug, KPHO, Phoenix

## **Arkansas Broadcasters Association**

c/o Executive Secretary  
 Box 271, Stuttgart, Ark.  
 Meetings: March and August  
 Elections: March  
 Members: 49  
 President. . . . . Ted Rand, KDRS, Paragould  
 Vice-Pres. . . B. J. Parrish, KOTN, Pine Bluff  
 Secy. . . . . Wm. J. Hart, KGH, Little Rock  
 Exec. Secy. . . . . June S. Spann

## **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**

1625 California St., Denver, Colo.

Meetings: Semi-annual  
 Elections: June  
 Members: 54  
 Pres. . Robert H. Dolph, KFTM, Fort Morgan  
 Vice-Pres. . . . . Harry Hoth, KRDO,  
 KRDO-TV, Colorado Springs  
 Secy.-Treas. . . Robert S. Hix, KOA, Denver

## **Connecticut Broadcasters Association**

Pres. . . . Charles Bell, WHAY, New Britain  
 Vice-Pres. . Julian Schwartz, WSTC, Stamford  
 Secy.-Treas. . . . William O'Brien, WCNX,  
 Middletown

## **Florida Association of Broadcasters**

c/o President or Secretary

Meetings: June  
 Election: June  
 Members: 85  
 Pres. . . . James L. Howe, WIRA, Fort Pierce  
 1st Vice-Pres. . . Lee Ruwitch, WTVJ (TV),  
 Miami  
 2nd Vice-Pres. . . Laureuce A. Rollins, WSIR,  
 Winter Haven  
 Secy.-Treas. . . . Charles Fernandez, WKXY,  
 Sarasota  
 Exec. Secy., Gen. Counsel. . . J. K. Ballinger,  
 214 Center Bldg., Tallahassee

## **Georgia Association of Broadcasters**

c/o President or Secy.-Mgr.

Meetings: August and January  
 Elections: August  
 Members: 63  
 Pres. . . . . John W. Jacobs, Jr., WDUN,  
 Gainesville  
 1st Vice-Pres. . Frank Gaither, WSB, Atlanta  
 2nd Vice-Pres. . . Ralph N. Edwards, WWGS,  
 Tifton  
 Secy.-Mgr. . . . R. L. Patrick, Grady School of  
 Journalism, Univ. of Ga., Athens

## **Hawaiian Association of Radio and TV Broadcasters**

1170 Auahi St., 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.....K. Clark, KBAR, Burley  
Vice-Pres....Gene Shunate, KRXX, Rexburg  
Secy.-Treas.....Marvin Ling, KAYT, Rupert

**Illinois Broadcasters  
Association**

c/o President or Secy.-Treas.

Meetings: February and October  
Elections: October  
Members: 70  
President....Chas. R. Cook, WJPF, Herrin  
Vice-Pres.....R. Karl Baker, WLDS, Jacksonville  
Secy.-Treas.....M. H. Stuckwish, WSOY, Decatur

**Indiana Broadcasters  
Association, Inc.**

Meetings: 4 times a year  
Elections: March  
Members: 53  
President.....Lester G. Spencer, WKBY, Richmond  
Vice-Pres. (AM).....Joe Higgins, WTHH, Terre Haute  
Vice-Pres. (TV)....Bernard Barth, WNDU-TV, South Bend  
Vice-Pres. (FM)....Howard White, WCTW, New Castle  
Secy.-Treas....Dennis Keller, WITZ, Jasper  
Asst. Treas.....Roy L. Hickox, WLRP, New Albany  
Asst. Secy.....Ben Baylor, WANE-TV, Fort Wayne

**Iowa Broadcasters  
Association**

c/o President

Meeting: Annual  
Elections: Annual  
Members: 42  
President....Ken Gordon, KDTH, Dubuque  
Vice-Pres.....George Volger, KWPC, Muscatine  
Secy.-Treas...Bill White, KFJB, Marshalltown

**Kansas Association of  
Radio Broadcasters**

Meetings: April or May  
Elections: April or May  
Members: 40  
President...Grover Colb, KVGB, Great Bend  
Vice-Pres...Arden Booth, KLWM, Lawrence  
Secy.-Treas....Tom Bashaw, KFH, Wichita  
Leg. Chairman....Wendell Elliott, KCNO, Dodge City

**Kentucky Broadcasters  
Association**

c/o Miss Katherine Peden, Secy.-Treas., WHOP, Hopkinsville

Meetings: October and March  
Elections: October  
Members: 57  
President.....Dee Huddleston, WIEL, Elizabethtown  
First Vice-Pres...Al Temple, WKCT, Bowling Green  
2nd Vice-Pres...Franke Fox, WHLN, Harlan  
Secy.-Treas.....Katherine Peden, WHOP, Hopkinsville  
Exec. Committee.....Art Eilerman, WZIP, Covington; Don Horton, WVLK, Lexington; W. T. Isaac, WHHR, Danville

**Louisiana Association  
of Broadcasters**

Box 379, Baton Rouge, La.

Meetings: September  
Elections: September  
Members: 68  
President.....Jerry Hamm, KLFY-TV, Lafayette  
Radio Vice-Pres....John Chauvin, KEUN, Eunice  
TV Vice-Pres...Douglas Manship, WBRZ-TV, Baton Rouge  
Treasurer....Gene Jones, KSLO, Opelousas  
Execy.-Secy.....Rolf McCollister, Box 379, Baton Rouge

**Maine Radio and TV  
Broadcasters Association**

Box 307, Augusta, Maine

Meetings: Spring and Fall  
Elections: November  
Members: 26  
President...Eldon Shute, WKTQ, South Paris  
Vice-Pres.....Donald Powers, MeBC  
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

**Maryland-D.C. Radio and  
TV Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: June and October  
Elections: October  
Active Members: 46  
Associate Members: 47  
President.....Fred S. Houwink, WMAL, Washington  
Vice-Pres...R. C. Embry, WITH, Baltimore  
Secy.-Treas.....Jason Pace, WASA, Havre de Grace

**Massachusetts Broadcasters  
Association, Inc.**

c/o Secretary

\* \* STATE BROADCASTERS ASSOCIATIONS \* \*

Meetings: 3rd Wednesday in October  
 Elections: October  
 Members: 35  
 President....Roy Wbisanand, WCOP, Boston  
 Vice-Pres....W. C. Swartley, WBZ, Boston  
 Treasurer.....George Jaspert, WCCM,  
 Lawrence  
 Secretary.....Lawrence A. Reilly, WTXL,  
 W. Springfield

**Michigan Association of Broadcasters**

c/o Secretary-Treasurer  
 Meetings: May-September  
 Elections: September  
 Members: 85  
 President.....Martin Giamo, WJEF, Grand  
 Rapids  
 Vice-Pres....George Millar, Knorr Bestg. Co.  
 Secy.-Treas.....Gene Cahill, WBCK, Battle  
 Creek  
 Directors.....James Quello, WJR, Detroit;  
 Willard Schroeder, WOOD-AM-TV, Grand  
 Rapids; Al Payne, WHDF, Houghton

**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...Bill Guest, WPMP, Pascagoula  
 Vice-Pres.....John Bell, WCMA, Corinth

**Missouri Broadcasters Association**

c/o Exec. Secretary  
 Route #3, Bald Hill Rd., Jefferson City  
 Meetings: April and October  
 Elections: October  
 President.....Bruce Barrington, WEW, St.  
 Louis  
 Vice-Pres.....W. H. Clark, KFSB, Joplin  
 Secy.-Treas....A. E. Dahl, KLIK, Jefferson  
 City  
 Exec. Secy.....E. A. Richter

**Montana Radio Stations, Inc.**

c/o President, KGHL, Billings  
 Meetings: September  
 Members: 26

President.....Art Mosby, KGVO, Missoula  
 Vice-Pres.....Jeff Kiichli, KGHL, Billings  
 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...Virgil Sharpe, KOWH, Omaha  
 Secy.-Treas....Dick Chapin, KFOR, Lincoln

**New Hampshire Association of Broadcasting**

Meetings: September  
 Elections: September  
 Members: 10  
 President...Frank B. Estes, WKNE, Keene  
 Vice-Pres.....A. J. K. Malin, WWNH,  
 Rochester  
 Secy.-Treas.....Warren Journey, WGIR,  
 Manchester

**New Jersey Broadcasters Association**

Meetings: May and October  
 Elections: October  
 Members: 21  
 Pres.....Jerry McCarthy, WTOA, Trenton  
 Vice-Pres.....John G. Struckell, WWBZ,  
 Vineland  
 Secy.-Treas.....Robert McDougall, WAAT,  
 Newark

**New Mexico Broadcasters Association**

P.O. Box 268, Alamogordo  
 Meetings: September and April  
 Elections: April  
 Members: 35  
 Pres....C. O. Kendrick, KVBC, Farmington  
 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: 104  
 President...William Doerr, WEBR, Buffalo  
 1st Vice-Pres.....Gordon Gray, WOR,  
 WOR-TV, New York

2nd Vice-Pres. . . . . H. Stilwell Brown, Rural  
Radio Network, Ithaca  
Secretary . . . . . Elliott Stewart, WIBX, Utica  
Treasurer . . . . . George Dunham, WNBZ,  
Binghamton

**North Carolina Association  
of Broadcasters Inc.**

Meetings: June and October  
Elections: October  
Members: 100  
Pres. . . . . E. Z. Jones, WBBB, Burlington  
V.P.-Radio . . . . . Jack Hankins, WELS, Kinston  
V.P.-TV . . . . . Gaines Kelley, WFMV-TV,  
Greensboro  
Secretary . . . . . Cecil B. Hoskins, WWNC,  
Asheville

**North Dakota Broadcasters  
Association**

Box 232, Minot, N. D.  
Meetings: 2nd week in October  
Elections: 2nd week in October  
Members: 25  
President . . . . . Charles G. Burke, KFGO, Fargo  
Vice-Pres. . . . . Robert Ingstad, KOVC, Valley  
City  
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  
Pres. . . . . Hubbard Hood, WKRC, Cincinnati  
Vice-Pres. (Radio) . . . . . J. E. Wagner, Jr.,  
WLEC, Sandusky  
Vice-Pres. (TV) . . . . . R. G. Berg, WAKR-TV,  
Akron

**Oklahoma Broadcasters'  
Association**

Meetings: January and August  
Elections: January  
Members: 38  
President . . . . . Leo Morris, WBBZ, Ponca City  
Board of Directors . . . . . Bill Brubaker, KRHD,  
Duncan; Ed Ryan, KSTW, Woodward;  
Winston Ward, KBEL, Idabel; Jim  
Bellatti, KSPL, Stillwater; Eddie Peake,  
KTOW, Oklahoma City; John Mahoney,  
KVIN, Vinita; George Overton, KMUS,  
Muskogee

**Oregon State Broadcasters  
Association**

Mgr.: James W. Frost, Box 5025, Eugene  
Meetings: April  
Elections: April

President . . . . . Dave Hoss, KSLM, Salem  
Vice-Pres. . . . . Carl O. Fisher, KUGN, Eugene  
Secy.-Treas. . . . . Ray Johnson, KMED, Medford  
Leg. Chairman . . . . . R. M. Brown, KPOJ,  
Portland

**Pennsylvania Association of  
Broadcasters**

Box 606, Harrisburg  
Meetings: May  
Elections: May  
Members: 130  
Pres. . . . . Roy Morgan, WHK, Wilkes-Barre  
1st Vice-Pres. . . . . George Koehler, WTEL,  
Philadelphia  
2nd Vice-Pres. . . . . Cecil Woodland, WFJL,  
Scranton  
Secy. . . . . Milton Bergstein, WMAJ, State  
College  
Treas. . . . . Tom Metzger, WMRF, Lewistown

**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 . . . . . Ralph Perez Perry, WKVM,  
San Juan

**Rhode Island Broadcasters  
Association**

c/o WADK, Newport, R. I.  
Meetings: Quarterly  
Elections: June  
Members: 13  
Pres. . . . . Milton E. Miller, WADK, Newport  
Vice-Pres. . . . . Edward Boghossian, WJAR-TV,  
Providence  
Secy.-Treas. . . . . Zel Levin, WWON, Woonsocket

**South Carolina Radio &  
Television Broadcasters  
Association**

Secretary's Office, Drawer 30, Sumter, S. C.  
Meetings: January  
Elections: January  
Members: 64  
President . . . . . Randy Davidson, WAKN, Aiken  
Vice-Pres. . . . . H. Moody McElveen, WNOK-TV,  
Columbia  
Secy.-Treas. . . . . T. Doug Youngblood, WFIG,  
Sumter

**South Dakota Broadcasters  
Association**

c/o President

Meetings: April  
 Elections: April  
 Members: 16  
 President. Evans A. Nord, KELO, KELO-TV,  
 Sioux Falls  
 Vice-Pres. . . . . Ross Case, KWAT, Watertown

**Southern California  
 Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28  
 Meetings: 3rd Thursday each month  
 Elections: May  
 Members: 63 (including 4 Networks)  
 Chrmn. Bd. . . . . Loyd Sigmon, KMPC  
 Vice-Chairman. . . . . Howard Gray, KGIL  
 Secretary. . . . . John Hansen, KABC  
 Treasurer. . . . . Bob McAndrews, KBIG  
 Managing Dir. . . . . Art Holbrook

**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**

520 Capital Nat. Bank Bldg., Austin  
 Meetings: Spring and Fall  
 Elections: Fall  
 Members: 150  
 President. . . . Dave Morris, KNUZ, Houston  
 Vice-Pres. . . . M. F. Danbom, KTBB, Tyler  
 Sec.-Treas. . A. Johnson, KENS, San Antonio

**Utah Broadcasters  
 Association**

Box 550, Provo City  
 Meetings: January and June  
 Elections: January  
 Members: 18  
 President. . . . Harold Van Wagenen, KIXX,  
 Vice-Pres. . . . . Jay W. Wright  
 Secy.-Treas. . . Arch G. Webb, KVOG, Ogden

**Vermont Association of  
 Radio & Television  
 Broadcasters**

c/o WJOY, Burlington, Vt.  
 President. . . . . Frank A. Balch, WJOY,  
 Burlington  
 Vice-Pres. . . . John Bennett, WHWB, Rutland  
 Clerk. . . . Craig S. Parker, WDEV, Waterbury  
 Treas. . . . Donald Thurston, WIKE, Newport

**Virginia Association of  
 Broadcasters**

c/o WPIK, Alexandria  
 Meetings: May or June  
 Elections: May or June  
 Members: 62 radio stations and 12 associate  
 members  
 President. . . . . Carl L. Lindberg, WPIK,  
 Vice-Pres. . . . . Milton B. Henson, WREL,  
 Lexington  
 Secy.-Treas. . . . Thomas P. Chisman, WVEC,  
 Hampton  
 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  
 Vice-Pres. . . . . James W. Wallace, KPQ,  
 Wenatchee  
 Secy.-Treas. . . Allen Miller, KWSC, Pullman

**West Virginia Broadcasters  
 Association**

c/o Secretary  
 Meetings: Spring and fall  
 Elections: Spring  
 Members: 34  
 Pres. . . . C. Tom Garten, WSAZ, Huntington  
 Vice-Pres. . . . Robert Ferguson, WTRF-TV,  
 Wheeling  
 Sec.-Treas. . . C. Leslie Golliday, WTRF-TV,  
 Martinsburg

**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  
 Treasnr. . . . Mig Figi, WAUX, Waukesha  
 Exec. Secy. . . . . Ed Conrad

**Wyoming Assn. of Radio &  
 TV Broadcasters**

c/o Secretary  
 Meetings: Spring  
 Elections: Spring  
 Members: 18  
 President. . . . Joseph Ernst, KWOR, Worland  
 Secretary. . Don Tannehill, KWYO, Sheridan



# INDUSTRY ORGANIZATIONS

Personnel — Addresses — Unions  
 Guilds — Associations — Radio-TV Groups

## ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.  
 Plaza 7-7660

### OFFICERS

President	Ralph Bellamy
1st Vice-President	Raymond Massey
2nd Vice-President	Frank Maxwell
3rd Vice-President	Frederick O'Neal
4th Vice-President	Margalo Gilmore
5th Vice-President	Donald LaMon
Treasurer	Paul Dulzell
Recording Secretary	John Effrat
Exec. Sec.	Angus 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

Royal Beal, Jeanna Belkin, Sara Bettis, Charles Blackwell, Paul B. Brown, Peggy Cass, Kendall Clark, Donald Cook, John Cornell, Staats Cotsworth, Robin Craven, Jack Dabdoub, Gordon Dilworth, Norma Daggett, Stephen Douglass, John Emery, Robert Flavelle, Eddie Foy, Jr., Florida Friebus, Larry Gates, Ruth Gillette, Margaret Hamilton, Carl Hams, Hurd Hatfield, Helen Hayes, Del Hughes, Kim Hunter, Earl Hyman, George Ives, Leo Kayworth, Dennis King, Judson Laire, Jack Leigh, Ralph Lowe, Ruth Matteson, Ruth McDevitt, Roddy McDowall, Patrick McVey, Edith Meiser, Thomas Mitchell, May Muth, Robert Newkum, Lloyd Nolan, Bibi Osterwald, Leonard Patrick, Robert Preston, William Redfield, Howard Roberts, Mary Roche, William Roerick, Polly Rowles, Edmon Ryan, Dorothy Sands, James Schlader, Hiram Sherman, Jean Sincere, Cornelia Otis Skinner, Margot Stevenson, Stanley Tackney, Ann Thomas, Lucia Victor, Jeff Warren, Jane White, Lois Wilson, Blanche Yurka.

## THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.  
 JUdson 2-1520

### OFFICERS

Chairman	Louis N. Brockway
Vice-Chairman	Lee H. Bristol
Vice-Chairman	Leo Burnett
Vice-Chairman	John C. Sterling
President	Theodore S. Repplier
Vice-President	Allan M. Wilson
Vice-President	George P. Ludlam
Secretary	Frederic R. Gamble
Treasurer	Paul B. West
Radio-TV Director	Gordon C. Kinney
Pub. Rel. Director	Maxwell Fox

### BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling 3-9153. T. S. Repplier, President  
 203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.  
 1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166. Robert Grey, 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	R. M. Feemster
Vice-Chairman of the Board	James S. Fish
Pres., Gen. Mgr.	C. James Proud
Secretary	Loretto Fox
Treasurer	Ralph Winslow

### BRANCH OFFICE

734 15th St., N. W., Washington 5, D. C. Phone: EXecutive 3-4268. Washington Rep., William P. Tidwell.

### FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising:

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	Wallace H. Wulfeck
Vice-Chairman	Ben R. Donaldson
President	William A. Hart
Treasurer	Arno H. Johnson
Managing Director	A. W. Lehman
Tech. Dir.	Darrell B. Lucas
Gen. Consul.	Gilbert H. Weil

### 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	Melvin Brorby
Vice-Chairman	Davis Danforth
President	Frederic R. Gamble
Secretary-Treasurer	Ross H. Ryder
Vice-Presidents	Richard L. Scheidker, Kenneth Godfrey, A. A. Nelson, Richard Turnbull
Exec. Sec'y-Treas.	W. H. Haase

### WESTERN REGION OFFICE

235 Montgomery St., San Francisco, Calif. Phone: YO 6-2200 Staff Exec., John L. Delmar

### FUNCTIONS

The national organization of the advertising agency business. Aims: To foster, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.



AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y. COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secty.-Treas.....Joseph F. Kehoe
Vice-Pres.....William Bender

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251. 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

425 Park 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 Repp, Walter M. Murdoch.

BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: State 2-0063.
220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Leo Cluesmann, Secretary.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y. MUrray Hill 7-1810

NATIONAL OFFICERS

President.....Clayton Collyer
1st Vice-Pres.....Ken Carpenter
2nd Vice-Pres.....Eleanor Engle
3rd Vice-Pres.....Virginia Payne
4th Vice-Pres.....Wanda Ramey
5th Vice-Pres.....Evelyn Freyman
6th Vice-Pres.....Don Courtney
7th Vice-Pres.....Gaines C. Batson
Recording Sec.....Stanley Farrar
Treasurer.....Travis Johnson
Nat'l. Exec. Sec.....Donald F. Conaway
Counsel.....Mortimer Becker
Dir., Central Region.....Raymond A. Jones
Dir., Western Region.....Claude L. McCue

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 Bogin
Recording Secretary.....Elizabeth Hoepfel
National Executive Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.
Financial Center Bldg., Oakland, Calif. Phone: GL 2-1408, Charlotte Cohelan, 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.
704 Bellevue N., Seattle 2, Wash., Phone: CA 4038, George Peckham, 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)

110 West 57th St., New York, N. Y. Phone: Circle 6-7130

President.....Georgie Price
1st Vice-Pres.....Penny Singleton
2nd Vice-Pres.....Joe Campo
3rd Vice-Pres.....Joe Evans
Treasurer.....Joe Smith
Recording Secy.....Sally Winthrop
Nat'l. Admin. Secy.....Jackie Bright

BRANCH OFFICES

110 W. 57th St., N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director.....Lou Smoley
64 W. Randolph St., Chicago, Ill.; Phone: CEntral 6-5561
Mid-West Regional Director.....Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOLlywood 4-8281
Western Regional Director.....Irvin Mazzei

FUNCTIONS

A branch of the Associated Actors and Artistes of America (AFL-CIO); AGVA is the labor union for performers in the Variety Field of the entertainment industry.

AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill. Central 6-8306

OFFICERS

President.....D. Maynard Phelps
Pres.-Elect.....Wendell L. Smith
Vice-Pres.....Hugh G. Wales
Vice-Pres.....Bay E. Estes, Jr.
Vice-Pres.....Frank H. Mansfield
Secretary.....Schuyler F. Otteson
Treasurer.....Leroy F. Church
Exec. Dir.....William C. Gordon, Jr.

BRANCH OFFICES

43 Chapters in the U.S. & Canada

# ORGANIZATIONS

ment of science in marketing. Membership open to all persons actively engaged in the field of marketing.

## AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.  
Murray Hill 5-2000

### OFFICERS

President	William Dwight
Vice-President	D. Tennant Bryan
Secretary	Walter J. Blackburn
Treasurer	Mark Ferrer
General Manager	Cranston Williams

### BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Chairman.

### 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	Frank H. Connor

### BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Jack J. Bregman, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, John D. Marks, George W. Meyer, Jack Mills, Douglas Moore, Gustave Schirmer, Maurice Scopp, Herman Starr, Deems Taylor, Adolph Vogel, Ned Washington, 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
	KSFA, Nacogdoches, Texas
Vice-President, Western Area	Marion K. Rowe
	KPIX, San Francisco, California
Secretary-Treasurer	Neno Badenoch
	Nat'l Society Crippled Children, Adults, Inc., N. Y.

Executive Secretary	Margo Anderson
	501 Madison Avenue, New York

### DIRECTORS-AT-LARGE

Jeanne Bachor, KGST, Fresno, Cal.; Ruth Goldberg, NYC; Boo Johnson, KMBC, KFRM, KMBC-TV, Kansas City, Mo.; Henrietta Kieser, Bosell and Jacobs, Inc., Omaha, Neb. Martho Rupprecht, CBS-TV, NYC.

### CHAPTERS

California, Fresno, D. C., Florida, Atlanta, Columbus (Georgia) Heart-Of-America (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota), Chicago, Indianapolis, Washington, D. C., 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-Southern, Philadelphia, Pittsburgh-Gateway, South Carolina-Piedmont, Texas (Deep in the Heart of), Houston (Texas), Wichita-Air Capital.

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.

## ART DIRECTORS CLUB OF NEW YORK

115 East 40th Street, New York 16, N. Y.  
Phone: MURray Hill 5-4340

### OFFICERS

President	Walter Grotz
1st Vice-Pres.	Robert H. Blattner
2nd Vice-Pres.	Edward R. Wade
Secretary	Georg Olden
Treasurer	Mahlon A. Cline

### FUNCTIONS

To elevate the standard of integrity, honor and courtesy, and the quality of service rendered in the practice of the vocation of the Art Director. To encourage and maintain, honesty, frankness and fairness in all matters involving Art Directors and those with whom they deal.

## 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
Counsel	Abraham Males

### BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.  
754 Century Bldg., Pittsburgh, Pa.  
116 New Montgomery, San Francisco, Calif.  
301 Fox Bldg., Detroit, Mich.

### FUNCTIONS

The promoting of high ethical standards in the conduct of the business of artists' representatives and the fostering of better understanding among the people engaged in such business and the amusement field generally. To protect the agents.

## ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N. Street, N. W., Washington 6, D. C.  
Phone: DE 2-9300



# ORGANIZATIONS



## OFFICERS

President ..... Dr. Kenneth Harwood  
 Secy.-Treas. .... Richard M. Brown  
 Vice-Pres. .... Robert J. McAndrews  
 Directors ..... Donley Fedderson, Sydney Head,  
 Herbert Krueger, Leo Martin, Ward Quaal, Lee  
 Rawitch, Glenn Starlin  
 Exec. Secretary ..... Fred Garrigus

## FUNCTIONS

The purpose of the Association is to promote better understanding between broadcasters and schools which offer pre-professional training in the broadcast media.

## 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, Leonard Feist  
 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 ..... T. M. Atkinson  
 Exec. V. P. .... H. E. Whitehead  
 Vice-Pres. .... G. C. Clarke, E. T. Gater, J. J. McGill, J. C. Miller  
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 Gen. Mgr., Secy. .... B. E. Legate

## DIRECTORS

J. A. Blay, J. W. Cook, K. J. Farthing, Scott Fyfe, P. J. McGinnis, Mrs. G. Wilson McGuinness, R. R. McIntosh, Allan E. Ross, E. H. Woodley.

## FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

## ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.  
 Phone: DIstrict 7-5412

## OFFICERS

President ..... Jack Harris  
 1st Vice-Pres. .... Charles H. Crutchfield  
 2nd Vice-Pres. .... Donald D. Davis  
 Secy.-Treas. .... Harold Gross  
 Ass't. Secy.-Treas., Exec. Dir. .... Lester W. Lindow

## BOARD OF DIRECTORS

Jack Harris, Charles H. Crutchfield, Harold Gross, C. Howard Lane, J. H. DeWitt, Jr., Harold Haugh, P. A. Sugg, Robert D. Swezey, David M. Baltimore, Harold C. Stuart, Donald Dwight Davis, John S. Hayes, Joseph Baudino, Lawrence H. Rogers, II, Carter M. Parham, Ward Quaal, Roger Clipp, Joseph B. Epperson, Lester W. Lindow.

## FUNCTIONS

MST is dedicated to insuring maximum television service to the American people. Consistent with this objective it favors efforts to expand and develop television service throughout the United States but opposes any compromise or deterioration of the technical quality or service now being provided.

## ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.  
 Oxford 7-5950.

## OFFICERS

President ..... Paul B. West  
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 Vice-President, Secy. .... Peter W. Allport  
 Treasurer ..... David S. Frost  
 Chairman of the Board ..... Ralph Winslow  
 Koppers Co., Inc.  
 Vice-Chairman ..... Henry Schachte  
 Lever Bros. Co.

## 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-TELEVISION 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. Chaplin  
 Executive Committee ..... H. V. Kaltenborn,  
 Chet Huntley, John MacVane  
 Secretary ..... Larry Lesueur  
 Treasurer ..... Cesar Saerchinger  
 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 ..... Irmengarde Eberle Koehler  
 Secretary to the Council ..... Luise M. Silcox  
 Membership Secretary ..... Edith Mackin

## COUNCIL

Cleveland Amory, Richard Bissell, Howard Breslin, Ernestine Bilbreth Carey, Bruce Catton, Margaret Cousins, Jonathan Daniels, Hildegarde Dolson, Michael Drury, Lewis Gannett, Alan Green, John Hersey, Helen R. Hull, Elizabeth Janeway, Norman Katkov, Robert J. Landry, John Lardner, Merle Miller, Ralph O. Moody, Marianne Moore, John O'Hara, Bentz Plagemann, Marjorie Hillis Roulston, Grace Zaring Stone, Rex Stout, Alvin Tresselt, Mark Van Doren, Glenway Wescott, Theodore White.

## 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  
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 Executive Secretary ..... Luise M. Silcox

## COUNCIL

Cleveland Amory, Betsey Barton, Richard Bissell, Howard Breslin, John Brick, Ernestine Bilbreth Carey, Margaret Cousins, Jonathan Daniels, Hildegarde Dolson, Michael Drury, Samuel Grafton, Alan Green, John Hersey, Helen Hull, Elizabeth Janeway, Norman Katkov, Lenard Kaufman, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Merle Miller, Ralph O. Moody, Ann Petry, Bentz Plagemann, Marjorie Hillis Roulston, Rex Stout, Alvin Tresselt, Theodore White; Hays, St. John, Abramson and Heilbron, Counsel.

# ORGANIZATIONS

## 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

Chmn. of Bd. Thomas F. O'Neil  
(Chmn. Bd., RKO Telradia Pictures)  
Vice-Chmn. Robert E. MacNeal  
(President, Curtis Publishing Co.)  
Vice-Chmn. Felix W. Coste  
(Vice-Pres., Coca-Cola Co.)  
Chmn. Exec. Committee John H. Breck, Jr.  
(Exec. V. P., John H. Breck, Inc.)  
Treasurer Louis Hausman  
(Vice-Pres., CBS-Radio)  
Asst. Treas. Robert L. Connelly  
(Vice-Pres., Drexel Furniture Co.)  
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  
Ch. Ass't. G. del Strother  
Program Assistant Lillian Lang  
News Ass't. Barbara Gellman  
Transcription Assistant Marion Moss  
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.

### BRITISH INFORMATION SERVICES, RADIO-TV DIVISION

45 Rockefeller Plaza, New York 20, N. Y.  
Circle 6-5100

Director Rodney C. Chalk

#### FUNCTIONS

Produce and distribute Radio-TV public service programs: film and tape news features.

### BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.  
ORegon 9-2968

#### OFFICERS

Exec. Dir. S. Franklin Mack  
Assoc. Exec. Dir. Wesley B. Goodman  
Bus. Mgr. Arthur W. Rbinow  
Dir., Program Oper. Ben E. Wilbur  
Dir., of Films Alexander B. Ferguson  
Dir., Program Prom. Albert R. Crews  
Dir., of Special Proj. Arthur Austin  
Dir., Bcst. Tng. Charles H. Schmitz  
and Enlistment  
Assoc. Prod. Richard A. Cobb  
Dir., Film Dist. Margaret Carter

#### BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOllwood 4-7464. George Heimrich, Director.

### BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.  
MUrray Hill 7-1668

Manager Martin Lawrence  
Editor Julianne (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 Non-Radio License Harry P. Somerville  
Vice-Pres. in charge Station Relations Glenn Dolberg  
Vice-Pres. in charge Foreign Relations Glenn Geiringer  
Vice-Pres. in charge Station Service Ralph L. Harlow  
Vice-Pres. in charge Domestic Performing Rights  
Administration Robert J. Burton  
Vice-Pres. in charge Writer Relations Robert B. Sour  
Ass't. VP in charge Publisher & Writer Relations  
(West Coast) Richard L. Kirk  
Ass't. VP in charge Publisher Relations Theodora Zavin  
Comptroller Edward J. Molinelli  
Ass't. Treas. & Secretary Robert J. Higgins

#### BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover 3-5394.  
1549 N. Vine St., Hollywood 28, Calif. Phone: HOllwood 4-7447.

#### BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Joseph E. Baudino, Alfred R. Beckman, Julius Brouner, John Elmer, Carl Haverlin, William S. Hedges, Herbert Hollister, Leonard Kapner, Paul W. Morency, William Regan, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shafto.

#### STATION RELATIONS

Vice-Pres., Glenn Dolberg; Justin Bradshaw, Turner Cooke, Richard Crans, Graeme Fletcher, Bob Fuller, Wayland Fullington, Al Marlin, Dorsey Owings, Lin Pattee, Ken Sparnon, Burt Squire.

#### FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

### BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.  
Phone: PLaza 9-1500

President John F. Patt  
1st Vice-Pres. Frank E. Pollegrin  
Vice-Pres. Victor C. Diehm, William H. Fineshriber, Jr., Charles Godwin, Frank Silvernail  
Secretary Raymond F. Guy  
Treasurer Charles A. Wall  
Exec. Sec'y. 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 purpose of friendship and education. The Club shall be a central 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."

### BROADCASTERS' PROMOTION ASS'N., INC.

20 N. Wacker Dr., Chicago, Ill.  
Phone: ANdover 3-0800  
New York 17, N. Y.  
Phone: MUrray Hill 7-0808

#### OFFICERS

President Elliott W. Henry, Jr.  
First Vice-Pres. Charles A. Wilson  
WGN, WGN-TV, Chicago  
Second Vice-Pres. Montez Tjaden



# ORGANIZATIONS



**KWTV, Oklahoma City, Okla.**  
Secy.-Treas. .... William Pierson

### FUNCTIONS

A non-profit organization dedicated to the advancement of broadcast 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 Annenberg, 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, WWVA, 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-televasting business; by increasing the effectiveness of broadcasters' 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 promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

## THE BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. East, Toronto 12, Ontario  
MAYfair 9464

### BOARD OF DIRECTORS AND OFFICERS

President.....Charles R. Vint  
Vice-President.....Horace N. Stovin  
Exec. V. P.....Charles C. Hoffman  
Research & Development Director....Wilford L. Hudson  
Executive Secretary & Treasurer....Charles J. Follett

### DIRECTORS

E. Lloyd Moore, Radio Station CFRS, 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., Toronto; W. Clifford Wingrove, Television Station CFPL-TV, London; Ross A. McCreath, Television Time Manager, All-Canada Television, Toronto; Leslie F. Chitty, BBD & O, Toronto; Andre Daveluy, CKAC, Montreal; J. J. McGill, Imperial Tobacco Sales Co. of Canada, Ltd.; W. W. Vanderburgh, Coca-Cola Ltd., Toronto.

### FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

## CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada  
CE 3-4035

President.....Vernon Dallin  
Executive Vice-President.....T. J. Allard  
Vice-President Radio.....D. A. Gourd  
Vice-President Television.....G. Stirling  
Secretary-Treasurer.....Flora Love  
French Language Counsel.....Taschereau Fortier

### DIRECTORS

F. A. Lynds, CKCW, Moncton, N. B.; J. A. Manning, CKCL, Truro, N. S.; G. Stirling, CJON-TV, St. John's, Nfld.; D. A. Gourd, CKRN, Rouyn, P. Q.; F. B. Ricard, CHNO, Sudbury, Ont.; R. Couture, CKSB, St. Boniface, Man.; T. Burham, CKRS-TV, Jonquiere, P. Q.; J. A. Dupont, CJAD, Montreal, P. Q.; E. E. Fitzgibbons, CKCO-TV, Kitchener, Ont.; W. H. Stovin, CJBQ, Belleville, Ont.; W. N. Hawkins, CFOS, Owen Sound, Ont.; R. J. Buss, CHAT, Medicine Hat, Alta.; Vernon Dallin, CFQC, Saskatoon, Sask.; J. O. Blick, CJOB, Winnipeg, Man.; Norman Botterill, CJLH-TV, Lethbridge, Alta.; J. Sayers, C-FUN, Vancouver, B. C.; A. G. Seabrook, CJIB, Vernon, B.C.; D. M. Armstrong, CHEK-TV, Victoria, B. C.

### SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAInut 2-3334. C. W. Fenton, Sales Director, Radio; Karl Steeves, TV.

### FUNCTIONS

The Canadian Association of Radio and Television

Broadcasters is a voluntary trade organization of 146 privately owned (independent) radio broadcasting stations and 32 television stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.  
Circle 6-5566

### OFFICERS

President.....Walter Kiernan  
Vice-Pres.....William Gaxton, Pat O'Brien  
Recording Secy.....Paul A. Lilly  
Historian.....Jane Taylor Lacina  
Exec. Secy.....George W. Buck  
Chmn. Exec. Bd.....Charles J. Maguire  
Chaplain.....Rt. Rev. 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.

## COMPOSERS AND LYRICISTS GUILD OF AMERICA

101 Park Ave., New York, N. Y.  
LE 2-2333  
12924 Sarah Street, North Hollywood, Calif.  
HO 2-1353; SU 2-8377

President.....Leith Stevens  
1st Vice-President.....Winston Sharples  
2nd Vice-President.....Walter Schumann  
3rd Vice-President.....David Terry  
Secretary-Treasurer.....Mack David  
Asst. Sec. Treasurer.....Ben Ludlow  
Executive Secretary.....Elsa Clay

### FUNCTIONS

CLGA 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.

## COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

730 Fifth Ave., New York 19, N. Y.  
Phone: COLUMBUS 5-3530

### OFFICERS

Founder & Director.....Charles Bernard  
President.....Kurt A. Meer (KCUL)  
Exec. V. P.....Bruce Barrington (WEW)  
Vice-Pres.....Warren Roberts (WEAS)  
Ass't. to the Pres.....Jack Nables (WMIE)  
Secretary.....Kenneth Fimstahl (KEVE)  
Treasurer.....Henry Hilton (KSOP)  
Delegate at Large.....Morey DeVolt (KLAK)

### FUNCTIONS

Shoring of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed to national advertisers.

## 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 Hammerstein, 2nd  
Vice-President.....Howard Lindsay  
Secretary.....Sidney Kingsley

### COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, Moss Hart, Lillian Hellman, Arnold B. Horwitt, William Inge, Garson Kanin, Jean 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. Silcox, Secretary to the Council; Hays, St. John, Abramson & Heilbron, Counsel.

### FUNCTIONS

The national business organization of dramatists.

**EPISCOPAL ACTORS GUILD OF AMERICA, INC.**

1 East 29th St., New York, N. Y.  
Murray Hill 5-2927

**OFFICERS**

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Curry, James Jolley, J. P. Wilson, Mrs. Leonard C.  
Featners, Jean Dixon, John Alexander, William Adams,  
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**FUNCTION**

Cultural, social, philanthropic. Membership opened  
to actors and friends of the theatre. Not denomina-  
tional in its services. National headquarters, Church  
of the Transfiguration (Little Church Around The  
Corner.)

**FEDERAL TRADE COMMISSION**

Pennsylvania Ave., at 6th St., N.W., Washington  
25, D. C.  
Executive 3-6800

**PERSONNEL**

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Commissioner . . . . . William C. Kern  
Commissioner . . . . . Robert T. Secrest  
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Dir., Bur. of Economics . . . . . Simon N. Whitney  
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**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. Lamke, 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, Masanic Temple Bldg., 333 St. Charles  
St., New Orleans, La. William B. Lott. EXpress 2411.  
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Washington Branch Acting Mgr., J. J. Gereke  
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Brown, Mgr., BA 17000  
915 Forsyth Bldg., 86 Forsyth St., Atlanta, Ga.  
Edward S. Ragsdale, Mgr., JA 2-4121

**FUNCTIONS**

Under several laws designed to promote free and  
fair competition in interstate trade, the Commission  
takes action against monopolistic and deceptive prac-  
tices and publishes economic studies of factors af-  
fecting the competitive economy.

**FILM PRODUCERS ASSOCIATION OF NEW YORK**

39 Broadway, New York 6, N. Y.  
Phone: WHitehall 3-7376

President . . . . . Nathan Zucker, Dynamic Films  
Vice-Pres. . . . . Lee Blair, TV Film Graphics  
Secretary . . . . . Maxine Culhane, Culhane Prod.  
Treasurer . . . . . Edward Lamm, Pathecoep  
Public Rel. Counsel . . . . . Wallace A. Ross  
15 East 48th St., New York 17, N. Y., PLaza 1-1920

Legal Counsel . . . . . John Wheeler, Wheeler & Alpert  
59 Broadway, New York 6, N. Y., WH 3-7376

**BOARD MEMBERS**

F. C. Wood, Jr., Sound Masters; Peter Mooney,  
Audio Prods.; Walter Lowendahl, Transtilm, David  
Pincus, Caravel Films; Stephen Elliot Elliot, U & E;  
Robert Lawrence, Lawrence Prods. Harold Wondsel,  
WCD

**FUNCTIONS**

At monthly meetings and through active committees,  
FPA works to advance the motion picture industry in  
all its branches—to achieve recognition for contribu-  
tions made, disseminate information, stabilize labor  
relations. Recently, FPA voted Associate Memberships  
to a number of the laboratories and other services  
and suppliers who wished to participate in the promo-  
tion of the New York film industry

**FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA**

6399 Wilshire Blvd., Los Angeles 48, Calif.  
WE 6-1186

President . . . . . John B. Kiefer  
Secretary . . . . . Maurice Buchan

**THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA**

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

Director . . . . . Pierre Grenesse  
Ass't. Dir. . . . . Alice Lewitin  
Administrator . . . . . Suzanne Weltman  
Program Director . . . . . Maxine Skwirsky  
Public Relations . . . . . Robert Powers

**FUNCTIONS**

The activities of the French Broadcasting System in  
North America are twofold: on the one hand, for the  
purpose of strengthening the good will and understand-  
ing between France and the U. S., it distributes to in-  
dependent stations all over the country English-lan-  
guage programs prepared in Paris for North American  
listeners, covering all aspects of life in France today;  
on the other hand, it keeps French listeners informed  
or all events taking place in America today.

**THE INSTITUTE OF RADIO ENGINEERS, INC.**

1 East 79th St., New York 21, N. Y.  
LEhigh 5-5100

**OFFICERS**

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Treasurer . . . . . W. R. G. Baker  
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Editor . . . . . J. D. Ryder  
Exec. Sec'y . . . . . G. W. Bailey

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J. R. Whinnery.

**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.

**JEWISH THEATRICAL GUILD OF AMERICA, INC.**

1564 Broadway, New York 36, N. Y.  
PLaza 7-5237

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# ORGANIZATIONS

**Legal Committee**..... Henry M. Katz  
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**Executive Secretary**..... Leonard B. Sang

**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  
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**Ass't. Dir.**..... David C. Stewart  
**Eng. Cons.**..... Cyril M. Braum

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**FUNCTIONS**  
 The JCET represents national educational interests in TV channels reserved for education.

## THE LAMBS

130 W. 44th St., New York 36, N. Y.  
 JUDSON 2-1515

### OFFICERS

**Shepherd**..... William Gaxton  
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**Corresponding Secretary**..... Bobby Clark  
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**LIFE DIRECTORS EX-SHEPHERDS:** Fred Waring, Walter N. Greazo.

### 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

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229 Fourth Ave., New York 3, N. Y.  
 OREGON 4-5100

**Chairman**..... Joseph A. Tanney  
**Vice-Chairman**..... Kern Moyses  
**Secretary**..... William McAdam

### EXECUTIVE COMMITTEE

Kern Moyses, S. C. Bobbins, Doniel Nemeth, Joseph Tanney, Anthony Termini.

### FUNCTIONS

Provides credit-reporting services and credit group activities (basically a monthly membership meeting). Credit reports of several varieties and provides continuous information on financial status of mutual customers. Membership open to organizations supplying services, facilities, equipment or supplies to motion picture and television.

## MUSIC PUBLISHERS' CONTACT

### EMPLOYEES UNION OF GREATER NEW YORK, NO. 22102, A.F.L.- C.I.O.

1270 Sixth Avenue, New York 20, N. Y.  
 CO. 5-7362

**President**..... Robert Miller  
**Vice-President**..... Joe Santly  
**Treasurer**..... Jack Perry  
**Executive Secretary**..... Bob Miller

### MEMBERS OF EXECUTIVE COUNCIL

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### FUNCTIONS

Labor Union.

## MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.  
 PLAZA 1-1930

### OFFICERS

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## NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

9216 Sunset Blvd., Los Angeles 46, Calif.  
 Phone: CRestview 4-5209

**Exec. Secy.**..... Thomas Freebairn-Smith  
 200 Central Park South, New York 19, N. Y.

Phone: JUDSON 6-3833

**Exec. Dir.**..... Kenneth Leedom

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**1st Vice-Pres.**..... Robert F. Lewine  
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**Treasurer**..... Lawrence Langner

### FUNCTIONS

National non-profit organization dedicated to advancement of arts and sciences of television. One of most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry.

## NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.  
 WEBSTER 4-7830

OFFICERS

President ..... Mrs. Clara S. Logan  
 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 BROADCASTERS**

(For Complete Listing See NAB 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 Menamonee 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.

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FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

**NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC**

80 E. Jackson Blvd., Chicago 4, Ill.  
 WA 2-2462

International President ..... George Smith  
 International Vice-President ..... Eugene Klump  
 International Exec. V. P. .... G. Tyler Byrne  
 International Sec'y-Treasurer ..... Arthur Hjorth  
 Canadian Sec'y-Treasurer ..... Giacomo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 35 Court St., Buffalo; 1410 Stanley, Montreal, P. Q.

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**

13 Gregory Hall, Urbana, Ill.  
 Urbana 7-6611, Ext. 3394

OFFICERS

President ..... Burton Paulu  
 Vice-President ..... Richard Hull  
 Treasurer ..... Robert J. Coleman  
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 Executive Director ..... Harry J. Skornia

DIRECTORS

Region I: Arthur Weld, Jr., Syracuse U.; Region II: Vernon Bronson, Dade County Bd. of Public Instruction, Miami, Fla.; Region III: Ola Hiller, WFBE, Flint, Michigan Public Schools; Region IV: Richard F. Vogl, Iowa State College, Iowa; Region V: Robert Schenkan, University of Texas, Austin; Region VI: Edwin Adams, University of Washington, Seattle.

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  
 General Counsel ..... Alfred Rice

FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law

**NATIONAL AUDIENCE BOARD, INC.**

152 East End Ave., New York 28, N. Y.  
 TRAtolger 9-6070

Officers

President ..... Peter Goelet  
 Exec. Vice-Pres ..... Bernard F. Kamins  
 Treasurer ..... David J. Colton  
 Secretary ..... Harriet Williams

Branch Offices

239 1/2 S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUNiper 5-7575, Hol 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

Chmn. of Bd ..... William G. Werner  
 Vice-Chmn ..... Lowell Schumway  
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DIRECTORS

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FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

**NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.**

714 Perpetual Bldg., 1111 E St., N. W. Washington 4, D. C.

Phone ME 8-1415  
 President ..... George J. Barco  
 Vice-Pres ..... Glen Flinn



# ORGANIZATIONS



Treasurer ..... Clive Runnells, Jr.  
 Secretary ..... A. J. Malin  
 Exec. Dir. .... Edward P. Whitney

## FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

## NAT. TELEVISION FILM COUNCIL

1639 Broadway, New York 19, N.Y.  
 Judson 6-5444

### OFFICERS

Honorary Lifetime Pres. .... Melvin L. Gold  
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### FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

## NATIONAL VARIETY ARTISTS, INC.

1674 B'way, New York 19, N. Y.  
 Columbus 5-0956

### OFFICERS

President ..... Louis Handin  
 Treasurer ..... Lester Rose

### DIRECTORS

Leoh Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Frank O'Connell, Edna Osborne, Lillian Sallisch, Joe Woods, Lillian Weed, Lou Wills.

## NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.  
 Circle 5-4343

### OFFICERS

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 Vice-President ..... Edith Wilson  
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 Treasurer ..... A. Edward Walters  
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## NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

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## 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. Caskey  
 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  
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 Treasurer ..... Jack Perry  
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 Bert Haber, Leo Diston, Mickey Garlock, Mac  
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 Sammy Smith, Bob Baumgart, Ed Burton.

### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
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 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

Two Park Ave., New York 16, N. Y.  
 Phone: LE 2-8902

Director ..... W. J. Convery Egan  
 Deputy Dir. .... Thomas H. Brown, Jr.  
 Ass't Dir. .... John L. Dunning  
 Program Dir. .... Mucio Delgado  
 PR Dir. .... Alton Kastner  
 Tech. Dir. .... Claude Harris  
 Deputy Eur. Dir. (Munich) ..... Erik Hazelhoff  
 Mng. Dir. (Lisbon) ..... Henry Lollitt

### FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 29 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

## RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.  
 MURray Hill 8-4020

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 Vice-President and General Manager ..... John F. Hardesty  
 V.P., Dir. of Sls. Admin. .... Sherril W. Taylor  
 Director of Promotion ..... Miles David  
 Asst. Secy.-Treas. .... William L. Morison

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 Treasurer ..... John S. Hayes  
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# ORGANIZATIONS

WWRN, Marion, Ohio; Weston C. Pullen, Jr., Time, Inc., New York, N. Y.; William E. Rine, Storer Broadcasting Co., Cleveland, Ohio; Paul Roberts, MBS, New York, N. Y.; Don Searle, KXXX, Colby, Kans.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

### FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level

## RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION

527 Lexington Ave., New York 17, N. Y.  
Plaza 1-2720

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### BOARD OF GOVERNORS

Chairman: Lou Hutt; Julian Anthony, Nick Archer, Robert F. Donahue, Roy D. Edwards, George Jordan, Burt Reinhardt.

### FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

## RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.  
Plaza 9-0949

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2nd Vice-President	Clifford Braun
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Cleveland: Carl Heist  
Washington: Frank Slingland  
Detroit: Shields Dierkes  
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### BRANCH OFFICES

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Hollywood Local, 7046 Hollywood Blvd., Hollywood 28, Cal., Exec. Sec'y., Elizabeth Gould.  
Chicago Local, Box 3391, Merchandise Mart, Chicago 54, Ill., Pres., Clifford Braun.  
Detroit Local, 202 Stephenson Bldg., Detroit, Mich., Pres., Shields Dierkes.  
Washington Local, Sheraton Park Hotel, Washington 8, D. C., Pres., Frank Slingland  
Cleveland Local, 815 E. Superior Ave., Cleveland 14, Ohio, Pres., Carl Heise.

### FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and stage 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.  
Phone: Murray Hill 9-3480

### OFFICERS

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### BOARD OF GOVERNORS

Ted Bergmann, Kenneth Bilby, Robert Jay Burton, Maggi Eaton, Norman Glenn, Norman Gluck, Robert J. Leder, Mary McKenna, Harold B. Mers, Sam Slate.

### 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-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.  
National 8-3120

President	Edward P. Morgan (ABC)
Vice-President	Julian Goodman (NBC)
Secretary	Lewis W. Shollenberger (CBS)
Treasurer	Ann M. Carrick
Members-at-large	Arthur F. Barriault (NBC); Edward P. Ryan (WTOP); James A. Gertz (Mutual).

### FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

## RADIO-ELECTRONICS-TV MANU- FACTURERS ASSOCIATION OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
Walnut 1-2898

Pres., Chrm. of Board	W. E. Jeffrey
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Director of Engineering	R. A. Hockbusch
General Manager	F. W. Radcliffe

### FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV-electronics manufacturing industry in Canada.

## THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, Michigan State U., Box 790, East Lansing, Mich.

### OFFICERS

President	Jack E. Krueger
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Vice-Pres., Radio	WHAS, Louisville
Vice-Pres., TV	WGAR, Cleveland
Treasurer	WTVJ, Miami, Fla.
Bd Chmn	WSJS, Winston-Salem
Exec. Sec'y	CBS, Washington, D. C.
	WKAR, East Lansing, Mich.

### DIRECTORS

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# ORGANIZATIONS



## FUNCTIONS

Professional Association working to maintain and improve standards of Radio and TV journalism. Prints monthly news Bulletin, presents annual awards for excellence in news Bulletin, presents annual awards for excellence in news broadcasting, and annual workshop conventions.

## REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795  
Panama, City, Panama  
President ..... Fernando Eleto

## FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

## SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.  
HOLLYWOOD 9-7311  
President ..... Leon Ames  
1st Vice-President ..... Howard Keel  
2nd Vice-President ..... John Lund  
3rd Vice-President ..... Rosemary DeCamp  
Recording Secretary ..... Robert Keith  
Treasurer ..... George Chandler  
National Executive Secretary ..... John L. Dales

## BRANCH OFFICES

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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.

1256 Penobscot Bldg., Detroit 26, Mich. Woodward 2-2896. 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 AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

## SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.  
CRestview 6-3123  
292 Mad. Ave., c/o Zissu & Marcus,  
MU 3-0966  
President ..... Dr. Miklos Rozsa  
Vice-President ..... Robert E. Dolan  
Secretary ..... David Buttolph  
Treasurer ..... George Duning

## 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.

## SCREEN DIRECTORS INTERNATIONAL GUILD

507 Fifth Ave., New York 17, N. Y.  
OXford 7-9580  
OFFICERS  
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Secretary ..... Joseph R. Kohn  
Treasurer ..... Jean H. Lenauer  
Executive Secretary ..... George L. George  
General Counsel ..... Erwin Feldman

## EXECUTIVE BOARD

William Buckley, Albert DeCaprio, Paul Falkenberg, Mauri Goldberg, Philip S. Goodman, Ben Gradus, Leo Hurwitz, Joseph Lerner, Henwar RodaKiezciz, Leo Seltzer, Robert K. Sharpe.

## ALTERNATES

Robert Anderson, Alexander Gansell, Perry Lafferty, Bert Lawrence, Sidney Meyers.

## SESAC INC.

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.  
JUdson 6-3450

## OFFICERS

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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

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Past President ..... John G. Frayne  
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Chrm. San Francisco Section ..... Werner H. Ruhl  
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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 6-2536

## OFFICERS

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Vice-President ..... Milton Drake  
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Treasurer ..... Leonard Whitcup  
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Executive Director ..... Miriam Stern  
Copyright Department ..... Margaret Thiele  
Counsel ..... John Schulman

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## BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Calif.  
HOLlywood 2-1108



# ORGANIZATIONS



## 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  
Managing Director W. J. Taylor  
Chairman of the Board Loyd Sigman, KMPC  
Vice-Chairman Howard Gray, KGIL  
Secretary John Hensen, KABC  
Treasurer Robert J. McAndrews, KBIG

## 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 Guy LeBow  
1st Vice-President Mel Allca  
2nd Vice-President Charles Morey  
Secretary Frank Lifsky  
Treasurer Joe Gallagher

## 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  
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Vice-President H. Preston Peters  
Secretary Richard O'Connell  
Treasurer Eugene Katz

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Managing Director

## FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

## TELE-THEATRE CORPORATION

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N. Y. Phonic: Circle 6-7043  
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Vice-Pres Charles J. Schreiber  
Secretary Gerald E. Miller  
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Director-Tele-Theo. (Res. Inst.) Lee Novak

## FUNCTIONS

A public relations and promotional org. in the radio and phonograph record fields, with a network of affiliated radio stations in 144 market areas

## TELEVISION BUREAU OF ADVERTISING, INC.

444 Madison Ave., New York 22, N. Y.  
Murray Hill 8-0215  
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Dir. Sls. Promotion Gordon Hellman

Dir. Research Dr. Leon Arons  
Dir. Retail Sales Howard Abrams  
Dir. PR J. R. Rostatter

## BRANCH OFFICE

369 Pine St., San Francisco 4, Calif.  
YUKON 2-6332  
Dir., Western Div. Walter McNeill

## FUNCTIONS

The TV industry's league to improve and expand the use of television as an advertising medium. It is supported by the nation's leading television stations, networks and station representatives

## UNITED NATIONS—RADIO DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.  
Plaza 4-1234  
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Dir., Radio Div. Peter Aylan  
Dep. Dir. Franco Passigli  
Ch., Radio Service Gohl Obhrar  
Ch., TV Service William Hanson  
Ch., Operations 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  
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Dir., Off. of Pub. Info. Sidney H. Fine  
Dir., Bestg. Service (Radio and TV) Robert E. Burton

## FUNCTIONS

To inform all peoples throughout the world of the policies and objectives of the U. S. Government and to counter distortions of hostile propoganda. 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  
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2nd Vice-Pres. Don Ettlinger  
Secretary William Kendall Clarke  
Treasurer Robert Allison  
Exec. Dir. Evelyn F. Burkey

## FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

## WRITERS GUILD OF AMERICA, WEST, INC.

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CREstview 5-1162  
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2nd Vice-Pres. David Dortot  
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Executive Director Frances Inglis

## SCREEN BRANCH

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Vice-Pres. Herbert Baker  
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## TELEVISION-RADIO BRANCH

President Curtis Kanyon  
Vice-Pres. Samuel Newman  
Secretary-Treasurer Gomer Cool

## FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

# TRADE PUBLICATIONS

Covering the Field of Radio—Television—FM  
TRADE — FAN — TECHNICAL — GENERAL

## THE ADVERTISER MAGAZINE

1056 Fifth Ave., New York 28, N. Y.  
Phone: Enright 9-6512

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Editor ..... Lydie Bloch  
Associate Editor ..... Diana Ghia  
Business Manager ..... L. B. Rosenberg  
Advertising Manager ..... Robert M. Jason  
Media Service Dir. .... Ellis Porter  
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Circulation Dir. .... Sam J. Davis  
Staff Writers ..... George Abrams,  
Charles Sievert, Arthur Coles, Michael  
Grimm

## 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: LOnacre 5-3320

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President ..... J. H. Moore, Jr.  
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Managing Ed. .... Albert H. Jaegglin  
Advertising Mgr. .... William H. Pearson  
Circulation Mgr. .... Irving Pines

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1564 Broadway, New York, N. Y.  
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Co-Publisher ..... R. S. Littleford, Jr.

### Branch Offices

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Phone: DUnbar 1-6450

Pres. & Treas. .... E. W. Evans  
188 W. Randolph St., Chicago 1, Ill.  
Phone: CEntal 6-8761

Manager ..... Maynard L. Renter  
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Phone: HOllwood 9-5931

Manager ..... Sam Abbott  
390 Arcade Bldg., St. Louis 1, Mo.  
Phone: Chestnut 1-0443

Manager ..... Frank Joerling

## BROADCASTING

1735 DeSales St. at Connecticut Ave.  
Washington 6, D. C.  
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V.P. & Gen. Manager ..... Maury Long  
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Southern Sales Mgr. .... Ed Sellers

### Branch Offices

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Bureau News Mgr. .... Larry Christopher  
Sales Manager ..... Winfield R. Levi  
Eastern Sales Mgr. .... Kenneth Cowan  
Sls. Service Mgr. .... Eleanor Manning  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CENTal 6-4115

Midwestern Sales

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Midwestern News Editor ..... John Osbon  
6253 Hollywood Blvd.  
Hollywood 28, Calif.  
Phone: HOllwood 3-8181

Western News Ed. .... Bruce Robertson  
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32 Collin Ave., Toronto, Canada  
Phone: HUDson 9-2694

Executive-in-Chg. .... James Montagnes

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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

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Dir. of Circulation ..... George McBride

## ELECTRONICS

330 W. 42 St., New York 36, N. Y.  
Phone: LOnacre 4-3000

Editor ..... W. W. MacDonald  
Managing Editor ..... John M. Carroll



**ELECTRONIC INDUSTRIES**

Chestnut & 56th Streets, Philadelphia, Pa.  
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Editor.....Bernard F. Oshala  
Publisher.....Robert E. McKenna

**FILM DAILY**

DAILY, 1501 Broadway, New York 36, N. Y., Phone, BRyant 9-7117. J. W. Alicoate, Publisher; Chas. A. Alicoate, Executive Publisher; Chester B. Bahn, Editor; Winfield Andrus, Managing Editor; West Coast Offices: Robert Sill, News Editor; West Coast Division Manager, Paul Devoe; Office Manager, Ethel Rosen; 6425 Hollywood Blvd., Phone Hollywood 9-5358; Washington Bureau, James J. Butler, 1140-42 Nat'l Press Bldg., Phone ME 8-0823; Chicago Bureau, Joseph Esler, Chief; C. L. Esler, 6241 N. Oakley Ave., Phone BRiargate 4-7441. Far East Bureau, Glenn F. Ireton, Mgr., 78 Akasaka Daimachi, Minato-ku, Tokyo, Phone 48-1366; Southern Europe Bureau, John Perdicari, Chief, Via Ludovisi 16, Rome; London, Bernard Charman, Daily Cinema; Paris, Thomas L. Rowe, 9 rue Victor Considerant.

**THE HOLLYWOOD REPORTER**

6715 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-7411

Publisher.....W. R. Wilkerson  
Editor.....Don Carle Gillette  
Business Manager.....Geo. H. Kennedy

**MADISON AVENUE**

575 Madison Ave., New York 22, N. Y.  
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Publisher.....Carl Rogers  
Managing Editor.....Bill Greeley  
Adv. Manager.....George Dixon

**MARKETS OF AMERICA**

1056 Fifth Ave., New York 28, N. Y.  
Phone: ENright 9-6512

Publisher.....Manuel Rosenberg  
Editor.....Lydie Bloch  
Managing Editor.....Col. Don R. Jason  
Associate Editor.....Diana Ghia  
Business Mgr.....L. B. Rosenberg  
Camera Editor.....Lydie Bloch  
Advertising Mgr.....Robert M. Jason  
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**MIKE & SCREEN PRESS DIRECTORY**

527 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 1-2720

Publisher.....Radio-Newsreel-Television Working Press Association  
Editor.....Julian Anthony

**MUSICAL AMERICA**

113 W. 57 St., New York 19, N. Y.  
Phone: Circle 7-0520

Publisher.....John F. Majeski  
Treas.....John F. Majeski, Jr.  
Editor.....Ronald Eyer  
Advertising Mgr.....Manrice B. Swaab  
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**MUSICAL COURIER**

119 West 57 St., New York 19, N. Y.  
Phone: Circle 7-4500

Publisher.....Roy E. Gainsburg  
Editor.....Gid W. Waldrop

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Executive-in-Charge .....George Nichols  
804 Redman Ave., Haddonfield, N. J.  
Philadelphia Sales Mgr....Harold V. Brown  
1319 F Street, N. W., Washington 4, D. C.  
Washington Editor.....Wallace Fingal

**RADIO ANNUAL &  
TELEVISION YEAR BOOK**

**YEARLY.** 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Frank McNeely, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

**RADIO-TELEVISION DAILY**

**DAILY.** 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Chester B. Bahn, Vice-President; Joe Morris, Managing Editor; Dick Donnelly, Associate Editor; West Coast, 6425 Hollywood Blvd., Phone Hollywood 9-3951, News Editor, Robert Sill; Paul K. Devoe, Western Division Manager; Jerry Tidwell, Ethel Rosen, Pat Helm; Washington Bureau, Harry Lando, 1126 National Press Bldg. Phone Executive 3-4808; Chicago Bureau, Nat Green, Room 500, Woods Bldg., 54 W. Randolph St., Phone Dearborn 2-6757; Mexico City Office, B. Fernandez Aldana, Av., Morelos, 58-305, Mexico, D. F., Phone, 21-03-24; Rome Office, John Perdicari, Ludovisi 16; Puerto Rican Bureau, Antonio Alfonso, Edificio Ochoa, San Juan, P. R., P. O. Box 3485, Phone, 3-2750; Far East Bureau, Glenn F. Ireton, 78 Akasaka Daimachi, Minato-ku, Tokyo, Phone, 48-1366; Canadian Bureau, Jules Larochelle, Room 12, 300 Lemoyne St., Montreal, Phone Plateau 4952.

**RADIO-ELECTRONICS**

154 W. 14th St., New York 11, N. Y.  
Phone: ALgonquin 5-7755

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Editorial Director....M. Harvey Gernsback  
Managing Editor.....Fred Shunaman  
Technical Editor.....Robert F. Scott  
Production Mgr.....Elizabeth Stalcup  
Technical Illustration Dir.,  
Wm. Lyon McLaughlin  
General Mgr.....Lee Robinson  
Sales Manager.....John J. Lamson  
Circulation Mgr.....G. Aliquo  
Promotion Mgr.....Robert A. Fallath

**RADIO & TELEVISION NEWS**

366 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-8080

President .....William Ziff  
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# True Evaluation Of FM Radio Is Gradually Coming To Light



By **RAY STONE**  
Broadcast Supervisor  
Maxon, Inc.

**B**UYING radio time from seven to nine o'clock in the morning is not unusual these days. It now appears that the advantages of early morning radio were concealed for many years. It is probable the present advantages of FM radio are also concealed by various broadcasting industry problems which result in the practical evasion of FM radio by most national advertisers.

It is true much FM radio is duplicated AM radio but it is inconceivable that the average FM set would be purchased either at double or many times the cost of the usual AM set just to obtain the technical benefit of the elimination of interference or static. The considerable additional expenditure appears to be made by persons who expect to hear radio programs not conveniently available or absent from regular AM radio fare and who ultimately realize this expectation through FM. Without this realization, FM receivers would not continue to be sold in increasing quantities.



Contrary to many opinions, FM listeners are not, basically, AM listeners. The competition for audience between the two aural mediums is no greater than that which exists within all advertising media. This belief is substantiated by the fact that not many FM homes are to be found in any area where AM-FM duplication only has occurred. FM homes in any area are in direct proportion to the quantity and quality of the unduplicated FM effort. The FM programs tend to be on the more serious side. The FM audience tends to have more adult characteristics and more disposable income.

Sooner or later, FM stations will be more effectively programmed, researched and promoted on a group basis. Who will get what from such organization? It seems:

1. The public would get a more extensive, different and generally higher level of radio programming with better listening qualities.

2. The station could offer better community service and obtain greatly increased income from clients not now placing business.

3. The advertiser and agency will have a new advertising medium that can deliver a desirable audience at low cost.

4. The manufacturer of sets, transmitters

and related products will gain increased demand.

5. Distributors and retailers of sets and related equipment can sell a higher cost product with proportionate higher profit.

6. Service shops will benefit from increased repairs required to maintain performance of FM sets.

7. Record companies and tape manufacturers will acquire greater demand for their products through increased consumer interest brought about by the unique and different FM programs.

These few enumerated advantages of stronger FM organization in the future are only a question of size and not of kind, for they are within FM radio now.



The more direct advantages that FM can presently offer the national advertiser are:

1. An unduplicated, *adult* audience noticeably free of teenagers and children.

2. An adult listener who has higher income, higher occupational status and more education than the average AM listener or TV viewer.

3. A large, influential and prosperous segment of most major markets. Those people who buy the specialized and more expensive products along with more of most everything else.

4. Constant geographical coverage. No difference in day or night reception such as exists in AM radio. This coverage is also extensive—as extensive as many TV stations.

5. Better reception that is high in quality and free of interference or static.

6. A sizable audience delivered at attractive cost—equal or lower than any other advertising medium.

FM radio offers advantages today. FM tomorrow will offer the then accepted same advantages.

FM radio does exist and can not continue to be ignored by national advertisers. FM already has made its place and has its part to play. Inevitably, the time of complete recognition has to come.

# F M S T A T I O N S I N O P E R A T I O N

Licensed FM stations on the air as of January 1, 1958 were as follows. This list does not include CPs granted or CP stations on the air.

As of Jan. 1, 1958

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
<b>ALABAMA</b>							
Albertville	WAVU-FM	86	105.1	4.5	360	34.24	86.16
Alexander City	WRFS-FM	91	106.1	4.6	240	32.95	85.99
Andalusia	WCTA-FM	51	98.1	10.0	200	31.32	86.45
Anniston	WHMA-FM	63	100.5	3.6	140	33.67	85.85
Birmingham	WAFM	58	99.5	72.0	780	33.49	86.80
	WJLN	84	104.7	23.0	590	33.48	86.81
	WBRC-FM	95	106.9	15.0	800	33.49	86.80
Clanton	WKLF-FM	65	100.9	.370	255	32.84	86.68
Cullman	WFMH-FM	66	101.1	5.3	165	34.20	86.78
Decatur	WHOS-FM	23	92.5	8.6	200	34.60	87.01
Lanett	WRLD-FM	75	102.9	10.0	330	32.87	85.22
Mobile	WKRQ-FM	60	99.9	3.0	310	30.72	88.06
Talladega	WHTB-FM	46	97.1	9.2	210	33.44	86.12
Tuscaloosa	WUOA	19	91.7	15.0	120	33.21	87.55
	WTBC-FM	39	95.7	17.5	320	33.20	87.53
<b>ARIZONA</b>							
Mesa	KTYL-FM	84	104.7	16.0	140	33.41	111.88
Phoenix	KFCA	03	88.5	.010*	75*	33.48	112.09
	KELE	38	95.5	18.0	115	32.45	112.07
Tucson	KTKT-FM	58	99.5	3.1	—7	32.24	110.98
<b>ARKANSAS</b>							
Blytheville	KLCN-FM	41	96.1	21.0	360	35.92	89.87
Jonesboro	KBTM-FM	70	101.9	8.0	200	35.85	90.66
Mammoth Spring	KAMS	80	103.9	.310	125	36.55	91.55
Pocahontas	KPOC-FM	49	97.7	.390	170	36.28	90.96
Siloam Springs	KUOA-FM	89	105.7	2.6	465	36.19	94.56
<b>CALIFORNIA</b>							
Bakersfield	KERN-FM	31	94.1	9.1	240	35.34	119.04
	KQXR	68	101.5	14.5	360	35.52	119.07
Berkeley	KPFB	07	89.3	.150	—100	37.87	122.27
	KPFA	31	94.1	54.0	1330	37.87	122.22
	KRE-FM	75	102.9	9.9	—70	37.85	122.30
Claremont	KSPC	14	90.7	.010*	75*	34.10	117.71
Eureka	KRED	42	96.3	5.6	1520	40.73	123.95
Fresno	KRFM	29	93.7	68.0	1880	37.08	119.43
	KMJ-FM	50	97.9	7.3	630	36.69	120.05
	KARM-FM	70	101.9	7.4	360	36.85	119.84
Glendale	KFMU	46	97.1	58.0	750	34.16	118.20
	KUTE	70	101.9	11.6	630	34.16	118.20
Hollywood	KRHM	34	94.7	58.0	2835	34.23	118.07
	KHJ-FM	66	101.1	16.8	2950	34.23	118.07
Long Beach	KLON	01	88.1	1.2	425	33.80	118.16
	KFOX-FM	72	102.3	1.0	120	33.78	118.19
	KNOB	76	103.1	.320	420	33.80	118.16
Los Angeles	KXLU	04	88.7	.010*	75*	33.97	118.42
	KUSC	18	91.5	2.9	150	34.02	118.28
	KFAC-FM	22	92.3	59.0	2820	34.22	118.06
	KINX-FM	26	93.1	67.0	2870	34.23	118.07
	KABC-FM	38	95.5	4.3	2800	34.23	118.07
	KRKD-FM	42	96.3	54.0	475	34.08	118.20
	KCBH	54	98.7	75.0	1260	34.12	118.39
	KHOF	58	99.5	16.5	260	34.14	118.23
	KPLA	82	104.3	7.1	64	34.10	118.33
	KBMS	90	105.9	18.0	770	34.16	118.20
Marysville	KMYC-FM	60	99.9	4.9	150	39.14	121.55
Modesto	KBEE-FM	77	103.3	11.5	150	37.64	120.99
	KTRB-FM	81	104.1	4.7	260	37.67	120.98
Ontario	KEDO	28	93.5	.310	—110	34.08	117.66

\* Height above surrounding terrain.



# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Sacramento	KCRA-FM	41	96.1	11.0	380	38.64	121.56
	KFBK-FM	45	96.9	3.2	260	38.57	121.48
	KXOA-FM	100	107.9	12.5	170	38.60	121.45
San Bernardino	KVCR	20	91.9	.770	-240	34.09	117.31
San Diego	KSDS	02	88.3	.375	37	32.72	117.15
	KFSD-FM	31	94.1	33.0	425	32.72	117.07
San Francisco	KSON-FM	84	104.7	13.0	210	32.72	117.16
	KALW	19	91.7	3.3	70	37.76	122.41
	KEAR	47	97.3	125.0	1100	37.85	122.50
	KCBS-FM	55	98.9	35.0	640	37.79	122.41
	KNBC-FM	59	99.7	45.0	1240	37.69	122.44
	KGO-FM	79	103.7	3.8	1180	37.76	122.45
	KSJO-FM	37	95.3	1.0	-610	37.33	121.86
San Jose	KWIZ-FM	44	96.7	1.0	160	33.75	117.91
Santa Ana	KCRW	10	89.9	400	-310	34.01	118.47
Santa Monica	KDFC	71	102.1	33.0	1050	37.85	122.50
Sausalito	KCVN	17	91.3	3.40	70	37.98	121.31

## COLORADO

Boulder	KRNW	47	97.3	2.0	-730	40.06	105.27
Colorado Springs	KSHS	13	90.5	610	1760	38.84	104.82
	KRCC	17	91.3	165	-480	38.86	104.83
	KTGM	86	105.1	10.0	9	39.74	105.07
Denver	KFML-FM	53	98.5	2.35	580	39.73	105.24
Golden	KCMS-FM	74	102.7	10.0	-780	38.85	104.84
Manitou Springs							

## CONNECTICUT

Brookfield	WGHF	36	95.1	20.0	500	41.49	73.43
Danbury	WLAD-FM	52	98.3	.340	280	41.38	73.45
Hartford	WFMQ	29	93.7	7.0	750	41.56	72.84
	WTIC-FM	43	96.5	8.0	705	41.77	72.81
	WMMW-FM	39	95.7	7.0	740	41.56	72.84
Meriden	WNHC-FM	56	99.1	10.0	630	41.43	72.94
New Haven	WSTC-FM	44	96.7	.650	305	41.07	73.54
Stamford	WHUS	13	90.5	.010*	80*	41.81	72.26
Storrs							

## DELAWARE

Dover	WDOV-FM	34	94.7	8.3	200	39.20	75.56
Wilmington	WDEL-FM	29	93.7	20.0	460	39.82	75.53
	WJBR	58	99.5	20.0	330	39.83	75.52

## DISTRICT OF COLUMBIA

Washington	WRC-FM	30	93.9	20.0	410	38.92	77.06
	WTOP-FM	42	96.3	20.0	390	38.95	77.08
	WASH	46	97.1	15.0	470	39.04	77.06
	WOL-FM	54	98.7	20.0	485	38.89	77.20
	WFAN	62	100.3	9.4	320	38.95	77.00
	WWDC-FM	66	101.1	20.0	410	39.00	77.06
	WGMS-FM	78	103.5	20.0	440	39.04	77.17
	WMAL-FM	97	107.3	20.0	475	38.94	77.09

## FLORIDA

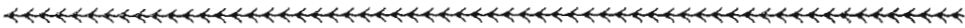
Daytona Beach	WNDB-FM	33	94.5	8.5	330	29.23	81.04
	WRUF-FM	81	104.1	12.0	350	29.64	82.42
	WJAX-FM	36	95.1	7.7	560	30.29	81.75
Jacksonville	WMBR-FM	41	96.1	50.0	850	30.31	81.65
	WJHP-FM	45	96.9	9.7	350	30.30	81.74
	WTHS	19	91.7	5.0	215	25.79	80.19
Miami	WAHR-FM	30	93.9	13.0	170	25.77	80.14
	WGBS-FM	42	96.3	1.55	80	25.79	80.19
(Miami)	WCKR-FM	47	97.3	15.5	285	25.78	80.19
	WWPB	68	101.5	8.5	275	25.77	80.20
	WKAT-FM	26	93.1	285.0	430	25.79	80.14
Miami Beach	WDBO-FM	22	92.3	25.0	460	28.55	81.41
	WHOO-FM	43	96.5	59.0	460	28.58	81.45
Orlando	WORZ	62	100.3	16.5	300	28.55	81.43
	WQXT-FM	50	97.9	3.6	235	26.61	80.04
Palm Beach	WDLP-FM	55	98.9	1.6	300	30.17	85.61
	WFSU-FM	18	91.5	.010*	81*	30.44	84.29
Panama City	WTUN	05	88.9	.770	240	28.04	82.47
	WFLA-FM	27	93.3	46.0	910	27.84	82.26
Tallahassee	WDAE-FM	64	100.7	65.0	390	27.94	82.46
	WPKM	84	104.7	10.5	160	27.93	82.48
Tampa	WPRK	18	91.5	.330	90	28.59	81.34

\* Height above surrounding terrain.





# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
<b>GEORGIA</b>							
Athens	WGAU-FM	58	99.5	4.4	258	33.94	83.40
Atlanta	WABE	11	90.1	4.8	300	33.75	84.39
	WGKA-FM	25	92.9	9.4	270	33.79	84.38
	WSB-FM	53	98.5	52.0	1050	33.76	84.36
	WAGA-FM	77	103.3	36.2	965	33.80	84.33
Augusta	WBBQ-FM	79	103.7	10.5	72	33.46	81.99
	WAUG-FM	89	105.7	5.5	100	33.46	91.94
Columbus	WRBL-FM	27	93.3	25.0	570	32.47	85.06
Gainesville	WDUN-FM	80	103.9	.340	175	34.32	83.83
La Grange	WLAG-FM	81	104.1	2.3	180	33.04	85.03
Macon	WNEX-FM	45	96.9	4.1	415	32.85	83.66
	WMAZ-FM	56	99.1	3.0	170	32.83	83.65
Newnan	WCOH-FM	44	96.7	.330	240	33.36	84.81
Savannah	WTOC-FM	47	97.3	7.9	397	32.07	81.09
Swainsboro	WJAT-FM	69	101.7	.970	110	32.59	82.36
Toccoa	WLET-FM	91	106.1	.730	190	34.59	83.30

# ILLINOIS

Bloomington	WJBC-FM	68	101.5	5.1	425	40.46	89.01
Carmi	WROY-FM	47	97.3	11.0	210	38.08	88.20
Champaign	WDWS-FM	48	97.5	27.0	430	40.09	88.25
Chicago	WBEZ	18	91.5	16.0	550	41.88	87.63
	WENR-FM	34	94.7	4.3	580	41.88	87.64
	WBBM-FM	42	96.3	10.5	560	41.88	87.63
	WNIB	46	97.1	11.0	210	41.88	87.72
	WEHS	50	97.9	21.0	200	41.83	87.71
	WFMT	54	98.7	29.5	550	41.89	87.63
	WEFM	58	99.5	44.0	560	41.88	87.63
	WFMF	62	100.3	33.0	540	41.89	87.62
	WMAQ-FM	66	101.1	24.0	640	41.88	87.64
	WCLM	70	101.9	18.0	500	41.89	87.62
	WSEL	82	104.3	40.0	500	41.88	87.63
Decatur	WSOY-FM	71	102.1	31.0	460	39.88	88.94
De Kalb	WNIC	16	91.1	.010*	120*	41.93	88.77
Effingham	WSEI	39	95.7	20.0	295	39.13	88.49
Elgin	WPEP	01	88.1	.010*	78*	42.04	88.27
Elmwood Park	WLEY	90	105.9	3.2	250	41.93	87.81
Evanston	WNUR	07	89.3	.010*	75*	42.05	87.67
	WEAW-FM	86	105.1	36.0	240	42.03	87.71
Harrisburg	WBEQ-FM	60	99.9	4.2	305	37.72	88.54
Jacksonville	WLDS-FM	63	100.5	9.0	340	39.74	90.20
Macomb	WWKS	17	91.3	17.0	280	40.46	90.68
Mattoon	WLHB-FM	45	96.9	23.0	190	39.50	88.37
Mt. Vernon	WMIX-FM	31	94.1	15.2	550	38.37	88.92
Oak Park	WOPA-FM	72	102.3	1.0	250	41.88	87.79
Olney	WVLN-FM	25	92.9	18.5	290	38.70	88.08
Paris	WPRS-FM	52	98.3	1.0	225	39.61	87.73
Peoria	WMBD-FM	23	92.5	2.5	550	40.57	89.53
Quincy	WTAD-FM	58	99.5	27.0	770	39.97	91.33
	WGEM-FM	86	105.1	8.3	640	39.95	91.33
Rockford	WROK-FM	48	97.5	16.0	300	42.28	89.04
Rock Island	WHBF-FM	55	98.9	3.7	380	41.49	90.47
Springfield	WTAX-FM	79	103.7	6.7	315	39.79	89.60
Urbana	WILL-FM	15	90.9	300.0	500	40.00	88.63

# INDIANA

Bloomington	WFIU	79	103.7	33.0	300	39.17	86.52
Connersville	WCNB-FM	62	100.3	9.8	270	39.64	85.15
Crawfordsville	WBBS	92	106.3	1.0	58	40.04	86.90
Elkhart	WCMR-FM	36	95.1	4.4	220	41.66	86.00
	WTRC-FM	64	100.7	9.7	350	41.65	85.98
Evansville	WEVC	18	91.5	1.9	100	37.97	87.53
	WIKY-FM	81	104.1	19.0	450	37.99	87.60
Gary	WGYE	01	88.1	.010*	70*	41.53	87.34
Greencastle	WGRE	19	91.7	.010*	80*	39.64	86.85
Hammond	WJOB-FM	22	92.3	3.1	400	41.60	87.48
Hartford City	WHCI	20	91.9	.010*	80*	40.46	85.38
Huntington	WYSH	20	91.9	.010*	85*	40.89	85.50
Indianapolis	WLAN	11	90.1	.890	45	39.81	86.12
	WFMS	38	95.5	4.5	110	39.78	86.16
	WAJC	83	104.5	8.8	35	39.78	86.15
Jasper	WITZ-FM	84	104.7	1.65	280	38.35	86.94
Madison	WORX-FM	44	96.7	.350	290	38.74	85.36
Marion	WMRI-FM	95	106.9	31.0	275	40.55	85.65

\* Height above surrounding terrain.



# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna <sup>a</sup> Hgt. in Ft.	Lat.	Long.
Muncie	WVHI	18	91.5	010*	110*	40 20	85.39
	WMUM	81	104.1	7.4	240	40 15	85.38
New Albany	WNAS	01	88.1	800	-32	38.30	85.81
	WYSN	16	91.1	.010*	98*	39.94	85.36
Terre Haute	WCTW	73	102.5	4.0	250	39.94	85.36
	WTHI-FM	60	99.9	7.4	330	39.54	87.39
Wabash	WSKS	17	91.3	.010*	71'	40.81	85.83
	WAIU-FM	48	97.5	4.6	88	40.78	85.82
Warsaw	WRSW-FM	97	107.3	34.0	230	41.22	85.84
Washington	WFML	93	106.5	14.0	320	38.65	87.17

## IOWA

Ames	WOI-FM	11	90.1	16.0	480	41.99	93.69
Boone	KFGQ-FM	57	99.3	.310	200	42.09	93.91
Clinton	KROS-FM	41	96.1	13.0	400	41.86	90.20
Davenport	WOC-FM	79	103.7	33.0	490	41.55	90.48
Des Moines	KDPS	01	88.1	1.5	105	41.59	93.64
	WHO-FM	62	100.3	24.0	690	41.65	93.35
Dubuque	WDBQ-FM	77	103.3	15.0	335	42.50	90.70
Iowa City	KSUI	19	91.7	17.5	90	41.66	91.53
Mason City	KGLO-FM	66	101.1	16.0	230	43.15	93.24
Muscatine	KWPC-FM	59	99.7	.780	290	41.45	91.08
Storm Lake	KAYL-FM	68	101.5	8.9	370	42.63	95.16
Waverly	KWAR	06	89.1	.010*	110*	42.76	92.49

## KANSAS

Emporia	KSTE	04	88.7	350	105	38.42	96.18
Lawre	KANU	18	91.5	35.0	620	38.96	95.26
Manhattan	KSDB-FM	01	88.1	.010*	80*	39.18	96.58
Ottawa	KTJO-FM	01	88.1	.010*	80*	38.60	95.27
Wichita	KMUW	06	89.1	.010*	110*	37.72	97.30
	KFH-FM	62	100.3	11.0	410	37.71	97.24

## KENTUCKY

Ashland	WCMI-FM	29	93.7	2.75	200	38.45	82.61
Bowling Green	WLBJ-FM	66	101.1	8.6	190	37.00	86.40
Central City	WNES-FM	70	101.9	21.5	215	37.27	87.14
Fulton	WFUL-FM	85	104.9	500	155	36.52	88.90
Henderson	WSON-FM	58	99.5	20.0	400	37.83	87.55
Hopkinsville	WHOP-FM	54	98.7	8.7	210	36.87	87.47
Lexington	WBKY	17	91.3	2.3	170	38.04	84.51
	WLAP-FM	33	94.5	3.5	320	38.12	84.45
Louisville	WFPL	07	89.3	150	360	38.23	85.71
	WFPK	20	91.9	19.5	295	38.24	85.76
Madisonville	WFMW-FM	30	93.9	2.5	375	37.35	87.49
Mayfield	WNGO-FM	34	94.7	2.3	160	36.76	88.64
	WKTM-FM	96	107.1	.510	250	36.74	88.68
Owensboro	WOMI-FM	23	92.5	19.5	375	37.74	87.12
	WVJS-FM	41	96.1	45.0	370	37.78	87.16
Paducah	WKYB-FM	27	93.3	31.0	380	37.01	88.61
	WPAD-FM	45	96.9	36.0	335	37.10	88.62

## LOUISIANA

Alexandria	KALB-FM	45	96.9	11.0	380	31.31	92.42
Baton Rouge	WLSU	19	91.7	1.3	410	30.42	91.17
	WBRL	51	98.1	7.6	460	30.42	91.18
Monroe	WAFB-FM	82	104.3	3.2	315	30.42	91.14
	KMLB-FM	81	104.1	17.0	220	32.49	92.10
New Orleans	WWMT	39	95.7	44.0	215	29.94	90.08
	WRCM	46	97.1	5.9	250	29.96	90.08
Shreveport	WDSU-FM	87	105.3	3.4	590	29.95	89.96
	KWKH-FM	33	94.5	13.5	390	32.70	93.88
	KTBS-FM	43	96.5	14.0	320	32.68	93.86
	KRMD-FM	66	101.1	11.5	200	32.51	93.75

## MAINE

Lewiston	WCOU-FM	30	93.9	9.6	250	44.09	70.19
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<sup>a</sup> Height above surrounding terrain.



# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Lang.
<b>MARYLAND</b>							
Annapolis	WNAV-FM	56	99.1	16.6	370	38.98	76.52
Baltimore	WBJC	01	88.1	.125	145	39.33	76.59
	WCAO-FM	74	102.7	20.0	400	39.39	76.72
	WTH-FM	82	104.3	20.0	470	39.29	76.74
Bethesda	WUST-FM	92	106.3	.500	320	38.98	77.11
Cumberland	WCUM-FM	75	102.9	1.25	—4	39.64	78.74
Hagerstown	WJEJ-FM	84	104.7	9.4	1340	39.70	77.51
Oakland	WRNC	38	95.5	16.5	300	38.86	76.90
<b>MASSACHUSETTS</b>							
Amherst	WAMF	08	89.5	.010*	79*	42.37	72.52
	WAMU	16	91.1	.010*	109*	42.39	72.53
Boston	WERS	05	88.9	18.0	55	42.36	71.08
	WGBH-FM	09	89.7	15.5	550	42.21	71.11
	WBUR	15	90.9	20.0	50	42.35	71.08
	WHDH-FM	33	94.5	20.0	455	42.35	71.07
	WNAC-FM	53	98.5	20.0	410	42.43	71.09
	WCOP-FM	64	100.7	20.0	495	42.41	71.21
	WEEL-FM	77	103.3	20.0	430	42.43	71.09
Brackton	WBET-FM	49	97.7	.800	275	42.07	71.04
Cambridge	WXHR	45	96.9	20.0	440	42.46	71.18
Greenfield	WHAJ-FM	52	98.3	1.0	—240	42.59	72.62
Lowell	WLLH-FM	58	99.5	12.2	600	42.65	71.22
New Bedford	WBSM-FM	47	97.3	2.5	330	41.65	70.92
	WNBH-FM	51	98.1	20.0	380	41.62	70.92
Pittsfield	WBEC-FM	32	94.3	1.0	—185	42.45	73.25
Springfield	WBDK	19	91.7	.010*	100*	42.12	72.55
	WHYH-FM	26	93.1	3.2	1000	42.24	72.65
	WMAS-FM	34	94.7	1.35	175	42.11	72.61
Waltham	WCRB-FM	73	102.5	10.0	180	42.36	71.26
West Yarmouth	WOCB-FM	32	94.3	1.0	155	41.63	70.24
Winchester	WHSR-FM	20	91.9	.010*	93*	42.45	71.13
Worcester	WTAG-FM	41	96.1	10.0	640	42.31	71.90
<b>MICHIGAN</b>							
Ann Arbor	WUOM	19	91.7	115.0	440	42.41	83.92
Benton Harbor	WHFB-FM	60	99.9	9.2	230	42.08	86.47
Coldwater	WTVB-FM	52	98.3	.260	230	41.92	85.01
Dearborn	WKMH-FM	62	100.3	7.1	190	42.26	83.25
Detroit	WDTR	15	90.9	2.0	170	42.38	83.12
	WJBK-FM	26	93.1	30.0	440	42.46	83.21
	WJR-FM	42	96.3	24.0	483	42.37	83.08
	WWJ-FM	46	97.1	50.0	480	42.45	83.17
	WBRI	50	97.9	3.3	430	42.41	83.11
	WXYZ-FM	66	101.1	14.0	410	42.36	83.07
	WDET-FM	70	101.9	52.0	320	42.38	83.24
	WMLZ	78	103.5	19.5	180	42.41	83.12
East Lansing	WKAR-FM	13	90.5	74.0	270	42.71	84.48
Flint	WFBE	36	95.1	1.3	130	43.02	83.67
	WFUM	96	107.1	.400	175	43.02	83.70
Grand Rapids	WJEF-FM	29	93.7	115.0	420	42.42	85.53
	WLAV-FM	45	96.9	1.75	210	42.96	85.67
Highland Park	WHPR	01	88.1	.010*	94*	42.40	83.10
Hillsdale	WBSE-FM	80	103.9	.740	170	41.92	84.64
Kalamazoo	WMCR	71	102.1	36.0	160	42.29	85.61
Oak Park	WLDM	38	95.5	20.0	430	42.46	83.20
Royal Oak	WOAK	07	89.3	.010*	126*	42.49	83.15
	WOMC	82	104.3	18.0	380	42.47	83.12
Saginaw	WSAM-FM	51	98.1	1.7	330	43.42	83.92
Sturgis	WSTR-FM	76	103.1	.285	210	41.78	85.42
<b>MINNESOTA</b>							
Mankato	KYSM-FM	78	103.9	47.0	525	44.17	94.03
Minneapolis	KWFM	46	97.1	9.7	70	44.93	93.22
	KTIS-FM	53	98.5	5.3	250	45.00	93.35
St. Cloud	KFAM-FM	84	104.7	15.0	425	45.53	94.17
Winona	KWNO-FM	48	97.5	18.5	610	44.03	91.64
<b>MISSISSIPPI</b>							
Gulfport	WGCM-FM	68	101.5	3.0	300	30.37	89.08
Jackson	WJDX-FM	75	102.9	50.0	600	32.26	90.11
Meridian	WMMI	18	91.5	.650	115	32.39	88.70

\* Height above surrounding terrain.



# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
<b>MISSOURI</b>							
Cloyton	KFLUO-FM	56	99.1	6.7	260	38 64	90 31
Jefferson City	KWOS-FM	53	98.5	.765	310	38 58	92 20
Joplin	WMBH-FM	41	96.1	70.0	450	37 08	94 54
Kansas City	KCMO-FM	35	94.9	56.0	390	39 07	94 58
Kennett	KBOA-FM	55	98.9	6.9	320	36 22	90 08
Poplar Bluff	KWOC-FM	33	94.5	14.0	215	36 72	90 37
St. Louis	KSLH	18	91.5	12.5	400	38 62	90 24
	KCFM	29	93.7	70.0	550	38 63	90 19
Springfield	KTTS-FM	34	94.7	9.1	660	37 22	93 24
West Plains	WKPM-FM	30	93.9	3.4	130	36 74	91 83

## NEVADA

Reno	KNEV	38	95.5	10.5	--690	39.52	119.81
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## NEW HAMPSHIRE

Berlin	WMOU-FM	79	103.7	10.0	160	44.46	71.17
Claremont	WTSV-FM	91	106.1	4.8	1000	43.40	72.30
Manchester	WKRR-FM	79	95.7	3.6	940	42.98	71.59
Nashua	WGTW-FM	92	106.3	1.0	195	42.74	71.49

## NEW JERSEY

Asbury Park	WJLK-FM	32	94.3	1.0	750	40.22	74.05
Bridgeton	WSNJ-FM	55	98.9	9.0	480	39.46	75.21
Newark	WBGO	02	88.3	20.0	220	40.74	74.18
	WAAT-FM	34	94.7	13.5	540	40.79	74.26
	WHFI	74	102.7	2.8	420	40.74	74.17
New Brunswick	WCTC-FM	52	98.3	1.0	110	40.49	74.42
Paterson	WPAT-FM	26	93.1	20.0	310	40.85	74.18
Princeton	WPRB	80	103.9	.850	195	40.35	74.66
South Orange	WSOU	08	89.5	2.0	370	40.75	74.25
Trenton	WTOA	48	97.5	14.5	270	40.23	74.77
Zarephath	WAWZ-FM	56	99.1	4.8	175	40.53	74.57

## NEW MEXICO

Albuquerque	KANW	06	89.1	.350	--55	35.08	106.64
	KHFM	42	96.3	1.45	--11	35.08	106.58
Los Alamos	KRSM-FM	53	98.5	4.6	--33	35.88	106.30
Mountain Park	KMFM	50	97.9	13.0	220	32.95	105.82

## NEW YORK

Allegany	WHDL-FM	39	95.7	43.0	830	42.03	78.45
Auburn	WMBO-FM	41	96.1	18.0	520	42.76	76.53
Binghamton	WKQP-FM	37	95.3	.420	320	42.07	75.91
	WNBK-FM	51	98.1	4.6	950	42.06	75.95
Brooklyn	WNYE	18	91.5	20.0	415	40.69	73.98
Buffalo	WBNY-FM	25	92.9	94.0	570	42.64	78.72
	WXRC	77	103.3	4.6	230	43.00	78.82
	WWOL-FM	81	104.1	.750	200	42.83	78.80
	WBEN-FM	93	106.5	52.0	1320	42.66	78.63
Cherry Valley	WRRR	70	101.9	5.4	1080	42.79	74.69
Corning	WCLI-FM	91	106.1	4.2	500	42.16	77.04
Cortland	WKRT-FM	60	99.9	14.0	710	42.56	76.15
De Ruyter	WRRD	86	105.1	5.3	560	42.78	75.84
Floral Park	WSHS	12	90.3	.350	112	40.72	73.70
Hempstead	WHLI-FM	52	98.3	1.0	250	40.68	73.61
Hornell	WWHG-FM	87	105.3	8.3	560	42.29	77.67
Ithaco	WITJ	19	91.7	.010*	80*	42.44	76.50
	WHCU-FM	47	97.3	40.0	730	42.46	76.39
	WRRR	79	103.7	5.6	890	42.39	76.67
Jamestown	WJTN-FM	27	93.3	9.5	735	42.04	79.08
Massena	WMSA-FM	87	105.3	13.0	335	44.90	74.88
New Rochelle	WNRC-FM	28	93.5	1.0	190	40.93	73.78
New York	WKCR-FM	10	89.9	.010*	130*	40.81	73.96
	WFUV	14	90.7	3.5	200	40.86	73.89
	WHOM-FM	22	92.3	11.0	630	40.75	73.98
	WNYC-FM	30	93.9	18.0	540	40.71	74.00
	WABC-FM	38	95.5	1.5	1270	40.75	73.99

\* Height above surrounding terrain.



# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
(New York)	WQXR-FM	42	96.3	11.0	630	40.75	73.98
	WRCA-FM	46	97.1	1.1	1445	40.75	73.99
	WEVD-FM	50	97.9	20.0	340	40.72	73.92
	WOR-FM	54	98.7	1.7	1260	40.75	73.99
	<b>WBAI</b>	<b>58</b>	<b>99.5</b>	<b>18.0</b>	<b>520</b>	<b>40.77</b>	<b>73.97</b>
	WCBS-FM	66	101.1	1.5	1270	40.75	73.99
	WBFM	70	101.9	10.3	650	40.75	73.98
	WWRL-FM	86	105.1	20.0	235	40.74	73.91
Niagara Falls	WHLD-FM	53	98.5	46.0	420	43.01	78.99
Patchogue	WALK-FM	48	97.5	15.0	520	40.84	73.03
Poughkeepsie	WKIP-FM	84	104.7	2.3	1120	41.49	73.95
Rochester	WRNY-FM	50	97.9	7.7	460	43.17	77.66
	WHFM	55	98.9	20.0	390	43.14	77.58
Schenectady	WGFM	58	99.5	5.3	805	42.64	74.00
South Bristol	WRRE	36	95.1	5.3	990	42.75	77.43
Springville	WSPE	01	88.1	.010*	70*	42.55	78.67
Syracuse	WAER	01	88.1	.730	24	43.04	76.13
	WDDS-FM	26	93.1	35.0	690	42.95	76.03
	WSYR-FM	33	94.5	10.0	480	42.94	76.12
Troy	WFLY	22	92.3	5.4	840	42.64	74.00
Utica	WRUN-FM	89	105.7	4.3	490	43.06	75.42
Wethersfield	WRRL	99	107.7	5.4	460	42.62	78.29
White Plains	WFAS-FM	80	103.9	.120	675	41.03	73.83

## NORTH CAROLINA

Asheboro	WGWR-FM	22	92.3	10.0	650	35.72	79.81
Asheville	WLOS-FM	82	104.4	9.2	130	35.61	82.59
Burlington	WFNS-FM	30	93.9	2.8	250	36.11	79.45
	WBBB-FM	66	101.1	3.8	410	36.10	79.48
Chapel Hill	WUNC	18	91.5	15.5	135	35.91	79.06
Charlotte	WSOC-FM	78	103.5	35.0	415	35.24	80.82
Clingman's Peak	WMTT	95	106.9	36.0	3100	35.74	82.29
Durham	WDNC-FM	86	105.1	36.0	380	36.04	78.97
Elkin	WIFM-FM	65	100.9	.350	—35	36.25	80.87
Fayetteville	WFNC-FM	51	98.1	14.0	290	35.08	78.93
Forest City	WBBO-FM	27	93.3	1.5	345	35.35	81.90
Gastonia	WGNC-FM	70	101.9	11.1	890	35.23	81.28
Goldsboro	WEQR-FM	45	96.9	41.0	360	35.40	78.01
Greensboro	WGPS	10	89.9	.010*	98*	36.08	79.81
Henderson	WHNC-FM	23	92.5	9.0	260	36.35	78.38
High Point	WHPS	07	89.3	.010*	75*	35.96	80.01
	WHPE-FM	38	95.5	13.0	395	35.91	80.03
	WMFR-FM	58	99.5	8.0	350	35.96	80.01
	WNOS-FM	62	100.3	2.7	195	35.96	80.03
Laurinburg	WEWO-FM	43	96.5	9.2	215	34.76	79.42
Leaksville	WLOE-FM	33	94.5	20.0	96	36.50	79.77
Lexington	WBUY-FM	32	94.3	.300	210	35.84	80.23
Raleigh	WPTF-FM	34	94.7	15.0	560	35.79	78.76
	WKIX-FM	41	96.1	29.5	420	35.79	78.74
	WRAL-FM	68	101.5	54.0	325	35.77	78.62
Reidsville	WREV-FM	71	102.1	1.6	330	36.39	79.65
Rocky Mount	WEED-FM	21	92.1	.270	160	35.96	77.83
	WFMA	64	100.7	33.0	400	35.91	77.84
Salisbury	WSTP-FM	93	106.5	2.9	250	35.69	80.50
Sanford	WWGP-FM	88	105.5	.490	340	35.44	79.22
Shelby	WOHS-FM	41	96.1	2.6	460	35.29	81.57
Statesville	WSIC-FM	89	105.7	2.4	335	35.80	80.89
Tarboro	WCPS-FM	82	104.3	7.0	260	35.93	77.57
Thomasville	WTNC-FM	52	98.3	.450	250	35.89	80.10
Winston-Salem	WAIR-FM	26	93.1	34.0	370	30.09	80.28
	WSJS-FM	81	104.1	41.0	160	36.16	80.30

## OHIO

Akron	WAPS	06	89.1	1.3	44	41.09	81.52
	WAKR-FM	48	97.5	4.4	260	41.08	81.52
Alliance	WFAH-FM	69	101.7	1.0	160	40.93	81.13
Ashland	WATG-FM	67	101.3	10.2	380	40.84	82.36
Ashtabula	WICA-FM	79	103.7	40.0	270*	41.81	80.79
Athens	WQJL	18	91.5	.010*	72*	39.33	82.10
Bellaire	WTRX-FM	63	100.5	9.0	500	40.04	80.77
Bowling Green	WBGU	01	88.1	.010*	90*	41.38	83.65
Canton	WHBC-FM	31	94.1	15.0	390	40.75	81.44
Cincinnati	WKRC-FM	70	101.9	15.5	530	39.12	84.50
	WSAL-FM	74	102.7	14.7	550	39.10	84.56
	WCPO-FM	86	105.1	12.5	590	39.13	84.50
Cleveland	WBOE	12	90.3	9.1	360	41.47	81.59

\* Height above surrounding terrain.



# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna* Hgt. in Ft.	Lot.	Long.
	WERE-FM	53	98.5	20.0	620	41.34	81.74
	WGAR-FM	58	99.5	31.0	410	41.31	81.69
	WHK-FM	64	100.7	11.5	620	41.36	81.67
	WDOK-FM	71	102.1	9.4	120	41.41	81.68
	WJW-FM	81	104.1	2.8	510	41.32	81.73
	KYW-FM	89	105.7	3.7	900	41.39	81.69
Cleveland Hts.	WRSR-FM	37	95.3	1.0	250	41.50	81.57
Columbus	WOSU-FM	09	89.7	14.0	300	40.03	83.06
	WCBE	13	90.5	17.5	540	39.96	83.00
	WCOL-FM	22	92.3	24.5	380	39.97	83.02
	WVCO-FM	34	94.7	52.0	220	40.05	83.06
Dayton	WHIO-FM	56	99.1	19.0	515	39.72	84.15
Delaware	WSLN	16	91.1	.010*	152*	40.30	83.07
Elyria	WEOL-FM	97	107.3	15.0	290	41.27	82.01
Findlay	WFIN-FM	63	100.5	8.2	240	41.01	83.63
Fostoria	WFOB-FM	44	96.7	1.0	215	41.10	83.40
Fremont	WFRO-FM	57	99.3	1.0	200	41.35	83.12
Kent	WKSU-FM	01	88.1	.010*	96*	41.15	81.35
Lima	WIMA-FM	71	102.1	15.0	250	40.68	84.11
Marion	WMRN-FM	95	106.9	25.0	330	40.62	83.13
Mt. Vernon	WMVO-FM	29	93.7	2.9	270	40.40	82.44
Newark	WCLT-FM	62	100.3	8.5	370	40.03	82.40
Oxford	WMUB	03	88.5	.830	130	39.51	84.73
Portsmouth	WPAY-FM	81	104.1	7.0	520	38.71	83.00
Steubenville	WSTV-FM	78	103.5	3.1	880	40.34	80.62
Toledo	WTD5	17	91.3	.730	200	41.68	83.59
	WTRT	60	99.9	8.8	160	41.62	83.62
	WSPD-FM	68	101.5	23.0	440	41.65	83.54
	WTOL-FM	84	104.7	1.3	156	41.65	83.54
Wooster	WWST-FM	83	104.5	13.0	330	40.79	81.90
Youngstown	WKBN-FM	55	98.9	25.0	490	41.06	80.64

## OKLAHOMA

Norman	WNAD-FM	15	90.9	7.0	400	35.29	97.50
Oklahoma City	KOKH	05	88.9	11.0	155	35.49	97.54
Stillwater	KAMC-FM	19	91.7	.380	8	36.12	97.08
	KSPI-FM	30	93.9	3.9	300	36.10	97.05
Tulsa	KWGS	13	90.5	4.1	350	36.15	95.94

## OREGON

Eugene	KWAX	16	91.1	.010*	77*	44.05	123.08
	KRVM	20	91.9	.400	—40	44.06	123.10
	KUGN-FM	56	99.1	.390	60	44.07	123.07
Grants Pass	KGPO	45	96.9	3.1	—1650	42.42	123.33
Ortech	KTEC	01	88.1	.010*	70*	42.31	121.75
Portland	KEX-FM	22	92.3	56.0	955	45.49	122.70
	KPFM	46	97.1	3.3	900	45.49	122.69
	KPOJ-FM	54	98.7	4.4	1100	45.45	122.55
	KQFM	62	100.3	17.0	960	45.49	122.69
	KOIN-FM	66	101.1	48.0	1390	45.52	122.73

## PENNSYLVANIA

Allentown	WFMZ	64	100.7	4.8	835	40.57	75.43
Alltoona	WVAM-FM	61	100.1	.360	—345	40.40	78.40
Bethlehem	WGPA-FM	36	95.1	10.0	630	40.62	75.29
Butler	WBUT-FM	49	97.7	.720	290	40.84	79.90
Chambersburg	WCHA-FM	40	95.9	.700	240	39.93	77.70
Dubois	WCED-FM	71	102.1	3.2	660	41.04	78.70
Easton	WEEX-FM	52	98.3	1.0	115	40.71	75.22
	WEST-FM	100	107.9	11.0	50	40.67	75.21
Eric	WERC-FM	60	99.9	9.7	400	42.06	80.04
Harrisburg	WHP-FM	47	97.3	1.55	—35	40.30	76.95
Havertown	WHHS	07	89.3	.010*	80*	39.98	75.30
Hazleton	WAZL-FM	50	97.9	6.0	630	40.94	75.97
Johnstown	WARD-FM	21	92.1	.285	—87	40.33	78.92
	WJAC-FM	38	95.5	8.3	1070	40.37	78.98
Lancaster	WLAN-FM	45	96.9	6.7	80	40.05	76.34
	WGAL-FM	67	101.3	3.8	215	40.04	76.31
Lebanon	WLBR-FM	61	100.1	.720	290	40.36	76.46
Meadville	WMGW-FM	62	100.3	10.0	585	41.63	80.18
Philadelphia	WRTI-FM	11	90.1	.010*	179*	39.98	75.15
	WHYY	15	90.9	20.0	460	39.95	75.17
	WPWT	19	91.7	.180	10	39.95	75.17
	WIP-FM	27	93.3	20.0	430	39.95	75.17

\* Height above surrounding terrain.



# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
	WIBG-FM	31	94.1	20.0	355	40.08	75.16
	WFLN	39	95.7	20.0	490	40.06	75.24
	WCAU-FM	51	98.1	10.0	660	40.04	75.24
	WFIL-FM	71	102.1	10.0	270	40.10	75.26
	WPEN-FM	75	102.9	20.0	420	39.95	75.17
	WHAT-FM	87	105.3	20.0	290	40.00	75.21
Pittsburgh	WDUQ	18	91.5	2.75	—5	40.45	79.98
	KDKA-FM	25	92.9	47.0	890	40.49	80.02
	WKJF	29	93.7	40.0	470	40.44	80.03
	WWSW-FM	33	94.5	20.0	500	40.46	80.00
	WJAS-FM	59	99.7	24.0	470	40.41	80.04
Pottsville	WPPA-FM	70	101.9	2.8	650	40.83	76.21
Scranton	WUSV	10	89.9	1.35	—390	41.41	75.66
	WGBI-FM	67	101.3	1.8	1200	41.43	75.75
Sharon	WPIC-FM	75	102.9	26.0	455	41.22	80.47
State College	WDFM	16	91.1	1.250	—10	40.80	77.87
Sunbury	WKOK-FM	31	94.1	4.4	875	40.79	76.70
Warren	WRRN	22	92.3	3.0	450	41.81	79.17
Washington	WJPA-FM	82	104.3	4.0	360	40.19	80.23
Wilkes-Barre	WBRE-FM	53	98.5	2.25	1160	41.20	75.82
Williamsport	WRAK-FM	62	100.3	4.0	1220	41.19	76.98
	WLYC-FM	86	105.1	.840	1150	41.20	76.97
York	WNOV-FM	89	105.7	1.2	465	40.00	76.69

## RHODE ISLAND

Providence	WPRO-FM	22	92.3	15.0	560	41.80	71.47
	WPFM	38	95.5	3.2	170	41.83	71.42
	WTMH	68	101.5	20.0	500	41.85	71.78
	WPJB-FM	86	105.1	20.0	500	41.81	71.47
Woonsocket	WWON-FM	92	106.3	.390	215	41.99	71.51

## SOUTH CAROLINA

Anderson	WCAC	66	101.1	6.4	330	34.51	82.64
Charleston	WTMA-FM	36	95.1	10.0	385	32.82	79.98
	WCSC-FM	45	96.9	36.0	330	32.82	80.00
Columbia	WUSC-FM	10	89.9	.010*	129*	33.98	81.03
	WIS-FM	33	94.5	1.3	270	33.95	81.00
	WCOS-FM	50	97.9	5.3	260	34.02	81.01
Dillon	WDSC-FM	25	92.9	8.8	290	34.37	79.40
Greenville	WESC-FM	23	92.5	12.0	360	34.89	82.47
	WFBC-FM	29	93.7	10.5	1110	34.94	82.41
Greenwood	WCRS-FM	39	95.7	5.0	435	34.21	80.17
Orangeburg	WORF-FM	74	102.7	4.6	110	33.52	80.87
Rock Hill	WRHI-FM	52	98.3	.650	310	34.91	81.01
Seneca	WSNW-FM	51	98.1	9.4	330	34.69	82.99
Spartanburg	WSPA-FM	55	98.9	4.9	520	34.98	81.99
	WDXV	63	100.5	9.2	420	34.98	81.97

## TENNESSEE

Bristol	WOPI-FM	45	96.9	9.7	260	36.60	82.16
Chattanooga	WDOD-FM	43	96.5	42.0	1040	35.16	85.32
Greenville	WGRV-FM	35	94.9	4.6	250	36.16	82.84
Jackson	WTJS-FM	81	104.1	50.0	640	35.65	88.83
Johnson City	WJHL-FM	64	100.7	8.1	620	36.32	82.34
Kingsport	WKPT-FM	53	98.5	10.0	960	36.53	82.59
Knoxville	WKCS	16	91.1	.310	73	35.99	83.92
	WUOT	20	91.9	70.5	125	35.96	83.96
	WBIR-FM	27	93.3	2.85	350	35.95	83.95
Memphis	WMCF	59	99.7	300.0	940	35.17	89.89
Nashville	WHCY	90	105.9	3.1	47	36.16	86.76

## TEXAS

Abilene	KACC-FM	20	91.9	.160	53	32.46	99.71
Austin	KHFI	52	98.3	.700	125	30.30	97.74
Baytown	KREL-FM	21	92.1	.820	190	29.78	95.02
Beaumont	KRIC-FM	48	97.5	14.0	360	30.06	94.12
Cleburne	KCLE-FM	32	94.3	.330	190	32.38	97.40
Corpus Christi	KCCT-FM	38	95.5	.340	280	27.79	97.40
Dallas	KNER	01	88.1	.010*	76*	32.80	96.65
	KSMU-FM	07	89.3	.010*	60*	32.86	96.79
	KVTT	19	91.7	.780	135	32.78	96.81
	KRLD-FM	23	92.5	40.0	480	32.89	96.64

\* Height above surrounding terrain.





# LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna <sup>a</sup> Hgt. in Ft.	Lat.	Long.
	WRR-FM	66	101.1	68.0	500	32.78	96.76
	KIXL-FM	83	104.5	25.0	470	32.78	96.72
Denton	KDNT-FM	92	106.3	.760	270	33.23	97.17
El Paso	KVOF-FM	03	88.5	.010*	185*	31.76	106.49
Ft. Worth	WBAP-FM	42	96.3	52.0	475	32.75	97.27
Houston	KUHF	17	91.3	9.8	320	29.72	95.35
	KTRH-FM	66	101.1	29.5	470	29.76	95.36
	KPRC-FM	75	102.9	48.0	550	29.73	95.46
Nacogdoches	KELS	61	100.1	.330	175	31.59	94.62
Plainview	KHBL	01	88.1	.010*	90*	34.19	101.73
San Antonio	KONO-FM	25	92.9	3.8	410	29.44	98.48
	KAML-FM	47	97.3	8.3	185	29.44	98.55
	KISS	58	99.5	12.9	570	29.39	98.35
	KOKE	68	101.5	15.0	310	29.50	98.41
Texarkana	KCMC-FM	51	98.1	1.4	275	33.45	94.07

## UTAH

Ephraim	KEPH	05	88.9	.010*	80*	39.37	111.57
Logan	KVSC	01	88.1	.010*	84*	41.74	111.81
Salt Lake City	KDYL-FM	54	98.7	1.2	2970	40.61	112.17
	KSL-FM	62	100.3	6.1	3660	40.66	112.20

## VIRGINIA

Arlington	WARL-FM	86	105.1	2.05	500	38.90	77.13
	WINA-FM	37	95.3	.620	225	38.02	78.50
Crewe	WSVS-FM	84	104.7	14.0	450	37.20	76.17
Harrisonburg	WEMC	19	91.7	.010*	78*	38.47	78.88
	W5VA-FM	64	100.7	7.2	345	38.45	78.91
Lynchburg	WWOD-FM	61	100.1	.940	170	37.44	79.21
Martinsville	WMVA-FM	42	96.3	2.9	625	36.70	79.85
Newport News	WGH-FM	47	97.3	36.0	180	37.04	76.41
Norfolk	WFOS	13	90.5	.010*	75*	36.80	76.27
	WMTI	18	91.5	1.45	96	36.89	76.30
	WRVC	73	102.5	8.7	95	36.88	76.29
Richmond	WRVA-FM	33	94.5	25.0	460	37.51	77.50
	WCOD	51	98.1	34.0	430	37.58	77.49
	WRNL-FM	71	102.1	50.0	240	37.62	77.43
Roanoke	WDBJ-FM	35	94.9	14.5	1940	37.20	80.16
	WSLS-FM	56	99.1	10.5	1910	37.20	80.15
	WROV-FM	79	103.7	2.3	—20	37.27	79.97
Winchester	WRFL	23	92.5	13.4	1390	38.96	78.02

## WASHINGTON

Cheney	KEWC-FM	10	89.9	.010*	62*	47.49	117.58
Seattle	KUOW	13	90.5	3.4	100	47.65	122.31
	KING-FM	51	98.1	15.0	410	47.63	122.35
	KISW	60	99.9	2.1	350	47.70	122.32
	KIRO-FM	64	100.7	4.5	470	47.40	122.44
Spokane	KREM-FM	25	92.9	4.8	720	47.62	117.37
Tacoma	KCPS	15	90.9	.070	90	47.16	122.52
	KTOY	19	91.7	3.5	450	47.25	122.45
	KTNT-FM	47	97.3	10.2	410	47.25	122.46

## WEST VIRGINIA

Beckley	WJLS-FM	58	99.5	34.0	1050	37.59	81.11
Charleston	WKNA-FM	48	97.5	9.0	124.3	38.38	81.71
Huntington	WHTN-FM	63	100.5	53.0	560	38.39	82.47
Logan	WLOG-FM	77	103.3	2.1	725	37.86	81.98
Martinsburg	WEPM-FM	32	94.3	.810	170	39.46	77.84
Morgantown	WAJR-FM	57	99.3	1.0	10	39.62	79.95
Oak Hill	WOAY-FM	31	94.1	14.5	660	37.96	81.15
Parkersburg	WPAR-FM	93	106.5	8.9	280	39.29	81.53
Wheeling	WKWK-FM	47	97.3	16.0	470	40.10	80.70
	WWVA-FM	54	98.7	7.4	470	40.10	80.87

## WISCONSIN

Appleton	WLFM	16	91.1	10.5	130	44.26	88.40
Chilton	WHKW	07	89.3	51.0	740	44.03	88.29
Colfax	WHWC	02	88.3	50.0	740	44.96	91.67


<sup>a</sup> Height above surrounding terrain.



## LICENSED FM STATIONS



City	Call Letters	Ch. No.	Freq.	Exp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Delafield	WHAD	14	90.7	52.0	500	43.03	88.39
Eau Claire	WEAU-FM	31	94.1	60.0	360	44.83	91.45
Glendale	WFMR	43	96.5	24.5	35	43.13	87.91
Greenfield	WWCF	35	94.9	37.0	1300	43.43	89.22
Highland	WHHI	17	91.3	50.0	596	43.05	90.37
Highland Township	WHSA	10	89.9	38.0	450	46.47	91.57
Holmen	WHLA	12	90.3	39.0	840	43.95	91.13
Janesville	WCLO-FM	60	99.9	15.5	200	42.66	89.04
Madison	WHA-FM	04	88.7	22.0	185	43.08	89.40
	WISC-FM	51	98.1	1.0	105	43.02	89.40
	WMFM	81	104.1	7.5	80	43.09	89.35
Marshfield	WDLB-FM	80	103.9	.250	250	44.68	90.17
Merrill	WLIN	64	100.7	9.35	260	45.19	89.67
Racine	WRJN-FM	64	100.7	15.0	265	42.71	87.83
Rice Lake	WJMC-FM	42	96.3	26.0	540	45.51	91.77
	WHBL-FM	62	100.3	63.0	235	43.72	87.73
	WHRM	20	91.9	114.0	790	44.84	89.69
	WFHR-FM	77	103.3	2.1	360	44.42	89.83



99.5 WBAI  
FM

98.6 for the  
listener  
who is  
slightly  
above  
normal

2 East 61st Street  
New York 21, N. Y.  
TEmpleton 8-3355

For station listing see Page 1345

# COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1958

## ALABAMA

<i>Cities</i>	<i>Firm Name</i>	<i>Stations</i>
Florence	Mursecle Shoals TV Cable Corp.	WBRC-TV, WABT (Birmingham) WSIX-TV (Nashville)
Fort Payne Huntsville	City TV Co. TV Distribution System	WBRC-TV, WABT (Birmingham) WSIX-TV, WSIX-TV (Nashville) WBRC-TV, WABT (Birmingham) WSIX-TV (Nashville)
Russellville	Better TV Cable Co.	WBRC-TV, WABT (Birmingham) WSIX-TV (Nashville)

## ARIZONA

Ajo	Ajo TV Service Co., Inc.	KPHO-TV, KTVK, KOOL-TV (Phoenix) KVOA-TV (Tucson)
Bisbee Clifton Douglas	Nichol's Radio & TV Service Clifton-Morenel Comm. TV Inc. Whitey's TV & Cable Co. Inc.	KOOL-TV, KVAR, KTVK (Phoenix) KTVK (Phoenix) KVOA-TV, KOLD-TV, KGUN-TV (Tucson) KOOL-TV, KVAR, KTVK (Phoenix) KOOL-TV, KVAR, KTVK (Phoenix) KOOL-TV, KVAR, KPHO-TV, KTVK (Phoenix)
Flagstaff Holbrook Miami	Flagstaff TV & Cable Co. Winslow-Holbrook Comm. TV Antennavision Inc.	KVOA-TV, KGUN-TV, KOLD-TV (Tucson) KOOL-TV (Phoenix) KTVK, KOOL-TV, KPHO-TV, KVAR (Phoenix)
Nogales	Clear-Vision TV	KVOA-TV, KGUN-TV, KOLD-TV (Tucson) KOOL-TV (Phoenix)
Phoenix	Antennavision Inc.	KTVK, KOOL-TV, KPHO-TV, KVAR (Phoenix)
Prescott	TV Services Inc.	KPHO-TV, KOOL-TV, KVAR, KTVK (Phoenix)
Ray-Sonora Safford	Arizona Comm. TV Systems Inc. Antennavision Inc.	KOOL-TV, KVAR, KTVK (Phoenix) KOOL-TV, KVAR, KTVK (Phoenix)
Sau Manuel Williams	Arizona Comm. TV Systems Inc. Whitey's TV Cable Co. Inc.	KOOL-TV, KVAR, KTVK (Phoenix) KOOL-TV, KVAR, KTVK, KPHO-TV (Phoenix)
Winslow	Winslow-Holbrook Comm. TV	KOOL-TV, KVAR, KTVK (Phoenix)

## ARKANSAS

Batesville	Comm. Antenna Co.	WABC-TV, WREC-TV, WBBQ-TV (Memphis) KARK-TV, KTHV (Little Rock)
Fayetteville Harrison	Trans-Video Corp. of Ark. Twin Lakes TV Corp.	KOTV, KAOO-TV, KTUL-TV (Tulsa) KATV, KTTN-TV (Springfield) KARK-TV (Little Rock)
Mena	TV Signal Service	KARK-TV, KTVB (Little Rock) KUMC-TV (Texarkana) KATV (Pine Bluff)
Rogers	KARO TV Cable System	KOTV, KAOO-TV, KTUL-TV (Tulsa) KODE-TV, KOAM-TV (Pittsburgh-Joplin)
Siloam Springs	Garrett Coaxial TV Towers	KAOO-TV, KTUL-TV, KOTV (Tulsa) KOAM-TV (Pittsburg-Joplin)

## CALIFORNIA

Auburn	Master Antenna Systems Inc.	KPIX, KRON-TV, KGO-TV (San Francisco) KVAR (Stockton) KBET-TV (Sacramento)
Banning	Banning Comm. Corp.	KRCV, KABC-TV, KIH-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
Barstow	TV Relay Systems Inc.	KNXT, KRCV, KABC-TV, KFLA, KTTV (Los Angeles)
Beverly Hills	Comm. TV Reception Co.	KABC-TV, KCOP, KIH-TV, KNXT, KRCV, KTLA, KTTV (Los Angeles)
Big Bear Lake	Master TV Dist. System	KNXT, KABC-TV, KRCV, KTLA, KIH-TV (Los Angeles)
Burbank Carmel	Comm. TV Reception Co. Inc. Alarm Corp.	KRON-TV, KPIX, KGO-TV (San Francisco) KSBW-TV (Salinas)
Dunsmuir	Dunsmuir TV Co.	KBES-TV (Medford) KHSL-TV (Chico)

❄ ❄ **COMMUNITY TELEVISION ANTENNA SYSTEMS** ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Eagle Mt. Mines Glendale Grass Valley Ione Jackson Laguna Beach	Standard Reception Co. Kaiser Steel Corp. Comm. Antenna Co. Inc. Angier Appliance Angier Appliance Tel-L-Clear Systems Inc.	KPIX, KRON-TV, KGO-TV (San Francisco)  KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
Martel Martinez Monterey	Angier Electric & TV TV Transmission Inc. LaMesa TV Co.	KGO-TV, KPIX, KRON-TV (San Francisco) KRON-TV, KPIX, KGO-TV (San Francisco) KCRA-TV (Sacramento) KNTV (San Jose) KSBW-TV (Salinas) KOVR (Stockton) KEYT (Santa Barbara) KVEC-TV (San Luis Obispo)
Morro Bay	Jerry Martin TV Service	KRON-TV, KPIX, KGO-TV (San Francisco) KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV (Los Angeles)
Nevada City Palm Springs	Comm. Antenna Co. Inc. Palm Springs Comm. TV Corp.	KRON-TV, KPIX, KGO-TV (San Francisco) KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV (Los Angeles)
Placerville Sacramento	El Dorado TV Eng. Corp. J. W. Brewer Co.	KRON-TV, KPIX, KGO-TV (San Francisco) KYOR (Stockton) KBET-TV, KCCC-TV, KCRA-TV (Sacramento)
San Bernardino	Community TV	KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
San Diego	Video Antenna Systems Inc.	KNXT, KRCA, KTTV, KCOP (Los Angeles) KFSD-TV, KFMB-TV (San Diego) XETV (Tijuana) KGO-TV, KPIX, KRON-TV (San Francisco)
Santa Cruz Sausalito Taft	Pacific Telescription Sys. Sausalito Community TV Kern Mutual Telephone Co.	KHJ-TV, KRCA, KTLA, KABC-TV, KNXT (Los Angeles)
Tujunga	Seven Hills Antenna Corp.	KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP (Los Angeles)
Ukiah	Spanish Mountain TV Corp.	KRON-TV, KPIX, KGO-TV (San Francisco) KHSI-TV (Chico)
Ventura	Avenue TV Coaxial Cable-Service	KNXT, KRCA, KTLA, KABC, KABC-TV, KHJ-TV, KTTV, KCOP (Los Angeles)
Victorville	Clearvision TV Service	KTLA, KCOP, KTTV, KRCA, KNXT, KABC-TV, KHJ-TV (Los Angeles)

**COLORADO**

Alamosa	Comm. TV Systems of Colo.	KOAT-TV, KOB-TV, KGGM-TV (Albuquerque)
Antonito	Comm. TV Systems of Colo.	KOAT-TV, KOB-TV, KGGM-TV (Albuquerque)
Climax Durango	Climax Molybdenum Co. Durango TV Network Inc.	KOA-TV, KTVR, KBTU, KLZ-TV (Denver) KOB-TV, KOAT-TV, KGGM-TV (Albuquerque)
Estes Park Glenwood Springs La Jara	Estes Park TV Co. Radio & TV Service Comm. TV Systems of Colo.	KTVR, KOA-TV, KLZ-TV, KBTU (Denver) KOB-TV, KOAT-TV, KGGM-TV (Albuquerque)
Leadville Monte Vista	Leadville Comm. TV Co. Comm. TV Systems of Colo.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Sulida	Comm. TV Systems of Colo.	KLZ-TV, KBTU, KOA-TV (Denver) KCSJ-TV (Pueblo)
Sterling	Sterling Comm. TV Co.	KOA-TV, KTVR, KLZ-TV, KBTU (Denver) KFBC-TV (Cheyenne)
Trinidad	Trinidad Comm. TV Co.	KKTU (Colorado Springs) KCSJ-TV (Pueblo)

**FLORIDA**

Key West	Key West Cable-Vision Inc.	WKFT, WTVJ (Miami) (MQ-TV (Havana))
Sarasota	City TV Antenna Network Inc.	WTVT, WFLA-TV (Tampa) WSUN-TV (St. Petersburg)

**IDAHO**

Avery Bonners Ferry Burke Coltonwood	Nolan's TV Service TV Sales Inc. Burke TV Cable Master TV Service	KREM-TV, KXLY-TV, KHQ-TV (Spokane) KREM-TV, KXLY-TV, KHQ-TV (Spokane) KLEW-TV (Lewiston) KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston)
Craigmont	Craigmont TV Cable Service	
Deary Elk River Grangeville Kamiah Kellogg Ketchum-Sun Valley	Deary TV Co-op Elk River TV Co. Grangeville TV Service Inc. Fleisher Electric & TV Kellogg TV System Inc. Wood River TV, Ketchum	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KXLY-TV, KHQ-TV (Spokane) KREM-TV, KXLY-TV, KHQ-TV (Spokane) KBOI (Boise) KID-TV (Idaho Falls) KSL-TV (Salt Lake City) KLIX-TV (Twin Falls)

❄ ❄ **COMMUNITY TELEVISION ANTENNA SYSTEMS** ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Lewiston	Pacific Northwest TV Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston)
Moscow	TV Cable Co.	
Mullan	Mullan TV Cable Service	
Oradon	Clearwater Cable TV	
Oshorn	Television Antenna Systems	
Pinehurst	Everett's Electric Corner	
Pinehurst	Pinehurst Co-op TV Inc.	
Pocostello	Bannock TV Inc.	
Smellerville	E. & F. TV System	
Troy	Troy TV Co. Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston) KHO-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston) KID-TV (Idaho Falls) KBOL-TV, KIDO-TV (Boise) KLIX-TV (Twin Falls) KLEW-TV (Lewiston) KHO-TV, KREM-TV, KXLY-TV (Spokane)
Twin Falls	Cable-Vision Inc.	
Waiippo	General Sales & Service	
<b>ILLINOIS</b>		
Marengo	Marengo TV Inc.	
Peru	TV Transmission Co.	WBHM-TV, WNBQ, WGN-TV, WBKB (Chicago)
Taylorville	West End TV Assn. Co-op	WEEQ-TV (La Salle) WTVP (Decatur) KSD-TV (St. Louis) WCLA (Champaign) WICS (Springfield)
<b>INDIANA</b>		
Cannelton	Channel Towers	WAVE-TV, WHAS-TV (Louisville)
<b>IOWA</b>		
Dubuque	Dubuque Jerrold Div., Bannock TV Inc.	KCRG-TV, WMT-TV (Cedar Rapids) WOC-TV (Davenport)
Estherville	Community TV Co.	WHBF-TV (Rock Island) WREN-TV (Rockford) KWWL-TV (Waterloo) KGLD-TV (Mason City) KTIV (Sioux City) KELO-TV (Sioux Falls) WOC-TV (Davenport) WHBF-TV (Rock Island) KHQA-TV (Hannibal)
Et. Madison	Iowa Video Inc.	
<b>KANSAS</b>		
Centralia	Johnstone Auto & Electric	
Liberal	TV Cable Inc.	
Onaga	Grim Radio & Electric	
<b>KENTUCKY</b>		
Alva	Black Star TV Assn.	WATE (Knoxville) WJHL-TV (Johnson City) WBTA (Charlotte)
Barbourville	Brown Radio TV Co.	WBIR-TV, WATE (Knoxville)
Benham	Benham Comm. TV Project	WJHL-TV (Johnson City) WATE (Knoxville) WSAZ-TV (Huntington)
Brookside	Harlan Colliers Co.	WATE (Knoxville) WSAZ-TV (Huntington)
Burkesville	Cumberland TV	WSM-TV, WLAC-TV (Nashville)
Frankfort	Community Service Inc.	WLWT, WCPO-TV (Cincinnati) WLEX-TV (Lexington)
Harlan	Harlan Comm. TV Inc.	WBIR-TV, WATE-TV (Knoxville) WJHL-TV (Bristol) WLOS-TV (Asherille) WLWT (Cincinnati)
Irvine	Miller's Inc.	WLEX-TV (Lexington) WAVE-TV (Louisville)
Liberty	Liberty TV Co.	WHAS-TV, WAVE-TV (Louisville) WLEX-TV (Lexington)
Lynch	Union Supply Co.	
Manchester	Perfect TV Co.	WBIR-TV, WATE-TV (Knoxville) WJHL-TV (Johnson City) WSAZ-TV (Huntington)
McDowell	Paintsville Appliance Co.	
Paducah	Midwest Video Corp.	
Paintsville	Paintsville TV Cable Corp.	WCHS-TV (Charleston) WBIN-TV, WSAZ-TV (Huntington)
Pikeville	Valley TV Service Inc.	WCHS-TV (Charleston) WBIN-TV, WSAZ-TV (Huntington)
Pineville	Paintsville Appliance Co.	WATE-TV (Knoxville) WLOS-TV (Asherille) WJHL-TV (Johnson City)

# \* \* COMMUNITY TELEVISION ANTENNA SYSTEMS \* \*

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Pineville	Pineville TV	
Prestonsburg	Flanery & Dingus TV Service	WCBS-TV (Charleston) WSAZ-TV, WHTN-TV (Huntington) WHTN-TV, WSAZ-TV (Huntington)
Wheelwright	Inland Steel Co.	
Whitesburg	Salyer Radio & TV Co.	
Winchester	Tele-Ception of Winchester	
Yancey	Harlan Fuel Co.	
<b>LOUISIANA</b>		
Pineville	Alpine Community TV	KLFY-TV (Lafayette) KPLC-TV (Lake Charles) KNQE-TV (Monroe)
<b>MAINE</b>		
Dixfield	Rumford TV Services Corp.	WABI-TV, WTVO (Bangor)
Houlton	Houlton TV Inc.	CIL-TV (St. John) WAGM-TV (Presque Isle)
<b>MARYLAND</b>		
Cumbecland	Potomac Valley TV Co. Inc.	WRC-TV, WTTG, WMAL-TV, WTOP-TV, (Washington)
Friendsville	Yough TV Co. Inc.	WJAC-TV (Johnstown) KDKA-TV (Pittsburgh) WSTV-TV (Steuenville)
Hancock	Community TV Inc.	WRC-TV, WMAL-TV, WTOP-TV (Washington)
Lonaconing	Jackson TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh)
<b>MASSACHUSETTS</b>		
Athol	Mohawk Valley TV Inc.	WBZ-TV, WNAC-TV, WGBH-TV (Boston) WVIC-TV (Hartford)
Millers Falls	Millers Falls Antenna Corp.	WNAC-TV, WBZ-TV (Boston) WNHC-TV (New Haven)
North Adams	Telecable Inc.	WCBS-TV, WRCA-TV, WABD, WABC-TV, WPIX (New York)
Pittsfield	Pittsfield Community Antenna	WRGB (Schenectady)
Shelburne Falls	Shelburne Falls Comm. Antenna Service Inc.	WMUR-TV (Manchester) WBZ-TV, WNAC-TV, WHDH-TV (Boston)
<b>MICHIGAN</b>		
Caspian	Caspian Comm. TV Corp.	WBAY-TV, WFRV-TV (Green Bay) WMBV-TV (Marinette)
Houghton	Northern Comm. System Inc.	CFPA-TV (Fort Arthur) WDSM-TV, KDAL-TV (Duluth) WDMJ-TV (Marquette) WFRV-TV (Green Bay) WMBV-TV (Marinette)
Iron Mountain	Northside TV Corp.	WFRV-TV, WBAY-TV (Green Bay)
Norway	City of Norway	WMBV-TV (Marinette)
Potoskey	Great Lakes Comm. TV Inc.	WBAY-TV (Green Bay) WMBV-TV (Marinette) WWTY (Cadillac) WPBN-TV (Traverse City)
<b>MINNESOTA</b>		
Renson	Community TV Inc.	WCCO-TV, KEYD-TV, KSTP-TV, WTCN-TV (Minneapolis)
Brainerd	Brainerd Video Inc.	KDLO-TV (Florence) WCCO-TV, KSTP-TV, WTCN-TV, KMGM- TV, KTCA-TV (Minneapolis-St. Paul) KDAL-TV, WDSM-TV (Duluth) KDAL-TV, WDSM-TV (Dnluth) KGLD-TV (Mason City) KTIV (Sioux City) KSTP-TV (St. Paul) KELO-TV (Sioux Falls)
Ely	Ely TV Cable Co.	WCCO-TV, KSTP-TV, KMGM-TV, WTCN- TV, KTCA-TV (Minneapolis-St. Paul)
Jackson	City of Jackson	KROC-TV (Rochester) KTCA, WCCO-TV, KMGM, KSTP-TV, (Minneapolis-St. Paul)
Mankato	Minn. TV Signal Dist. Co.	
Willmar	Willmar Video Inc.	
<b>MISSISSIPPI</b>		
Amory	Community Antenna Co.	WMCT, WREC-TV, WHBQ-TV (Memphis) WBRC-TV (Birmingham)
Cleveland	TV Cables Inc.	WCBI-TV (Columbus) WMCT, WREC-TV, WHBQ-TV (Memphis) KTHV (Little Rock) KATV (Pine Bluff)
Columbus	Columbus TV Cable Corp.	WBRC-TV, WABT (Birmingham) WTOK-TV (Meridian) WTWV (Tupelo)
Drew	Delta Video Co.	WMCT, WHBQ-TV, WREC-TV (Memphis) KATV (Pine Bluff)

❄ ❄ **COMMUNITY TELEVISION ANTENNA SYSTEMS** ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Greenville	Delta Video Co.	KNOE-TV (Monroe) WLBT, WJTV (Jackson)
Greenwood	Community TV System Inc.	KATV (Pine Bluff) KARK-TV (Little Rock)
Grenada	Grenada Video Inc.	WLBT, WJTV (Jackson) WMCT (Memphis)
Hattiesburg	Perfect Video Inc.	WMCT, WREC-TV, WHBQ-TV (Memphis) WJTV, WLBT (Jackson) WLBT, WJTV (Jackson) WKRQ-TV (Mobile)
Indianola	Crosby Home Appliance Co.	WTOK-TV (Meridian) WDAM-TV (Hattiesburg)
Tupelo	Tupelo Comm. Antenna Inc.	WJTV, WLBT (Jackson) KATV (Pine Bluff) KNOE-TV (Monroe) WHBQ-TV, WMCT, WREC-TV (Memphis) WTVA (Tupelo)
<b>MISSOURI</b>		
West Plains	Community Cable Co.	KATV, KTTS-TV (Springfield) WMCT (Memphis) KTPI (St. Louis)
<b>MONTANA</b>		
Big Timber	TV Cable Assn. Inc.	KOOK-TV, KGHJ (Billings)
Bozeman	Bozeman Comm. TV Inc.	KID-TV (Idaho Falls) KFBB-TV (Great Falls) KXLF-TV (Butte)
Cut Bank	Highline Comm. Antenna Service	KID-TV (Idaho Falls) KFBB-TV (Great Falls)
Havre	Havre Comm. TV Assn.	(JLH-TV (Lethbridge)) KXLA-TV (Spokane)
Helena	Helena TV Inc.	(JLH-TV (Lethbridge)) KFBB-TV (Great Falls) KMSO-TV (Missoula) KXLF-TV (Butte)
Kalispell	Northwest Video Inc.	KXLA-TV, KREM-TV, KIQ-TV (Spokane) KMSO-TV (Missoula)
Lewistown	Perfect TV Inc.	KGZ-TV (Kalispell) KOOK-TV, KGHJ-TV (Billings) KFBB-TV (Great Falls)
Libby	Troy Video	
Livingston	Livingston Comm. Antenna Assn.	KOOK-TV, KGHJ-TV (Billings) KID-TV (Idaho Falls) KXLF-TV (Butte)
Missoula	Missoula TV Cable Co.	KREM-TV, KXLA-TV, KIQ-TV (Spokane) KMSO-TV (Missoula)
Shelby	Northwest Radio Laboratories	KFBB-TV (Great Falls)
Whitefish	Big Mountain TV Inc.	KIQ-TV, KXLA-TV, KREM-TV, (Spokane)
<b>NEBRASKA</b>		
Falls City	Falls City TV Dist. System	KFEQ-TV (St. Joseph) KMTV, WOW-TV (Omaha) WDAF-TV, KCMO-TV (Kansas City) KOA-TV, KIZ-TV, KBTU (Denver)
Kimball	Kimball Comm. TV Co.	
Scottsbluff	Pioneer Radio TV Inc.	KFBC-TV (Cheyenne)
Sidney	Sidney Community TV Co.	KOA-TV, KIZ-TV, KBTU (Denver) KFBC-TV (Cheyenne)
<b>NEVADA</b>		
Elko	TV Transmission Inc.	KSL-TV, KTVB, KUTV (Salt Lake City)
Reno	Community Antenna Co. Inc.	KPIX (San Francisco) KQVR (Stockton) KCRV-TV (Sacramento)
Sparks	Community Antenna Co. Inc.	
Tonopah	Tonopah TV Inc.	KRON-TV (San Francisco)
<b>NEW HAMPSHIRE</b>		
Berlin	Paper City TV Cable Corp.	WNAC-TV (Boston) WMTW (Mt. Washington) WCAX-TV (Burlington) WCSH-TV, WGAN-TV (Portland) CHLT-TV (Sterbrooke)
Claremont	Bellows Falls Cable Corp.	
Colebrook	Colebrook Cable TV Inc.	WCSH-TV, WGAN-TV (Portland) WMTW (Mt. Washington)
Keene	Better TV Inc.	WGBH-TV, WBZ-TV, WNAC-TV, WHDH-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WRLP (Greenfield)
Laconia	Community TV Corp.	WGBH-TV, WBZ-TV, WNAC-TV, WHDH-TV (Boston)
L Lebanon	Twin State TV Inc.	WBZ-TV, WNAC-TV (Boston) WCAX-TV (Burlington) WMUR-TV (Manchester) WMTW (Mt. Washington)
Newport	Kraus Dept. Store	



\* \* COMMUNITY TELEVISION ANTENNA SYSTEMS \* \*

NEW JERSEY

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Ventnor	South Jersey TV Cable Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WYUE (Wilmington) WPIX (New York)

NEW MEXICO

Aztec	Aztec Community TV Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Baynard	Nichols TV Service	KGUN-TV (Tucson) KRQD-TV (El Paso)
Clovis	Midwest Video Corp.	KFDA-TV, KGNC-TV (Amarillo) KCBD-TV, KDUB-TV (Lubbock) KSWs-TV (Roswell)
Farmington	Farmington Comm. TV Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Grants	Tele-Grants Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Hobbs	Hobbs TV Co.	KCBD-TV, KDUB-TV (Lubbock) KMID-TV (Midland) KSWs-TV (Roswell) KOSA-TV (Odessa)
Lovington	Lovington Antenna Co.	KDUB-TV, KCBD-TV (Lubbock) KSWs-TV (Roswell) KOSA-TV (Odessa)
Raton Ruidoso	A. R. F. Products, Inc. Ruidoso TV Service	KKTU (Colorado Springs) KSWs-TV (Roswell) KRQD-TV (El Paso) KOAT-TV (Albuquerque)
Silver City Tucumcari	Antennavision of Silver City Tucumcari TV Co.	KOOL-TV, KVAR, KTVK (Phoenix) KGNC-TV, KFDA-TV (Amarillo) KICA-TV (Clovis) KOAT-TV (Albuquerque)

NEW YORK

Bainbridge	Bainbridge TV Service	WNBF-TV, WINR-TV (Binghamton) WSVR-TV, WHEN-TV (Syracuse) WNEP-TV (Scranton)
Canistota Cooperstown	Canistota TV Inc. Cooperstown Video Co.	WKTV (Utica) WHEN-TV (Syracuse) WRGB (Schenectady)
Corning	Corning Community TV Corp.	WSYR-TV (Syracuse) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WROC-TV (Rochester)
Corning	Comm. Enter. Signal System	WGR-TV, WBEN-TV (Buffalo) WNBF-TV (Binghamton) WROC-TV (Rochester) WHEN-TV (Syracuse) WSYE-TV (Elmira) WNEP-TV (Scranton)
Dunsville Delhi	Stephen TV Antenna System Inc. Delhi Video Inc.	WROC-TV (Rochester) WINE-TV, WNEP-TV (Binghamton) WRGB (Schenectady) WSVR-TV (Syracuse) WNEP-TV (Scranton)
Ellenville	Ulster County Trans-Video	WABC-TV, WABD, WCBS-TV, WOR-TV (Same as above)
Ellenville Elmira	Westwood Video Inc. Elmira Video Inc.	SVR-TV, WHEN-TV (Syracuse) WBEN-TV (Buffalo) WROC-TV (Rochester) WNBF-TV, WINR-TV (Binghamton) WNEP-TV, WDAU-TV (Scranton) WSYE (Elmira)
Gibson Hornell	Fibley's Radio Service Hornell TV Service Inc.	WROC-TV, WHEC-TV, WVET-TV (Rochester) WBEN-TV, WGR-TV (Buffalo) WNBF-TV (Binghamton) WSYR-TV, WHEN-TV (Syracuse)
Hornell Horschtads Ithaca	Ford Walton TV Co. Chemung Valley TV Ceraeche TV Corp.	WNBF-TV (Binghamton) WHEN-TV, WSYR-TV (Syracuse) WHEC-TV, WVET-TV, WROC-TV (Rochester) WNEP-TV (Scranton)
Liberty	Liberty Video Corp.	WRGB (Schenectady)
Margaretville	Tel-Viz System	
Montour Falls	Montour Falls Master TV Antenna Corp.	

❄ ❄ **COMMUNITY TELEVISION ANTENNA SYSTEMS** ❄ ❄

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<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Napanoch	Napanoch TV Service Club	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WATV, WPX (New York)
Norwich	Norwich Video Inc.	HEN-TV, WSYR-TV (Syracuse) WKTV (Utica) WNBF-TV, WINR-TV (Binghamton) WNET-TV (Scranton)
Olean	Olean TV Cable Co.	WBEN-TV, WGR-TV, WRUF (Buffalo) WROC-TV (Rochester) WICU (Erie)
Oneonta	Oneonta Video Inc.	WRGB (Schenectady) WSYR-TV, WHEN-TV (Syracuse) WNBF-TV (Binghamton) WKTV (Utica)
Port Jervis Walton	Tel-Co TV Sales & Service Walton Comm. Antenna System	WCBS-TV (New York) WSYR-TV (Syracuse) WNBF-TV (Binghamton) WSYR-TV, WHEN-TV (Syracuse)
Watertown Watkins Glen Woodbridge	C & H TV Service Inc. Master TV Woodridge Wired TV Co.	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPX, WATV (New York)

**OHIO**

Athens	TV Cable Co.	WLWC, WBNS-TV, WTVN-TV (Columbus)
Benton	Wired TV Transmission System	
Cambridge	TV Cable System Inc.	LWC, WBNS-TV, WTVN-TV (Columbus)
Coshocton	Tower Antennas Inc.	JW-TV, WEWS (Cleveland) LWC (Columbus) KAW-TV, WEWS (Cleveland) WBNS-TV (Columbus)
Newcomerstown	Newcomerstown TV Cable System	WEWS, KAW-TV, JAW-TV (Cleveland)
New Philadelphia Sugarcreek	TV Antenna System Inc. Tower Antennas Inc.	WJW-TV, WEWS, KYW-TV (Cleveland) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Waverly	Pike County Antenna System	

**OKLAHOMA**

Ardmore	Vumore Co.	KWTV (Oklahoma City) WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls) KTEN (Ada) WKY-TV, KWTV (Oklahoma City) KCEO-TV (Enid) KFDA-TV, KGNU-TV (Amarillo) WKY-TV, KWTV (Oklahoma City) KFDX-TV, KSYD-TV (Wichita Falls) KSWO-TV (Lawton)
Elk City	Community TV	
Guymon Hobart	Guymon TV Vumore Co.	

**OREGON**

Albany	Albany TV Dist. Corp.	KPRR-TV (Pasco)
Arlington	Arlington TV Co-op	KOIN-TV, KGW-TV (Portland)
Astoria	Clatsop TV Co.	KING-TV, KOMO-TV (Seattle) KTVW (Tacoma) KOIN-TV, KGW-TV (Portland) KREM-TV, KXLY-TV, KHQ-TV (Spokane) KBOL-TV (Boise) KOIN-TV, KPTV, KGW-TV (Portland)
Baker	Eastern Oregon TV Inc.	
Bates	Scott's Furniture	
Bend	Bend TV Cable Inc.	
Burns	Burns-Hines TV Inc.	
Condon	Condon TV Co-op	
Coos Bay	Bay TV Inc.	
Coquille	Community Cable TV	
DeLake	Lincoln TV System Inc.	
Elgin	Elgin Electric	
Enterprise	Enterprise TV Service Co. Inc.	
Eugene	Ahar TV Cable Co.	KHQT-TV, KXLY-TV, KREM-TV (Spokane) KVAL-TV (Eugene) KONN-TV, KPTV, KGW-TV (Portland)
Eugene	Carlson, Hatton, Hay Inc.	
Fossil	Fossil Community TV Inc.	
Heppner	Heppner TV Inc.	
Hood River	Hood River Cable TV System	
Imbler	Imbler TV Assn.	
Ione	Ione-Banana Valley TV System	
Ione	Ione City TV Co-op	
John Day	John Day Canyon City Cable Co.	
John Day	Scott's Furniture	
Kinzua	Kinzua Pine Mills System	
Klamath Falls	City TV Inc.	

\* \* COMMUNITY TELEVISION ANTENNA SYSTEMS \* \*

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
La Grande	Eastern Oregon TV Inc.	KREM-TV, KXLY-TV, KHG-TV (Spokane)
Lebanon	Lebanon Comm. TV Co-op	
Lebanon	Lebanon TV Dist. Co.	
Lexington	Lexington TV Corp.	
Madras	Rowan's TV-Radio Service	KOIN-TV, KGW-TV, KPTV (Portland)
Mill City	Santiam TV Cable	KOIN-TV, KGW-TV, KPTV (Portland)
Mitchell	Mitchell Community TV	
Myrtle Point	TV Systems Inc.	KOIN-TV (Portland)
		KBES-TV (Medford)
		KVAL-TV (Eugene)
Newport	Magsee TV Co.	KOIN-TV, KPTV, KGW-TV (Portland)
		KVAL-TV (Eugene)
Oakridge	Northwest Antenna Cable	KOIN-TV (Portland)
		KVAL-TV (Eugene)
Pendleton	Pendleton Comm. TV System	KOIN-TV (Portland)
Pilot Rock	Pilot Rock TV Corp.	KHQ-TV, KXLY-TV, KREM-TV (Spokane)
		KEPR-TV (Pasco)
		KXLY-TV (Spokane)
Portland	Trans-Video Co. of Oregon	KOIN-TV, KPTV, KGW-TV (Portland)
Prineville	Prineville Comm. TV Inc.	KOIN-TV, KPTV, KGW-TV (Portland)
Reedsport	Cable TV Corp.	KOIN-TV, KGW-TV (Portland)
		KPIC (Roseburg)
Roseburg	Umpqua Radio & TV Inc.	KBES-TV (Medford)
		KVAL-TV (Eugene)
		KOIN-TV (Portland)
Seaside	Dynamic TV	
Seaside	Seaside TV Service Co. Inc.	
Sheridan	Stueck Electric Co.	KPTV, KOIN-TV, KGW-TV (Portland)
The Dalles	The Dalles TV Co.	KOMO-TV (Seattle)
		KOIN-TV, KGW-TV (Portland)
Tillamook	Radio Sound Service	
Toledo	Mac's TV & Electronics	KOIN-TV, KGW-TV, KPTV (Portland)
		KVAL-TV (Eugene)
Union	Eastern Oregon TV Inc.	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Warm Springs	Warm Springs Cable System	KOIN-TV, KGW-TV, KPTV (Portland)
Wheeler	Pricketts Radio & TV	KOIN-TV, KOMO-TV (Portland)
		KING-TV (Seattle)
Yachats	Yachats Community TV System	KOIN-TV, KGW-TV (Portland)
		KVAL-TV (Eugene)

PENNSYLVANIA

Ashland	Ashland Video Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia)
Avis	Charles TV Cable System	WGAL-TV (Lancaster)
		WJAC-TV (Johnstown)
		WFBG-TV (Altoona)
Bangor	Clar-O-View Comm. TV Inc.	WBRE-TV, WILK-TV (Wilkes-Barre)
		WDAU-TV (Scranton)
Bellefonte	Central Penna. Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia)
		WPIX, WOR-TV (New York)
		WJAC-TV (Johnstown)
		WFBG-TV (Altoona)
		WGAL-TV (Lancaster)
		WBRE-TV (Wilkes-Barre)
		WBPZ-TV (Lock Haven)
Berwick	Cable TV Co.	WCAU-TV, WRCV-TV, WFIL-TV (Philadelphia)
		WPIX (New York)
		WNBF-TV (Binghamton)
Bethlehem	Service Electric TV Cable Co.	WFIL-TV, WCAU-TV, WRCV-TV (Philadelphia)
		WPIX, WOR-TV, WABC-TV (New York)
		WVUE (Wilmington)
Blairs Mills	E. B. Kling & Co.	
Roomsburg	Municipal TV Corp.	WRCV-TV, WCAU-TV, WFIL-TV (Philadelphia)
		WVUE (Wilmington)
		WGAL-TV (Lancaster)
		WDAU-TV (Scranton)
Blossburg	Williamson Road TV Co.	WNBF-TV (Binghamton)
		WBEN-TV (Buffalo)
		WSYE-TV (Elmira)
Bradford	Bradford TV Cable Co.	WBEN-TV, WGR-TV, WBUF (Buffalo)
		WJAC-TV (Johnstown)
		WICU-TV (Erie)
Bradford	Parkway Antenna Co.	
Brandonville	Community TV Assn.	
Broekton	Schuylkill Valley Trans Video Corp.	WRCV-TV, WCAU-TV, WFIL-TV (Philadelphia)
		WPEH (Wilmington)
		KDKA-TV (Pittsburgh)
		WJAC-TV (Johnstown)
		WFBG-TV (Altoona)
Brockway	Brockway TV Inc.	

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Buck Hill Falls	Buck Hill Falls TV Co.	WBEN-TV, WGR-TV (Buffalo)
Carlisle	Mathew's Inc.	WJAC-TV (Johnstown)
Clarendon	Clarendon TV Assoc.	WEWS (Cleveland) WICU-TV (Erie)
Clearfield	Clearfield TV Inc.	WJAC-TV (Johnstown) WPBG-TV (Altoona)
Conemaugh	Apex TV & Radio Service Inc.	KDKA-TV (Pittsburgh) WJAC-TV, WARD-TV (Johnstown) WPBG-TV (Altoona)
Condersport	Condersport TV Cable Co.	KDKA-TV (Pittsburgh) WSTA-TV (Steubenville) WGR-TV, WBEN-TV (Buffalo)
Danville	Service Electric Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDAU-TV (Scranton) WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WPIX, WABD (New York)
Easton	Clear-Pie Electronics Inc.	WRCA-TV, WFIL-TV (Philadelphia) WCBS-TV, WRCA-TV, WABD, WABC-TV WOR-TV, WPIX (New York)
Elizabethville	Elizabethville TV Corp.	WGAL-TV (Lancaster) WPBG-TV (Altoona) WTPA, WCMB-TV (Harrisburg)
Elkland	Elkland Electric Co. Inc.	WFIL-TV (Philadelphia) WBEN-TV (Buffalo) WSYE-TV (Eldmira) WNBF-TV (Binghamton)
Everett	Everett TV Corp.	KDKA-TV (Pittsburgh) WTTG (Washington) WJAC-TV (Johnstown) WPBG-TV (Altoona) WSVA-TV (Harrisburg)
Franklin	Coaxial Cable Co.	WICU-TV (Erie)
Galeton	Galeton TV Antenna Inc.	WBEN-TV (Buffalo) WNBF-TV (Binghamton) WSYE (Eldmira)
Hamburg	Hamburg Tire Co.	WRCA-TV, WFIL-TV, WCAU-TV (Philadelphia) WAUE (Wilmington) WGAL-TV (Lancaster) WLBR-TV (Lebanon)
Harrisburg	Perfect TV Inc.	WMAR-TV, WBAL-TV (Baltimore) WFIL-TV (Philadelphia) WGAL-TV (Lancaster) WHP-TV (Harrisburg)
Lea Geton	Mountain City TV Co.	WCBS-TV, WRCA-TV, WABD, WABC-TV WGR-TV (New York) WFIL-TV (Philadelphia)
Herndon	Pike's Peak TV Assn.	WCBS-TV, WRCA-TV, WABD, WABC-TV WOR-TV, WPIX, WATA (New York) WNBF-TV (Binghamton)
Honesdale	Honesdale TV Service	WBRE-TV, WILK-TV (Wilkes-Barre) WPBG-TV (Altoona) WGAL-TV (Lancaster) WDAU-TV, WNEP-TV (Scranton)
Howard	Mill Hall Cable Co. Inc.	WJAC-TV (Johnstown) WPBG-TV (Altoona) WGAL-TV (Lancaster) WBRE-TV, WILK-TV (Wilkes-Barre) WNBF-TV (Binghamton)
Isabella	Community Antenna Co.	WILK-TV, WBRE-TV (Wilkes-Barre) WPBG-TV (Altoona) WGAL-TV (Lancaster) WDAU-TV, WNEP-TV (Scranton)
Jersey Shore	Hard's Video Service	WJAC-TV (Johnstown) WPBG-TV (Altoona) WBEN-TV (Buffalo) KDKA-TV (Pittsburgh) WEWS (Cleveland)
Johnsonburg	Johnsonburg Comm. TV Inc.	WRCA-TV, WFIL-TV (Philadelphia) WCBS-TV, WABD, WPIX (New York) WDAU-TV (Scranton)
Kingston	Teleservice Co.	WRCA-TV, WFIL-TV (Philadelphia) WCBS-TV, WABD, WPIX (New York) WDAU-TV (Scranton)
Lansford	Panther Valley TV Co. Inc.	WRCA-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX, WOR-TV (New York) WDAU-TV (Scranton)
Lehighton	Lehigh Trans-Video Corp.	WRCA-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WAUE (Wilmington)

# \* \* COMMUNITY TELEVISION ANTENNA SYSTEMS \* \*

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Lewiston	Pennwire TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WGAL-TV (Lancaster) WRCV-TV (Philadelphia) WTPA (Harrisburg)
Lock Haven	Susquehanna Valley TV Corp.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
Lykens	Lykens TV Extension Co., Inc.	WBRE-TV, WILK-TV (Wilkes-Barre) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WGAL-TV (Lancaster) WVUE (Wilmington)
Mahanoy City	Service Electric Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX, WOR-TV (New York) WBRE-TV, WILK-TV (Wilkes-Barre) WVUE (Wilmington)
Mahanoy City	City TV Corp.	WDAU-TV, WNEP-TV (Scranton) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington)
Mansfield	Tycos TV Co.	WGAL-TV (Lancaster) WNEF-TV (Binghamton) WBEN-TV (Buffalo) WSYE-TV (Elmira)
Meadville	Meadville Master Antenna	WEWS (Cleveland) WICU-TV, WSEE (Erie) KDKA-TV (Pittsburgh) WFML-TV (Youngstown)
Meyersdale	Kirchner TV Co.	KDKA-TV (Pittsburgh) WJAC-TV (Johnstown) WSTV-TV (Steubenville)
Millersburg	Millersburg TV Co.	WMAR-TV (Baltimore) WGAL-TV (Lancaster) WFIL-TV, WRCV-TV (Philadelphia) WHP-TV (Harrisburg)
Minersville	Minersville Trans-Video Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WGAL-TV (Lancaster) WVUE (Wilmington)
Montgomery	Montgomery Video Corp.	WHP-TV (Harrisburg) WNEF-TV (Binghamton) WGAL-TV (Lancaster) WBRE-TV, WILK-TV (Wilkes-Barre)
Mt. Union	Mt. Union Antenna Co. Inc.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WTTG (Washington)
Muncy	Muncy TV Corp.	WBRE-TV, WILK-TV (Wilkes-Barre) WNEF-TV (Binghamton) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Nesquehoning	Nesquehoning Electronics	WPIX, WOR-TV (New York) WCAU-TV, WFIL-TV, WRCV-TV (Philadelphia) WDAU-TV (Scranton)
Newport	Newport TV Co.	WMAR-TV (Baltimore) WTPA (Harrisburg) WGAL-TV (Lancaster) WFBG-TV (Altoona)
Oil City	TV Cable Co.	KDKA-TV (Pittsburgh) WJAC-TV (Johnstown) WKBN-TV (Youngstown), WICU-TV (Erie)
Palmerton	Palmerton TV Signal Corp.	WABC-TV, WATV, WPIX, WOR-TV (New York) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington)
Pine Grove	Pine Grove TV Cable Service	WRCV-TV, WFIL-TV, WCAU-TV, WHY TV (Philadelphia) WGAL-TV (Lancaster) WSBA-TV (York) WVUE (Wilmington) WHP-TV (Harrisburg)
Plymouth	Hawley TV Service Co.	WBRE-TV (Wilkes-Barre) WNEP-TV, WDAU-TV (Scranton)
Port Allegany	Dealers Repair Service	WJAC-TV (Johnstown) WGR-TV, WBEN-TV (Buffalo)
Pottsville	Pottsville Trans-Video Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WPIX (New York)

❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

<i>Cities</i>	<i>Firm Name</i>	<i>Stations</i>
Pottsville	Wire Tele-View Corp.	WRCA-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WUE (Wilmington)
Renovo	Greater Renovo TV Corp.	WNEF-TV (Binghamton) WFBG-TV (Altoona) WBRE-TV (Wilkes-Barre)
Ridgway	Ridgway TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh) WICU-TV (Erie)
Salona	Salona Mutual TV Cable Assn.	
Schuylkill Haven	Schuylkill Haven Trans-Video	WRCA-TV, WFIL-TV, WCAU-TV (Philadelphia) WUE (Wilmington) WGAL-TV (Lancaster)
Schuylkill Haven	S. L. TV Corp.	WRCA-TV, WFIL-TV, WCAU-TV (Philadelphia)
Selinsgrove	River TV Co.	WFBG-TV (Altoona) WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Shamokin	Eastern Penna. Relay Station	WRCA-TV, WFIL-TV (Philadelphia) WUE (Wilmington) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Shamokin	TV Extension Corp.	WRCA-TV, WFIL-TV (Philadelphia) WUE (Wilmington) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Sheffield	South Side TV Assn.	KDKA-TV (Pittsburgh) WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WFBG-TV (Altoona) WICU-TV (Erie)
Shenandoah	Shen-Heights TV Assoc. Inc.	WCAU-TV, WFIL-TV, WRCA-TV (Philadelphia) WILK-TV (Wilkes-Barre) WNEP-TV (Scranton)
Shickshinny	Shickshinny TV Corp.	
Shillington	Kern's Electric & TV Antenna	WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WUE (Wilmington)
Smithport	Palmer Electric Co.	WBEN-TV, WGR-TV (Buffalo) WROC-TV (Rochester) WJAC-TV (Johnstown)
Snowshoe	Snowshoe TV Co.	WFBG-TV (Altoona) WJAC-TV (Johnstown)
South Renovo	South Renovo TV Assn.	WFBG-TV (Altoona) WJAC-TV (Johnstown)
St. Clair	St. Clair TV Corp.	WNEF-TV (Binghamton) WFIL-TV, WCAU-TV, WRCA-TV (Philadelphia) WPIX (New York) WUE (Wilmington)
St. Mary's State College	St. Mary's TV Co. State College TV Cable Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBPP-TV (Lock Haven)
Steelton	Better TV Co.	WCBS-TV, WRCA-TV, WABD, WPIX (New York)
Stroudsburg	Pocono TV Relay Inc.	WFIL-TV (Philadelphia) WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WFBG-TV (Altoona)
Sunbury	B. K. P. TV Systems Inc.	WDAU-TV, WNEP-TV (Scranton) WRCA-TV, WFIL-TV, WCAU-TV (Philadelphia) WUE (Wilmington) WGAL-TV (Lancaster) WJAC-TV (Johnstown)
Tamaqua	Tamaqua TV Inc.	WICU-TV, WSEE (Erie) WBEN-TV (Buffalo) KDKA-TV (Pittsburgh) WFMJ-TV (Youngstown) WEWS (Cleveland)
Titusville	Titusville Cable Co.	WBEN-TV, WGR-TV, WBLF (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)
Warren	Warren TV Corp.	WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)
Warren Warren	Warren County TV Assn. West Side TV Corp.	WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)

\* \* COMMUNITY TELEVISION ANTENNA SYSTEMS \* \*

City	Firm Name	Stations
Wellsboro	West End TV Cable System	WBNF-TV (Binghamton) WSYR-TV (Syracuse)
Westfield	Westfield Comm. Antenna Assn.	WBEN-TV (Buffalo) WBNF-TV (Binghamton) WBEN-TV (Buffalo) WYSE (Elmira)
Wilkes-Barre	Teleservice Co.	WRCV-TV, WFIL-TV (Philadelphia) WCBS-TV, WPIX, WABD (New York)
Williamsport	Cole TV	WILK-TV, WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WGAL-TV (Lancaster) WBNF-TV (Binghamton)
Williamsport	Lycoming TV Cable Corp.	WDAU-TV (Scranton) WILK-TV, WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WBNF-TV (Binghamton)
Williamsport	West Branch TV Services Inc.	WGAL-TV (Lancaster) WDAU-TV (Scranton) WBRE-TV, WILK-TV (Wilkes-Barre) WFBG-TV (Altoona)
Williamsport	Williamsport TV Cable Corp.	WBNF-TV (Binghamton) WFBG-TV (Altoona) WILK-TV, WBRE-TV (Wilkes-Barre) WGAL-TV (Lancaster)
Youngsville	Youngsville TV Corp.	WDAU-TV (Scranton) WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)

SOUTH DAKOTA

Chamberlain	Missouri Valley TV Co. Inc.	KTIV, KVTY (Sioux City) KELO-TV (Sioux Falls) KDLO-TV (Florence)
Deadwood	Western TV Inc.	KPLO-TV (Reliance) KDLO-TV (Florence) KPLO-TV (Reliance)
Lead	Western TV System Inc.	KDIX-TV (Dickinson) KFYR-TV (Bismarck) KOTA-TV (Rapid City) KDIX-TV (Dickinson)
Mitchell	Palace Trans-Video Co.	KFYR-TV (Bismarck) KDLO-TV (Florence) KELO-TV (Sioux Falls) KTIV & KVTY (Sioux City)

TENNESSEE

Blountville	J. W. Adams Co.	WBTY (Charlotte) WJHL-TV (Johnson City) WATE (Knoxville)
Copperhill Erwin	E. R. Lewis TV System C & M TV Cable Co.	WSB-TV, WAGA-TV, WLWA (Atlanta) WBTY (Charlotte) WATE-TV (Knoxville) WJHL-TV (Johnson City) WYYB-TV (Bristol)
Johnson City	Huntsman TV Cable Co.	WLOS-TV (Asheville) WBTY (Charlotte)
Kingsport	TV Cable Corp.	WLOS-TV (Asheville) WATE (Knoxville) WJHL-TV (Johnson City) WYCYB-TV (Bristol) WJHL-TV (Johnson City)

TEXAS

Albany Brady	King Appliance Co. TV Enterprises Ltd.	KTBC-TV (Austin) KRBC-TV (Abitene) KCTV (San Angelo) KRLD-TV (Dallas)
Breckenridge	Breckenridge TV Dist. Co.	WBAP-TV (Ft. Worth) WBAP-TV (Ft. Worth) KELD-TV (Dallas) KFDX-TV & KSYD-TV (Wichita Falls)
Brownwood	Brownwood TV Cable Service Inc.	KRBC-TV (Abitene) KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KRBC-TV (Abitene)
Bryan Canadian	Midwest Video Inc. TV Cable Service	KWTV (Oklahoma City) - KGEQ-TV (Enid) KGNC-TV (Amarillo)



❁ ❁ COMMUNITY TELEVISION ANTENNA SYSTEMS ❁ ❁

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Chidress	Vumore Co.	KIDN-TV & KSAD-TV (Wichita Falls) KDUB-TV (Lubbock)
Del Rio	Del Rio TV Cable Corp.	KONO-TV, WOAI-TV & KENS-TV (San Antonio)
Denison	Better TV Inc.	WBAP-TV & KFJZ-TV (Ft. Worth) KRLD-TV WFAA-TV (Dallas) KTEN (Ada)
Gatesville	Cable-Vision	WBAP-TV (Ft. Worth) KTBC-TV (Austin) WFAA-TV (Dallas) KWTX-TV (Waco) KCEK (Temple)
Graham	TV Distributing Co.	WBAP-TV KFJZ-TV (Ft. Worth) KRLD-TV & WFAA-TV (Dallas) KFDA-TV & KSAD-TV (Wichita Falls) WFAA-TV KRLD-TV (Dallas) KTRE-TV (Lufkin)
Jacksonville	TV Cable Service Inc.	
Madisonville Marfa	Madisonville Cable Corp. Marfa TV Cable Inc.	KROD-TV (El Paso) KOSV-TV (Odessa)
Matador	T.V. Signal Service Co.	KFDX-TV (Wichita Falls) KDUB-TV & KCBD-TV (Lubbock)
Memphis	Master Antenna Service	KGNC-TV & KFDA-TV (Amarillo) KDUB-TV (Lubbock) KIDN-TV (Wichita Falls)
Mineral Wells	Community Aerial System	KRLD-TV & WFAA-TV (Dallas) WBAP-TV & KFJZ-TV (Ft. Worth) KFDX-TV (Wichita Falls) KCTV (St. Angelo)
Ozona	Ozona TV System	WOAI-TV (San Antonio) KMID-TV (Midland)
Paducah	TV Signal Service Co.	KFDX-TV (Wichita Falls) KDUB-TV & KCBD-TV (Lubbock)
Palestine	Clearview Cable Corp.	RLTV (Tyler) WBAP-TV (Ft. Worth) KRLD-TV & WFAA-TV (Dallas) KTRE-TV (Lufkin)
Paris Sherman	Mid-West Video Corp. Tele-Vue Products Co.	KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KCTV (San Angelo)
Sonora	Sonora TV Service Inc.	KENS-TV & WOAI-TV (San Antonio) KMID-TV (Midland)
Southphur Springs	TV Cable System	KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth) RLTV (Tyler)
Tvalde	Tvalde TV Cable Corp.	KENS-TV, KONO-TV & WOAI-TV (San Antonio) KROD-TV (El Paso)
Van Horn Victoria Wellington	Van Horn Cable Co. Tele-Tenna Corp. of Victoria Vumore Co.	KGNC-TV & KFDA-TV (Amarillo) KFDEX-TV & KSAD-TV (Wichita Falls)
<b>UTAH</b>		
Helper Price Richfield Salt Lake City Sunnyside Vernal	Helper Community TV Inc. Votere Perfect TV Inc. Seyvier TV Cable Seyvier TV Signal Distribution Co. Price Trading Co. Basin TV Inc.	KSL-TV, KTVT & KUTV (Salt Lake City) KUTV, KTVT & KSL-TV (Salt Lake City) KSL-TV, KTVT & KUTV (Salt Lake City)
<b>VERMONT</b>		
Barre	Vermont TV Inc.	WRGB (Schenectady) WPTZ (Plattsburgh) WMTW (Mt. Washington) WCAX-TV (Burlington) CBMT (Montreal)
Bellows Falls Brattleboro	Bellow Falls Cable Corp. Brattleboro TV Inc.	WBZ-TV, WRGH-TV, WHDH-TV & WNAC-TV (Boston) WHU-TV (Manchester) WPHB-TV (Hartford) WMTW (Mt. Washington) WRLD (Greenfield)
Burlington	Green Mt. TV Corp.	WRGB (Schenectady) WMTW (Mt. Washington) WCAX-TV (Burlington) CBMT & CBFT (Montreal)
Ludlow	Okemo Vue Inc.	WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester)
Montpelier	Montpelier Community TV Inc.	WMTW (Mt. Washington) WRGB (Schenectady) WCAX-TV (Burlington)

❄ ❄ **COMMUNITY TELEVISION ANTENNA SYSTEMS** ❄ ❄

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Northfield	Trans-Video	WRGB (Schenectady)
Springfield	Young's Community TV Corp.	WCAX-TV (Burlington) WMTW (Mt. Washington) WBZ-TV & WNAC-TV (Boston)
Springfield	Windsor Community Antenna Corp.	WRGB (Schenectady) WMUR-TV (Manchester) WCAX-TV (Burlington)
Springfield St. Johnsbury	John T. Thurber Inc. St. Johnsbury Community TV Corp.	WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester) WCAX-TV (Burlington) WMTW (Mt. Washington)
Windsor	Windsor Community Antenna Corp.	WCSH-TV & WGAN-TV (Portland) WMTW (Mt. Washington)
Woodstock	Woodstock TV Inc.	WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester) WCAX-TV (Burlington) WMTW (Mt. Washington) WBZ-TV (Boston) WRGB (Schenectady) WMTW (Mt. Washington)
<b>VIRGINIA</b>		
Appalachia	Paintsville Appliance Co.	WJHL-TV (Johnson City) WL08-TV (Asheville) WCYB-TV (Bristol)
Grundy	Grundy TV Co.	WSAZ-TV (Huntington) WJHL-TV (Johnson City) W04Y-TV (Oak Hill)
Harrisonburg	Harrisonburg Trans-Video Corp.	WTFG, WMAL-TV & WTOP-TV (Washington) WXEX-TV (Petersburg) WSVA-TV (Harrisonburg) WTVR (Richmond)
Staunton	Staunton Video Corp.	WTVR (Richmond) WTFG & WTOP-TV (Washington) WSVA-TV (Harrisonburg) WXEX-TV (Petersburg)
<b>WASHINGTON</b>		
Aberdeen	Harbor TV Corp.	KOMO-TV & KING-TV (Seattle) KTNT-TV & KTVW (Tacoma)
Bellingham	Telecable Inc.	KOMO-TV & KING-TV (Seattle) KTNT-TV (Tacoma)
Chehalis	KELA-TV Inc.	KING-TV & KOMO-TV (Seattle) KTNT-TV (Tacoma)
Chelan	Chelan Antenna Service	KXLY-TV, KREM-TV & WHQ-TV (Spokane)
Cle Elum Colville	Cassassa Bros. Colville Video Inc.	KREM-TV, KHQ-TV & KXLY-TV (Spokane)
Connell	Connell TV Co.	KREM-TV, KXLY-TV & KHQ-TV (Spokane)
Coulee Dam	TV Assoc. of Coulee Dam	KEPR-TV (Paseo) KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Dayton	Touchet Valley TV Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane)
Ellensburg	Ellensburg Jerrold TV Cable Corp.	KING-TV & KOMO-TV (Seattle) KXLY-TV (Spokane) KIMA-TV (Yakima)
Ephrata	Empire TV Inc.	KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Everett	TV Cable Inc.	KBAS-TV (Ephrata) KOMO-TV, KIRO-TV & KING-TV (Seattle) KTNT-TV & KTVW (Tacoma) KVOS-TV (Bellingham)
Goldendale Kennewick	Goldendale TV Cable Inc. Columbia TV Service Co.	KOIN-TV, KPTV & KGW-TV (Portland) KREM-TV, KXLY-TV & KHQ-TV (Spokane)
Lind	Lind TV Service Inc.	KEPR-TV (Paseo) KTRX (Kennewick) KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Moses Lake	Moses Lake TV, Inc.	KHQ-TV, KREM-TV & KXLY-TV (Spokane)
Omak-Okanogan- Tonasket	Okanogan Valley TV Cable Co.	KBAS-TV (Ephrata) KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Pomeroy	Christensen-Rauch Co.	KHQ-TV, KXLY-TV & KREM-TV (Spokane)
Quincy	Quincy Valley TV Assn.	KREM-TV, KXLY-TV & KHQ-TV (Spokane)

✧ ✧ **COMMUNITY TELEVISION ANTENNA SYSTEMS** ✧ ✧

<i>City</i>	<i>Firm Name</i>	<i>Stations</i>
Raymond Republic	Powell's Radio & TV TV Assoc. of Republic	KING-TV, KIRO-TV — KOMO-TV (Seattle) KHQ-TV, KREM-TV & KXIA-TV (Spokane)
Richland	Richland TV Cable Corp.	KREM-TV, KHQ-TV & KXIA-TV (Spokane)
Seattle Seattle Sedro-Wooley	Holert Electronic Inc. Master TV Antenna Systems Malone Music Co.	KING-TV, KOMO-TV, KTNT-TV & KFWW (Seattle-Tacoma)
Soup Lake	Soup Lake TV Inc.	KXLY-TV, KHQ-TV & KREM-TV (Spokane) KBAS-TV (Ephrata)
Starbuck Sunnyside Walla Walla	Starbuck Community Antenna System Harrie's TV Blue Mts. TV Cable Corp.	KIMA-TV (Yakima) KXIA-TV, KHQ-TV & KREM-TV (Spokane)
Washtucena Waterville Wenatchee	Snyder Electric Co. Clements TV Consolidated TV Cable Corp.	KXIA-TV, KHQ-TV, KREM-TV (Spokane) KHQ-TV, KREM-TV & KXIA-TV (Spokane)
Wilsoncreek Wisbram	S & S Electronics Wisbram TV	KOIN-TV, KPTV & KGW-TV (Portland)
<b>WEST VIRGINIA</b>		
Amherstdale Bluefield	Durfee's Inc. Bluefield TV Cable Corp.	WCBS-TV (Charleston) WLSL-TV (Roanoke) WJHL-TV (Johnston City) WDBJ-TV & WSLN-TV (Roanoke) WOAX-TV (Oak Hill)
Burnsville	Marlinton Cable Co.	WTRF-TV (Wheeling) KDKA-TV (Pittsburgh) WSTV-TV (Steubenville) WSAZ-TV (Huntington) WLSL-TV (Roanoke) WCBS-TV (Charleston)
Charlton Heights Chesapeake Clarksburg	Jack Knight Chesapeake Water & Light Co. Clarksburg TV Cable Corp.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Coalwood	Olga Coal Co.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
East Gulf Elkins	C. H. Mend Coal Co. Tygart Valley Cable Corp.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Fairmont	Fairmont TV Cable Co.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Fallanshee Glendale	Alco Radio & Suppl Glen-Tenna	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Grafton Hinton	Bennett Refrigerator Co. Hinton TV Corp.	WDBJ-TV & WSLN-TV (Roanoke) WOAX-TV (Oak Hill) WBIS-TV (Bluefield) WTOP-TV & WMAL-TV (Washington) WJAC-TV (Johnstown) WSAZ-TV & WHTN-TV (Huntington) WCBS-TV (Charleston) WOAX-TV (Oak Hill) WSAZ-TV (Huntington)
Keyser	Keyser TV Co. Inc.	WJAC-TV (Johnstown)
Logan	Durfee's Inc.	WSAZ-TV & WHTN-TV (Huntington) WCBS-TV (Charleston) WOAX-TV (Oak Hill)
Lost Creek Man	Lost Creek TV Co. Durfee's Inc.	WSAZ-TV & WHTN-TV (Huntington) WCBS-TV (Charleston) WDBJ-TV (Pittsburgh) WJAC-TV (Johnstown) WTRF-TV (Wheeling) WSTV-TV (Steubenville) KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Morgantown	Community Cable Co.	WTRF-TV (Wheeling) WSTV-TV (Steubenville) KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Moundsville	Clear TV Inc.	WTRF-TV (Wheeling) WSTV-TV (Steubenville) WBIS-TV (Bluefield) WCBS-TV (Charleston) WOAX-TV (Oak Hill) WSAZ-TV (Huntington)
Mullens	Mullens TV Cable Service	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
New Martinsville	TV Cable Inc.	WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Petersburg Phillippi Piedmont	Oates TV Inc. Phillippi Community TV Upper Potomac TV Co. Inc.	WRC-TV, WTTG, WTOP-TV & WMAL-TV (Washington) WJAC-TV (Johnstown)
Prenter Rainelle	Red Parrot Coal Co. Rainell TV Corp.	WLSL-TV (Roanoke) WCBS-TV (Charleston) WOAX-TV (Oak Hill)

# ❄ ❄ COMMUNITY TELEVISION ANTENNA SYSTEMS ❄ ❄

City	Firm Name	Stations
Richwood	Richwood TV Co. Inc.	WSAZ-TV & WHTN-TV (Huntington) WCHS-TV (Charleston)
Ronceverte	Ronceverte TV Corp.	WLSL-TV & WDJB-TV (Roanoke) WOAY-TV (Oak Hill)
Rowlesburg	Community Cable Co. Inc.	WHIS-TV (Bluefield) KDKA-TV (Pittsburgh) WTRF-TV (Wheeling)
Spencer	T. J. Arnold Appliance Co.	WSTV-TV (Steubenville) WSAZ-TV (Huntington)
War	TV Antenna Service Inc.	WCHS-TV (Charleston) WSAZ-TV & WHTN-TV (Huntington)
Webster Springs	Webster TV	WHIS-TV (Bluefield) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
Weirton	Weirton TV Cable Corp.	WSAZ-TV (Huntington)
Weleh	Welch Antenna Co.	WCHS-TV (Charleston) WOAY-TV (Oak Hill)
Weston	Weston TV Cable Corp.	WSAZ-TV & WHTN-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
Wheeling	Wheeling Antenna Co.	WTRF-TV (Wheeling) WHTN-TV (Huntington)
Whitesville	Whitesville Radio & Refrigeration Service	KDKO-TV (Pittsburgh) WSTV-TV (Steubenville) WTRF-TV (Wheeling)
Williamson	Williamson TV Corp.	WSAZ-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
<b>WISCONSIN</b>		
Niagara	Niagara Community TV Co-op	WBAY-TV & WFRV-TV (Green Bay) WMBV-TV (Marinette)
Rhineland	Rhineland TV Cable Corp.	WBAY-TV & WFRV-TV (Green Bay) WSAU-TV (Wausau)
Rice Lake	Rice Lake Radio Co.	WMBV-TV (Marinette) WTCN-TV, KTCN & WCCO-TV (Minneapolis)
Wausau	Wisconsin Community Antenna Inc.	KSTP-TV (St. Paul) WBAY-TV & WFRV-TV (Green Bay) WMBV-TV (Marinette) WSAU-TV (Wausau)
<b>WYOMING</b>		
Basin	Western TV Corp.	KOOK-TV & KGHL-TV (Billings) KID-TV (Idaho Falls)
Casper	Community TV System of Wisconsin	KWRB-TV (Riverton) KLZ-TV, KOA-TV, KBTV & KTVR (Denver)
Cody	Cody Community TV Corp.	KFBC-TV (Cheyenne) KOOK-TV (Billings) KID-TV (Idaho Falls)
Cokesville	Cokesville Radio & Electric Co.	KUTV, KTVT & KSL-TV (Salt Lake City)
Greybull	Western TV Corp.	KOOK-TV & KGHL-TV (Billings) KID-TV (Idaho Falls) KWRB-TV (Riverton)
Jackson	Jackson Community TV System	KID-TV (Idaho Falls)
Kemmerer	Kem-Tev Corp.	KSL-TV, KTVT & KUTV (Salt Lake City)
Laramie	Laramie Community TV Co.	KTVR, KOA-TV, KSLZ-TV & KBTV (Denver)
Mountain View	Uinta Signal Co.	KFBC-TV (Cheyenne)
Pine Bluffs	Pine Bluffs Community TV System	KUTV, KTVT & KSL-TV (Salt Lake City) KTVR, KOA-TV, KLZ-TV & KBTV (Denver)
Rawlins	Rawlins Community TV Co.	KFBC-TV (Cheyenne) KTVR, KOA-TV, KLZ-TV & KBTV (Denver)
Rock Springs	Sweetwater TV Co.	KFBC-TV (Cheyenne)
Sheridan	Clouds Peak Radio & TV Corp.	KSL-TV, KTVT, KUTV (Salt Lake City)
Tensleep	Bighorn Radio & TV	KOOK-TV (Billings) KOOK-TV (Billings) KWRB-TV (Riverton)
Thermopolis	Thermopolis Bestg. TV Co.	KOOK-TV (Billings)
Thermopolis	Thermopolis TV Co.	KOOK-TV & KGHL-TV (Billings) KWRB-TV (Riverton)
Worland	Western TV Corp.	KOOK-TV, KGHL-TV (Billings) KID-TV (Idaho Falls) KTWO-TV & KSPR-TV (Casper) KWRB-TV (Riverton)
<b>ALASKA</b>		
Ketchikan	Ketchikan Alaska TV Inc.	

# “EMMY” WINNERS—1957

BEST SINGLE PROGRAM OF THE YEAR  
*“The Comedian” on “Playhouse 90”*

BEST DRAMATIC SERIES WITH CONTINUING CHARACTERS  
*“Gunsmoke”*

BEST DRAMATIC ANTHOLOGY SERIES  
*“Playhouse 90”*

BEST COMEDY SERIES  
*“The Phil Silvers Show”*

BEST MUSICAL, VARIETY, AUDIENCE PARTICIPATION OR QUIZ SERIES  
*Dinah Shore on “The Chevy Show”*

BEST PUBLIC SERVICE PROGRAM OR SERIES  
*“Omnibus”*

BEST NEW PROGRAM SERIES OF THE YEAR  
*“Seven Lively Arts”*

ACTOR—Best Single Performance (Lead or Support)  
*Peter Ustinov on “Life of Samuel Johnson,” “Omnibus”*

ACTRESS—Best Single Performance (Lead or Support)  
*Polly Bergen on “Helen Morgan Story,” “Playhouse 90”*

ACTOR—Best Continuing Performance by an Actor in a Leading Role  
In a Dramatic or Comedy Series  
*Robert Young on “Father Knows Best”*

ACTRESS—Best Continuing Performance by an Actress in a Leading Role  
In a Dramatic or Comedy Series  
*Jane Wyatt on “Father Knows Best”*

SUPPORTING ACTOR—Best Continuing Supporting Performance  
In a Dramatic or Comedy Series  
*Carl Reiner on “Caesar’s Hour”*

SUPPORTING ACTRESS—Best Continuing Supporting Performance  
In a Dramatic or Comedy Series  
*Ann B. Davis on “The Bob Cummings Show”*

BEST CONTINUING PERFORMANCE (MALE) IN A SERIES BY A COMEDIAN,  
SINGER, HOST, DANCER, M. C., ANNOUNCER, NARRATOR, PANELIST,  
OR ANY PERSON WHO ESSENTIALLY PLAYS HIMSELF  
*Jack Benny on “The Jack Benny Show”*

BEST CONTINUING PERFORMANCE (FEMALE) IN A SERIES BY A  
COMEDIENNE, SINGER, HOST, DANCER, M. C., ANNOUNCER, NARRATOR,  
PANELIST, OR ANY PERSON WHO ESSENTIALLY PLAYS HERSELF  
*Dinah Shore on “The Chevy Show”*

BEST NEWS COMMENTARY  
*Edward R. Murrow for “See It Now”—CBS-TV*

BEST MUSICAL CONTRIBUTION FOR TELEVISION  
*Leonard Bernstein for “Omnibus”*

BEST TELEPLAY WRITING (HALF HOUR OR LESS)  
*Paul Manash for “The Lonely Wizard,” “Schlitz Playhouse”*

BEST TELEPLAY WRITING (ONE HOUR OR MORE)  
*Rod Serling for “The Comedian,” “Playhouse 90”*

BEST COMEDY WRITING  
*“Phil Silvers”—Hiken, Friedberg, Sharp, Ryan, Jacoby,  
Rosen, Zelinka, Russell, Webster*

BEST DIRECTION (HALF HOUR OR LESS)  
*Robert Stevens, “Alfred Hitchcock Presents,” “The Glass Eye”*



## 1957 "EMMY" WINNERS



### BEST DIRECTION (ONE HOUR OR MORE)

*Bob Banner, Dinah Shore, "The Chevy Show"*

### BEST COVERAGE OF AN UNSCHEDULED NEWSWORTHY EVENT

*Feb., '57, Riker's Island Crash, "World News Roundup"—CBS*

### BEST ART DIRECTION

*Rouben Ter-Arutunian, "12th Night," "Hallmark Hall of Fame"*

### BEST CINEMATOGRAPHY FOR TELEVISION

*Harold E. Wellman, "Hemo The Magnificent," Bell Telephone Science Series*

### BEST LIVE CAMERA WORK

*"Playhouse 90"—CBS-TV*

### BEST ENGINEERING OR TECHNICAL ACHIEVEMENT

*"Wide, Wide World," Engineering, Camera, NBC*

### BEST EDITING OF A FILM FOR TELEVISION

*Mike Pozen for "How To Kill A Woman"—"Gunsmoke"*



## LOS ANGELES STATION AWARDS



### BEST LOCAL ENTERTAINMENT PROGRAM

*"Golden Voyage," Jack Douglas—KCOP*

### BEST DOCUMENTARY OR EDUCATION PROGRAMS

*"Harvest"—Dr. Frank Baxter—KRCA*

### BEST NEWS PROGRAM

*Clete Roberts—"Special Report"—KNXT*

### BEST SPORTS PROGRAM

*Gil Stratton—"Sports Show"—KNXT*

### BEST CHILDREN'S PROGRAM

*"Faith Of Our Children"—KRCA*

### MOST OUTSTANDING MALE PERSONALITY

*Clete Roberts—KNXT*

### MOST OUTSTANDING FEMALE PERSONALITY

*Miyoshi Umeki—KNXT*

### BEST LOCAL STATION PRODUCTION SEEN ALSO OUTSIDE LOS ANGELES

*"I Search For Adventure"—Jack Douglas—KCOP*

### SPECIAL STATION ACHIEVEMENT AWARDS

*KTLA and KTTY*



## NEW YORK AREA STATION AWARDS



### MOST OUTSTANDING LIVE LOCAL PROGRAM

*"Sunrise Semester"—WCBS-TV*

### BEST DOCUMENTARY OR EDUCATIONAL PROGRAM

*"Sunrise Semester"—WCBS-TV*

### BEST NEWS PROGRAM

*"The Late News"—Ron Cochran—WCBS-TV*

### BEST CHILDREN'S OR TEEN AGE PROGRAM

*"Shariland"—Shari Lewis—WRCA-TV*

### MOST OUTSTANDING MALE PERSONALITY

*Prof. Floyd Zulli, Jr.—WCBS-TV*

### MOST OUTSTANDING FEMALE PERSONALITY

*Shari Lewis—WRCA-TV*

### SPECIAL STATION ACHIEVEMENT AWARDS

*WCBS-TV and WPIX*

# Causes of Business Failures in the United States — 1957

## FOR ALL LINES OF BUSINESS — COMMERCIAL SERVICE

Number	Per Cent	UNDERLYING CAUSES	APPARENT CAUSES	Number	Per cent
39	3.6	NEGLECT:	Due to	11	1.0
				18	1.7
				6	0.5
				4	0.4
11	1.0	FRAUD:	On the part of the principals, reflected by	1	0.1
				2	0.2
161	14.7	LACK OF EXPERIENCE IN THE LINE		559	51.2
228	20.9	LACK OF MANAGERIAL EXPERIENCE	Evidenced by inability to avoid conditions which resulted in:—	114	10.4
203	18.6	UNBALANCED EXPERIENCE*		74	6.8
414	37.9	INCOMPETENCE		18	1.6
				133	12.2
				28	2.6
				203	18.6
				41	3.8
				3	0.3
				3	0.3
13	1.2	DISASTER:	Some of these occurrences could have been provided against through insurance.	1	0.1
				6	0.5
23	2.1	REASON UNKNOWN			
1,092	109.0	TOTAL			

*Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.*

\* Experience not well rounded in sales, finance, purchasing, and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.  
Source: Dun & Bradstreet, based on opinions of informed creditors and information in Dun & Bradstreet's Credit Reports.



# HOW TO APPLY FOR AN 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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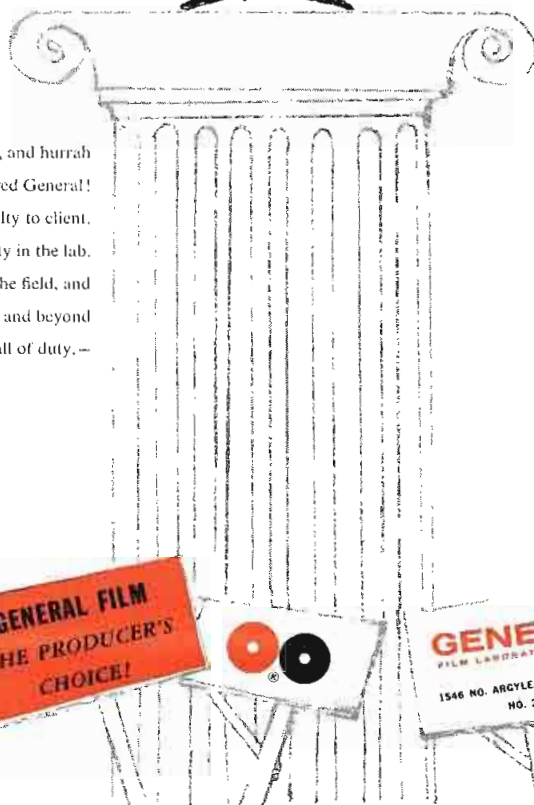
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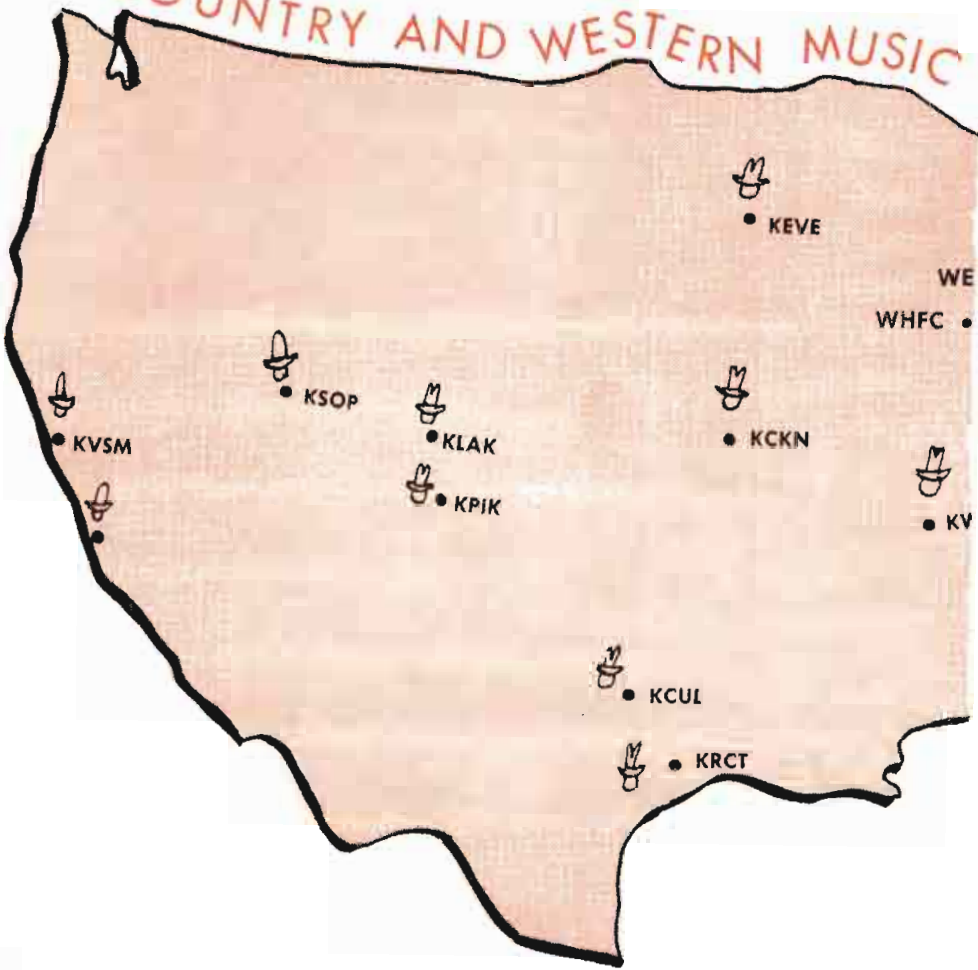
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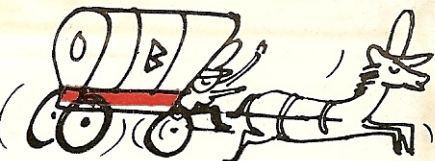
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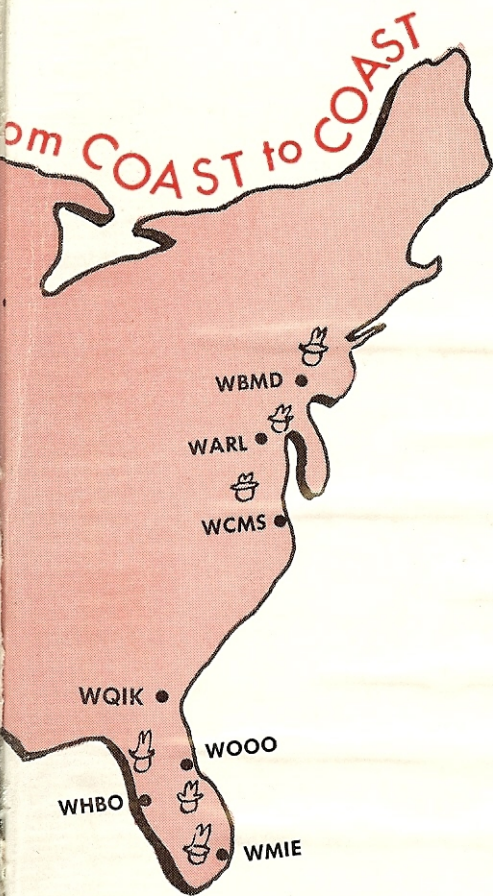


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